

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 24

NEW YORK, NOVEMBER 29, 1913

10 Cents a Copy

TO PROTECT DESIGNS.

ACTION TAKEN AT CONVENTION OF BUSINESS MEN TO SECURE RELIEF.

Manufacturers Object to Kahn Law, Enacted for Foreign Exhibitors at Panama-Pacific Fair—More Than Three Hundred Delegates Hear of Troubles with Design Pirates—R. W. Nelson, Chairman of New Body.

Steps were taken to secure better laws for the protection of commercial designs in this country, and a permanent organization was effected at the Design Registration Convention in the Hotel Astor, Nov. 21. More than 300 delegates representing manufacturers', merchants', importers', designers', advertising and trade press associations, attended.

The convention was held under the joint auspices of the National Registration League, and a committee representing the National Federation of Trade Press Associations. Permanent organization to fight for the desired legislation was effected by the election of Robert W. Nelson, president of the American Type Founders Co., as chairman; J. Clyde Oswald, of The American Printer, of New York, vice-chairman, and S. M. Weatherly, of Philadelphia, secretary of the National Registration League, secretary.

THE KAHN ACT.

The chief point of attack was the Kahn act, which provides that designs of any sort connected with foreign exhibits at the coming Panama-Pacific exposition, are to be granted patents, trade-marks and copyrights, with severe penalties for infringement, as soon as they are landed at the ground.

This may work, the American designers say, to create copyright for foreigners in things "long before known or used, or things which are public property or even previously copyrighted," and may also "give trade-mark rights to one who may have pirated a well-known trade-mark of a domestic manufacturer."

DESIGN PIRACY GROWING.

The speakers declared that design piracy has grown in recent years to an alarming extent, and each cited instances in his own particular line of business. It was urged that frequently the chief value of a manufactured article lies in its design. When this design is appropriated by a competitor and used to exploit an inferior article, the honest manufacturer suffers, it was said.

The address of Richard H. Waldo, president of the Quoin Club, will be found elsewhere in this issue.

W. Houston Kenyon discussed the Kahn law, and declared that it may prove dangerous to the interests of American manufacturers unless it is amended.

John S. Holbrook, vice-president of the Gorham Co., recommended a copyright or registration law similar to that in force in England. He said that while a great deal was heard of the unfair competition of "big business," few knew of the unfair competition of the small merchant who is a design pirate.

William H. Ingersoll, president of the Advertising Men's League of New York, told of the troubles of watch-makers with design pirates. He said that design pirating is only an outgrowth of general laxness in business morals.

Other speakers were E. W. Bradford, president of the Patent Law Association; William A. Marble, president of



EMIL M. SCHOLZ,

NEW BUSINESS MANAGER OF THE NEW YORK EVENING POST.

the Merchants' Association of New York, who told of the work that body is doing for the protection of designs; Charles Cheney, president of the New York School of Fine and Applied Art; Danford Geer and Charles A. Lent.

Resolutions were adopted, declaring present Government statutes inadequate to protect the users of designs adopted to advertise commercial articles, recommending that the Kahn law be amended. The convention pledged itself to an active campaign for the protection of commercial designs.

Receiver Sells Hot Springs News.

The Hot Springs (Ark.) Daily News, an afternoon paper, was sold Nov. 17 under a receiver's sale to Robert A. Jones, representing 75 per cent. of the publication's bondholders. The consideration was \$3,000. Of this sum \$1,000 was paid at once to cover the costs of the receivership and the operating expenses of the paper since Douglas Hotchkiss, the receiver, took charge.

Burned Out, but Not Discouraged.

C. B. Masters, editor and publisher of the Humboldt (S. D.) Journal, was not a bit discouraged by the fire which destroyed his newspaper plant recently. A new press and mechanical equipment will soon be installed and the paper issued in usual good form. Meanwhile he is printing the Journal on one side of a sheet ten by eight inches.

PAID \$120,000 FOR LEADER.

Syndicate of Eight Members Now Controls Lexington Afternoon Newspaper.

The syndicate headed by John G. Stoll, which purchased the Lexington (Ky.) Leader last week from Mrs. Anna T. Roberts, widow of Samuel J. Roberts, its founder, is reported to have paid \$120,000 for the property. The price asked by Mrs. Roberts was \$125,000, but it is understood she finally accepted \$5,000 less.

There are eight members in the new company which controls the Leader. Each is said to have put up \$15,000 as his share toward the purchase price. Besides Mr. Stoll, the members of the syndicate are Henry K. Milward, now business manager of the Leader; W. F. Warren, cashier of the Fayette National Bank; John Skain, Dr. Samuel H. Halley, R. C. Stoll, R. B. Hartung and Ernest B. Ellis.

Mrs. Roberts will continue to conduct the paper until Jan. 1. In her editorial announcement of the sale Mrs. Roberts says the change in interest was made necessary owing to the state of her health, which has not been very good since the death of her husband in March, 1913. There will be no changes in the staff in either the editorial or business office. The paper will remain Republican.

WASHINGTON TOPICS.

SEVERAL BILLS INTRODUCED FOR CONGRESS TO REDUCE FIRST CLASS POSTAGE.

Limit of Weight of Parcel Post Packages Will Probably Be Increased to 50 Pounds—Senate Lobby Investigating Committee to Resume Hearings on Monday—Warning Against Fake "Subs."

(Special Correspondence.)

WASHINGTON, D. C., Nov. 26.—Warning has been issued by the Department of Agriculture against answering advertisements purporting to give free of charge some prescription said to have cured the advertiser of some serious disease. The advertiser, the department declares, gets his money by including in the formula, under a technical name, some patent medicine. This boosts the sale of the patent medicine. There is no law under which these people can be forced to stop their practices, and the only hope of the department toward stopping the work is to warn the public through the newspapers.

The advertisements state that the man or woman whose name is attached was saved from death from one of a number of serious diseases through some wonderful prescription given to him or her by a regular physician of unusual skill, who will not allow his name to be used because of medical ethics.

THE BLUFF THAT SCORES.

The advertisement states that the writer feels it to be a duty to communicate this invaluable recipe to humanity in order to save them from similar ills. The offer is then made to supply this prescription without charge to anyone who will address a post card to the advertiser.

One-cent postage promises to be an extremely live issue in the regular session of Congress. It is one of the several big questions pertaining to the Post-office Department which will be agitated. The others include the proposed taking over of the telephone and telegraph systems by the Government, the modification of the parcel post law, and legislation to make the railroads pay for the weighing of the mails.

Judging from the number of bills introduced on the subject of one-cent postage, the demand seems to be great. No less than a dozen bills have already been introduced in regard to changes in postage rates, and half of these provide for penny postage outright. The measure most often referred to is that of Senator Burton, who has long been advocating one-cent letter postage. His bill provides that the first-class rate shall be one cent per ounce.

SPONSORS OF NEW BILLS.

Congressmen Austin of Tennessee, Rouse of Kentucky, Aiken of South Carolina, Bartlett of Georgia, and McKellar of Tennessee have introduced bills providing likewise.

Several bills have been introduced providing that the first-class rate of one cent an ounce shall prevail in case delivery is to be made within the limits of the postoffice where the matter was mailed.

Congressman Grist of Pennsylvania and Congressman Roddenberry have submitted bills to this effect.

Reply letters and postal cards may be carried without prepayment of postage if bills introduced by Senator Townsend and Congressman Lloyd become law.

This subject has no bearing on one-cent postage, but would work a considerable reduction in rates in the aggregate. Congressman McCoy of New Jersey has introduced a House joint resolution for an inquiry into one-cent letter postage by a commission made up of four members, two from the Senate and two from the House.

If the parcel post stands the test of the Christmas holiday rush, and if it is clear that it pays, one-cent postage will receive an impetus. Most of the objection which is raised to it is economical. Many in Congress who would like to see one-cent postage fear it may mean a big loss to the Postoffice Department.

The limit of weight of parcel post packages for the first and second zones will be increased from twenty to fifty pounds if, as is said to be likely, the recommendation of the Postmaster General is approved by the Interstate Commerce Commission, as it has to be to make it effective. The proposed change will not affect existing parcel post rates of postage, and the lower limit of weight will continue to apply to territory beyond the first and second zones.

The Senate Lobby Investigation Committee, of which Senator Lee S. Overman is chairman, will resume hearings next Tuesday, and will investigate the various ways in which newspaper publicity has been used for lobbying. Should the special committee find it necessary to recommend legislation on the subject of newspaper "lobbying," the subject will receive the fairest consideration by Chairman Overman.

The committee will take testimony on the question as to how far newspapers can properly go in making use of matter which is prepared by lobbyists or paid publicity agents. It developed in the hearings before the committee that publicity was one of the chief means used by big lobbies in Washington and elsewhere to try to influence legislation.

Cortland Smith, president of the American Press Association, of New York, will be one of the first witnesses.

Frank A. Munsey, the publisher, came to the rescue of financial Washington last week by purchasing the United States Trust Co., which was threatened with failure by a run on the bank. Mr. Munsey bought the trust company and paid dollar for dollar to the depositors, and further rendered the depositors great service by offering to pay full interest to all who had withdrawn their accounts before he came into control of the bank. Full paid advertisements were inserted in the Washington papers announcing the purchase of the trust company by Mr. Munsey, who said that the two million of dollars in the Munsey Trust Co. and his holdings in the Washington Times, his newspaper, stood back of his assertion that he would pay the liabilities of the United States Trust Co.

GOVERNMENT'S NEWSPAPER DIRECTORY.

Entering the advertising agency field, with a view to building up American trade abroad, the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, has announced the publication of a newspaper directory for intending American advertisers. The publication will give the detailed information concerning the various newspapers and periodicals in the principal foreign cities, their circulation, rates of advertising, subscription price and the classes of the buying public reached by them.

Printer's ink used judiciously abroad, it is believed, will prove a decided spur to foreign business. While the bureau acknowledges that a complete schedule of rates and other information has not been attempted, it declares that general idea of the facts gathered, which have been obtained through the American consul and consular agents. A valuable feature of the directory is found in the first-hand information given of the business character of the various cities reported on, and the population, trade and industries to be reached through their newspapers.

AGAINST FREE PLATE MATTER.

Effort Being Made to Stop Its Use in Massachusetts.

The Massachusetts Press Association has mailed to all of the newspapers of the State the following appeal: "Fellow Publishers:

"From the quantity of free plate matter sent out to newspapers by the various plate concerns, especially during the recent political campaign, it must be obvious to you that the newspapers are being worked for a 'good thing' by somebody. It is fair to assume that the candidates or their campaign committees would not send out this 'free' plate unless somebody was using it. It is also fair to assume that the plate companies are making a good thing out of it, while we are sure that the publisher has received nothing.

"This matter came up for discussion at the November meeting of the Massachusetts Press Association and it was voted to notify the two principal companies that the association condemned the use of this free political or other plate matter and to advise its members to return such plate express collect to the senders. The plate companies have been notified of the action.

"It was also voted to urge all publishers of the State to get into line and to request them to agree to discourage the free plate proposition, and to see that the information reached candidates or others who sought publicity through this channel.

"Newspapers cannot expect to receive pay for their advertising columns if they are so easy as to allow the plate companies, candidates or political managers to get their space for nothing.

"Publishers are earnestly invited to consider that the use of such matter cheapens the value of their papers in the eyes of those seeking publicity, and we earnestly urge them not to be deceived into using such matter to help 'fill up' on the theory that it costs nothing. Legitimate plate matter is inexpensive and the use of this free stuff is actually costly in dollars and cents and in self-respect.

"Will you not therefore lend your assistance to the Massachusetts Press Association in trying to remedy this handicap to our business by signing the enclosed agreement? If we can have the backing of the newspaper interests we will perhaps be able to discourage some of the parasites who are making a living off the easy publisher and killing profitable business that but for the parasites would naturally come into the newspaper office."

Accompanying the appeal is a postal card containing the following pledge, which the publishers are asked to sign:

"The undersigned agrees not to use the political or other plate matter sent out by the plate companies or other parties free or for which adequate compensation is not offered, and to return such plate matter collect to the sender."

Italian Editors in Libel Case.

Dr. J. M. Sheedy, brother of Rev. Father Sheedy, rector of St. John's Catholic Church, Altoona, Pa., has preferred charges of criminal libel against the publisher and entire staff of La Stella d'Italia, an Italian newspaper published at Greensburg, Pa., and widely circulated in Pennsylvania. The action is based on statements affecting the reputation of members of the Sisters of Charity of Altoona. The men were held in \$1,000 bail for court.

British Army to Use Press Ads.

In a recent speech in London Lord Northcliffe conveyed a hint to the British Government that its difficulty in getting army recruits might be overcome by an alert advertising campaign in the press. It is now announced from London that the English Government is about to start a publicity campaign on these lines, and advertisements will soon appear in the newspapers inviting men to join the army and setting forth the army's attractions.

Knoxville's Three New Weeklies.

Three new weekly newspapers have recently made their appearance in Knoxville, Tenn. One is the Citizen, a publication devoted to the moral and civic uplift of the community. The other two are the Voice and the Press, both published in the interests of organized labor.

SCHOLZ WITH EVENING POST.

Succeeds W. J. Pattison, Who Resigns After 27 Years' Service.

William J. Pattison, publisher of the New York Evening Post has resigned after more than a quarter of a century in the service of that paper. He will be succeeded by Emil M. Scholz, recently general manager of the Pittsburgh Post and Sun, who begins his new duties Monday, and will have the title of business manager.

Mr. Pattison is one of the best known newspaper men in the country, and is a prominent member of the American Newspaper Publishers' Association, of which for the past ten years he has been treasurer and member of the board of directors. He was also, for two years, head of the local publishers' association.

Starting his career in 1886 Mr. Pattison rose step by step in the business department of the Evening Post, until eleven years ago, when he succeeded Edward P. Call as publisher of the paper. Under Mr. Pattison's progressive management the Post has had a steadily increased development, both in circulation and business.

Mr. Pattison's resignation takes effect Jan. 1. He has several propositions under consideration, but has as yet made no decision as to what he will do after leaving the post.

Emil M. Scholz, the new business manager of the Post, has for the past two years been engaged in the rehabilitation of the Pittsburgh Post and Sun. Previous to taking up the work in Pittsburgh, Mr. Scholz was assistant general manager of the Chicago Record-Herald. He had also been connected with other Chicago papers, and had made a successful record in Philadelphia.

The problem he tackled on the Post and Sun demanded quick action, as the paper had been in the receiver's hands for almost a year and had reached a very low ebb. Mr. Scholz started in by improving the papers editorially and typographically, and it was only a matter of a few months before they attracted not only favorable attention locally by a rapidly growing circulation, but their national prestige was restored, and both papers are now rated among the foremost Pittsburgh mediums.

FLUSHING, O.—The News Advertiser has been sold by W. J. Gibson to the News-Advertiser Co. and will be in charge of W. S. Bailey, for the past two years editor of the Martin's Ferry Daily Times.

TELEGRAPHERS' WAGES RAISED.

New Scale Adopted After a Conference with U. P. A. Officers.

Following a two weeks' session between a committee representing the United Press Association's telegraphers, division No. 47 C. T. U. A., and the management of the United Press, a new scale covering operators' salaries during 1914 has been agreed upon. The new scale, which provides for increases in salaries of both minimum and relay operators, now goes to the operators for a referendum vote, carrying with it a recommendation of the scale committee that it be accepted.

The new scale provides for a minimum of \$24.25 per week for an eight-hour day for line receiving operators and calls for \$30 per week for an eight-hour day for relay operators.

Including the latest increases, which become effective Jan. 1, 1914, the total increase in salaries for the various grades of United Press operators, made during the past five years averages 25.1 per cent.

The increases since 1908 are as follows:

COMPARISON OF UNITED PRESS OPERATORS' SCALES, 1908 AND 1914.				
Service.	1908.	1914.	Increase.	Percentage of Increase.
Minimum	\$19.50	\$24.25	\$4.75 per week	24.3
Bureaus	21.00	26.00	5.00 " "	23.8
Relays	25.00	30.00	5.00 " "	20.0
Overtime50	.60	.10 " hour	20.0
Saturday night	4.00	5.50	1.50 " night	37.5
Average per cent. increase all services.....				25.1

BIRMINGHAM NEWS NOTES.

Ad Club Completes Successful Exhibition—Newspaper Men's New Home.

(Special Correspondence.)

BIRMINGHAM, Ala., Nov. 18.—The Ad Club has just completed a successful exhibition of "home products" in which a majority of the more important local manufacturers took part. The exposition was promoted and managed entirely by the club members and drew enormous crowds for the entire week. It was an awakening for Birmingham and so highly praised by press and public that a permanent exposition committee has been named and the show will be made an annual affair.

An "auditorium" committee is also to become active, and with the assistance of the Board of Trade and other civic bodies urge the city government to include in the plans of a new auditorium to be built immediately ample floor space for a permanent exhibit of home products. The Birmingham Ad Club is winning recognition as a body of live wires, and is doing much for the purification of advertising copy, the elimination of fake schemes and the encouragement of persistent effective advertising.

The Birmingham Newspaper Club, with 100 active and 600 associate members drawn from local and non-resident men of prominence in all professions, will, about Jan. 1 next, occupy its new home on the 24th and 25th floors and roof garden of the Jefferson County Bank building, which is nearing completion. About \$20,000 will be the cost of decorating and furnishing the various departments of the club, which will include a library, lounging room, billiard hall, cafe and buffet. There is also to be a mezzanine floor for ladies.

According to its by-laws the club management is to be under perpetual control of the active or newspaper membership, as the governing board of twelve will consist of two editorial room men and one advertising department man from each of the three local dailies, the remaining three governors to be selected from the list of associate members. The club's quarters are not only to be the most lavishly furnished, but the most highly elevated in the South, being at the top of the tallest skyscraper.

The Birmingham (Ala.) Ledger, first Southern daily to exclude advertisements of intoxicants, quack doctors, mediums, mining fakes and undesirable business of every class, has made further effort at offering 100 per cent. quality of circulation and pulling power by adding a system of billboards to its street car cards, and first page "boxes" devoted to advertising in the Ledger. The purification of its advertising columns several years ago is said to have caused a loss of \$100,000 of business from the undesirables, but has done much to more firmly establish the publication as a home paper.

J. Bernard Lyon, formerly advertising manager of the Augusta Chronicle, is now a member of the advertising staff of the Birmingham Ledger. Edgar J. Snell, for about ten years manager of the classified advertising department of the Minneapolis Tribune, is now in a similar position with the Ledger.

Newaygo Paper Sold.

The Newaygo (Mich.) Republican last week passed into the hands of Wm. A. Shaw, editor and publisher of the Grandville (Mich.) Star. The newspaper was bequeathed to him by his late brother, Edwin O. Shaw, but the widow chose to inherit under the statute rather than under the will of the latter.

The Index will be found on page 467.

CHICAGO HAPPENINGS.

Woman's Club Discusses the "Morale" of the Press—Western Ad Golfers' Winter Plans—Gang of "Cartoon" Swindlers at Work—Stanley Waterloo's Estate—Syndicate Acquires Abendpost Building.
(Special Correspondence.)

CHICAGO, Nov. 26.—The newspaper worker and the Chicago Woman's Club member saw themselves as others see them last week in a face-to-face discussion of the "Morale of the Press" between members of the Chicago Woman's Club and representatives of the daily press. The speakers for the Chicago Woman's Club were Mrs. George Bass, the president; Mrs. Celia Parker Wooley, Mrs. L. Brackett Bishop, Mrs. Arthur Chamberlin and Dr. Rachel Yarros. The attitude of the press was explained by Sheldon Patterson, Miss Helen Bennett, Miss Ethel Colson and Miss Mary Synon.

Western advertising golfers will send a delegation of contestants to the annual tournament of the winter golf league of advertising interests to be held at Pinehurst, N. C., during the week of Jan. 12 to 17. Guy S. Pierce, the Chicago member of the tournament committee named at the meeting of the board of directors of the league at the Aldine Club, New York, is gathering entries from the western contingent. It is expected that several local players will enter the lists for trophies in the Pinehurst tourney.

GANG OF CARTOON SWINDLERS.
Another gang of "cartoon swindlers" is here. Three men appeared at various saloons, saying they were preparing a book of drawings and had been sent there "by the Press Club and John McCutcheon." In some cases they are said to have made collections on their confidence game. Nothing is known of the gang except that they are using the names of their "backers" without authority.

Three hundred friends of William Putnam Cramer—all advertising men—adopted resolutions expressing belief in his integrity and honor. Cramer was shot dead at Kansas City last week by a jealous husband.

Stanley Waterloo, author and member of the Press Club of Chicago, who died Oct. 11, left his estate, amounting to \$1,000, to Ada C. Sweet, who collaborated with him in many of his writings. The will has been filed in the Probate Court. The estate consists only of personal property. Doubleday, Page & Co. are soon to publish the last work of Stanley Waterloo. It is a story of primitive man, a companion piece to his famous "Story of Ab."

For the proper conduct of business it is necessary for the business man and the public to understand the mental attitude of each other, Wesley A. Stanger, manager of the Royal Typewriter Co., declared last week at the luncheon of the Rotary Club in the Hotel Sherman. "The difference between a goose and a hen," Mr. Stanger said, "is that when a goose lays an egg it keeps silent about it, but when a hen lays an egg it makes enough noise to inform everybody within a radius of seventeen blocks about the wonderful happening. Unless a man advertises the public won't have the right viewpoint of his product."

BUYS ABENDPOST BUILDING.
A stag party was given at the Press Club late Saturday night, with numerous stage celebrities present.

A syndicate known as the Fifth Avenue Trust Agreement has acquired the leasehold estate on the premises at the southeast corner of South Fifth avenue and West Monroe street, occupied by the Abendpost building. The Abendpost Co. has leased the four-story brick and stone front building at 223-25 West Washington street, for a term of years at an aggregate net rental of \$81,900. The building is 40 by 180 feet.

Cartoonist Briggs and Hugh S. Fullerton, the sporting writer, assisted the Evanston (Ill.) Y. M. C. A. in its annual house-warming party last week.

DINNER TO S. G. LAPHAM.

Friends of the Journalist Pay Tribute to His Career as an Editor.

S. Gurney Lapham, the dean of central New York journalists, who recently retired from the Syracuse Herald after a half century of active newspaper service, was the guest of honor at a dinner given him by his newspaper friends and admirers at the Hotel Onondaga in Syracuse last week.

The dinner committee was composed of Harvey D. Burrell, editor of the Syracuse Journal, chairman; Edward H. O'Hara, general manager of the Syracuse Herald; William P. Baker, city editor of the Syracuse Post-Standard, and George A. Glynn, superintendent of the Syracuse Bureau of Water, and long



S. GURNEY LAPHAM.

city editor of the Syracuse Herald. The dinner was attended by many who have been associated with Mr. Lapham, and was a notable affair.

Out-of-town guests included Charles R. Sherlock, formerly editor of the Syracuse Standard, and Frank J. Marion, of New York; Richard E. Day and James J. Neville, of Albany. Letters of regret were read from Chester S. Lord, A. C. Haselbarth, J. F. Tebeau, Myles T. Frisbie, Frank W. Noxon, Harlow C. Clarke, D. C. Bull and Carl Frederick Ackerman, of New York; Norman E. Mack, Buffalo; Francis E. Leupp, Washington; George Graham, Boston; Herbert F. Prescott, Albany; A. N. Liecny, Schenectady; A. G. Breckinridge, Binghamton, and Charles Elliott Fitch, Skaneateles.

When Mr. Lapham retired from the Syracuse Herald staff a few weeks ago he was called to the office of Manager O'Hara and presented, in behalf of the staff, a silver and gold loving cup, suitably inscribed. John B. Howe, the Herald's chief editorial writer, spoke, telling of his long acquaintance with Mr. Lapham and of the latter's unflinching courtesy and geniality. Mr. Lapham responded feelingly.

On Oct. 1, 1867, after his graduation from Williams College, Mr. Lapham entered journalism as part owner and associate editor of the old Syracuse Courier. Many young men who later became noted editors, including Chester S. Lord, of the Sun, were then intimate friends of Mr. Lapham.

When Mr. Lapham assumed his duties on the Courier, Horace Greeley, who was at the zenith of his national power, was defeated by Roscoe Conkling. Mr. Lapham was a staunch Democrat, and in 1868 supported editorially in the Courier Horatio Seymour, thrice Governor of New York State, who had gained the Democratic nomination for President.

In the exciting campaign waged by Samuel J. Tilden in 1872 for the governorship of New York, Mr. Lapham came strongly to the front.

Mr. Lapham was also a warm friend and supporter of Governors David B. Hill and Roswell P. Flower. As correspondent of the Associated Press Mr.

Lapham "covered" the convention in the Grand Opera House, in Syracuse, which nominated Grover Cleveland for Governor of New York and started him on the road to the Presidency.

From his cares as a politician and political writer Mr. Lapham turned early to the drama for recreation, with the result that he long ago became one of the best known dramatic critics in the State.

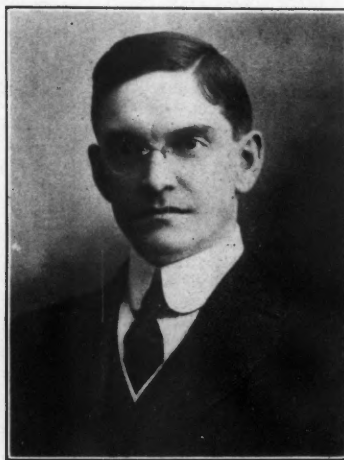
The older Syracusans will always remember the reception he tendered to Madame Modjeska at his home in Syracuse on Christmas Eve in 1879. Madame Modjeska had just returned from England and appeared in Syracuse in "Romeo and Juliet." After the performance she and her company met many of the most prominent people of the Salt City in Mr. Lapham's parlors. Among the actors at this reception were Henry Miller, Robert Mantell, W. J. Ferguson and others, who were then the comparatively unknown supporters of Modjeska.

Mr. Lapham cherishes many personal letters from Edwin Booth, Sir Henry Irving, Richard Mansfield, Clyde Fitch and other men inseparably connected with past stage triumphs. Mr. Lapham has always upheld the best of theatrical traditions and condemned departures from them. He is conceded to be the best Shakespearean authority up-State.

In the excellent portrait of Mr. Lapham which THE EDITOR AND PUBLISHER prints to-day his friends will miss two things—the flower which he invariably wears in his lapel buttonhole and the fragrant cigar in its red rubber holder, known to every reporter and desk man in Syracuse. It may be modestly stated, in conclusion, as incontrovertible evidence of Mr. Lapham's appreciation of the best in journalism, that he has been a subscriber for ten years to THE EDITOR AND PUBLISHER.

Davenport Democrat's New Manager.

The Davenport (Ia.) Democrat and Leader announces the appointment of John G. Cary as business manager of the paper. Mr. Cary was born in



JOHN G. CARY.

Sterling, Ill., and began early in the newspaper game. His first position was in the editorial department of the Sterling Gazette. In 1896 he joined the business staff of the Davenport Times, with which paper he was connected for many years, rising from bookkeeper to assistant manager. Mr. Cary was for a year and a half business manager of the Fort Worth Telegram, and manager of the Davenport Leader until it merged with the Democrat. He took up his new duties on Monday.

Lynchburg Papers in New Quarters.

The plant of the Lynchburg (Va.) News and the Advance, morning and afternoon papers published here by Congressman Carter Glass, has been moved from the temporary quarters used since the fire last April into a fireproof building on the site of the burnt structure on Ninth street.

COAST CIRCUIT EDITORS MEET.

See Transmission of News by 'Phone Direct to Linotype Operator.

(Special Correspondence.)
COLUMBIA, S. C., Nov. 19.—The fourth annual meeting of the Coast Circuit Association of Associated Press newspapers adjourned recently after a theatre party, in which the visitors were guests of the local newspaper men.

The meeting was called to order in the Jefferson Hotel by G. A. Gregory, managing editor of the Savannah Morning News, who has been chairman of the association since its organization.

The routine business of the morning meeting was temporarily postponed to hear a "family talk" by Melville E. Stone, of New York, general manager of the Associated Press. The news report handled by the leased wires on the Washington-Atlanta-Tampa circuit was gone over in detail and discussed. The business session was concluded with the election of W. G. Sutlive, managing editor of the Savannah Press, as chairman for the coming year, and the reelection of John W. Hammond, managing editor of the Augusta Chronicle, as secretary.

The meeting inaugurated a new schedule of semi-annual instead of annual meetings, and an invitation from Charleston was accepted to hold the April meeting at the Isle of Palms.

The most generally interesting feature of the meeting was a demonstration of the use of the long distance telephone as a possible future development in the transmission and handling of news matter.

Officials of the Southern Bell and the American Telephone & Telegraph companies had had installed in the State office for this demonstration, special long distance telephone equipment to be operated in conjunction with a linotype machine. By this method the visiting newspaper and telephone men saw the first direct transmission of news matter from its point of origin, into type ready for use, ever shown in the South.

A "talking" circuit had been made up, extending from Charleston through Columbia and Spartanburg to Greenville, with all these offices on the wire at the same time. A specially prepared item was transmitted from Charleston, "copied" directly on the linotype machine in the State office, and listened to by Spartanburg and Greenville.

Among the newspaper men attending the annual meeting were:

T. R. Waring, editor of the Charleston Post; F. G. Bell, president and business manager of the Savannah Morning News; W. G. Sutlive, managing editor of the Savannah Press; W. W. Ball, managing editor of The State; James H. Moore, editor of the Columbia Record; Melville E. Stone, general manager of the Associated Press; Edward Lansing Cowles, managing editor of The Record; C. L. Connor, managing editor of the Jacksonville Metropolis; G. A. Gregory, managing editor of the Savannah Morning News; L. H. Wannamaker, Jr., news editor of The News and Courier, Charleston; John S. Reynolds, of The State; Robert T. Small, superintendent Southern Division, Associated Press; John W. Hammond, managing editor of the Augusta Chronicle; C. J. King, traffic chief Southern Division, Associated Press, Atlanta.

Butler in a New Field.

William Butler, who has many friends in the trade, announces that he has opened an office at 821 Free Press building, Detroit, Mich., as a public accountant. He will specialize on cost and general accounting systems, inspection audits, analytical examinations and comprehensive reports. Mr. Butler was formerly business manager of the Detroit Saturday Night. He has had a wide experience in the newspaper field, having been successful as circulation manager and business manager of daily newspapers at Chicago, Detroit, Washington, Pittsburgh and New York. He has devised numerous successful circulation promotion plans and is well qualified to give expert advice on accounting systems.

The Rocky Mount (N. C.) Telegram has increased its capital to \$20,000.

WOMEN WRITERS OF AMERICAN PRESS.

The Woman Who Would Succeed Must Like Writing, Bristle with Ideas, Uphold a Literary Standard and Have Dogged Determination, Declares Miss Hetty Cattell, of the Rocky Mountain News.

By A. C. Haeselbarth.

There are some very bright newspaper women in Denver, Col., and it is no mean distinction to be the youngest among them to have held a position as important as that of special writer, book reviewer and dramatic critic for the Rocky Mountain News. This staff position is now filled by Miss Hetty Cattell, who is in her twenty-fifth year. Just how Miss Cattell has forged ahead the following interview for THE EDITOR AND PUBLISHER makes clear.

"Ever since I can remember I have written. My earliest recollection is of hoarding pencils and paper. This penchant for writing material, together with the joy which I found in the muscular



MISS HETTY CATTELL.

act of writing, should have given my worthy parents some inkling of the trade I was to follow—but it didn't.

"After I was graduated from high school I took teachers' examinations and taught six months. But I abhorred the work. Thus it happened that the following fall, when I should have been teaching again, I found myself unemployed. I refused to hunt for another school. Late in the fall I presented myself in the editorial rooms of the Denver Post and timidly requested that I be given an opportunity to show what I could do in the way of reporting. The editor, Josiah M. Ward, peered over his glasses and announced that he had some doubts as to my remaining with him two weeks, but declared he was willing to try me for one week.

TRIALS OF A BEGINNER.

"I shall never forget the agonies of that week, the terrors of lack of confidence and fears of managerial wrath. I closed an inglorious seven days and went home to stay, convinced that I could not afford an apprenticeship. The middle of the next week I returned to the editor determined to make good if possible.

"For one month I worked with no remuneration. Then I began to draw \$7 per week, and from then on I gradually rose in the ranks.

"The first two years were a source of continual disillusionment and attempts at adjusting the reality and the ideal. But in spite of it those years were the making of me. Since then I have watched girls go out from sheltered homes to dig around in police courts, divorce courts, criminal courts, city hall politics, only to mark their growth into the most worth while women I have ever known.

"At the close of two years, with a reputation for poor writing, but an unusual capacity for news gathering, I packed up a few belongings and boarded a train for California.

"I found a position in Pasadena. There I worked almost nine months. The life was new. Previous to that time I had had a taste of the court house run, State Capitol run and the society desk

when the regular society editress was gone. Here I became hotel reporter, and the Pasadena hostilities introduced me to an intimate acquaintance with some members of the top layer of America's society and financial strata. For nine months I met capitalists, artists, musicians, and then some more capitalists. My failure, however, to see the difference between myself and the man who had wrenched a fortune out of hooks and eyes, boots and shoes, pig iron, gold, or billiard balls won me, among the hotel clerks, a reputation for 'nerve,' but afforded me also a daily scoop over my worthy rival. Thus, one will submit to martyrdom for his profession!

"Then I became ravenous to learn all that I could. I haunted artists' studios. I read whatever I could set hands upon. I made my home with the mother of the aviator, Arch Hoxsey, and acquired a fair knowledge of aerial navigation. I insisted upon running the office switchboard when the telephone operator went to lunch, and I held copy after my own work was finished.

MISS CATTELL IN PASADENA.

"On the Pasadena paper I was first allowed freedom in writing. I was allotted a small space on the editorial page, and I filled this with 'Happy Hester's Hunches,' philosophical epigrams with an 'I-am-dying-Egypt-dying' wail so mournful that I have not yet been able to read my scrapbook of them.

"It was soon after I had awakened to discover I had \$30 in the bank that I received a call from the Fort Worth Record at a salary of \$25 per week. The lure of the balmy climate of southern California, the mist-capped hills and the ocean couldn't overcome that \$25 appeal. So, with more real sense in my head than I ever before had known, I started for Texas.

"Once there I discovered that the 'special writing' had meant a regular 'police run,' and for three months I hung around the city hall of Fort Worth looking over the 'vags,' the murderers, the forgers, the women, the youngsters carried to the city bastle. I immediately made friends with the police matron. Occasionally I rode on the police patrol to the astonishment of the conservative Southerners. I lounged in the police sergeant's office watching for 'news.' The more I saw of police headquarters and the 'city cooler' the less I thought of political machinery, and the more time I spent in the police matron's warm office.

A STAY IN FORT WORTH.

"I stayed in Fort Worth until the managing editor hinted, not vaguely, that he might get along without my services, and then I turned my face toward Denver.

"For one year I did nothing but study. During that year Smart Set saw some value in a few epigrams, a poem of mine appeared in a Western magazine, and Satire accepted a poem and an epigram or two. Also encouraging letters from magazine editors occasionally came my way. But I could not live upon this meager appreciation of my art.

"I studied. I mapped out my own line of study. I emphasized philosophy and I read and reread the best of the English and the American authors, and I read plays, plays, plays. I prefer a play to a novel any day. I read psychology and biology.

"The qualifications which I deem the seed which will sprout the successful newspaper woman are, first and foremost, to like writing better than anything else; second, to have ideas; third, to know what constitutes a literary standard, and fourth, to have dogged perseverance. And I should lay stress upon ideas.

"Newspaper work to-day offers one of the best fields for women. As yet there

are not too many women in the newspaper offices. One of the necessities of a newspaper to-day is to feature a woman writer. The women of America read, and they like to read what other women write.

"The Bohemian female in newspaperdom is out of style. The stamp of Bohemianism merely cheapens a profession. Bohemianism isn't natural, and it is tawdry trimming to attach to a 'life work.'

"I believe that nothing will mould a better foundation for magazine writing, novel writing and play writing than experience in newspaper work. Eleanor Gates once told me this. I have looked into the lives of those women and men writers who have made successes, and generally speaking, they have first been successes as newspaper writers. Now, one of my very few 'beliefs' is that while not an essential, it is a help to the prospective magazine writer to have been in newspaper work.

"As for myself, I have to write. I have never been able to talk well, wherefor writing with me is a NECESSITY."

DIGGING UP CORRESPONDENCE.

Some of the Stories a Young Woman Unearthed in a Small Town.

By WINIFRED GRAY.

No town is so small that the correspondent of a city paper cannot find plenty of stories in a field that is comparatively unworked. For it is undeniable that the home weekly is expected to keep in a groove, as it is hampered in more ways than one, and the editor is liable to be visited with personal violence if he states a too unpleasant fact, though it may be legitimate news. I have known, however, more than one editor of a country weekly who upset all precedent, but that is not in point here.

Just why the correspondent's chance came to me I do not know, as I had never had any experience in writing for the newspapers; but the opportunity did come and I seized it. As a big story was only occasionally obtainable and in order to make my position profitable it became necessary to dig for material.

To show what can be found in a small town let me tell of my experience in Newaygo, Mich., which at the time I began writing for the papers had a population of 1,500 souls. The town had as beautiful a natural setting as one could ask. Indian tradition lay behind it. The Muskegon River was the longest stream in the State, with a promise of water power more than fulfilled to-day. Many fascinating tales of log-driving days were associated with it. Pine stumps on the hills suggested a basis for several lumber stories of a day when Eastern men made vast fortunes and went back home to spend them.

Newaygo was the county seat, and the court house a historic structure, so annuals as well as current news were forthcoming. I studied the old landmarks with new interest and their history furnished material for special articles. A lake chain near by was opening up for a summer resort, and an article on the subject proved acceptable to the editor.

Here I found a man who had thought out a formula for removing the smell from an onion, and a family of dwarfs whose parents had refused a good offer for all concerned to travel with P. T. Barnum's circus. Here I discovered a professional dancer who never had worn a hatpin, for humanity's sake. Down by the river there lived a woman whose father had been associated with Nathaniel Hawthorne in the Salem Custom House and who is said to have been the original of "little Nannie." Here resided a circuit judge who held humane and advanced ideas in dealing with erring youth. On the outskirts of the town dwelt a Quakeress, a niece of the late Levi Coffin, who in thirty years prior to the Civil War passed 3,500 slaves to freedom.

In Hesperia, a long drive from Newaygo, for the place had no railroad, the main street ran through two counties. The river near-by had always been a temptation to smugglers. The local

print shop did not print dance bills and Curfew rang at night.

East of Newaygo lay Oak Grove, settled by a few scattered farmers. In this hamlet occurred a tragedy that shook the State. Oak Grove sent a highway cow case to the Supreme Court that became famous because of the important ruling on a law point that had not before been decided. A black-hand letter scare drew long-distance calls from city dailies.

In my wish to get on I have not always remained in a small town, yet it is my firm belief that a diligent correspondent who has the nose for news and learns to see can find in his small town most interesting facts which, if properly presented in the form of special articles and correspondence, will gladly be accepted and paid for by city newspapers.

OBITUARY NOTES.

W. R. BARROW, seventy-two years old, a well-known publisher of Arkansas, died at Little Rock on Nov. 16. He was at one time publisher of the Saturday Bee, the Daily Press and, until a year ago, the North Little Rock Times.

JOHN E. SCHMIDT, fifty-seven years old, vice-president of the Henry Romeike Press Clipping Bureau, fell dead of apoplexy in his office Monday evening. Mr. Schmidt had been associated with the Romeike Bureau for twenty-five years.

EDWARD J. COYLE, thirty-one years old, sporting editor of the Reading (Pa.) Eagle and well known throughout eastern Pennsylvania in athletics, died of pneumonia at Reading last week.

EDOUARD LOCKROY, one of the most famous journalists of France and an eminent statesman, died at his home in Paris Saturday from an affection of the heart. He was seventy-five years old. M. Lockroy was one of the founders of a daily paper called La Municipalite, which had for its object the regulation of the municipal councils of France.

THOMAS H. A. MCGILL, a well-known newspaper man, died in Denver, Col., Nov. 21. Mr. McGill was born in New York city fifty years ago. He began his newspaper career on the New York Press. He had worked since 1890 in various editorial capacities on every Denver newspaper.

LAWRENCE W. RANK, fifty-three years old, former editor and publisher of the California (Pa.) Sentinel, died at Washington, Pa., Nov. 20.

Teachers Discuss Newspaper Work.

Journalism from its various angles was discussed at Syracuse Tuesday in connection with the annual meeting of the New York State Teachers' Association. Prof. J. W. Cunliffe, associate director of the Pulitzer School of Journalism, spoke on "The Journalist's Responsibility," and W. E. Chancellor, editor of the School Journal, on "Facing the Facts." In a symposium on "Clean Journalism" addresses were made as follows: "Its Natural Significance," Adelbert Moot, regent, University of the State of New York; "Its Effect on Our Young People," F. D. Boynton, superintendent of education, Ithaca; "Its Promotion by the Schools," Byron H. Heath, principal Teachers' Training School, Buffalo; "Its Present Status," Prof. George M. Forbes, Rochester.

Trade Press Annual Election.

At the annual meeting of the New York Trade Press Association, held last night at the Hardware Club, the following officers were elected: President, M. C. Robbins, of The Iron Age; vice-president, W. H. Ukers, of the Tea & Coffee Trade Journal; treasurer, A. E. Clifford, of the Engineering Record; directors, Hugh M. Wilson, of the McGraw Publishing Co.; Mason Britton, of the American Machinist; A. C. Pearson, of the Dry Goods Economist, and F. T. Frazer, of the Haberdasher. The meeting was addressed by A. C. Ernst, of Ernst & Ernst, Cleveland and New York, on "The A B C of Publishing Efficiency."

COLUMBIA LECTURES ON JOURNALISM

Melville E. Stone Discusses the Topic "What Is News?" Before the Students—Scope of the American Daily—Duty the Press Owes the Public in Furnishing Information—Instructive Journalism Upheld.

"What Is News?" was the subject of a notable address delivered by Melville E. Stone, general manager of the Associated Press, before the Pulitzer School of Journalism at Columbia University on Monday evening. The audience that greeted him was the largest that has attended any of the public lectures given at the school. Mr. Stone, who is an easy and forceful speaker, held the closest attention of his hearers by his interesting and able discussion of the topic assigned him. He said in part:

"The newspaper as you and I know it is distinctly of American origin and growth," he said. "There is nothing like it in any other place on earth. The nearest approach is, of course, to be found in England, but if you carefully study the English papers you will agree that their resemblance to American newspapers is not so close as to make them twin enterprises. The newspapers of France, Germany, Italy and Austria, with rare exceptions, are not newspapers at all, but are the mouthpieces of individual publicists.

"Here and there, as in the case of two daily papers of Buenos Aires, and the Cologne Gazette, and the Temps of Paris, there are journals which rise to the level of some resemblance to the products of our efforts in America. I should also include the papers of Canada and Australia. But these isolated instances constitute the exceptions which prove the rule."

Reviewing the long conflict between the Government and the people that resulted in a free press and free speech, Mr. Stone continued:

"We are bound to do something more than to print and sell newspapers for a profit. We owe a duty to our country which is larger than that we owe to our counting rooms, and this I conceive to be the first lesson which should and ought to be taught to anyone having in mind the pursuit of this business of American journalism. Our enterprises are not purely commercial. If we are to do nothing more than to furnish mere entertainment for the public then we fall to the level of the lowest panderer.

"I believe that the newspaper to perfectly fulfill its mission should first furnish the information upon which the citizen may form a judgment for his guidance in both his business and his political relations; second, it should be an intelligent presentation and discussion of public questions and fairly lead the citizen in the path of business and civic righteousness; third, it may very properly contribute to the healthy entertainment of the reader."

Mr. Stone said that as a nation we are a news-mad people, and, after summing up a list of things so often treated as news, such as executions, prize fights, divorce cases and matters of the domestic circle, he added:

"Now, as a matter of fact these things are episodes; they are the May flies in the world of news—those short-lived insects which swarm like driving snow flakes in the evening and, having de-

posited their eggs, leave the bodies piled in heaps on the banks of their native stream on the morning of the very next day. They are in no sense contributions to the real history of the world.

"The newspaper which is edited without a proper sense of perspective becomes a confused and chaotic jumble, cheating the reader of valuable news and leaving him little of real value.

"This sort of journalism is, after all, not the most profitable sort of journalism. I have had some experience in the business, and that experience demonstrated conclusively that the publication of real information brought subscribers in large numbers, and the class of subscribers which it brought became fast friends of my newspaper. Seeking to secure a proper perspective of the world's happenings, I dismissed the episodes of the hour in short measure and set out to learn and to present the things which the world was doing in the field of science, of ethics, of politics, of economics. I found that a responsive chord was touched at once.

"We are a peculiar people. Drawn from all quarters of the globe, with many millions having no just conception of the mission ordained for this republic, with racial prejudices which are natural and inevitable, we as a people are facing problems of tremendous import. It is imperative that somebody, somehow, shall do some thinking. And I cannot help believing that there is a great body of the people who would like to do this thinking if they had only a chance.

"Are we doing all we can to better such a condition? The newspaper has practically driven out of existence in this country the review; even the magazines are devoted, as a rule, to fiction of the most inconsequential character; even in the newspapers, in large measure, editorial opinion has disappeared. Where, then, shall you turn for a serious, thoughtful, consideration of any public question? May I suggest that I believe there is a great longing on the part of many people for real information and that I believe it would prove profitable to attempt to minister to this desire?"

"It follows from what I have said that I think it is as reporters and not as advisers or as entertainers that we rise to our highest stature. And to be a good reporter requires a great education. There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent speech or to interpret an intelligent man's ideas in an interview.

"An intelligent reporter is far more valuable than an intelligent editor. I have indicated to you my belief that the highest and best form of news was informative in its character; that we should be writing the real history of the world and that so far as may be we should dismiss the episode and the tittle-tattle. I know there is a present rage for so-called human interest stories. It is not a new form of mania.

"What we need are newspapers hav-

ing such a vision that they are able to present a fair perspective of the really important things that are happening in the world, to whom, for instance, the chaotic condition in Mexico is of some more moment than a Nan Patterson case here."

Matters of real human interest, Mr. Stone said, were like those questions involved in unrest conditions in England, the agitation now going on in the Chinese Republic; the development of race prejudice in South Africa, where the struggle between the whites and natives presents a difficult problem to the British Government; the current inquiry in national finance; the high cost of living, and the question of equal suffrage for men and women.

"They are all subjects furnishing news of the very highest order," he said. "As compared with them are antics of our friends at Newport, the proceedings of the divorce courts at Reno, a fire in Grand street, or a report of the Court of General Sessions seem to be somewhat inconsequential. As a rule, the profitable and influential newspapers devote a great deal of their space to matters of an informative character.

"But lest I be entirely misunderstood let me repeat that a newspaper to be successful should be entertaining, but mere entertainment should not be its final end and aim. Moreover, I believe in sensational journalism. To be news at all a thing must be sensational. It is the unusual, the startling quality to any information which makes it news.

"I believe in sensational journalism. To be news at all a thing must be sensational. I used the word sensation with what I conceive to be its correct meaning. It is the unusual, the startling quality of any information which makes it news. A Methodist minister may rise in his pulpit every Sunday morning for forty years and preach the gospel in conformity with the tenets of his church and it will not be news to all, but if he rises one morning and preaches heresy, it becomes news.

"Much may be said, and fairly, in criticism of our journalism, of a lack of perspective on the part of our journalists, of the pushing to the front of inconsequential things, of exaggeration and inaccuracy, but I think it fair to say, after all, that with rare exceptions American newspaper men generally are striving for a common end—for an honest, truthful and dignified history of the day's doings—which shall be helpful and uplifting.

"The story of the recent murder trial in Kieff, Russia, was of enormous worth, and rightfully was of great news value. I think the publication of it saved hundreds of lives. I have no doubt that if the old methods in Russia still obtain and if the trial of Beiliss had been a secret one, he probably would have been convicted, and there would have followed a massacre of the Jews. I think that such a massacre would have followed his acquittal but for the publicity given to the case, and I firmly believe in the moral value of mere news publishing."

Talcott Williams, director of the school, at the conclusion of the address told the students that it was Mr. Stone who had been instrumental in making an arrangement with the Russian Government whereby it was possible to send out to the world the news of the trial of Beiliss.

SCHOOL WANTED IN LONDON.

Need of Such an Institution Emphasized by Mr. Cornish.

The thoroughness with which journalism and short story writing are taught in America, as illustrated in the arrangement for the season of 1913-14 of the department of journalism in New York University, has attracted the attention of the Institute of Journalists of Great Britain and Ireland.

Herbert Cornish, who has been secretary of the Institute for thirty years, being asked by a New York Herald correspondent what he thought of the New York University courses said:

"The whole question of the education and appointment of journalists is a most difficult one. A journalist requires breadth rather than depth. He must be conversant with a very large number of subjects, and if he is to be so he will not have time to learn all there is to be known about any one of them. It is not easy to formulate a school or college course to meet his requirements.

"Cork University has a course for intending journalists leading up to a diploma, but elsewhere little is done in the British Isles. Of course, we have a joint committee of representatives of the institute and the London University for the purpose of arranging lectures.

"When I first entered journalism a young man was generally appointed the editor of a country journal. That is still done, but young men have an increasing difficulty in finding openings. The conductors of London and provincial dailies have no time to teach untrained men. That is why we want a course of journalism at a London school or university. Young men would enter at about the age of eighteen and stop for two years. During that time we could provide the link between a good school or university education and practical journalism. Students would be able to enter a newspaper office at the end of the course as useful members of the staff. The only thing which stands in the way of the scheme here is lack of funds."

NEW INCORPORATIONS.

MARION, Ill.—The Republican-Leader Publishing Co.; capital stock, \$10,000. Incorporators: A. C. Hentz, F. W. Bormann and J. M. Dodd.

FRANKFORT, Ind.—Crescent-News Publishing Co.; capital stock, \$24,000. Directors: Robert C. Houston, W. G. Hendricks, W. A. Morris and several others.

CHICAGO, Ill.—The Censor Publishing Co.; capital stock, \$1,500; publication and distribution of a newspaper, called the Censor, also to do a general publishing and printing business. Incorporators: Gregory Linder, J. M. Naiman and J. M. Lorenz.

ENSLEY, Ala.—The Pope Publishing Co.; capital stock, \$10,000. Officers: James A. Pope, president and treasurer; R. E. Perkins, vice-president and secretary.

ALBANY, N. Y.—The New York State News; to carry on the publishing and printing business; \$1,000 capital. Directors: Patrick Burke, Anna Burke and William F. Noonan.

KANIMA, Okla.—Oklahoma Union Publishing Co.; capital stock, \$1,500. Incorporators: Dan Perry, C. M. James, Israel Gage, James Willis and Campbell Perry.

THE MONTREAL HERALD

MONTREAL, CANADA
PUBLISHED DAILY AND SUNDAY

Announces the Appointment of

The N. M. Sheffield Special Agency

NEW YORK and CHICAGO

as their Advertising Representatives for both
Eastern and Western Territory

November 5, 1913

The following circulations have recently been certified by the audit of the American Newspaper Annual and Directory:

Boston, Mass.

American,	Daily,	352,427
American,	Sunday,	336,385

For Sale

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

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

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

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

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

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

MINNESOTA WEEKLY; county seat; annual net receipts, \$2,800. Price, \$5,500. (269)

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

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

American Newspaper Exchange
Rand-McNally Building, Chicago

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

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

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*

1 Madison Avenue, New York City, U. S. A.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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

ALONG THE ROW.

SOME DAY—MAYBE?

When ev'ry advertiser tells
The truth about the goods he sells.
Will not deceive us any way—
Then we'll see ads like this—some day.

"Jones' Hair Restorer—we must state
Will not raise hair on polished pate.
'Twill cleanse the scalp if it is tried
With soap and water—on the side
On sale—no matter where you go
We make it 'cause we need the dough."

CAN YOU BEAT IT?

He had been out of a steady job for
six long and weary months—scraping
along as best he could—and the scrap-
ing wasn't very good, either. Finally
he caught on. "Come to work Mon-
day," said the city editor. "Thank you,"
he replied, "and, by the way, can you
tell me what day is to be my day off?"

WHAT DO YOU THINK OF THIS?

"There is some talk going around to
the effect that Tammany Hall may start
a daily paper," observed one scribe to
another. "Yes," replied the second
scribe, "and that brings to mind the fact
that Tammany years ago owned a daily
paper called The Star. What do you
think would be a good name for a new
Tammany daily?" "Well," answered
the first scribe, after a short pause,
"What's the matter with The Dipper?"

GREAT STUFF.

A little drop of printers' ink
May cause the world to stop and look
Because of some great truth it tells.
Or, it may get a first class cook.

CUT IN TWO.

"That's the way my story looked when
the copy desk got through with it,"
sighed the space man as he gazed at
the remains of the Astor House.

FROM THE SKINNERSVILLE SENTINEL.

"We are sorry to announce that Dr.
Onderdonk has been laid up on account
of a punctured tire.
"Now is the time to subscribe—next
week will also be a good time. Send us
a twelve-pound turkey and receive The
Signal for one year. Six months for a
six-pounder."

ALL THAT'S LEFT.

"Ah! Me!" mused the vet tyo,
"things have changed along the Row."
"Sure they have," agreed his pal. "Why,"
went on the vet, "I remember that every
Saturday night when the old Recorder
went to press George W. Turner would
send up two kegs of beer and a box of
cigars to the composing room." "And
on the old Daily News," said his pal,
"Col. Bill Browne presented every man,
woman and child on the paper with a
big fat turkey on Thanksgiving and
Christmas." "Yes! Yes!" sighed the
vet, "and remember how flush we used
to be when there was no machines, and
we got fifty-six cents a thousand—and
everything went on the hook?" "In-
deed I do." "It's all changed now—
nothing remains of the old days," said
the pal, sadly. "No, nothing," agreed
the vet, "except the hook."

THE ADVERTISING MAN.

In summer's heat and winter's snow,
He's always up, and on the go.
In weather good or weather bad
He's gunning for the festive ad.
When it's dry—or when it's sloppy,
He is ever after copy.
He is a hustler—so he is,
Who's always running after biz,
His rate card he will quickly flash
Then off a contract he will dash.
Hand one a fountain pen and say,
"Please sign it here—Thank you—Good
day."
Of all the hustlers in the land
The ad man surely leads the band.

THINK OF THOSE AWFUL NAMES.

If there should be war with Mexico
the first victims will probably be the
telegraph editor and the proofreader.

LESS ERRORS.

Typographical errors in circulation
figures are becoming less frequent since
publishers have had to file statements
with Uncle Sam.

WHAT'S IN A NAME?

"Where is all that racket and clanking
noise coming from?" asked the visitor,
and the guide replied, "From the com-
posing room."

UNMITIGATED FALSEHOODS.

That John A. Hennessy is to be
editor-in-chief of the new Tammany
daily.

That several morning newspapers are
to present members of their staffs with
\$20 gold pieces Christmas eve.

That the Staats-Zeitung is to estab-
lish a Home Rule and Clan-na-Gael de-
partment.

IT SURE HAS.

"Tammany," shouted the red flag
orator at the foot of Franklin's statue,
"has been defeated, the Republican
party is divided, but the Socialist party
is united and has The Call."

CLEAN ADVERTISING.

Turkish baths.

DOUBLE LEADED.

Horace Greeley used to eat "sinkers"
at Hitchcock's. Teddy Roosevelt used
to eat "sinkers" at Dolan's. These are
not the first instances, however, of lead-
ers being leaded.

ITS REGULAR DIET.

The reporter was showing the lady
from the country through the press
room of the World, where she was
greatly amazed by all she saw. Sudden-
ly one of the great machines stopped
and she asked why. "They are going to
feed it," he explained. "Feed it?" she
repeated. "Why, what does it eat," and
with a serious face he answered, "Rolls."

AT EARLY DAWN.

He worked upon the "lobster" trick,
It was no cinch—you bet,
To make things happen—which would
not
Take place for hours yet.
TOM W. JACKSON.

Proposes Newspaper for Children.

Edmond Haracourt, president of the
Optimists, at a recent dinner in Paris
advocated a children's newspaper which
would turn the desire for excitement,
change and adventure into good, instead
of bad, channels. He said: "Found
for the school, even for the street, a
newspaper, giving news and information
of the sort to appeal to children—an
energetic adventurous novel. The child
is the monkey of the man. Instead of
imitating what is ugly, propose to him to
imitate what is admirable."

Western Reserve Journalism Plans.

President Charles F. Thwing, of
Western Reserve University, has made
public on behalf of the board of trustees
tentative plans for a school of journal-
ism, which is to be opened in the univer-
sity next year. Dr. Thwing announced
that Dan R. Hanna had given an en-
dowment of \$10,000 a year to the school,
and that he soon hoped to announce the
nomination of a dean. The trustees of
the university have had the plans under
consideration nearly a year, and it is ex-
pected that the dean who is to be named
will take charge of the school in April.
The school itself will be opened in Sep-
tember, 1914.

Ask for Letters in Nelson Estate.

Mrs. Mary Nelson, widow of Col.
William Nelson, late editor of the Salt
Lake City (Utah) Tribune, has filed a
petition for letters of administration on
her husband's estate, valued at \$8,900,
of which \$3,000 is real estate. The heirs,
according to the petition, are the widow
and four daughters, Margaret, Mary,
Esther and Grace Nelson.

Have you sent in your subscription?

\$2,500.00 Cash

Balance deferred on favorable terms, will
buy evening daily newspaper in Middle At-
lantic State, town of 15,000 population. No
competition. Present gross business \$25,-
000 per annum. Circulation over 4,000
daily.
The total purchase price of this property
is less than the value of the physical plant
and real estate. Substantial reasons for
selling.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and
Magazine Properties

Phone 4478 Gramercy—200 FIFTH AVE., NEW YORK

BARNHART BROTHERS & SPINDLER

Sole Manufacturers of the

Electric-Welded Silver-Gloss Steel Chases

OVER EIGHTY-FOUR THOUSAND

Made and Sold by Us and Every One
Satisfactory

All Other Chases Inferior to this Well
Known Make

Barnhart Brothers & Spindler

TYPE FOUNDERS

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

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

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

Send for samples of Half-
tone Diamond Black. This
Ink will print Jet Black on
the most difficult paper.
40c. net.

Every pound guaranteed.

F. E. OKIE CO.

PHILADELPHIA, PA.

Business Reports

for trade papers and news-
papers made up daily from
thousands of Northwest
papers. Price low. Circu-
lar Free.

Western Press Clipping Exchange

MINNEAPOLIS, MINN.

Changes at Syracuse.

James D. Dalton, for three years city
editor of the Syracuse (N. Y.) Post-
Standard, has resigned and gone to As-
bury Park, N. J., to become editor-in-
chief of the Evening Times, a new pub-
lication. Mr. Dalton's co-workers gave
him a complimentary dinner on the eve
of his departure. H. P. Bull, for many
years assistant city editor, succeeds Mr.
Dalton as city editor of the Post-Stand-
ard. Staff additions include W. H.
Stearns, formerly of the Springfield
(Mass.) Daily News, and Harold G.
McCoy, of the Watertown (N. Y.)
Standard.

NINETY PER CENT. LOST.

Piracy in Design Costs Manufacturers That Amount in Sales According to Mr. Waldo, Because Goods Must Be Disposed of Without Advertising—Efforts to Obtain Protective Legislation Being Made.

(From an address on "The Value of Design in Advertising," by Richard H. Waldo, president of the Quoin Club; delivered at the Design Registration Convention, Hotel Astor, Friday, Nov. 21, 1913.)

It may be a startling assertion, but it is my personal opinion that the manufacturers of decorative articles lose 90 per cent. of their selling force because of commercial piracy. This is largely because they fear to advertise their goods. Each year high grade designs worth millions of dollars are stolen bodily. So acute has the situation become that the retailer to-day does not dare to place a large order for fear that another merchant, pirating his goods, may flood the market with a cheap and damaging imitation.

Fifty representative national manufacturers interested in the subject have told me, in response to a hasty inquiry on my part, that there is need for immediate action. *Only two were doubtful.*

Say that John Wanamaker's buyer takes a fancy to a high grade novelty, an instant selling success, something with great advertising possibilities. To the chagrin of the manufacturers, the buyer orders only one gross.

"This is going to be a great thing," implores the manufacturer. "You should take at least five gross." "I'd like to be the best in the world," replies the Wanamaker man, "but next week your competitor may come along with the same article for 50 per cent. less."

What, then, is the result so far as men in the advertising field are concerned? We go to a large manufacturer and ask him to allow us to illustrate his newest dress goods designs. "Not for the world," he comes back, "other makers would steal my ideas before I could get the goods on the market."

Yesterday I saw a most amazing exhibit of stolen designs. Charles C. Davis, of the Eaton, Crane & Pike Co., accorded me the privilege of inspecting a collection which he has gathered in New York. No other manufacturers of fine writing papers had spent such a large sum in advertising. And because they have popularized certain lines of stationery this concern has suffered untold injury at the hands of pirates. I saw boxes, labels and paper made in cheap imitation of the famous "Highland Linen" bond.

WHERE THE HARM LIES.

"A woman who reads our advertising and buys this cheap imitation," exclaimed Mr. Davis, "has no way of knowing that she is not getting Crane's 'Linen Lawn.' When it has been used and found inferior no amount of advertising would ever get her to try 'Linen Lawn' again. That particular customer may do us additional harm by telling her friends that she has used 'Crane's Linen Lawn' and that it was unsatisfactory. When a manufacturer's label or design is duplicated by a competitor or copied to resemble it closely, it is generally done either for the purpose of defrauding the public or made to discount the quality of the goods put under the original label or design. This illegitimate practise is detrimental to good business and is unfair competition."

A manufacturer who is protected in the ownership of a design has something he can advertise. Likewise he possesses an offering which may be illustrated. Every manufacturer who sells an article that has artistic merit, whether it be a necktie or a piece of lace or carpet, or whatever it may be, unconsciously puts into it his individuality. He is entitled to whatever profit that article may bring. It does not prevent other men working along the same lines. From the standpoint of an advertising man, which, by the way, is the same as that of a salesman, the talking point starts with the ability to freely and fearlessly show the article, and, as I said in the beginning,

90 per cent. of the selling force of the article is lost through the fear of a salesman to open or show his goods.

I am in the magazine business. What would I think if Good Housekeeping, which sells for fifteen cents, were reproduced absolutely within the next few days after publication and sold by unscrupulous parties for five cents a copy? If every new issue of our magazine were to be copied word for word and put on the market within a few days at a reduced price, for what period could we keep up our sales? What would my friend Mix, of Scribner's, say about such a condition of affairs, or how much time would it take Mr. Curtis, of the Saturday Evening Post, to begin to impress his friends in Washington with the need for certain protective legislation? Frankly, how long do you think publishers would tolerate such piracy? Needless to remark, they get protection. It is also a source of congratulation that they are an honest lot. We never hear of one publisher stealing the entire edition of another, but I have heard of jobbers who systematically select not one, but forty or fifty styles from a rival and promptly have them duplicated.

In concluding let me urge you on in your splendid fight for new legislation. Once proper protection is accorded, you will be able to reap the immense advantages of advertising and publicity. Your great reward, besides a new business freedom, will be the superior trade opportunities which may be brought about by protecting design patents.

Hammerstein Sues Herald for Libel.

Oscar Hammerstein has instituted a proceeding for criminal libel against the Herald in connection with an article published last week under a Paris date line, giving details of the difficulties taken the impresario and French artists who had been engaged for his prospective opera season. A warrant of arrest was served on F. H. Pierson, city editor of the Herald, returnable last Tuesday. A summons had previously been issued for Mr. Pierson's appearance before Magistrate Breen, but he declined to surrender himself unless a warrant was served. The formal arrest of the defendant established the entire responsibility for the action upon Mr. Hammerstein. Magistrate Breen adjourned the case until next Tuesday and paroled Mr. Pierson on his own recognizance.

BROOKLYN PERSONALS.

Bart Schneider, of the Eagle advertising force, always wears a flower in the buttonhole of his coat. Many call him the Beau Brummel of Fulton street.

City Editor Bosshardt, of the Standard Union, is building a house at St. Albans, L. I. That's why he rushes from the office these days, when the paper goes to press. He wants to watch the progress of the work.

Jacob Carpenter, of the advertising force of the Eagle, recently celebrated his fortieth anniversary with that paper.

Thomas P. Peters, who was recently owner of the Brooklyn Times, rumgr whippers, is to be appointed superintendent of public highways.

William McLaughlin and other men who cover Brooklyn police headquarters are sad because said headquarters have been shifted from State street to a new building in Poplar street, in the dead section of the borough, where guides are needed to locate it. The neighborhood is so lonely that when the boys visit headquarters at night they have their police whistles handy for emergency, as there have been many holdups down that way.

Jim Mulhane is angry and chilly these days. Jim recently bought a beautiful new overcoat, and while busy chopping copy in the Standard Union office some mean thief sneaked in and lifted Jim's coat from the hook. Jim is now looking for a new garment with a burglar alarm attachment.

Rufus Gaynor, son of the late Mayor, who until some months ago covered Brooklyn for the Evening Sun, will probably not resume newspaper work for a year. He may go to Europe on a rest-seeking tour with his mother.

READERS PREFER BLACK INK.

Denver Papers Abandon Use of Red Ink After Inquiry.

A few days ago, as already briefly noted in the columns of THE EDITOR AND PUBLISHER, the Rocky Mountain News abandoned the use of red ink on its front page. In speaking about the matter to a representative of THE EDITOR AND PUBLISHER, W. S. Ferman, the managing editor, said:

"When Mr. Shaffer first took over the News and Times he received many cordial letters from readers and we noticed that in many of these letters mention was made of the fact that red headlines were objectionable and the hope was expressed that they would be abandoned.

"To follow up this lead we had one of our reporters write a general story on the problems that confront the editor of the large daily and only incidental mention was made of the fact that in the News office there was a difference of opinion as to whether red ink should be retained or abandoned. This resulted in many more letters.

"Whereupon we announced on the first page that the decision rested with the public and we urged all of our readers to write to the editor on the subject of red versus black.

"The vote was overwhelming in favor of black headlines. We received hundreds of letters and less than a dozen expressed a preference for red ink. That settled it. The News abandoned red ink immediately and the Times followed suit a week later. We have never received a single letter protesting against our action, so apparently black ink is what the public wants."

WEDDING BELLS.

Israel Friedkin, business manager of the New York Jewish Morning Journal, and Miss Diana Sidonia Doshkind, daughter of Mr. and Mrs. Charles Doshkind, were married in this city Nov. 11. The young couple sailed on the Wilhelm der Grosse last Saturday for a ten week trip to the Orient, where they will visit Constantinople, Alexandria, Cairo, Tunis and Algeria, returning by way of Europe. Mr. Friedkin is a nephew of Jacob Saphirstein, publisher of the Journal.

John Rodemeyer, editor of the Connecticut Western News at New Canaan, founder of the Eternal Bachelor's Association, deserted to marry Mrs. Jennie B. Pierce, a music teacher of Canaan, in that city Nov. 19. Philip Troupe, editor of the New Haven Union, was best man. Rodemeyer was formerly editor of the Winsted Herald.

Lawrence J. Delaney of the O'Mara Ormsby Special Agency, New York, and Miss Marita E. Lloyd, of Brooklyn, were married at the Church of the Holy Innocents, in Flatbush, a week ago Tuesday by the Rev. Thomas J. Campbell, a cousin of the bride.

The marriage of Miss Harriet Brooks to John C. Mellett, of the Indianapolis News, was solemnized at Vincennes, Ind., by the Rev. J. W. Comfort Nov. 17.

Bedford Gazette Goes at \$14,500.

The Bedford (Pa.) Gazette was sold at public sale Saturday to County Superintendent of Schools Victor E. P. Barkman for \$14,500. Frank E. Colvin, attorney for the estate of Samuel A. Van Ormer, had charge of the sale. The former owner and editor, who was found dead beside his auto near Schellsburg in September, purchased the second half interest in the Gazette in 1905 from the estate of his partner, J. Frank Harclerode, making the total cost of the paper to him \$10,500.

At the convention of the American Federation of Labor, held in Seattle this week, the proposition of George L. Berry, president of the Pressmen's and Assistants' Union, that the jurisdiction of the Newsboys' Union be given to the Pressmen's Union was turned down.

BALTIMORE NEWS NOTES.

(Special Correspondence.)

BALTIMORE, Nov. 26.—Edgar Allen Mills and Richard H. Richards, who are employed on the Baltimore Sun, have invented a gas stove water heater that seems to solve the problem of utilizing the greater part of the heat produced by the lighted gas jets in the burners.

A thorough test of their appliance showed that it will do four things at one time, and with but one small cost—cold water is heated in less than 60 seconds and an unlimited supply may be delivered to any desired part of a house by means of the same ordinary flame used in cooking; it keeps food warm after the main flow of gas has been turned off and assists in keeping the room warm with a single and nominal consumption of fuel energy. This, it is claimed by the inventors, will materially reduce the monthly gas bill.

In addition to this, it will afford a 24-hour-a-day hot water service. Considering the wide range of usefulness of the device, it is surprising to learn that it weighs less than four pounds and can be attached to any kind of a stove.

It is reported that Bob Vale, of the Sun, has resigned as general manager and purchased an interest in a Scranton, Pa., newspaper, to which he is to devote himself in the immediate future.

CHANGES IN INTEREST.

FARMINGTON, Mo.—Theodore D. Fisher has sold a controlling interest in the Times to Richard C. Moore, until recently publisher of the Grundy County Gazette at Spickard, Mo. Mr. Fisher has owned and published the Times since 1881.

NEWAYGO, Mich.—The Republican, published by Milo White, administrator of the late Edwin O. Shaw, has been turned over to William A. Shaw.

SHEBOYGAN, Wis.—Paul F. Hunter, formerly owner of the Denver County News, Menomonee, Wis., and for eight years with the Appleton Crescent, has acquired an interest in the Press.

AUGUSTA, Me.—Announcement is made of the sale by the Maine Farmer Publishing Co. of the Maine Farmer, a weekly, to Charles W. Carson & Co. The new owners took possession Nov. 20.

MCINTOSH, Minn.—The Times, owned by G. T. England, has been purchased by A. E. Roese, formerly with the Worthington Globe.

HICKORY, N. C.—The Times-Mercury, published by J. F. Click since its establishment 22 years ago, was sold last week to Fred J. Flagler, who will be the editor and general manager of the paper. The paper will hereafter be known as the Hickory Times.

MINA, Minn.—Charles T. Kelly has sold the Journal to R. B. Greeley, who takes immediate possession.

LE SEUR, Minn.—The Sentinel, published by E. M. Lawless, has been sold to T. R. Smiley, who takes immediate possession.

FITZGERALD, Ga.—John H. Jones, of Clio, Ala., has purchased the Press from W. G. McNelley, its founder and editor.

TARPOON SPRINGS, Fla.—W. T. Pearson, a former Columbus, O., newspaper man, has purchased the Leader from E. T. Byington, who remains as editor of the paper.

Tributes to Sign Language Inventor.

The 200th birthday anniversary of Abbe de l'Epee, the inventor of the sign language for deaf mutes, was celebrated Sunday night at De la Salle Hall by the New York Council No. 2 of the Knights of de l'Epee. James F. Donnelly, editor of the Catholic Deaf Mute; Edwin-Hodgson, editor of the Deaf Mute Journal; the Rev. Thomas A. Galvin and J. M. O'Donnell paid tributes in the sign language to Abbe de l'Epee. An "Ode to de l'Epee," written especially for the celebration by the Rev. Joseph M. Stadelman, editor of the Messenger of the Sacred Heart, was also read to the audience of deaf mutes.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4320 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

New York, Saturday, November 29, 1913

The simple, plain truth, told by a newspaper which is frank and fearless, needs no herald to proclaim it, needs no pure food label with the guarantee of the government behind it. It stands out resplendent where all men can see. It carries conviction on the face of it. America is a nation of newspaper readers and the American people have learned to choose between good quality and shoddy. Fine periods do not dazzle the people's judgment, persuasive sophistry does not deceive that judgment. The newspaper speaking the plain truth makes itself the mouthpiece of the people's innermost convictions and persuades men that their finer instincts are correct, impels them to transmute beliefs into action.—Hugh Allen, editor South Bend News-Times.

WHO IS BEHIND THE MANY ATTACKS MADE ON MR. PINDELL?

It would be interesting to discover the identity of the persons who are trying to prevent the appointment of H. M. Pindell, editor of the Peoria Journal, as Ambassador to Russia, and the motives which govern their action.

Thus far no names have been mentioned in the dispatches that seem to bubble up in different parts of the country whenever a move is made toward the promotion of Mr. Pindell's candidacy. First came the story that, if appointed, he would not be accepted by Russia. Then appeared the Lewis letter, now considered a forgery, which was designed to make it appear that Mr. Pindell was to be appointed for the sole purpose of giving him a good time abroad for a year, with no work to do, and a fine salary.

President Wilson paid no attention to these charges and nominated him for the position. The very same day a dispatch was sent out from Washington saying that the confirmation of Mr. Pindell's appointment would be delayed until the charges made in a certain letter regarding the appointment of postmasters could be investigated.

The subterranean channels through which the anonymous opponents of Mr. Pindell are working must have been selected with unusual care by someone who has had previous experience in this sort of business. It may be found in the end that the man behind the plot is a prominent and wealthy politician who coveted the position of Ambassador himself and believed that if he could defeat Pindell he would be able to secure the appointment for himself.

THE PUBLISHERS' OPPORTUNITY.

Is there any doubt about the fact that advertising space, plus co-operation in the selling plans of the users of such space, is as definite a commodity, as advertisable a commodity, as soap, tooth powder, breakfast cereal or safety razors?

Knowing the value of his commodity, believing in its value as completely as the marketers of commer-

cial commodities believe in the value of theirs, the publisher of a newspaper has a singularly attractive proposition upon which to base, in his trade journal, an enlightening and winning advertising campaign.

His is the opportunity to demonstrate, in the advertising of his commodity, in the OBVIOUSLY APPROPRIATE TRADE MEDIUM, the kind of a campaign a national advertiser should make in the local daily or weekly newspaper.

The publisher's own advertising should set a high mark for the inspiration of the national advertiser. It should testify to the publisher's confidence in the efficacy of "straight advertising"; that sort of advertising which, having "news value," is naturally confined to newspapers.

If people in general sought their NEWS in circulars or on billboards, then they would seek their news of buying opportunities in these channels. But they have a pretty well-defined habit of reading newspapers for their news; and the best advertising is simply another form of news, and can be made, as it often is made, as interesting and appealing as the "regular" news stories and items in a newspaper.

THE EDITOR AND PUBLISHER management considers that the advertisements in its pages have an especial and particular "news value." Just as the advertisements of the manufacturers of mechanical equipment for newspapers have news value to the makers of newspapers, so do the advertisements of newspapers have a direct news value to the national advertisers who read THE EDITOR AND PUBLISHER for the purpose of gaining new light, new facts concerning newspapers—lights and facts for their guidance in SPENDING MONEY FOR ADVERTISING.

EDITORIAL COMMENT.

Richard H. Waldo, in an address delivered at the Design Registration Convention, held in New York City, a report of which will be found elsewhere in this issue, called attention to a not generally known fact that piracy in textile and wearing apparel designs is the principal deterrent factor in preventing manufacturers from advertising their products. They do not dare to advertise, because the moment their goods are described in print other manufacturers will straightway copy their designs, often in cheaper and inferior material, and immediately proceed to cut the ground from beneath the feet of the originator. This practice is so common that a manufacturer goes about selling his product as secretly as possible, thus losing all the sales promoting value of advertising that might be available for popularizing his goods. The movement now on foot to secure the passage of legislation that will protect the manufacturer, who originates a design or an article, from the depredations of pirates ought to receive the support of all publishers of newspapers and periodicals.

The Kansas newspapers are doing good work in combatting the idea that is current in some sections of the country that the drouth that prevailed in Kansas last summer has knocked the tar out of the State as a field for business. The Topeka State Capital has given wide publicity to some carefully prepared reports on the crops which show that while the wheat crop shows a shortage the corn crop is about the average. The Lawrence Daily Journal-World in a recent issue presented a table showing the income of the inhabitants of Lawrence and Douglass counties alone to be in excess of \$10,000,000. Kansas remains, therefore, one of the best prospects for the general advertiser.

The Baltimore News, of which Frank D. Webb is advertising manager, recently reproduced in a large display advertisement an article by Charles T. Logan on "Newspapers Are First," which appeared in THE EDITOR AND PUBLISHER a few weeks ago. With this as a text, Mr. Webb proceeded to press home the advantages of the News in reaching the people of Baltimore. THE EDITOR AND PUBLISHER each week contains a number of articles, editorials, and business tips that, if rightly used, would bring greater revenues to the newspaper publishers throughout the country.

NEWSPAPER SELF-CRITICISM.

LOUISVILLE, Ky., Nov. 22, 1913.

THE EDITOR AND PUBLISHER:

Self-criticism is worth while when it comes from one who knows what he is talking about, even if it is a bit severe. The Massachusetts City and Town Planning Conference has been in session in Boston, and among other things discussed was the relation of the newspapers toward the town planning movement. George P. Morris, editor of the Christian Science Monitor, urged that better use should be made of the daily papers. He contended that newspapers and city editors are not yet educated to the point where they will give much space to city planning because the subject has not been properly presented. This is the way he put it:

"Aesthetics is not the long suit of many editors or newspaper owners; and the traditions of American journalism are intensely individualistic. Publishers and editors are instinctively hostile to a co-operative proposition. If, however, an editor becomes convinced that a plan has merit, he will endorse it from start to finish—with the journals which lead, in at the start, and the journals which reflect, in at the finish.

"With proper education, the average editor will welcome concisely and intelligently written 'copy'; and in the city of 'the day after to-morrow' journalism itself will be part of the ordered, rationalized ongoing of community life, with its origins, methods and aims less individualistic than at present. When communities really turn to conserving their higher life they will have far more to say about who shall chronicle and interpret daily news."

JAMES C. MOFFET.

DELAWARE WHIPPING POST STORY.

Philadelphia, Pa., Nov. 24, 1913.

THE EDITOR AND PUBLISHER:

In your issue of this week you have an article headed "Fake Extra Editor Again at Work." The article is entirely incorrect. Lazar, who is a newsboy of this city, was arrested for selling the News-Post. His arrest was instigated by a reporter for the Wilmington Journal, and the charge against him was the ridiculous one of making "loud and boisterous noises."

The story of the whipping was not "highly colored" but the result of a careful investigation made on the spot by myself and the story of my reporter who covered the whipping. The story of the "fake" newspaper was printed in certain of the local papers with the deliberate intention of reflecting on the News-Post which, as you may know, is a Scripps paper, and therefore both responsible and reputable. I trust that in justice to this paper you will publish this letter in your next issue.

Yours truly,

EDWARD F. ROBERTS, Editor.

Prescription for Reporting a Speech.

"Put in one third of what the man said—accuracy, science, demand this; put in one third of what he tried to say—charity demands this—the man's personal feelings must be considered; add one third of what he *should* have said—art, the reader, unity demand this. The three elements well shaken will give an excellent result."—Alexander Black.

"There are two mistakes in the public mind as to price maintenance:—First, it is confused with price agreements, between two or more parties, and second, it is taken for granted to mean maintenance of high prices.

"These mistakes are unfortunate, particularly in times of 'high cost of living' when the people are sensitive to anything relating to prices of things they buy.

"In whose interest is price maintenance?

"The gratuitous and obvious answer is:—First, the manufacturer, and next, the middleman; but as in many other cases, the obvious is not the true answer.

"Only in the broadest sense is this modern price system favorable to the makers; and while immediately it favors most the retailer, its greatest ultimate benefits are to the consumer."

—Charles H. Ingersoll.

PERSONALS.

J. D. Spreckles, of San Francisco, is expected to arrive in New York on the Kaiserin Auguste Victoria to-day.

Thomas Rees, general manager of the Illinois State Register, at Springfield, sails to-day on the George Washington for Europe as United States Commissioner of the Panama-Pacific Exposition to the Mediterranean and Balkan States.

E. A. Valkenberg, editor-in-chief of the Philadelphia American, is at Mt. Clemens, Mich., where he will take a course of baths.

Talcott Williams will preside and Governor Glynn be a speaker at a dinner of the Honest Ballot Association in the Hotel Astor, Dec. 9. Frank A. Munsey is on the dinner committee.

R. N. Blakeslee, general manager of the Bridgeport Post, is president of the '56 Birthday Social Club, of that city, which holds its annual meeting and banquet next month. In order to belong to the club candidates must have been born in 1856.

W. S. Fielding sailed from London Saturday for Montreal, Canada, where he will take actual charge of the Daily Telegraph, the new paper of which he was made president and editor-in-chief. Mr. Fielding while in England completed arrangements for special news service to his paper.

C. W. Boggs, former business manager of the Davenport (Ia.) Democrat, assumes on Dec. 1 the duties of business manager of the Daily Oklahoman, at Oklahoma City, in which paper he has purchased an interest.

R. S. Carver, formerly business manager of the Louisville (Ky.) Herald, prior to that with the Chicago Hearst forces, who has been associated for some weeks with the Metropolis, of Jacksonville, Fla., has been elected vice-president and assistant general manager of the company. Mr. Carver is now financially interested with George A. McClellan who is the owner of the Metropolis. He has bought furniture and gone to house-keeping. He writes THE EDITOR AND PUBLISHER: "I suppose I am anchored here forever and a day."

Dr. Samuel F. Rodriguez, director of the Panama Morning Journal and Diario de Panama, the leading English and Spanish dailies of that republic, sailed from Panama last Saturday for New York.

Charles B. Spätz, proprietor of the Boyertown (Pa.) Democrat, has announced his candidacy for nomination to Congress from his district.

Noah Greig, editor and publisher of the Gabriel (Ind.) News, is making a motorcycle trip to the Dakotas.

Captain A. A. Lesuer, former owner of the Kansas City (Mo.) Times and for eight years Secretary of State of Missouri, has disposed of his interests in the East and gone to Los Angeles.

George J. Auer, business manager of the Atlanta Georgian, was in New York for two days this week on business. He expects to be in town again the middle of December.

GENERAL STAFF PERSONALS.

Andrew E. Murphy, for ten years a member of the St. Louis Post-Dispatch staff, has inherited a considerable estate in England from his uncle, Gen. Thomas J. Murphy, of the British army.

Robert W. Brown, managing editor of the Louisville (Ky.) Times, is being conspicuously and favorably mentioned for the presidency of the National Baseball League, if President Lynch is not retained.

L. Edward Herrmann, formerly a newspaper man on Jersey City papers, has been appointed secretary to Governor-elect Fielder, of New Jersey.

Russell Z. Wharton, recently of the Lexington (Ky.) Herald, has joined the editorial staff of the Newport News (Va.) Daily Press.

W. R. Dudley, formerly connected with the New York Evening Journal, and the Chicago American, has been appointed manager of the new Leader-News Building, of Cleveland.

M. W. Rossie, for twenty-two years with the London (Ont.) Advertiser, lately as managing editor, has resigned to take up editorial work on a newspaper in Port Arthur. Mr. Rossie was presented with a handsome gold-headed cane at a complimentary dinner tendered him by his associates Saturday night.

George B. Snyder, city editor of the Youngstown (Pa.) Vindicator, is a like-ly candidate for postmaster of that city.

IN NEW YORK TOWN.

F. H. Warren, of the morning World, has returned to work after an absence of five months up the State on the farm owned by Sherman Morse, former city editor of the World.

Acton Davies, dramatic critic of the Sun and recognized authority upon all things theatrical, has been engaged by the Edison Film Co. to review all scenarios before they are turned over to the directors for production.

John F. Haskins, well known among his craft throughout the country, has resigned the foremanship of the Tribune to take a position of greater scope with the Minneapolis Tribune.

Eugene Doane, formerly assistant night editor of the Tribune, is now on the staff of the Sun.

"Rube" Goldberg, cartoonist of the Evening Mail, is drawing "I'm the Guy" pictures for the edification of Buffalo vaudeville audiences and the swelling of his income, this week.

Harold P. Stokes is the new Albany correspondent of the Evening Post.

Guy Cramer, formerly of the Herald, has joined the editorial forces of the Evening Globe.

J. W. Barrett has become a member of the re-write staff on the Press.

Sid Mercer, sporting editor of the Evening Globe, has joined the White Sox and Giants at Seattle, Wash., and will make the world tour with the ball players.

Mrs. Joe H. Beckley, special writer of the Evening Mail, is one of the few newspaper women who had the distinct honor of attending the Wilson wedding.

WASHINGTON PERSONALS.

Harry Giovannoli, former private secretary to John W. Yerkes, and now chief of the stamp division, internal revenue service, has resigned to become editor and general manager of the Lexington (Ky.) Leader. Prior to coming to Washington Mr. Giovannoli was editor of the Danville (Ky.) Advocate.

Miss Mary Brooks, well known as a representative of Texas papers, is now a special feature writer on the Post.

L. Ames Brown's article in Harpers' Weekly, on "President Wilson and the Press," has received much favorable comment.

Jackson S. Elliott, of New York, superintendent of the Eastern Division of the Association Press, was in Washington for a few days this week.

Captain Dulaney, head of the copy desk of the Post, has just returned from a two weeks' hunting trip in Virginia,

and is delighted that he has lost twenty pounds by the trip.

Ray Morgan, of the Nebraska State Journal and other Western papers, who has been joined in Washington by his father and mother from Nebraska and his brother from Alaska, will sail for Bermuda on Dec. 24 with Mrs. Morgan.

Frank G. Heaton, of the Washington Star, will read a paper before the Washington Academy of Sciences, at Carnegie Institution, Dec. 5, commemorative of the life of Dr. W. J. McGee, late anthropologist and explorer for the Smithsonian Institute. Mr. Heaton was intimately associated with Dr. McGee.

Stuart Godwin, who entered the newspaper field on the Star a year and a half ago, has taken a position with the United Press and is covering the State, War and Navy Departments.

Don Allen, formerly of the Cincinnati Times-Star, is now a member of the Post forces.

Ralph Graves, general publicity man for Richard Bennett, star of "Damaged Goods," who was formerly Sunday and dramatic editor of the Post, was in the city this week for a few days, giving the show a boost.

Chas. Willis Thompson, of the New York Times, was a visitor to Washington this week.

Howard L. Acton has severed his connections with the Washington Bureau of the Cincinnati Enquirer, and is now associated with the editorial department of the National Geographic Magazine.

Louis Ludlow is spending the Thanksgiving season with the "old folks" at his former home in Shelbyville, Ind.

Bond P. Geddes, of the United Press Association, was complimented by the House of Representative last Saturday when his account of the public whipping of two negroes at Wilmington, Del., as reported by him for his association, was read to that body.

James P. Hornaday, chief of the Indianapolis News Bureau, has returned from a two weeks' visit to Indianapolis, Chicago and Madison, Wis.

Richard Smith, managing editor of the Indianapolis News, and Mrs. Smith, spent several days in Washington this week.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 23 Park Row, The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

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

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

HELP WANTED

EDITORIAL WRITER WANTED.

A thoroughly trained and experienced editorial writer, who can use plain and forceful English and who understands what is going on in the world about him, can secure an excellent position with opportunities for rapid advancement if he is the man we are looking for. Must be experienced in newspaper work, with unexceptional credentials with regard to personal character. An attractive place on a very old established daily newspaper in an Eastern city. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

WANTED.—High-grade man with experience, to introduce and manage premium department of a daily newspaper. State experience and references. Answer PHILADELPHIA GERMAN DAILY GAZETTE.

BUSINESS OPPORTUNITY

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

\$100,000

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

C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

SITUATIONS WANTED

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

STATISTICS OR ADVERTISING COPY DESK.

Young man at present employed with large New York daily, seven years' experience, desires to change at first of year with agency or newspaper where there is a chance of advancement, in or out of city. Reference. Address "E. E. W.," Box 1130, care EDITOR AND PUBLISHER.

I HAVE DOCTORED the circulation of a number of newspapers, reducing expenses and increasing efficiency. This is my specialty, and I have had twelve years that have been crowded to the brim with circulation experiences. Will be at liberty to take up a new case Jan. 1. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER, who has been doing reorganization and promotion work, is open for a regular position by the first of the year. Absolutely steady and reliable. Abundant references. Address "B. W.," care THE EDITOR AND PUBLISHER.

COMPETENT NEWSPAPER WOMAN wants dramatic or literary criticism, woman's page, general assignments. First-class reference. Address "D. 1127," care THE EDITOR AND PUBLISHER.

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

STEREOTYPE FOREMAN.

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

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

NEWSPAPERS FOR SALE

Only paper in fine Texas county seat town, clearing over \$8,000 net cash yearly above expenses. Fine climate, near Gulf coast, rich soil and prosperous people; many Northerners. Linotype, cylinder, folder, jobbers and good equipment, circulation 1,600 at \$1.50. Independent in politics. Price, \$7,500; half cash. "TEXAS," care THE EDITOR AND PUBLISHER.

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

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN, New York.

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

NEWSPAPERS WANTED.

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

ADVERTISING MEDIA

Chicago—New York—Philadelphia, for 30 years the coal trades' leading journal. Write for rates.

THE BLACK DIAMOND

FORT MYERS, Fla.—Nathan G. Stout, for twenty-seven years with the Press, has sold the paper to T. M. Callahan, formerly circulation manager of the Superior (Wis.) Telegram.

Are you giving enough attention to this immense field for sales?

If your goods can be used in the 14,312 Catholic Churches, in the 5,256 Parochial Schools, in the Homes of Sisters, in the thousands of Convents, in the numerous Catholic Boarding Schools, Asylums, Hospitals, Academies, etc., you ought to take advantage of the opportunity offered by

"The Official Catholic Directory"

As well as purchasing for their own homes and persons, the 17,945 Catholic Clergymen, the 57,550 Nuns buy for their institutions. Millions of dollars are spent by these priests and nuns.

Are you devoting to this field the attention that it deserves?

"The Official Catholic Directory" is used daily by the heads of Catholic Churches and institutions. The Directory is constantly referred to. Send for rate card and full particulars.

The Official Catholic Directory

P. J. Kenedy & Sons, Publishers
44 Barclay Street, New York

J. H. MEIER, Adv. Manager.
L. B. KUHN, Adv. Representative.

The Catholic Tribune
(English)

Katholischer Westen
(German)

Luxemburger Gazette
(German)

40,000 Circulation
Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Advertisers who have always used **THE NEW YORK TRIBUNE** because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

CONCENTRATED CIRCULATION

Detroit News and Tribune Combination Service

Week Day Paid City Circulation, 135,000

Detroit's Population, 600,000

Density Ratio Better Than 1 Copy for Every 4½ People

I. A. KLEIN, Metropolitan Tower,
NEW YORK.

JOHN GLASS, Peoples Gas Bldg.,
CHICAGO.

AMERICAN'S FAST SPECIAL.

Covers Distance Between Washington and Jersey City in Four Hours Breaking Record.

Through the combined efforts of newspaper men and Baltimore & Ohio Railroad officials, the New York American ran a special train, carrying photographs of the Sayre-Wilson wedding from Washington to Jersey City on the night of the ceremony, in exactly four hours, to the second, the actual running time excluding stops being three hours, forty-eight and one-half minutes, which is the fastest ever made between the two cities, a distance of 238 miles. Forty-five minutes later the precious photographs were in the hands of the American's photo-engravers.

As soon as the photographers had completed their work at the White House, they jumped into an automobile and were driven to the railroad station, where the special train was waiting for them. It was 8.10 o'clock when they boarded the special, consisting of two cars—a Pullman and a coach, to which was attached the fastest locomotive ever built, 5117, a Pacific locomotive, was puffing ready to go. Engineer Edward Walton, and his fireman, M. T. Trimpler, had examined every part of the giant machine, with Road Foreman E. J. Sentman, and then Conductor Frank Bender gave the signal to get under way.

In a few minutes the train was spinning along at the rate of sixty miles an hour. A little later it struck a sixty-five mile-an-hour gait. Wilmington was reached at 9.58, and Philadelphia at 10.25. At 12.10 the train arrived in Jersey City, where a special ferry boat was waiting to take the photographers across the river. Forty-five minutes later they were at the American office.

S. B. Hege, Washington representative of the Baltimore & Ohio, accompanied the newspaper artists, and with him was George B. Luckey, the official photographer of the railroad.

WIRELESS NEWS ON TRAIN.

Scranton Times Furnishes Passengers Dispatches Hot from the Wire.

The first news dispatches transmitted to a moving train by wireless were sent out from Scranton, Pa., Tuesday afternoon by the Scranton Times and received aboard one of the fast passenger trains on the Lackawanna Railroad. Two hundred and fifty words of the United Press Association's dispatches received by leased wire by the Scranton Times were transmitted.

They were sent out through the wireless station of the Lackawanna Railroad at Scranton and picked up by a Marconi operator on train No. 3, which left Hoboken shortly after 9 a. m.

The dispatches were posted in the Pullman cars, where they were received with enthusiasm by the passengers, who were amazed at the success of the effort. It was the first time in the world's history when passengers on a moving train have been served by wireless telegraph news reports hot off the wire.

The dispatches covered the latest development in the Mexican situation, the strike at Schenectady, the conviction of Jordan and other news of interest.

The Louisville Herald of Nov. 19 contained a ten-page section advertisement of the Southern Motors Co., in which the business of the company was skillfully exploited. This is said to be the largest single advertisement of an automobile company ever published.

The New Britain (Conn.) Record is building a large extension to its plant.

KENTUCKY HAPPENINGS.

(Special Correspondence.)

LEXINGTON, Ky., Nov. 25.—Harry Govannoli, formerly of Danville, but for the last ten years in the internal revenue service at Washington, has accepted the proposition of the new owners of the Lexington Leader that he become its editor and general manager.

Mr. Govannoli obtained his newspaper experience in Danville and as press representative of John W. Yerkes when the latter ran for Governor of Kentucky. He represented a number of large newspapers in other cities while employed on the Advocate at Danville.

Mr. Yerkes made him chief deputy when he took the collectorship of the Eighth District, and he went to Washington with Mr. Yerkes when the latter was appointed Commissioner of Internal Revenue. The new owners and the new editor have announced that there will be no changes in the staff of the Leader.

Hoagland Bros. have decided to move the Henry News from Eminence to New Castle.

Messrs. L. S. Fitzhugh and G. C. May, prominent business men of Wilmore, Jessamine County, with J. L. Sowers, a newspaper man of many years' experience, will start a paper at Wilmore, of which Mr. Sowers will be the editor.

The Irvine Sun suspended publication last week.

W. C. Huddleston and Cecil Shelly have bought the Pendleton Reformer. F. L. Billings, who has been publisher for over twenty years, had to retire on account of ill health.

Estill W. Neel, formerly editor of the Morgantown Republican, has started a new paper at Bowling Green, Ky. He calls it the Enterprise. The paper will support the Republican party, which has been without representation in Warren County for years.

John C. Duffy, editor of the Hopkinsville Democrat, and Shelton Saufley, editor of the Interior Journal, Stanford, Ky., are Kentucky editors elected to seats in the next General Assembly.

Eagle Honors Old Staff Members.

The Brooklyn Daily Eagle honored two members of its staff last week by celebrating a unique double anniversary, each marking a period of seventy years. The two veterans were William H. Sutton, eighty-four years old, who completed seventy years of service with the Eagle, and William C. Hudson, seventy years old, who has been with the newspaper since 1867. Mr. Sutton was for forty years foreman of the composing room, and he is now the fraternal society editor of the Eagle. Mr. Hudson was for many years Albany correspondent. Of late he has served the paper in an editorial capacity. The reception was attended by the Eagle's full force of 600 employes. Col. William Hester, owner of the paper, delivered an address of congratulation in behalf of Mr. Hudson, and Dr. St. Clair McKelway, editor-in-chief, spoke in behalf of Mr. Sutton. A gold watch was presented to Mr. Hudson and a silver cigar case to Mr. Sutton.

New Chicago Paper.

Jack Lait, formerly of New York, has brought out a new paper in Chicago called the Saturday Evening Telegraph, a theatrical paper. It is a clean-cut looking sheet, filled with interesting matter. There's a New York interest in the fact that Dixie Hines is the New York correspondent, and Elias Rosenthal, of 302 Broadway, is the attorney. Incidentally the latter is the uncle of the editor and proprietor. Mr. Lait for the last seven years has been connected editorially with the Chicago American. With him in the paper is Tom Bourke, well-known throughout the West as a sport writer.

FRANK F. WIDL, for many years editor of the Beobachter, a German newspaper at Marshalltown, Ia., died last week of heart disease. He was sixty-nine years old.

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

THE EVENING MAIL has shown a consistent gain in lines of advertising printed for a period of more than six years—this in spite of a strict censorship of advertising not maintained by other newspapers.

The Evening Mail

203 Broadway New York

THE NEW YORK TIMES

CHRISTMAS NUMBER
Sunday December 7th

THE PROPHETS

Sargent's famous mural painting, reproduced in colors, on a separate sheet 10 inches wide and 56 inches long, suitable for framing.

THE GIRL OF TODAY

Twenty-nine portraits selected by seven of the best known artists in America from the hundreds of pictures submitted by TIMES' readers, with the most representative photograph reproduced on the front cover. The first eight-page pictorial supplement printed in America by rotogravure, a new process yielding reproductions of unsurpassed artistic excellence.

Why Not Let Us Prove



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

The Pittsburgh Sun

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

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

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper

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

H. C. ROOK,
Real Estate Trust Bldg., Philadelphia.

THE PEORIA JOURNAL

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

THE LARGEST Circulation.
NET PAID

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

PRESS ASSOCIATIONS.

Publicity for the South and the promotion of Southern interests as the object of the advertising campaign to be carried out by the Southern Newspaper Publishers' Association was the main subject before the executive committee of the association, which met in the offices of Victor H. Hanson, of the Birmingham News, last week Monday.

The National Press Club, Washington, D. C., is debating whether it will move from its present quarters at Fifteenth and F streets N. W. to the top floor of either the Riggs or Metropolitan Bank building.

Addresses by a number of San Francisco newspapermen were delivered before the Pacific Coast Women's Press Association at an "Afternoon With Our Men Journalists" in that city last week.

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

C. T. BRAINERD, President. Representatives: J. C. WILBERDING, A. R. KEATOR, Brunswick Bldg., 15 Hartford Bldg., NEW YORK. CHICAGO.

The Seattle Times STILL MAKING HISTORY

During 1912, the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor.

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

THE NEW ORLEANS ITEM As They Told It to Uncle Sam

3D U. S. P. O. STATEMENT The New Orleans Item 53,901 The Daily States 32,532 The Times-Democrat 25,242 The Picayune 20,837

"The Rise of Journalism." John Barry spoke on the "Business Aspect of Journalism." Edward Bowles, speaking on "What Is News?" told of the various methods of handling newspaper "stories," and Gilbert Weigle concluded the afternoon with an exposition of "News That Does."

The annual election of officers of the San Antonio (Tex.) Press Club was held last week in the Gunter Hotel. Vories P. Brown, editor of the Texas Stockman and Farmer, was elected president by unanimous vote.

Newspaper men of Terre Haute and vicinity formed the Editors' Booster Club of the Wabash Valley at a meeting last week and outlined a program to promote good fellowship of the craft and encourage the industrial and commercial development of the nine counties comprising the coal belt of western Indiana and the corn and oil belt of eastern Illinois.

The Lancaster (Pa.) Press Club, at its annual meeting last week, re-elected

the following officers: President, Chas. M. Howell; vice-president, B. Ovid Musselman; secretary and treasurer, E. M. Kauffman; directors, H. H. Hensel, Horace D. Grube, H. E. Carson, Chas. B. Hollinger and George A. Shelley.

Mr. Jenny to Take Things Easier. Charles A. Jenny, who has been engaged in insurance journalism for over thirty years, has turned over the direction of the Weekly Underwriter, with which he has been connected since 1883, to his younger associates.

Chicago Tribune Representatives. Through an inadvertence an item in our issue of Nov. 22 stated that H. G. Glatz, formerly with Frank Seaman, Inc., had been made manager of the New York office of the Chicago Tribune.

On and after Dec. 1, 1913, the Newark (N. J.) Sunday Call will be represented in the foreign field, East and West, by the Griffith-Powers Co., of 456 Fourth avenue, New York, and Marquette building, Chicago.

TABLE OF CONTENTS.

Table listing various articles and their page numbers, including 'To Protect Designs', 'Washington Topics', 'Paid \$120,000 for Leader', etc.

INDEX TO ADVERTISEMENTS.

Table listing various advertisements and their page numbers, including 'Allen & Ward', 'American Newspaper Exchange', 'Anderson, C. J., Special Agency', etc.

Table listing various advertisements and their page numbers, including 'Fort Worth Star-Telegram', 'Frank, Albert, Co.', 'Guenther-Bradford & Co.', etc.

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

Chicago Evening American

Get the best results.

The Circulation of the New York Evening Journal

is more than DOUBLE its nearest competitor in the evening field, exceeding it by over 400,000.

Net paid daily 775,923 average for Sept.

The Circulation of THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

The Dayton Sunday News

(first issue Nov. 2, 1913)

is able to guarantee 20,000 Net Paid Circulation on yearly contracts, and will accept same on this basis.

We understand a net paid circulation guarantee to mean that any net paid showing of circulation less than that named in a contract entitles the advertiser to proportionate rebate.

Rate—Daily or Sunday, 4 1/2 cents per line. In combination with Springfield News, 6 cents per line.

NEWS LEAGUE OF OHIO

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

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO. GEO. H. ALCORN 1216 Peoples Gas Bldg. Tribune Bldg. CHICAGO NEW YORK

YOU MUST USE THE LOS ANGELES EXAMINER

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

POINTS ABOUT PAPER.

Charles D. Jacobs Describes Processes of Manufacture and Gives Practical Advice in Talk Before Ad Students.

Members of the class in advertising at the Twenty-third street branch of the Young Men's Christian Association listened with much interest on Nov. 12 to an address by Charles D. Jacobs, paper expert and manufacturer, on "What the Advertiser Should Know About Paper." A summary of Mr. Jacobs' address follows:

Paper may be defined as the working of numerous fibers into a usable or printable form. Sulphite, ground wood, soda pulp and rags (linen and cotton) are the material used in the manufacture of paper. Ground wood is the result of grinding spruce, hemlock, pine, etc., against a stone. This material is combined with sulphite and forms news paper.

Owing to the use of ground wood, in which the cementing material has not been removed, the product is particularly susceptible to light, hence the observation of discoloration when a newspaper is exposed to strong sunlight rays. This objection eliminates ground wood as a factor in the better class of publications and catalogues.

WHAT SULPHITE IS.

Sulphite is the product of coniferous woods treated with certain chemicals whereby the cementing material is dissolved. The fibers are then washed and bleached and are used for strengthening the paper, binding it in the same manner as the straw in the bricks made by the early Egyptians.

Soda pulp is a soft, spongy fiber, the product of poplar wood, particularly useful for bulking papers, and forms with sulphite the clay of the old Egyptian brick. The majority of magazine papers and book papers are a combination in certain proportions of sulphite fiber and soda pulp.

The cotton fibers are obtained from various colored rags or discarded clothing, these materials being used instead of the original fiber, for reasons of economy. The rags are carefully assorted for the elimination of foreign materials such as rubber, eyelets, buttons; then cooked with chloride of lime for the purpose of dislodging dirt, coloring, etc., and washed. The rags are then ready for use in the making of the paper.

The first step in the process of manufacture is the collation of these fibers in proper proportions in the beater, with the filler and size. The filler is used to fill in the interstices between the fibers held in place by the size, which also makes the paper suitable for printing or writing. Without size we would have a water leaf or blotting paper.

THE FOURDRINIER MACHINES.

After the fibers are assembled, the filler and size added, the mass is flowed over an endless wire of a fourdrinier machine and the water, at first rapidly and later gradually, taken therefrom by sifting through the endless wire cloth, suction boxes and cylinders, covered with felt and kept at a high temperature. The paper as it comes from the dry end of this machine is termed machine finish, whether wove or laid. The laid marks are really water marks and are obtained by the use of a dandy roll under the machine wire.

The quality of paper is contingent upon the materials assembled in the beater, slow running of the machine and consequent close formation. Writing papers are really machine finish papers of different qualities, either dried by running over cylinders or loft dried after tub sizing. Tub sizing is the passing of the paper in rolls in a bath of glue or gelatine, which renders the sheet less susceptible to the penetration of ink.

From the dry end of the paper machine, where the paper is termed machine finish or laid, it may be used as such for type, line cuts and wood engravings. If half-tones in various screens are used the paper must be more highly finished and is then supercalendered—highly ironed.



J. LAWRENCE BRADLEE.

Often times it is essential to know the thickness of paper for bulking or cartons for enclosure of catalogs, and a fairly accurate rule for quick measurement is as follows:

On the basis of 25 x 38 (500 sheets to the room):

Antique paper should bulk 10 to 12½ pounds to 1 point (1/1000 of an inch).

Medium finish should bulk 12 to 12½ pounds to 1 point.

Regular machine finish, 14 to 14½ pounds to 1 point.

English finish, or the highest machine finish, 16½ to 17 pounds to 1 point.

Super-calendered coated, about 18½ to 20 pounds to 1 point.

Coating paper is the application of clay to a machine finish paper. The clay may be plain, blanc fixe, or satin white. These materials are held or attached to the paper by the use of casein or glue, the former being used almost exclusively. This process renders to the surface of the paper a finer consistency for the printing of half-tones of the finer screens.

A fair rule for the use of various screens is as follows:

For antique papers the coarser types only; for medium finish paper finer types and screens not over eighty-five line mesh, for regular or smooth finish paper, zinc plates and screens not over 100 line mesh; English finish papers, fine type and all classes of cuts and finer half-tones, which should be limited to 120 line screen; super-calendered paper half-tones not exceeding 133 to 150 line mesh. Coated papers can be used for all mesh half-tone cuts, but are most generally used for 133 to 150 and 175 line screen. If the mesh is finer than that mentioned, double coated paper should be used.

Belding Banners' New Home.

Jesse K. Coates and J. M. Langston, who purchased the Belding (Mich.) Banner from E. B. Lapham last spring, will on Dec. 1 move the plant into a building erected especially for the Banner. The structure is of concrete, two stories high, and is to be newly equipped throughout. The circulation of the Banner has increased nearly 75 per cent. since Messrs. Coates and Langston took over the property.

New News and Feature Syndicate.

Francis Arthur Jones and Windell Phillips Dodge have organized the World Wide News Service in New York City, for the purpose of furnishing magazine and newspaper features to publishers. It supplies all kinds of matter generally used in newspapers, including news, literary, and departmental. The staff of writers employed has been selected with great care to meet the demands of the service. Mr. Jones is the American editor of the Strand and the Wide World magazines, as well as the American representative of all of the George Newme's, Ltd., English publications. He has also handled and successfully placed many of the best works of Conan Doyle, Max Pemberton, Morley Roberts, H. C. Wells, E. Phillips Oppenheim, and others. Mr. Dodge recently resigned his position as dramatic critic of the New York Press to take up this work. He has been a frequent contributor to the magazines and periodicals on theatrical subjects.

Send your E. & P. subscription now.

"Grandma Sez"

is a strong, pleasing and attractively illustrated small feature, the which will please your advertisers and very likely impel your readers to do their

Christmas Shopping Early

The series runs daily through Dec. 22.

Only one paper in a town gets this exclusive feature.

Don't let it be the other fellow.

A five dollar bill will cover the total cost.

Wire or write to-day.

World Color Printing Company

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

CHRISTMAS CARTOON

By W. CHAS. TANNER



3, 4 and 5 col. sizes

The International Syndicate, Baltimore, Md.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

Metropolitan Press Exchange

MAIN OFFICE:
1127 World Bldg. 'Phone, 2745 Beekman.
OPERATIVE OFFICE:
153-155 E. 18th St. 'Phone, 2499 Gramercy
TELEGRAPHIC NEWS BY LEASED
WIRE OR QUERY SERVICE.
AMERICA'S MOST EXCLUSIVE
WEEKLY CABLE LETTER, covering
European news, compiled by noted authors.
Our WEEKLY SPORTING LETTER
meets your every requirement.

Write for prices, detailing your wants.

W. G. MAYFIELD, Manager

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

Have You Seen the Proofs?

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

MOST CONVENIENT

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

SECOND PATENT SUIT

Linotype vs. Intertype

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

<p>D. S. Kennedy No. 586,337 J. R. Rogers " 619,441 J. R. Rogers " 630,112 D. A. Hensley " 643,289 J. R. Rogers " 661,386 C. Muehleisen " 718,781 J. W. Champion " 719,436 D. A. Poe and W. H. Scharf. " 734,746 J. L. Ebaugh " 739,591 P. T. Dodge " 739,996 J. K. Van Valkenburg " 746,415 S. J. Briden " 757,648 W. H. Randall " 758,103</p>	<p>J. M. Cooney and H. L. Totten. No. 759,501 R. M. Bedell " 787,821 P. T. Dodge " 797,412 D. S. Kennedy " 797,436 D. S. Kennedy " 824,659 M. W. Morehouse " 826,593 T. S. Homans " 830,436 T. S. Homans " 837,226 R. M. Bedell " 848,338 T. S. Homans " 888,402 J. R. Rogers " 925,843 H. Plaut " 955,681</p>
---	---

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

O. Mergenthaler No. 614,229	O. Mergenthaler No. 614,230
J. R. Rogers Reissue 13,489	

Mergenthaler Linotype Company
 TRIBUNE BUILDING NEW YORK

MAGAZINES VS. NEWSPAPERS.

J. Lawrence Bradlee Analyzes the Testimony and Draws Conclusions.

The Southern Newspapers' Advertising Bureau, 64 Madison avenue (J. Lawrence Bradlee, general manager), has begun the publication of The Southland and Southern Newspapers' Gazette, a monthly periodical house organ devoted to the exploitation of the South as a field for the general advertiser to cultivate. One of the best things in the initial number is the following:

"Magazines and their representatives will admit to you as an advertiser that newspapers give the advertisers the best results; they use the newspapers themselves to get results, but they will also say it costs the advertiser too much to cover a territory in this manner. Consequently the mail-order journal, with its almost given-away circulation, howls for small-town circulation and the magazines for city circulation, which means sixty per cent. news company distribution. When the truth of the matter is that neither one of these publications can give the advertiser one per cent. of the circulation that he wants and actually needs, because they omit the successful point of advertising—concentration. Their circulation is too scattered to create a large demand in one place and make distribution worth while. It's like scattering a measure full of oats in a ten-acre lot on a windy day. Whereas a combination of newspapers, properly gotten together, reaches every home twice a day without duplication in every community, and in the combination I suggest this entire circulation is made possible at a rate that is not prohibitive, being less than that charged by the magazines per thousand, doing the work that they claim to do and do not do, consequently making the advertiser's campaign a success and not a failure. Admitting that some of the large advertisers have successfully used national magazines, if this same advertiser had given the newspapers the same chance

under the conditions I suggest they would have found that to-day they had a business about ten times as large, with no more expense to obtain it and a decrease in expense to handle it."

J. Lawrence Bradlee, the general manager of the Southern Newspaper Advertising Bureau, started in the advertising business in the office of J. Walter Thomson when quite a young man. He afterward represented the Illustrated London News in this country. When the American edition was discontinued Mr. Bradlee was made advertising manager of the International News Co., which at the time handled American editions of the Strand and Wide World magazines. Under his administration both magazines became popular mediums. When Sir George Newnes formed the corporation bearing his name Mr. Bradlee resigned. For a time he was with Motor Print of Philadelphia, and later with the Woman's World.

Associated with Mr. Bradlee in the Southern Newspaper Advertising Bureau is Warren D. Strode.

Proof Readers' Big Task.

The November issue of the Inland Printer contains an excellent article on "The Proofrooms of the Greater New York Newspapers." From this it appears that the seven leading papers of the metropolis print more than 2,000 pages of reading matter weekly. The number of proofreaders employed to read this vast amount of matter is 149.

Missouri's Football Special.

The journalism students of the University of Missouri issued a special six-column folio miniature newspaper in celebration of the football game between the University and Kansas eleven held at Columbia Nov. 22. It was called the Peerade Extra, and was full of ginky stuff designed to excite the giggling propensities of the students.

Existing Three-Century Old Papers.

America having laid claim to the possession of an older copy of the Courant or Weekly News than any to be found in the British Museum, the date given being Oct. 11, 1621, the editor of the London Newspaper World wrote to the director of the British Museum on the subject and received the following courteous and reassuring reply:

"A year ago the British Museum acquired a volume containing twenty-four English Courants or news-sheets of the years 1620 and 1621. Eighteen of these, beginning with the earliest, Dec. 2, 1620, were printed at Amsterdam or other places in Holland. The six printed in London are dated Sept. 2, 1621; Sept. 30, 1621; Oct. 2, 1621; Oct. 6, 1621; Oct. 11, 1621, and Oct. 22, 1621. The collection in the British Museum thus includes the number of which the reproduction is enclosed. A full account of the volume will be found in The Library for April of this year. Yours faithfully,
 "A. W. K. MILLER."

New York Press Club Election.

At the annual election of the New York Press Club Monday these officers were chosen: President, John Temple Graves, American; first vice-president, George Herbert Daley, Tribune; second vice-president, Irwin Thomas, American; third vice-president, Monte Cutler, Sun; treasurer, Ralph W. Hill; financial secretary, John O'Keefe, World; recording secretary, Frank Reilly, Commercial; corresponding secretary, Caleb H. Redfern; librarian, Frank I. Cadwallader, New York News Bureau; trustees for three years, G. Selmer-Fougner, Sun; James R. Price and John A. Hennessy, and trustee for one year, Henry C. Terry, American.

The Columbia Phonograph Co. has reproduced on one of its discs two of Mr. McCardle's Jarr Family sketches. One is entitled "Mrs. Jarr and the Plumber" and the other "Uncle Henry Sees the Suffragette Parade." The characters in each piece are taken by popular actors.

Danville Paper's Enterprise.

The Danville (Ill.) Commercial-News had two unique features in a recent issue which deserve favorable comment. A whole page was devoted to the bargain ads of the leading stores of that city, each store advertising only one article. A variety of special sales offerings were thus concentrated in one page and the prospective purchaser enabled to pick at a glance the store in which such bargains might be obtained. Another feature was a contest, prizes offered by Danville merchants, in which the masked faces of salesgirls in the different stores were to be identified.

Sutro Stirring Up Interest in Fair.

Leaders in industrial circles in Germany, great manufacturers and others, are preparing a monster petition to the Reichstag urging German participation in the exposition at San Francisco. Theodore Sutro, editor of Hearst's New York German Journal, who is now in Berlin, has been active in the interest of the fair. He addressed the Hansabund, a large organization of manufacturers and exporters, at a dinner last week, and has also been the guest of the journalists of Berlin.

Edison as an Editor.

Thomas Edison was the first person to print a newspaper on a train. When he was a newsboy on one of the Ohio railroads he realized the possible financial return from the interesting gossip that he picked up along the route of his train. So he started a weekly. His press, type and other equipment were carried on the train, and once a week young Edison issued his paper and sold many copies to passengers, who were probably more inclined to encourage the young man than to find any great interest in the contents of his paper.

According to a dispatch to the Cologne Gazette from Russia, all German newspapers are denied entrance to the Empire.

TIPS FOR THE AD MANAGER.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is making 1820 l. contracts with a few New York State papers for the Urlico Drug Co., of Binghamton, N. Y.

The Van Cleave Co., 1790 Broadway, New York City, is handling the classified advertising account for the Government Advertising Navy Department.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing orders with a selected list of papers for Hohkirk Inn, Camden, S. C.

E. M. Hoopes, 516 Market street, Wilmington, Del., is sending out 5,000 l. contracts with a few Canadian papers for the Pine Forest Inn, Summerville, S. C.

George Batten Co., Fourth Avenue building, New York City, is issuing 1,500 l. orders to some Western papers for Bird & Son, Neponset. It is also sending out 12,068 l. contracts to a few New York State papers for Kellogg's Toasted Corn Flake Co., of Battle Creek, Mich.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is forwarding a few orders to New Jersey papers for the Marshall Chemical Co.

Lord & Thomas, 290 Fifth avenue, New York City, are extending the advertising of the Eckerson Co., "Gold Coin Oleomargarine," of Jersey City, N. J., to other cities in New York State.

Dunlap-Ward Advertising Co., Hartford building, Chicago, Ill., is making 3,000 l. contracts with Western papers for Sanitas Brush.

Hill & Tryon, 284 Fifth avenue, New York City, are handling the advertising account of the G. E. Ryckman Wine Co., of Brocton, N. Y.

Frank Preshey Co., 456 Fourth avenue, New York City, is renewing contracts for the Hamburg-American Line, 45 Broadway, New York City, and for the City of Pinehurst, Pinehurst, N. C., with a selected list of papers.

The Matos-Menz Advertising Co., Bulletin building, Philadelphia, Pa., is placing orders with Pennsylvania papers for the Mulfrey Remedy Co., of the same city.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out 1,500 l. to be used in four insertions with Eastern papers for the Metropolitan Magazine Co., 432 Fourth avenue, New York City. They are also reported to have charge of the advertising account of the Scott Paper Co., Seventh and Glenwood streets, Philadelphia, Pa.

John Duncan's & Sons, "Lea & Perrins Worcestershire Sauce," 241 West street, New York City, are reported to be getting up a list of newspapers. Their Philadelphia advertising will go forth through P. K. Frowert Co., 23 West Forty-second street, New York City, and advertising for other cities will be handled by A. R. Elliott, 62 West Broadway, New York City.

Chas. H. Fuller Co., 623 South Wahash avenue, Chicago, Ill., is issuing contracts to a selected list of papers for the Leach Chemical Co., 28 East Ninth street, Cincinnati, O.

Lyddon & Hanford Co., Cutler building, Rochester, N. Y., is handling the advertising account of the Taylor Instrument Co., of the same city.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is forwarding 5,000 l. contracts to a few New York State papers for Bass, Ratcliff & Gretton, Ltd., "Bass Ale," 90 Warren street, New York City.

Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, Pa., is placing 26 l. 4 t. orders with New Jersey papers for J. S. Ivins & Sons.

H. J. Kleinman Advertising Agency, Mint Arcade, Philadelphia, Pa., is putting out orders generally for the International Bible Co., of the same city.

Mumm-Romer Co., Spahr building, Columbus, O., is issuing 7 l. 13 t. orders for Sunday papers for the Leach Sanitary Co., of Indianapolis, Ind.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY
Per P. O. Statement

Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest *white home* circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

It is reported that the Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City, will shortly place orders through Thomas Advertising Service, Florida Life building, Jacksonville, Fla.

M. Volkman Advertising Agency, Temple Court, New York City, is sending out to some New York State papers 112 l. 4 t. orders for Baire.

George Batten Co., Fourth Avenue building, New York City, is placing orders with a selected list of large city papers for the Shinola Co., "Shinola Polish," Rochester, N. Y.

M. P. Gould Co., 122 West Thirty-second street, New York City, is forwarding orders to a selected list of papers for S. B. Goff & Sons, "Goff Cough Remedy," Philadelphia, Pa.

Nelson Chesman & Co., Chicago, Ill., are sending out 2,000 l. 1 yr. contracts to middle west papers for the Wastemo Chemical Co.

Clague Advertising Agency, Chicago, Ill., is making 10,000 l. 1 yr. contracts with Pacific Coast papers for the Pabst Brewing Co.

H. W. Kastor & Sons Advertising Co., Lytton Building, Chicago, Ill., is forwarding 6,000 l. 1 yr. contracts to a few cities for Wavenlock.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is handling 7,000 l. 1 yr. contracts to be placed in western papers for Pius Medical Co.

Bromfield & Field, Inc., 1780 Broadway, New York, will place the advertising appropriation of the national automobile shows, to be held in New York and Chicago under the auspices of the Automobile Chamber of Commerce, Inc. Trade papers, newspapers and billboards will be used.

Massengale la Host to Ad Men.

St. Elmo Massengale, of the Massengale Advertising Agency, tendered a luncheon to advertising men last week at the Ansley Hotel, Atlanta, Ga. Representatives from practically all the advertising agencies of the South were present. Among prominent guests were T. C. Enloe, of Chattanooga, Tenn.; Joseph Martin and J. H. Bell, of Birmingham; Kirk Rankin, of Nashville; F. W. R. Hines, of Jacksonville, Fla., and W. R. Massengale, C. R. Atchison, Robert Johnson, E. E. Dallas, W. L. Halstead, F. L. Merriam, L. D. Hicks, William F. Parkhurst and J. C. McMichael, of Atlanta.

Big Prize for Article in Advertising.

Advertising & Selling has made a liberal offer of \$1,000 in cash through the Associated Clubs of America, which will be awarded at the Toronto convention and every succeeding convention until further notice, to the person who submits the most vital and helpful essay on the subject of advertising and sales. The official awards committee of the association and of the editorial advisory board of Advertising & Selling, which consists of prominent advertising managers, will act as judges. The contest is open to all—from the most obscure to the genius of wide reputation. Advertising & Selling has also agreed to select such manuscripts, not receiving a prize, as it deems suitable for publication, for which it will pay regular space rates upon publication. Contributions should be sent to John K. Allen, chairman of the program committee of the Associated Advertising Clubs of America, Boston, Mass. The contest will close May 15, 1914.

200 Churches in Advertising Plan.

About 200 Protestant churches, comprising the federated churches organization of Cleveland, have been asked to co-operate in an advertising campaign which aims to increase every congregation in the city. For the last three weeks the Rev. Dr. W. W. Bustard has advertised the Euclid Avenue Baptist Church, of which he is pastor, and as a result preached to a congregation of 1,000 last Sunday evening. John D. Rockefeller attends services at this church when in Cleveland.

Willimantic Call Suspends.

The Willimantic (Conn.) Call, a weekly newspaper, launched about two months ago by Charles D. Stone, has suspended publication. It is said that Mr. Stone experienced a lack of funds and sufficient backing. He was formerly correspondent of the Norwich (Conn.) Bulletin.

ROLL OF HONOR

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. Oct., 5963....Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChicago	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS...Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Oct., 1913.
POLISH DAILY ZGODA.....Chicago	Daily 118,857
SKANDINAVENChicago	Sunday 146,271
HERALDJoliet	VINDICATORYoungstown
NEWS.....Joliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
IOWA.	TIMES-LEADERWilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTEYork
THE TIMES-JOURNAL.....Dubuque	SOUTH CAROLINA.
KANSAS	DAILY MAIL.....Anderson
CAPITALTopeka	THE STATE.....Columbia
KENTUCKY.	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNALLouisville	TENNESSEE.
TIMESLouisville	NEWS-SCIMITARMemphis
LOUISIANA.	BANNERNashville
DAILY STATES.....New Orleans	TEXAS.
ITEMNew Orleans	STAR-TELEGRAMFort Worth
TIMES-DEMOCRATNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
MARYLAND.	CHRONICLEHouston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 35, 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	WASHINGTON.
MICHIGAN.	POST-INTELLIGENCERSeattle
PATRIOT (No Monday Issue).....Jackson Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n. Member "Gilt Edge" Newspapers	CANADA.
MINNESOTA.	BRITISH COLUMBIA.
TRIBUNE, Morn. & Eve....Minneapolis	WORLDVancouver
MISSOURI.	ONTARIO.
POST-DISPATCHSt. Louis	FREE PRESS.....London
Eagle Lectures for Women Readers.	QUEBEC.

The Brooklyn Eagle inaugurated in its auditorium Tuesday morning a series of talks on current topics, for the benefit of its women readers. The talks are intended to supplement the work of that paper in supplying the news of the day. No charge is made for admission. Maurice E. McLaughlin, of the Eagle staff; Cromwell Childe, editor of the society department, and Mrs. Jean Ca-

bell O'Neill, of the woman's department, were the speakers at this Tuesday's conference. Mr. Childe explained the manner in which the marriage of Miss Jessie Wilson and Francis Sayre was reported from the Eagle's Washington office. Mr. McLaughlin told of general news matters, and Mrs. O'Neill described how special features in the news that appeal to the feminine instinct are made ready for the press.

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., with Governor Ferris, of Michigan, was a guest of honor at the recent banquet of the Bay City Ad Men's Club.

Joseph B. Sheffield has been appointed advertising manager of Gimbel Brothers, succeeding William R. Hotchkin, who recently resigned to become a member of the Cheltenham Advertising Service.

Byron W. Orr, of late with the publicity department of the New York Globe, has been appointed advertising manager of the El Paso (Tex.) Times.

W. C. Carrigan, formerly connected with the advertising department of the New York Press, has been appointed office manager of the Hugh McAtamney Co., advertising, New York.

C. R. Trowbridge, advertising manager of the Dodge Manufacturing Co., Cincinnati, delivered an address on "The Value of Association," at the recent convention of the Trunk Manufacturers' Association in that city.

Justin McCarthy, advertising manager of Abraham & Straus, Brooklyn, was a speaker before the advertising class of the Bedford Branch, Y. M. C. A., last week, on "Humor and Exaggeration in Advertising."

T. D. Berry, Jr., who has been connected with some of the leading papers in Virginia for the past five years, has joined the advertising staff of the Raleigh (N. C.) Observer and Chronicle.

H. W. Bramley, advertising manager of Sibley, Lindsay & Curr, has been appointed editor-in-chief of the Bumble Bee, the official organ of the Rochester Ad Club.

Advertising Is a "Wallop."

Victor Frece, in an address before the Cleveland Real Estate Board of Trade at a meeting held last week, said:

"Advertising is not a miracle; it is not magic; it is not sorcery; it is not mystery. There is nothing peculiar about it—nothing hazy or unusual or visionary in it. It is just a part of selling; just the initial wallop by the party of the first part upon the party of the second part—an incident in a commercial transaction—a bit of selling sense delivered at a distance.

Newman Addresses Representatives

At the meeting of the Newspaper Representatives' Association of Chicago, held last week at the La Salle Hotel, Harry M. Newman, manager of the Moon Motor Car Co. of Illinois, made a very able address on "Selling Automobiles." His talk was by way of a friendly answer to Mr. McKee, of the Cole, and Mr. Mears, of the Winton companies. E. S. Wells, Jr., presided. The association was favored with a large number of out-of-town guests, advertising managers of leading automobile companies of Michigan, Indiana and Ohio. There were also present representative newspaper men and principal advertising agency men.

Scranton News Holds Housewarming.

The Scranton (Pa.) Daily News, the Progressive paper recently launched by Robert D. Towne, celebrated the completion of its plant at 316 North Washington avenue by a house-warming Saturday night. About four thousand men and women inspected the plant. In the evening a Bull Moose rally was held in the town hall, at which United States Senator Clapp, Gifford Pinchot and other prominent Progressives made speeches. A call for subscriptions to aid the Daily News project brought \$62,370 in pledges for stock.

Trade-marks as factors in advertising and their part in building a big business was the subject upon which Clowry Chapman, of New York, addressed the Advertising Club of Baltimore at its weekly luncheon. Mr. Chapman is the author of several books on advertising, counsel for the Association of National Advertisers and a specialist on trade-marks. He spoke of the carelessness which is usually present in the selection of a trade-mark, the difficulty in protecting it after it has been adopted and the necessity for employing expert judgment in registering the trade-mark.

At the weekly meeting of the Dayton Ad Club H. C. Treharne, of the Baker hardware store, discussed advertising in relation to retail establishments. R. W. Sullivan presented the necessity of co-operation of retailers and manufacturers in local advertising, and discussed store helps, window displays and the training of the sales force.

A resolution condemning sidewalk and projecting overhead signs was adopted unanimously by the Kansas City (Mo.) Ad Club at its weekly luncheon in the Hotel Baltimore. The resolution pledges the club to favor any reasonable and practical city ordinance that will eliminate such signs.

C. F. Alward was the principal speaker before a meeting of the Buffalo Ad Club last week. He told of historic breakfast food campaigns, and pointed to the remarkable success of a certain man of "sunny" disposition as a popularizer of a certain cereal. The speaker declared the sample system to be a wasteful one, and registered himself in favor of the irresistible combination of a "wanted product and a liberal advertising appropriation."

The Ad Men's Social Club of Manchester, N. H., an organization "of advertising men, for advertising men and by advertising men," was launched Nov. 19 at a banquet in Bretton Inn, Goffstown. David Scannell, advertising manager of the Manchester Daily Mirror, presided as toastmaster and was unanimously elected president of the club. Other speakers were William Walls, ad manager of the Barton Co.; Thomas Shay, of the firm of Leslie M. Folsom; Hugo Westerdahl, Frank Welch, Clarence McKean, and Victor N. Vetromile, assistant ad manager of the Mirror. The objects of the club are the promotion of good fellowship among the advertising men of Manchester and the interchange of ideas for mutual benefit.

"Let us seek less to amaze and more to attract," was the advice on method of advertising the Northwest among Easterners, given by James A. Wood, of Seattle, former commissioner of exploitation for the Alaska-Yukon-Pacific Exposition at the luncheon of the Portland (Ore.) Ad Club last week. E. A. Trefz, of the National Chamber of Commerce, spoke of the importance of the advertising man's place in the business world of the present day, and urged the necessity of co-operation to bring about effective development of business.

"Salesmanship and Efficiency" was the subject of an address by Alfred L. Cutting, of Boston, New England manager of the Sheldon School of Business Efficiency of Chicago, before the members of the Springfield (Mass.) Publicity Club at the luncheon of that organization last week. Mr. Cutting discussed the problems of efficiency as connected with the science of salesmanship. He illustrated his statements by reference to a graphic chart showing the attributes of efficiency in business.

The Mergenthaler Linotype Co. is now selling six linotypes a day, the most of the orders being for multiple-magazine machines.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

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

Advertising Agents

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

NEW PUBLICATIONS.

- HYANNIS, Neb.**—Nebraska's newest daily newspaper, the Tribune, has been established here by Charles K. Bassett as publisher. It is a neat six-column paper, well filled with advertising and news.
- PRATT, Kan.**—The Independent, a new weekly paper, made its first appearance on Thanksgiving Day. It is published by Campbell and Coolee, of Hutchinson.
- KINGSLAND, Ga.**—At a citizens' meeting held last week a stock company was organized for the purpose of establishing a weekly newspaper in this town.
- DALLAS, Tex.**—The Record is a new weekly newspaper devoted to city news, with special regard to court house matters of county-wide interest. E. G. Atlee is editor, W. J. Taliaferro business manager of the new enterprise.
- EVANSVILLE, Ind.**—George W. Stout, formerly with Indianapolis newspapers, has taken over the Municipal Reporter, which suspended publication about two weeks ago, and will start a new weekly paper known as the Indiana Citizen Jan. 1. The Municipal Reporter was started about six months ago by Charles Finley

Smith. Associated with Stout on the Indiana Citizen and in charge of the woman's department, will be his sister, Miss Adelaide Stout, who writes under the name of Marion Grant.

MURCHISON, Tex.—The Press, John Jones editor and publisher, is one of the latest additions to Texas newspapers.

NORTON, Va.—The Ellison brothers and John E. Pearee have formed a company and will in a few weeks begin the publication of another weekly paper to be known as the Codified Progress.

Newark's Hungarian Paper Appears.
The Newark (N. J.) Herald, the first Hungarian newspaper to be published in that city, has made its appearance. There is a large Hungarian population in Newark and the backers of the new enterprise are strongly confident of its success. Harry Unger is editor-in-chief, and Rev. John Dikovics, pastor of the First Hungarian Presbyterian Church, Newark, editor of the new journal.

The Elkhorn (Wis.) Independent has moved into a new home, after forty-eight years in one building.

Ten Business Commandments

Representing the self-imposed creed of

The New York Globe

1. Furnish information to all as to **the kind** of newspaper it is and **why it is** such a newspaper.
2. Make known to all the policies that dominate it on editorial page, in news columns and in special features.
3. Tell frankly the kind of people who buy it—where they live, as nearly as possible to do so—how much they earn, as nearly as possible to estimate—and **how many there** are of them.
4. Define clearly the kind of advertising that will be accepted—its cost—and furnish information as to the kind of appeal advertisers should make to arouse the interest and to receive the support of its readers.
5. Make constant effort to induce readers to read and to believe in the advertisements printed—to convince them that advertising helps them.
6. Do everything possible to make the advertisements look attractive—to make up the advertising pages to the best advantage of all lines of business represented on them.
7. Help advertisers in every way possible—assist them in the preparation of copy if they so desire—secure information about trade conditions if they want it—assist them in deciding on the right kind of a campaign to conduct in New York if they ask for such help.
8. A willingness to furnish advertisers with unprejudiced information as to the value of other newspapers in the New York field—their kind of readers—their advertising rates.
9. Accept contracts based on proved and guaranteed average circulation for the past year.
10. Willingness to show agencies or advertisers, if they so desire, all contracts entered into, so that there can never be any doubt about the integrity of the advertising rates.

If anything has been omitted according to your viewpoint, Messrs. Advertisers, please inform us.

As to how firmly THE NEW YORK GLOBE believes in its creed, it has done and is doing much to help along a general movement for the development of advertising for all good newspapers, and to help establish a similar creed in the office of every reliable newspaper in this country and in Canada.

This constructive work of THE GLOBE cannot be regarded as having back of it any specific motive of material gain, although it does gain through co-operating with other Publishers who believe in dignifying the newspaper business and making newspaper advertising more reliable and effective.

The Globe
AND Commercial Advertiser. 1913.
 NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE, Foreign Advertising Representatives

Brunswick Building, NEW YORK

Tribune Building, CHICAGO

