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10 Cents a Copy

REID LEFT \$1,398,885.

**TRIBUNE ASSOCIATION SHARES
HELD BY LATE EDITOR
VALUED AT \$7,500 EACH.**

**Was Minority Stockholder, Owning
81 of 200 Shares—Also 159 Gold
Bonds at \$1,000 and Mortgages Ag-
gregating \$205,000—Interested in
the Mergenthaler Linotype and In-
ternational Paper Companies.**

Whitelaw Reid, editor of the New York Tribune, and at the time of his death in London, Dec. 15, 1912, United States Ambassador to the Court of St. James, left a gross estate valued at \$1,398,884.94, according to the report of Transfer Tax Appraiser Edward V. Brophy to Surrogate Sawyer, of Westchester County, N. Y. The estate will pay a transfer tax of \$11,000.

The appraisal shows that Mr. Reid owned eighty-one of the 200 shares of stock in the Tribune Association, which owns and publishes the New York Tribune. These shares were appraised at \$7,500 each, making a total of \$607,500, on affidavits of Henry W. Sackett, attorney for the estate, and Mrs. Reid that this was the highest price paid for shares of the Tribune Association stock in the last ten years.

SOME CONTRASTING FIGURES.

The \$7,500 valuation a share would make the Tribune stock worth \$1,500,000—if the other stock were valued at the same amount as the majority shares held by Mr. Reid and his family—as against \$3,080,955 for the New York World and Evening World in the appraisal of the estate of Joseph Pulitzer and \$1,115,000 for the New York Sun in the appraisal of the estate of William M. Laffan.

The value of the Tribune as a newspaper property was not taken into account in the appraisal because Mr. Reid himself held only a minority interest. In the opinion of Mr. Sackett the Tribune would be worth more than the \$1,500,000 shown by the multiplication of the appraised value of Mr. Reid's stock by the total number of shares. He bases his views on the decisions in other appraisals of the estates of newspaper proprietors, where it was held that majority holdings were worth more a share than minority holdings.

LIST OF HOLDINGS.

Mr. Reid's other holdings included 159 Tribune Association gold bonds, worth \$1,000 each, or \$159,000, and mortgages of the Tribune Association aggregating \$205,000. He also had 1,100 shares of the Mergenthaler Linotype Co., worth \$236,500; 1,500 shares of International Paper Co., preferred, valued at \$73,500; an Associated Press first mortgage gold bond, \$1,000, and books valued at \$10,000.

The Reid estate in Westchester County, Ophir Farm, near White Plains, and the Reid town house in this city were held by Mrs. Reid and were consequently not included in the appraisal.

No deductions were made from the taxable total of the estate. Mrs. Reid, the residuary legatee and executrix of the will, bore the funeral expenses, debts and administration expenses personally. Her interest in the estate was \$1,289,685.94.

Whitelaw Reid made no provision in his will for his children, but expressed the belief that his widow would deal justly with them. Ogden Mills Reid, a son, is now the editor of the Tribune.



CLARENCE B. BLETHEN,
MANAGING EDITOR OF THE SEATTLE TIMES.

Among the beneficiaries of the estate are Donald Nicholson, of Pleasant Valley, N. Y., his right-hand man in the days when Mr. Reid was the active editor of the Tribune and since vice-president of the Tribune Association, \$1,000; Nathaniel Tuttle, of Croton-on-Hudson, N. Y., cashier and treasurer of the Tribune, \$1,000; Henry Hall, of 52 Broadway, former night editor of the Tribune, \$1,000, and the Tribune Fresh Air Fund Society, \$50,000.

Connors-Collier's Suit Settled.

The action brought by William J. Connors, owner of the Buffalo (N. Y.) Courier and Inquirer, and ex-chairman of the Democratic State Committee, against Collier's Weekly for \$100,000 has been settled satisfactorily to both parties. The case was to have gone on trial in the Supreme Court at Buffalo last Monday. The terms of the settlement were not disclosed. The action had been pending for five years. It arose from an article concerning Mr. Connors written for Collier's by Will Irwin. Large sums were expended by both parties in preparing for trial. It is reported that Collier's will pay the legal expenses incurred by Connors.

La Nacion, a Mexico City newspaper published in the interests of the Catholic party, has suspended publication at the "suggestion" of the Huerta government.

NEW DAILY AT BRIDGEPORT.

It Is to Be Launched by Louis E. Peck, of Stratford.

Louis E. Peck, head of the company publishing a chain of country weeklies at Stratford, Conn., has announced the completion of arrangements whereby the Bridgeport (Conn.) Morning Journal, a one cent paper, will be launched within a few weeks.

At first it is to be an eight-page sheet devoted exclusively to condensed local news. It will be printed at the Stratford plant, four miles from Bridgeport. The paper will cater especially to East Bridgeport, practically a city in itself. A news service will be arranged for.

It is understood that the staff has already been recruited from the Bridgeport field. The city now has one morning and three afternoon papers, all two cent publications.

Leader Appears Under New Owners.

The syndicate composed entirely of Lexington men which has bought the Lexington (Ky.) Leader, took charge of the property Jan. 1, and the afternoon edition was issued under the inscription: "Published by the Lexington Leader Co., Inc., H. Giovanna, Editor and Manager."

MUSTN'T CUT PRICES.

**WASHINGTON SUPREME COURT
HOLDS ONE-PRICE-TO-ALL A
DISTINCT BENEFIT.**

**Fisher Flouring Mills Co. Is Granted
an Injunction and Awarded Dam-
ages Against a Retailer Who Had
Violated Its Agreement as to Price
Maintenance—No Monopoly, but a
Competition in Excellence.**

The Supreme Court of the State of Washington has handed down a decision in an action brought by the Fisher Flouring Mills Co. against a retailer who had cut the price on its products, contrary to agreement. The milling company brought suit and was defeated in a lower court.

In the decision of the Supreme Court of Washington, just handed down by an eight-to-one vote, the Fisher Co. is granted an injunction and damages, the findings of the lower court are reversed and an important step is taken toward the recognition of one-price-to-all, as a distinct benefit to the consumer, rather than as a monopolistic tendency.

FAILS TO RESTRICT COMPETITION.

In the course of the opinion the court says: "In the absence of a monopoly, either actual or potential, a contract fixing retail prices to the consumer cannot have an effect appreciably inimical to the public interest, because it cannot fix prices at an unreasonably high figure without defeating its own purpose by either signally failing to maintain the fixed price or putting the individual manufacturer out of business. In either case it fails to restrict competition.

"The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles at or above reasonable price.

"It is a fallacy to assume that the price-cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product.

STIMULATES INCENTIVE.

"Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has not interests to protect by contract in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement."

Recent United States Supreme Court decisions, while forbidding the manufacturers of patented and copyrighted goods to set the retail price, have been based upon the assumption that the producers involved in the particular actions were actual or virtual monopolists, and these decisions have stopped short of the point as to whether it is legal under any circumstances for a maker to set the price at which the consumer may buy the goods.

WASHINGTON TOPICS.

Weight Limit of Parcel Post Packages Increased to 50 Lbs.—Secretary Daniels and Class Distinction in the Navy—R. L. Marclay, a Correspondent, to Become a Commercial Secretary at Goldsboro, N. C.

(Special Correspondence.)

WASHINGTON, D. C., Jan. 7.—Beginning with the new year the limit of weight of parcels for delivery in the first and second zones of the parcel post was increased to 50 pounds, instead of 20 pounds as formerly.

The rate of the first zone is as follows: Local rate—5 cents for one pound, 7 cents for five pounds, 10 cents for 10 pounds, 12 cents for 15 pounds, 15 cents for 20 pounds, 17 cents for 25 pounds, 20 cents for 30 pounds, 22 cents for 35 pounds, 25 cents for 40 pounds, 27 cents for 45 pounds and 30 cents for 50 pounds.

In the second zone the rates on one pound or over will be the same as in the first zone.

In the third, fourth, fifth, sixth, seventh and eighth zones the limit of weight goes up to 20 pounds instead of 11 pounds as at present.

The first zone takes in approximately every place within 50 miles of the sending point. The second zone is the area within a radius of 150 miles; the third, all within 300 miles; the fourth, all within 600 miles; the fifth includes places within 1,000 miles; the sixth, within 1,400 miles; the seventh, 1,800 miles, and the eighth all places outside the seventh zone, including Philippines, Canada, Mexico, Cuba, Porto Rico and Panama.

Parcels weighing four ounces or less will be mailable on and after Jan. 1, 1914, at one cent for each ounce or fraction thereof, regardless of distance.

BOOKS IN PARCEL POST.

Beginning with March 16, 1914, books will be admitted to the parcel post. The rate of postage thereon will be one cent for each two ounces or fraction thereof on books weighing eight ounces or less. On books weighing over eight ounces the regular zone rates will apply.

Abolition of social distinction in the United States Navy and the substitution of a genuine spirit of democracy, as proposed by Secretary Daniels, former editor of the Raleigh News and Observer, is regarded by the London Post as impracticable. In a recent editorial on the subject the London newspaper said:

"Class and social distinction may be repugnant to an American who believes in democracy, but these distinctions are essential for the preservation of military discipline."

In defense of his position, Secretary Daniels made the following statement:

"The Morning Post is mistaken. The idea of social inequality is antiquated and un-American. In the business world the mere fact that a man does not hold as high a position as another does not make him the social inferior of the other. But in business as well as the army or navy there has to be a rigid routine and discipline, and the better a man is trained and educated, the better and more intelligently can he follow out orders and the strict routine necessary to make any large enterprise a success.

"Also a great incentive will be given to the average American man to enter the navy as a private, since he will be given an opportunity to become a commissioned officer if he adapts himself readily and takes advantage of the thorough system of education at his disposal."

Raymond Hitchcock, comedian, in a suit for injunction filed by Philander C. Johnson, dramatic editor of the Washington Star, is accused of using a "pirated" musical comedy.

Mr. Johnson alleges that vital parts of "The Beauty Shop," Hitchcock's present vehicle, were taken from a

musical piece written by himself. Mr. Johnson asserts that his manuscript of "Dr. Fakewell" was in Hitchcock's hands for three weeks, at the end of which time the comedian returned it to him, explaining that it was a good work, but he had obtained another vehicle, "The Beauty Shop."

Service of subpoenas on Mr. Hitchcock, Channing Pollock and Rennold Wolf, named as collaborators in "The Beauty Shop"; Geo. M. Cohan and Samuel Harris is asked by the petitioner.

Mr. Hitchcock told reporters that he had never read "Dr. Fakewell" nor had Pollock or Wolf, so far as he knew.

An increase in membership of seventy-five and the fact that the business of the National Press Club amounted to \$33,000 during the fiscal year were items in the report of the Secretary, Austin Cunningham, submitted at a meeting at the clubhouse Saturday night. The work of reconstructing quarters in the Riggs building, which will house the club, was reported to be progressing rapidly. The newly elected officers were installed at the same time.

Miss Hazel Bornheim appeared as an "Up With the Times" Girl at the Masquerade cotillion of the Washington Canoe Club. The material in the Minaret Dress worn by Miss Bornheim, a flimsy white silk, was run through the presses of the Washington Times, and the first page of that newspaper printed on it. It was then made into a gown, original in design, which was the center of attraction at the recent affair given by the boat club.

Robert L. Marclay, who has for nearly three years been identified with the National Press Club of Washington, D. C., as assistant secretary-treasurer, has been engaged by the Chamber of Commerce of Goldsboro, N. C., as executive secretary.

Mr. Marclay is to assume office on or about Jan. 10. His acceptance of the position came after a personal visit to Goldsboro in which he studied the natural advantages and possibilities of the city from an industrial and commercial point of view.

In the annual report of the board of governors of the National Press Club that body expressed its appreciation of the valuable services Mr. Marclay had rendered the club, and wishes him success in his new line of endeavor.

Since broadening out from a local into a national weekly Tete-a-Tete has developed into an attractive magazine of much promise, and is the first publication of its kind ever attempted in Washington.

Among the regular features are national political articles by Louis Garthe, Washington correspondent of the Baltimore American and Army and Navy News, and international politics by Orville H. Stewart, a specialist in his line. The cover design is drawn each week by Will H. Chandler, a Washington artist, and the fiction is illustrated by H. L. Pease, formerly art director of Sunset Magazine. Robert Harold May, a songwriter and formerly connected with Washington newspapers, is editing the new publication.

Cochrane to Give a Dinner.

Harry Cochrane, president of the National Printing, Lithographing, Paper, Advertising and Allied Trades Exposition, which will be held in this city in April, will give a dinner on Wednesday, Jan. 14, at the Grand Central Palace, to 150 of the leading men in the trades to be represented at the exposition.

Paper manufacturers and dealers from various sections of the country will be in Washington on Jan. 26 to attend the opening of bids for furnishing the Government Printing Office with its annual supply of paper. An immense quantity of paper is to be purchased and the competition is expected to be lively.

Have you sent your subscription?

TIMES SUES ON AD INSERTS.

Seeks Permanent Injunction and Damages of \$10,000 from Bloomingdale Bros.

The New York Times began two suits in the Supreme Court Tuesday against the members of the firm of Bloomingdale Bros., dry goods merchants at Third avenue and Fifty-ninth street.

In the first suit the Times asked that an injunction be issued to prevent Bloomingdale Bros. from inserting, through the agency of newsdealers, unauthorized advertising pages in the editions of the Sunday issue. In the second the Times asked for \$10,000 damages for injuries sustained by reason of past insertions.

It is alleged in the complaint that the "inserts" were calculated to deceive the public and the readers of the Times into believing that the Bloomingdale ads had been accepted by that newspaper. The complaint also sets forth that, through the agency of the Bloomingdale interests, the defendants obtained credit for advertising in the Times for which they had neither contracted nor paid.

The inserts complained of—consisting of eight and twelve full pages of advertising matter—were inserted upon certain specified dates, the last two of which were Sept. 21 and Dec. 7. The Times in its second suit seeks an injunction forever restraining and enjoining the defendants from directly or indirectly inserting printed advertising sheets or pages in the plaintiff's newspapers.

PLAN BUFFALO MORNING DAILY.

G. W. Johnson and Frank Converse to Launch World with \$100,000 Capital.

The Erie Publishing Co. is being formed at Buffalo, N. Y., to publish the Buffalo World, a new daily. G. W. Johnson, of Corning, and Frank Converse, of Buffalo, are the promoters of the new enterprise, which, it is planned, will be capitalized at \$100,000.

The backers of the paper plan to issue daily and Sundays in the morning. In politics it is to be Independent, although a large majority of its stockholders are Progressives. Mr. Johnson is to be the editor-in-chief.

Stock in the publishing company has been sold at public subscription. Although there are no big stockholders, the largest holder having \$500 worth of stock, it is hoped to have the \$100,000 within a short time.

York Press Buys Norfolk Times.

The York Press Corporation of Potsdam, N. Y., which publishes a chain of Progressive papers in Northern New York, has added the Norfolk (N. Y.) Times to its list. The Times was started by A. R. Jarvis, formerly of the Hermon News. The purchase of the latest publication gives the York Press Corporation five newspaper properties, as it already owns the Lowville Herald, Gouverneur Tribune, Massena Press and Hermon News.

Detroit Free Press Members Dine.

In celebration of the 164-page Christmas edition of the Detroit Free Press, members of every department of that newspaper held a dinner at the Hotel Tuller last week. W. H. Pettibone, business manager of the Free Press, was toastmaster, and called attention to the splendid triumph of the organization, congratulating and thanking everybody who had a hand in the making of the paper. Others who spoke were Philip I. Reid, for the editorial department; Otis G. Morse, for the advertising department; E. Roy Hatton, circulation department; Frank M. O'Connell, superintendent of the news room, and Edgar A. Guest. After the dinner there was a party at the Garrick Theater to see "The Typhoon."

TEN MILLIONS TO WORKMEN.

Employees of the Ford Motor Car Company to Receive That Amount of Profits.

It is safe to say that no announcement in recent years has made such a profound impression upon the business and industrial world than that of the Ford Motor Car Co., of Detroit, to the effect that it would distribute \$10,000,000 among its employees during 1914 by doubling salaries. Such a distribution of profits has never before been made in the history of this big, round globe.

In an interview on the subject, Mr. Ford said to a Herald representative: "We made \$25,000,000 last year. We expect to make from twenty to twenty-five million this year. Every man in our employ over the age of twenty-two who is not working on a salary will share in the distribution of profits. Foremen and superintendents and all other salaried men will continue to share as usual in the distribution of bonuses at the close of the year, based solely on merit. They are passed on by the management. Last year we distributed in bonuses from \$200,000 to \$300,000 in this way, with about 200 men receiving an average of \$1,000 each."

"What effect will your scheme have on the other manufacturers of automobiles? Will it injure them in any way?" was asked.

"Why, no, I don't think so. But, I will tell you one thing. The successful manufacturer must specialize. No company in the world is big enough to make more than one model. The other manufacturers ought to come to that. Now, here is \$10,000,000 we are giving to the men who make our cars. We made 200,000 cars last year. That's only \$50 a car we are giving back to the men."

"If the car lasts three years and gives good service, can't our customers afford it? We gave our customers \$50 a car last year, and took \$10,000,000 from profits by cutting the price of the car, leaving the price of the car the same this year. We will give the men who do the work that \$50."

Puck Incorporated at \$50,000.

The Puck Publishing Co. has been incorporated by the Secretary of State at Albany. The concern will publish Puck, the comic weekly, purchased last week from the estates of Joseph Kepler and Adolph Schwartzmann, its founders, by Nathan Straus, Jr. The certificate was offered two weeks ago, but because the name of the corporation intended to take was similar to that of another corporation the papers were returned. The capital stock is \$50,000, consisting of 500 shares of common. The principal office is in Manhattan, and the stockholders are Nathan Straus, Jr., H. Grant Straus and Max J. Kohler. The company will begin business with a working capital of \$40,000.

Portland Argus Election.

A business meeting of the Eastern Argus Publishing Co., of Portland, Me., was held the past week at the offices of the company and E. B. Winslow was re-elected president and Judge John F. A. Merrill, secretary-treasurer. The following constitute the board of directors: Judge Merrill, Amini Whitney, E. B. Winslow, Thomas E. Calvert, Phillip J. Deering. Postmaster Oscar R. Wish, who has been connected with the company nearly forty years, retires.

Independent's Sixty-fifth Anniversary.

The Independent, "the forward-looking magazine," issued its sixty-fifth anniversary number on Jan. 5. It announced at the same time a large increase in circulation since its recently improved form and makeup. The Independent, beginning with its first issue in 1914, changed its date of publication from Thursday to Monday. Dr. W. H. Ward, formerly chief editor of the paper, begins his personal reminiscences in this issue.

CHICAGO HAPPENINGS.

Shaffer in Legal Battle for Evanston Index—Press Club's New Year Festival—Ad Men in Six Day Celebration—Christmas Post Office Rush Delayed Newspaper Exchanges—Women Grouches Meet.

(Special Correspondence.)
 CHICAGO, Jan. 7.—John C. Shaffer, publisher of the Chicago Evening Post, obtained a temporary injunction before Judge McGoorty in the Circuit Court restraining John A. Childs, president of the Evanston Index Co., and others from publishing any newspaper at Evanston under the name of the Evanston Index. In his bill he asks that Childs be declared specifically to perform a contract for the sale of the paper entered into Dec. 10. When \$2,000, the purchase price, was tendered to Childs Dec. 23, he refused to accept it and turn over the subscription list, stating to counsel for Mr. Shaffer that he had sold to James R. Paul, secretary of the company, the bill says.

"Whether I am able to secure the Index or not," said Mr. Shaffer, "there will be a paper started here to be run exclusively by women. I have selected already Miss Hattie Cattell, for several years a member of the Denver News staff, to be managing editor of the women's paper. This paper will be published weekly, but further than that I would rather not say until the Index controversy is ended." Later on the injunction was dissolved.

PRESS CLUB CELEBRATION.

One of the striking celebrations of the advent of the new year was at the Press Club, where old Father Time was represented by John Currier and the new year by Miss Viola Dana. Just before midnight the members drank a silent toast to "the departed" and lights went out. Old Father Time made his rounds and dropped upon the platform as midnight ushered in the new year, impersonated by Miss Dana. Then the stein song greeted the new year. Raymond Hitchcock, Richard Carle and many others widely known in the theatrical world aided in the new year celebration.

Judgment for \$200 against Carolina White, grand opera star, was upheld in the Appellate Court. The Musical Leader Publishing Co. sued her on a contract for the use of three pages in their paper, the Musical Leader. The singer had refused to pay, alleging that the terms of the contract had not been complied with.

Edward G. Westlake, a newspaper man, was selected by the nominating committee of the Chicago Motor Club to head the regular ticket for the 1914 election. The election will be held Feb. 3. A rival members' ticket probably will be placed in the field.

BIG SIX-DAY FROLIC.

Six days of celebration for the Advertising Association of Chicago will begin Jan. 5 at the headquarters, 123 West Madison street. Every day between noon and 2 p. m. during the week there will be open house, with refreshments and a cabaret show. The fete is to celebrate the payment of all the association's debts and the raising of the membership to 800. The week will conclude with a reception, dance and card party on Saturday night.

The Christmas rush at the post office greatly hampered the newspapers by delaying their exchanges, some of which were tied up for a week while the clerks worked overtime on first-class mail and a mountain of parcel post Christmas presents which arrived daily for a while. The work is, however, about back to normal now.

Grouches great and small befogged and hazed the atmosphere at a "grouch party" given by the Illinois Woman's Press Association last week Thursday till the air looked as though some one had waved a wad of bluing through it. Then Miss Helen Bennett was chosen official "grouch-ess" of the club, and when the grouches were dragged out into the light of the tungstens they were



DR. FRANK F. BARHAM,
 GENERAL MANAGER LOS ANGELES HERALD.

found so thin smiles chased them quickly away.

Clyde M. Carr, eleven years director of publicity of the National Association of Retail Druggists, has resigned to become editor and general manager of the Office Outfitter, a stationers' and office equipment journal.

Charles N. Wheeler, the Inter-Ocean's political writer, has been given an honorary appointment as one of the Illinois representatives at the celebration of "The Star-Spangled Banner" at Baltimore. It is feared this may mean he will not get the secretaryship of the new State Utilities Board.

Express Companies Use Publicity.

The competition of the parcel post, especially since the maximum weight has been increased to fifty pounds, has been seriously felt by the various express companies. Some of them have passed their dividends, others have reduced them, and the outlook for the future is by no means bright. Express companies realize that they no longer possess an exclusive privilege. Therefore something must be done to enhance their position and win the favor of the public. In pursuance of this idea the American Express Co. has issued an attractive booklet describing its activities and calling attention to the advantages of its service. It is illustrated with fine cut drawings and the type matter is artistically arranged.

Sphinx Club Dinner.

The January dinner of the Sphinx Club will be held at the Waldorf on Tuesday evening, Jan. 13, on which occasion the speakers will be of club talent. Those who will deliver addresses are H. C. Brown, advertising manager Victor Talking Machine Co.; J. W. Hopkins, general manager of Printers' Ink; P. B. Bromfield, of the Bromfield & Field Agency, and Louis Wiley, business manager of the Times.

Bar International from the Mails.

The January number of the International Magazine, edited by George Sylvester Viereck, has been refused circulation through the United States mails by the Post Office Department because of a picture of a nude woman which appears on the cover of the magazine. For the past week the publishers of the magazine have been offering suggested changes in the picture in the hope of having the magazine sent through the mails, but the Post Office Department has refused to consider the suggestions. The publishers have decided to bow to the judgment of the post office authorities and change the cover of the January number.

Boston Fur Man Guilty of Ad Fraud.

Aaron Kasofsky, proprietor of the Hudson Bay Fur Co. and the Hudson Bay Importing Co., of Boston, Mass., was this week convicted of making untrue and misleading statements in his advertisements whereby he sought to identify himself with the Hudson Bay company. The trial judge placed Kasofsky on probation upon the understanding that the fur dealer would change his advertising methods. The conviction was obtained through the activities of the Advertising Vigilance Association, composed of retail business men of Boston and vicinity.

Northcliffe Story Denied.

F. W. Bullock, the New York correspondent of the London Daily Mail, informs us, just as this issue of THE EDITOR AND PUBLISHER went to press, that the story printed in the American newspapers last week that Lord Northcliffe was to retire from the publishing business because of failing eyesight is untrue.

Thirty weeklies in Georgia have decided to advance their subscription rates from \$1 to \$1.50 a year.

KENTUCKY JOTTINGS.

List of Correspondents Representing Louisville Newspapers in the Legislature—Pullman, of Harrodsburg Herald, Elected Mayor of That City—The Kentuckian, a New Monthly Magazine, Is Launched—Personals.

(Special Correspondence.)
 LOUISVILLE, Ky., Jan. 7.—The following staff men are representing Louisville dailies at the meeting of the Kentucky Legislature: Times, Will S. Kaltenbacker; Herald, Robert Doak Anderson; Courier Journal, Claude W. Perry.

John G. Pulliam, a popular Kentucky newspaper man and editor of the Harrodsburg Herald, has been elected Mayor of his progressive town.

Jesse Alverson, owner and publisher of the Anderson News, was elected assistant clerk of the State Senate by the Solons when they organized on Tuesday. Mr. Alverson, now that politics is encroaching on his time, finds himself a busy man these days doing duty between Frankfort and Lawrenceburg, his plant being located in the latter city. He has just purchased a new home for his paper.

A deal has been closed whereby Ryland C. Musick, newspaper man and attorney of Jackson, Ky., has made arrangements with the Transylvania Printing Co., of Lexington, for the publication of The Kentuckian, a monthly magazine, the second issue of which made its appearance a few days ago. The first and second issues of the magazine were printed at Jackson, but the journal will now come from the press of the Transylvania Printing Co. The Kentuckian is a beauty, typographically, and its editorial contents are sound and well presented. It announces that its contents will continue to be timely topics, political reviews and pertinent comment.

The Wilmore Enterprise, the new paper just launched in that thriving little city, improves with age and is a very interesting publication. Jim Sowers is the editor.

The name of Frank M. Fisher, postmaster at Paducah and for years prominent in Republican politics of Kentucky, no longer appears on the title page of the Evening Sun. Mr. Fisher's interest in the Sun has been purchased by Edwin J. Paxton, W. F. Paxton and Richard Rudy, who now own the afternoon daily.

The Labor Leader, Pineville, Ky., will be published this month in the interests of the mine workers of this district.

The management and ownership of the Hazel (Ky.) News has been taken over jointly by George Bingham, formerly of the Mayfield Messenger, and John McMeloan. Mr. Bingham, under the name of "Dunk Botts," is editor of the Hogwallow Kentuckian, a humorous weekly of considerable fame. The Kentuckian will be printed from the Hazel News press in the future. The News is a weekly.

Under the terms of the sale of the Lexington Leader Mrs. Samuel J. Roberts is to have desk room in the office until she closes up her old accounts.

Harry Giovannoli, formerly of the Internal Revenue Department, Washington, has become general manager of the Lexington (Ky.) Leader.

Ernest W. Helm, who has won laurels in the field of journalism, was being congratulated by friends of the craft to-day upon announcement by the Western Newspaper Union that he had been appointed editor of its Cincinnati office. This concern is the largest of its kind in the world, having offices in thirty-two of the principal cities of the country. His selection is a cause for gratification among publishers of Kentucky conversant with Mr. Helm's ability, inasmuch as a large number of them use the Western Newspaper Union service. As editor of the Kentucky Post, for years managing editor of the Lexington Herald, more recently Sunday editor of the Courier-Journal and in extensive work along publicity lines, Mr.

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STARRETT, CARTOONIST

Knickerbocker Press Artist Displays Humor, Pathos and Keen Understanding of Humanity in His Graphic Editorials.

"There is a cartoonist named Starrett, who works for the Press in a garret. Of course there is more or less of poetic license in that "garret" stuff, but there is no fiction about the work. If you want to get in touch with the man who is making a great name for himself in the realm of black and white, just climb the two floors that separate Starrett from the cold, cold world and the mud of Beaver street, Albany. Over in a corner by a window you will see a long, thin figure bent over a large draw-



WILLIAM KEMP STARRETT.

ing board, his lips closed over a smoke, and sleeves rolled up, ready for action. He will glance up, greet you and return to the smoke, or light a fresh one.

If you get him on the witness stand (figuratively speaking) he will tell you that he was born in New York twenty-five years ago; tried to become a doctor and soon found that he could draw pictures better than he could draw a knife. He did work for the Brooklyn Eagle, the New York Evening Sun, the New York World, and for a Western syndicate—freelancing some of the time. Finally he went to the Rochester Democrat and Chronicle as sport cartoonist. They must have been good to Starrett up there, for he talks about Rochester as a man talks about his pet hobby. But an offer from the Knickerbocker Press brought him to Albany two years ago. It also brought him at the psychological moment when big things were to happen in the political field.

ELOQUENT AND FORCEFUL ARTIST.

The Press has a large circulation, and the readers soon began to realize that a clever draughtsman who knew his business was summing up the situation in a few lines—eloquent, forceful and strictly to the point. The Starrett cartoons soon became a feature of newspaper life in Albany; they were copied by papers all over the country, and one was made the basis of a Christmas sermon by the late Bishop Doane. There is humor, pathos and keen understanding of humanity in his drawings and an artistic sense of characterization that gives you a mental picture of a condition more succinctly than the most forceful editorial.

We said humor is a part of his equipment. It could not but be so, for Starrett has eyes that look at you in conversation with a twinkle that is joyful. Starrett is successful as a cartoonist be-

cause he sees the humor in life; its ever-changing variety and its comedy. He can be as serious as you like and can put a world of tenderness in a picture. Back of the humorist is a humanitarian and a thinker.

SULZER IMPEACHMENT CARTOONS.

No cartoonist in this country has had the opportunity in recent years that came to Starrett this summer and fall. And no cartoonist could have met it better. The impeachment of ex-Governor Sulzer, of New York, from a historical point of view was a happening that would inspire any cartoonist to great work, but the inspiration would not come to many as it did to this young man. He drew a series of pictures advocating the Sulzer side of the game that can only be compared to the work which made the late Thomas Nast famous. He excoriated Charles F. Murphy in figures that compared with Nast's Bill Tweed. He was the feature of the trial from a news point of view and his pictures were in demand from hundreds of papers—one as far West as Oklahoma copying his work. An official, high in the State service, said to Starrett: "You have conceived a new Murphy. Nearly every cartoonist in the United States has taken a 'crack' at the Tammany boss until it would seem that no new treatment could be devised. But your Murphy was different from all the rest and still like him."

This meant that Starrett's Murphy was more than the picture of a man. It was the personification of a system, a political religion that has gripped many men in its material folds. Each day Albanians would pick up the Knickerbocker Press to see "what Starrett is doing to Murphy to-day." He found many really new ideas in the Sulzer mix-up; is a close student of the political game and a humorist who drives home his point more eloquently by touches that soften the force of his political cartoons, yet do not lessen their effect. There was only one drawback to the impeachment trial to Starrett. The rules of the court prohibited smoking, and the cartoonist had to sit for hours at a time without the consolation of his pipe.

Starrett has done his first purely illustrative work in a series of pictures drawn for a newly published book on the Sulzer case, entitled "Tammany's Treason" and written by James Malcolm, political writer on the Knickerbocker Press. These pictures reveal a new light on Starrett's talent; a brilliance of execution and a sense of characterization that promises well for future work in this field. They will preserve the pictorial history of a great political conspiracy as surely as the Hogarth pictures told of social degeneracy in their time. No list of America's leading cartoonists would be complete without the name of William Kemp Starrett.

BILL HASKELL.

Petition Against Hungarian Daily.

A petition in bankruptcy has been filed in New York County against the Concord Publishing Co., publisher of a daily Hungarian newspaper at 432 East Seventy-first street, by Ignatz Kerekes, a creditor for \$700. It was alleged that the company is insolvent and made preferential payments of \$500 on Oct. 1. The company was incorporated in August, 1911, with a capital stock of \$10,000, which was afterward increased to \$20,000. Liabilities are \$14,000 and assets are said to be \$1,000.

Russia Remuzzles Press for 1914.

The Council of Ministers at St. Petersburg has issued a long list of topics which Russian newspapers are prohibited from mentioning during 1914. Among the forbidden news items are those referring to changes in the equipment and the effective strength of the army and navy, the building, repairing and arming of Russian warships, information concerning fortresses and naval ports, the maneuvers of troops or fleets, test mobilizations and the chartering of merchant vessels for transports.



"MR. MCCOOEY IS SIMPLY A SUSPENDER BUTTON ON THE BUSINESS TROUSERS OF CHARLES F. MURPHY!"—JOHN A. HENNESSY.

The Kansas City Star
CONTINUES TO GROW

The average actual paid circulation, all waste, spoiled and sample copies deducted, during 1913 as compared with 1912 was as follows:

	1912	1913
Morning	176,982	177,610
Evening	180,217	181,610
Sunday	174,748	174,704
Weekly	276,780	291,258

Average paid circulation, Evening edition only for Dec. 1913 184,730
 Average paid circulation, Evening edition only for Dec. 1912 177,705
 Increase 7,025

The dry goods merchants buy advertising on the same basis as they buy all merchandise. There is no guess work. Every advertisement must bring customers

**It is safe to follow the lead
Of The Local Merchants**

In 1913

The New York Herald

Published

**2,374,290 Lines of
Local Dry Goods Advertising**

A Gain of 245,828 Lines Over 1912

THE NEW YORK HERALD charges fair advertising rates and brings best results. Many local advertisers use the HERALD exclusively

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FLORIDA WEEKLY

In one of the most desirable residence towns of the State. Gross business of \$10,000 per annum, net earning of \$3,000. Good equipment. Price, \$10,000; half cash, balance easy terms.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

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

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

BURRELLE

60 and 62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

The motto written on our banner is—RESULTS COUNT.

218 WEST 42nd STREET - NEW YORK

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.

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.

DISCUSS CONSTITUTION

A. A. C. A. Executive Committee Members Approve Tentative Provisions of New Instrument—Reorganization Committee Recommends Departmental Divisions—Consider Toronto Program—Ad Men Present

One of the most important meetings of the Executive Committee of the Associated Advertising Clubs of America ever held took place at the Martinique Hotel on Tuesday and Wednesday of this week. The principal topic discussed was the new constitution of the association, which has been under preparation for several months by a special committee, of which Walter B. Cherry is chairman.

Those present included President William Woodhead, of San Francisco; George W. Coleman, of Boston; P. S. Florea, secretary, of Indianapolis; Walter B. Cherry, first vice-president, of Syracuse; A. E. Chamberlain, of Chicago; Douglas N. Graves, of Boston; C. W. McDiarmid, of Toronto; William C. Freeman, of New York City, and A. M. Briggs, of Cleveland.

COMMITTEE REPORTS.

During the several sessions held by the committee the members listened to reports of the chairmen of the more important committees of the association. Those who appeared before the committee were Herbert S. Houston, chairman of the Educational Committee; Harry D. Robbins, chairman of the Vigilance Committee; John K. Allen, chairman of the Program Committee, and Thomas Dreier, editor of Associated Advertising, the official publication of the association.

Douglas N. Graves, chairman of a special committee appointed several months ago to draw up a plan for the reorganization of the association, submitted his report. The committee recommended that the association shall be composed of departmental divisions, corresponding to those that held meetings at the Baltimore convention. These include advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications and the trade press. The new plan will bring together all of the advertising interests, just as if they were individual organizations.

NECESSITY FOR REORGANIZATION.

The members of the Executive Committee and the leading men of the organization have felt for some time that the association has outgrown the present constitution owing to the changes that have taken place in the interim in the general practice of advertising since it was adopted ten years ago. The Baltimore convention adopted a declaration of principles embodying the best thought of the best men in the advertising business. The committee believed that these principles should be embodied in a new constitution. During the past four or five months the special committee having the matter in charge has devoted a great deal of attention to the preparation of the instrument.

In its crystallized form the provisions of the new constitution were thoroughly discussed at the several sessions held at the Martinique. Some changes were made which will be embodied in the tentative constitution that will be submitted for adoption at the Toronto convention.

In considering the program of the Toronto convention, the committee decided that, beginning at the next session of the national body, the women visitors who register will be required to pay the registration fee of \$2.50, the same as the regular delegates. The only persons exempt from the payment of this registration fee will be the members of the Toronto Advertising Club, who are to entertain the convention.

The sum of \$100 was appropriated for the use of the committee having in charge the organization of the departmental sessions.

Thomas Dreier, editor of Associated

Advertising, was authorized to visit the clubs composing the membership in the various parts of the United States during the next few months for the purpose of studying their work and learning their needs.

A resolution was adopted endorsing George W. Coleman as a candidate for election to the city council of Boston.

It is probable that one more session of the Executive Committee will be held before the general convention takes place in June.

Oppenheim's Unique New Novel.

A new book just published by Little, Brown & Co., Boston, is entitled "The Double Life of Mr. Alfred Burton," by E. Phillips Oppenheim.

This is, in a way, pure comedy. Alfred Burton, clerk of a third-rate auctioneer, in showing a client over a house discovers a tiny plant with green leaves and a cluster of queer little brown beans hanging down from them. The virtue of the beans is that he who eats one shall see nothing, think nothing, say nothing but the truth. Burton eats one off the tree; so later does his employer. Absolute change of character, distaste for everything that before they liked, the forsaking of old friends for new are among the results. Burton then falls in love with a charming girl. Unfortunately the beans are few and their effect is not lasting, so the unusual events that occur, the novel situations that are created, may well be imagined.

Lindener a Librettist.

Clarence R. Lindner, promotion manager of the Toledo Daily and Weekly Blade, is the author of the book and lyrics of a musical comedy which opened on Christmas Day and is now touring the big cities of the Middle West.

Comic, Fashion, Children's WEEKLY Feature and Home Circle PAGES

THE INTERNATIONAL SYNDICATE
Features for Newspapers BALTIMORE, MD.

MOST CONVENIENT

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

ANOTHER CONVERT

The Rochester Herald has never printed a colored comic supplement. In February, 1914 the Rochester Herald will begin publication of the colored comic and other features of Newspaper Feature Service.

WATCH THE ROCHESTER HERALD
THE PHILADELPHIA RECORD
THE BOSTON HERALD

One month ago none of these newspapers was printing a colored comic.

WHY have they been converted to the colored comic-using class?

BECAUSE Newspaper Feature Service has offered them the FIRST colored comic supplement yet produced of a character and quality in keeping with the high standards of these newspapers.

Three conspicuous conversions from the non-colored-comic to the colored-comic-using class in the first two months of its operation is only part of the record of

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Mgr. 41 PARK ROW, NEW YORK CITY

DON'T CONDEMN THE DRY MAT PROCESS

because you had poor results. You used the wrong kind of mat. Try the FLEXITYPE

THE FLEXITYPE CO., 1570 West 3d St., Cleveland, Ohio
Sole Agents for United States and Canada

Attractive EMERGENCY MATS

all sizes

Mats are made up to permit cutting in various sizes. Price attractively low. Send for Proofs.

World Color Printing Company
ST. LOUIS, MO.

Established 1900

R. S. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

"THE WOMAN THOU GAVEST ME"

By Hall Caine

Also other high-class serial stories. For prices and details address

INTERNATIONAL NEWS SERVICE
200 William Street :: New York City

1913 ANOTHER EXAMINER YEAR IN CHICAGO

NINETEEN-THIRTEEN was a great year for The **EXAMINER**—*the greatest in its history*. Its total display advertising patronage reached the record mark of 5,554,640 agate lines—a gain of 3,086,947 lines, or 125%, over 1906, *which is more than double the gain of its nearest morning competitor*.

¶ The 1913 records also show substantial gains in each of the nine principal lines of business as follows:

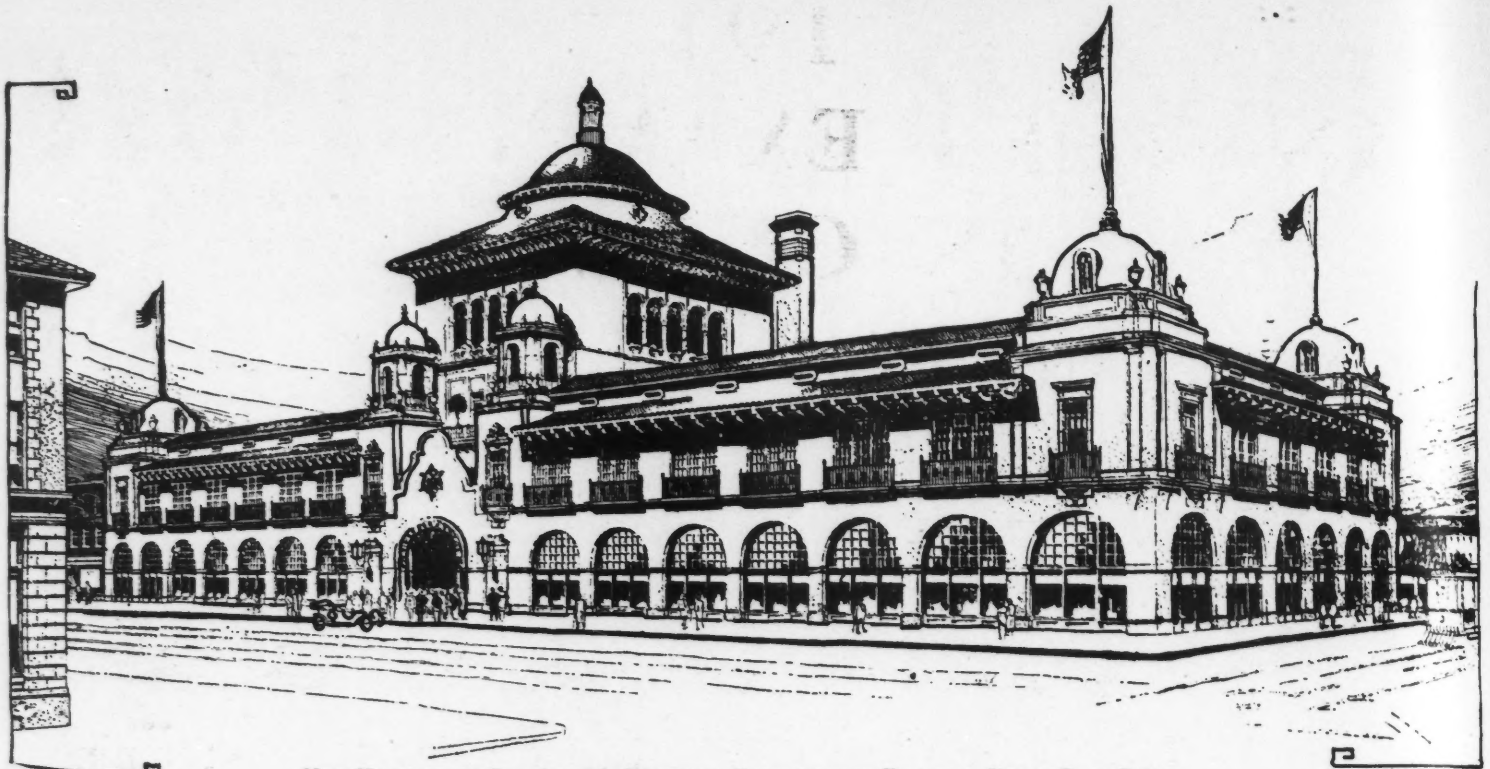
Classification	Year 1913	Year 1912	Net Gain
Department Stores	1,447,898 lines	1,423,716 lines	24,182 lines
Clothing	528,486 lines	407,965 lines	120,521 lines
Travel	479,924 lines	405,135 lines	74,789 lines
Furniture	316,379 lines	298,611 lines	17,768 lines
Financial	340,278 lines	319,014 lines	21,264 lines
Musical Instruments	220,776 lines	216,119 lines	4,657 lines
Groceries	214,109 lines	170,406 lines	43,703 lines
Jewelry	164,254 lines	116,458 lines	47,796 lines
Educational	58,399 lines	36,622 lines	21,777 lines
The Examiner's Total Display lineage for 1913 was.....			5,554,640 lines
As against (for the year 1912).....			5,249,173 lines
A Net Gain of.....			305,467 lines

Equally satisfactory has been The **EXAMINER'S** growth in circulation, *particularly city circulation, which comfortably exceeds that of any morning contemporary*.

Average net paid circulation of The Daily and The Sunday Chicago Examiner as sworn to the U. S. Government:

240,366 Daily

528,328 Sunday



NEW HOME OF THE LOS ANGELES EXAMINER, BUILT FOR THE EXCLUSIVE USE OF THAT PAPER.

EXAMINER'S NEW HOME

Mr. Hearst's Los Angeles Newspaper Housed in Beautiful Structure Containing Model Plant and Equipment.

The tenth anniversary of the birth of the Los Angeles Examiner, owned by William Randolph Hearst, was commemorated on December 24 last by a notable special edition of 112 pages, which gave a comprehensive view of Los Angeles' progress and described the many attractions of that growing metropolis of southern California. A feature of this issue was a twenty-four-page, fully illustrated section devoted to the new Examiner building, which has just been completed.

The new structure, with its impressive facade, is the result of a wish on the part of Mr. Hearst to house his Los Angeles newspaper in a building as appropriate in appearance to southern California as it should be suited in general plan to the most modern of newspaper requirements. That the architect has succeeded in attaining this purpose is seen by the two pictures accompanying this article.

The building, designed in the spirit of the best of the Spanish renaissance, is considered the finest and largest structure in the world devoted exclusively to a newspaper. In its entirety it may be said to pleasingly combine utility and beauty. It is located at Broadway and Hill streets, is 323 feet long by 114 feet wide and its height is 125 feet. No expense has been spared to make the structure a highly artistic and attractive home for the paper.

On entering, one is particularly impressed by the beautiful, spacious lobby. Every convenience for the comfort of the public and employes is here to be found. There are comfortable chairs for lounging, tables, desks provided with stationery, and telephone booths. On one side of the lobby is the business and on the other the circulation department.

The editorial rooms are located on the Broadway side of the second floor. The arrangement is such that everything is done logically, progressively and in such a way as to avoid confusion and loss of time. Convenient connections with related departments is the last word in equipment for the abolition of lost motion and useless work.

The entire editorial department is

uniformly furnished in quartered oak, fumed to a light soft brown. The ventilation is perfect and a system of steam radiators maintains a comfortable temperature during the cool evenings.

The composing room has an area of 10,340 square feet. Light and air from twenty-six windows and 337 square feet of skylights are features of its unusual sanitary advantages. Electric fans which force the air from the melting pots of the type machines remove all health-destroying fumes. The equipment, with the exception of the chairs, is metal.

The room contains thirty-nine linotype machines, and two monotypes for manufacturing display type. New model make-up tables have replaced the old-time trucks. Indirect lighting of the room by electricity protects the eyes of the workmen.

In a room 200 feet long the Examiner's six presses, designed and built expressly for the new home, have been installed at a cost of almost half a million dollars, including the stereotyping plant in conjunction with it. The presses will print 165,000 twenty-four-

page papers an hour. The big color press is only duplicated by the one in the Chicago American plant. Each press rests on an insulated concrete foundation.

In the basement beneath the press-room there is storage space for ten carloads of printing paper. Electric cranes put the rolls on the presses and a conveyor carries the printed papers to the mail room.

During the ten years of its existence the Examiner has achieved an unparalleled growth in advertising. In 1904 it published an aggregate of 360,075 inches of advertising, in 1912 1,083,508 inches, and last year, eleven months only, it ran up to the splendid total of 949,481 inches.

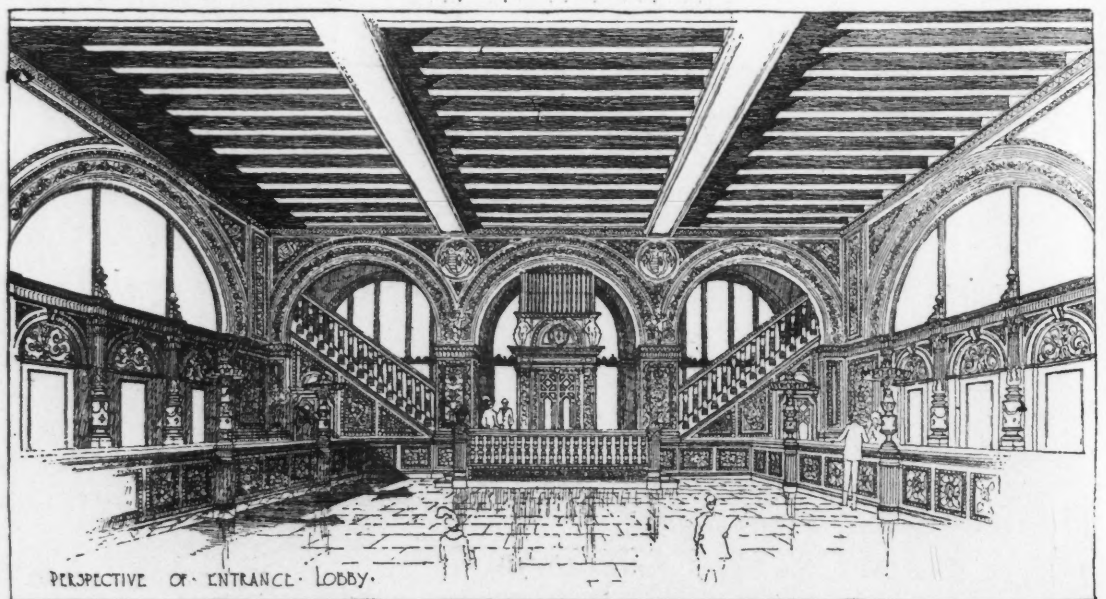
Exemplifying the advance made by the Examiner during the past ten years is its increase in circulation. From 25,000 to 78,000 daily and from 35,000 to 145,000 Sunday circulation are the figures that tell a vital story. Ninety carriers were sufficient force to deliver the daily and Sunday Examiner ten years ago; to-day an army of 800 newsboys is employed.

This noteworthy building symbolizes

the splendid co-operation between Mr. Hearst and his associates that is characteristic of the organization. M. F. Ihmson, general manager of the Examiner, has done more than any one else toward making possible this beautiful structure. His constant and untiring energy and remarkable ability have found practical expression in the tremendous progress made by the Examiner.

Pratt at Springfield Ad Club.

Members of the Springfield (Mass.) Publicity Club heard an address by Lewellyn E. Pratt, of the Passaic (N. J.) Metal Ware Co., at the luncheon last week. Mr. Pratt's message was a plea to the advertising men to keep in the forefront of the general movement for better government, better business and better living, which he said is plainly going on all over the country. He outlined briefly the history of the Associated Advertising Clubs of America, telling how it had grown from an idea planted in the West into a great body of 10,000 men, into whose activities the biggest men in the manufacturing, publishing and selling world are pouring their thought and effort without stint.



PERSPECTIVE OF ENTRANCE LOBBY.

ENTRANCE AND LOBBY OF LOS ANGELES EXAMINER HOME.

The Boston Post

IS

First in Its Field

CIRCULATION

Average Daily Circulation for 1913

419,799

Average Sunday Circulation for 1913

323,641

Last Three Months of 1913

Daily Post Average

424,621

Sunday Post Average

342,712

Gain Over Same Period in 1912—11,195 Copies Per Day

Gain Over Same Period in 1912—22,376 Copies Per Sunday

DISPLAY ADVERTISING IN 1913

Totals of Boston newspapers having Daily and Sunday editions for year 1913:

Boston POST	6,127,076
Boston Globe	4,873,437
Boston American	4,585,016
Boston Herald	3,538,098
Post Led Globe by	1,253,639
Post Led American by	1,542,060
Post Led Herald by	2,588,978

AGATE LINES

Automobile Display Advertising for Year 1913

Post	308,226
Globe	289,305
Transcript	233,159
Herald	222,601
American	211,218

AGATE LINES

Classified Advertising Not Included in Any of these Totals

In 1913

As also in 1912
the Post led in

- Local Display Advertising
- Foreign Display Advertising
- Automobile Display Advertising
- Total Display Advertising

Western Representative, C. GEORGE KROGNESS
Marquette Building Chicago

Eastern Representatives, KELLY-SMITH CO.
220 Fifth Avenue New York

AD MANAGERS CONFER.

Newspaper Representatives Meet in New York to Discuss Plans for New Organization—Decide to Hold a Foundation Session in Toronto During Convention Week—Division About Joining A. A. C. A.

In response to the call sent out Dec. 20 by Frank D. Webb, advertising manager of the Baltimore News, who has taken an active interest in the formation of an association of advertising managers of daily newspapers, a series of meetings from Jan. 2 to 6 were held in New York at the Hotel Victoria, Broadway and 27th street. As the call for this gathering was sent out very late, nothing more than a preliminary sort of a meeting was in contemplation. The meetings were given over to a general discussion of ways and means; the time and place for the real formal get-together of the newspaper advertising managers in order to perfect the organization, etc. It was the consensus of opinion that the largest attendance could be secured in Toronto at the time of the A. A. C. of A. convention. It was decided that it would be inadvisable to attempt to get the newspaper advertising managers together in Toronto two days in advance of the convention, as had been proposed. The objection was that it would force the newspaper men to make the trip to the convention city alone and deprive them of the advantage to be gained by taking the trip with the advertisers and others from their home towns.

WILL MEET AT TORONTO.

The feeling was general that there would be ample time at Toronto for all the necessary meetings. Hence if this view is concurred in by other ad managers, the first meeting of the organization will take place at the first newspaper departmental session.

A sharp difference of opinion developed at the New York meetings as to the wisdom of affiliation with the Associated Advertising Clubs of America. Most of the men who expressed their opinion on this subject in writing, prior to the New York meetings, were favorable to affiliation. This was particularly true of the men from the smaller towns. In New York a good deal of sentiment developed against any affiliation of any sort whatever. This point will be settled at the Toronto meeting.

The plan of the advertising managers to work the New York Automobile Show as a group or organization was not carried out, as the men found they had too many engagements and too many other demands on their time to permit of the definite, systematic development of this difficult situation.

College Graduates in Journalism.

That a college education is becoming more and more a necessity to those young men and women who take up journalism as a career is shown by the increasing number of graduates who enter the ranks. In some newspaper offices more than 80 per cent. are college men. The Topeka (Kan.) Capital staff is a good illustration of this fact. Harold T. Chase, editor-in-chief, Yale; Harry C. Green, city and Sunday editor, Stanford and Washburn Law School; E. B. Chapman, telegraph editor, Haskell Institute; Clifton Stratton, State House and politics, Kansas State Agricultural College; Herbert L. Clark, sports, theaters and railroads, Washburn College; Miss Leone Monroe, society, Washburn and Smith colleges; Ray Yarnell, assistant city editor, Washburn College; Dwight T. Harris, city hall and Federal building, Lane College; Richard Whitcomb, college correspondent, Washburn College; Alfred G. Hill, education, schools, etc., Emporia State Normal; Wallace Casey, Charles Hoyt and Arthur Conklin are high school students; John M. Padgett, police and court house reporter, has been an Associated Press editor in Denver; Mrs. Mary Neiswiter, suburban reporter, has not had a college training.

OHIO NEWS NOTES.

Special Correspondence.

COLUMBUS, O., Jan. 7.—Ohio newspapers are trying out graduates of the Ohio State University journalistic school, and they are making good as reporters. Louis Morrill is doing the State house beat for the Columbus bureau of the Scripps-McRae league, Willard Kiplinger for the Associated Press and Roger Steffan is on the local staff of the Ohio State Journal.

Wilbur Forrest, of the Washington bureau of the United Press, has been placed in charge of the Columbus bureau, succeeding Lawrence V. Merrick, who resigned to become managing editor of the Zanesville Times-Recorder.

A. V. Abernethy, for years political writer on the Ohio State Journal, has been appointed secretary of the Ohio tax commission, a \$3,000 plum. Abernethy succeeds Beriah E. Williamson, who has been appointed internal revenue collector for Central Ohio. Williamson was formerly Columbus correspondent for the Cleveland Leader and Cincinnati Commercial-Tribune.

Governor Cox remembered the 14 newspaper men on the statehouse beat with handsome neckties Christmas day.

Mrs. Maud Murray Miller, editor of the "Human Progress" column of the Columbus Dispatch, has made good as one of the three state moving picture senators. She still contributes to the Dispatch.

Roy D. Moore has been transferred from the Cleveland bureau of the International News Service to the central state bureau at Columbus, succeeding J. A. Easton, who was called into the New York office.

William Steigler, for the past two years secretary to Mayor Henry T. Hunt, of Cincinnati, returned to work on the Cincinnati Post January 1, when Mayer-elect Spiegel took office.

Elmer Fries, former city editor of the Cincinnati Post, has become managing editor of the Cincinnati American, a new one cent morning paper with Bull Moose leaning. The paper is backed by B. H. Kroger, a rich grocer.

Charles L. Doran, who as city editor of the Cincinnati Enquirer gave Governor James M. Cox his first job as cub reporter 20 years ago, has been appointed tax commissioner for Hamilton county by the Governor. Until recently Doran was with the Cincinnati Times-Star.

The Legislative Press Correspondents' Association will retain the same officers during the special session of the Ohio General Assembly, which begins Jan. 19. They are James W. Faulkner, Cincinnati Enquirer, president; Alfred C. Crouse, Cincinnati Post, secretary; Dennis A. Donovan, Columbus Dispatch, treasurer.

Frank J. Ryan, for five years State and makeup editor of the Cleveland Press, has been given the city desk. Ryan covered the Legislature for his paper last winter.

J. Paige Moodey, penitentiary reporter for the Columbus Citizen, committed suicide last week at a private sanatorium at Mt. Vernon. His newspaper associates trace his fit of despondency directly back to the electrocution at the Ohio penitentiary Dec. 12 of Frank Kinney, a Cleveland murderer. This was the first execution that Moodey had witnessed.

Wellspring of Woe.

With one voice the great army of country storekeepers assert that the fountainhead of their troubles is to be found in the mail-order house, and that this wellspring of woe is destined soon to drown out the small country merchant and the community he serves, unless some mighty miracle of prevention speedily intervenes. These storekeepers believe the catalogue house to be the most cunning and efficient disguise that the trust has ever assumed—the most vicious and destructive form of predatory wealth known to man.—*Forrest Crissey.*

OLDEST NEWSPAPER MAN DEAD.

William Rosenthal, Well-Known Reading Publisher, Dies at Ninety.

William Rosenthal, 90 years old, the oldest newspaper man in the United States and for many years prominent in Democratic politics, died at his home in Reading, Pa., Jan. 2. For many years he was connected with various publications in Philadelphia.

He was born in Nordhausen, Prussia, and went to New York in 1847. In 1848 he became editor of the Free Press of Philadelphia, which he conducted until 1855. Then he established the Wochenblatt, a German weekly, which later merged with the New York World, and Mr. Rosenthal took charge of it until July, 1860. He was also assistant editor of the Philadelphia German Democrat for a number of years.

In the same year Mr. Rosenthal became the editor of the German Adler, a weekly at Reading, Pa. He established the Banner von Berks in 1864, and in 1867 Die Biene, a Sunday edition of that paper. The following year he established the Reading Post, a German newspaper, and in 1869 Die Deutsche Eiche, a fraternal journal.

OBITUARY NOTES.

LEE MCKELWAY, son of Dr. St. Clair McKelway, editor of the Brooklyn Eagle, died at Paris on Monday following a brief attack of peritonitis. Mr. McKelway was instrumental in establishing the Eagle information bureau in the Eagle office, in Brooklyn, and so successful did he become in that work that he was sent to Paris to found a similar bureau for the Eagle's Paris office. Mr. McKelway was born in Brooklyn in 1872, and lived in that borough during most of his life.

DANIEL C. DONOVAN, publisher of the St. Louis Daily News, died of cancer last week at a hospital in that city. He was born in 1862 and entered the newspaper field in 1895.

GEORGE W. KITTREIGE, editor and illustrator, died Jan. 2 at his home in Passaic, N. J., aged sixty-three years, after a year's illness of a cancer. He was born in Dayton, O., and came East with his parents when a boy. He was one of the editors of the Iron Age twenty-five years, resigning four years ago to become editor and one of the owners of Sheet Metal.

CORNELIUS MALONEY, for many years editor and publisher of the Waterbury (Conn.) Democrat, died suddenly at his home in Waterbury on Monday of pulmonary embolism. He was run over by an automobile several days ago, but was reported as recovering rapidly. Mr. Maloney was sixty-one years old, and is survived by his wife and four children.

W. N. FUREY, owner and publisher of the Paris (Tex.) Daily Advocate, died last week at the age of sixty years after a long illness from heart disease. He was engaged in newspaper work in Texas during the early days at Fort Worth and Dallas.

DUKE TOWNE, twenty-four years old, only son of Robert D. Towne, editor of the Scranton (Pa.) Daily News, died last Sunday at Sunny Rest Sanatorium, White Haven.

EDWARD F. BURNS, assistant Sunday editor of the Boston Globe and member of staff of that paper for thirty years, died at Arlington, Mass., of hardening of the arteries on Jan. 2. He was graduated from Boston College in 1880 and was fifty-four years old.

MRS. E. A. PENNIMAN, widow of E. A. Penniman, for years editor of the Honesdale (Pa.) Citizen, died in that city last week following a short illness. The recent death of Mr. Penniman is thought to have hurried his wife's end. She was seventy years of age.

JAMES N. RAE, a circulation manager connected with the New York American and other Hearst newspapers, died last week at his home in Elmira, N. Y., aged fifty years.

Send in your subscription to THE EDITOR AND PUBLISHER to-day.

R. J. BIDWELL CO.
Pacific Coast Representative
Of
Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
Portland Telegram
Chicago Tribune
Denver News
Salt Lake Herald-Republican
742 Market Street
SAN FRANCISCO

The Omaha Daily News 72,374
The World Herald - 56,311
The Bee - - - - 50,619
Sworn statements of circulation as required by Federal law for six months preceding Oct. 1, 1913. The Daily News lead reflects the confidence of its community. It has the largest circulation of any newspaper in the country in proportion to the population of its city and State.
"A Flat Rate and a Big Value."
C. D. BERTOLET, Manager.
1110 Boyce Bldg., Chicago.
A. K. HAMMOND, S. W. DUBOIS,
366 Fifth Ave., New York.
O. G. DAVIES,
806 Gumbel Bldg., Kansas City.

THE HERALD
HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON
C. T. BRAINERD, President.
Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

The Seattle Times
STILL MAKING HISTORY
During 1913, the Times printed over 11,000,000 agate lines of total space, which was 2,234,000 lines more than its nearest competitor.
The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.
During October, 1913, the Times carried 1,005,896 lines, leading the total of its two nearest competitors by 2,682 lines.
Present average circulation: Daily, 67,500; Sunday, 87,200 copies.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

THE NEW HAVEN Times-Leader
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

1913's Greatest Gains In Advertising

**Made by The Chicago Daily News
America's Greatest Advertising Medium**

In 1913 The Daily News broke every display, classified and circulation record in its entire 38 years' history. It carried 35,289 columns (10,586,700 lines) of total advertising and gained 6,065 columns (1,819,500 lines) which was perhaps the largest advertising gain made last year by any newspaper in America.

In comparison with 1912—

The Daily News broke every month's record in Display Advertising and was the only Chicago newspaper—morning or evening—to show a gain every month in the year.

THE CHICAGO DAILY NEWS

PRINTED	GAINED
20,469 columns display	3,588.79 columns display
14,820 columns classified	2,476.28 columns classified
<hr/> 35,289 total columns	<hr/> 6,065.07 total columns

In comparison with other Chicago newspapers—

The Daily News, in its 6 publishing days per week, gained 2,253 more columns of total advertising than all the other Chicago evening newspapers combined, and 1,328 more columns than all the Chicago morning newspapers—published 7 days a week—combined.

In other words, The Daily News' gain was 59% greater than the combined gain of all the other Chicago evening newspapers and 28% greater than the combined gain of all the Chicago morning newspapers.

In circulation The Daily News during 1913 broke every month's record of the previous year. Its daily average for the year was 352,395, over 328,000 of which was in Chicago and its immediate suburbs.

Month after month, year in and year out—

The Daily News has a larger circulation in an equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more advertising six days a week, and sells its space at a less price per thousand circulation than any other newspaper in the United States. Therefore—

THE CHICAGO DAILY NEWS

America's Greatest Advertising Medium

JOHN B. WOODWARD, Eastern Advertising Representative, 709-10 Times Building, NEW YORK

NEWSPAPER CANVASSING THAT COUNTS

Practical Suggestions as to Men and Methods Employed in Securing Subscribers—Importance of Thoroughness in Cultivating the Field—The Influence of Premiums.

By Sidney D. Long.

Business Manager of the Wichita, Kan., Eagle, and President of the I. C. M. A.

Newspaper canvassing is one of the most important divisions of the circulation department of a daily newspaper. Too much care and consideration cannot be given to the selection of the canvasser and to the methods used by him. The character and ability of the canvasser should be taken into serious consideration, because he is one of the most direct representatives of the publisher who goes out and reaches the people who are not subscribers of the paper.

The canvasser should be a man who will understand thoroughly the policies and most important features and points of the newspaper that he is canvassing for. A canvasser for a daily newspaper is a salesman, and every salesman should be equipped with the ability to sell. A poor salesman will often spoil a sale so that the best salesman could not take the same customer and complete the sale.

There are too many men traveling about the country purporting to be successful newspaper canvassers, whom the circulation manager soon discovers to be anything but a success. Good canvassers are scarce. It is the hope and desire of every circulation manager to have the very best canvassers he can possibly find, because personal presentation of the merits of the paper is a most effective and respected method of reaching the non-subscriber.

VALUE OF GOOD CANVASSER.

The canvasser who is willing to study the better and more honorable schemes of canvassing can give his campaign such a nature that when he procures a subscription the subscriber will remain not only a reader, but become a friend and supporter of the newspaper.

One of the weaknesses of canvassers, when using premiums, is to present more strongly the merits of the premium than the merits of the newspaper. Not long ago, a canvasser in a Western city, after talking to a woman for thirty minutes, caused her to sign the contract. As the canvasser was leaving, the woman called him back and said: "By the way, what newspaper am I to get?" The newspaper had not been the prime factor of the conversation.

A canvass is best worked by routes, and when so planned is to have enough men to cover the entire city the first time or in a short time. An effective plan is put samples copies at the door of every non-subscriber in his entire section for four or six days. The sample copies should be stamped and with them should go a circular stating how long and why they are being distributed.

PERSONNEL AND METHODS THAT COUNT.

Carriers should supply the four or six day samples at regular time of delivery, and the canvass should take place at end of sample delivery period. A brief report should be made by the canvasser of all persons approached.

The college, or better, high school student makes a good canvasser for the home canvass. He can be worked up to an excellent degree of enthusiasm and will solicit with an earnestness and honesty that will bring business. The better men should be cultivated, and many good canvassers, circulators and circulation managers come from these ranks.

Haphazard canvass is in most cases an almost useless expense. There is no need to call at every house, since only the desirable non-subscriber is to be approached. Whether the canvasser is on commission or salary; whether he is given the use of premiums or sells the paper on its own merits, every possible

preparation of the non-subscriber should be made. The canvass should be systematized so that the full benefit will be received for every dollar spent.

The reports on non-subscribers not procured can be classified by the division agent or superintendent, and the work should be continued until the list becomes obsolete on account of moves, etc., when a new list should be compiled. The canvass should be repeated at least once a month, but this will depend entirely on the amount of money you have to spend. There is no end as long as there are families who are not on your list; the good work can and should be continued. It is the hope of every newspaper to be a home paper—the paper that goes home—and nothing will bring this about like high class, systematic, personal canvassing.

CANVASSING OUTSIDE FIELDS.

Conditions in the outside cities and towns, where delivery agents are maintained, are similar, but much more difficult. Subscribers are procured at a greater cost and more time is consumed. The home influence of the paper is not manifest in the same degree as it is in the home city.

A greater and more strenuous effort should be put forth in order to overcome this lack of interest. Every means possible should be used to cultivate in the agent and delivery personnel the interest in the paper. The outside carrier should be drawn into the canvass like the man in the home city, and the canvass should be closed against the dead-beat. Additional precaution must be taken against the tricks of unscrupulous canvassers.

Contract orders, as well as short-time subscriptions, should be verified. When premiums are used, too much care in explaining the contracts cannot be used by canvassers and verifiers and good subscribers. Good contracts make good agents and good agents make for good circulation in the outside town.

WORKING IN THE RURAL DISTRICTS.

One of the most serious problems of circulation canvassing is that presented by small towns and the rural routes where the patrons are supplied by the mail in single wrappers and to clubs. These subscriptions are most important. Their territory can be covered best by canvassers who are working on commission. Conditions are such that the canvasser in the small town will work faster and furnish more subscriptions than the salaried canvasser; owing to the fact that the more he sells the more he makes. This commission canvasser should be under bond, and in case he uses premiums he should furnish bond for the premiums he takes out with him. In case the premiums are small, and in most cases they should be, he can carry them along with him. The resident of the small town, and the farmer on the rural route, will accept the premium proposition more readily when the premium is delivered by the canvasser, when, in other words, he gets something tangible for the money he pays over.

REACHING THE FARMER IS DIFFICULT.

Canvassing in the small towns should be of a dignified nature and very thorough, because the merchants and better class of people consider it a business honor to be called upon by a representative of a newspaper.

Canvassing on the rural routes is an expensive operation. The farmer can be reached to a certain extent by mail in renewals, and to a small extent for new subscriptions, but the only safe way of getting the farmer to subscribe

FRENZ'S HINTS MAGAZINE.

Former Circulation Promotor Scores Success as an Editor.

Hints is the name of a monthly magazine devoted to plays and entertainments, of which E. P. Frenz is the editor and publisher. The magazine, which was founded six years ago, is designed to assist teachers in schools



E. P. FRENZ.

and colleges, church workers and all who are interested in amateur theatricals.

Mr. Frenz for a number of years was identified with circulation promotion work. He was with Brisben Walker on the Cosmopolitan Magazine for six years, with the McCall Magazine for four years; Standard Designer, two years; Leslie's Monthly, now the American Magazine, two years, and with Physical Culture, two years. He left the latter to edit Vim, a physical culture magazine, succeeding Dr. Beall as managing editor. For a short time he was with The Home Magazine, then owned by Bobbs-Merrill Co. His last position was that of circulation manager of the Etude, a musical paper.

Building Up the Circulation.

T. L. Wood, circulation manager of the Birmingham (Ala.) Ledger, announces that the Ledger has grown so rapidly during the past few months that it has become necessary to change the city delivery. Under the old system the Ledger paid the boys for delivering the papers. Under the new system the carriers buy their own delivery and do their own collecting. The carriers' profits depend upon the kind of service they give, and naturally they will give the very best kind of service.

Newspaperdom Suspends Temporarily.

The Newspaperdom Publishing Company, in a notice to the trade, announced that Newspaperdom has temporarily suspended publication, owing to the serious illness of Frank E. Colson, the publisher.

CIRCULATION NOTES.

The Toledo Times is co-operating with the country publishers, 41 weekly papers in Northwestern Ohio having been taken into a clubbing scheme. The Times has taken over the entire paid-advance circulation of 27 of these publications. George W. Dunn, president of the company, plans a banquet in the near future for the publishers in the club.

The New York Evening Telegram is campaigning for the opening of the Metropolitan Museum of Art during the evening. With only day hours, this magnificent museum, with its many recently acquired art treasures, as now conducted is unavailable to many persons to whom it would be of large benefit. The movement begun by the Telegram is finding much popular support.

Four hundred hungry newsboys from the down-town section of Brooklyn crowded into the Ulman Shop at 431 Fulton street, Brooklyn, at three o'clock New Year's afternoon to partake of the second New Year's turkey dinner given by the proprietor, Isaac H. Ulman. The youngsters had the time of their lives. Music, dancing and a number of speeches added to their entertainment.

The New York Press, which has recently been featuring ad contests, is now running one in which the contestants are limited to women readers. Those participating must choose an ad from the Press, as printed under the heading, "Everything a Woman Wears," and in a letter, limited to fifty words, say why the selected ad is the best. Winners receive cash prizes of \$1 each, and from the ranks of such winners three candidates are selected by votes cast by readers, to whom will be awarded respectively cash awards of \$15, \$10 and \$5. Winners will be announced in the Press of Sunday, Feb. 1.

The Beaver (Pa.) Daily Times has inaugurated a subscription campaign at the close of which the paper will send a party of 30 persons to Atlantic City for a two weeks' vacation the coming summer. The policy of the Times is against contests and the present plan is known as the "Vacation Trip 1914 Plan." Nominations are made the same as under the contest plan except that each nomination blank must be signed by two parties. Under the rules all those nominated are to go on the two weeks' vacation. There are no disappointments in winners and losers. Each nominee always knows just what to expect. The plan closes July 1, giving each nominee almost six months to secure the number of subscriptions required. The opening announcement was made the day following Christmas. The Times is owned by the Daily Times Co., composed of John L. Stewart, Washington, Pa.; H. O. Allison and E. L. Friedland, of Beaver, Pa.

Portsmouth Times in \$10,000 Fire.

The plant of the Portsmouth (N. H.) Times was damaged last week by a fire which started in the boiler room in the basement and spread up through the four-story brick structure. The loss probably will not exceed \$10,000.

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

PROVIDENCE, R. I.

Bulletin,	Daily,	47,502
Journal,	Daily,	19,036
Journal,	Sunday,	30,494

Boston Globe's Lead 1,136,622 Lines

The total lines of advertising printed in the four Boston newspapers, having Daily and Sunday editions, during the year 1913, was as follows:

	Lines
Boston Globe . . .	8,334,750
Boston Post . . .	7,198,128
Boston American . . .	5,886,230
Boston Herald . . .	4,652,250

(The above totals include all kinds of advertising from the smallest want advertisement to the business of the big department stores.)

The classified advertising records of the Boston papers for the year 1913 are of great value to every advertiser. Want advertisers, as a rule, pay cash for their business and know each day just what they get in return for the money they expend in advertising. **In Boston They Use the Globe.** The total number of want advertisements printed during 1913 was as follows:

	Advts.
Boston Globe . . .	505,463
2nd Paper . . .	176,420
Globe's Lead . . .	329,043

To increase your business in Boston and New England, plan to advertise liberally in the Daily and Sunday Globe during the year 1914

The Boston Globe is **THE** Real Estate medium in Boston and New England. During 1913 the Boston Globe printed 60,675 Real Estate advertisements. This was 42,343 more Real Estate advertisements than appeared in any other Boston paper.

The total number of Help Wanted advertisements printed in the Boston papers during the year 1913 was as follows: The Boston Globe, 125,184 advertisements; Second Paper, 30,268 advertisements, showing a lead for the Globe of 94,916 advertisements.

Automobile Advertising For 1913

During the year 1913 the Boston Globe printed a total of 620,706 lines of automobile advertising. Of this total 290,006 lines were display and 330,700 lines were printed on the classified pages, a large amount of it being display and paid for at the regular automobile display rate. **The second paper** during the 12 months printed 330,161 lines. Of this total 303,624 lines were display and 26,537 lines appeared on the classified pages. The Boston Globe carries this enormous volume of automobile advertising because of the splendid results it brings to its patrons.

The average issue of the Globe during the year 1913 was as follows: **The Boston Daily Globe, 177,247; the Boston Sunday Globe, 313,397.**

The Boston Daily Globe, selling for 2 cents a copy, is circulated in the homes of Boston and its surrounding territory among the people who answer advertisements and who have the money with which to respond to them.

The Boston Sunday Globe is circulated in the homes of the substantial and well-to-do people of Boston and New England, and is recognized as one of the best advertising mediums in the world.

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WAR ON MEDICAL QUACKS.

Chicago Tribune's Campaign Results in Driving Them Out of City Papers.

The American Medical Association of Chicago is distributing a 150 page book, size 5 1/2 x 8 1/2, containing practically all of the articles used in the Chicago Tribune's recent campaign against medical swindlers under the title of the "Men's Specialists Frauds." It is an expose' of the methods used by quacks in swindling their victims. It tells about the museum doctors and the cancer quacks who have a chain of offices and museums throughout the country; the itinerant quack specialists working the country towns, etc.

James Keeley, the editor of the Chicago Tribune, is certainly to be congratulated on the thoroughness of this campaign and the results achieved. It has had a far reaching effect.

To a representative of THE EDITOR AND PUBLISHER William H. Field, business manager, recently said:

"The result of this crusade has been the most effective of any I have ever known. The quack has practically disappeared from Chicago, and there is not one line of his advertising in any Chicago paper."

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

Net average weekly circulation for the year 1913:

January	30,908	July	32,935
February	30,996	August	33,780
March	31,058	September	34,821
April	30,998	October	35,406
May	31,332	November	36,067
June	32,103	December	36,487

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

CATHOLIC PRINTING CO.
Dubuque, Iowa

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
NEW YORK
Lytton Building
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.

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

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

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

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

AUTO OUTLOOK BRIGHT

Annual Show at Grand Central Palace Presages Greater Prosperity for Coming Year—Attendance Large, Business Brisk and Optimism General—Managers and Press Representatives at Exhibit.

With an attendance of twenty-five per cent. greater than that of last year and indications of the brightest business prospects, the Fourteenth Annual National Automobile Show in progress at Grand Central Palace this week forecasts one of the most prosperous years in the history of this industry.

The exhibition is notable, not only in the popular interest shown, but in the splendid evidences of the marked advance made in the manufacture of the automobile. Members of the trade, advertising men and motor car dealers generally are enthusiastic as to the year's outlook for merchandising. Participating machines from all parts of the country, representing every important American make, occupied the larger part of the four floors of the Palace. There was also a comprehensive exhibit of accessories and equipment. The interior of the great hall was tastefully decorated.

The estimated value of the combined exhibits aggregated \$3,500,000. Nearly 500 types of pleasure vehicles, ranging in price from \$395 to \$7,200, were to be seen at this show.

The show committee of the National Automobile Chamber of Commerce was responsible for the present exhibition, which has earned the reputation of being one of the most beautifully decorated expositions of its kind ever seen.

Colonel George Pope is chairman of the committee, whose other members are Wilfred C. Leland, H. O. Smith and S. A. Miles, general manager.

The low-priced cars, including the Overland, Hupp, Oakland, Buick, Briscoe, Studebaker and the Maxwell, attracted the greatest popular interest.

The show was a truly national one, not only in the car representations, but in the interest manifested by the advertising and newspaper men all over the country.

Among the advertising managers active at the show were included:

C. C. Wingham, Hudson; J. Newmark, Oakland; J. A. Harris, White; K. P. Drysdale, Cadillac; Lee Anderson, Chalmers; H. Bryant, Velie; W. E. Smith, Mercer; P. P. Willis, National; Guy C. Monahan, Cole; L. Myron Bradley, Moline; E. S. Jordan, Jeffreys; C. V. Maguire and C. J. Baker, Lozier; E. Le Roy Pelletier, Maxwell; L. S. French, Henderson; M. C. Maigs, Case; E. C. Tibbets, Goodrich Co.; Paul Hale Bruske, Studebaker; Harlow Hyde, Empire; Edwin G. Babcocks, Firestone; Frank Mooney, Hupp; R. Crawford, Haynes; Walter A. Biehling, Premier; Thomas Jones, Marion.

Correspondents from abroad and newspaper men representing every important publication of the land were present to fully cover the great show. The list included:

Lawrence Perry, New York Evening Post; J. C. Wetmore, Evening Mail; B. B. Brown, Evening Globe; Walter Trumbull, Evening Sun; P. T. Knox, Evening Telegram; R. M. Cleveland, Times; L. P. Hardy, World; Erwin Wardman and J. E. Murphy, Press; J. S. Beslar, Herald; J. Sullivan, Tribune; Duncan Curry, American; P. E. Smith, Telegraph; James Luby, Sun; E. B. Morse, Associated Press; W. E. Severn, Brooklyn Eagle; J. R. Dudley, Evening Journal; J. T. Sullivan, Boston Globe; C. F. Marden, Boston Transcript; George Parker, Christian Science Monitor; George Thompson, Philadelphia North American; John Painter, Philadelphia Public Ledger; Peter Esley, Chicago Examiner; E. G. Westlake, Chicago Post; E. J. Travers, Chicago Record-Herald; R. E. Robertson, Youngstown Vindicator; W. A. Sabin, Rochester Herald; F. D. Webb, Baltimore News; C. E. Rogers, Washington Times; George Alcorn, Detroit Saturday Night.

Among the foreign correspondents were representatives of the London Daily Times, Motor Car, London; L'Auto, Paris, and Russian Slovo, St. Petersburg.

Every facility was offered to the visiting newspaper men to make their task easier. Edward Farnum Corbel, press representative of the exhibition, who was responsible for the publicity work, had made excellent arrangements and was at all times prepared with authoritative information for the press. He was assisted by John J. Corbell, his brother, who is press representative of the motor boat and horse shows.

OFFERED FALSE BARGAINS.

Newark Advertising Club Causes the Arrest of a Local Merchant for Misrepresentation.

That the Newark (N. J.) Advertising Men's Club is a live organization was shown last week, when it caused the arrest of Samuel Becker, who conducts a store at 212 Market street, upon a charge of misrepresenting the value of goods displayed in the windows of his store.

The complaint was made by A. J. Harding, chairman of the club's vigilance committee. When Beecker was arraigned in court evidence was submitted showing that he had deliberately deceived the public. John J. Sinclair testified that he had gone to Becker's store and purchased a shirt for forty-four cents, a pair of socks for seventeen cents and a pair of garters for seven cents. He said the shirt was advertised as being worth one dollar, the socks valued at fifty cents and the garters at twenty-five cents.

According to Mr. Sinclair, shirts the same as he purchased can be bought at about three dollars a dozen wholesale and are being retailed in many stores in this city at from thirty-five to thirty-nine cents each. The socks, he said, can be purchased at wholesale for seventy-five cents a dozen, and the garters, he added, had no value at all. He added that any quantity of the garters could be purchased at two cents or less a pair.

Louis Snyder, a local merchant, corroborated Sinclair's testimony, and testified he would not handle the garters because the freight charges on a package would be greater than the value of the goods.

Becker had plastered the front of his store with signs announcing that he was selling goods "at greatly reduced prices."

Acting Judge Rooney held the defendant in \$100 bail for the Grand Jury.

The officers of the Newark Advertising Club are: President, Theodore S. Fettinger; vice-president, George Baright; treasurer, Jesse A. Winters; secretary, Alfred J. Harding; executive committee, George D. Smith, Eugene W. Farrell, Walter S. Moler, Frank T. Allen, R. F. Brinker.

NEW INCORPORATIONS.

NORTH MANCHESTER, Ind.—The Journal Publishing Co.; capital, \$10,000; to do a publishing business. Directors: A. Hopkins, B. Hidy, T. A. Kircher, W. H. Ball.

CLEVELAND, O.—The Jewish Publishing Co.; capital stock, \$10,000. Theodore Jacobson and others, incorporators.

BLOOMINGDALE, Ind.—Journal Publishing Co.; capital, \$10,000. Directors: Will H. Adams, S. C. Greene, James B. Wilson, W. H. Beeler and others.

BELVIDERE, Ill.—The Belvidere News Co.; capital stock, \$2,000; buy and sell newspapers. Adelbert D. Daniels, John W. Rowe and Robert Young incorporators.

EVANSTON, Ill.—James R. Paul, Publisher; \$2,500 capital; deal in and with newspapers and other publications. F. W. Coolidge, Jr., F. E. Blair, R. L. Clohesy.

PLYMOUTH, Mass.—Greater Plymouth Newspaper Co. Charles D. Malaguti, William T. Way, Michael F. Clarke; capital stock, \$10,000.

SULPHUR, Okla.—Post Publishing Co.; capital stock, \$5,000. Incorporators: Charles Awrey, W. E. Hornady, D. C. Lester.

Automobile Outlook Encouraging.

More than 200 representatives of the Chalmers Automobile Co. were present at the annual organization dinner at the new Hotel Biltmore on Wednesday evening, after the show. It was the consensus of opinion of those present that business for the first six months of 1914 season is materially ahead of the same period a year ago. The outlook for spring is decidedly encouraging. Hugh Chalmers, president of the company, was present and delivered one of his helpful talks, which was listened to with great interest.

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

A Year's Progress

The New York Times

Circulation

(No Returns or Unsold Papers.)

1913, Dec. 31.....	254,524
1912, Dec. 31.....	237,693

Gain 1913..... 16,921

Advertisements

1913.....	9,327,369 lines
1912.....	8,844,866 lines

Gain 1913..... 482,503 lines

A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. KANSAS CITY. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper

WALLACE G. BROOKER, 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.

DINNER TO C. D. STEURER.

Staff of the North Side News Entertains President of the Company.

The staff of the North Side News, Bronx, New York City, on Dec. 30 gave a testimonial dinner at the Dolphin Restaurant to Charles D. Steurer, president of the North Side News Company, publisher of the daily and weekly North Side News, and also of the Steurer Publishing Co., which issues the American



C. D. STEURER.

Banker, the American Bank Reporter and Underwood's Counterfeit Reporter. The occasion brought together fifty men who are actively engaged in getting out the paper.

Hon. Peter Donovan acted as toastmaster. The speakers were Chief John L. Burgoyne, of the Bronx Bureau of Elections; Vincent A. Clinton, city news editor of the North Side News; Charles Rollins and Wilifred S. Cousins, of the American Banker; Lawyer Harry Kiralfy, Coleman Senauer, C. Elmer Messler, Thomas J. McDonald, John C. Crandall, Charles D. Steurer, Jr., Hugo H. Straub, Samuel R. Wiley, Harry Fink, sporting writer, Jack B. Price and Sidney Davidson.

A loving cup and an engrossed testimonial was presented to the guest of honor on behalf of those present by Vincent A. Clinton.

William C. Riehl, circulation manager of the North Side News, was chairman of the dinner committee. Samuel R. Wiley and Hugo O. Straub had charge of the arrangements.

Florida Metropolis Booster Edition.

The Florida Metropolis, Jacksonville, issued a booster edition of sixty pages on Dec. 31 last, as the initial step in its movement to bring that State to the favorable attention of people outside. There were six sections in this edition, one of which was printed in three colors. Special features, copiously illustrated, told of the industrial and education resources of Florida and gave a luring conception of the attractions that obtain in this flowery State. The issue was crowded with advertising and had a circulation of 30,000. George A. McClellan, editor and general manager of the Metropolis, is doing admirable work in promoting the development of Florida.

Princess Anne Paper Plant Burned.

The plant of the Marylander and Herald, of Princess Anne, Md., an old Eastern Shore newspaper, was destroyed last week by a fire that swept the business section of that city. A valiant effort was made by volunteers to save the files of the newspaper office, which is owned by William H. Dashiell. It was hopeless work, and only the safe, containing the books and subscription lists, was saved. The loss was estimated at \$8,000. The origin of the fire is unknown.

3679 Columns Gain In 1913 Over 1912

The New York Press carries off the biggest honors in New York in advertising gains in 1913, as shown by the annual report of the Evening Post.

Here is the record of all the morning newspapers:

NEWSPAPER	GAINED	LOST
THE NEW YORK PRESS	1,030,204
2nd NEWSPAPER.....	482,503
3rd "	214,195
4th "	172,111
5th "	29,997
6th "	125,575
7th "	148,859

Some Further Facts:

1,030,204 lines = 3679 columns.

This is the greatest gain of all newspapers in New York, morning and evening.

It is 547,701 lines more than the gain of its nearest competitor, as shown above.

It is 388,239 more than the gain of the evening paper showing the greatest gain.

The four other morning papers making gains show a combined gain of 898,806 which is 131,398 lines less than the gain of the Press alone.

The Press was the only morning newspaper to show a gain in December 1913 over December 1912.

The New York Press

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, 4880 Beekman. Issued every Saturday.
Subscription, \$3.00 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, January 10, 1914

SWINDLING THROUGH THE MAILS.

According to a dispatch from Washington the Post Office Department estimates that the public during the last two years has been robbed of \$129,000,000 through a fraudulent use of the mails.

To what extent are the newspapers of the country responsible for this loss? If all the swindlers had used the newspapers, exclusively, to catch their prey, then, of course, the latter would be directly responsible for the entire loss. As a matter of fact, however, the rascals who have been playing the game, finding it more and more difficult to get the newspapers to accept their advertisements, have resorted to the use of circulars, booklets and alluring folders which they have been mailing by the million to the public.

Therefore the amount of swindling through the newspapers has been, indeed, small in comparison to the amount done in other years. We do not claim that all newspapers are free from the charge of accepting advertisements of a deceptive character. In spite of the work done by the press and advertising clubs, there remain quite a number whose consciences need to be quickened; who, in carrying on their business, allow financial considerations to outweigh all others.

Newspaper publishers are not infallible, and the best of them are sometimes deceived by the advertisements offered them by unusually adroit swindlers. Investigations do not always reveal the concealed hook. All that the publisher can do is to apply the recognized tests to the copy offered and decide according to the results.

There has never been a time, we believe, when the columns of newspapers have been cleaner or freer from misrepresentation, both in the advertising and news columns, than at present.

THE WASHINGTON DECISION.

Those of our readers who have stoutly maintained the right of the manufacturer to fix the price at which his product shall be sold to the retailer will find much satisfaction in the opinion handed down by the Supreme Court of the State of Washington in the Fisher Flouring Mills Co.'s case, a report of which will be found on another page.

The court declares that one-price-to-all is a distinct benefit to the consumer and not an expression of monopolistic tendency. When a retailer cuts the contract price he does so for the purpose of luring customers to his store. This gives him an opportunity to sell them other goods upon which he can more than make up any loss sustained by the price-cutting on standard articles. It is not true that the manufacturer has no interests to protect by contract in the goods after he has sold them, because they are personally identified and morally guaranteed by his mark and his advertisement.

Former decisions in price-cutting cases which have been against the manufacturer have been based

upon the assumption that the producers were actual monopolists. The Washington court excludes from consideration recognized monopolies and deals only with articles that are sold in competition with each other.

It is quite certain that no recent decision will have such a beneficial effect upon the sale of standard goods as this.

SOME PROSPEROUS NEWSPAPERS.

The newspaper publishers, whose announcements appear in this issue of THE EDITOR AND PUBLISHER, have analyzed their records of achievement for 1913, and find that the year's business was not so bad as some of them found it might have been.

An examination of their statements, printed in our columns to-day, discloses much information of value to both general and local advertisers. From these it appears that the Chicago Daily News broke all records in the thirty-eight years in its history in the amount of display and classified advertising carried, and in circulation. The Chicago Tribune's net paid city circulation was greater than the combined net paid circulation of the two other morning newspapers. The Chicago Examiner had the best year in its history. It published 5,554,649 lines of advertising, a gain of 249,173 over the record made in 1912.

In New York some excellent gains were made. Mr. Munsey's Press shows an increase of 1,030,204 lines over 1912. The Evening Sun printed 641,965 lines or 2,140 columns of advertising, which, it is claimed, is 540 columns more than the combined gains of all other evening papers. The New York Herald, according to the record kept by the New York Evening Post, printed 9,642,698 lines, or a gain of 29,997. Of the total amount 2,374,290 lines were local dry goods advertising, a gain of ten per cent. over the previous year.

The Boston newspapers also made a good showing. The Globe led its local contemporaries in total lines of advertising printed by 1,136,662. The Post had a record of 6,127,976 lines of display advertising, which it claims was more than any other paper in the city.

The Los Angeles Herald advertising gain was 7,528 columns, and its circulation gain was 32,000 copies.

The Hartford Times, during the last three months of 1913, carried 258,121 more lines of advertising than its nearest competitor, in 92 issues.

The San Francisco Examiner made a record of 10,381,070 lines, or 4,236,050 more than its nearest competitor.

The Jacksonville Metropolis also showed a large increase in the volume of business handled.

If those newspapers did so well in 1913, an off year, what will they not do in 1914?

EDITORIAL COMMENT.

Everyone admits that advertising is a great business force, but many abuses still cling to its practise. We need not now discuss dishonest advertising, for much has recently been said about it in these columns, and much remains to be said. We wish, however, to voice a protest against the arrogance and heartlessness of those who advertise under the caption of "Help Wanted." In too many cases of this kind applicants are subjected to long and inexcusable waits for decisions for or against them. An advertisement printed in a local paper this week brought to the office of the advertiser some forty or more applicants. Some of them arrived as early as 8 a. m. and waited nearly all day, pending the delayed appearance of the advertiser. We make no comment upon this injustice, but content ourselves with the mere statement of it.

What better barometer of business conditions than the automobile industry, which depends largely upon the marginal increment. The Fourteenth Annual Show now in progress at Grand Central Palace is a most convincing indication of the prosperity that will mark the year 1914. Every record for sales and attendance has been broken, and the men

behind the motor car industry are already planning to take care of an increased production during the next twelve months. This splendid showing is evidence of the soundness of business conditions generally.

It is to be hoped that the report from London that Lord Northcliffe has disposed of nearly all of his great newspaper holdings, and will give up active work, because of trouble with his eyes, is untrue. There is nothing in the dispatches to support the theory that Northcliffe fears that he may become blind, although the fact that he is withdrawing from business might be taken as an indication. Joseph Pulitzer found his eyesight failing ten years before his death, but worked on with ceaseless activity, in spite of gradually increasing blindness, to the very end. C. Arthur Pearson, one of London's leading newspaper editors and publishers, a short time ago retired from business for the same reason. Few blind men have gotten as much out of life as Mr. Pulitzer. Lord Northcliffe, who is said to have amassed a large fortune, evidently has no desire or need of additional wealth, and ceases his business activities at the very height of his career, in the hope that rest and treatment will bring back a full restoration of his eyesight.

Chicago enjoys the unique distinction of having the first Advertisers' building in the country and the largest membership (800) in America. The new building is located on Madison street, between La Salle and Clark streets. It is sixteen stories and all rented out, with the exception of the two top floors. The new enterprise enters the new year free from debt.

An attempt was recently made in Canada to pass a newspaper publicity bill similar to that in force in the United States, but the legislators turned it down. Therefore, for the present, at least, Canadian newspapers will be allowed to furnish the public with any old kind of a circulation statement.

It is much better to settle libel suits out of court rather than in court. It costs less, avoids publicity and saves time. Probably William J. Conners, the Buffalo newspaper publisher, takes this view of his suit against Collier's for \$100,000 damages; for, according to a dispatch from that city, Mr. Conners has come to an agreement with Collier's; and the case, which has been pending for five years, has been settled out of court. The article to which Mr. Conners took exception was written by Will Irwin.

The birthrate of boobs is on the increase. Advertising fakirs find a sucker every day, and all the old "army games" have plenty of players.

The New York Herald believes in holding out a helping hand to the big dry goods concern that went into bankruptcy, and has notified the company that it need not worry about the not inconsiderable bill for advertising which it owes the Herald, but may pay it whenever it can. We believe that not all of the city newspapers have followed the Herald's example, although it might help the company considerably if they would. The department store advertising in New York amounts to several million dollars a year. This being true, perhaps it would be wise for the newspapers to deal gently with those stores that find themselves in financial difficulties at this time.

After fifteen months' experience in selling their papers at one cent each, the Trenton Evening Times and State Gazette have returned to their old price of two cents a copy. The management of both papers admit that at one cent there was no profit to the publishers. The increase in the cost of production during the last few years has been so great that few penny papers have been able to make expenses, much less pay dividends. Is the cheap newspaper doomed to failure? We don't know. Those having big advertising revenues can probably survive any stress of weather.

PERSONALS.

Clarence B. Blethen, managing editor of the Seattle Times, whose portrait appears on the front page of this issue, is one of the best known editors of the Northwest. The photograph from which the picture was made was taken during his recent visit to New York. Mr. Blethen has a keen sense for news, is aggressive and fearless, and under his administration the Times has taken high rank among the Pacific Coast papers. He has paid special attention to efficiency in editorial department work and has introduced a number of plans for expediting the services of his men.

Jason Rogers, publisher of the New York Evening Globe, was recently reported in Birmingham, Ala., where he spoke glowingly of the business outlook for 1914.

John M. Imrie, manager of the Canadian Press Association, was a visitor at the offices of THE EDITOR AND PUBLISHER this week.

Charles Gay, senior publisher of the Big Rapids (Mich.) Pioneer, and proprietor fifty-two years, last week sold his interest to his brother-in-law, John Bailey, not a newspaper man, resident at Newaygo. Ed. T. Mather, foreman of the Pioneer for forty years, continues at his post. The other partner, James J. Krouser, now editor of the Oxnard (Cal.) Courier, will also have charge of the Pioneer, making trips back to Big Rapids every few months.

The Rev. Charles K. Gilbert has resigned as secretary of the Episcopal Social Service Commission of New York to become editor of the Churchman.

E. T. Meredith, publisher of Successful Farming, Des Moines, is being boomed for the Democratic nomination for Governor of Iowa.

A. Frank Richardson, formerly a well-known special correspondent, but of late years engaged in the proprietary medicine business, occasionally makes his appearance on Park Row, where he meets many friends. At present he is engaged in pushing Ozomulsion, which has a large sale in Central and South America.

Chester C. Platt, editor of the Batavia (N. Y.) Times and formerly private secretary to ex-Governor Sulzer, discussed "The Efficient City" at a luncheon last week of the Albany City Plan Association.

Dixon Merritt, associate editor of the Nashville Banner, and prominent American press humorist, has come on to New York to take a responsible position with the Leslie-Judge Co.

Hugh Boyd, publisher of the New Brunswick (N. J.) Home News, is spending his seventeenth consecutive winter season at Los Angeles.

Ralph C. Boswell, has retired as editor and business manager of the Yonkers (N. Y.) Daily News and will leave in a few weeks for Florida, where he will make his home and engage in citrus fruit cultivation. He is succeeded by Dan C. Nolan, of the Yonkers Gazette-Press.

James McKernan, manager of the circulation department of the New York World, won the first prize of \$25 in gold in the popularity contest managed by the Feder Shoe Co., of the Pulitzer building. He received 3,938 votes. When notified that he had won the prize, Mr. McKernan at once ordered it turned over to John Reardon, the second in the race, with the remark that "John could use it for the kiddies' Christmas."

GENERAL STAFF PERSONALS.

Randolph Lewis, former Sunday editor of the Herald, is now connected with the Newspaper Feature Service.

John H. Brown, who has for years been reporter and desk man on several Manhattan and Brooklyn papers, has become an expert accountant.

W. G. F. Price, of the Publishers' Press, recently had an offer to become city editor of a paper in Manila, but declined it, as the location was too far from Park Row and his little farm in Connecticut.

A. B. Chapin, for twelve years cartoonist and illustrator for the Kansas City Star and Kansas City Times, has joined the staff of the St. Louis (Mo.) Republic.

P. A. Revett has resigned as sporting editor of the Toledo Blade and his place has been taken by M. R. Alexander, formerly of the Buffalo Courier and more recently of the Toledo Times.

Charles E. Gradwell, formerly sporting editor of the Daily Capital, Edmonta, Alta., is now city editor of the Toledo Times.

Frank G. Carpenter, representing the Chicago Tribune and other American papers, is now on tour in Peru. He has already visited Lima, from where he left for Arro de Pacco and other points in the interior.

Captain W. Bruce Reid has transferred his allegiance from the Charleston (W. Va.) Mail and Citizen to the Atlantic City (N. J.) Review.

Dan Carr, with a former experience on Kansas City papers, has joined the staff of the Macon (Mo.) Times-Democrat.

John N. Cobb, formerly with the Scranton (Pa.) Truth and the Carbondale Leader, has become a member of the editorial staff of the Pacific Fisherman at Seattle, Wash.

Walter P. Sindlar has resigned as telegraph editor of the Lafayette (Ind.) Journal to represent the Sahlin Co., of Chicago.

Lloyd Dorsey Willis, a former newspaper man, who has been private secretary for Fire Commissioner Joseph Johnson, has been appointed to a similar position with District Attorney Whitman.

Victor Malec, editor of Novy Domov at Halleysville, Tex., has resigned to become connected with a Bohemian newspaper in Omaha, Neb.

Vernon Garrison has left the managing editorship of the McKinney (Tex.) Daily Courier-Gazette to accept the place of secretary of the McKinney Chamber of Commerce. He is succeeded by W. A. Cobbs.

J. J. Allen, of the advertising staff of the Birmingham News, has resigned to become advertising manager of the department store of J. Blach & Sons, of that city. Charles W. Raidt, also of the advertising department of the News, has resigned to become sales manager of the East Birmingham Roofing Co.

C. M. Agard, of the Bridgeport (Conn.) Evening Farmer's editorial staff, is contributing a series of stories to the Peck weeklies published at Stratford, Conn.

Dr. Barham and Los Angeles Herald.

Dr. Frank F. Barham, general manager of the Los Angeles Herald, whose portrait appears elsewhere in this issue, has been connected with that newspaper two years, but has been in active charge of its fortunes only six months. During the past year the paper gained 2,107,840 lines of advertising and 32,000 in circulation. This showing is largely due to the good work of Dr. Barham.

The engagement of Miss Katherine Williams, daughter of Mr. and Mrs. Otis Williams, of St. George, Staten



DEAN PALMER.

Island, N. Y., to Mr. Dean Palmer, son of Mr. and Mrs. Charles M. Palmer, of New York and Saranac Lake, is announced.

Editors Discuss School Journalism.

School editors and representatives of student periodicals of eleven preparatory institutions met in New York last Monday and discussed means of co-operation among themselves for the improvement of school journalism. H. H. Tittmann, Jr., and William R. Proctor, Jr., of the Yale Daily News, were present as guests of honor and gave the younger journalists the benefit of their advice. The schools represented were Andover, Choate, Exeter, Groton, Hill, Hotchkiss, Lawrenceville, Pawling, Pomfret, St. George's and Taft.

The employment committee of the Pilgrims of Boston has sent out 5,000 leaflets to manufacturers this week, calling attention to the P. P. A.'s Bureau of Positions. The committee offers to help any manufacturer to find the right man for an advertising position. Pilgrim Beane, of the Boston Post, is chairman of the employment committee.

MISCELLANEOUS

WHAT HAVE YOU to exchange for a small Rotary Job Press in fine condition? CREEDS PRINTING CO., Back Bay, Virginia.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. WARD'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
61 Cliff St.

\$2,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

I WRITE and edit your Latin-American page. Ten years with Latin peoples—legations, homes, cities, forests, from Rio Grande to Magellan. My articles now published monthly in four languages. WILLIAM A. REID, Ethelhurst, Washington, D. C.

BUSINESS OPPORTUNITY

WANTED—Second-hand casting boxes. Name, price and particulars. Address "P," care THE EDITOR AND PUBLISHER.

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.

HIGH-GRADE NEWSPAPER PROPERTIES bought and sold. G. E. BARROWS, 141 Broadway, New York City.

\$25,000 CASH

in bank, which will be used as first payment on most attractive New England, New York or Pennsylvania newspaper property offered. Proposition I. R.

C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

HELP WANTED

ADVERTISING MANAGER.

A man of ripe experience in handling advertising for an afternoon daily and weekly in an inland New England city. One familiar with all the details, soliciting, preparing copy, etc. A permanent position for the right man. Address, with references and full particulars, "D, 1149," care THE EDITOR AND PUBLISHER.

WANTED—First-class Circulation Manager. Apply "ILLINOIS," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

THOROUGHLY EXPERIENCED advertising solicitor among General Advertising Agencies desires position with Special Agency or high-class daily newspaper. Address "A," care THE EDITOR AND PUBLISHER.

DESIRE POSITION as Business or Advertising Manager, prefer paper that is in need of more recognition; will invest some money if necessary. Employed at present. Satisfactory references. Address "D, 1151," care THE EDITOR AND PUBLISHER.

ADVERTISING MANAGER.

Piker organizations please do not answer. Capable young manager, clean-minded, clean-cut, progressive, married; will change connection some time before May 1st. Estimable reasons. In year and half has completely reorganized present department, revised rates, and made gain besides on weakest paper in city of nearly 100,000. Paper now stands second, locally, in volume of advertising carried. Agency and magazine experience also. Broad experience. College graduate. Writes excellent promotion stuff. Full of ideas. Leading reference is present general manager. Would like executives to write who have opening or possibility of one before May 1. Character of organization most important. Salary not so. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

STATISTICS OR ADVERTISING COPY DESK.

Young man at present employed with large New York City daily. Seven years (advertising department) experience, desires to change with agency or newspaper, where there is a chance of advancement in or out of city; best reference. Address "W. E. D., 1150," care

COLLEGE GRADUATE—Three years' advertising and publishing experience; thorough knowledge of publicity principles; acquainted with business and editorial departments of publication work through former connection with class weekly as assistant to managing editor, handling advertising regularly, and copy and make-up on occasion. Write "L," care THE EDITOR AND PUBLISHER.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Mary's on Thirty-fourth street.

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., 749 Market street.

ADVERTISING MEDIA

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

WASHINGTON PERSONALS.

Otto Preager, Washington correspondent of the Galveston and Dallas (Tex.) News, who is thought to be Postmaster-General Burleson's closest personal friend, is mentioned as the next postmaster of Washington City. The term of the present incumbent expires next fall.

H. H. Stansbury has succeeded Jules Goldberg as chief of the New York American bureau.

I. A. Flemming, financial editor of the Washington Herald, has succeeded W. B. Bryan as financial editor of the Star. Mr. Bryan is writing a history of the National Capital, and desires to have all of his time to apply to his book.

G. G. Lincoln, of the Washington Star, has returned from his vacation.

Nelson M. Shepard, formerly of the Dallas News, has returned to Washington after an absence of two years and has joined the Herald staff.

L. Ames Brown, of the New York Sun, who accompanied the Atlantic fleet on its recent European cruise, has returned to his duties here after an absence of several months.

G. S. Kaufmann, formerly editor of the "This and That" column of the Washington Times, has joined the forces of the New York Evening Mail.

Arthur Baer, cartoonist of the Times, is now editor of a new column on the editorial page of the Times called "The Silver Lining."

Selena Armstrong Harmon is the author of an interesting syndicated line of stories entitled "Women Worth While."

Hugh Miller, of the Chicago Examiner, and Mrs. Miller are enjoying a trip to Panama.

Melville E. Stone, Wilmer Stuart and Robt. Small, officials of the Associated Press, were visitors to Washington this week.

John A. Teideman, of the Associated Press, has been assigned to the Panama Canal Zone as staff correspondent of his association.

Edward H. Zeigner, day South editor of the Associated Press staff, has been assigned to Louisville.

Carter Field, of the United Press; Wm. M. Hunley, of the University of Virginia; A. B. Mattingly, of the Washington Post, and John Musgiller, of the copy desk of the Post, who three years ago were members of the Baltimore Sun staff, met at the National Press Club on New Year's Eve.

Visitors to the local office of the Associated Press this week were Robert Collins, chief of the London office of the A. P., and Clarence G. Marshall, of the Chicago office.

Paris' Most Popular Daily.

Le Journal, of Paris, which was founded twenty years ago, has a circulation of over a million copies a day, the largest of any paper in the city. It is decidedly literary in tone, and is read chiefly by the leisure class. It publishes each day three short stories and two feuilletons by the best writers. News occupies a secondary place in the paper. Le Journal does not carry as much advertising as Le Matin, although its rates are about the same. On Wednesday and Saturday it runs three pages of classified ads at five sous a line. The Journal claims to be the first daily paper in France to employ illustrations. The owner is Charles Letellier, who, although not a journalist, has the ability to gather around him a brilliant staff of writers.

KENNEY TO PHILADELPHIA.

Boston American City Circulator Becomes Circulation Manager of the Times.

J. W. Kenney, city circulation manager of the Boston American, has become circulation manager of the Philadelphia Times, effective January 7. Mr. Kenney has been connected with the Boston American for six years. He started as a bookkeeper and stenog-



J. W. KENNEY.

rather in the circulation department, and was appointed city circulator two years ago.

Under his administration the city sales of the American increased rapidly and steadily. The American is the only daily paper in Boston which is on the non-returnable basis, and on January first, 1912, the Sunday edition was placed on the five per cent. limit of returns. Within two months after the return limit was put in effect the city circulation of the Sunday had increased three thousand, and in five months had increased ten thousand over the December figures.

Mr. Kenney believes that in order to gain circulation the most important factors are a perfect delivery system, giving the proper distribution by having the papers in the right place at the right time, a good organization, and the news and features the people want. Mr. Kenney is also a firm believer in the closest co-operation and harmony between the circulation and the editorial departments.

Stein's Work in Cleveland.

Oscar S. Stein, who has been manager of the promotion department of the Cleveland (O.) News for the last fifteen months, has resigned. H. L. Starkey, the business manager of the News, in accepting his resignation, expressed his deep appreciation of the services Mr. Stein had rendered the paper. During the last six months of 1913 the News gained 50,000 in circulation. This is said to be the largest gain made by any newspaper in the United States.

Luxemburg Paper Bars Tango Ads.

The Luxemburg Post, Germany, announces that it will not accept an advertisement dealing with the tango dance. Advertisements for lessons in this dance, announcements of any function where it is to be danced, and even notices where tango music and the score of one or the other of the half dozen tango operettas may be seen and purchased are not to be read by the subscribers to the particular Luxemburg Post.

Book on Building Up Circulation.

"Building a Circulation" is the title of a bulletin dealing with the circulation problems of small town newspapers that has just been published by the School of Journalism of the University of Missouri. It will be ready for distribution Feb. 1. The bulletin deals with investigations pertaining to the circulation of weekly and small-city newspapers. It contains chapters on circulation promotion, importance of the various classifications of news from the circulation standpoint, the use of premiums and contests, and interviews with leading national advertisers and publishers regarding quality and quantity of circulation. The booklet is illustrated with various office forms for use in handling and promoting circulation. J. B. Powell, instructor in advertising, is author of the bulletin.

Loving Cup for Colver.

A handsome loving cup has just been presented by the citizens of Tenally, N. J., to Frederick L. Colver, who completed his term as Mayor on Jan. 1, in appreciation of his services to his home town. Mr. Colver has always been con-



FREDERICK L. COLVER.

nected with magazines and newspapers, including Frank Leslie's magazines, the New York Times, and is now the business manager of Lippincott's Magazine, Philadelphia.

WEDDING BELLS.

Miss Florence Rebecca Sohl, of Reading, Pa., and Alexander Murray McLeod, a well known newspaper man, of Paterson, N. J., were married at the home of the bride's parents on Jan. 3. Miss Sohl's tresseau was exquisite.

Miss Angie A. Brown, of Moscow, Idaho, and Claude Woodward, of the Salmon River Sun, published at Whitebird, Idaho, were married last week at the Brown residence at Moscow.

The marriage of Miss Mildred Kuhn and E. Allen Garber, advertising manager for Boggs & Buhl, Pittsburgh, Pa., took place last week. The announcement of the marriage, as made by the groom, was telegraphed to Boggs & Buhl in "ad" writer's phraseology. It read in part as follows:

"Most effective ad I ever ran." Then follows a copy of part of the marriage license. "Filled my house and will keep me busy for the rest of my life; 100 per cent. increase over this day last year."

Miss Florence Isabella Britt and F. Alan Craigie, of the Rochester Post Express, were married on Christmas Day at the home of the parents of the young and beautiful bride in Catskill, N. Y.

Arthur Thatcher, of the Jerseyville Democrat, and Miss Etha Leigh Manning, were married in Alton last week.

P. F. COLLIER SALESMEN MEET.

Discuss Improvements in General Morale of Subscription Business.

The annual convention of the Collier Men's Association, an organization of salesmen of P. F. Collier & Son, of New York, was held for three days, beginning Monday, at the Hotel Imperial. One delegate was present from each of the thirty-one branch houses of P. F. Collier & Son, and the entire three days of the session were devoted to the discussion of ways and means for improving the general morale of the book and magazine subscription business. The association was organized a year ago and has already brought about many reforms in the business.

The theory on which the association is built is that the men themselves have the greatest interest in the standing of their profession and the machinery for bringing about such improvements were placed almost entirely in their hands.

R. J. Collier is president of the association and T. H. Beck, executive secretary. Each of the thirty-one branches maintains a local chapter of the association. On Monday the delegates were given a dinner by Mr. Collier at Shanley's, and on Tuesday evening were tendered a theatre party.

KENTUCKY JOTTINGS.

(Continued from page 567.)

Helm has proven capacity and cleverness which combine in an augury for his success in the new field.

D. L. Hughes has again assumed the position of editor of the Leitchfield Gazette, after having relinquished control of the Gazette for a period of one year. Mr. Hughes is a native of Illinois, but learned his trade in the Gazette office, starting in 1892, later becoming foreman, assistant manager and editor.

He disposed of his interest in the Gazette in 1904 and one year later established the Leitchfield Job Printing Co. and launched the Leitchfield Courier in 1908, which was discontinued after two years of uncertain existence. In 1911 the Leitchfield Job Printing Co. and Gazette were consolidated, D. L. Hughes holding the position of editor and manager until October, 1912.

After a vacation of six months Mr. Hughes bought out the leading stockholders of the Gazette and leased the interests of others, taking the position as editor of the Gazette for the third time the first of November.

The Kentucky Press Association closed its mid-winter meeting Dec. 30, after one of the most largely attended and enthusiastic conventions in the history of the organization. The address of Miss M. Annie Poage, of the Ashland Independent, was a feature of the last day. She discussed "Mountain Prints" in such manner as to amuse and interest her audience. Col. E. Polk Johnson, the veteran member from Louisville, paid high tribute in the round table discussion to Mrs. Cora Wilson Stewart, editor of the Mountaineer at Morehead. He also told of his own experiences as an editor.

The welcome address of former Mayor John Skain and the response of Col. Harry A. Sommers at the first day's session were gems of kindly thought and friendly sentiment. Ed. Shinnick's "Co-operation Conducive to Success" was full of sound sense and homely logic and his interpolated remarks showed a sparkling wit. Harry Giovannoli, who will take charge of the Lexington Leader Thursday, made a pleasing talk on "Back to Old Kentucky."

Mrs. Cora Wilson Stewart, editor of the Morehead Mountaineer, told of "The Mission of a Newspaper to the Community" as she sees it. Prof. A. S. Mackenzie's address on "The Kentucky School of Journalism" was an inspiring talk on present and future conditions in the profession.

A gasoline explosion in the office of the Honeybrook (Pa.) Graphic on Jan. 2 caused a nominal loss. The first edition of the paper had just been run off.

ALONG THE ROW.

YE PRINTER.

The printer is a happy man
Whose talk is full of sticks.
He daily thumps a linotype
And pays dues in "Big Six."
He does not worry 'bout the job
Which furnishes his grub.
He can stay off six nights a week
If he provides a "sub."
He is the only one who can.
Oh! gay and happy printer man.

AT THE EDITORIAL COUNCIL.

News Editor—We seem to be shy of cuts to-day.

Managing Editor—Have some dark spots put on our map of Mexico plates, with the inscription: "Territory on which the Rebels are advancing," and run it across four columns."

AT THE BRIDGE ENTRANCE.

Ever notice the people who sell evening papers at the entrance to the Brooklyn Bridge? Every one stands in the same spot day after day, and no one infringes on another's territory. There are men, women and boys, some of the men being cripples—and all do a good business. Every vender has his or her own particular customers, many of whom pay by the week. The paper sellers are always willing to give each other a helping hand, and although keen competitors, the most friendly feeling exists among them.

NO ESCAPE.

"Be comforted, my friend," said the clergyman to the dying reporter; "you will soon rest in heavenly space and—"

"Always space," sighed the expiring scribe; "never a salary—or guarantee."

TRIALS OF THE PROFESSION.

Policeman—"Stand back, there!"

Reporter—"But I'm a newspaper man and want to find out about this fire."

Policeman—"Stand back, I say. Ye can find out all about it in the papers in the morning."

HIS PRESENT EMPLOYMENT.

What's Spacer doing?"

"Writing plays."

"What, that chump!"

"Yes, he's keeping score in a golf tournament."

STILL SAFE.

Irate Man—"I intend to stop your paper, sir."

Editor (in alarm)—"Why, what's the trouble?"

Irate Man—"You made a false statement regarding me."

Editor (with a sigh of relief)—"Oh, is that all? I thought you were the walking delegate of the Pressman's Union."

OCCUPATION GONE.

Visitor—"I wish to see the dramatic editor."

Office Boy—"We don't have one any more, but I'll take your card in to the guy who writes up the movies."

TOM W. JACKSON.

Los Angeles Times' Fine Number.

One of the largest and most attractive of the many newspapers that have come to this office was the Los Angeles Times, which issued its annual midwinter number on Jan. 1. The Times contained 196 pages, including a telegraph sheet of eighteen pages and five magazine supplements of thirty-two pages each, printed on extra quality paper. Its survey of the local and national field was comprehensive and well digested. The color work, cartoons and other features included, were excellent. General Harrison Grey Otis, proprietor of the Times, has developed a highly progressive newspaper, which is making large gains in circulation and prestige.

The St. Louis Post-Dispatch in the year 1913 carried 11,203,640 lines of legitimate advertising. This is a gain over 1912 of 169,120 lines.

2,140 Columns Gained

The New York

Evening Sun

during the year 1913 gained 641,965 lines, or 2,140 columns of advertising over the preceding year, 540 columns more than the combined gain of all the other evening newspapers.

☐ The Evening Sun now visits daily over 100,000 of the most select homes in New York City and its circulation is steadily increasing.

☐ The following records compiled by the Evening Post:

Evening Sun . . .	641,965	Lines	gain
Evening Telegram . . .	234,770	"	gain
Evening Mail . . .	199,573	"	gain
Evening Post . . .	45,652	"	gain
Evening World . . .	219,804	"	loss
Evening Journal . . .	228,531	"	loss
Evening Globe . . .	329,569	"	loss

Announcement

To Publishers who have large editions and limited pressroom space at their command, we beg to announce that we are prepared to furnish Newspaper Presses of practically double the running speed of the present high-speed machines.

WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

PLAINFIELD, N. J.

CREATING ADVERTISING VALUE.

Delson Claims That the Editorial Department Comes First.

Louis E. Delson, of the Chicago office of Albert Frank & Co., recently contributed to the Press Club Scoop, of that city, an able article on present day journalism, in the course of which he said: "Publishers of established newspapers recognize the fact that the editors have more to do with the productiveness of their papers as advertising media than the circulation manager, the advertising manager and the business manager combined.

"The fundamental cause of this attitude toward the contributions of editors is that the style and method of publishing the paper rests upon their work. If they are alive and reliable editors who discuss and report news of the general conditions of crops, weather, world markets, commerce, trade, industry, politics and all other important news, the newspaper will attract and unite more readers than any premium offers or other circulation boosting schemes ever tried. Every newspaper that circulates extensively and effectively naturally draws the advertising money. The news value, therefore, is followed by advertising volume."

Seek Liquidation of Scranton Paper.

The Tribune Publishing Company, of Scranton, Pa., which has been in the hands of receivers for several months, now has a total indebtedness of over \$450,000. In publishing the Tribune-Republican and Truth, the company, in receivership, according to published statements, has been losing \$5,000 per month. Petitions for and against selling the building and plant have been presented. The Federal Court will pass upon the questions involved on Jan. 12.

The Meadville (Pa.) Tribune-Republican has acquired a site upon which it proposes to erect a new building.

NEWSPAPERS BEST MEDIUM.

Automobile Manufacturer Pays Tribute to Their Efficiency.

George E. Daniels, vice-president of the Oakland Motor Car Co., was quoted at length in the New York Herald, on "The Importance of the Newspaper as an Aid in the Promotion of Automobile Sales." "The newspapers of this country have played an important part in the development of the automobile industry," said Mr. Daniels, "and they are entitled to credit for their share of the work. Since the one-cylinder days the papers have faithfully chronicled the progress made. The support given by the newspapers has been invaluable. Newspapers have worked faithfully in the interest of the industry. They have helped to mould public opinion. They have been instrumental in making popular the motor car by telling the public of the many advantages to be derived. Without newspaper advertising space the industry would be seriously handicapped. And, with our advertising department—and I know it is true with many other companies—newspaper space ranks first among the available mediums.

Which Is Which?

The New York Herald editorially calls attention to the American Telephone and Telegraph Co.'s agreement to "promptly dispose of its entire holdings of stock of the Western Union Telegraph Co. in such a way that the control of management of the latter will be entirely independent of the former, etc." But now the general manager of the Western Union, in an official circular, says: "There is no reason that we can see why such plant and traffic relations as have proved beneficial should not be continued."

The city room of the Washington Star has just been renovated. All of the furnishings have been painted and varnished, and new typewriters have been supplied to each desk.

NEWSPAPER HALFTONES.

By ROSCOE E. HAYNES.

One of the methods which will greatly aid the publisher of a country newspaper is the frequent use of halftones illustrating local scenes or prominent citizens in the home town or in adjacent territory.

Many newspaper men have an idea that the time required to produce the plates prohibits their use; but a little investigation will show the error of this opinion. Well-equipped engraving plants are scattered throughout the country at present, and under ordinary circumstances a picture may be mailed and returned with the plate in less than a week's time—frequently the time being only half that on rush orders. The expense of the plates is also considered by some to be an objection, but for ordinary newspaper work a cheap, zinc-faced plate may be had which will serve the purpose very well, and thus only a small allowance for the illustration features will be needed each week or month.

Subjects are numerous and include residences, churches, schools, public buildings, "land-marks," also portraits of prominent people, newly elected town or village officers, ministers, teachers, groups or clubs or various organizations.

The use of such pictures, illustrating local scenes or people, accompanied by comprehensive and accurate descriptive articles, will prove of much value, as they interest not only the home patrons of the paper, but also that ever increasing number who have left the home town to seek new fields of endeavor, but who will still retain their interest in the place and its surrounding territory and find in the periodical visits of the weekly paper a tie which binds them to the scenes and personages which they have left behind.

To all such, as well as to the home resident (who often preserves the paper for the sake of the illustrations and description of people and places of interest), the use of the halftone picture

will appeal strongly, and the effort and money expended cannot fail to produce a paper which will be a pride to both publisher and subscriber.

It is by such enterprising methods that certain country publishers are winning their way with their constituents to-day, instead of being driven out of business by their more powerful business rivals, the metropolitan dailies. —American Printer.

World's Efforts Reduce 'Phone Rates.

The New York World's efforts in behalf of a reduction in telephone rates in Greater New York has resulted in a voluntary offer on the part of the company of a reduction of ten per cent. in local exchange service rates under standard contracts, effective February 1st. The offer was made to the Public Service Commission after a three hour session of the directors and the executive committee of the telephone company. The reduction in rates stands pending the work of inventory and appraisal and accounting, to be carried on under the supervision of the Public Service Commission.

Won't Release Pulitzer Magazine.

Justice Ford, in the Supreme Court, handed down a decision last week sustaining the temporary injunction against Walter Pulitzer and the Pulitzer Magazine Co. restraining the sale of stock of the Pulitzer Magazine Co. George W. Glaze, counsel for the defendant, had made a motion asking for an order vacating the injunction. This was denied by Justice Ford.

Gorman Heads East Moline Record.

The Record Publishing Co., which plans to print a daily paper in East Moline, Ill., held a meeting last week and elected the following officers: President, A. J. Gorman; vice-president, G. L. Rowe; secretary, George W. Dick; treasurer, John Kloppenborg. Headquarters will be established in the Bronson Building.

A Word To Advertisers Concerning 50,000,000 People

FIFTY MILLION people in the United States live in the country. These people read the country paper—the country weekly and the small-town daily.

A large percentage of them read nothing else.

And they read the home paper thoroughly.

Practically 100 per cent. of country newspaper readers read the advertisements that appear on the home news pages.

We need not tell you that within the past few years there has come a revolution in rural life.

The farmer has money—and he is willing to spend it. His wants, and the wants of his wife and his boys and girls, have increased amazingly—and he is willing to gratify them. He is a good buyer—a discriminating but liberal spender for the things he and his family want.

IT IS OUR BUSINESS to help you get your share of the millions of dollars the American farmer is spending annually—spending in a variety of ways not dreamed of a few years ago.

Through our organization you can reach practically every country paper in the United States.

Write us. Tell us about your proposition. We will help you map out a campaign.

The interests of the newspaper and the advertiser are mutual. We try to help both. Our continued success depends entirely upon satisfied advertisers.

We will advise you fairly and honestly. We will take care of the numerous details connected with a widespread advertising campaign through a large number of papers—a campaign requiring special knowledge and infinite pains, but one which reaches the richest field ever opened up to an American advertiser.

American Associated Newspapers

GENERAL OFFICES
Rand-McNally Building
CHICAGO

NEW YORK OFFICE
150 Nassau Street
Room 1632 Telephone Beekman 5300
FRANK W. MAAS, Representative

LIVE AD CLUB NEWS.

The club rooms of the Buffalo Ad Club were transformed into a bower of beauty for the Christmas celebration, which took place on the last day of the year. Merry King Cole, Santa Claus and an attendant sprite passed around various gifts. Dr. Samuel V. V. Holmes, pastor of Westminster Presbyterian Church, delivered an inspiring address on the need of having the Christmas spirit dominate affairs all during the year. Many of the leading advertisers gave out souvenirs and the real things. A sack of flour for everybody present came from the Pillsbury people, shaving cream came from the Larkin company and card cases from the Art Work Shop. James H. Ford was in good voice for his role as King Cole. Santa was played well by Glenn H. Gaskill. As first victim of the present-giving gag was Charles R. Wiers, president of the club. Santa demanded something appropriate for Mr. Wiers. The chimney sprite (George W. Billings, ad man for the Bell Telephone Co.) handed out a pair of bellows. Some pointed raps were fired in a set of fake resolutions read by Santa.

The advertising men of the country were among the first to apply "conscience" to their business, declared George W. Coleman, former president of the A. A. C. A., last week before the members of the Boston Y. M. C. A. Forum. He showed how the ad men

were cleaning up their business by means of vigilance committees in the various associations throughout the country. They are stopping fraudulent advertisements and sales, said Mr. Coleman, and thus protecting the public, as well as that of legitimate business.

Plans for the annual dinner of the Syracuse (N. Y.) Advertising Men's Club, to be held Jan. 19 at the Onondaga, were discussed last week at a largely attended meeting of the organization. Three speakers of wide reputation are to be obtained for the after-dinner addresses. The entertainment committee, consisting of Jerome D. Barnum, Hamilton H. White, George Richter and Harold H. Will, is working out many novel ideas.

President William Woodhead, of the A. A. C. A., addressed the St. Louis Advertising Men's League at its luncheon last week. Efforts, he said, would be made by the executive committee of the national association to organize advertising clubs in every city, and he hoped to bring about a closer alliance between the sales manager and the advertising men. Co-operation and not competition is the life of trade, he declared. Mr. Woodhead briefly outlined the campaign being waged against quacks and fakers who try to purchase advertising in the reputable newspapers and magazines.

VALUE OF FEATURES.

By R. S. WEIR,
Circulation Manager, Detroit Journal.

To be frank, I do not think there is a circulation manager, or a managing editor, anywhere, who can to his entire satisfaction answer the question: What features aside from current news promote circulation?

Conditions differ radically from city to city. For example, compare Springfield, Mass., and Cleveland, Ohio. The Republican in the former city and the Press in the latter both lead in circulation, and yet no two successful papers differ to a greater degree. A suggestion by one that the other's paper was not up to the proper standard would be treated with scorn; and yet I believe that both of them would soon be on the financial rocks if by some sleight-of-hand the Press were now shifted to Springfield and the Republican to Cleveland. This for the simple reason that the people of these two cities have been educated up to entirely different standards.

In my opinion, the continued story is a circulation getter and holder—preferably a story that suggests the melodrama. Those by Harold McGrath, Rex Beach and George Barr McCutcheon appeal strongly to me. If you will take the time, however, to go through your exchanges you will find that many excellent dailies run stories of an entirely different class or only short ones. Possibly their judgment is the best.

SOME OF THE STOCK ATTRACTIONS. Cartoons, comics and pictures can be considered as a whole; and up to a certain extent, and with some qualifications, they undoubtedly are a big help to the circulation department. According to my way of thinking, pictures of unusual happenings, photos or snapshots of pretty women, etc., particularly appeal to the general subscriber. And if the daughter of some local millionaire gets married, or runs away with the chauffeur, do not stint an illustration or space. The daughter of the mechanic may be just as handsome and just as charming, but human nature is the same the world over, and the dollar mark must be considered.

Cartoons may have both strength and weakness. The political one frequently does the circulation department more harm than good, because so often it is born of malice.

In Detroit nothing seems more in demand than baseball and sporting "dope." In a way this might come under the head of current news; I do not, however, refer to the summary of the games,

events, and such as that, but to the little gossip, the stories, pictures of Cobb stealing home, etc., and we aim to give it to them. In fact, on the Journal we usually devote two pages to sports of various kinds.

"OBITS" AND EDITORIALS.

Strange to relate, we find a strong call for the obituary notices such as the undertakers turn in. Aside from the bereaved relatives who cry over them, there are many others who seem to cry for them.

A society and woman's page is found essential by all the Detroit papers; yet every one of them seems to me lacking in some vague, indefinable respect.

It may be permissible for me to say that I think too much space is given by many papers to editorials, and that in many cases these editorials, if they relate to political or municipal matters, can be classed in their effect, unless they are absolutely fair, with the political cartoon. The days of Horace Greeley, when most readers expected the paper to form opinions for them, have long since passed. As a rule, people now think quite intelligently for themselves, and it is not necessary to assist them with four or five columns of editorials. A case in point happened not so very long ago in Toledo. The local dailies all decided that "Golden Rule" Jones should be defeated for re-election as Mayor, and to that end they agreed not to mention his name in their columns during the campaign; but, regardless of this, he won out in a walk.

"WANT AD" PAGE GETS READERS.

Lest someone may have misunderstood me, I desire to emphasize the fact that I am not advocating the elimination of all editorials, but a curtailment of the space usually given them. Beyond doubt, the "want ad" page is one of the best circulation getters of them all, but unfortunately there are a whole lot of us who still "want" it.

The success of a newspaper hinges mainly on its business methods, style, character and general policy. Features such as we have under consideration have a material bearing on the case, but their exact value cannot be determined by any fixed rule, and so each paper must figure out for itself what seems to be best for its particular locality.

GETTING CIRCULATION

(Continued from page 576.)

is for a genuine newspaper canvasser to go right to the farmer and argue the matter with him. The farmer is the best newspaper reader in the United States and Canada. He is the man who reads the whole paper, press dispatches, editorials and the features from A to Z. He is the man who will stay by a paper and take it for years, and who pays for his paper because he enjoys reading it at the end of his day's work. Most farmers are set in their ideas and for them the dollar must buy as much as it possibly will. The canvasser who is expected to furnish the largest percentage of new subscribers on the rural routes should not be expected to collect or procure renewals, but use his entire time in soliciting the non-subscriber. A mailing list should be furnished him in order to skip the renewals and devote his time to the man who does not take the paper, even at that he will find canvassing for new subscriptions a hard proposition.

The canvass of the rural routes should be conducted in a systematic way. Every community has its leader, its well-to-do farmers, its man or men, who are looked up to by the community. If possible these should be lined up first. They can be pointed to as having subscribed to-day or yesterday, and the canvasser will find that names generally are a great help in procuring other names in that community.

Canvassing rural routes twice a year is equal to five or six times a year in the town, because the farmer does business by \$4, \$6 or \$8, and does not think any more of this amount than the city subscriber does a dollar or two.

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

NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

The Circulation of

THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

There's no question with local advertisers as to mediums of first choice in Dayton and Springfield—because

The News League Papers

are the best pullers, and all merchants know it.

Combination rate, 6 cents per line.

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 - - 135,000

Topeka Daily Capital

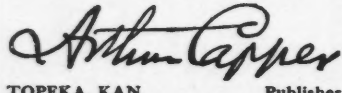
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in December, 1913 - - **33,428**

Net Average in Topeka
in December, 1913 - - **9,579**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.



ARTHUR CAPPER
TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

An Authoritative Testimonial

"Experience has shown me that a business in Detroit can be successfully advertised in that paper (The Detroit News) alone."

—C. A. Brownell, Mgr. Detroit branch
J. Walter Thompson Advertising Agency.

THE EVENING NEWS ASSOCIATION
Publishers of

The Detroit News—The Detroit Tribune


NEW YORK: Metropolitan Tower, I. A. KLEIN, Manager.
CHICAGO OFFICE: Peoples Gas Bldg., JOHN GLASS, Manager.

Twisted Proverbs No. 5.

Great hoax from little chestnuts grow.

Basing circulation on six months averages is like averaging the ship's speed for HALF the trip. A year's NET PAID circulation average is the only businesslike circulation basis.

In New York it's



The Globe

HARRIS EDITS TWO PAPERS.

They Are the Richmond Journal and the Petersburg Index-Appeal.

(Special Correspondence.)
RICHMOND, Va., Jan. 5.—Walter Edward Harris, for many years a prominent and successful Washington correspondent of metropolitan papers, and during the past three years editor of the Index-Appeal, Petersburg, Va., to-day assumed editorial charge of the Evening Journal of this city.

In the announcement Mr. Harris says:

"It is proper to state that my new connection with the Richmond Journal in nowise affects my relations with the Petersburg Index-Appeal, which I acquired over three years ago, and of which I shall continue to be the editor as in the past. The proximity of the two cities, and the excellent railway service connecting them, make it entirely practicable to edit a morning paper in one and an afternoon paper in the other.

"And now let's all together—for Richmond—for Petersburg—for every city, town and county—for Virginia."

J. Rion McKissick, who came to the Times-Dispatch, Richmond, when Major James C. Hemphill assumed editorial charge, has heard the "call of the wild" and will again return to his native heath, South Carolina, where he will practise law, becoming a partner with Colonel W. G. Stirrime at Greenville. Mr. McKissick is a graduate of the University of South Carolina and of the Harvard law school. He has been associate editor and editor of the Times-Dispatch during the past three years and won quite a reputation as a versatile writer.

The plant of the Pontiac (Mich.) Press-Gazette was damaged by fire on Jan. 2. The loss was \$20,000. The assistant janitor, who was asleep in the boiler room, was burned to death.

FARM JOURNAL WANTED

By party with \$50,000 or more for investment. Location not important if proposition is a good one.

American Newspaper Exchange

Rand-McNally Bldg., Chicago

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

Big Bargain

One No. 3 and one No. 1 Linotype Machines. Also 40 fonts of Mats and 20 No. 3 Magazines. EDWARD GREENBAUM, 157 William St., New York. Telephone, Beekman 5430.

FOR SALE, 15 LINOTYPE MACHINES IN FIRST-CLASS CONDITION

The price is \$1,000 each. Every machine worth double that amount. Sale peremptory. Wire or write. H. D. CARBARY, General Manager, Denver Publishing Co., Denver, Colo.

THE LOS ANGELES

— EVENING —

HERALD

The newspaper that struck a chord of popularity that has never been equaled—the newspaper that eliminated all other Los Angeles evening papers as competitors—the real, live, courageous and aggressive newspaper that is read by nearly everyone in Los Angeles and vicinity.

JUST ONE YEAR'S RECORD:

Advertising GAIN Over
7528 Columns

2,107,840 Lines More Than Year 1912

Circulation GAIN Over
32,000 a Day

The Greatest Quantity of Quality Circulation

The above is indeed a splendid record—showing that THE EVENING HERALD stands at the top of the column among newspapers that are growing with the greatest rapidity—convincing proof that it has won public confidence and grown strong.

December Circulation

Over 108,000 Daily

or greater than the combined circulation of both its evening competitors—DOUBLE THE CIRCULATION OF ITS NEXT NEAREST COMPETITOR. This tells the story of the spectacular advertising gain—a story that should be studied by advertisers who can now cover the whole evening field by using THE EVENING HERALD.

ABSOLUTELY SUPREME!

FIRST IN LOCAL ADVERTISING
FOREIGN

FIRST IN HOME CIRCULATION
STREET

THE HOME PAPER OF LOS ANGELES

The San Francisco Examiner

Printed More Than Ten Million Lines of Advertising in 1913

IN 1913 THE EXAMINER printed 10,381,070 lines of advertising, or 4,236,050 lines more than the second San Francisco paper. This achievement will be appreciated better when it is observed, from the figures below, that in printing this immense total, THE EXAMINER practically equaled the combined totals of the second and third newspapers.

	Classified Aggregate Lines	Display Lines	Total Lines
THE EXAMINER	4,442,466	5,938,604	10,381,070
Second Paper	1,862,630	4,282,390	6,145,020
Third Paper	555,030	4,173,764	4,728,794

NOTHING SUCCEEDS LIKE CIRCULATION

Daily Over
120,000

Sunday Over
225,000

M. D. HUNTON, 220 Fifth Ave., NEW YORK

W. H. WILSON, 909 Hearst Bldg., CHICAGO

BROOKLYN PRESS CLUB.

Members Celebrate the Departure of the Old Year and Welcome the New.

The Brooklyn Press Club ushered in the new year with a fete, held at the home of the club, facing Borough Park, which was made a double event, as it combined ladies' night as well.

The festivities started at 9 o'clock Thursday evening and continued until dawn, and there was something doing all the time. Borough President Pounds gave the signal for the fun to commence, while Francis H. Deane, president of the club, acted as toastmaster at the feast. At least some 400 people were present and a fine cold buffet was served by Carter Rausch. One of the events of the evening was a novelty in the shape of an indoor horse race, for which prizes were offered, and in which many bets were made, despite the presence of County Judges Dike and Fawcett. John P. McKeon, chairman of the house committee, and his fellow committeemen deserve praise for the success of their efforts.

When the theatres closed, stars from the DeKalb, Montauk, Orpheum and other Brooklyn playhouses were introduced by J. J. Maloney and delighted the assemblage with a varied entertainment. Among them were Valerie Bergere, Miss Held, Arthur Degan, the Bison City Quartet and Ethel Greene. The new year was ushered in with cowbells, horns and other noise-makers, in accordance with this invitation printed on the menu:

"Get out your cowbells,
Toot on your horn,
'Cause we're going to have
A merry time till morn."

And they certainly did.

The affair was the largest and most successful ever given by the club. Many men—prominent in official and civic life—were present. As for the ladies—well,

they hope the club will not wait until next year before giving another night in their honor.

Authors' Club Greet New Year.

The Authors' Club observed the passing of the old year in its rooms in Carnegie Hall. It was the club's twenty-third "watch night," and it was celebrated with orations, songs and stories. Only two of the original founders of the club are alive. These are Charles de Kay and Brander Matthews. Among those joining in the "watch" were Duffield Osborne, Don C. Seitz, of the New York World; Edward H. Peple, Ernest Ingersoll, naturalist and editor; George Haven Putnam, Herbert Putnam, Homer Greene, Will N. Harben, Henry Holt, Rossiter Johnson, Joseph A. Altsheler and George W. Cable. When midnight came the club sang "Auld Lang Syne," and refreshments were served.

New Service Agency.

The Globe Advertising Co., of 90 West street, New York, is a new service agency that promises to make a place for itself in the advertising field. It was organized by E. H. Hume, for several years connected with the advertising department of the Delaware, Lackawanna & Western Railroad, and R. H. Push, identified with the American Express Co. The agency plans campaigns and prepares copy, but does not place the business. It also represents out-of-town class publications, the Foyer and Ecclesiastical Review of Philadelphia, being two on its list. The agency, besides acting as advertising representative, secures subscriptions through a corps of canvassers.

Knockers' Telegraph Issue.

The annual "fad" knocker extra of the Harrisburg (Pa.) Telegraph, issued Dec. 31, was a real petunia. "The whole darn Telegraph family" contributed to the number, which consisted of six pages. The Telegraph's cartoonist, War-

low, must have sat up late o' nights drawing caricatures of the members of the staff, of which there were thirteen.

An abundance of other illustrations, taken from articles or comics that had already appeared in the Telegraph, but to which new and original captions were given, were used in abundance. The text matter was composed mostly of knocks and digs. Sam Jones was the editor-in-chief.

Convicted Under Fraud Act.

The first conviction under the "fraudulent advertising" law of Illinois was recorded this week in Chicago in the case of Frank and Otto Nerad, father and son, who were convicted of advertising a sale of "bankrupt stock" and selling to customers attracted by the ad goods that had not passed through a receiver's hands. Arguments for a new trial will be heard Saturday.

Notes on Printed Matter.

In order to stimulate interest in the "Help Wanted" columns of the Iron Age, Charles S. Baur, the advertising manager, is sending out a series of blotters, each bearing a calendar of the current month and an argument in behalf of the use of the publication's columns. Enclosed with each blotter is a bank order. The blotters are printed in black and green and present a novel appearance.

An Unusual Record.

The Columbus (O.) Dispatch, of which Robert F. Wolfe is proprietor, and R. Young advertising manager, claims to have established a record never attained by any other newspaper in the world. Nineteen-thirteen was the Dispatch's banner year. The month of December, 1913, was the thirty-fifth consecutive month in which the Dispatch showed a gain in paid advertising published over each corresponding month in its 42 previous years of existence.

THE TWO EDITORS.

(From the Phoenix (B. C.) Pioneer)

During the course of our editorial career, we have subscribed toward defraying the funeral expenses of two men. They were both editors and as far as we were aware neither of them ever made a will. They were quite young when the great overtaker called and both of them died, what everybody calls it, a natural death, although we had it from the surgeon in the case of one of them that if the brick had diverted a fraction of an inch in its flight, he would never have collected, as he did, his lodge benefits for eight weeks after the impact. The latter's editorial failing was truthfulness. No one ever saw a lie in his newspaper.

Our other departed colleague was of quite another stamp, and although his indisposition only lasted a month, there are persons in his home town who actually regret pulling him out of a horse pond after he had been submerged a full ten minutes. His specialty was prevention. He'd lie like a Portuguese. He used to say, and it was the only truthful thing he ever did say, that there were few other editors built like him. We heartily agreed with his statement, and in this we were strongly backed up by the pallbearers who unanimously agreed that Bill must have busted the mould and cut off the species. Their existence, or rather their finish, has ever been before us, and few will blame us if we confess that more than us have found safety in following the maxim of one who had his troubles and advises "that when in doubt always tell the truth."

Newspaper as a Handkerchief.

The recent advocacy of the newspaper for domestic use as a clothes preserver recalls George Augustus Sala's description of a news sheet published at Deccan, India. It was lithographed every morning on squares of white cotton cloth, which, after perusal, could be used by the subscribers as a pocket handkerchief. Having served this double purpose the cloths were sent to the local washer-woman, who returned them to the publisher for use again.

TRENTON PAPERS RAISE PRICE.

Both Dailies Announce Advance, Declaring One-Cent Rate Unprofitable Business.

Both daily newspapers of Trenton, N. J., the Evening Times and the State Gazette (morning), increased the price per copy from one to two cents last Monday. The Sunday Times Advertiser, owned by the Times management, will continue to be sold for five cents.

In commenting on the change James Kerney, editor-in-chief of the Evening Times, said that the cost of practically everything necessary to the production of a newspaper has greatly increased in recent years, and that it was not possible to profitably publish a daily like the Times for one cent.

"Until fifteen months ago," he continued, "two cents was the selling price of all the Trenton newspapers. In October, 1912, the publishers of the True American decided to reduce the price to six cents a week, and, as a matter of business policy the other local publishers made the same reduction in price. The ruinous result is a matter of too recent history to need extended comment. In less than six months the True American went into bankruptcy, with liabilities of \$221,000. The receiver disposed of its assets for \$41,000, so that there was a net loss of \$180,000 to the creditors, and the True American, after an existence of more than 100 years, went out of business."

Charles H. Baker, managing editor of the State Gazette, in explaining the increase in price, said:

"During the last year the failure of many 'penny' newspapers has been recorded, and others have increased their price to two cents because they have found it necessary to do so to put their business on a fairly paying basis.

"When the cost of printing and delivering a 'penny' daily newspaper to its readers has been met there is absolutely no profit left for the publisher. In fact, there is a loss that has to be borne by the advertiser, which is not fair to him.

"Under the circumstances the publishers of the State Gazette believe that its readers will approve the increase in price which good business judgment seems to warrant.

"Nothing costs so little in proportion to its value to the family as the modern, wide-awake, clean and progressive newspaper, which brings a report of the activities of the world to the breakfast table daily for ten cents a week."

CHANGES IN INTEREST.

CEDAR RAPIDS, Ia.—Harry L. Marshall, for many years superintendent of the Gazette composing rooms, has purchased four-fifths of the stock of the Faulkes estate, half-owners of the Gazette. The Miller estate retains its interest. Verne Marshall, formerly of Sioux City, will return to the Gazette staff on Feb. 1.

VRIDEN, Ill.—The Record, a Democratic paper of Macoupin County, has been sold to J. H. Whitton, of Carlinville, and E. B. Nixon, of Peoria. E. P. Kimball, who has published the paper since 1889, has been appointed postmaster at Vriden.

HAYS, Kan.—Harry Freese, who has published the Free Press since 1882, has sold the paper to Clark & Son. The paper will continue independent in politics.

CHATSWORTH, Ill.—James A. Smith and his son, Clarence, have disposed of their interest in the Plaindealer to P. E. Prink, who will assume entire charge of the plant next week.

SKANEATELES, N. Y.—Thomas H. Wheaton, of the firm of Wheaton & Dodge, proprietors and publishers of the Democrat, retired from the firm Jan. 1. His half-interest has been sold to J. Charles Keegan, and the new firm will be styled Dodge & Keegan.

SILVER LAKE, Kan.—The Mirror has been purchased by Peter Navarre, editor of the Rossville Reporter, from Charles Anderson.

ELMORE, O.—James B. Gemberling has taken over the control of the Tribune.

LANCASTER, Wis.—The Teller will hereafter be managed by the Pollock Publication Co. The majority of the stock is owned by Walter W. Pollock, elder son of Edward Pollock, the balance by himself and his two other sons.

MINOCQUA, Wis.—The Times was sold last week by Theodore Bosacki to W. H. and Maud Fisher, of this city.

WINNEBAGO, Ia.—R. G. Beede and A. D. Williams, two young men from Rolla, N. D., have concluded a deal whereby they take over the Chieftain from M. A. Bancroft, who has been owner and editor the past four years.

HALLETTVILLE, Tex.—J. F. Fabian, publisher of Vestrick, a Bohemian paper, which for some time has been printed in Lagrange, has moved to Hallettsville, where he will hereafter publish the paper. V. Malec, the editor of Novy Domov, has resigned.

TOWER CITY, N. D.—W. B. Knight has assumed editorial ownership of the Tower Topics. He purchased the plant from H. H. Roberts, who has been editor for a dozen years.

DENVER, Col.—The German Printing & Publishing Co., owner of the Colorado Herald, has completed a deal for the purchase of the Colorado Vorwaerts, a German weekly publication owned by L. P. Bischoff.

NEW PUBLICATIONS.

ROCK ISLAND, Ill.—The Tri-City Morning Register, a new paper, has been launched in this city.

EASTMAN, Ga.—The Dodge County Herald, published by the Progressive Music Co. and edited by O. A. Gentry, made its appearance last week. T. P. Carnes is associate editor and A. M. Pace, editor of the Musical Star, is business manager of the new paper.

CEDAR VALE, Kan.—W. Cecil Jones, for seven years on the staff of the Wichita Eagle, has begun the publication of the County Liner, a new weekly.

BELLEFONTAINE, O.—The Logan County Advance, a Socialist paper, has been launched by the Rev. W. C. Schell as editor.

MONTICELLO, Miss.—T. J. White, superintendent of education for Lawrence County, has purchased a new plant and will begin at once publishing a newspaper, which he has named the Southern Cornet. It will be edited by M. L. White.

ARLINGTON, Vt.—The Advance, a weekly, will make its first appearance Jan. 16. G. B. Horton will be the editor of the paper, which is to have an initial issue of sixteen pages.

RICHMOND, Ind.—Richmond is to have a third newspaper within the next few weeks. C. W. Stivers, editor of the Liberty Herald, who conducted a daily paper here during the last campaign, is said to be slated for editor.

DAYTON, Tenn.—Galyon and Hendrix are to be the editors of the Enterprise, a new publication to be started next week.

Exploiting a Fraudulent Cure.

Newspapers in various places have published a Washington dispatch telling of three pilgrims from Los Angeles who claim to have been cured of tuberculosis by taking Tuberclecide, a nostrum concocted by Chas. F. Aycock, of Los Angeles, and various other places. The American Medical Association has issued a pamphlet entitled: "Tuberclecide, a Fraudulent Consumption Cure and Its Disreputable Promoter." The National Association for the Study and Prevention of Tuberculosis has sounded a warning against Tuberclecide, Chas. F. Aycock, and the three alleged "pilgrims."

The promoters of this alleged cure have a press agent who has secured many columns of free advertising for Tuberclecide which the Journal of the American Medical Association has so completely exposed. The "pilgrims" reached New York Dec. 30 and received much free publicity.

The Multiple Linotype Idea

IN THE SUNNY SOUTH

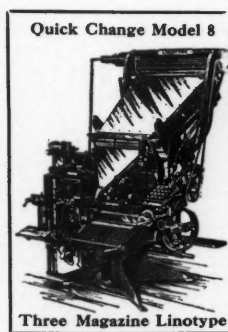
After ten weeks' experience with the Multiple Linotype Way

CHARLES H. ALLEN

Publisher of the

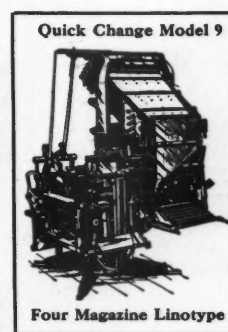
Mobile (Ala.) Evening Post

Expresses himself as convinced that



Three Magazine Linotype

**THE
MULTIPLE
LINOTYPE
WAY
IS THE
BEST WAY**



Four Magazine Linotype

Mobile, Ala., Dec. 23, 1913.

Mergenthaler Linotype Company:

The Evening Post is now ten weeks old, and we are sending you a copy of the issue of Sunday, Dec. 21. This is not a "special edition," but one of our regular Sunday morning editions—46 pages.

A careful perusal of the paper sent you will show 186 columns of ads, heads and cuts, together with 150 columns of straight reading matter, and we believe the most interesting point in this statement to you is that all of this reading matter and at least four-fifths of the ads were set on our battery of three Linotypes. We call your attention to the arrangement and neatness displayed in the composition of all these ads.

We had determined not to make any statement regarding the results obtained from our plant other than in a general way, but now believe it is due your company to submit this unsolicited testimonial and praise of the three Linotypes which constitute the Post battery. These machines are running like clockwork, and we have had practically no trouble since they were installed. Everything your company claims for these machines has been more than proven.

It would be an utter impossibility for us to complete the enormous amount of composition, both ads and straight matter, with single magazine machines, no matter how quickly the changes of magazines might be made, and we are now able to testify, after ten weeks of actual experience, that the multiple Linotype way is the best way.

Yours very truly,

THE POST PUBLISHING CO.,

(Signed) Chas. H. Allen, V. P. and Gen. Mgr.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this Company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

TEACHING JOURNALISM

Prof. Merle Thorpe, of the University of Kansas, Emphasizes the Importance of a Printing Laboratory in Preparing Young Men for Newspaper Work—Just How It Helps.

At the American Conference of the Teachers of Journalism, Prof. Merle Thorpe, of the University of Kansas, read an important paper on "The Relation of a Printing Laboratory to a University Course in Journalism," in which he said:

In the United States there are about 22,000 newspapers, employing in various capacities 175,000 men and women. Of these papers less than 300 are metropolitan. Twenty-one thousand seven hundred are weeklies. Publishing is the fifth industry in the United States in point of output. In Kansas there are 610 country weeklies and 70 country dailies, with 67 scattering trade journals. The nearest approach to a metropolitan paper is a Topeka paper, with a circulation of 34,000, published in a city of 43,000. These 747 Kansas papers employ about 31,000 men and women. Publishing, according to output, is the sixth industry in Kansas.

SHAPING WORK TO CONDITIONS.

The policy of the University of Kansas is to shape its work to meet conditions in the State. In the case of the journalism department, however, to keep in mind Kansas conditions, is to keep in mind the general conditions in the United States. We must prepare our men for the country field. As a rule we have found that a man trained for the country field fits in nicely on the metropolitan papers. But the reverse is not true. And in training men for the country field we find the printing laboratory indispensable.

For the country editor is a many-sided creature. He is a hybrid, neither flesh nor fowl. He must partake of the professional man in his editorial capacity, and yet be master of the most intricate business in the world. If he is over-trained in one department at the expense of the other, the paper and his community will suffer. A good news gatherer, a good writer and editor without business ability is shackled. Business efficiency makes for editorial influence. Editorial independence most surely depends upon business efficiency.

After the fundamentals of news-gathering, writing and editing are mastered the student must be taught the principles of efficient administration. He must understand the economics of publishing; he must have a perfect knowledge not only in the printing department, which is an unfortunate though necessary economic adjunct of the country newspaper, but in the newspaper. He must be able to apply scientific management to his industry, just as scientific management has been applied so successfully to other industries. He must understand the equipment of a newspaper plant, with reference to cost and efficiency and the probable demands of the business. It is a question which has caused more failures in country journalism, overequipment or under-equipment. He must master his figures in each department, machine and hand composition, make-up, presswork and bindery, because only in this way will he be able to find the leaks in his business and stop them, and at the same time be able to force the more profitable operation. He should also be given opportunity to get executive training, to see that workmen are in the right place at the right time; in short, to get the most work out of the men under him.

KNOWLEDGE OF ACCOUNTING.

The student ought to go out from a department of journalism with a knowledge of the best methods of keeping records on his business; he should get at the best methods by studying the underlying principles governing good accounting. The blanks in use at the Kansas department of journalism may be entirely unsuited for his business in Gawk City, but with a knowledge of the principles involved he ought to be able to design his own blanks and perfect his own system with greatest economy and efficiency.

In each department you will find students who wish to specialize in advertising and administration. For these as well as the country newspaper man the printing laboratory is valuable. The successful advertising man must have a thorough knowledge of typography. He

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER. EXCEEDS THE 20,000 MARK

In 1913 the FLORIDA METROPOLIS reached the high-water mark of its circulation, and in December passed all records of increases made since the paper was established. Following is the record for December, 1913:

Total circulation for December.....	532,512
Average daily circulation for December.....	20,481

Average daily circulation December, 1912.....	17,691
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Net average daily gain December, 1913, over 1912.....	2,790
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Three Months' Comparison, 1912-1913

Total circulation for last three months 1913.....	1,545,329
Average monthly circulation last three months 1913.....	515,109
Average daily circulation last three months 1913.....	19,812

Same months in 1912.....	17,807
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Net gain last three months 1913 over 1912.....	2,005
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Six Months' Comparison, 1912-1913

Total circulation last six months 1913.....	2,928,966
Average circulation last six months 1913.....	488,161
Average daily circulation last six months 1913.....	18,775

Average daily circulation last six months 1912.....	16,713
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Net gain last six months over 1912.....	2,062
---	-------

Twelve Months' Comparison, 1912-1913

Total circulation for year.....	5,685,511
Average monthly circulation for 12 months 1913.....	473,792
Average daily circulation 12 months 1913.....	18,223

Average daily circulation in 12 months 1912.....	16,823
--	--------

Net gain daily circulation for 1912.....	1,400
--	-------

While the Metropolis was showing the greatest gains in its history its morning contemporary was admitting its first loss of circulation in six years, admitting a loss of daily 542 average for the year, and an average Sunday loss of 491 for the year.

METROPOLIS ADVERTISING GAINS

The Metropolis changed ownership on the 28th of July, 1913. Up to the first of August, 1913, the advertising record of its competitor had not been kept in the Metropolis office; therefore, comparisons are only made in advertising for the last five months of 1913.

The first thing done under the new ownership was to throw out objectionable advertising, which is still carried by the Times Union. This caused a loss of lineage for two months, but the gains after that period were gradual and substantial, and in the last five months of 1913, the Metropolis gained 54,950 lines over the same period of 1912.

ADVERTISING COMPARISON LAST FIVE MONTHS 1913

The following table shows the standing of the two newspapers in Jacksonville for the past five months in the various important classifications of advertising, showing the immense lead of The Metropolis in department store advertising, which is placed by the most astute buyers of advertising space, and the medium selected strictly on the record of results from the paper:

	METROPOLIS SIX DAYS LINES	TIMES-UNION SIX DAYS LINES	TIMES-UNION SUNDAY LINES	TIMES-UNION DAILY & SUN. LINES
DEPARTMENT STORES.....	375,606	50,946	207,174	251,020
Men's Clothing.....	99,610	55,818	42,588	98,406
Financial.....	89,824	53,802	12,208	66,010
Railroad.....	68,838	126,056	17,084	143,140
Steamship.....	35,070	34,748	7,168	43,916
Furniture.....	93,482	34,370	110,136	144,506
Real Estate.....	202,076	71,470	80,612	152,082
Shoes.....	41,720	14,098	23,324	42,412
Hardware.....	41,930	21,388	10,192	31,580
Amusements.....	38,080	17,612	14,154	31,766
Grocery.....	50,008	19,054	25,662	44,716
Automobiles.....	40,530	19,684	70,938	90,622

In eleven out of the twelve important classifications, which include practically all the display advertising carried in Jacksonville, The Metropolis leads its morning competitor, comparing six days against six days (The Metropolis has no Sunday edition). Comparing the seven days of its morning contemporary against its six days. The Metropolis leads in seven out of twelve of the classifications of display advertising.

It is easy to compare the above figures, six days against six days, in which there is competition, and see

The Metropolis is Absolutely Supreme in the Jacksonville Field in amount of Daily Advertising Carried

THE FLORIDA METROPOLIS

JACKSONVILLE, FLA.

"Florida's Greatest Newspaper"

Foreign Representatives

THE E. KATZ SPECIAL ADVERTISING AGENCY

409 Harris Trust Building
CHICAGO, ILLS.

15 Madison Square, North
NEW YORK, N. Y.

must understand the relation of the various type faces, borders, paper, ink and engraving. Advertising is a science based on psychology, and the printed appeal of salesmanship depends almost as largely on the form of presentation of the matter as the matter itself. The advertising man must understand display; he must know how to get emphasis from type faces, variety, contrast and harmony. The typography of newspaper advertising has a social value; better typography makes for better appeal; better appeal, better results. Better results mean less waste to advertisers and more sinews of war for the newspaper. All of the elements of rhetorical persuasion must be used with equal force in carrying the message on a printed page. A printing laboratory will open this view to the students.

SCIENTIFIC AD RATES.

The backbone of the modern newspaper is its advertising. We know too well the ignorance of the average newspaper man as to the costs involved in his advertising problems. Advertising rates should be worked out scientifically, according to size, duration, regularity and composition. Not a few of metropolitan advertising managers are struggling with these very problems. These questions can be worked out in a university laboratory and are being worked out in the department of journalism at Kansas.

A knowledge of costs makes for better salesmanship. One of the causes of the demoralization in the country newspaper field to-day is that the editor does not know the value of his commodity. He is at the mercy of the brow-beating customer.

With the changing ideas of democracy, the initiative, the referendum, the recall, more responsibility is laid at the door of the country editor. The university will render a distinct social service if it can make the 700 editors of the State more independent editorially by improving their business efficiency. Again let it be said, business efficiency must precede editorial independence. The student learns at first hand the cost of his product in the journalism laboratory.

I doubt if a department of journalism should attempt to teach the trade of printing. This will quite likely be a development, but it should equip the student, however, with a knowledge of the various operations in the back office. At Kansas we give him 180 hours of laboratory work, with two lectures a week on the mechanics of printing. He goes out able to set type, read proof, lock up a form, put it on the press, choose his ink and paper and appreciate the economic value of each of these operations.

GETTING AT THE FACTS.

A printing laboratory is valuable in teaching reporting and editing, but is invaluable in teaching administration and printing. The student at the University of Kansas, through the printing laboratory, gets at first hand a knowledge of the physical apparatus of his profession. He gets experience in conducting a publishing business scientifically, and that means successfully. The printing laboratory, which is and always should be divorced from the newspaper, does a monthly business of from \$1,200 to \$1,500. The student puts himself in place of owner, and knows every operation, the time and minutes, and cost in dollars and cents. He knows what each one of the twenty employes does in a given hour and a given day; he knows the labor cost per hour in each department; he knows the productive and non-productive time of each department and each man; he knows how to distribute the fifty-seven varieties of overhead expenses. And he glories in the work because he knows.

The student gets experience through the printing laboratory in publishing a paper scientifically and, as a result, successfully. The Daily Kansas costs from \$600 to \$700 monthly, is owned, managed and edited by the students, with practically no faculty supervision; students in the department have access to all records, know that on a given date the cost of white space is slightly under nine cents; that the cost of an inch of composition of average copy is 4 1/2 cents. Thirty minutes after the paper comes from the press a daily statement is tacked on the bulletin board showing the gross earnings of that day's paper, with the gross cost and the net profits or loss. These earnings and expenditures are itemized, and if the weekly statement of present worth does not correspond with the daily reports by a five-cent piece there is a scramble to find the error. A student in the administration

(Continued on page 593.)

AD LEAGUE MEN DINE.

Members of the Executive Committee of the A. A. C. A. Guests of the Organization—Optimistic Speeches Made by Prominent Men—President Woodhead Received a Hearty Welcome — Coleman's Address.

The January dinner of the Advertising Men's League of New York, which was held at the Aldine Club on Tuesday evening, was made the occasion of a reception to the members of the executive committee of the Associated Advertising Clubs of America, which held important sessions here in the early part of the week.

Those present were President William Woodhead, of the Sunset Magazine, San Francisco; Walter P. Cherry, first vice-president, of the Merrell-Soule Co., Syracuse, N. Y.; P. S. Florea, secretary, of the P. S. Florea Advertising Agency, Indianapolis; George W. Coleman, former president of the A. A. C. A., of Boston; William C. Freeman, New York; A. E. Chamberlain, Chicago; Edward J. Shay, Baltimore, and C. W. Mc-Dairmid, Toronto, Canada.

A LARGE ATTENDANCE.

About two hundred and fifty members of the League were present to welcome the distinguished guests. William H. Ingersoll, president of the League, presided, and during the evening made a number of felicitous and semi-humorous remarks in introducing the several speakers. Music was furnished by an orchestra and by an excellent baritone singer. A number of the members expressed the opinion that such an entertainment was much better than the "stunts" which heretofore have been a feature of the monthly dinners.

Herbert Houston, vice-president of Doubleday, Page & Co., and chairman of the educational committee of the A. A. C. A., the first speaker, told of the educational work being done by the clubs in different parts of the country. Advertising men in fifty-eight clubs are now engaged in studying the advertising courses prepared by the educational committee.

Mr. Houston urged the members of the League to look to their laurels, as other clubs were doing splendid work along original lines. He called attention to a new course in advertising English which is shortly to begin under the direction of Professor Hotchkiss, of Columbia University.

SMITH OPTIMISTIC.

Paul Smith, sales manager of the Lozier Automobile Co., spoke upon the future of the automobile industry. He was decidedly optimistic as to the outlook for business. He asserted that the hectic period of development had passed and that the industry had now entered upon a period of solidity and upbuilding. He believed that not so many high-priced fancy cars would be sold during the next few years, but that the vogue of the moderate-priced car would be extended. The present automobile show in Madison Square Garden is considered one of the best, from a business standpoint, that has been held in two or three years.

Mr. Smith was enthusiastic about what had been accomplished for the automobile business by advertising. He declared that it was the strongest sales force available. A great improvement was noticeable in the character of the advertising employed by the leading manufacturers. It had never been as true and as honest as at the present time. Advertising and selling, he contended, must go hand in hand. If the manufacturer's product was not right it was useless for him to advertise it and expect to get good results.

Ralph Easley, of the National Civic Federation, spoke upon "Social and Industrial Progress." He told of the work that had been accomplished by the Federation. In touching upon the difference between the labor unions and the Industrial Workers of the World, he said that the former believed in craft organiza-

"Latest returns" that show the supremacy of

The Hartford Times.

HARTFORD, CONN.

The Times carried 258,121 more lines of advertising in its 77 issues (evening only) in October, November and December, 1913, than its nearest competitor carried in 92 issues (morning and Sunday).

More and more, the advertisers seeking the great trade that Connecticut has to offer are providing *first of all* for space in the Connecticut paper that has, assuredly, the most to offer.

Paid circulation is the circulation that pays advertisers

The average net cash paid circulation of *The Times* in 1913 was 21,849 copies daily—a gain of 1,328 copies daily over 1912.

The average net circulation in 1913 (copies actually sold or distributed for services, to advertisers and for files and exchanges) was 23,166 copies daily, a gain of 1,435 copies daily over 1912, thus the total gain for the year is made up as follows:

1,328 copies paid
107 " unpaid
1,435 average gain

Sworn statements will be sent to anyone upon application. Auditors and examiners from any source will be welcomed.

"Let the truth be known"

KELLY-SMITH COMPANY

Representatives

220 Fifth Ave., NEW YORK

Lytton Bldg., CHICAGO

tion, while the latter held, in case of a newspaper, for instance, that all the mailers, circulation men, pressmen, compositors, reporters and editors should belong to one organization, so that in case an injustice was done to one all of the employes could be taken out on a strike.

PRESIDENT WOODHEAD'S RECEPTION.

President Woodhead received a splendid greeting when he arose to address the diners.

"It was only a short time ago," he said, "that the A. A. C. A. was merely a social institution. Since then the spirit of co-operation has been at work and has converted the organization into a great business force which is for uplifting the profession and strengthening the confidence of the public in the value of advertising."

LABOR AND CAPITAL.

"In the differences that arise between labor and capital neither one can expect to rule. Co-operation will be the only ruler in the near future. The reformation of the advertising business, to which this organization is devoted, is not going to be brought about this year or next. Some of the advertising men are not ready for the change that we seek to bring about. The greatest evil we have to fight is the quack and the faker. Every woman who is cheated by a dishonest advertisement loses faith in good advertising, and thus our cause is hurt."

"There is a present need for reorganization in our association. That is the work upon which the executive committee is engaged at present. We have got to find a way to finance the association so that it can carry on its work to advantage. We need a paid permanent business staff to take care of the mass of details that are attendant upon the work."

GUDE'S EXPERIENCES ABROAD.

O. J. Gude, of the O. J. Gude Co., who recently returned from a trip to Europe which he made in order to extend to foreign advertising clubs an invitation to be represented at the Toronto convention, told the audience of his experiences abroad.

Allen Walker, of the United States Chamber of Commerce, explained the work of that body and invited the League members to lend their aid to its advancement. He said that the Chamber was composed of 350,000 business firms and was the largest commercial body in the world. The object of the organization was the advancement of the business interests of the country. Labor has been organized for some time; so has agriculture, through the Granges; but not until the United States Chamber of Commerce was founded had there been a general organization representing the business interests of the country.

COLEMAN'S SPEECH.

George Coleman, of Boston, who made the last speech of the evening, delivered one of his characteristic addresses. He called attention to the fact that in building up the A. A. C. A. all of the work had been done by volunteers. During the two years that he had served as president he had devoted two-thirds of his entire time to the organization. He traveled all over the United States at his own expense, and did it cheerfully and gladly, because he felt that the clubs were doing splendid work and one that would have a helpful influence upon business. He was glad that he had had the opportunity of serving his fellow men. Mr. Coleman thought the best thing that the A. A. C. A. had accomplished was the improvement that it had brought about in the character and practise of advertising.

During the evening a toast was drunk in glasses of cold water to President Wilson.

King for a Day.

Of all the days that's in the week
There's none so fair as Monday,
For that's the day we get our pay—
Facetiously called "bun" day.

A Press Club feed, a good cigar—
A king we are for one day.

And when our last week's debts are paid,
It's heans again till Monday.

—Chicago Press Club Scoop.

AD FIELD PERSONALS.

Henry L. Wilson, advertising manager of the *Cosmopolitan Magazine*, spent the holidays at Pinehurst, S. C.

Winfield Uring, of the advertising staff of the *New York Sun*, will on Monday join the staff of I. A. Klein, special representative of the Metropolitan Tower. Mr. Uring was for eleven years on the *Times* and for four years was engaged in the agency business with his brother. His friends wish him good luck in his new connection.

Mrs. Jessie L. Leonard, of Winthrop, Mass., has been appointed advertising and sales manager for the *Naturaline Corset Company*, of Boston, Mass. Mrs. Leonard was once identified with R. H. Macy & Co., of this city, as special writer of advertising and is otherwise well equipped for filling the position now undertaken by her. She is a member of the Associated Advertising Club of America by virtue of her secretaryship in the *Woman's Publicity Clubs* of Boston.

E. B. Gerdine, of New York, has been appointed advertising agent of the *Delaware & Hudson Company*, with headquarters at Albany.

Charles J. O'Malley, head of the *O'Malley Advertising Company*, textile advertising specialists, has been elected president, pro tem., of the syndicate of *American Tailors, Inc.*, which has an authorized capital of \$100,000.

Herbert N. Casson, advertising expert, will be the principal speaker at a meeting of the *Buffalo Ad Club*, to be held on Jan. 22.

George W. Cecil, Jr., has joined the staff of the *George A. Deatel Advertising and Selling Service*, of Baltimore. He was formerly with the *Philadelphia Record*.

W. E. Rogers is now advertising manager of *Babson's Statistical Service*, at Wellesley Hills, Mass., succeeding K. H. Partelow, resigned.

C. E. Woods, at one time with the *Erickson Company, Inc.*, and formerly with *Lord & Thomas*, of Chicago, has been appointed manager of foreign advertising for the *Boston American*. The early experience of Mr. Woods as advertising manager for a Chicago mail order house will admirably qualify him for his new job.

Wilfred O. Jones, who during the past year has represented *Hearst's Magazine*, prior to which he was with *Doubleday, Page & Co.*, will, on Jan. 12, assume charge of the advertising department of *C. H. Stephenson*, a Lynn, Mass., manufacturer.

E. R. Weadon has resigned as sales manager of the *Pompeian Manufacturing Company*, Cleveland, to assume control of the sales and advertising for the *Taps Pharmaceutical Company*, of this city.

James E. Baird has been appointed advertising manager of the *General Motors Truck Company*, Pontiac, Mich. Mr. Baird was advertising manager of the *Kingman Plow Company*, Peoria, Ill.

Nat M. Olds, formerly advertising manager for the *Stein-Block Company*, Rochester, N. Y., and more recently with *Sherman & Bryan*, of this city, has been appointed secretary to Marcus M. Marks, the newly-elected President of *Manhattan Borough*, New York. Mr. Olds managed the recent campaign for Mr. Marks.

The *Newport (Pa.) News* has changed from a weekly to a semi-weekly.

Sol. H. Hutton has purchased the *Moscow (Idaho) Daily Star-Mirror*.

GIFTS TO JAMES RASCOVAR.**Associates Present Them in Honor of Twenty-fifth Wedding Anniversary.**

When James Rascovar, president of the *New York News Bureau* and *Albert Frank & Co.*, with Mrs. Rascovar, returned home last Sunday from a trip in celebration of their twenty-fifth wedding anniversary, they found that the employes of the two concerns had been busy during their absence preparing surprises for them.

Monday forenoon members of the staff of *Albert Frank & Co.* assembled in the office, at 26 Beaver street, and presented Mr. Rascovar a handsome silver vase, together with an engrossed memorial signed by all the contributors to the gift. In the afternoon the staff of the *New York News Bureau* presented him an elaborate silver centerpiece for the dining table, accompanied by a memorial expressing their appreciation of Mr. Rascovar's fine qualities as a man.

Mr. Rascovar on each occasion thanked his associates for their gifts, and said he hoped that he would always prove himself worthy of the good-will and kindly feeling reflected by them.

AD FIELD NOTES.

The eleventh edition of the *Aurora (Ill.) Beacon-News "Dope Sheet"* contains cards of rates and official data concerning the paper and town, has appeared. In a space of three small pages the publishers have succeeded in crowding a lot of interesting facts such as advertisers want to know.

The *Mahin Advertising Co.*, of Chicago, has opened a *New York office*, with *George N. Boyd* in charge, assisted by *J. D. Driscoll*. *A. E. Fowler*, formerly vice-president of *Ewing & Miles*, *New York*, has joined the *Mahin Advertising Co.*, with headquarters in Chicago.

Elgin (Ill.) News' Benefit Doll Show.

The *Elgin (Ill.) Daily News* celebrated Christmas by holding a doll show. One hundred dolls were donated for the purpose by 100 bachelors and dressed by members of the high school domestic science classes and other pupils. The *Fire Department* members collected the dressed dolls which were first exhibited at the *Daily News* office, and subsequently distributed among the poor girls of *Elgin*. In connection with the doll show bank accounts were opened by an anonymous donor in favor of fifty boys.

Chattanooga to Advertise.

The *Chattanooga (Tenn.) Chamber of Commerce*, has addressed a letter to a number of newspaper and advertising agents, asking them to submit a plan for exploiting the city's business, industrial and educational advantages, that shall call for an expenditure of not more than \$20,000 during 1914. The plan is to be submitted without obligating the Chamber in any way, and without loss of time accompanying personal solicitation and interview.

Baltimore News Enterprise.

The *Baltimore News* sent out as Xmas remembrances about sixty cartoons, individually done, to friends in the advertising business in Baltimore. The cartoons were well executed and handsomely framed and make a very nice appearance and a lasting advertisement for the *Baltimore News*.

THE WORLD'S NEWSPAPERS.

(From *Caxton's Magazine*.)

To ascertain accurately the number of newspapers which appear in the world is not easy. Many figures have already been given, the most recent being furnished by a *Munich journal*, *The Neueste Nachrichten*, from a computation made by *Dr. A. Schnitter*.

In America, naturally, newspapers appear in the greatest number and with the largest circulations. In 1908, the year for which the calculations were made, 22,435 periodicals were published in the

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.
- 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.

United States, among which were 700 morning and 1,800 evening papers; in 1907 this number was a little greater. These periodicals consume each year five million pounds' worth of paper, the advertisements bring them in twenty million pounds, and the sale of copies eighteen million. Canada alone possesses 1,200 journals of which 100 are daily, while Central and South America have 2,400 periodicals.

Germany occupies the second place, with more than 10,000 journals and periodicals, of which 1,500 are daily; their total circulation is about 25 million copies, of which a third are forwarded by post; as regards German colonies, these have twelve journals.

In France 9,000 journals or reviews appear, 7,500 being dailies; in Austria-Hungary 5,600, and in Great Britain 4,400, of which 230 are daily. Italy has 3,500, of which 100 are daily; in Spain the number is only 2,000, 300 being dailies.

Russia in spite of its immense territory and enormous population of over 100 millions does not exceed that of Spain (2,000), and there are hardly 200 dailies.

Belgium, with a population of only

seven and a half millions, has as many journals as Spain. Three-quarters are in French and the others in Flemish. Switzerland has 1,200 journals and reviews, including 100 daily, 800 German, 350 French, and 50 Italian; and Denmark has 1,450 journals for only three and a half million inhabitants.

The most modest figures are given for Holland, Sweden (1,000 publications), Norway, Roumania (600), Turkey (300), Greece (150). Some rare sheets appear in Portugal, Luxembourg, Bulgaria and Servia.

Japan is constantly on the road of progress; it has reached 2,000 journals, of which 400 are dailies, and one of them, *The Shi-Schi-Simpo*, appearing in Tokio, has a circulation of 400,000. China is still very much in arrear; in Siberia one can count hardly a dozen journals. There are 1,800 in India and 1,000 in Australia.

In Africa the press is very little developed, although 200 periodicals are already published in Egypt, Algeria and Cape Colony.

The total number of journals and reviews in the entire world can be estimated at 70,000, and the paper necessary for their printing five million tons.

TIPS FOR THE AD MANAGER.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is placing 10 l. 102 t. orders with a selected list of papers for the Ricord Co., 44 East Twenty-third street, of the same city.

Carl M. Green Co., Free Press building, Detroit, Mich., will handle the advertising account of the Saxon Motor Co., of the same city.

Street & Finney, 45 West Thirty-fourth street, New York City, are reported to be completing the advertising contracts made some time ago for the spring advertising of Strouse, Adler & Co., "C. B. à la Spirité Corsets," 45 East Seventeenth street, New York City.

Birch-Field Co., 110 West Fortieth street, New York City, is issuing contracts to New York City and Philadelphia Sunday papers for the Bosch Magneto Co., Springfield, Mass.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is renewing 56 l. 7 t. orders with a large list of papers for the Frontier Asthma Co., 462 Niagara street, Buffalo, N. Y.

Hill & Tryon, 234 Fifth avenue, New York City, are sending out orders to a few large city papers for the Japan Society, 165 Broadway, New York City.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., it is reported, will place the advertising account of the North American Construction Co., 400 Aladdin avenue, Bay City, Mich.

Wm. Wrigley, Jr., Co., "Wrigley's Spearmint Chewing Gum," 88 Michigan avenue, Chicago, Ill., is renewing contracts through the Stewart-Davis Advertising Agency, Kesner building, Chicago, Ill.

Robert M. McMullen Co., Cambridge building, New York City, is forwarding 15 in. 15 t. orders to a few Southern papers for F. F. Dalley Co., Ltd., "Two-in-One Shoe Polish," Hamilton, Canada.

It is reported that the American Tobacco Co., 111 Fifth avenue, New York City, will spend \$1,500,000 in newspaper advertising for the year 1914. The Frank Presbury Co., 458 Fourth avenue, New York City, places the advertising.

The Mahin Advertising Co., 104 South Michigan avenue, Chicago, Ill., handles the advertising account of the Allen Motor Car Co., "Allen Automobiles," Postoria, O.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is renewing copy for the C. E. Brooks Appliance Co., of Marshall, Mich.

E. J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is issuing orders to a selected list of papers for the Cammeyer Shoe, Sixth avenue and Twentieth street, New York City.

J. W. Morgan Advertising Agency, 44 East Twenty-third street, New York City, is making 100 l. d. c., 1 t. a month t. f. contracts with a large list of papers for Charles Cluthe & Sons, 125 East Twenty-third street, New York City.

Cowen Co., John Hancock building, Boston, Mass., is making new contracts for the P. Lorrillard Co. of New Jersey.

Wylie B. Jones Agency, Binghamton, N. Y., is renewing contracts for the Stearns Electric Paste Co.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing copy every other week until March, 1914, for John A. Smith.

Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is sending to a few cities 8 in. 3 t. contracts for the Security Cloak & Suit Co.

H. K. McCann Co., 11 Broadway, New York City, and various other agencies are issuing 250 l. 4 t. orders, generally, for the Express Co.

Stewart-Davis Agency, Kesner building, Chicago, Ill., is making 10,000 l. 1 year contracts with Texas papers for Charles E. Lane & Co., St. Louis, Mo.

W. W. Sharpe & Co., 99 Nassau street, New York City, are issuing 48 l. 26 t. orders to a few papers for Ducros Elixir.

MAHIN ON OUTLOOK FOR 1914.

President of Advertising Company Takes Cheery View of Coming

John Lee Mahin, president of the Mahin Advertising Co., Chicago, takes a highly optimistic view of the outlook for 1914. In an interview which appeared in the New York Herald last Sunday Mr. Mahin has this to say: "Advertising is certainly a mighty good business barometer. Being in touch, as I am, with the advertising and sales arrangements of many of the largest manufacturers and dealers of the country, I must say that the outlook for 1914 is very bright.

"For a time during 1913 it was evident that there was a feeling of uneasiness over the future. We were passing through one of those periodic times of depression in business circles. But in the fall the change began manifesting itself.

"I think the big men of the country began to reflect that, after all, there are the same number of people in the country and that on an average they are going to live just the same as they have been living, and a little bit better, if they can. At any rate, from what I know of advertising plans for the new year, a bigger and better volume of business may rightfully be predicted.

"Prosperity is not only reflected in advertising; it is forecast. The same holds true of adversity. And when things look blue for business you will find that advertising feels the effect first of all. I can only say that for the coming year there is certainly a strong, healthy tone to advertising plans, and that the big advertisers of the country apparently have sensed the undercurrent of increased prosperity which is rapidly coming to us.

"The newspapers by their co-operation and encouragement are surely helping the merchandising and manufacturing element to bring about a newer and greater feeling of confidence on the part of the public.

"Advertising is lowering the cost of living and increasing the advantages of life to the present and coming generations."

Tells About Ward & Gow Contract.

The Motion Picture Story Magazine has written to Mayor Mitchel to bring before him the action of the Interborough Rapid Transit Co. in letting to Ward & Gow the contract for the new stand and advertising privileges on the subway and elevated lines for fifteen years from January 1. It has done this because it considers that the city as a consequence of the dual subway bargain is financially interested in the terms which the Interborough now makes.

Lynch Quits as Head of I. T. U.

James M. Lynch has resigned as president of the International Typographical Union, effective last Thursday. The resignation came as the result of a meeting of the union held last month calling for Mr. Lynch's retirement and the turning over of the bonds and money of the union to his successor, James M. Duncan, who has been first vice-president of the organization. Mr. Lynch is now State Labor Commissioner of New York.

TEACHING JOURNALISM

(Continued from page 590.)

department can tell in fifteen minutes' time the exact value of the Daily Kansas business at that hour. He understands his business as the banker understands his, and as more newspaper men learn system and efficiency the craft will sooner approach the financial respect of the banker or professional man.

COVERING EVERY PHASE OF WORK. By means of the printing laboratory the student gets a grasp on the whole situation from news-gathering, composition, press and folding, mailing and distributing, advertising and circulation, light, heat, power and other overhead expenses. He understands every angle of the newspaper game. In conclusion, the printing laboratory

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
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54969)Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Dec. 1913.
POLISH DAILY ZGODA.....Chicago	Daily113,881
SKANDINAVENChicago	Sunday147,378
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 30,000 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	CANADA.
Average 1912: Daily 10,589; Sunday 11,629	BRITISH COLUMBIA.
Member American Newspaper Pub. Ass'n.	WORLDVancouver
Member "Gilt Edge" Newspapers	ONTARIO.
MINNESOTA.	FREE PRESS.....London
TRIBUNE, Morn. & Eve....Minneapolis	QUEBEC.
MISSOURI.	LA PATRIE.....Montreal
POST-DISPATCHSt. Louis	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

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

was afforded a quick means of getting the support of the State press for this new idea of teaching journalism. Editors were skeptical at first, but the practical work in the back office appealed to them and early enlisted their sympathy. The laboratory allows us to assist the publishers of Kansas as other industries of the State are assisted in various ways by other departments. We furnish cost system blanks, assist in installing system and efficiency methods, use the mono-

type at odd hours to cast up job type to exchange for the Kansas editors' worn-out material; we help publishers estimate technical jobs and act as arbitrator in disputes involving legal work. We realize that this is not the most important help that the university should give the publishers of the State, but it is the first step in gaining their confidence, after which it will be an easy matter to advise with them in their ethical and social problems.

CARRIERS' GIFT TO EDITOR.**They Present R. W. Knott 1,112 Subscriptions to Louisville Post.**

One of the unique gifts that marked the Christmas season was the presentation of a list of 1,112 subscribers to the Evening Post of Louisville to Richard W. Knott, the editor, by the carrier boys and route men employed on the paper.

Just how to present these 1,122 new members of the Evening Post's old and established family of readers to the editor was something of a puzzle, for it is hard to get 1,122 subscribers into the form of a Christmas gift. At last the happy suggestion was made that a book be compiled which would contain the names and a short sketch of each carrier boy and the names of the subscribers he had secured.

By way of decoration each boy was to contribute a drawing which would give his idea of Christmas cheer.

The 135 compilers of this volume went to work with a will. First in importance came the names of new subscribers, and these were secured with a success that had never been met before. Next in interest were the drawings, and these proved that a surprising degree of artistic talent was slumbering in the carrier force. What was lacking in execution was more than made up by originality of conception.

After much enthusiastic effort had been put into this congenial task the book was complete, bound in a handsome and durable manner.

The first page contained an address to the editor, prepared by David B. G. Rose, manager of the circulation department of the Post; James S. Veech, superintendent of city circulation, and Burrell C. Burgess, city circulation.

The presentation was made at Mr. Knott's home, where, much to the surprise of his visitors, they were greeted by Santa Claus and conducted to the dining room, where a collation was served.

DINKINS' CAREER.**Senate Sergeant-at-Arms an Old Newspaper Publisher.**

Macey Dinkins, of Canton, Miss., a high official in the office of the Sergeant-at-Arms of the United States Senate, is a thoroughly experienced newspaper man, having served in every department of the printing and newspaper business and until 1911 closely identified with it. He began as "printer's devil" in his father's office, a small weekly paper, and learned the printer's trade. After experience as editor and manager of a weekly paper in Vicksburg, he became secretary-treasurer and manager of the Hattiesburg Daily News. In 1908 he was tendered the business managership of the Jackson (Miss.) Issue, owned and edited by the ex-Governor, James K. Vardaman. In this capacity Mr. Dinkins soon built up the circulation of this paper to the largest of any in Missis-

sippi, and at the beginning of the most bitter campaign in that State, in 1911, he assumed the editorship of the paper, and not only did the writing and manage its business affairs, but helped direct the campaign, which resulted in the overwhelming election of James K. Vardaman to the United States Senate. After this election Senator Vardaman relinquished the Issue. Mr. Dinkins also severed his connection with the paper and was later appointed to the position he now holds.

When "Stagg" Becomes "Hagg."

The Cincinnati Enquirer refers to him as Alonzo Hagg. Such, we regret to say, is fame.—*Chicago Tribune.*

Not at all. Such is the way of the man whose writing makes "St" look like "H." Ask any linotyper.—*New York Evening Mail.*

Pity the poor compositor—sometime. When you see your name in a newspaper spelled wrongly of course you are annoyed. Some get downright angry at the "stupidity" of newspaper editors, reporters and typesetters who seem unable to get names spelled right in print. Indeed, it is true enough that an awful lot of avoidable stupidity is displayed in newspaper print, but do not blame the editor nor any other newspaper employe for all mistakes.

Take the case of Alonzo Stagg. Few men, outside the field of politics, are better known to readers of the sporting pages, and especially to college men, than Mr. Stagg.

But have you seen the "St" written so it looked like "H"?

Every printer does not play football, nor do they all know about Alonzo Stagg. Perhaps the proofreader in the office of the Cincinnati Inquirer should have known, but he didn't.

No matter how well you are known, or how well is known the man you are writing about, write the name carefully.—*American Penman.*

Warns Against Lightweight Paper.

The Department of Agriculture has issued a warning against the use of light, limp paper in those publications which are frequently consulted. The wearing qualities are inadequate. Too many publishers have gone to extremes in adopting lightweight printing papers. The body of the paper has often suffered because of impoverishment.

Destructive Competition.

The fact remains that unless the manufacturer of a widely advertised article is able to maintain the price at which it shall be sold to the ultimate consumer, competition becomes destructive instead of beneficent, in exact proportion to the popularity of the article. The final result will be the elimination from the market of this particular article, whatever it may be.—*Elbert Hubbard, in the Philistine.*

Plans for the new home of the Springfield (O.) Daily News are now being prepared.

The Evening Post

NEW YORK

Announces the appointment of

Chas. H. Eddy

as Eastern Advertising Representative for Foreign Accounts.

New York: Chas. H. Eddy, Metropolitan Building
 Boston: Old South Building
 Chicago: Eddy & Virtue, People's Gas Building

Greetings of the Season

The Milwaukee Journal

Net Paid Daily Circulation, 73,405

(Audit by N. W. Ayer & Son for
9 mos. ended November 30, 1913)

FOREIGN ADVERTISING REPRESENTATIVES

Mara & Drustee

BRUNSWICK BUILDING NEW YORK.
 TRIBUNE BUILDING, CHICAGO

ANNOUNCEMENT

The Chicago Daily Journal

announces the appointment as its
Eastern Advertising Representatives

HASBROOK, STORY & BROOKS

INCORPORATED

Publishers' Representatives

NEW YORK PHILADELPHIA CHICAGO
 Fifth Avenue Building Mutual Life Building People's Gas Building

Effective Jan. 5th, 1914.

THE DENVER PUBLISHING COMPANY

Announces that on and after this date

THE ROCKY MOUNTAIN NEWS
(MORNING AND SUNDAY)

and

THE DENVER TIMES
(EVENING)

Will be Represented in the Foreign Advertising Field by

VERREE & CONKLIN, Inc.
 BRUNSWICK BLDG., NEW YORK STEGER BLDG., CHICAGO
 January 1, 1914

TO THOSE WHO ARE STILL NOT UPON AN AUTOPLATE BASIS

As bearing upon our letter of December 20th, printed in *Editor and Publisher*, we desire to inform you that the *Hartford Times*, of Hartford, Conn., has ordered of us a **New Model Foundry**, consisting of two **Semi-Autoplate Machines**.

This installation will place the *Hartford Times* upon a thoroughly modern and efficient mechanical basis, and will insure its possession of the most effective newspaper plant to be found anywhere in New England, outside of Boston and Providence. In celerity of publication, in economy of operation, and in perfection of product none other can equal it.

In order to make room for the **New Model Foundry** the *Hartford Times* has asked us to offer for sale upon its behalf the following apparatus, all inquiries concerning which should be addressed directly to that newspaper:

- 1 Hoe Automatic Plate Finishing Machine, having the latest improvements.
- 2 Hoe Equipoise Casting Boxes.
- 1 Hoe Double Furnace.
- 2 Hoe Pumps.

Also an emergency equipment consisting of a **Tail Cutting Machine**, a **Shaving Machine**, and a **Finishing Block**.

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. and Gen. Mgr.

One Madison Avenue, New York

“Lest We Forget”

Quantity of circulation is not the most important criterion of an advertising medium. Consequently THE CHICAGO TRIBUNE seldom calls attention to that part of its service to advertisers.

Nevertheless, advertisers should not lose sight of the fact that to the character and responsiveness of its readers, THE CHICAGO TRIBUNE adds the maximum of quantity as good measure.

The net paid *city* circulation of THE CHICAGO DAILY TRIBUNE is greater than the net paid *city* circulation of the next two Chicago morning papers *combined*.

The *total* net paid circulation of THE CHICAGO DAILY TRIBUNE exceeds that of the newspaper frankly stating that it has “the second largest circulation in the Chicago morning newspaper field,” by 75%.

The net paid *city* circulation of THE CHICAGO SUNDAY TRIBUNE is nearly 20% in excess of the net paid *city* circulation of the second Chicago Sunday paper.

Although it does not accept money from commercial pirates advertising fake sales; although it does not insert quack medical advertising; although it does not swell its volume with “trade deals” or advertising taken without pay, THE TRIBUNE prints nearly as much total advertising as all the other Chicago morning papers *combined*.

The Chicago Tribune.

THE WORLD'S GREATEST NEWSPAPER

(TRADE-MARK REGISTERED)

EASTERN ADVERTISING OFFICE: 1215-1216 Croisic Building, 220 FIFTH AVENUE, NEW YORK CITY

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