

to fill gap.

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 12, No. 44

NEW YORK, APRIL 19, 1913

10 Cents a Copy

WOULD CURB PRESS.

SENATOR WORKS FINDS FAULT WITH TENDENCY TO PRINT SENSATIONAL NEWS.

Addressing Senate on Bill Designed to Confine Mention in D. C. Papers of Crimes, Accidents and Tragedies to Bare News of Occurrence—California Censures American Press for Latitude Taken in This Matter.

A bill has been introduced in the United States Senate by Senator Works of California, making it unlawful, should it pass, to publish details of crimes and accidents in the District of Columbia. Should such a bill become a law, the act might eventually be made to apply to publications having an interstate circulation. The bill reads:

PROVISIONS FOR THE BILL.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That it shall be unlawful for any person, corporation, or association to print or publish in any newspaper or other publication in the District of Columbia on account of any murder, or alleged murder, or any other actual or alleged crime, suicide, or other accident, injury, or tragedy of any kind wherever the same may have been committed or happened, or alleged to have been committed or happened, other than a mere statement of the fact that such a crime, tragedy, or accident has happened or is alleged to have happened, without details or comments of any kind with respect to such crime, accident or tragedy, or in respect of, or about, any person connected with or related to or alleged to be or to have been connected with or related to the same.

Sec. 2. That any person, corporation, or association who shall violate any of the provisions of this act shall be guilty of a misdemeanor and shall be fined not less than \$500 nor more than \$5,000, to which may be added imprisonment in the District jail or workhouse for not exceeding one year."

In support of this measure, Senator Works, on April 17, addressing the Senate, said in part:

INFLUENCE OF PRESS.

"The newspaper is a great and powerful influence in a free country like ours, where the press is free and untrammelled. That influence may work for good or evil. The publisher of a newspaper takes upon himself responsibilities of the highest order. He may make his publication an influence and support for the very best in private and public life. It finds its way into the homes of the people and may be an inspiration and uplift that can do more than almost any other force to purify thought, elevate manhood and womanhood, direct the steps of the young to a higher standard of purity and righteousness, elevate citizenship, inspire young and old to a better understanding of the obligations of citizenship in a free Republic like ours, and a higher and more unselfish patriotism. Such should be the mission of every publication.

"That some of our newspaper men are not living up to this high ideal of true journalism none, I believe, will be more ready to admit than journalists themselves, and none, I am very sure, would be better pleased than they to remedy the evils that have resulted from a departure from the higher standard.

NEWSPAPERS PUBLISHED FOR PROFIT.

"Newspapers are published for profit. They will print what their readers want and will pay for. With altogether too many of them it is a purely commercial question. So regarded, it is only a question whether a paper which publishes such matter as this bill proposes to prohibit is a better seller and will secure a wider circulation and more advertise-

(Continued on page 13.)



ELBERT H. BAKER,

PRESIDENT OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION AND EDITOR OF CLEVELAND PLAIN DEALER.

Suffragettes Stone London Editor.

Objections on the part of suffragettes to the tone of the editorials in the London Evening Standard, condemning militant methods, led to an attack on the building of that newspaper April 11. As the editor-in-chief was entering the office a large stone was thrown at him. The missile missed its mark and smashed a window in the night watchman's box, injuring the watchman. The suffragettes also smashed with hammers two plateglass windows in the timekeeper's office. Several arrests were made. On Friday a carefully engineered suffragette plot to burn the Standard offices was discovered.

A bill prohibiting fraudulent advertising has been introduced in the Rhode Island Senate.

North Dakota Now Has Pure Ad Law.

A bill prohibiting false and misleading advertising of all kinds and stipulating that a violation of its terms shall be punishable by fines or imprisonment, or both, was recently passed by the North Dakota Legislature and signed by Governor L. B. Hanna March 11. The Bismarck Tribune, through S. C. Barnes, advertising manager, was largely instrumental in obtaining the passage of this measure, which puts North Dakota among the first States to adopt a pure advertising law.

The White Hall Paper Manufacturing Co. has been incorporated at Baltimore, with a capital stock of \$200,000, to manufacture machinery for making paper and pulp.

BUILDING FOR AD MEN.

PENNSYLVANIA RAILROAD TO ERECT 17-STORY STRUCTURE IN SEVENTH AVENUE.

Announcement Made at Dinner of Eastern Division of the A. A. C. A.—Will Cost with Land \$2,800,000—Proceedings of the Annual Conference—Reports of Committees—Abolition of Division's Dividend.

The conference of the Eastern Division of the A. A. C. of A. held at the Waldorf-Astoria, New York, on Friday, April 11, was a successful demonstration of the practical results that may be achieved by the divisional or intermediate organization between the national association and the local clubs.

In the morning the several committees held conferences, and at the afternoon session the chairmen of the committees made their reports.

The most important topic discussed was a resolution submitted by W. C. Freeman, of the Evening Mail, recommending the abolishment of the Eastern Division. Those who participated in the discussion were Herbert S. Houston, Harry Tipper, Carl C. Ackerman and H. J. Mahin.

Those in favor of the resolution argued that the division organizations were unnecessary and added to the cumbersomeness of the machinery of the national organization without increasing its efficiency, that they impose unnecessary burdens of work upon the committees and take up too much of the time of busy men; that many of the club members did not feel that they could afford to attend two club conventions a year.

PRESIDENT COLEMAN'S ADVICE.

George W. Coleman, president of the A. A. C. of A., advised strongly against such action, using as a basis of his argument the reports of the chairmen of the various committees. He said that if all the divisions had carried on their work as thoroughly and systematically as the Eastern Division had been carrying on its operations that the utility of the advertising club organization would be increased immeasurably.

He said that the subject of the abolition of the division organization had been brought up at the meeting of the Executive Committee recently held in Baltimore. A commission was appointed which, after due consideration, reported in favor of the abolition of the divisional organization. It was Mr. Coleman's idea that the provision of the constitution making division organizations obligatory should be abolished and another substituted allowing the clubs to do as they pleased. As the matter will come before the Baltimore convention for final action, Mr. Coleman suggested that Mr. Freeman's resolution be laid upon the table. Subsequently Mr. Freeman withdrew his motion, and the matter was dropped.

METHOD OF PROCEDURE.

Probably the two most important committee reports were those of H. D. Robins, treasurer of the Eastern Division Vigilance Committee, who reported that vigilance committees had been organized in practically every club in the Eastern Division; and also the report of E. M. Carney, chairman of the Club Organization and Development Committee. Mr. Carney stated that the committee's work had been conducted along two lines: First, in cities where there were no clubs at the present time; and, second, in cities where there were clubs.

In the first case he said that the



GEORGE W. COLEMAN IN ACTION.

method of procedure was to write to advertising men or the advertising managers of publications whose names were secured, urging them to organize an advertising club in town and asking them to furnish a list of names of other advertising men to whom the committee could write, and stimulate their interest in the organization of a club.

In cities where there were already advertising clubs a list of adjacent cities was sent to the club, requesting them to indicate which cities on the list were logical advertising club cities and urging the club to co-operate with the Eastern Division and stimulate interest in such cities. During the past year about ten new clubs had been organized in the Eastern Division, and while the Eastern Division Committee had not, in every instance, personally conducted the organization of the club, there was every reason to believe from correspondence and other evidence in hand that the work of the Organization Committee had been, in a great measure, responsible for their establishment. The list includes the Elizabeth (N. J.) Ad Men's League, the Lancaster (Pa.) Ad Club, the Manchester (N. H.) Ad Club, the Export Advertising Club of America, the Erie (Pa.) Ad Club, the Newark (N. J.) Ad Club, the Capitol District Ad Club of Albany, and the Bridgeport (Conn.) Ad Club.

OFFICERS ELECTED.

The following officers were elected: Gerald B. Wadsworth, president; E. J. Shay, first vice-president; Horace P. Murphy, second vice-president; David D. Lee, secretary; H. H. Cooke, treasurer.

At the banquet held in the Myrtle Room of the Waldorf-Astoria in the evening the surprise which had been advertised for the occasion was sprung. It consisted of placing before the conference the plans for a seventeen-story building, to be known as the Advertising building, which is to be erected at the corner of Thirty-third street and Seventh avenue by the Pennsylvania Railroad Co.

Carl E. Ackerman, chairman of the committee that conducted the negotiations with the Pennsylvania Co., after making the announcement, showed a number of lantern slide pictures of the new building. Later the guests were invited to inspect several views of the building prepared by the architects—McKim, Meade & White—exhibited in an adjoining room.

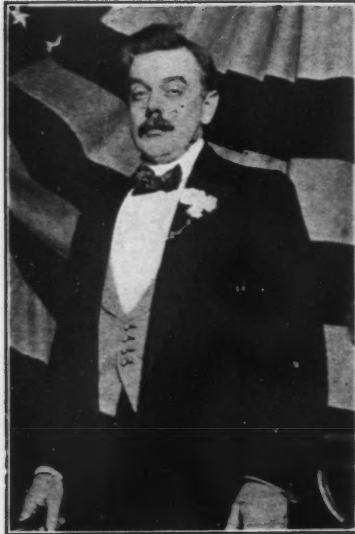
THE GREAT SURPRISE.

To say that the members of the division were surprised is putting it very mildly—they were astonished at the announcement and delighted with the plans. None of them had even dreamed that the advertising men of the city would, for years to come, have such a business home erected for their use in New York. They all agreed that the committee representing the division in the negotiations, consisting of Messrs.

Ackerman, Carney and Richardson, and Messrs. Carskaddon and Moschizken, of the Pennsylvania Railroad Co., were entitled to their sincere thanks for the admirable plans they had adopted.

The new building, with the land upon which it is to be erected, will cost approximately \$2,800,000. It will have a frontage of 143 feet and 9 inches; 110 feet on Thirty-second street, and 65 feet on Thirty-first street. It will be built 15 feet back to the building line in Seventh avenue, leaving an open space 135 feet in width between it and the station. The building has been designed to harmonize with the Pennsylvania Station.

A holding company, capitalized at \$100,000, is being organized by the Eastern Division of the Associated Advertising Clubs of America to take over the



PRESIDENT G. B. WADSWORTH.

property when it is completed. This company will represent the railroad and the advertising concerns interested in the project.

One of the features of the dinner was the taking of a number of individual flashlight pictures of the speakers by H. M. Bennett, advertising manager of the International Photo Sales Co., several of which appear elsewhere in this issue. The excellence of the work is apparent. This is the first time that pictures of this kind have been made at a public dinner, showing the speakers in action.

LIST OF SPEAKERS.

The speakers' list included George W. Coleman, president of A. A. C. of A.; E. J. Shay, president Advertising Club of Baltimore; Lewis B. Allyn, chemist Westfield Board of Health; Robert E. Lee, personal representative of the Mayor of Baltimore; Wm. C. Freeman, and Herbert N. Casson.

All of the speakers of the evening, as well as the guests, were taken so absolutely unawares by the surprise that had been sprung that those who were to speak forgot the speeches they contemplated making, and spent most of the time allotted them in praising the enterprise of the Eastern Division for having so successfully worked out this plan for a building in New York, and the Pennsylvania Railroad Co. for its business acumen in putting up such a structure.

The largest delegation to the conference, outside of New York City, came from Baltimore and included Robert E. Lee, representing Mayor Preston, of that city; E. J. Shay, president of the Advertising Club of Baltimore; Henry Morton, chairman of the Ways and Means Committee; Francis Lawlor, Jr., former president of the A. C. of B.; Frank Ellis, Frank D. Webb, William Woodward Cloud, J. Sigmund and Alfred I. Hart.

The Columbia (S. C.) Record has been elected to membership in the American Newspaper Publishers' Association.

WASHINGTON TOPICS.

The Gridiron Club Dinner—Great Crush to Hear Presidential Message—Senator Chilton's Minimum Wage for Women Up—The Democratic Administration Strenuous.

(Special Correspondence.)

WASHINGTON, April 16. — President Wilson and his entire cabinet took their first lesson in statecraft from the Gridiron Club last Saturday night at its annual spring dinner at the New Willard. The dinner was one of the most enjoyable ever given by the famous club, and the quips and gibes directed at the distinguished visitors present were taken in the good-natured spirit in which they were made.

A scene from genuine melodrama, "The Democratic Lighthouse," conveyed in thrilling fashion the warning to the tariff makers of the dangers that lie in their pathway. This bit of melodrama and a parody on the "Chimes of Normandy," with the initiation of Thomas F. Logan, of the Philadelphia Inquirer, and Robert Halsey Patchin, chief of the New York Herald bureau, were the features of the evening.

The newspaper men present, other than the members of the club were: General Felix Agnus, Baltimore American; A. J. Blethen, Seattle Times; C. C. Brainard, Brooklyn Eagle; Donald Craig, New York Herald; John M. Deponia, Baltimore Star; James Elverson, Jr., Philadelphia Inquirer; James Calvin Hemphill, Philadelphia Ledger; John W. Hunter, Washington Herald; James Kerny, Trenton Times.

Also Victor Kauffmann, Washington Star; John Lorange, Boston Advertis-



E. M. CARNEY SINGING A SONG.

er; Edward G. Lowry, New York Evening Post; Randolph Marshall, New York Herald; Carlos K. McClatchy, Sacramento Bee; George B. Mallon, Everybody's Magazine; Theodore W. Noyes, Washington Star; John P. Ryan, San Francisco Post; Richard Smith, Indianapolis News; William E. Scripps, Detroit News; Hal H. Smith, Baltimore American; Harry A. Thompson, the Country Gentleman; Samuel C. Wells, Philadelphia Press. Dr. Frederick Franz Friedmann, of Germany, the tuberculosis specialist, was also a guest.

E. A. Fowler, chief of the New York Sun's Washington bureau, was elected a member of the club at its last meeting.

Probably never before in the history of the House press gallery has there ever been such a demand for seats as on the occasion of the visit of President Wilson on Tuesday, when he read his tariff message to the two Houses of Congress in joint session. Every correspondent who has membership in the press galleries of Congress was present, and in addition to these it seemed that every paper in the United States had a

representative who wanted to get into the gallery on that day. Probably a national convention never attracted a larger number of newspaper correspondents.

Senator William E. Chilton, owner of the Charleston (W. Va.) Gazette, has introduced a bill which will make it unlawful, should it become a law, for any person, firm or corporation engaged in interstate commerce to employ any female person in and about any business connected with or forming any part of interstate commerce, or in the production or manufacture of any article which is to become the subject of interstate commerce, at a wage of less than nine dollars a week, and who is not fifteen years of age. Six days a week of eight hours a day shall constitute a week within the meaning of his bill. Violators of the terms of the act shall be liable to a fine of not less than five hundred dollars or imprisonment of not less than three months.

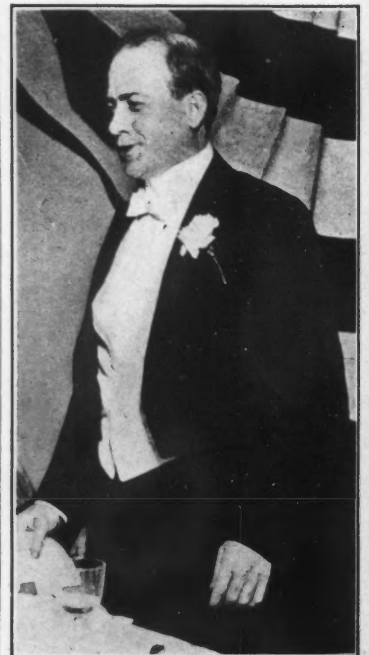
Under the new administration the newspaper men stationed at the White House have been kept on the "wing" more continuously than ever before. President Wilson has already made two formal visits to the Capitol when it was necessary for the White House newspaper squad to accompany him, and he has signified his attention to make these visits more frequently. When the President arrived at the Senate for his conference with the Democratic members of the Finance Committee on Wednesday he found awaiting him the familiar faces of the boys who frequent the offices at the White House.

Hoe Executors File Accounting.

The executors of the estate of Robert Hoe, who died in September, 1909, have filed an accounting for the period from Sept. 15, 1911, to Dec. 31, 1912, in the Surrogate's Court, New York. At the last-named date they had on hand realty worth \$3,000,000 and \$99,265 in cash. They derived \$1,244,129 from the sale of realty in the accounting period, and \$1,165,715 from the sale of personal property, of which \$932,691 represented sales of books in the Hoe library. The accounting made Sept. 15, 1911, showed that up to that time \$999,366 had been derived from selling books in the Hoe collection.

Mt. Vernon Papers in Libel Suit.

The Mount Vernon (N. Y.) News has instituted a \$50,000 suit for libel against the Daily Argus of that town. The basis of the suit is the publication of an editorial in the Argus, which alluded to the circulation of its contemporary as "promiscuous."



CARL E. ACKERMAN.

CHICAGO HAPPENINGS.

A. M. Lawrence Files \$250,000 Libel Suit Against Inter-Ocean Company, H. H. Kohlsaat, Owner, and Others—Press Club "Scoop"—Newspaper Stands Held Legal—Ice Men Plan National Advertising Campaign.

(Special Correspondence.)

CHICAGO, April 16.—Suit for \$250,000 for libel was filed in the Circuit Court Saturday by A. M. Lawrence, publisher of the Chicago Examiner, against the Inter-Ocean Newspaper Co.; H. H. Kohlsaat, owner and publisher of the Inter-Ocean; W. E. Moore, managing editor; Cyrus H. McCormick, Charles R. Crane, Julius Rosenwald and James A. Patten. According to the allegations set forth in the declaration, the suit is based on an editorial published in the Inter-Ocean on April 2, 1913, under the heading, "How Long Will Chicago Endure Blackmailing Journalism?"

The prelude to the first part of the Press Club "Scoop" at the Auditorium, matinee and evening of April 26, will be acted by Opie Read and Col. William Lightfoot Visscher, revealing the sentiment of newspaper days gone by. The prelude will introduce "A Press Club Stag," by Clement Yore, during which the audience will participate in the pleasures of one of the evening entertainments for which the Press Club is noted. An olio of specialties will introduce eight Chicago cartoonists working simultaneously. A satire on the presidential inauguration will follow.

CORNER NEWSSTANDS LEGAL.

Newspaper stands on street corners are legal, according to an opinion sent to Chief of Police McWeeny by the corporation counsel's office. The chief had asked for an opinion because a lawyer had written to him stating that he believed the ordinance permitting the stands was unlawful because it was discriminatory in favor of daily papers published in Chicago.

A national advertising campaign costing \$100,000 was decided upon by the United Ice Manufacturers' Association, which met here last week. Fourteen associations were represented at the meeting, and their representatives decided upon a combined plan of advertising in order to reduce the individual cost and prevent much of the waste now apparent. The housewives of the country will be urged to use more ice, and the purpose of the advertisements will be to point out the economy in the long run of an unstinted refrigerator supply.

NEW EDITORIAL ASSOCIATION.

Plans for the organization of the National Agricultural Editorial Association were discussed at a meeting of editors of rural and agricultural newspapers and magazines here last week, presided over by Col. F. P. Holland, of Dallas, Tex. A committee was chosen to formulate a constitution and by-laws and to issue a call for the permanent organization of the association.

The wife of Will H. Dilg, president of the Will H. Dilg Advertising Co., has withdrawn her suit for divorce and has retracted the charges of cruelty made in her bill.

When B. J. Bussiere, president of the Classified Advertising Co., failed to appear in the Speeders' Court to answer to a charge of driving his automobile at an unlawful rate of speed, his bond of \$400 was declared forfeited.

The Chicago Press League gave a beefsteak breakfast last week in the attic loft of the Saratoga Hotel. Mrs. Mary Moncure Parker responded to the opening "Toasts and Roasts on the Gridiron." Mrs. D. Harry Hammer gave a toast to "Women," and Mrs. L. Brackett Bishop on "The Simple Life." Mrs. Frederick K. Bowes, president of the league, presided. Mrs. Paul Bartlett sang a group of French and English songs.

The Ideal Press Co., of Chicago, has been incorporated with a capital of \$2,000, to manufacture printing presses and supplies.



NEW OFFICE BUILDING FOR ADVERTISING MEN.
TO BE ERECTED IN NEW YORK BY THE PENNSYLVANIA RAILROAD COMPANY.

CITY NEWS MEN DINE PIERSON.

Retiring President Gets Set of Appreciative Resolutions.

Frank H. Pierson, city editor of the New York Herald, who recently retired from the presidency of the New York City News Association, a position he had held for twelve years, was tendered a luncheon at Haan's on Friday last week by his associates in the management of the bureau. At the luncheon Mr. Pierson was presented with a gold fountain pen suitably inscribed, and an engrossed copy of resolutions expressing appreciation of his "tireless, conscientious and unremitting efforts" and conveying regret at losing him as president of the association.

The resolutions were signed by Arthur Greaves, Times; J. Wm. Emmert, German Herald; Harris M. Crist, Brooklyn Eagle; J. K. Ohl, Herald; Jackson S. Elliott, Associated Press; Justin McGrath, American, and Arthur T. Clarke, World.

Arthur Greaves, of the Times, has been elected president to succeed Mr. Pierson, and the vacancy on the executive committee has been filled by the election of J. K. Ohl, of the Herald, to that position.

We Don't Believe It.

Speaking of Cardinal Newman, the Hon. Stephen Coleridge says in his volume of "Memories" recently published: "He came on one of his periodical visits when my boy Johnnie was about three years old, and about the middle of breakfast, according to custom, he was brought down, and sat as usual on my wife's knee."

PACIFIC COAST NEWS.

(Special by Wire.)

SAN FRANCISCO, April 16.—Robert Sterling Yard, well-known publisher of Glen Ridge, N. J., was among yesterday's arrival at the St. Francis.

Announcement was recently made of the engagement of Miss Barbara E. Bush to James Russell Booth, associate editor of the Contra Costa Gazette. Miss Bush is the granddaughter of Tax Collector David Bush of this city. The wedding will take place in June.

The advertising association of San Francisco was addressed by Sherman T. Blake at the regular weekly luncheon at Techau Tavern. Mr. Blake is a noted salesman and business getter. He said in part:

"The advertising association is following Eastern leaders in this field in getting together and exchanging successful plans for merchandise.

"A salesman who reports to his employer that he is unable to get business owing to dull times, should be temporarily laid off and another man put on in his place, for San Francisco is by no means dead. No man should be a 'has been' before he is seventy years of age."

Fred E. Reed, of the Oakland, and of the Chamber of Commerce talked on "Community Advertising."

The following changes have recently been made in the directorate of the Echo Publishing Co., Bakersfield, Cal., owing to the death of Senator Smith, who owned the controlling interest: A. W. Mason, president; Maria I. Smith, vice-president; L. E. Chenoweth, secretary-treasurer and business manager. Mr. Mason, who is a son-in-law of the late Senator Smith, and was formerly engaged in mercantile business in Kern county, is the advertising manager. Mr. Chenoweth has been business manager of the paper for several years.

R. J. Miller, until recently a reporter on the Los Angeles Express, has recently joined the staff of the Bakersfield Californian, Bakersfield, Cal.

Harry G. Stuart, until recently part owner of the Bakersfield (Cal.) Echo, is investigating several newspaper properties in California with a view of purchasing. Mr. Stuart has had many years' experience in all branches of newspaper work.

Newark News Editorial Staff Feast.

Interesting addresses on newspaper topics were given at the second "get-together" dinner tendered the editorial staff of the Newark (N. J.) Evening News by Publisher Wallace M. Scudder last Saturday night. Edward W. Scudder, editor of the paper, acted as toastmaster and introduced the speakers, who included Mr. Scudder, James P. Logan, associate editor; John W. Maynard, managing editor; Eugene Farrell, assistant general manager, and City Editor Peter J. O'Toole.



CLUB ROOM FOR AD MEN IN NEW AD BUILDING.

AMERICA'S LEADING CARTOONISTS.

Charles H. Sykes,

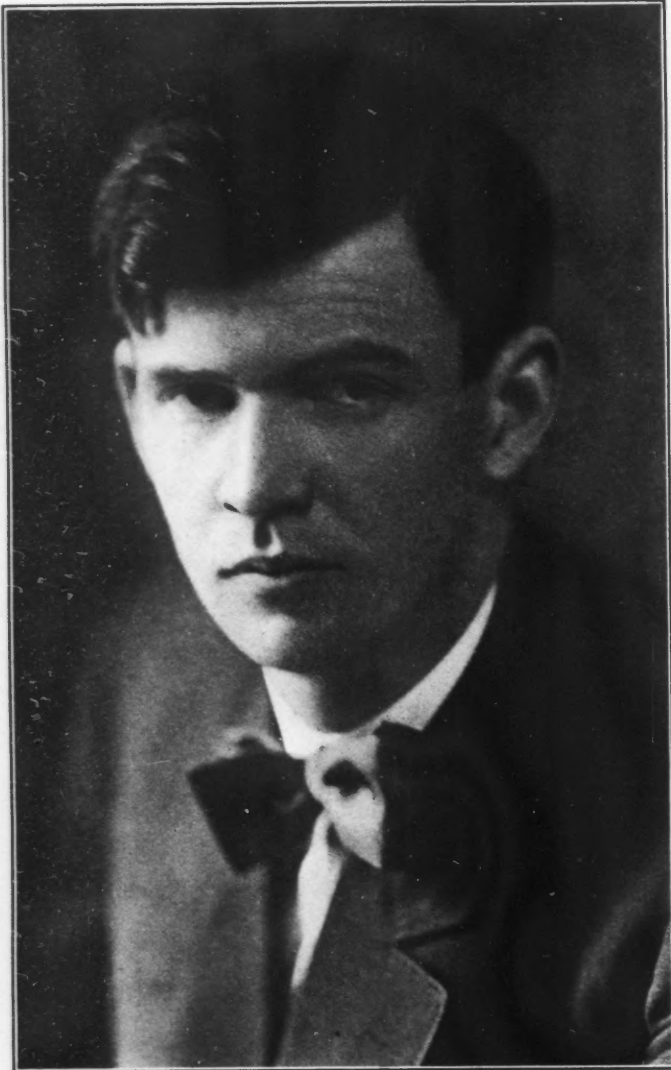
Of the Philadelphia Public Ledger.

Among the cartoonists in the Quaker City, Charles H. Sykes, of the Public Ledger, holds a prominent place. Born at Athens, Alabama, in 1882. Mr. Sykes received his early art training in the Drexel Institute in Philadelphia.

After some "free lance" illustrating on magazines and other publications,

the fall of 1911, when he decided to return to the field of his first newspaper work.

Mr. Sykes arrived in Philadelphia in 1911 when that city was in the throes of a vigorous political campaign, and a reform wave was sweeping the State. He accepted an offer from the Ledger,



CHARLES H. SYKES.

Mr. Sykes entered the newspaper field through the medium of the Philadelphia North American in 1906, later in the same year going to the Williamsport (Pa.) News.

The Nashville (Tenn.) Banner was the next scene of Mr. Sykes' endeavor, the nomadic fever peculiar to newspaper work, having gotten into his veins. He remained with the paper until

and his cartoons in that paper played a prominent part in bringing about the victory of the reform forces.

Although his success in the North has placed him in the front rank of his chosen field, it has not affected his loyalty to the Southland, and he admits that his preference runs to portrayals of Southern types and customs.

Evening Mail Re-elects Officers.

The annual meeting of the stockholders of the New York Mail and Express Co., publishers of the Evening Mail, was held in the office of the president of the company, April 14. Henry L. Stoddard, T. E. Niles, J. C. Cook and Wm. H. Stephens were re-elected directors. Paul Block was elected a director to fill a vacancy in the board. The reports of the officers indicated that the company is in a very flourishing condition and the paper is making tremendous strides in both circulation and advertising. Mr. Stoddard, president; Mr. Niles, vice-president; Mr. Cook, treasurer, and Mr. Stephens, secretary, were all re-elected at the annual meeting of the Board of Directors held after the stockholders' meeting.

An Unparalleled Record for 1912 THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911
An increase of more than 50 per cent.

The Herald and Traveler Herald possess the confidence and respect of their readers. They are its greatest asset and this great record shows that they believe in Herald advertisers and Herald advertisers believe in the Herald.

Combined circulation exceeds 200,000 Copies each week day—Sunday exceeds 100,000

Circulation booklet sent upon request. Address "Desk F," New York Office. Nothing better in New England for profitable publicity.

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



"THE BURNT CHILD!"

From the Philadelphia Public Ledger.

CONNECTICUT NEWS NOTES.

That a movement is on foot for the establishment of a one cent morning newspaper in Bridgeport seems assured, several of the reportorial and editorial men on the other publications having been recently approached concerning the acceptance of places on the new publication. The Telegram is the only publication in the morning field at present, and much opposition has been shown over its advance in price to two cents. Local men are said to be behind the proposition.

Frank Devine, who recently resigned as assistant city editor of the Bridgeport Telegram, is on the staff of the Farmer.

Vincent Sexton has resigned as general assignment man on the staff of the Bridgeport Post, to take a position with the Farmer, covering the city hall beat.

Arthur F. Williams, formerly city editor of the Bridgeport Telegram and now news editor of the Philadelphia Record, has moved his family to that city.

Bennett Tousley, former New Haven newspaper man, is now connected with the staff of the New York Sun.

Edward Morrison, managing editor of the Bridgeport Standard, has been secured as one of the speakers at the banquet of the Republicans of that city this month.

James L. Cosgrove, for many years on the police and higher court beat for the Bridgeport Telegram, has been assigned to the position of assistant city editor and "special write-up" man. C. R. Gollomb, for some time past connected with New York newspaper work, takes his place on the Telegram.

A. L. Miller, of Buffalo, N. Y., has joined the advertising department of the Bridgeport Standard.

Efficiency Society Meets Tuesday.

The Efficiency Society will hold its April meeting at the Aldine Club on Tuesday evening next. "Retail Distribution Efficiency" will be the subject of discussion by F. H. Ralston, general sales manager of the Butterick Publishing Co.; R. B. Wattey, auditor of the United Cigar Co., and Paul Bunn, general manager of the Home Pattern Co.

Pittsburgh Press Patient Not Cured.

Dr. David S. McCann, the first American subject of Dr. Friedmann, who was sent to Berlin by the Pittsburgh Press, O. S. Hershman, owner, to take the Friedmann "cure," writes from the former city that after eleven weeks' treatment with the turtle vaccine he despairs of recovery. Dr. McCann was described by Pittsburgh specialists as "a typical pulmonary consumptive." Mr. Hershman, in a statement to the press, says that the test, though incomplete, demonstrates that hopes of consumptives for a quick cure by the Friedmann treatment at its present stage are groundless and that there is as yet no conclusive evidence that the treatment is "worth a penny to any pulmonary consumptive who is seeking an absolute and positive cure."

Moose Jaw Reporters Allege Slander.

Two reporters on the Moose Jaw Morning News, Saskatchewan, Canada, have begun an action for slander against C. E. Brown, the public commissioner, who recently came to that city from Medicine Hat, alleging damages to the amount of \$10,000. The action is based on the allegation that the plaintiffs wrongfully took money belonging to the National Lead Co. in connection with the erection of a linseed oil mill.

London Times to Sell for Twopence.

The London Times announces that on and after May 5 its price to the general public will be twopence instead of threepence, as it has been since 1861.

There is only
ONE SURE WAY
to cover

Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.
Chester, Pa.

F. R. NORTHRUP, 225 Fifth Ave., New York Representative.

CONDEMNS COLORED NEWS.

Prof. Bleyer Compares It with the Adulterated Food Evil.

"The newspapers, in reporting the events of the day, constitute practically the only source of information for the average voter concerning the various social, economic, and political questions upon which he must vote. The rapidly increasing tendency of citizens to vote, regardless of party affiliations and the extension of methods of direct law-making by means of the initiative and referendum, demand that citizens have accurate information on men and measures. Any influence that affects the accuracy of the facts concerning current events thereby tends to affect the basis underlying the opinions and the decisions of the voters. Upon the accuracy of the newspapers in matters of news, therefore, depends to a great extent the character of our Government. The suppression or distortion of news by newspapers thus becomes a question of public policy."

Prof. Willard C. Bleyer, head of the course in journalism at the University of Wisconsin, recently set forth these ideas in an address on "The Function of the Newspaper," before the students of Beloit College:

"Like common carriers, such as railroads," said he, "the newspapers have a public function as well as the private need of making money, and that public function is to furnish the news commodity in which they deal in complete and accurate form."

"News adulterated and colored is as harmful to the opinions of newspaper readers as impure and poisonous food is to their physical constitution. Before pure food legislation prohibited the adulterating, coloring and misbranding of food, the buyer was at the mercy of the unscrupulous manufacturers, just as the newspaper reader is now at the mercy of the few unscrupulous newspaper makers. Although public sentiment has demanded laws to prevent impure food, it has not yet insisted that its food for thought on political and economic questions be furnished uncolored by the newspapers."

"A generation ago Government regulation of railroad rates, foodstuffs and competition in business was regarded as unjustifiable interference with personal liberty. To-day any Government interference with newspapers is considered as an attack on the freedom of the press."

"Newspaper faking often appeals to the young reporter as clever and commendable, particularly when he hears old newspaper men tell stories of successful 'fakes.' But every fake, whether it deceives many or few, lowers newspapers generally in the estimation of all who know that it is false. Thus the value of the press as a source of reliable information is seriously impaired. From whatever point of view faking is regarded, it is indefensible. It hurts the guilty writer; it hurts the victim of the fake; it hurts the newspaper that publishes it; it hurts journalism generally."

Multitype Members Reorganize.

At a recent meeting in Spokane, Wash., 180 members of the Multitype Machine Co. voted unanimously to reorganize under new articles of incorporation. With the exception of those shares which stand in the name of J. J. Hummell, organizer and former president of the company, the stockholders of the old company will receive a share of stock with a par value of \$1 in the new company in the place of each share of stock in their possession. The capital stock of the new corporation is to be \$1,000,000. The first trustees were elected as follows: A. S. Germain, H. Temby, S. A. Bishop, T. Sheppard and Alfred Long. The Government has been investigating the mail matter and methods of this company, and the present step has been taken to protect its interests.

The Joplin (Mo.) News-Herald is planning a new home.

EVENING SUN LEADS IN GAINS

The New York Evening Sun gained more lines of advertising during the Month of March, 1913, than any other New York evening newspaper.

Following records compiled by the Evening Post:

EVENING SUN	68749 Gain
EVENING JOURNAL	57594 Gain
EVENING WORLD	46545 Gain
EVENING POST	25353 Gain
EVENING TELEGRAM	14733 Gain
EVENING MAIL	4725 Loss
EVENING GLOBE	34167 Loss

The Evening Sun now has a larger circulation than at any time in its history—its net paid circulation greatly exceeding one hundred thousand copies.

CHAS. P. KNILL
Western Representative
 910 Steger Building, Chicago

I. A. KLEIN
Eastern Representative
 Metropolitan Building, New York

KICKING ABOUT MAILS.

Periodical Publishers Complain of Poor Service Under the Blue Tag System—Seventeen Days Required to Land Magazines in Texas—How the Present Scheme Works Out and the Difficulties Encountered.

That the publishers of magazines and periodicals are anything but satisfied with the method employed by the post office in handling second-class mail known as the "blue-tag" plan, was shown when THE EDITOR AND PUBLISHER endeavored to ascertain the value of assertions made that generally the mail delivery of publications had greatly deteriorated recently. It was also demonstrated that the circulation managers of the New York dailies had no complaint to make, general satisfaction with the service being expressed. While there had been some delay, owing to the floods in many parts of the country, the delivery of newspapers everywhere was said to be normal.

AN UNSATISFACTORY SYSTEM.

Managers of the magazines, however, had a different story to tell. The transshipping of their products from mail cars to freight trains, and another shift to the mail cars in the Middle West, was said by them to result in a most annoying and expensive loss of time. When the change was made, the magazines set about to make the best of it, though many of them had to go to press earlier in order to reach dealers and subscribers on the release date. With the system working smoothly this, it appears, might lead to a satisfactory service, but, as the circulation managers insist, the scheme is full of defects, resulting often in the misrouting of shipments.

The views of B. A. MacKinnon, circulation manager of the Pictorial Review, and D. C. Dean, traffic manager of the American News Co., express the general feeling of those affected.

Expressing the opinion that the experience of his firm was typical among publishers of periodicals, Mr. MacKinnon said that the "blue-tag" system was unsatisfactory, and never had been anything else.

MR. MACKINON'S TEST.

"Some time ago, answering the pressure of many complaints, we made a test of the delivery of our magazine," explained Mr. MacKinnon. "We requested several thousands of our subscribers to let us know the date on which our magazine reached them. The result was astonishing."

Mr. MacKinnon then submitted a chart that had been made on the information obtained. This showed that magazines mailed on the 4th of the month reached readers in California on the 13th, 14th, 15th, 16th, 18th and 21st; subscribers in Oregon were served on the 13th, 14th, 15th, 16th and 17th, and Texas was reached on the 9th, 10th, 11th, 13th, 14th and 15th, while even in Iowa deliveries were not made until the 10th, 11th, 13th, 15th, 16th, 17th and 18th of the month, the shortest period of transit being, oddly enough, five days to Texas, and no less than seventeen to parts of California, while the average time was eleven days, as against six days to the farthest point on the continent under the old arrangement.

THE DAYTON NEWS

Is read in more Dayton homes than all other Dayton papers combined.

THE SPRINGFIELD NEWS

Is read in 75 per cent. of Springfield homes and has a larger bona fide circulation than any other Springfield paper.

To have your ads read by the greatest number of people use the News League—it's the only way, but it's a good way, because you pay only a fair rate and get good service.

Combined circulation for February 44,480.
Combination Rate, 6 cents a line flat.

News League of Ohio

DESK N, DAYTON, OHIO
New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

"I am afraid that the system will never work," said Mr. MacKinnon. "Ample time has elapsed now to allow the improvements we had hoped for at first, but thus far these have not become apparent. After all, we would not mind the delay so much were it not that subscribers believe that we are to blame. I know of many cases in which a woman thought it our fault that she had not received her magazine when her neighbor had been in possession of her copy for several days. The natural conclusion is that our mailing department sends out the magazine piecemeal, when in reality the entire edition is mailed to reach subscribers on the 15th of the month.

INCONVENIENCE TO PUBLIC.

"So chronic and acute has this state of affairs become that only a return to the old system can bring us relief. The transshipping of the mail at various points not alone causes delay but increases many times the possibility of mistakes being made. For this very reason the blue-tag system will never be satisfactory.

"I take the liberty to suggest here that the subscribers of a publication have rights in the premises. Publishers still pay the old rates of transportation, and from that point of view lose nothing by the change, and since all publishers suffer the same handicap, this can hardly be regarded as a factor of competition. It is the public that is inconvenienced, and I take it for granted that the principle underlying the second-class privilege can reasonably be construed into meaning that the service is to be prompt.

"Contrary to the general belief, the blue-tag system was not instituted by the passage of a bill by Congress. It is simply a plan adopted by Postmaster-General Hitchcock, and Mr. Burleson could easily right matters by dropping it. The publishers brought the matter to the attention of Congress some time ago, merely because there was no other hope of relief. Mr. Hitchcock had refused to rescind his order, and appeal to a power higher than he seemed the only way out."

CARRIERS NOT CULPABLE.

Asked whether or not his company had any complaint in the premises, Mr. Dean, of the American News Co., said that to criticize any carrier for conditions as at present existing would not be fair.

"I have just returned from a trip through the districts affected by the Ohio flood," he said, "and am not surprised that traffic over the railroad lines leading through them should be badly crippled. For miles the trackage has been lifted off the bed and piled up alongside, looking in many places like a fence rather than a railroad track. So complete has been the demolition that the railroads do not even attempt to use the material again. The line I traveled on has laid down a new road altogether.

"Ohio and Indiana, however, are not the only parts where such conditions exist. We have found it extremely difficult to get decent service into Texas for like reasons, and but a few weeks ago the Mohawk Valley even suffered severely. That traffic of a nature as constituted by the matter we handle should be badly demoralized goes without saying, therefore.

"When Postmaster-General Hitchcock decided upon the 'blue-tag' scheme, as it is called, publishers were asked to get out their publications four days earlier in order to meet the delay that would be occasioned by the new system. What this meant was not generally understood. However, the publishers did their best to meet the situation, without apparent results.

SYSTEM TOO COMPLICATED.

"The blue-tag plan is so complicated that none but men thoroughly familiar with the intricacies of handling freight could hope to get results. So far the postal employes have not reached that stage and, as a consequence, many of our shipments go to wrong destinations. It is nothing unusual to have packages labeled 'Colorado' go to the extreme

Why you should know what we make.—Your plant may, today, be using hand labor or machine work that has become wasteful—because there is a machine that will do the same thing better or quicker—maybe better *and* quicker.

There is but one way to insure against this—keep yourself constantly posted on what we (and others) are making.

The National Exposition will be the best opportunity in years to catch up on this information—and the Wesel Exhibit one of the most interesting there. Come.

F. Wesel Manufacturing Co.

Printers' and Platemakers' Equipment

Main Sales Office, 10 Spruce Street, New York City

Chicago, 431 So. Dearborn Street

Factory: Brooklyn, N. Y.

Northwest, and vice versa. Annoyance and much extra labor is the result.

"But the system in itself is productive of much delay. Shipments out of New York are taken as far as Buffalo and Pittsburgh on mail cars, at which points they are reshipped in carload lots by freight to St. Louis and Kansas City or to Chicago and St. Paul. At these latter points the matter is again transhipped to the regular mail cars, by which it is carried to its destination.

"Not alone is time lost in making the change at Buffalo and Pittsburgh, and again at Chicago or St. Paul over the northern route, and St. Louis and Kansas City over the southern, but often delay results at the first two points because a carload not may not be within reach. After that the slower schedule of the freight trains becomes the cause of waste of time.

"We have to contend with the same conditions in reaching the Southern States, and there matters are even worse because of the slower freight service. I believe that an average charge of \$20 per ton for merchandise ought to get publishers a service superior to that given. It must be remembered that they pay this for all their shipments, whether they are carried ten miles or a thousand. It seems to me that improvement is very much needed."

Fined \$500 for Obscene Newspaper.

John P. Looney, publisher of the Rock Island (Ill.) News, pleaded guilty in the Federal Court at Springfield Saturday to an indictment charging him with sending obscene publications through the mails. He was fined \$500, which he paid. In Saturday's issue of his paper Mr. Looney announced that he would retire as publisher and start for New Mexico in an effort to recuperate from the effects of a beating he received a year ago at the hands of Mayor H. M. Schriver. Looney published an offensive article concerning Schriver, and the mayor met him in the police station and thrashed him.

DEATH OF ELI D. ZARING.

(Special Correspondence.)

INDIANAPOLIS, Ind., April 16.—Eli D. Zaring, formerly managing editor of the Sun, and for many years foreign editor of the United Press, died here to-day of appendicitis after an illness of four days.

Mr. Zaring was regarded as one of the best-posted authorities on baseball, and in his earlier days won an enviable reputation as a writer on that subject. He was thirty-nine years old, a Thirty-second Degree Mason and a Shriner. He is survived by his eighty-four-year-old father, the Rev. William Zaring, to whom he was devoted.

The Human Centipede.

Mrs. Seymour Misner and Miss Sally Cabler have invited eighteen friends of Miss Hulda Larimore to attend the vaudeville this afternoon. Miss Larimore is a much fettered April bride.—Fort Wayne Journal Gazette.

A Modern City

Almost in the center of one-third of the population of the United States, Paterson, New Jersey, holds a strategic position that the wise advertiser cannot fail to appreciate.

Paterson is the third city of New Jersey and twenty-fourth in the United States in manufactures.

An advertiser likes to appeal to an intelligent audience because he knows that they can best appreciate and are most likely to respond to his selling arguments.

A Modern Newspaper

The Paterson Press is Paterson's most modern and up-to-date newspaper.

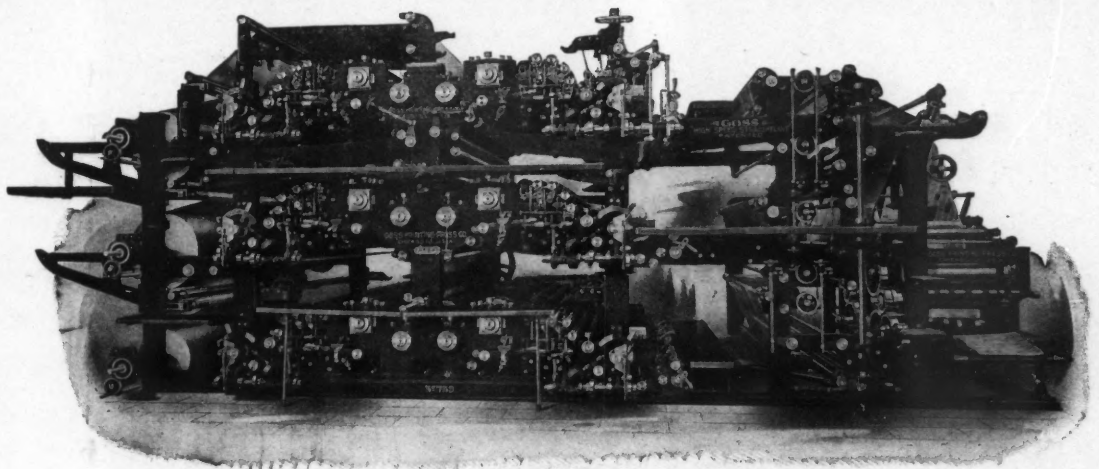
It reaches 90% of the thinking men and women of Paterson every evening. The purchasing power of its circulation far exceeds that of any other evening paper in the city.

It refuses all objectionable advertising, medical and otherwise, maintains its rates, and is considered by prominent men in all walks of life to be the best and most influential paper in Paterson, and that kind of a newspaper always brings results.

PRESS-CHRONICLE CO., Publishers
Paterson, N. J.
Paterson Press—Sunday Chronicle
W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

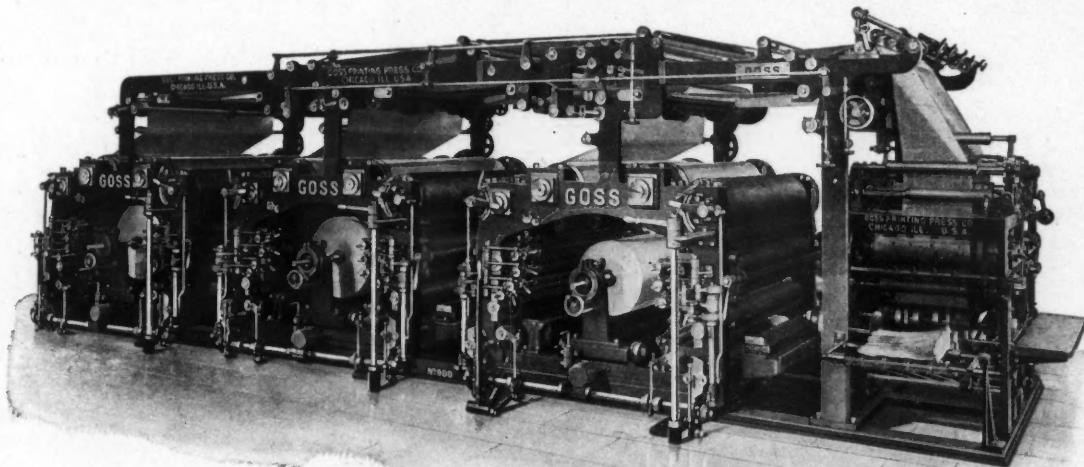
The
GOSS
High Speed
Sextuple Press
No. 160

The Fastest Newspaper
Press Ever Produced
Patented



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

Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folders at other end.



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

Low Construction

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

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

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

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

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

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

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

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

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

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

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

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

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

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

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

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

With its purchasing power having long since eliminated the element of chance or experiment, the South is considered one of the most attractive advertising fields of America, and in recognition of this fact the advertisers of every section of the country are turning to that great territory covered so thoroughly, convincingly and profitably by

The Louisville Courier-Journal and the Louisville Times

In this community no other newspaper is necessary, for the combined use of these two journals, different in character yet each supreme in its field, will place the advertiser's appeal before practically the entire buying element of Southern Indiana, Kentucky, Tennessee and other States in the South.

The morning Courier-Journal, Sunday and daily, meets the needs of advertisers who seek the most profitable field. For half a century it has been entering the homes of the people of consequence and enjoys the confidence of its readers.

It is clean, reliable and influential; its circulation the most desirable in quantity and quality; its management honest and straightforward; its rates reasonable and one price to all.

Appealing to all classes, the Louisville Times, published in the afternoon, stands without a peer in this community, and is the highest type of the popular newspaper. It is the hand-shaking, good fellowship brand that finds favor with the people, for it tells in terse, attractive form the story of the world's affairs, without bias or prejudice, and tells it first.

The two newspapers are now published in a new four-story plant, one of the most modern and complete in the country, made necessary by the steady growth of the two great journals.

The S. C. Beckwith Special Agency
Sole Foreign Representatives,
New York St. Louis Chicago

The Seattle Times
STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

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

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.

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

THE NEWS
BUFFALO, N. Y.
Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try **The New Age Magazine**—The National Masonic Monthly. It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine. Maybe your copy would pull better if you used this magazine. Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

HERE'S A GOOD BUY—
THE READING NEWS
A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

SEATTLE TIMES A PHOENIX.

Its Fire-Gutted Building to Be Restored and a New Building Erected.

The Seattle Times, whose plant was damaged to the extent of \$150,000 on February 13, is rapidly restoring the fire-gutted building. Within fifteen days after the fire sufficient repair work had been done to allow the presses to run off the regular editions, and the color press the Sunday edition.

The business office, the circulation department and the other first-floor rooms were likewise put in order. The work of restoration is now progressing rapidly on the third and fourth floors. Temporary quarters for typesetting and matrix making have been established at the College Club, but it will not be long before the entire plant will be working, in the old quarters, substantially as it was before the fire.

The restoration of the destroyed building was needful because the paper held a lease on it that does not expire until January 1, 1917.

In the meantime, the construction of the new building goes steadily on. The foundation will be put in during the present year, and the superstructure will follow in 1914. Its estimated cost is \$350,000.

NEW PUBLICATIONS.

TOPEKA, Kan.—Ernest Tucker, for ten years political reporter for the Daily Capital, will soon begin the publication of the North Shawnee Chief, a weekly publication to be launched in North Topeka. It will be devoted to agricultural and industrial interests of the county.

AUDUBON, N. J.—The first issue of a new paper, edited by T. A. Price, is expected to appear this week.

WOODLAND, Wash.—The Cowlitz County Chronicle is the name of a new paper recently launched by C. R. Collins and H. W. Couger.

OHIOWA, Neb.—A new publication to be known as the Spot Light will soon be issued by L. E. Duncan, of Lincoln.

EVERTON, Ark.—The Spokesman, a weekly newspaper published by J. B. Minor, made its initial appearance last week.

SNYDER, Tex.—The Free Press, John P. Baze, editor and proprietor, was recently launched in this town.

RACINE, Wis.—A new daily newspaper is to be launched within the next month by F. H. Schulz and Leslie M. Fowler. The company is to be capitalized at \$50,000, most of which has been subscribed. The paper will be independent in politics.

MANAWA, Wis.—The News will shortly be established by M. C. Flanagan, of Antigo, who has bought the outfit of the Waupaca Record for the new enterprise.

GEORGETOWN, Ky.—B. O. Gaines, who for twenty years was proprietor and editor of the News, is planning to launch a new paper.

MUSCODA, Wis.—William Victoria is editor and publisher of the Progressive, a new paper in this section.

OWATONNA, Minn.—The Tribune is a new daily recently launched by Soper, Wilson & Soper.

Brooklyn Press Club's New Quarters.

The Brooklyn Press Club, whose rooms were destroyed by fire on April 5, has established temporary quarters at 308 Fulton street, that city. The photographs and other trophies of the club were rescued from the flames. The club's first addition to its collection since the fire was from Sam Bernard, who closed a week's engagement at the Majestic last Saturday. He inscribed on his photograph: "To the Brooklyn Press Club. Hope you have gone to your last fire. Always the same, 'SAM BERNARD.'"

The National Newspaper Premium Co. has been incorporated at Philadelphia with a capital of \$100,000.

The Walla Walla (Wash.) Bulletin will discontinue the Saturday issue.

WANTS REPORTERS LICENSED.

Lieutenant Governor of Illinois Drafts Bill for State Examiners.

Lieutenant-Governor O'Hara, of Illinois, has presented a bill to the legislature of that State that proposes a State board of journalists who will act as an examining board for newspaper men applying for licenses to practise their profession, which will be necessary if the bill becomes a law.

The board will consist of three persons, to hold office four years; the two members to have \$4,500 a year and the chairman \$5,200 a year.

Every working newspaper man—reporter, editor, copy-reader, head writer, preparer of news, editorial comment, musical, dramatic or sporting comment or criticism, or any other kind of a writer—will have to obtain a State license by examination. He first will have to show an apprenticeship of four years on a reputable newspaper and show proof of a good moral character.

Present-day newspaper persons may obtain licenses within sixty days without examination. A license would be revocable or subject to suspension for blackmailing, violation of a confidence given to one in his capacity as a newspaper man, for wilful misrepresentation or falsification or criminal libel.

If a reporter works without a license he might be fined from \$20 to \$100 for each day's work, or be jailed up to six months. Likewise a newspaper employing him is subject to punishment.

The newspaper, says Mr. O'Hara, would have its workmen given State recognition and would not be imposed on by amateurs when employing new men.

LECTURES AT WISCONSIN.

Mr. Stockbridge to Address Journalism Students on Magazine Writing.

Frank P. Stockbridge, editor of Popular Mechanics Magazine, has been secured by Prof. W. G. Bleyer, head of the journalism course at the University of Wisconsin, for a series of four lectures on "How to Write for the Magazines," on Thursdays. The course is open to students in journalism and others interested in writing for the magazines. The subjects are: "The Opportunities in Magazine Work," "What the Magazines Want," "How to Get Material and How to Write an Article," and "How to Get an Article into Print."

Mr. Stockbridge was engaged for many years in active newspaper work on the Buffalo Express, the New York Globe, the New York Herald and the Cincinnati Enquirer. Roy Howard, general manager of the United Press Association, is to address the school early in May.

Cartoons for Catholic Tribune.

The Catholic Tribune, Dubuque, Ia., has inaugurated a series of cartoons drawn especially for that paper under the direction of Nicholas Gomer, its editor-in-chief. Each "illustrated editorial" emphasizes some important Catholic doctrine, truth or discipline. Some of the subjects dealt with are "What Some People Read at Home and What Not," "Balancing a Flood of Paper Influence," "Our Series of Would-Be's" and "Uncle Sam and the Divorce Spider." These cartoons also appear in the Luxemberger Gazette and the Catholic West, German weeklies published by the same company.

Western Standard Makes Good Start.

The Calgary (Alta.) Standard was recently purchased by the Western Standard Co., of that city, which has changed the name of the paper to the Western Standard. Under the new management the periodical has developed into a clearly printed, well-illustrated twelve-page weekly of current events and an enthusiastic booster of Calgary and Alberta Province. The new publication makes a highly creditable start.

The Philadelphia German Daily Gazette
carries more
Local and General Advertising
than any other
German daily
published in
this country.

HOWARD C. STORY
Publishers' Representative
New York:
806 Nassau-Beekman Bldg.
Chicago: 1100 Boyce Bldg. Philadelphia: 924 Arch St.

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 DETROIT NEWS
(Evening)
Over 140,000
THE DETROIT NEWS TRIBUNE
(Morning) (Sunday)
Over 23,000 Over 100,000
All Net Paid Circulation
NEW YORK OFFICE: Metropolitan Tower I. A. KLEIN, Manager
CHICAGO OFFICE: Peoples Gas Bldg. JOHN GLASS, Manager

Every Live Buyer
of advertising who demands circulation of character gets full value for his investment with every issue of
The Pittsburgh Post
Daily and Sunday.
You buy advertising in a clean paper that reaches people in a prosperous territory and who respond generously to reliable advertisers.
EMIL M. SCHOLZ, General Manager,
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK CHICAGO

The New Orleans Item
U. S. P. O. REPORT
Six Months' Average Circulation.
Picayune 19,882
Times-Democrat 22,400
States 29,267
Item **44,752**
THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

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

Prints and sells more copies than any other Daily Paper in America.

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

Leads All
Daily AND Sunday
The Omaha Daily News

Daily Average February - 72,446
Sunday Average February - 44,105

"The Southwest's Greatest Newspaper"
9 cents per line, flat

C. D. BERTOLET,
Mgr. For. Adv. Dept.

New York, 366 Fifth Ave. J. F. ANTISEL S. W. DUROIS A. K. HAMMOND	Chicago, 1110 Boyce Bldg. E. B. SPICER S. R. ARRIES E. N. CRAWFORD E. R. LANDIS
---	--

IN KANSAS CITY, OSCAR DAVIES.

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, Brunswick Bldg., New York	HORACE M. FORD, People's Gas Bldg., Chicago
--	---

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

CONVENTION CALENDAR

Program of Important Gathering of Newspaper Publishers and Representatives of the Country at Waldorf-Astoria.

All roads now lead to the Waldorf-Astoria, where will be held, within the coming week, the annual meetings of the American Newspaper Publishers' Association and the Associated Press, their joint dinner, and the convention of the Daily Newspaper and allied associations. From every section of the country publishers are hastening to New York to participate in this most important annual convention of the national press. The sessions of the Associated Press begin on Monday with the meetings of the Board of Directors and the superintendents of the various divisions. The members of the board whose terms expire were mentioned in our preliminary announcement of April 5. The superintendents of the various divisions who have already come to town are: Jackson S. Elliott, Eastern Division, at New York; Paul Cowles, Central Division, at Chicago; Arthur W. Copp, Western Division, San Francisco; Robert T. Small, Southern Division, at Atlanta.

The convention of the Associated Press will occupy the whole of Tuesday and the joint dinner will be held on Thursday night.

As previously reported, the annual meeting of the American Newspaper Publishers' Association will be held on Wednesday, Thursday and Friday. The meeting of the stockholders takes place on Thursday afternoon for the election of officers and other important business. It is not considered likely that there will be any change in the administration this year. President Elbert H. Baker has served but one term and his executive management of the association's affairs has proved highly satisfactory all round.

The present officers besides Mr. Baker, are Herbert L. Bridgman, Brooklyn Standard Union, vice-president; John Stewart Bryan, Richmond Times-Dispatch, secretary, and William J. Pattison, New York Evening Post, treasurer. All of these officers, it is expected, will be re-elected. The present Board of Directors consists of Hilton U. Brown, Indianapolis News; F. P. Glass, Montgomery Advertiser; Conde Hamlin, New York Tribune; Hopewell L. Rogers, Chicago Daily News; Charles H. Taylor, Jr., Boston Globe, and John B. Townsend, Philadelphia Press.

GREAT ATTENDANCE EXPECTED.

About three hundred members are expected at the convention, and no less than nine hundred will probably attend the dinner. The complete list of topics to be discussed at the convention has not been made public, but it is understood that, as in previous years, discussion will be confined to such subjects as print paper, labor, free publicity, mutual insurance, the post office legislation and the new publicity law.

The Daily Newspaper Association begins its session on Tuesday. The joint meeting of the Board of Directors and the executive committee will be held in the assembly room at the Waldorf-Astoria at 12.30 p. m. The convention proper takes place in the same room at 2 p. m. On Wednesday at 6.30 p. m. a reception will be held in the green room preceding the annual dinner, which takes place in the dining room at 7 p. m.

The National Newspapers and the United Newspapers, which two organizations have already tentatively arranged to consolidate with the Daily Newspaper Association, as recently reported in these columns, are co-operating and urging members to participate in this dinner.

The Six Point League of New York at its last meeting, held April 7, voted to urge its members to attend the association's dinner in a body. This annual function of the Daily Newspaper Association will gather together a most important group of newspaper representatives and publishers.

An additional feature of convention week is the National Printing, Publishing, Advertising and Allied Trades Exposition at Grand Central Palace.

FIRE ROUTS AMERICAN STAFF.

Early Morning Blaze Puts Newspaper's Presses Out of Business.

The value of efficient organization and the loyalty of employees was amply demonstrated yesterday morning, when a rather vicious blaze crippled for several hours the mechanical plant and mailing department of the New York Hearst publications, the American and Journal. Though two presses were damaged and the entire mechanical and mailing staffs of the American had to quit the building in a hurry, owing to the smoke of the fire, the Friday issue reached the mails and the street in almost normal time and condition. To a large extent this was due to the fact that the staff of the American was tendered the use of two of the World's reserve presses.

Howard Davis, business manager of the American, in speaking of the matter said:

"While the damage done by the fire is not very great, the smoke drove the pressmen and the mailers to the street, causing serious delay. Naturally, the water caused most of the trouble we had afterwards. Some 50,000 copies of the American had been liberally soaked by the firemen. We hope to re-establish normal working conditions during this afternoon.

"I may say here that the high efficiency of our plant prevented the demoralization usually incident to a fire in a newspaper plant. As soon as the situation was realized we had the plates then on the presses re-cast, though some eight or ten castings had already been made of them, and I must say that the appearance of the American is of its usual excellence. By courtesy of the World two of its reserve presses were placed at our disposal, and though our press crews were not familiar with the machinery, the American went to press as fast as the plates could be put on. Little delay resulted from the blaze, and as said before, the damage done is small. The American in the meantime appreciates the good services of the World Publishing Co., and the fine spirit of its employees."

N. Y. Times Loses Copyright Suit.

The U. S. Circuit Court of Appeals has sustained the decision of the lower court in dismissing the complaint in a suit by the New York Times against the Sun, to restrain it from publishing Capt. Amundsen's account of the discovery of the South Pole on the ground that the Times had obtained exclusive newspaper copyright to the story. The court holds that a newspaper cannot make use of the copyright laws in seeking to prevent another paper from publishing information alleged to be exclusive to the former unless the newspaper claiming to have the copyright has filed two copies of the article in question in book form with the registrar of copyrights at Washington before bringing of the action.

NEW MEMBERS OF A. A. A.

The following have recently been elected to regular membership in the Association of American Advertisers: ToKalon Mfg. Co., New York; International Harvester Co., Chicago; Pacific Coast Borax Co., Chicago; Oliver Typewriter Co., Chicago.

Associate members elected are:

The A. M. Briggs Co., Cleveland; A. D. Campbell, Chicago; The News Co., Hutchinson, Kan.; The People's Home Journal, New York; Associated Billposters & D. P. Co., New York; Verree & Conkling, Inc., Chicago; Southwest-American Fort Smith, Ark.; The Tribune, Minneapolis, Minn.; The Globe, New York; Allen & Ward, Chicago; C. D. Bertolet, Chicago; O'Shaughnessy Adv. Co., Chicago; The Register-Gazette, Rockford, Ill.; Swedish-American Printing Co., Chicago; E. Katz Special Advertising Agency, New York; The Philadelphia Enquirer Co.; The Post and The Sun, Pittsburgh, Pa.; Oakland Tribune, Oakland, Cal.; Stewart-Davis Adv. Agency, Chicago; Cone, Lorenzen & Woodman, Chicago; Charles H. Fuller Company, Chicago; The Knickerbocker Press, Albany, N. Y.; The Herald, Grand Rapids, Mich.; Thos. Cusack Co., Chicago; George Enos Throop, Inc., Chicago; Courier & Enquirer, Buffalo; Pensacola News, Pensacola, Fla.; The Courier-News, Fargo, N. Dak.; Newburgh Daily News, Newburgh, N. Y.; Evening Post, Charleston, S. C.; Union, San Diego, Cal.; Paul Block, Inc., New York; Daily Gazette Company, Schenectady, N. Y.; Times-Union, Albany, N. Y.

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.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

Three Months' Growth of Sunday's Times

In the first quarter this year the Sunday edition of THE NEW YORK TIMES published 814,807 lines of advertisements, compared with 705,909 in the corresponding period last year, a gain of 108,898 lines, nearly equal to thrice the combined gains of three other New York Sunday newspapers ranked with The Times as to quality of circulation.

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

THE HERALD

HAS THE LARGEST MORNING CIRCULATION

IN WASHINGTON

JOHN W. HUNTER, Publisher.

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

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

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., 13 to 21 Park Row,
New York City. Telephone, 7446 Cortland. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



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

CHICAGO OFFICE: 110 S. Dearborn St., Geo. B. HISCHE, Mgr.

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:

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doherty Café); Times Building; Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, April 19, 1913

THE EDITOR AND PUBLISHER herewith extends to all newspaper publishers and others who are in attendance at the Associated Press and American Newspaper Publishers' conventions a cordial invitation to visit this office and make use of its facilities for correspondence. The latch string is out and if you don't pull it, it's your own fault.

THE A. N. P. A. CONVENTION.

The great annual event of the newspaper world—the convention of the American Newspaper Publishers' Association—which will be held in New York next week, is each year becoming more important to the industry it represents. Not so very long ago these gatherings were regarded more as an excuse to visit the metropolis for a good time than for any real benefit that the members expected to get out of the occasions.

But times have changed since then. The business of publishing newspapers has assumed a greater importance, competition is keener, the necessity of keeping in touch with the latest developments in printing press, in type setting and other machinery employed in economic production of newspapers, is more apparent, and the desirability of knowing what others are doing to improve the news and distribution services is more imperative.

The A. N. P. A. convention, therefore, has become the forum in which the vital questions affecting the business end of journalism are discussed by the ablest men engaged in it. No one, no matter how high he has climbed on the ladder of success, knows so much that he cannot learn something from the experiences of others that he did not know before, and which will be of value to him in the management of his own publication.

Moreover, the benefits to be derived at these gatherings are not confined solely to the formal sessions. A prominent Western member recently stated that to him their greatest value lies in the opportunity they afford for meeting and talking with other publishers. Perhaps this is the reason why the corridors of the Waldorf-Astoria during convention week present such an animated appearance. Everybody seems to know everybody else. Old friendships are revived and new ones are formed. The subjects of conversation are those in

which the newspaper men are most interested—those relating to their own business.

This year's convention promises to be the largest in point of attendance and interest held in recent years. Among the topics that will be discussed are the labor situation, print paper, postal rates, type setting machines and syndicates.

The A. N. P. A. has for years excluded the reporters of the local newspapers and the trade press from its sessions. Whatever news is printed must be obtained through interviews with officers or members. The reports are therefore often incomplete and inaccurate. It is difficult to understand why there should be any objection to the presence of reporters at the several sessions, and especially to those representing the trade papers of the field. The latter are acquainted with the most of the members; they are familiar with the subjects that will be brought before the association, and are in a position to give accurate and appreciative accounts of the proceedings. Similar organizations on other lines of business almost invariably welcome reporters to their conventions and afford them every facility for covering the proceedings. Why not the A. N. P. A.?

NEWSPAPER MAN AS PUBLIC SERVANT.

We have had two instances during the week of the efficient service rendered by newspaper men appointed to positions of public trust in the State. John A. Hennessy, executive auditor under the Governor, and formerly managing editor of the New York Press, has added a new chapter to the long story of graft in connection with the work of restoring that portion of the Capitol at Albany destroyed in the fire of two years ago. George H. Blake, formerly of the Sun, who was recently appointed by Governor Sulzer a special commissioner to investigate prisons, on Monday opened the eyes of the public to the brazen conditions of graft and carelessness which mark the building of the Great Meadow Prison.

The newspaper man's special training as reporter, on outside assignments, as political writer and legislative correspondent, and in various executive capacities, often proves a highly valuable asset when he is placed in positions that demand the exercise of an alert mind, a well-trained eye for news, and a broad knowledge of human failings. During the floods that raged in the Miami Valley and the cities of Ohio, no men proved themselves better fitted for the job of immediate and effective action than Governor Cox of Ohio and his secretary, George F. Burba, both well-known newspaper men. The records made in Congress and the remarkable results obtained by trained journalists in this and other States have given substantial proof of the newspaper man's fitness for the public job.

From the very earliest stages of his career the ubiquitous reporter is thrown into contact with men and conditions which demand of him the quickest and surest exercise of judgment and action. As he rises to executive positions in his chosen field he meets with plentiful opportunity for the use of discretion and searching analysis. In no field or profession is there such facility offered for becoming intimately familiar with what is going on in the political arena. The experiences of the newspaper man are more varied in character than can be found in any other profession. His acquisition of that sixth sense—the nose for news—makes him an indispensable aid in scenting out those conditions which cannot be perceived by the ordinary senses.

That the newspaper men now in public service have been able to bring to light these new startling facts of political corruption in New York State is not surprising, for it is the duty of a live newspaper man to ferret deep into the heart of his problem or task and get out of it any meat that there may be in it.

EDITORIAL COMMENT.

It is a matter of congratulation all around among the advertising men of New York that they are soon to have the finest building in the world wholly devoted to the advertising and allied busi-

nesses. That there has been need for such a structure has been apparent for many years. The general and special advertising agents, advertisement writers and artists, advertising counsellors, and others connected directly or indirectly with publicity work have been scattered from one end of Manhattan to the other. When the new building is completed a majority of them will be located under one roof, right in the heart of the city, with subway connections to all parts of the metropolis and its trunk railroads. The Pennsylvania Railroad Co. is to be congratulated upon its business acumen and its enterprise in undertaking the erection of such a splendid structure, and the Eastern Division of Associated Advertising Clubs of America in securing its support. Chicago and Boston already have under construction similar buildings, and New York is to be thus honored. It begins to look as though the advertising men were coming into their own, doesn't it?

GERALD PIERCE PROTESTS.

MINNEAPOLIS TRIBUNE

April 12, 1913.

THE EDITOR AND PUBLISHER:

You say on page 15 of your issue of March 8 (which I regret has only just come to my attention) that the policy pursued by the Minneapolis Journal has been a wise one, as shown by its steady growth in advertising patronage.

Now, don't you think that you should have looked up the facts before making such a statement?

For the first three months of this year the Journal has shown a loss over the corresponding months of last year of 147,412 lines, while the Minneapolis Tribune has shown a gain for the same period, and that this was not on account of any loudly proclaimed policy of eliminating objectionable foreign advertisements is evidenced by the fact that 62,179 lines of this loss was in local display advertising and 15,052 lines was in classified advertising.

Also you say in the same article: "According to an editorial published recently, the Journal has for eight years led all Minneapolis and St. Paul newspapers in advertising."

The Minneapolis Tribune during the month of February, 1913, published 699,153 lines of advertising while the Journal published 691,546 lines.

During the month of March, 1913, the Tribune published 802,624 lines of advertising, while the Journal published 785,225 lines.

In view of these facts, don't you think a newspaper should purge its own statements of untruthfulness before it poses as a righteous publication?

Really the Minneapolis Tribune, by its policy of eliminating objectionable advertising, is the paper that is making the steady, unprejudiced, unheralded, conscientious advancement towards the publication of clean and truthful advertising. Yours truly,

GERALD PIERCE.

AN APPRECIATIVE ADVERTISING MANAGER

ATLANTA, Ga., April 1, 1913.

THE EDITOR AND PUBLISHER:

Having been a reader of THE EDITOR AND PUBLISHER for a number of years, I feel that I am in a position to know something of its value, especially to the space buyer. About the best proof of my appreciation is the fact that my work keeps me on the road from Coast to Coast ten months each year, and of all the publications in its line that come to our office THE EDITOR AND PUBLISHER is the only one I absolutely insist on being mailed to me to my first address each week after being received at the office.

I am sure that I am only one of a great number in my line who give careful attention to any announcements made in its columns either as news or advertising by any of the different newspapers.

Let the good work go on to the benefit of its already large list of readers and the hundreds that will gradually be added when its value is recognized by them.

WILL S. EAKIN,

Advertising Manager,

Swift Specific Co.; Bradfield Regulator Co.

The hen that cackles loudest does not always lay the biggest eggs.

PERSONALS.

Henry Watterson, editor of the Louisville Courier-Journal, will be a guest at the Confederate re-union in Chattanooga, Tenn., May 27-29. Marse Henry edited the Rebel in that city in 1863, just previous to enlisting in the Confederate army.

Lafayette Young, editor and publisher of the Des Moines Capital, delivered an address on Wednesday night before the Men's League of Chicago on "Non-Partisan Municipal Government."

Thomas F. Anderson, long and favorably connected with Boston newspapers, leaves next week on an official tour of South America as personal representative of the New England Shoe and Leather Association.

Carl J. Hambro, recently elected editor of Morgen Bladet, one of the leading newspapers of Christiania, Norway, and editor of Nordmandsforbundet Tidsskrift, will address the students of the University of Wisconsin, April 22, on "Modern Norwegian Literature."

A. C. Weiss, publisher of the Duluth (Minn.) Herald, is a guest at the Hotel Plaza, this city, having just returned from a trip to the Panama Canal zone.

Horace J. Brown, one of the best known of the Scripps Coast editors, who has been in editorial charge of the San Francisco News for two years past, is now recuperating on a ranch near San Diego from a nervous breakdown. W. D. Wasson has been directing the editorial work of the Daily News during Mr. Brown's absence.

Col. John Hicks, owner of the Daily Northwestern, published at Oshkosh, Wis., has returned from a sojourn of ten weeks in the Bermuda Islands.

E. W. Barrett, editor and publisher of the Birmingham (Ala.) Age-Herald, has arrived in New York to attend the Press Convention.

James T. Williams, Jr., has been appointed editor-in-chief of the Boston Transcript, succeeding Edward W. Hazewell.

GENERAL STAFF NEWS.

William Butler, whose newspaper activities have taken him to many States, has been appointed business manager of the Detroit Saturday Night. His newspaper experience started twenty years ago on the Detroit News. Since then he has filled responsible positions on the Grand Rapids (Mich.) Press, the Chicago Journal, the Washington Times, the Wall Street (N. Y.) Summary, and the Baltimore News.

George H. Thomas, late of the San Diego Sun staff and more recently city editor of the Los Angeles Record, will on May 1 become news editor of the Sacramento Star.

Olin W. Kennedy, late of the Denver Express, and formerly with the Rocky Mountain News, has taken the position of news editor of the Los Angeles Record.

W. J. Little, circulation manager of the Montreal Star, and Mrs. Little are spending several weeks in California.

George R. Young, for the past two years news editor of the Los Angeles Record, who is now on a visit to his mother in Detroit, will on May 1 become managing editor of the San Francisco Daily News.

Ernest Simpson, recently on the editorial staff of the San Francisco Call, has joined the Chicago American staff.

A. D. Carpenter, editor of the Oswego (Kan.) Democrat, has been appointed postmaster of that city.

E. N. Bloomer has resigned from the editorial staff of the Kalamazoo (Mich.) Gazette and returned to his home in Bloomington, Ill., where he is employed on the Daily Pantagraph. His place on the Gazette is filled by G. R. Thompson, formerly of the Grand Rapids Herald.

Robert Cade Wilson, who recently resigned from the Scientific American to join the business staff of the Philadelphia Ledger, as announced in these columns April 5, has been made circulation manager of the Ledger, succeeding Mr. Goldsmith who held the position for thirty years.

The staff members of the various student publications of the University of Illinois, at Champaign, held a banquet April 5 in honor of John E. Wright, '85, editor of the St. Louis Times. This banquet was given under the auspices of the Ben Franklin Club.

N. Matsuchi, dramatic editor of the Tokio Nichi-Nichi, is a recent visitor to New York.

Edgar B. Piper, managing editor of the Portland Oregonian, is in New York this week.

Lowe Shearon, besides fulfilling the duties of business manager of the New Canaan (Conn.) Messenger, finds time to write poetry. His latest effort in this direction appears in last week's issue of the Messenger under the caption "What's the Matter?" "Too Many Make Coats, While Too Few Make Pants, or Vice Versa." In twenty-six stanzas Mr. Shearon proposes remedies to overcome the waste of material and effort in overproduction. Mr. Shearon was formerly one of the editors of the New York Daily News during the Munsey and Quinn regimes.

William C. Morris, cartoonist of the Spokane (Wash.) Spokesman-Review, will have a large number of his cartoons on exhibition at the Washington State College, Pullman, from May 6 to 17, and will give a lecture on the subject "The Students and Faculty as a Cartoonist Sees Them."

Capt. George A. Schreiner, who recently resigned his position as managing editor of the San Antonio Light, is now in New York City.

T. C. Ashcroft, who has been with the Associated Press for a quarter of a century, severed his connection with that organization recently. Mr. Ashcroft has been elected second vice-president of Security Bank & Trust Co., of Memphis, and will give his personal attention to his new duties.

IN NEW YORK TOWN.

Daniel F. Kellogg, financial editor of the Sun, resigned Monday, after twenty-seven years of service, to enter the employ of J. P. Morgan & Co., where, as head of the publicity department, it is understood, he will receive a salary of \$25,000 a year.

Cornelius R. Berrien, of the Sun, succeeds Mr. Kellogg as financial editor. John G. Dater takes Mr. Berrien's place in that department.

James A. Garrison, who recently resigned from the editorial staff of the Press, after eighteen years of service, has joined the staff of the Morning World.

William G. Bowdoin, formerly art editor of the Independent, later special editorial writer for the Brooklyn Citizen and the Evening Mail, and more recently an efficient lay member of the Editor and Publisher staff, is now connected with the Musical Courier Extra.

W. C. Hallock resigns as city editor of the North Side News, with which paper he has been connected for many years.

Alexis J. Colman, for six years with the New York Herald, and for nine years previously with the Chicago Times-Herald and Record-Herald, has been elected secretary of the Board of Trade at Elizabeth, N. J.

Karl A. Bickel, formerly editor of the Grand Junction (Col.) News, has joined the local executive staff of the United Press.

Harry Hatfield, of the City News Association has returned from a two weeks' vacation.

Lawrence Perry returns to the Evening Post as writer on yachting and sea sports.

Harry Littledale, formerly city editor of the Newark (N. J.) Evening Star, is now on the copy desk of the Press.

Carl A. Downing, formerly with the Press, has joined the staff of the United newspapers.

T. Preston Lockwood became a member of the World staff last week.

WASHINGTON PERSONALS.

E. A. Fowler, chief of the New York Sun bureau, has been elected a member of the famous Gridiron Club.

George Wallis Hamilton, son of Charles A. Hamilton, of the Buffalo Times, has been designated for examination as second lieutenant in the Marine Corps.

O. K. Davis, formerly chief of the New York Times bureau here, has returned to the press galleries of Congress as representative of the Manchester (N. H.) Leader, Arizona Republican and Topeka Capital.

Raymond W. Pullman has been named as the Washington representative of the Detroit Times.

Edward G. Rotter, recently of the Washington Star, is now Washington correspondent of the Boston Journal.

William P. Kennedy, city editor of the Washington Times, is now correspondent of the Boston American and Chicago Journal.

The newspaper men who witnessed the clinic of Dr. Friedmann, the famous German physician, here on Monday were: J. E. Tiederman, of the Associated Press; S. T. Early, United Press; George Mossbart, National News Association; Orville H. Stewart, New York Sun; Isaac Gregg, New York World; L. P. Browne, New York Herald; J. Crosby McCarthy, Washington Star; Mr. Mattingly, Washington Post; Ralph Collins, Washington Times.

BUSINESS OPPORTUNITIES

EDITORIALS.

Sane, vigorous and timely, furnished. Also articles on special topics. Address RELIABLE, care THE EDITOR AND PUBLISHER.

WE INVITE

correspondence by anyone interested in becoming part owner in a growing daily newspaper of 11,500 circulation in Eastern city of over 100,000 population. Good chance for an editor with some money to invest. Principal owner personally manages the business and needs additional capital. Write at once. "BOX D-1014," care THE EDITOR AND PUBLISHER.

A small trade paper, which can be handled easily by one man and will produce an income of \$3,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

\$40,000 BUYS

leading evening daily of city of 20,000 population. Modern and complete equipment, including 20-page press and 3 linotypes. Annual volume of receipts over \$55,000, with profit of over \$6,000. \$20,000 cash necessary. Individuals qualified to handle departments may buy interests. Proposition G. C.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

MANAGING EDITOR of small city daily wants place writing editorials or special assignments in larger field. Strong copy. Ten years' experience; 28 years old. B. PRESS, Flint, Mich.

FIRST-CLASS SPORTING WRITER

WANTED, a position as sporting writer by one thoroughly versed in professional and college sports. Specialty, major and minor league baseball. Samples of work furnished upon request. Best of references given. ALEX. de URGARTE, care of L. Henchcliffe, 220 Broadway, New York.

EXPERIENCED daily newspaper man wants situation as editor, editorial writer or telegraph editor. Now night editor morning paper. W. E. ADAIR, Box 313, Pueblo, Colo.

CIRCULATION MAN.

I have had an all around circulation training in charge of country and city departments, as Assistant Circulation Manager, and in charge of suburban, and I have an intimate knowledge of circulation systems, office controlled, farmed out, etc., and can produce satisfactory increases in circulation at small cost, either as assistant to some good man, or in charge of the circulation of daily newspaper. Address "SYSTEM," care THE EDITOR AND PUBLISHER.

BUSINESS MANAGER.

Man with large general experience, who knows every department of newspaper work, and has produced splendid results, capable of handling a large property, seeks new connection; now employed. Address BOX 29, care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

Syndicate supplying editorial material to important daily newspapers in many American cities will pay from \$10 to \$50 apiece, according to value, for practical, new, fresh ideas for stunning features, national crusades, catchy, splashy stunts, good in any city, attractive human interest features, national or local; new ideas for sport, woman and humor departments. Explain your suggestion in full. Your idea will be promptly judged, and if accepted, payment forwarded immediately. Address D. W. W., care THE EDITOR AND PUBLISHER, New York City.

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.

SHORT STORIES WANTED

for Newspapers. THE WINTHROP SYNDICATE, Rand-McNally Building, Chicago.

THREE SYNDICATE FEATURES

THAT WILL INCREASE YOUR CIRCULATION.—\$3 per Calendar Month for Entire List.

(1) "Sermon-Sonnets." Uplifting, practical. One sonnet per week. (2) "Highly Dodd's Pertinent Answer." Formerly published in SATIRE, recently suspended. Over 600 words per week. (3) "Little Jimmy's Essays." Full of wholesome humor. About 300 words per week. All three features for \$3 per calendar month to newspapers in different sections. Free space in the classified columns of THE HAWKINS SYNDICATE BUREAU given to every patron every month. Samples sent without charge.

FREDERICK B. HAWKINS, Westwood, N. J.

FOR SALE

FOR SALE at a bargain. Cox Duplex Printing Press, good as new, with motor, 24 chases and roller rack. Address "D. 1009," care THE EDITOR AND PUBLISHER.

POPULARIZING SCIENCE THROUGH PRESS

Dr. Slosson Tells Pulitzer Journalism Students That There Is Need of Middle Men of Science Whose Special Training Should Make Them Reliable Interpreters of Scientific Achievement to the People.

"Science and Journalism" was the subject of an address before the Pulitzer School of Journalism by Dr. Edwin E. Slosson, editor of The Independent, and associate of the School of Journalism, Monday afternoon. Dr. Slosson said in part:

"To say 'Science in Journalism' would be almost literally true, for practically all scientific work appears in journals and very little of it ever gets into print in any other form. Timeliness has become an important factor in science.

"It is true of all branches of intellectual activity as well as of natural science that periodicals are becoming more important than books. The working library of a leader of thought in whatever lines, the sociologist, the statesman, the minister, the preacher, the educator, as well as the man of science, consists chiefly of magazines, clippings, pamphlets, reports, and unbound literature of all sorts. In fact, I might go so far as to say that the mental life of a man might be measured by the ratio of unbound to bound books on his shelves.

Too much cold storage literature is bad for the mind. Generally a thing is only put into book form after its usefulness is over. A New York schoolboy was taken by his teacher to the Museum of Natural History. That night he said to his father, "Say pop, we've been to a dead circus." A library of books bears the same relation to a library of periodicals and pamphlets that the Natural History Museum does to the Bronx Zoo.

DAILY NOT ALWAYS UP TO DATE.

"But we must avoid the common error of thinking that because periodical literature represents the most modern thought therefore the journal that appears most frequently is most modern. The daily is not always up to date even when it is dated a day ahead. The most unreliable thing about the news is its date line. You may find in a supposititious cablegram from Peking of the day before matter that appeared in the London Times the week before, in the Shanghai News the month before, or in the Encyclopedia Britannica twenty years before.

It might even be asserted with some plausibility that the modernness of a periodical is in inverse proportion to its periodicity. The quarterlies and monthlies of science and scholarship contain the most advanced thought of the day, then follow the weeklies, while the dailies bring up the rear of the procession, some ten or twenty years behind the head.

"As seen through the medium of the popular press the scientist is apt to appear as an enemy of society or as a curious, half crazy creature, talking a jargon of his own and absorbed in the pursuit of futilities. I am not objecting to the caricature of scientists, but it is unfair to present the scientist only in caricature. The ordinary newspaper article on science is as incomprehensible to the scientist and the layman as it is to the reporter who wrote it.

"This failure of the newspaper to

deal adequately with scientific happenings is in conspicuous contrast with its success in handling other human interests. The political editor understands his business. The financial reporter can use the language of the stock exchange. The critics of art, music and drama know what they are talking about, or how to appear to. The men who write up prize fights or divorce cases, the ladies who prescribe for bad complexions or broken hearts, have acquired a familiarity with their respective fields which enables them to give to their opinions a weight that is often far in excess of their intrinsic validity.

MARVELS OF ACCURACY.

"The degree of accuracy attained in the immense mass of facts accumulated every day is one of the marvels of the age, and the newspaper has developed a new style of expression which is rapidly invading all other fields of literature. You can find in any paper paragraphs which for clarity, conciseness and exactitude will compare favorably with the best scientific text-books. But when it comes to science itself the ordinary reporter is all at sea. He does not understand the language of the laboratory, he does not know what he sees. He cannot distinguish between new and old, between the significant and the trivial. His nose for news loses the scent. His story becomes foggy, confused and conscious of incompetence.

"There never was a time in the history of the world when scientific discoveries were so frequent and so sensational. There never was a time in the history of the world when so large a fraction of the population was educated to the point of understanding and appreciating such discoveries. Yet there is a widespread indifference, amounting sometimes to a positive aversion, on the part of the public, to a knowledge of the progress of science. Our literary magazines do not so commonly, as formerly, give space for a department devoted to science and invention. Once a theater might be filled with a fashionable and distinguished audience to see a watchspring burn in oxygen or a mouse perish for lack of it. Nowadays it is hard to get out a quorum for a demonstration of liquid air or radium.

WHERE THE FAULT LIES.

"It is as unwarranted to affirm that a distaste of science comes from an aversion acquired at school as it is to say the reason many people do not read the English classics is that they had to read them at school. The difficulty is due to the lack of a class of competent and zealous intermediaries and to the want of training in the art of popular presentation of scientific subjects. The number of persons who can devote their lives to research is small and they usually dislike to have reporters prying around in the laboratory, not only because they do not want their work interrupted, but because they are incapable of making their subject comprehensible to the lay mind.

SHOULD BE MIDDLEMEN OF SCIENCE.

"Here is a task, indeed a duty, for the large number of our graduates who have been trained in the methods of science and inspired by its ideals and yet are not able, either for lack of genius or opportunity, to devote themselves to its advancement. They should constitute the middlemen of science, its spokesmen and popularizers. They might stand between the small group of research men absorbed in their specialties and the great mass of readers to whom the progress of science is of importance and would be of interest if pains were taken properly to present it to them. It is not to be expected that people will follow with interest every step in the steady march of science into the vast unknown. But there are two features of science in which everyone is

interested, the spectacular or theoretical side, and the practical side.

"To a journalist the most saddening sight in the world is a great university like this. He is distressed to see so much subject matter going to waste. There are no end of monographs, but there is nobody to gather up the by-products and put them into readable form. In every doctor's dissertation there is material for a news story or an editorial of average length and consistency. There's opportunity for a man to make a good living translating them into English. I know, because I've done it.

"It is the business of the journalist to build bridges across the chasms of human achievement. On one side is the scientific man, on the other the public. There is something of an esoteric tendency in science. I was talking once to a noted scientist and remarked that the public knew nothing of what was going on in the laboratory. 'Why should they?' he said. 'It's none of their business.'

SHOULD TEACH UNITY OF KNOWLEDGE.

"The graduate class of a university resembles the natives of the South Sea Islands who were given only half enough clothes to go around. Part appeared in coats, the other part in trousers. The divorce between matter and form is deplorable. There should be a university with the motto, 'E Pluribus Unum,' that would teach the unity of knowledge. Here, perhaps, is the function of the School of Journalism.

WHAT THE REPORTER KNOWS.

"The one thing a reporter knows best is that his work is only half done when he has got the facts. He knows that they must be told so that people will read and understand them. He is as generous with them as with the schoolboy with the mumps. The scientist is concerned with the accuracy of knowledge: so what he writes is unread. In consequence the great mass of scientific literature is undiscovered by the public. "This ignorance can be overcome if the intermediary who knows the language of the laboratory also knows the language of the street. The literary magazine has left the scientific department to other magazines because it didn't pay. But we hear that Popular Mechanics has a circulation of 370,000. It did not gain this by printing fake science, but by giving science in small enough mouthfuls for the ordinary man to swallow. Here is a great and profitable field.

SCIENCE OF JOURNALISM.

"There is one other topic I might speak of—that is the science of journalism. Back of every art is a science, and the art is better off for the backing. More than all else journalism needs the spirit of science. The journalist must realize that the language he uses is not his alone, but is to be developed by posterity. There are new words and new forms all the time. Language is a living thing—it may be guided, but it never can be stopped. The question is, will it be changed by hap-hazard and caprice or will it be done scientifically by a trained journalist?

"We are no longer in the age of Darwin, but in the era of Bergson. We no longer believe in waiting on the slow processes of evolution; we believe in Creative Evolution, in making things we need. The journalist will learn that language is plastic. It may be reformed or deformed in his hands."

Newspaper Golf Club to Open May 5.

Members of the New York Newspaper Golf Club will begin their competitive season on May 5 with a qualifying round for the May tournament over the Van Cortlandt links. These monthly competitions will be continued this season as last. On June 2 the qualifying round for the club championship will be played, with subsequent match rounds on convenient dates. A one-day tournament will be held at Wykagyl May 26, the only time thus far arranged, when the newspaper players will visit a private links.

Peoria Paper Under New Management.

The Peoria (Ill.) Herald-Transcript, recently incorporated, is now published under new management and ownership. Fred A. Stowe, recently assistant to the president of the Chicago City Railway Co., is the new editor; Fred G. Duffe, managing editor, and Charles H. Nay, who was publisher of the old Herald-Transcript, is the business manager. The men named own 75 per cent. of the stock and bond issues of the new corporation. New additions will be made to the equipment.

In Pacific Coast ADVERTISING

The San Francisco Call

Gives You "the Best Run for Your Money"

Under the new rate card, in effect May 1, the advertiser will be accorded a better deal than can be secured from any other San Francisco newspaper.

It is based on the character of the CALL'S average net paid circulation of 58,000 copies daily and 66,000 on Sunday. Circulation records are open to inspection at any time without notice.

In quoting rates we play no favorites. The big advertiser and the little advertiser are accorded equal consideration. That advertisers secure satisfactory results is shown by the fact that the CALL has shown an increase in advertising every day this year over the corresponding day of 1912.

WILLIAM J. MORTON CO
Special Representatives
Fifth Ave. Building NEW YORK Tribune Building CHICAGO

Things are Moving in Albany-Town—

and The Knickerbocker Press is helping in the work.

It is interesting to note that during the last six months of 1912 The Knickerbocker Press made Big GAINS in LOCAL advertising, as compared with the first six months. Every other Albany newspaper LOST.

THIS TELLS THE STORY
The Knickerbocker Press
GAINED . . . 21,335 inches
Times-Union LOST 3,608 "
Journal LOST . . . 2,544 "
Argus LOST . . . 956 "

The Knickerbocker Press
Albany, N. Y.

John M. Branham Co.
Representatives
NEW YORK CHICAGO

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

WOULD REFORM PRESS.

(Continued from page 1.)

ments than one that publishes only legitimate news.

"Whether people do want this kind of news or not is one of the questions to be considered, looking at journalism as nothing higher than a means of making money. Newspaper men maintain that they furnish this kind of news because the people want and will have it; and, therefore, it is the only way of maintaining their publications on a paying basis. If this is true, it is certainly a melancholy fact. If it is untrue, it is a grave charge to make against the American people. Undoubtedly it is true of some people. But I am convinced that the masses of the people who support the newspapers would prefer to have such news omitted and many people do not read the newspapers and exclude them from their homes because of this objectionable matter.

"But, assuming that the greater number of people really want their papers to publish such stuff, who is responsible for this depraved appetite for deleterious and hurtful news? The men who publish the newspapers should seriously ask themselves that question and act accordingly.

CRIME MUCH DWELT UPON.

"In the consideration of this question we will have to distinguish between the legal question of privilege or the liability to individuals for false publications and that of the publication of matter which is objectionable because of its tendency to poison the minds of the public, whether true or false, or generally deleterious news unfit or injurious in its character. In order that I may be better understood, let me point out some of the publications that should be suppressed by law. Chief of these is the publication of the details of crime. If a crime is committed anywhere in the country it is published with greater or less particularity and detail in every town where a newspaper is printed. The more horrible and atrocious the crime the greater the space given to it and the more specific and minute the details that are given.

"However serious such an offense may be as affecting the individual reader, it is even more serious as affecting the newspaper men who gather and publish such news. They live constantly in an atmosphere of crime and immorality. Their purpose is to trace down and send out to their fellow men the details of misconduct of every kind. They live in it, think about it, and give it out to others in all its horrible forms. Their minds are filled with thoughts of immorality, crime and human tragedies, misfortunes and misery. The newspaper reporter must dive into this sea of crime and corruption and dress it in such form as to attract the readers of the paper.

FEARS FOR REPORTERS' MORALS.

"What a life this is for any man to lead. It makes one shudder to think about it. And most of the men who are instrumental in this wholesale poisoning of the minds of our people are young men, often mere boys. It is appalling to think of such a school of vice, falsehood and violation of the sacred rights of others."

"There is another phase of the question I am discussing, but not covered by the bill, that calls for serious consideration and unequalled condemnation, and that is the unreliability of the newspapers, their misrepresentations, unjust coloring of alleged news, the faking or manufacturing of accounts of events or alleged events, and the like. Nothing connected with newspaper work has done more than this to lose the papers the confidence of the public and destroy their influence. The inaccuracy of newspaper accounts of proceedings of public bodies and the acts and sayings of men in public life has become proverbial. The public is constantly misinformed and deceived and public men misrepresented, their positions on public questions misstated, often wilfully and maliciously, and accounts given as actual occurrences that never took place, but have been concocted as a readable story

that may be interesting as fiction. Unfortunately it is not published as fiction but as fact, and often about public matters of grave importance. Such journalism is a violation of the duty a newspaper owes to its readers.

PUBLIC MEN MISREPRESENTED.

"Journalism, which should be one of the highest and most trusted professions, has suffered immensely in public esteem from this character of journalism on the part of some of its members. Men in public life are misrepresented and misquoted habitually by some newspaper writers; the facts about public questions are distorted, colored and often misstated; the reading public is deceived and misled about public affairs and public men, and if such papers were believed the most serious results might follow from such unreliable and mendacious journalism.

"I am glad to say that the better class of journalists do not approve of this kind of so-called journalism and are striving to protect their profession and their newspapers from its blighting effect.

"What is the remedy for this evil that is poisoning the minds of the readers of the newspapers, contaminating the atmosphere with its impurities, and leading the young into lives of immorality and crime by its attractive and misleading suggestions? The one effective and sure remedy lies with journalists and newspaper publishers themselves. They can, if they will, so discountenance and condemn such unworthy and hurtful journalism and stand for clean and reliable effort, by both precept and example, that the practice will soon be made so odious that such newspapers will not be read and will not pay. Another remedy rests in the hands of the readers of such newspapers.

"Still another remedy is by the enactment of laws forbidding such publications under penalty. Any such effort meets at once the cry that it is in violation of the Constitution of the United States.

"This provision of the Constitution should be so construed as to give full effect to its terms. The freedom to speak and write one's views on any and every subject, especially subjects affecting the public welfare, should be carefully and effectually preserved and protected. This is a privilege that should be held sacred in a country like ours. But there are other rights and privileges on the part of the public that should be just as sacredly observed and as carefully protected.

CENSURES KODAK AND CARTOON.

"No discussion of this question would be complete without some reference to the kodak and the cartoon. They have become a part—and a very important part—of the facilities of the modern newspaper in its effort to instruct, inform and please the reading public.

"But no part of the work of a newspaper can be or has been more grossly unfair, obtrusive and objectionable in many ways than the operation of the kodak and cartoon. The kodak man follows in the wake of the reporter and, in open violation of the same rules, snaps the pictures of the persons, homes and places of business of all persons connected with the particular matter that is to be worked up into a sensational story for public reading. Then comes the cartoonist with distorted pictures intended to ridicule, humiliate and disgrace the individual that the newspaper has undertaken to dissect.

NOT PLEASED WITH A. P.

"There is another agency for the distribution of news that should not be overlooked in the consideration of this question. The Associated Press sends out broadcast over the whole country such news as should never see the light of day. Indeed, it seems to select such items as are most sensational and least important or useful. If a member addresses the Senate and discusses serious and important questions that the country should know about, but in connection with it attacks or criticizes anyone else, or says anything that is regarded as sensational, it is the latter and not the former that is telegraphed out.

2200 Linotype Lines

AND ONLY 130 HAND SET LINES

Were found in ten various sized advertisements which appeared in a recent issue of the

Minneapolis Tribune

The Tribune operates in its ad alley, with its other Linotype equipment,

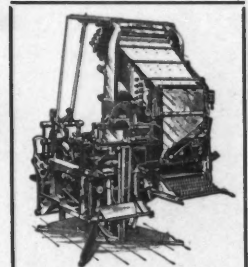
Two Quick Change Model 9

Four Magazine Linotypes

And is more and more making

The Multiple Linotype Way the Only 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.



Quick Change Model 9 Four Magazine Linotype

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK
 CHICAGO 1100 S. Wabash Avenue
 SAN FRANCISCO 638-646 Sacramento Street
 NEW ORLEANS 549 Baronne Street
 TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

To Study French Papers.

Reading and study of French, and especially Paris daily newspapers, is to be part of the course in journalism at the University of Wisconsin beginning next fall. This course in French journalism will be in charge of Frederick A. C. Ernst, who served his apprenticeship in newspaper work on L'Humanite, Paris, and was afterward reporter on Journal de Charleroi and Derniere Heure of Brussels. Since coming to this country Mr. Ernst has been the correspondent for the Derniere Heure and Express de Liege. A similar course in journalistic German, to consist of a study of representative German newspapers is being planned for next year.

Chicago World Plant Under Hammer.

The belongings of the Chicago Daily World, the defunct Socialist newspaper, were sold at auction last week by the Central Trust Co. as receiver. The assets of the publishing company when it went into bankruptcy on Dec. 5, 1912, were given at \$100,000 and the liabilities at \$125,000. The sale indicated a great falling off in the value of the assets. Ten hand-mailing machines went at \$3 each. Two gas melting furnaces sold for \$12 each. Linotype machines sold at from \$750 to \$975.

Notable Record of South's Progress.

One of the most notable contributions to a better knowledge of our country's resources was recently made in the form of a special edition of the Manufacturers' Record, Baltimore, entitled "The South: The Nation's Greatest Asset." There were 348 pages devoted to this subject, besides the 124 pages of matter in the regular issue of that periodical. The advertising was in one style of type through the entire work, varying only in size, and represented every enterprising section in the Southern States. One of the unique features of the issue was the descriptive advertising section, giving extensive and highly interesting accounts of various cities and companies within the prescribed area. The progress of the South is effectively told in this number, which contains a wealth of material of inestimable value to the enterprising manufacturer.

Manchester Union's Big Number.

The Manchester (N. H.) Union recently issued a special edition in celebration of its fiftieth anniversary, which contained 108 pages. The publication of a paper of such a size proves a notable event, and attracted much attention.

Metal Economy
 WILDES' REFINED METALS
 PLUS
 OXODIO
 THE METAL FLUX AND PRESERVATIVE
Thomas Wildes' Sons
 METALS
 14 Dover Street, New York

BARNHART
Steel Composing Room Furniture
 is built like a modern steel building, rigid, durable, fire proof, sanitary—the ultimate answer to the question: How may a composing room be fitted up to turn out the most work for a given expense?
 We have an interesting folder describing the most modern composing room in the country—that of the Times Mirror of Los Angeles—which we shall be glad to send you. Write for it.
BARNHART BROS. & SPINDLER
 St. Louis 168 - 170 - 172 New York
 Omaha W. Monroe St. Kansas City
 Washington Seattle
 St. Paul CHICAGO Dallas
 Creators of BARNHART Type Faces

ON STARTING A PAPER.

The Struggles That Go with Such an Enterprise—How a Successful Organ Was Built Up in Western Maryland—Rules Adopted to Make the Paper Popular and Put It on a Paying Basis—Practical Results.

While the day of the old personal and political organ has passed, few persons have noted that this transition has gone even further, and that many men are willing to finance a newspaper enterprise simply to assure a fair and undominated newspaper in their community. They may not wish to support such papers as eleemosynary institutions but they are willing to start and support them until they have become self-supporting. Under proper management such newspapers in the end become a success.

Concrete proof of these assertions may be found in the city of Cumberland, Md., where I recently established an afternoon paper, financed by a number of men who wished an absolutely independent newspaper for western Maryland. Every shade of political and factional belief was represented in the coterie of financiers, and their religious views were varied.

THE GENERAL PLAN.

Approached on the subject of establishing a new paper in the city, an enterprising town of 25,000 people, I outlined my plan in this wise: The paper must be absolutely free from any outside influence whatever; no suppression of legitimate news must be attempted because some stockholder or friend of a stockholder is involved; it shall not be used for "boosting" any person connected therewith—in brief, it must be a legitimate newspaper, free from political, business, financial, religious or other control, and I must be given absolutely a free hand in the management.

"Exactly what we want," was the enthusiastic answer, and not once during my connection with this paper was any suggestion or intimation made in violation of this understanding. Supplementary to this, however, I explained that I did not believe in going to such extreme of publicity as seriously to injure any person simply for the sake of "making a good story." While evils were to be exposed wherever found, muckraking was to be avoided, and the paper was to be clean and fair to all, and the columns were to be open to everyone.

HOW LONG TO WAIT.

The question of initial cost and running expenses having been discussed, the query was propounded:

"How long will it take such a paper to become self-supporting?"

"It should be done in two years," I answered.

The proof that such a paper pays is found in the fact that this independent newspaper made both ends meet within eight or nine months of its establishment, dating from December last.

But the path of such a paper is by no means strewn with roses; it is rather filled with pebbles sprinkled thereon by persons whose influence with other papers has given them virtual control of the policies and the news columns. In this case, for instance, the Masons were told that the paper was financed by the Knights of Columbus, while the Knights of Columbus were warned that the Masons were behind it. The liquor men were given to understand that it was a local option organ, while the temperance people had the impression that it was the liquor men's sheet. Even religion was brought into the question and every effort was made to arouse antagonism.

The new paper went on its way without notice of these discouraging reports. It printed all the legitimate news, without considering whether it trod on the toes of Tom, Dick or Harry. Detailed and interesting reports of the meetings of the City Council were given, in contrast to previous dry, routine accounts.

Within one month the City Council



R. J. BIDWELL,

A POPULAR SPECIAL REPRESENTATIVE OF SAN FRANCISCO.

chamber was unable to accommodate the throngs of citizens attracted to the meetings by the accounts in the new paper, and this large attendance was most beneficial to the city.

At the same time, the editorial columns were kept clean and were filled with forceful editorials. Dreary essays were thrown out and the paper discussed questions of interest to the people, giving due praise where praise was due, but not hesitating to criticize because of any fear of the charge of "knocking." The people came quickly to the new paper. At first, by ones and twos they drifted into the office, with a timid inquiry as to whether they "could get" certain things printed. "We never could get them in the other papers, not even by paying for them," they explained, "and we didn't know whether you would use them or not."

PEOPLE SAW THE LIGHT.

When proper and legitimate, such articles, interviews and letters were used. When they were not available, courteous and satisfactory explanations were made as to the why and wherefore. And the people saw a great light. They soon believed in the medium and adopted it as "The People's Paper."

Meantime, on the business end, the result was also satisfactory. The weekly shortage grew less and less, and in three months the difference between expenses and receipts had shrunk fifty per cent. Moreover, as soon as the paper was self-supporting, the backers did not look for enormous dividends, but proposed to enlarge and elaborate the plant and to prepare for enormous expansion. When backers, readers and advertisers are so easily found for a fair, free and independent newspaper, conditions cannot be as bad as some pessimists are inclined to paint them.

GEORGE GARNER.

THE EDITOR AND PUBLISHER IS \$2 A YEAR.

LIVE AD CLUB NEWS.

The great Commercial Chautauqua, or Merchants' National Business Institute, was proposed as an institution of St. Louis in a report submitted by Ray B. Simpson and a committee at the weekly luncheon of the Ad Men's League. The plan is part of a program for a persistent campaign for advertising St. Louis at a cost of \$200,000 annually. Among the most important subjects of instruction Mr. Simpson named window trimming, figuring profits, stock keeping and retail advertising.

The Advertising Association of Chicago members had the Jarvis Hunt Central Terminal Plan explained to them recently. The plan contemplates the straightening of the river from Van Buren street south, establishing a central loop terminal between Twelfth and Sixteenth streets and stopping all roads at Twelfth street (except the Illinois Central), so as to wipe out the impassable barrier of freight and passenger tracks. It is said that the improvement contemplates the investment of \$200,000,000.

At the meeting of the Spokane (Wash.) Ad Club April 9, John W. Greb, of the Court Reporting Co., delivered a lecture on "The Court Reporter and His Work." R. P. Kelley was chairman of the day. President R. E. Bigelow announced the tentative list of delegates and alternates to the Sacramento (Cal.) convention, for which \$1,800 has already been subscribed. Clare Cater, of the city beautiful committee, urged the members to be diligent in working for results during "clean-up week."

R. R. Shuman, of the Chicago Advertising Association, addressed the Joliet (Ill.) Advertising Club recently. The Joliet News thought so well of his talk that they gave it nearly a column and a half of space. Mr. Shuman is a member of the vigilance committee of the Associated Advertising Club of America, and is a vigorous opponent of bad advertising methods. The Joliet Advertising Club has now seventy-two enthusiastic members.

Charles W. Mears, advertising manager of the Winton Automobile Co., spoke to the members of the Cleveland Ad Club on "What Is the Matter with the Automobile Business?" last week. "Success or Failure" was the subject of an inspirational address at the April 9 meeting by Rev. T. S. McWilliams, pastor of the Calvary Presbyterian Church of that city. W. H. Hyde presided.

The Ad Club at Lancaster, Pa., at its session last week, endorsed the recent fraudulent advertising law, passed by the Legislature and signed by the Governor, and determined to see that the law is enforced to the letter. A vigilance committee was appointed for that purpose. H. C. Brown, advertising manager of the Victor Talking Machine Co., gave an excellent address upon the value and importance of advertising, and the proper use of publicity.

H. S. Robinson, of the Robinson Bath Cabinet Co., spoke at the weekly meeting of the Toledo Ad Club and gave some interesting information regarding results as observed by a large advertiser. He recounted some of his failures as well as successes, and presented many practical facts concerning the advertising of his concern.

In an address before the Beaumont (Tex.) Ad League, W. P. Hobby told of the widespread results obtained by the club and the enthusiasm, optimism and interest stirred up by the discussions at the meetings. President Law, in a brief address, commended the members to their duty on committees and urged personal sacrifices in order to attend the meetings and carry on the work assigned to the numerous committees.

SAN FRANCISCO'S ONLY SPECIALS

R. J. Bidwell and Associates Represent a Choice List of Pacific Coast Papers.

The R. J. Bidwell Co. is said to be the only special agency in San Francisco representing Pacific Coast newspapers. The head of the concern, R. J. Bidwell, entered the University of Michigan at Ann Arbor, after completing a course in the public schools, for the purpose of preparing for a journalistic career. When he left that institution, however, he concluded to enter the advertising field instead.

Mr. Bidwell has now been identified with advertising in San Francisco since 1904, and for the last four years has been a special representative. His list at present includes the Los Angeles Times, which, it is claimed, prints four million more lines of advertising than any other newspaper in the world; the Seattle Post-Intelligencer, the Spokane Spokesman-Review, the Portland Oregonian and the Portland Evening Telegram.

The office of the list is located in the new Bankers' Investment building, 742 Market street, which is within one block of the offices of San Francisco's five leading daily newspapers. During the Panama-Pacific Exposition the Bidwell company will maintain a free information bureau for the use of their publishers, subscribers and advertisers.

That possibilities of the Pacific Coast field are becoming more deeply appreciated in the East is shown by the fact that the H. K. McCann Co., of New York, has recently established a branch office in San Francisco.

The Bridgeport (Conn.) papers are adopting the press badge in place of the cards issued by the police department.

HOW FAKERS FAKE.

Rochester Chamber of Commerce Issues A Booklet On the Subject.

[By George W. Coleman, president of the Associated Advertising Clubs of America, in the March number of Associated Advertising.]

Chambers of commerce and advertising clubs everywhere are on the trail of the local advertising faker, the fly-by-night souvenir edition promoter and the general, all-round publicity grafter. Very effective work has been done toward the elimination of these parasites. They prey upon business men to an extent little realized, and the harm they do legitimate advertising is incalculable.

The very best setting forth of these rascals in print that I have ever seen bears the imprint of the Rochester Chamber of Commerce and is entitled "How Fakers Fake." Both in substance and style it is an ideal piece of work, and nothing better could happen to the advertising business and nothing would be more profitable to the business men of any city than to have a localized edition of this Rochester pamphlet published and distributed to all the merchants and manufacturers in the community.

If there is any side of the question that this little book doesn't handle, I can't imagine what it may be. If there as any variety of local faker who escapes an illuminating analysis on its pages, he must belong to an unknown species. Just to give you something of the flavor of this practical essay on some of the minor troubles of business men, let me quote you the main headings:

- The Gentle Art of Gaining One's Living Without Effort.
- The Religious Faker.
- The Philanthropic Parasites.
- The Famous Citizen at Bargain Rates. First Prize at the Buncombe Exposition.
- The "Souvenir" Booklet.
- Special Advertising.
- Directories (of the punk kind).
- Small Fry.
- That chapter on "The Famous Citizen at Bargain Rates" will be particularly

interesting to many a business man who has let his pride and good nature run away with his better judgment. And it will be quite as interesting to some otherwise creditable publishers who will be made to realize that the day has gone by when anyone can play that kind of a game and still lay claims to respectability.

The Rochester Chamber of Commerce is publishing a second edition of this pamphlet and is prepared to send copies in lots of twenty-five or more at four cents each. This would save money to any club that might want to use a leaflet like this and did not feel that it could afford to adapt an edition to its own special needs.

CHANGES IN INTEREST.

TOPPENISH, Wash.—On April 7 the management of the Tribune passed from the hands of W. E. Zuppann to T. J. Maroney and W. G. Fulton, who will take charge as editor and manager, respectively. The paper was established in September, 1910, by a stock company composed of Toppenish business men.

BOONEVILLE, Mo.—E. N. Meador has sold the Central Missouri Republican plant to H. H. Mitchell, of Springfield.

BLASBURG, Pa.—The Herald has changed hands, the new owner being F. G. Davis, who assumed charge last week.

ORLAND, Cal.—The Register has been purchased from Liefried & Tibessart by W. C. Parry, formerly of Stayton, Ore., and L. W. Wigmore, formerly with the San Francisco Chronicle.

JUNCTION CITY, Ark.—C. A. Berry, editor of the Huttig News, and J. C. Phillips have bought the plant of the Democrat and will commence the publication of the Interstate Press this week.

MASON CITY, Ia.—R. V. Lucas, who recently sold the Bedford Free Press, has bought a large block of stock in the Daily Times and will become business manager.

WINDBER, Pa.—Amos Claas, editor and proprietor of the Roaring Springs News, has assumed the management of the Era.

CHARLESTON, Tenn.—The sale of the Express by R. M. Southard to Pleas Carter, was announced last week in that paper.

WINSIDE, Ia.—John L. McCoy has purchased the Tribune from J. C. Ecker, who has been its editor for the past fifteen years.

ANTLERS, Ark.—The American has been purchased by Marshall P. McDonald, president and general manager of the Husinian Publishing Co., at Hugo, Okla.

RANDALL, Kans.—J. O. Rogers, principal of the Randall schools, has purchased the News, and assumed editorship.

HITCHCOCK, Ia.—The News-Leader has a new editor and publisher in the person of Neil D. Ames, an experienced Tennessee newspaper man.

Los Angeles Municipal Paper Quits.

The Los Angeles (Cal.) Municipal News, representing that city's experimental venture in the weekly newspaper field, chronicled its own obituary in the issue of last week. Thirty-two weekly editions of the paper had been published and circulated. Publication of the city paper ceased under an edict of the voters, who declared for its discontinuance when it was shown that the revenues virtually were nothing, while the expense used the entire appropriation of \$36,000 a year.

Ad Man Dragged by Subway Train.

While attempting to get on a subway train at Ninety-sixth street early Saturday night, Edward McClain, an advertising man of 404 Audubon avenue, caught his left foot in the side door of one of the cars and was dragged the length of the platform and to the roadbed, where his head was dashed against the pillars and sides of the car. The injured man was taken to the J. Hood Wright Hospital, where it was found

PAGE MAT SERVICE

Since providing ourselves with a complete mechanical equipment in a new building we have begun issuing two weekly page mats for use on Sunday or any day thereafter.

One is a news feature page and the other is a full page of half-tone pictures. The art for both pages is striking, and our etchings are deep.

The price is \$1.50 per week for either page, carriage charges prepaid. State length of page in ordering.

Bear in mind our regular daily matrix service, which includes C. A. Voight's 7-column comics, news cuts, cartoons, woman's and sport page features, and Moulton's humor column.

Proofs and sample matrices on request.

THE CENTRAL PRESS ASSOCIATION, CLEVELAND, O.

See our complete service at the
National Exposition
SECTION II
The International Syndicate

ESTABLISHED 1899 BALTIMORE, MD.

The Special Service Co.
Composed of Men and Women of Newspaper Experience, Ability and Integrity
EXPERTS and SPECIALISTS in CIRCULATION CONTESTS
Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

that McClain was suffering from a fractured skull and internal injuries. Mr. McClain was correspondent in the Spanish-American War and later a reporter on the New York World and the Press.

Hamilton Papers Very Much Alive.

Another striking illustration of the "never say die" spirit of the modern newspaper was given by the Hamilton (O.) Journal, and the Republican-News, which combined what was left of their respective plants after the flood and got out a joint daily issue under the most adverse conditions. It comprised one sheet, printed on both sides, and was given away. The "ads" in most instances were written in a spirit that would border on the humorous were it not for the tragic background. One advertiser assures the public that his stock is "clean and fresh, since the flood;" another advertises "Dry goods damaged by water," and several concerns appeal to their employes to return to work.

Missouri Plans Big Ad Campaign.

The Missouri Federation of Commercial Clubs is planning to spend a large sum of money to advertise the State and further develop its resources. A. N. Lindsey, of Clinton, has been elected general secretary and a committee is now working out an advertising campaign.

Hearing on Billboard Ads April 25.

The Mayor's Billboard Advertising Commission, through its chairman, Robert Grier Cooke, announces that it will hold a public hearing at City Hall, April 25, at 2 p. m., to consider suggestions concerning the best method to curb unsightly billboards. Following the meeting, the commission will draw up a city ordinance regulating advertising displays, which may require a tax on signs. Since its organization several months ago the commission has been taking testimony on the subject.

The Cushing (Okla.) Independent will have a modern brick building June 1.

It is a fact that Without exception

THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS

are those put out by
The McClure Newspaper Syndicate
45 West 34th Street, New York City

The very best
New Daily Comic
on the market
"AH YES!
OUR HAPPY HOME"
By **GEORGE McMANUS**
Write for details
International News Service
200 William St., New York City

The
J. Leonard Levy Service
It's a brand new one. Something to interest the big store proprietor. Doctor Levy is at present Rabbi of Rodelph Shalom Congregation, Pittsburgh. He writes on sociological problems and is a widely quoted authority. His first two articles are entitled "The Settlement of Industrial Disputes." This series will pave the way to big copy.
World Color Printing Co.
ST. LOUIS, MO.
Established 1900 R. S. GRABLE, Mgr.

"Pepper Talks"

A brand new idea in short newspaper editorials—written by George Matthew Adams. Used in nearly one hundred cities.

"Pepper Talks have taken this community by the scruff of the neck."—Herbert Hunt, The Tacoma News.

Yet, this is but one of our 30 famous short features, including Walt Mason, George Fitch, Abe Martin, Gelett Burgess, Ruth Cameron, etc. Write for samples.

The Adams Newspaper Service
NEW YORK CHICAGO
Fifth Avenue Building Peoples Gas Building

GET
Today's News
Today
"By United Press"

General Office:
WORLD BLDG., NEW YORK

All Circulation Contests operated by us during 1913 will be "personally conducted" by Frank Hicks, General Manager of this Company

WIRE  WRITE

WILL S. EAKIN IN TOWN.

The Business Outlook for the Present Year Looks Good to Him.

Will S. Eakin, the advertising manager of Swift's Specific and the Bradford Regulator Co., of Atlanta, is in New York for a month's stay at the Albemarle-Hoffman Hotel. As Mr. Eakin spends about \$400,000 a year for advertising space he is the object of much tender solicitude on the part of the special representatives, the advertising managers of the various newspapers and periodicals, and the advertising



WILL S. EAKIN.

agents during these annual visits. He rarely ever gets a chance to eat alone, except at breakfast, owing to the pressing invitations he receives.

As a matter of fact, Mr. Eakin, who succeeded the famous "Charley" Rucker, has a wide circle of friends and acquaintances among newspaper, magazine and advertising men, as he has been with the Swift Specific Co. fourteen years, during the most of which time he has handled the company's publicity. He travels ten months in the year, during which time he calls on several hundred newspapers in almost as many cities. The Swift people are using at present about 600 dailies and 400 weeklies in their advertising campaign, which, by the way, continues the year round. The newspaper copy, which aggregates 30,000 lines, is said to be the largest used by any general advertiser.

Mr. Eakin, who has recently returned from a trip to the Pacific Coast, and later from a trip through the Southern States, told a representative of THE EDITOR AND PUBLISHER that he found a cheerful feeling of optimism among business men everywhere.

"I was much pleased at the business situation as reflected in the talks I had with merchants, manufacturers and farmers," said he. "The tariff, the presidential election and politics generally have not caused them to worry either about the present or the future. All seemed confident that this year is to be an exceedingly prosperous one. In our own field we did the largest business in February of any February in our history."

Flushing Editor in Libel Action.

Harry Sutphen, editor of the Queens Borough (N. Y.) Bulletin, a weekly paper published in Flushing, L. I., who is also deputy commissioner of public works, Queens, was summoned before Magistrate Conway in a criminal libel proceeding last week. Richard Van Siclen, cashier of the First National Bank of Jamaica, alleges the libel was directed at the bank because of business troubles between the editor and the bank. Magistrate Conway postponed decision as to whether there was sufficient evidence to issue a warrant.

NEW INCORPORATIONS.

CANYON, Tex.—Randall County News; capital, \$13,000; incorporators: C. O. Kaiser, Oscar Hunt, J. E. Winkelmann.

NEW YORK, N. Y.—Harlem Reporter Press of Manhattan; printing, publishing, advertising; \$25,000; incorporated by Reginald H. Smith, John W. Collopy, Jr.

PARKERSBURG, W. Va.—Wood County Publishing Co.; newspaper; capital stock, \$50,000; incorporators: Reese Blizzard, Gilbert L. Watson and Thomas S. Savage.

LOS ANGELES, Cal.—Observer Publishing Co.; capital stock, \$25,000; incorporated by Robert Ashdon, B. L. Hilliard, G. E. Van Vlack.

CINCINNATI, O.—The Town and Farm Publishing Co.; general publishing; \$1,000 capital; incorporators: J. M. Maloney, Harry T. Evans and others.

FORT WORTH, Tex.—Post Publishing Co.; capital stock, \$10,000; incorporators: C. F. Yeager, G. A. Rutledge, J. J. Parker.

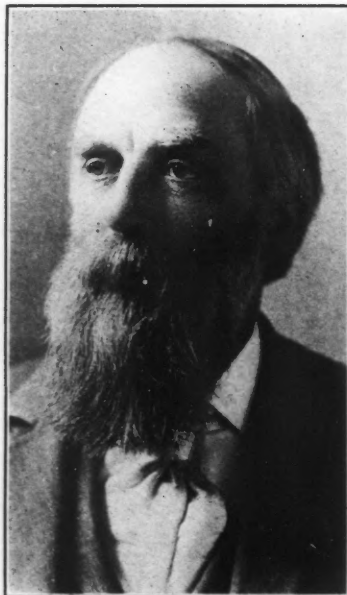
TULSA, Okla.—Inter-Ocean Co.; capital stock, \$20,000; incorporators: James A. Veasey, J. P. O'Meara, L. G. Owen.

STILLWATER, Okla.—The News Publishing Co.; capital stock, \$5,000; incorporators: C. A. Melton, W. E. Berry, Jr., J. M. Grubb and others.

ROANOKE, Va.—World Publishing Co.; newspaper; authorized capital, \$100,000; directors: J. B. Fishburn, A. H. Dooley, J. M. Miles.

D. A. M., Golden Rule Editor, at 71.

Captain David A. Murphy, managing editor of the Oxford (O.) Herald, passed his seventy-first milestone on life's road, April 3, with the best wishes of a host of friends scattered throughout the land. Captain Murphy was born near Rome, O., and has been a newspaper editor at twenty, forty, fifty, and now beyond the three score and ten mark. He is the author of four books,



CAPT. DAVID A. MURPHY.

the latest of which, "Back-log Ballads," is a charming volume of picturesque and pastoral poems. The Captain's initials are D. A. M., but the motto of the Oxford Herald is "The Golden Rule and Better America," and the well-beloved Captain carries out that motto with characteristic editorial effectiveness. He is a sturdy fighter who has never been licked. Captain Murphy is now taking a three months' vacation at Buena Vista, O., where he daily imbibes of the good sulphur spring water that abounds in that region.

Boy Delinquents Halt Telephoning.

Three mischievous boys chopped away about twelve feet of telephone cable at police headquarters last week

Wednesday. The result was that nearly 100 telephone wires were temporarily out of commission, and for about two hours many reporters covering headquarters were obliged to keep in touch with their respective offices otherwise than by telephone. The boys were captured as they were cutting the cable into small lengths and sent to the Children's Society.

Willdsen Moves to New Quarters.

S. Blake Willdsen, newspaper and advertising specialist, Chicago, has moved his offices to the Heyworth building, 8 South Wabash avenue, just a few doors



S. BLAKE WILLSDEN.

from No. 32, his former location, where he has been for the past five years. Mr. Willdsen has had fifteen years of practical experience in circulation promotion and is well known in the newspaper and advertising field.

Flint Press Quits Business.

The Flint (Mich.) Evening Press, which was established six months ago, in its issue of Saturday, April 5, announced that with that number it would quit the field and go out of business. It had been running a circulation contest and one of the front page ears carried the notice "Polls Close at Five." Above the title caption in this last issue was the inscription "We Close for Good." The publisher of the Press gave notice that all bills will be paid in full and that subscribers will receive the Flint Daily Journal for the period for which they have subscribed. They frankly admit that the Journal is too well entrenched in public favor to be dislodged, and, therefore, give up the fight.

Missemer Heads Peking Daily News.

George W. Missemer, of Shanghai, China, son of J. R. Missemer, publisher of the Mount Joy (Pa.) Star and News, recently took charge of the Peking Daily News, as its editor and general business manager. The last three years he was the editor of the Daily China Gazette, at Shanghai, which was sold to the secretary of Dr. Sun Yet Sen, the first President of the new Chinese republic, who lives at Shanghai and is a personal friend of Missemer. The News is the only English paper in the Chinese capital.

Considerable Editor.

With this issue the horse editor, who is also the society editor, the religious editor, the political editor, the live-stock editor, etc., etc., becomes the poultry editor of The Appeal.—Paris (Mo.) News.

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

Your advertisement in the Advocate is equivalent to an accredited representative in 5,000 homes.

New York Representative, O'FLAHERTY'S NEW YORK SUBURBAN LIST, 150 Nassau St. New York City.

\$35,000 IN CASH

balance deferred, will buy one of the best evening daily newspapers in a rapidly growing city in the Metropolitan district which will show at present OVER 10% NET on the asking price. Equipment worth more than the cash payment required.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S³⁰ BULLETIN

PROOF CHART REPORTS are acknowledged as the HIGHEST STANDARD of Circulation

Examinations in the Country Introduced Exclusively by C. GODWIN TURNER

THE DATA CIR. AUDIT CO., Newark, N. J.

Press Clippings

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

BURRELLE

CHARLES HEMSTREET, Manager
45 Lafayette Street, New York City
Established a Quarter of a Century

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. 6880-4 Bookman

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

SEND FOR SAMPLE

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

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

YOU MUST USE THE LOS ANGELES EXAMINER

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

REFLECTS PUBLIC WILL.

Dr. Williams Interprets Modern Publicity As a Potent Influence in Our Democracy and Herald of a Greater Day.

(Special Correspondence.)

CHARLOTTESVILLE, Va., April 14.—Dr. Talcott Williams, director of the School of Journalism, Columbia University, made the principal address at the University of Virginia's celebration of the 170th anniversary of the birth of Thomas Jefferson, founder of the university. Dr. Williams took "Publicity" as his subject.

He began by saying that this was a Jefferson year, that a President of the Jefferson type was at Washington, and that Woodrow Wilson in his task had profited by the newspaper more than any other man in our recent history. Thanks to the advance of journalism, he, through all his campaign, had the country for an audience. To Jefferson no such fair fortune came. "The real extent of their misinformation is known only to those who are in a position to confront facts within their knowledge with the lies of the day," said Jefferson. Yet the man who said this, declared Dr. Williams, laid the foundation of national liberty for the press of the nation. He urged and aided in securing its protection in our fundamental law.

"Our liberty," said Jefferson, "depends on the freedom of the press. Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. Where the press is free and every man is able to read, all is safe."

NEWSPAPER A COMPOSITE.

"Our first century of publicity began with Jefferson's presidency," declared Dr. Williams. "Congress opened its doors. The executive made public every act. The area of social, personal and official facts laid bare by the press still yearly grows. Nothing is concealed. Jefferson's commendation of the newspapers is still repeated, but the principle that publicity is the best protection of liberty is universally accepted."

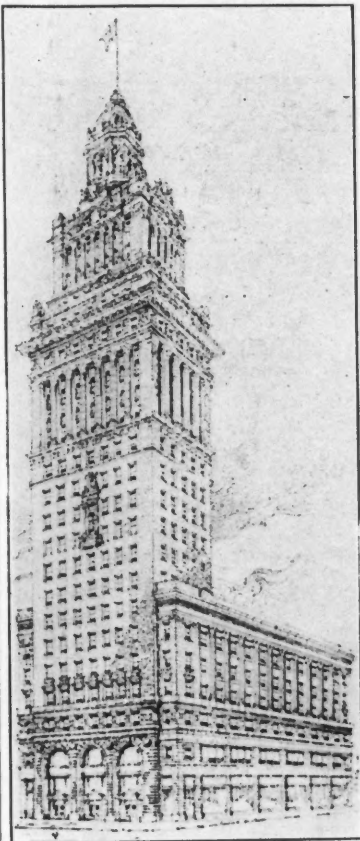
The newspaper is no longer individual. No newspaper is one man. When newspaper circulation was numbered by hundreds or a few scanty thousands, one man spoke. When circulation is numbered by the hundred thousands, many speak. The newspaper is a composite. It is the office of a newspaper to create and express the common consciousness of the community. Its news brings common knowledge. Its opinion expresses the mass of opinion of the larger share of its readers or it gradually colors their thought and purpose.

In newspapers, the city, the State and the nation each knows itself. Through publicity, public acts become visible, public will forms.

To Jefferson, publicity was the publication in a small sheet written by one man of meager and inaccurate knowledge, crumbs fallen from official tables. Publicity to-day in the newspaper is a vast meshed net cast into the ocean of national life, sounding all its depths, revealing its lowest depths and gauging all its moving floods, reluctant as the tides of Aulis. To picture daily, as does the American press, the acts, the events, the purposes and the will of the nation as a whole, is a greater achievement than to be, as newspapers once were, the megaphone of some genius in journalism.

AS PUBLIC INTERPRETER.

The newspaper is the interpreter of the public itself. Unless the light of consciousness be without wavering, no knowledge can be trustworthy, no purpose can be wise, no will can be guided aright to nobler and greater ends. The newspaper alone groups, co-ordinates, unites and sets in mutual action and in common knowledge the working of all the parts of society, as consciousness brings to one focus in the individual sense, experience, memory, intellection, judgment and will. It is because it has



SAN FRANCISCO CALL'S NEW HOME.

this high and unique duty that the newspaper is perpetually at the bar of public opinion.

How can the public practise patience, forbearance or forgiveness with the precise organ by which and through which society sees itself as a whole and comes to the common consciousness of its own common knowledge, thought, desire and will? This is the mystery in the soul of the American State that in the newspaper it has found the medium by which an hundred millions, scattered over 3,000,000 square miles, have daily the same facts, think the same thoughts, ponder the same issues and divide, aware of the difference which leads to division.

The Inland Empire paper plant at Millwood, Wash., has arranged for the construction of a new three-story frame building to cost about \$35,000 and to be about double the size of the present plant.

OBITUARY NOTES.

EDWARD LECLERC VOGT, sixty-four years old, editor and proprietor of the Morristown (N. J.) True Democratic Banner, died at his home in that city April 9. Mr. Vogt, who lived all his life in Morristown, came into possession of the paper in 1875 as a heritage from his father.

JAMES I. McREE, aged fifty-nine, for a long time identified with Virginia papers, died at his home in Richmond April 9. He began as a writer for the Raleigh (N. C.) News and Observer, and later joined the staff of the Richmond (Va.) Despatch, after which he was connected with the Times, of that city. For many years Mr. McRee was correspondent in Richmond of the Associated Press.

JOHN H. O'BRIEN, editor and publisher of the Sherburne (N. Y.) News for some twenty-five years, died in that city last week. He started his newspaper career in the employ of the News, and later became its owner.

COL. ARTHUR W. MOORE, artist, journalist and veteran of the Civil War, died at his home in Rochester April 15, aged seventy-three years. Colonel Moore was the first editor of the Cosmopolitan Magazine.

HENRY L. STILLSON, formerly editor of the Rutland (Vt.) Herald, and for twenty years publisher of the Bennington Banner, died at the age of seventy-one, at the latter city last week.

JOHN S. GILMORE, founder of the Wilson County Citizen and its editor for forty-two years, died at his home in Fredonia, Kan., on April 4.

JOHN V. BERRY, for years connected with the New York Herald and the Associated Press, died of an injury received two years ago, in a hospital at Tulsa, Okla., last week. He was fifty-six years old and had been a correspondent in Cuba during the Spanish-American War.

JAMES G. BOYLIN, for twenty-six years editor and owner of the Winston (N. C.) Messenger and Intelligencer, died recently at his home in Winston, after an illness of several weeks.

EGBERT C. REESE, Chicago manager of the Coca Cola Co., died on April 3. He had been with the Coca Cola Co. for over twenty years.

COL. WM. L. DEBECK, for many years engaged as a newspaper publisher and writer on Cincinnati publications, died on April 9 at Chicago, aged eighty years.

The Montcalm Herald at Stanton, Mich., has discontinued publication.

CHARLES H. MANN DEAD.

Charles H. Mann, for thirty years the superintendent of the House Press Gallery, died at Providence Hospital, Washington, Wednesday morning. He had been in failing health for three months, but managed to devote a great part of the time to his duties during the closing days of the past Congress.

Mr. Mann was seventy-four years of age and had been a familiar figure about the Capitol and national conventions for nearly a third of a century. He was personally known to scores of public men and to every Washington correspondent who has "covered" the National Capital during the past thirty years. The older correspondents passed and their places were filled with "youngsters," but "Charlie" Mann held on year after year until a complication of diseases made it impossible for him to crawl to the press gallery.

Mr. Mann was near death in December, but an operation prolonged his life. About two weeks ago he realized that he was near the end, and sent a message to the press gallery "bunch" saying that he would never appear again at his old haunts. For the past five days he had been in a stupor, and the end came peacefully on Wednesday.

"Charlie" Mann, as he was known to every Washington correspondent from O. O. Stealey down to the youngest member of the gallery, was born in Doylestown, Pa., October 4, 1840. He received an education in private boarding schools. In 1858 he moved to Baltimore and for a number of years was a Pullman conductor. About thirty years ago he moved to Washington and was appointed superintendent of the press gallery.

Funeral services were held Thursday evening. The remains were cremated. A large committee of newspaper men attended the services.

S. A. Cary will resume publication of the Burkesville (Ky.) Banner, the plant of which was destroyed by fire recently.

Don't Miss The Big

Printing, Publishing, Advertising and Allied Trades Show

IT OPENS APRIL 19th At Grand Central Palace

Greatest aggregation ever gathered under one canvas — performing linotypes — astounding printing presses — mysterious folding machines — bewildering monotypes.

A magnificent, marvelous multiplicity of magical modern methods majestically mingled in one magniloquent maelstrom of mathematical genius.

Something doing from the tap of the gong—so be there.

For further information apply to

HARRY A. COCHRANE
President

200 Fifth Ave., New York City

TELEPHONE, GRAMERCY 724



HE DELAYS NOT THE ORDER OF HIS GOING.

From the Pittsburgh Post.

TIPS FOR THE AD MANAGER.

George Batten Company, Fourth Avenue Building, New York City, is reported to have made up a list of newspapers and will place orders early in May for the Cluot Club Co., "C. C. C." Products, Mills, Mass. It is also making contracts with Southern papers for a long time for the J. G. Dodson Medicine Co., "Dodson Liver Tonic," Atlanta, Ga.

Charles Blum, 897 Chestnut street, Philadelphia, Pa., is issuing orders to New York City papers for the Lee Tire & Rubber Co., "Lee Puncture-Proof Tires," 835 Seventh avenue, New York.

J. Walter Thompson Co., Cleveland, Ohio, and 44 East Twenty-third street, New York City, is sending out 5,000-line contracts to Eastern papers for the Climax Cleanser Mfg. Co.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., and Massengale Advertising Agency, Candler Building, Atlanta, Ga., are handling the advertising for the Purity Extract & Tonic Co., "Senalco," Chattanooga, Tenn.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is placing the advertising of the Tobacco Products Corporation, "Royal Nestor Cigarettes," Studebaker Building, Broadway and Forty-eighth street, New York City.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are forwarding orders to Pittsburgh papers for F. Korff & Co., "Vivo," 3491 Third avenue, New York City. It is reported that the list will gradually be extended to other cities.

J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is making 56-line 1 t. a. w. orders for six months with a selected list of papers for Emery & Co., Inc., "Emery Deviled Sardines," Boston, Mass.

Whitman Co., 95 Madison avenue, New York City, is inquiring rates in a large list of papers.

Sherman & Bryan, 79 Fifth avenue, New York City, are reported to be placing contracts with some Western papers for Rosenberg Bros. & Co., Clothing, 230 St. Paul street, Rochester, N. Y.

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is sending out orders to some Eastern papers for the Ezo Chemical Co., Rochester, N. Y.

Gray & Davis, Auto Lamps, etc., 1720 Broadway, New York City, is reported to have transferred their advertising to Blackman-Ross Co., 10 East Thirty-third street, New York City.

Blackman-Ross Co., 10 East Thirty-third street, New York City, is handling the advertising of the Quaker Lace Co., "Quaker Laces," Philadelphia, Pa.

Wood, Putnam & Wood, 111 Devonshire street, Boston, Mass., are placing 50 d. c. 1 t. orders with a few selected papers for L. P. Hollander & Co., 550 Fifth avenue, New York City.

Cheltenham Advertising Service, 150 Fifth avenue, New York City, is said to be issuing contracts for the Lash Bitters Co., "Lash's Bitters," 1721 Mission street, San Francisco, Cal., and 721 Washington street, New York City.

F. Albany Rowlatt, 152 Bay street, Toronto, Can., is forwarding orders to some Eastern papers for Holbrook's, Ltd., "Holbrook's Worcestershire Sauce," 40 Scott street, Toronto, Can.

J. C. McMichael, 97½ Peachtree street, Atlanta, Ga., is handling the advertising for the Marietta Knitting Co., "Radium Hosiery," Marietta, Ga.

Lawrence G. Cluxton, Montreal, Can., is making 3,000-line contracts with Western papers for the Dominion Watch Co., Montreal, Can.

Read-Miller Co., 120½ South Broadway, Los Angeles, Cal., is placing orders with some Western papers for the Mac Laren Drug Co., Cleveland, Ohio, and Los Angeles, Cal.

H. B. Humphrey Co., 44 Federal street, Boston, Mass., it is reported, will place orders with a selected list of papers in a few weeks for the Geo. Frost Co., "Boston Garter," 551 Tremont street, Boston, Mass. It is also reported to be issuing orders to New England papers for Minard's Linament Co., South Framingham, Mass.

The Siegfried Co., Inc., 50 Church St., New York, has placed a new series of advertisements for The R. & L. Co., eastern distributors of Garford motor cars and trucks in New York, Brooklyn, Newark and Providence newspapers, New Jersey and Adirondack Realty copy for Hughes & Whibly, Montclair, N. J., and Duryee & Co., Saranac Lake, N. Y., is going out to New York, Boston, Pittsburgh and New Jersey newspapers, and to a selected list of magazines.

A portion of the magazine and trade campaign for Chas. R. DeBevoise Co., "DeBevoise Brassiere," Newark, N. J., is being prepared and placed by The Siegfried Co., Inc., 50 Church St., New York.

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is forwarding 20 t. copy to Middle West papers for the Crex Carpet Co.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is placing 4,032 line contracts with Texas papers, for the United Cigar Mfg. Co., "Wm. Penn Cigar."

Carpenter & Corcoran, Inc., 26 Cortlandt street, New York City, are issuing contracts to a few Eastern cities for the White Tar Bags Co.

Gardner Advertising Co., Inc., Kinloch Building, St. Louis, Mo., is making contracts for the Ford Motor Co.

MacManus Co., Inc., Detroit, Mich., is sending out 2,000 line 1-year contracts to Middle West papers for the Dayton English Laboratory Co.

Had the Minister with Them.

A minister, who was not averse to an occasional toddy, hired an Irishman to clean out his cellar. Pat soon discovered a multitude of empty bottles, and hope repeated its specialty of springing eternal in the human breast. As he was carefully examining each bottle by holding it to the light, the minister saw him and called out: "They are all dead ones, Pat." "They are, are they?" replied the Irishman. "Well, there is one good thing about it, they all had the minister with them when they were dying."

Advertisers Want Ad Columns.

The New York Herald for several weeks has been printing a series of attractive illustrated advertisements, under the general title of "Little Talks to Seekers of Employment," advertising the Herald's want ad columns. The subjects of some of these talks were "You and Napoleon," "Are the Young Man's Opportunities as Good To-day as Years Ago?" "The Kindness of Employers Who Read the New York Herald," and "Getting a Hearing." The ads, which were written by C. R. Lippmann, are well constructed and are so interesting that people read them through. Their effect in producing additional business has already been felt.

Is Use of State Seal in Ads Legal?

The right of an individual or corporation to use the seal of New York State for advertising purposes is to be investigated by Governor Sulzer. His attention was called to one appearing in New York newspapers which read: "The State of New York will give you, beginning May 31, an opportunity to make money," etc. In this particular case, it was explained, the ad concerned the sale of building lots by the State Banking Department for the benefit of depositors of a failed bank. The Governor said he would not get out a restraining order, since the enterprise was in the interest of general welfare.

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.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339....Phoenix	GLOBEJoplin
CALIFORNIA.	POST-DISPATCHSt. Louis
ENTERPRISEChico	MONTANA.
RECORDLos Angeles	MINERButte
TRIBUNELos Angeles	NEBRASKA
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	FREIE PRESSE (Cir. 128,384)....Lincoln
INDEPENDENTSanta Barbara	NEW JERSEY.
BULLETINSan Francisco	PRESSAsbury Park
CALLSan Francisco	JOURNALElizabeth
ORCHARD AND FARM IRRIGATION San Francisco	COURIER-NEWSPlainfield
The leading Farm Journal of the Pacific Coast and the Irrigated States.	NEW MEXICO.
RECORDStockton	MORNING JOURNAL.....Albuquerque
Only newspaper in Stockton that will tell its circulation.	NEW YORK.
FLORIDA.	KNICKERBOCKER PRESS.....Albany
METROPOLISJacksonville	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for March, 1913.
POLISH DAILY ZGODA.....Chicago	Daily110,365
SKANDINAVENChicago	Sunday143,525
HERALDJoliet	INDICATORYoungstown
NEWSJoliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
LEADER-TRIBUNEMarion	GERMAN GAZETTE.....Philadelphia
THE AVE MARIA.....Notre Dame	TIMES-LEADERWilkes-Barre
IOWA.	GAZETTEYork
REGISTER & LEADER.....Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL.....Dubuque	DAILY MAIL.....Anderson
KANSAS	THE STATE.....Columbia
CAPITALTopeka	(Cir. July, 1912, S. 20,986; D. 20,956)
KENTUCKY.	TENNESSEE.
COURIER-JOURNALLouisville	NEWS-SCIMITARMemphis
TIMESLouisville	BANNERNashville
LOUISIANA.	TEXAS.
DAILY STATES.....New Orleans	STAR-TELEGRAMFort Worth
ITEMNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRATNew Orleans	CHRONICLEHouston
MARYLAND.	WASHINGTON.
THE SUN.....Baltimore	POST-INTELLIGENCERSeattle
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	WISCONSIN.
MICHIGAN.	EVENING WISCONSIN.....Milwaukee
PATRIOT (Morning).....Jackson	CANADA.
Daily (Except Monday)	ALBERTA.
Average, Year of 1912	HERALDCalgary
Daily..... 10,589 Sunday..... 11,629	BRITISH COLUMBIA.
MINNESOTA.	WORLDVancouver
TRIBUNE, Morn. & Eve.Minneapolis	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

New Orleans States
32,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Dec. 30 to Jan. 5, 1913, inclusive. The States led the Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always.

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

AD FIELD PERSONALS.

Samuel Bilger, formerly with the Taylor-Critchfield Co., is now vice-president of the Chas. H. Touzalin Advertising Co., of Chicago.

Daniel V. B. Clarke, general business manager of the Wm. F. Simpson Advertising Agency for the past eight years, resigns from that firm on April 19. Mr. Clarke has not decided on his future course of action.

C. A. Foster, formerly with the Burroughs Adding Machine Co., is now advertising manager of the Maxwell Motor Car Co., of Detroit.

Neal D. Ivey, of the advertising department of the New Orleans Item, has joined the staff of the Simms-Beauvis Advertising Agency of that city.

Dean M. Linter, formerly of the Charles H. Fuller Co.'s Chicago office, is now with the Wm. H. Cunningham Agency.

P. H. Henriquez has severed his connection with the Fuller and Henriquez Special Agency and has become connected with the Beckwith Special Agency of Chicago.

Frank L. Sugrue, one of the South's well-known newspaper advertising men, has become associated with the New Orleans Times-Democrat, on which paper he will co-operate with Major Henry H. Baker, in the management of the advertising department.

Thomas D. Bell, who has held various positions with the Canadian Pacific Railway for the past eighteen years, including that of assistant general advertising agent, since October last, has resigned to take the position of manager for Western Canada of the McKim Advertising Agency, with headquarters at Winnipeg.

A. W. Ferguson has resigned as advertising director of John T. Milliken & Co., St. Louis, to join the National Druggist of that city.

Norman D. Lewis, resigned from the Cincinnati office of the J. Walter Thompson Co., to become advertising manager of the Master Builders' Co., of Cleveland.

Thomas N. Jones became advertising manager of the Philadelphia Press on Monday.

Albert Moucher, formerly of the Philadelphia Press ad staff, has joined the sales force of the Peerless Motor Car Co. of that city.

Alfred L. De Noyer, formerly of the Boston American staff, has been made publicity manager of the Farnsworth, Hoyt Co., Boston.

W. E. Woodward, for four years head of the copy and plan department of the J. Walter Thompson Co., New York, will resign May 1 to associate himself with a new advertising enterprise.

Cooper Jackson, for the past year business manager of the Wichita (Kan.) Beacon, has gone to Austin, Tex., where he will be advertising manager of the Statesman.

Parkersburg Sentinel Had Big Bath.

A. E. Clayden, newspaper representative, New York, is in receipt of a letter from A. B. Smith, publisher of the Parkersburg (W. Va.) Sentinel, in which he states that while they had a six-foot bath for two days they did not miss an issue of the Sentinel, and while the electric power was shut off Friday and Saturday, March 28 and 29, they managed to print on a job press a fair-sized issue of the Sentinel, and that the paper, together with Parkersburg, is back to normal conditions and none the worse for a thorough drenching.

DREIER AT SPRINGFIELD.

Talks to the Ad Men on "The Philosophy of a Vagabond."

Thomas Dreier, editor of Associated Advertising, and Character, and an expert in advertising problems, recently delivered a somewhat unusual address before the Springfield (Mass.) Publicity Club on "The Philosophy of a Vagabond." It had nothing to do with advertising, and yet after he had finished one of the members said to his neighbor: "That's the best advertising talk I have heard in a year."

Dreier talks, as he writes, with a spontaneity, a gentle seriousness, and a power that moves men. The following extract from his address is worth recording:

"We may have a plan, we may have materials, we may adjust these materials properly, and still fail. To be of value to the world something more is needed. Quite as important as these is the desire to serve. Without desire, there can be no action. The intellect alone is of no value. It must be vitalized by emotion.

"We've got to believe, too, that everything that comes to us, whether joy or grief, is needed by us. We've got to have a great faith in the all-wisdom of the Great Executive. The curious thing, as we discover along this vagabond trail we are all traveling, is that many a grief is worth more than the joy we sought. The greatest prayer is 'Thy will be done.' We've got to feel that whatever is sent to us is what we most need. It isn't what happens to us that counts for so much, but what we do with the experience."

AD WOMEN TO CRITICIZE COPY.

Program of Luncheon at Prince George Hotel This Noon.

Miss Anna R. Rosenblatt, of the Business Bourse, New York, will preside at the monthly luncheon of the League of Advertising Women, which is for members only, at the Prince George Hotel to-day, at which advertising copy criticisms will be the main topic.

Various classes of advertising copy will be brought before the league members, the copy criticised, corrected or approved, then analyzed as to what periodicals should prove most profitable according to the various styles of copy, also at what periods during the year certain copy should be used. In fact, it will be a typical board meeting of a "Mock Advertising Campaign."

The League of Advertising Women was represented at the banquet of the Eastern Division of the Associated Advertising Clubs of America at the Hotel Waldorf-Astoria, by Allyn V. Scheerer. Mrs. P. J. Evans represented the Women's Ad Club of Boston.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Federal Advertising Agency of Manhattan capital, \$60,000; general advertising; incorporators: Robert Tinsman, Carl Kaufman and others.

BOSTON, Mass.—The Greene Advertising Co.; capital stock, \$50,000; incorporated by Robert R. Greene, Gardiner F. Greene and Charles W. Noyes.

ST. LOUIS, Mo.—Ferry-Hanly-Schott Advertising Co.; capital, \$2,000; incorporators: Wallace J. Ferry, Henry Schott, Clarence P. Hanly and Frank A. Boyd.

PHILADELPHIA, Pa.—Charles Blum Advertising Corporation; officers: President, Charles Blum; vice-president, Edward A. McCay; secretary, Frank J. Clifford, Jr., and treasurer, E. Leslie Allison.

Abe Lipman's Eighth Son.

Abe Lipman, circulation manager of the Jewish Daily News and an exponent of Colonel Roosevelt's theories on race suicide, celebrated the Brismilah ceremony of his eighth son on Sunday last. Following the Jewish custom, a supper was served to the assembled guests, who included a number of local newspaper men.

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.; Mallery 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.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- GRIFFITH, HARRY C.
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

Advertising Agents

- ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
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-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpén Bldg., Chicago.
- GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

CIRCULATION NOTES.

The Keokuk (Ia.) Constitution-Democrat has just closed a record-breaking auto contest under the management of H. F. Sweatland. More than 1,500 new subscribers were secured through the medium of the campaign, according to the publishers.

The Washington Post is conducting a unique contest which promises to boost the circulation to an edifying extent. The prize list is headed with a cash premium of \$1,000.

College banners, a different one each week, are being given with new subscriptions to the Bridgeport (Conn.) Standard in a campaign just instituted by L. W. Keyes, circulation manager of the paper.

Vacuum cleaners are being offered as an inducement in an increased circulation campaign that is being conducted by the Bridgeport (Conn.) Telegram.

The Boston Traveler is running a street picture contest which will give its

readers an opportunity to display their knowledge of the Hub City's thoroughfares at a profit.

The Pittsburgh Sun's "Book-Lovers' Contest" is booming along at a record-breaking rate.

The Asbury Park (N. J.) Press is conducting a "hidden word" contest that is booming both the circulation and advertising departments.

More Work for Missouri Students.

The school of journalism of the University of Missouri has added to the amount of purely professional work required for graduation. Under the new rule, thirty-six hours of professional work is necessary for graduation, instead of twenty-four as previously. This, however, does not increase the total number of academic and professional hours necessary for the completion of the courses in journalism. Among schools of journalism the Missouri school alone requires two years, or sixty hours, of work for entrance.

The Boston Post

is profitable "by reason of its tremendously big circulation, the biggest or next to the biggest of any morning paper in the entire country."

—Mr. FRANK A. MUNSEY in Boston Journal, Feb. 26, 1913

CIRCULATION AVERAGE FOR MARCH

Boston Daily Post

413,254

Boston Sunday Post

318,836

TOTAL DISPLAY ADVERTISING

(Newspapers with Daily and Sunday Editions)

	Month of March AGATE LINES	First Three Months of 1913 AGATE LINES
Boston Post . . .	616,704	1,487,424
Boston Globe . . .	534,760	1,307,494
Boston American . . .	479,887	1,187,921
Boston Herald . . .	385,007	921,834

Classified Advertising not included in above totals

Automobile Display Advertising

	Month of March Agate Lines	First Three Mos. of 1913 Agate Lines
POST . . .	79,815	112,133
Globe . . .	72,013	104,343
American . . .	69,305	86,994
Herald . . .	67,877	87,410

Classified Advertising not included in above totals.

The BOSTON POST

Leads in Local Display

The BOSTON POST

Leads in Foreign Display

The BOSTON POST

Leads in Automobile Display

The BOSTON POST

Leads in Total Display

Eastern Representative—Kelly-Smith Co., 220 Fifth Ave., New York
Western Representative—C. Geo. Krogness, Marquette Bldg., Chicago

