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TO ENFORCE THE LAW.

POSTMASTER GENERAL BURLESON WILL PROSECUTE NEWS-PAPERS THAT DISOBEY.

Attorneys Representing the New York Journal of Commerce and Commercial Bulletin, and the A. N. P. A. Apply for a Restraining Order—Dispute as to the Agreement Made with the Attorney General.

(Special Correspondence.)

WASHINGTON, March 12.—Consternation reigned among newspaper representatives in Washington this week when it became known that the new regime in the Post Office Department would proceed at once to enforce the "Newspaper Publicity law" without awaiting the decision of the Supreme Court of the United States as to its constitutionality.

Attorneys representing the New York Journal of Commerce and Commercial Bulletin in particular and the American Newspaper Publishers' Association in general rushed to the Supreme Court for a restraining order. The court has the matter under consideration.

In support of their request the attorneys informed the court that an agreement had been entered into last October whereby the Department of Justice and the Post Office Department consented to refrain from enforcing the law pending the consideration of the case by the Supreme Court. The sole condition to this agreement was, according to the attorneys, that the Journal of Commerce should prosecute without undue delay an appeal from the decision of the New York Federal Court holding that the law was constitutional. This, it was urged, had been done.

WHAT THE ACT PROVIDES.

The "Newspaper Publicity law" was enacted on Aug. 24, 1912, and requires each newspaper to file with the Government and to publish twice a year a sworn statement showing the names of its bondholders, security holders, stockholders, the extent of its circulation, under penalty of being denied the privilege of the mail. The law also provides for a fine in case paid-for articles are not marked as "advertisement."

The Journal of Commerce began a test case in New York, claiming the law abridged the freedom of the press. The appeal was argued before the Supreme Court last December.

On March 4, 1913, notices were sent out that the law would be enforced. Attorney Robert C. Morris, in a printed statement filed with the Supreme Court this week, informed the court that he had been notified by Postmaster General Burleson that he intended to enforce the statute fully; that to papers which had not sent in the required statement by March 11 he, the Postmaster General, would send notices that within ten days the privileges of the mail would be denied them, and that at the expiration of the ten days he would deny to newspapers still failing to comply with the law the privilege of using the United States mails for sending out their papers.

MR. MORRIS' ARGUMENT.

Mr. Morris contended that such procedure would do the papers irreparable injury. He stated that it was upon the strength of the agreement that he refrained from asking the New York courts to enjoin the enforcement of the law pending the consideration of the case by the Supreme Court.



MATTHEW HALE,

NEW EDITOR AND PUBLISHER OF THE BOSTON JOURNAL.

"We believe it unfair that at this time we should be put in a position where we will be deprived of the benefits of this agreement," declared Mr. Morris.

Solicitor General Bullitt stated informally that there was an agreement, but that he remembered it as being merely that the Government would not enforce the law for a "reasonable time." He said no agreement was made not to enforce it until the Supreme Court passed upon the act.

Ninety-one per cent. of the daily newspapers of the country, it is reported, have complied with the law in regard to filing statements. The Supreme Court is expected to render its decision on Monday.

Newsstand Bill Advanced at Albany.

The Levy bill, giving the Board of Aldermen authority to issue permits for newsstands at subway entrances and other places, was advanced to third reading in the Assembly at Albany on Thursday without debate or objection. The bill has a good chance of being passed, but some of its friends fear it may be vetoed by Mayor Gaynor. The only opposition to the measure so far has come from the city authorities. Borough President McAneny, of Manhattan, has informed Chairman Coughlan, of the Cities Committee, that the proposed law would be a serious obstacle in his crusade against private encroachment upon the public streets.

New Morning Paper for Montreal.

M. E. Nichols, president and editor of the Winnipeg Telegram, is to head the new morning Montreal daily, which is to be launched in a few months, and has tendered his resignation accordingly. The news franchise for the new paper was granted at a meeting of the Canadian Press, Ltd., Toronto, last week. Mr. Nichols will be president and managing director of the company, which is capitalized for \$500,000. Brenton A. Macnab, for fifteen years editor of the Montreal Star, who is credited with having organized the new enterprise, will serve in a like capacity on the new paper, and will assume the vice-presidency of the new company.

Mr. Hearst Pays Million for Site.

William Randolph Hearst has purchased for \$1,074,325 more than half a block of land at Broadway, Hill and Eleventh streets, Los Angeles, and announces that before the expiration of the present year his Examiner will occupy on the site a permanent home that would be second to no newspaper plant in the world. Work of constructing the new building will begin within thirty days. The property purchased by Mr. Hearst has a frontage of 322 feet on Broadway, 322 feet on Hill and 216 feet on Eleventh street. The price was at the rate of \$2,500 per front foot. There are twelve lots in the property, six facing Broadway.

BOSTON JOURNAL SOLD.

MATTHEW HALE, PROGRESSIVE LEADER, PURCHASES PAPER FROM FRANK A. MUNSEY.

Price Said to Be Around \$400,000—New Proprietor Financially Backed by Charles S. Bird and Charles Henry Davis—Policy to be Straight Progressive and Price Reduced to One Cent—Changes in the Staff.

(Special Correspondence.)

BOSTON, March 13.—The Boston Journal, which was founded in 1833, and for many years was the leading Republican daily of New England, on Monday passed into the hands of Matthew Hale, chairman of the Massachusetts Progressive State Committee and member of the National Progressive Committee. He will be the proprietor and publisher, but behind him are two of the richest members of the Progressive party in this State, Charles Sumner Bird, candidate for Governor last fall, and Charles Henry Davis, the financial backer of the party in the Bay State. In other words, Mr. Bird and Mr. Davis are the real buyers.

DAVIS' BULL MOOSE SPECIAL.

Mr. Davis, it will be remembered, went all the way to the Progressive convention from his home on Cape Cod by automobile and he also financed and managed the Bull Moose Special, which was a very unique but expensive campaign stunt. He toured the State with automobiles, each one bearing a letter of the name ROOSEVELT. In all, Mr. Davis spent \$29,000 last fall to aid the new party.

Mr. Bird is the owner of large paper mills in Walpole, Mass., and, like Mr. Davis, is a man of much means. He is the father-in-law of ex-Governor Bass, of New Hampshire, and although last fall was his first experience in politics he made a very good showing. Neither Mr. Bird, Mr. Davis nor Mr. Hale has had any previous experience in running a newspaper.

Last week the Journal, after many changes of policy, decided to be a morning Transcript and put up the price to three cents. It was hard to see why, if a paper did not pay on a basis of one cent per copy, it should triple its price, make no manifest improvements and expect to keep above water.

As the Journal is the only strong Progressive paper in Boston the Bull Moose leaders began to get nervous. They saw their favorite medium fading away, so they up and bought it. The price is not made public, but it is understood here that it is about \$400,000. Mr. Munsey paid \$625,000 for it ten years ago. Newspaper men of this city have always understood that the paper was not a paying proposition during the last ten or fifteen years. In fact, two years ago it was given out from fairly reliable sources that the paper lost about \$100,000 that year.

In the Tuesday morning paper several announcements appeared on the front and editorial pages of the Journal. Mr. Munsey, in a signed statement, says in part:

"When I announced the three-cent price for the Journal, Mr. Hale commenced negotiations with me with a view to its purchase. That the paper would have a restricted circulation at this price was obvious, and Mr. Hale was anxious for the widest circulation for the Journal, as it has been a paper on which the Progressive party could depend for a square deal.

"Mr. Hale has the advantage over me

of being a citizen of Boston. He knows Boston, and Boston knows him. He speaks the language of New England, and New England understands him. He is young, clean, clear-headed, energetic and ambitious.

"To Charles E. L. Wingate, who has been the general manager of the Boston Journal since it came into my hands, and for a long time prior to my purchase of the paper was its business manager and managing editor, I wish to extend my thanks for his sincerity, his loyalty and his splendid honesty in managing the property. No lieutenant could be more faithful or more zealous.

COMPLIMENT FOR UNDERWOOD.

"To the others of the force, most of whom have been with the paper a much shorter time, I also extend my thanks for their sincerity, their loyalty and their keen interest in the upbuilding of the old Boston Journal. One man among these I wish particularly to specify, Herbert S. Underwood, the present editor, of whom I am glad to speak as I have just spoken of Mr. Wingate. He, too, is a very high-class and very able man."

In announcing the political policy of the paper under the new management Mr. Hale says:

"We believe in the principles for which the Progressive party is fighting, and as long as the Progressive party continues to fight for these principles without compromise and without entangling alliances with other parties, just so long and no longer shall we support the Progressive party."

Mr. Wingate, after thirty years of service on the paper, is going across Newspaper Row to the Boston Post as assistant business manager. Mr. Underwood came to the Journal from the Boston Advertiser and Record under a three-year contract, and two of these years have yet to run, so he will work for Mr. Munsey in New York or Washington.

NEW POLICY OF THE PAPER.

Mr. Underwood will stay in Boston for a week in order to break in Mr. Hale in the intricacies of newspaper management, as Mr. Hale will assume charge of both the business and editorial departments. Otherwise the force will remain the same.

Beside the announcement on the left-hand corner of the front page there was another stating that the Progressive party will not compromise with the Republicans, which was an idea of the former owner. Likewise, on each upper corner, was the price of one cent marked in big type.

On the editorial page, under the heading "A Pledge to the Public," the proprietors of the Journal "pledge themselves to conduct the paper as a decent business enterprise; to keep its columns open to expressions of opinion from men and women of all parties; to tell the truth in matters which the public is entitled to know about; to fight special privilege, whether it appears as the ally of capital or of labor, of class or of creed."

SKETCH OF MR. HALE.

Matthew Hale, who has just entered the field of journalism, first won attention in Boston when he captured an election to the City Council, under the new charter three years ago, as a candidate from Ward Eleven. He inherited considerable wealth and is prominently known in the Back Bay.

He is a graduate of Harvard and of the Harvard Law School, and a member of the law firm of Hale & Oveson. He has been national committeeman from Massachusetts of the Progressive party from the time of its inception.

The Boston Journal celebrated its eightieth anniversary Feb. 5 of this year. It was founded in 1833 as an evening publication, by John Ford. The first editor of the paper was the Hon. John A. Bolles, who, like its new manager, entered the journalistic field directly from the law.

The paper first firmly established itself in Boston under Col. John S. Sleeper, a retired sea captain, who bought it from Ford in 1842.

CHICAGO HAPPENINGS.

Annual Frolic of the Press Club Promises Great Things—Money Rolls in for Boxes—Central Y. M. C. A. Ad Course Closing a Successful Season—Swedish Paper in New Quarters in the Thompson Building.

(Special Correspondence.)

CHICAGO, March 12.—Preparations are under way for the annual frolic of the Press Club of Chicago, to take place on April 26 at the Auditorium. A number of innovations as original as those of last year, when the first "Scoop" was presented, will be introduced. The financial success of the show appears to be assured, as invitations to various theatrical celebrities, who have been guests of the club, have brought a flood of replies. Oliver Morosco bid \$25 for one seat, W. A. Brady \$50, and John Cort \$100. Cleofonte Campanini, of the Chicago grand opera, and H. H. Kohlsaat have subscribed for boxes, some of which have brought \$200. One object of the frolic is to help clean up the indebtedness on the club building in Dearborn street. The book is being written by Douglas Malloch, former president of the club and author of last year's book.

The need for cleaner journalism was made the subject of an address given last week before the Illinois Woman's Press Association by George Shaw Cook, of the Christian Science committee on publication for Illinois. Mr. Shaw asserted there was no necessity for the publication of unclean news. "If there is a public demand for such news," he said, "then a demand for more wholesome reading ought to be created." In developing his subject Mr. Cook used the Christian Science Monitor as an illustration of a successful clean paper.

The Central Y. M. C. A. is closing a most profitable twenty weeks' course in advertising. Charles H. Sharpe, of the Mahin Advertising Company, last week's lecturer, told the class that in testing out territories the newspapers are particularly valuable because they give an opportunity for quick returns, and reach special groups of consumers in the briefest space of time.

The Hemlandet Company, publishers of the Gamla och Nya Hemlandet, a Swedish newspaper, has rented space on the third floor of the new John R. Thompson building for ten years at a term rent of \$14,000. The space will be occupied as an office and composing room.

In 1855 the control of the Journal passed into the hands of Col. Charles O. Rogers, who was for years a leading national newspaper figure, and whose estate controlled the paper up to the time when it was acquired by an association on behalf of Stephen O'Meara in 1897.

The Journal moved from State street to its present location at the corner of Washington and Water streets in 1860. Colonel Rogers was succeeded on his death by S. N. Stockwell as manager of the paper. It was Mr. Stockwell, who, during the "Gold Fever" in 1849, conceived the idea of a "California" edition of the Journal, of which 10,000 copies were sent to the Pacific coast monthly by steamer. This was one of the famous newspaper exploits of the time. J. A. Dix was famed as the Civil War editor of the paper and its most famous war correspondent was "Carleton" (Charles Carleton Coffin).

Frank A. Munsey purchased the paper Oct. 23, 1902, just as it was about to occupy the present million-dollar, eleven-story Journal building. He reduced the price of the paper from two cents to one. At that time the Journal was publishing morning, evening, weekly and Sunday issues. It now prints only a morning edition.

The Scott Valley (Cal.) Advance, published for 15 years by M. H. Balfrey at Etna, has suspended.

WASHINGTON TOPICS.

Trying to Establish the Fact That There Is a Book Trust—Newspaper Men Appointed to Office—The List of Those Favored by Fortune—"Noodles" Fagan, Newsboy, Back from Foreign Shores.

(Special Correspondence.)

WASHINGTON, March 12.—Opposing attorneys appeared before the Supreme Court of the United States last week to argue whether there is a "book trust."

The argument was the outcome of a suit brought by a New York department store to enjoin the American Publishers' Association, said to be composed of publishers of 75 per cent. of the books in the United States, and the American Book Sellers' Association, said to be composed of a large majority of the wholesale and retail book sellers of the country, from the enforcement of certain contracts, which, it was contended, prohibited the selling of books to dealers who sold them to the public at less than an established price. The New York State court held the contracts valid as to copyrighted books.

Joseph P. Tumulty, secretary to President Wilson, emphasized the open-door policy of the new administration when he announced this week that all newspapermen could enter his office unannounced at any hour of the day. He indicated he was going to play no favorites. Mr. Tumulty said that it had been impossible for him to work out a routine for himself or the President thus far. Next week, he said, he would make arrangements for Mr. Wilson to see the newspapermen.

The corps of Washington correspondents will hold its regular biennial meeting in the library of the New Willard Hotel, Saturday, March 29, at 11 a. m. A standing committee of five members will be elected at this meeting to serve during the existence of the Sixty-third Congress, and such other business will be transacted as the correspondents desire to present.

NEWSPAPER MEN IN OFFICE.

That newspaper men will play an important part in the official affairs of the new Democratic national administration is shown by the number of appointments that have already been made and some of those contemplated. The list of appointees is headed by Josephus Daniels, Secretary of the Navy, who prior to his appointment was editor of the Raleigh News and Observer. E. B. Smith, formerly of the Washington Post and Baltimore American, has been made confidential secretary to Postmaster-General Burleson, of the Post-Office Department, while Byron R. Newton, a well known newspaper man of New York, has been appointed secretary to Secretary McAdoo of the Treasury Department.

Mark Thistlethwaite, former assistant city editor of the Indianapolis News, has been made private secretary to Vice-President Marshall.

Norman E. Mack, owner of the Buffalo Times, is slated for a foreign post, and it is confidently expected that a newspaper man will be appointed to one of the assistant secretaryships of the Treasury. H. Parker Willis, of the New York Journal of Commerce, has been mentioned in connection with the latter appointment.

It has been unofficially stated at the White House that James Arthur Edgerton, formerly of the Denver News and the New York American and more recently Washington correspondent of the American Press Association, will be named purchasing agent for the Post-Office Department.

The Washington Star has arranged for theatre parties of newsboys and other children at this theatre every night this week to see "Noodles" performance Saturday morning the Star will give a "party" at the Casino to every little boy and girl in Washington who care to attend to see "Noodles," and to hear him, and to witness moving pictures of scenes from all over the world.

John Callan O'Laughlin, Washington correspondent of the Chicago Tribune, delivered an address recently before the Naval War College Extension, at the National Museum, on the relation of the press to the Government before and during the war, in the course of which he read letters on the subject from several prominent men.

Among these letters was one from former President Roosevelt, who said that every facility should be given to the right kind of newspaper correspondents to interpret in time of peace the naval and military strength and needs of the nation. He said the correspondents should be regarded as a part of Uncle Sam's military force, and as honorably bound to meet his service and national obligations as an officer.

Mr. O'Laughlin suggested that the present Mexican situation afforded an opportune time for a conference between military and naval men and representative editors to determine on a general policy of co-operation during periods of military activity.

"Noodles" Fagan, the most famous newsboy, is back in Washington, after a five months' trip in European capitals, where he showed foreign youngsters how papers really ought to be sold, and, incidentally, taught them the tenets of his creed: "Don't smoke; don't chew; don't drink; don't swear; stick to father and mother, and save." He appears each day in a vaudeville act at the Casino Theatre.

After having examined several hundred designs for appropriate posters with which it is intended to advertise the exposition throughout the country, the Commissioners of the Panama Exposition, which is to be held in San Francisco, have chosen the one submitted by Miss St. Clair Breckons, of 600 West 114th street, New York City, daughter of Joseph A. Breckons, Washington correspondent of the Denver Republican and other Western papers.

The successful design is that of an allegorical figure representing Industry and Peace, the figure being that of a woman in armor with bright golden wings and arms extended, and having at her feet wreaths of flowers. The posters will be in colors of gold and blue.

Ask Receiver for Union Paper Co.

Chancellor Walker, of New Jersey, heard argument at Trenton Saturday, and reserved decision, in the application of Sarah S. Aldrich and other stockholders for the appointment of receivers for the Union Bag & Paper Co. The company had, according to affidavits presented to the court, net earnings of \$540,715.82 in 1912 and a surplus of \$1,571,833.13. After deducting all interest, sinking fund and depreciation charges, there were actual profits of more than \$50,000. The complainants allege extravagance and stupidity in management and refer particularly to the erection of a bridge, power house and waterway at Hudson Falls, the acquisition of the Allen Bros. Co. and the purchase of the Smith-Dixon Co., at a "ridiculously high figure."

Gives \$100,000 to His Employees.

James H. Ottley, who recently retired as president of the McCall Co., New York, publisher of McCall Magazine, made a gift of \$100,000 on Saturday to his old and faithful employees. The money was distributed to the workers who had been with the firm three years or more. There were 208 persons eligible, making \$500 the average amount received by each. The allotment was made in proportion to the respective gross amounts each has received from the company during his or her entire term of service. But the highly paid members of the executive staff received only a small percentage of the gift, the bulk of it going to the workers in the factory of the printing plant.

EDITOR AND PUBLISHER, only \$2 a year.

PACIFIC COAST NEWS.

San Francisco Advertising Association Listens to Some Good Speeches on Live Topics—Herbert E. Rose Closes Twenty-four Years' Service on the Chronicle and Goes Into Business on His Own Hook.

(Special by Wire.)

SAN FRANCISCO, March 13.—At the regular weekly meeting of the Advertising Association of San Francisco Wednesday, March 12, Lester M. Morse, head of the firm of C. C. Morse & Co., the oldest seed house in the West, talked interestingly on "Selling System Used in Selling Seed and Seed Products by Advertising." Mr. Morse is one of the many leading business men of San Francisco who are taking an active interest in newspaper advertising.

S. W. Strauss, of Strauss & Co., stock-brokers, of Chicago and New York, also gave a valuable address in which he compared the Chicago Columbian Exposition of 1893 and the coming Pan-Pacific Exposition of 1915. He laid particular stress on the harmful effects of inflated values resulting from speculation, which every city has experienced just prior to every great world's exposition. He was optimistic in stating that San Francisco would probably be more exempt from this influence owing to the increased tendency for conservative investment which is noticeable throughout financial circles.

Mr. Hathaway, of Chicago, western advertising manager of Good House-keeping, will make an extended stay in San Francisco in the interests of his publication.

Herbert E. Rose, for 24 years past connected with the San Francisco Chronicle as an advertising solicitor, and one of the best known men in his business on the Pacific Coast, has resigned to enter a commercial business for himself. Rose was this week the guest of honor at a farewell banquet given at the Press Club by sixteen of his assistants in the Chronicle office. Of the 17 men present it is interesting to note that 12 had been on the Chronicle for 15 years or longer. The respective terms of service were 44, 42, 25, 24, 23, 22, 21, 20, 18, 18, 16, 15, 9, 5, 4, 2, and one year. And there are almost a dozen others who have been on the Chronicle from 30 to 40 years.

MR. PULITZER ACCUSES MAYOR.

Presses Criminal Action for Alleged Libel of His Dead Father.

Ralph Pulitzer, president of the company publishing the New York World, appeared before Magistrate Kernochan on Tuesday and through his attorney, Howard Taylor, asked for a summons against Mayor Gaynor in criminal libel proceedings. The magistrate postponed action for several days to consider the question further.

In the complaint filed with the magistrate, Mr. Pulitzer charges the mayor with committing criminal libel in an address to the South Brooklyn Board of Trade on Feb. 4, in which the mayor is quoted as saying:

As I left my office to-night I saw on a great pile of newspapers by the Bridge, a great headline on one of them, 'An Injunction Stops the Secret Subway Deal.' The proprietor of that paper—or, rather, the two proprietors now, because their father died a year ago, I think—is prone not to tell the truth, to say the least. They have amassed a great fortune by lying.

Mr. Pulitzer later issued a statement to the press in which he said:

"I wish to emphasize the fact that I have not initiated this proceeding because of any libel of which Mr. Gaynor may have been guilty either against me or against the New York World, and that the World is in no way whatsoever connected with this case.

"But I cannot stand by and have Mr. Gaynor wantonly accuse my dead father of having been a blackmailer without doing all in my power to defend his memory and secure the punishment of his libeller."

Newspaper Woman Held for Trial.

Miss Ellen F. Barker, a newspaper woman, who was arrested last week on a charge of misappropriating \$20,000 belonging to Mrs. Elizabeth Spencer, a widow, was arraigned in the West Side Court on Tuesday and held in \$4,000 bail. Her trial will be continued March 19. Miss Barker said that she had acted as financial secretary for Mrs. Spencer for seven years, and that in December last Mrs. Spencer asked her to withdraw her money from the bank and

BREAKFAST TO CHESTER LORD.

Sun Staff and Alumni Pay Tribute to Retiring Managing Editor.

Chester S. Lord, who retired recently after thirty-three years of service as managing editor of the New York Sun and forty-one years in its employ, was the guest at a breakfast in his honor given by the members of his former staff and by the Sun Alumni Association, at the Vanderbilt Hotel, Sunday



DANIEL D. MOORE,
MANAGER AND EDITOR OF THE NEW ORLEANS TIMES-DEMOCRAT.

put it in her (Miss Barker's) safe deposit box. Miss Barker said she drew \$2,844.23 from the banks on blank checks signed by Mrs. Spencer. The latter denied that she signed the checks in blank.

News Print Stock for January.

The January statistics of the American Paper and Pulp Association, filed with the Commissioner of Corporations at Washington on Saturday, show a heavy movement of news print, with a moderate decrease in stocks on hand. Shipments were 110,584 tons, an increase of 4,856 tons over December and 462 tons over January last year. Production was 100,664 tons, an increase of 7,546 tons over December, due largely to twenty-seven working days in January against twenty-five in December. The excess of shipments over production caused a decrease in stocks to 38,674 tons on Feb. 1, 1,178 tons smaller than on Jan. 1. Importations during January were 12,331 tons, of which 87 per cent. came in duty free.

The Winchester (Ky.) Mountain Eagle has arranged for the erection of a model office building and plant.

noon. On the menu was printed: "Boss Lord at breakfast with his Sun friends."

There were 175 men in the company and included some of the best known newspaper men in the country. Toasts were responded to by George B. Mallon, until recently city editor of the Sun; James Luby, who succeeded Mr. Lord as managing editor; James Arthur Seavey, Charles Fairbanks, William C. Reick, proprietor of the Sun; Robert Frothingham, advertising manager of the Butterick Trio, and Samuel A. Wood, dean of ship news men. Collin Armstrong presided.

Mr. Lord was deeply affected and said that the tribute of the Sun men meant glory to him, but he would not have it all. He reserved the lion's share for "Boss Clarke," Selah Merrill Clark, who resigned recently after more than a quarter of a century as night city editor of the Sun. Mr. Clarke was not present, but wrote a letter to Mr. Lord in which he congratulated him fervently on his "emancipation."

Among the Sun alumni at the breakfast were A. E. Thomas, Jesse Lynch Williams, Edward G. Riggs, William J. Henderson, Robert Rudd Whiting, C. L. Sherman and Robert S. Yard.

MR. MOORE'S ENTERPRISE.

He Is About to Spend \$125,000 in Providing New Equipment for Times-Democrat.

Daniel D. Moore, whose official title is manager and editor of the New Orleans Times-Democrat, is one of the widest known and most progressive journalists in the South. He has been connected with the Times-Democrat for sixteen years as telegraph editor, night editor, city editor, and since the death of Page M. Baker, three years ago, editor and manager.

Mr. Moore's early newspaper training was on the Kansas City Star, Memphis Commercial Appeal, St. Louis Globe-Democrat and a number of Texas newspapers. The manager of the Times-Democrat has a pleasing personality and is a delightful conversationalist. He belongs to the leading clubs of New Orleans, takes an active part in the preparations for the Mardi Gras festivities, and is popular among the business men of the city.

The Times-Democrat has been remarkably successful under Mr. Moore's management, as is shown by its increased circulation and volume of advertising business.

Recently, Mr. Moore announced that the Times-Democrat would in the near future spend from \$125,000 to \$150,000 for new machinery, presses and other improvements.

It is understood also that the Times-Democrat has acquired additional real estate recently and that a new home for the newspaper will be built thereon within the next year.

An order for thirteen new multiple-magazine machines has been placed with the Mergenthaler Linotype Co. These will be delivered about April 1.

The Times-Democrat has already several modern linotype machines, and these added to the thirteen which will soon be installed, will give it the best equipped composing room of any paper in the South.

The Times-Democrat was the first newspaper in the South and the third in this country to install the linotype machine when it was first placed on the market in 1891. It has always given special attention to its mechanical plants.

Governor Cox to Speak at U. of M.

James M. Cox, Governor of Ohio, and Elliott W. Major, Governor of Missouri, are on the programme of Journalism Week at the University of Missouri, May 12-16. Governor Major will introduce to his Missouri audience Governor Cox, who has accepted an invitation to speak Thursday, May 15, upon "The Newspaper and the Public." Governor Cox is the editor of two leading daily newspapers in Ohio, the Dayton News and the Springfield News. He has served two terms in Congress and was formerly reporter and editorial writer on the Chicago Enquirer. He was elected Governor of Ohio last November.

State Democrat Editors to Dine.

A banquet of the members of the Democratic Editorial Association of New York State will be held in Albany March 25. Chester C. Platt, secretary to Governor Sulzer, will act as toastmaster. The speakers and their subjects will be: Governor William Sulzer, "The Press and Its Relation to Public Health Legislation"; Lieutenant-Governor Martin H. Glynn, "Impressions of a Pressman from the Lieutenant-Governor's Chair"; Robert F. Wagner, majority leader of the Senate, "The Press in Relation to Labor Legislation"; Aaron J. Levy, majority leader of the Assembly, "The Press in Relation to the Election Law and Primary Reforms"; Alfred E. Smith, speaker of the Assembly, "The Importance of the Next Legislature."

The Litchfield (Ill.) Daily Herald and the Daily News have been merged under the name of the News-Herald.

MONTANA NEWS NOTES.

Daily Inter-Mountain Sold to J. H. Durston Who Changes Its Name to Daily Post—Inter-Mountain News Makes Its Debut—Butte News-writers Association to Issue a Paper Containing Suppressed News.

(Special Correspondence.)

BUTTE, Mont., March 10.—The Inter-Mountain News, a Saturday paper, has been added to Butte's list of publications. Murray S. Johnston, for many years connected with the business and advertising departments of the Butte newspapers, is publisher, and Mrs. Johnston, a graceful writer, is editor, and will write the club and society news and special features for the new paper. The Inter-Mountain News will also devote space to mining, which, strangely enough, no other Butte newspaper features, although the principal industry of Butte is mining. The Inter-Mountain News starts with a circulation of 9,000.

J. H. Durston, founder of the Anaconda Standard and its editor until a short time ago, has purchased the Daily Inter-Mountain, plant and good will, and has changed the name to the Daily Post.

The Treasure State Commercial is successor to Jack Raftery's personal weekly, The Treasure State, but Mr. Raftery is not connected with the new publication. Mr. and Mrs. Raftery have gone to Seattle, where they expect to make their home. Both are brilliant writers and were formerly on several of the Chicago papers, Mrs. Raftery then writing under the name of Leone Langdon.

The Butte News-writers' Association has made plans for a series of lectures to be given to its members and guests. There will also be a monthly paper, by assignment, covering the suppressed news of the preceding month and the reasons for the suppressions.

Jesse Searles, after an absence of several years, has returned to the Butte staff of the Anaconda Standard.

Harry C. Sultz covered the Montana legislature for the Standard and Walter C. Browne for the Miner.

Robert Haight, of the Missoula Sentinel, was called to Milwaukee by the illness of his father.

J. M. Kennedy, who was deep in the newspaper game before he got into politics, has been appointed commissioner of agriculture and publicity by Governor Stewart, and W. J. Swindelhurst, correspondent of the Standard at Livingston, has been appointed commissioner of labor and industry.

James A. Berry, of the Daily Post staff, was one of the speakers at the Washington Day banquet of the Silver Bow County Bar Association.

Glens Falls Times Plant Wrecked.

A fire on Tuesday destroyed the building and plant of the Glens Falls (N. Y.) Times, causing a loss estimated at \$50,000. The fire entirely wrecked the mechanical department of the paper, which will be temporarily printed on the presses of the Morning Post-Star.

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained \$1,600,000 Advt. 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

Clayton of the Washington Herald.

Fred C. Clayton, business manager of the Washington Herald, has had a varied and busy career, both in the commercial and newspaper field. He spent fourteen years in New York banking houses and made a thorough study of accounting, after which he was connected for two years with the Library Bureau. In May, 1910, he became gen-



FRED C. CLAYTON.

eral manager of the Albany (N. Y.) Knickerbocker Press and later took a similar post with the New Brunswick (N. J.) Times. Mr. Clayton was with the Autoplate Co. of America for some time and last December took up the business management of the Washington Herald. One of his accomplishments in the short time he has been with the paper is the installation of a new and complete system of general bookkeeping in the business department. His experience in the commercial field has been a valuable aid in his work.

NEW PUBLICATIONS.

FAIRFIELD, Conn.—The Review, a weekly, has made its initial appearance. Louis E. Peck, editor and publisher of the Stratford Times, is serving in a like capacity on this paper, and David Winton, formerly of the Bridgeport Morning Union, is in charge of the mechanical department.

FREEPORT, Tex.—Facts will make its first appearance this week. E. Ray Ruff, formerly editor and publisher of the Port Aransas Post, is associated with Thomas Beel in the publication of the paper.

BETHUNE, S. C.—The Observer is a new paper incorporated by J. A. Stone, N. A. Bethune and J. M. Forbes.

CAVOUR, S. D.—The Advertiser is the name of a new weekly edited by H. M. Osgood.

RALEIGH, N. C.—A Republican paper is being started in this city with John M. Morehead and E. C. Duncan behind the enterprise.

EVANSVILLE, Ind.—The Daily Economist, a new afternoon paper, published and edited by George W. Dannettell and William V. Cooper, made its first appearance last Monday.

SAN FRANCISCO, Cal.—The Jadran, the only Star daily publication on the Pacific Coast, began publication last week. M. N. Consulich is general manager and F. F. Akacich, managing editor.

GALVESTON, Tex.—The Evening Herald has made its initial appearance. The new publication is a six-column, four-page sheet, edited by T. A. Blair, formerly editor and proprietor of the Labor Herald.

NORTHWESTERN NEWS.

(Special Correspondence.)

SPOKANE, Wash., March 10.—William C. Morris, cartoonist of The Spokesman-Review, last week caricatured local celebrities with lightning rapidity at the Gridiron meeting of the Spokane Inland Club and created much amusement.

A four-page newspaper will be issued weekly by the Spokane Chamber of Commerce under the direction of G. C. Corbaley, an experienced newspaper man, who is now general manager of the local commercial organization.

The Spokane (Wash.) Spokesman-Review is offering cash prizes to the readers who supply the best titles to nameless pictures drawn by Hubert Chapin, one of the paper's artists.

The Spokane Ad Club bill, drawn up by Harry Rosenhaupt, a member of the legislature and of the club, which hits hard at fraudulent advertising, has been passed by both the Washington House and Senate at Olympia, and it is anticipated that the signature of Governor Lister, who has expressed himself as favoring the bill, will soon make it a law.

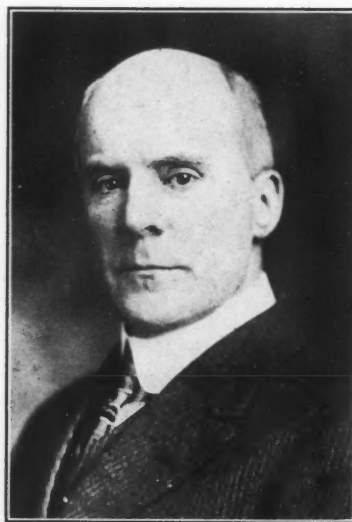
Molson, Washington, now has two weekly newspapers, the Review, Frank Chitty, editor, having just appeared and applied for admission to the post office as second class matter.

The Inland Empire Paper Co. at Millwood, Wash., has shut down for an indefinite period, and it will probably be a year before the plant is in operation again. Within two or three weeks work will be begun to enlarge the plant to at least three times the present capacity.

WANT A GOVERNMENT JOB?

Here's a Book That Tells You Just How To Get It.

If President Wilson is confronted with a graver crisis than the Mexican situation it may be one created with the most laudable of intentions by a well-known newspaper man. Instead of pushing an army of intervention into our sister republic to the south of us, he may be compelled to call out a gigantic army of defense against office seekers, who are forming in battle array under the bugle call to arms that has been sounded by a New Jersey member of the craft, Wilbur G. Miller, publisher of the now defunct Perth Amboy Chronicle, and until two years ago the



WILBUR J. MILLER.

Washington representative of the United Press Association for ten years.

With neatness and dispatch Miller has pulled off a striking stunt, and has put upon the market a book that tells a fellow what to do to get office, warns him against those things he should not do, and then gives with particularity

over 10,000 offices, with salaries, that he says the new President has at his disposal, not to speak of some 45,000 fourth-class postmasters and thousands of consular officers.

This new light in the book world even invades the sacred precincts of the classified service, otherwise known as the civil service, and not only attempts to prove by Supreme Court decisions and departmental rulings that the President can do almost as he wills with some 400,000 offices and positions that are supposed to be protected by a merit system backed by law, but ruthlessly exposes what he says is one method of confidential but effective practice of some public men to absolutely nullify the civil service regulations in certain cases.

The book is called "The Office Seeker's Blue Book," and that there may be no misunderstanding about the matter, its subheading is "The Book That Knows Almost as Much About Office Giving as a President of the United States." The work is the personal property of Mrs. Miller.

Against Ball Players as "Writers."

Members of the New York and Brooklyn chapters of the Baseball Writers' Association met Monday to take action on the practise of baseball players "writing" for the newspapers. James R. Price, who took the chair, said he had letters from President Lynch, of the National League, and Hermann, of the National Commission, on the subject, but it was deemed best not to read them until he had procured a letter from Ban Johnson, president of the American League. A motion was made and passed that Price draw up a resolution on the subject, which will be voted upon by the two local chapters on March 18. The spirit of the meeting appeared to be against the players posing as newspaper men.

Allow Increase in Pulpwood Rate.

The Canadian railway commission, sitting at Ottawa, has allowed the interested railroads an increase of 1 cent per 100 pounds on pulp wood rates from points in eastern Canada to Watertown, New York and other points in the Eastern States. The increase will become binding on Aug. 15. This decision is considered of far-reaching importance to the pulp and paper industries and is calculated to be, in effect, a valuable conservation measure as regards Canada's forest resources.

Changes on Grand Rapids News.

A. P. Johnson returned to the Chicago Record-Herald on March 6, when he will fill an executive position in the advertising department. He retains his interest in the Grand Rapids News and continues as president of the company. The new general manager of the Grand Rapids News is W. J. Etten, who has been the managing editor. C. A. Johnson, Mr. Johnson's brother, will be the business manager. He was for some years on the Minneapolis Tribune and the Chicago Record-Herald. The Grand Rapids News has just had an audit published, showing that the business of the paper is in a highly satisfactory condition.

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.

The February Chapter

in the progressive history of THE CHICAGO DAILY NEWS is another record of notable achievement in Circulation and Advertising gains.

IN CIRCULATION The Daily News broke its 37-year record with a daily average of 366,575, which is 23,402 more than in February, 1912.

IN ADVERTISING The Daily News broke its 37-year February record and on the six days a week it was published printed more Display and Classified advertising than any other Chicago newspaper.

Here are the facts in figures:

February Circulation 1913

State of Illinois, County of Cook, ss.:

HOPEWELL L. ROGERS, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of February, A. D. 1913, was as follows:

| Days | Copies | Days | Copies | Days | Copies |
|-----------------------------|----------------|------|----------------|------|----------------|
| 1 | 338,696 | 11 | 370,278 | 20 | 374,020 |
| 2 | Sunday 368,988 | 12 | 361,661 | 21 | 364,365 |
| 3 | 366,276 | 13 | 367,490 | 22 | 338,308 |
| 4 | 362,824 | 14 | 389,320 | 23 | Sunday 375,690 |
| 5 | 363,852 | 15 | 359,770 | 24 | 375,690 |
| 6 | 363,094 | 16 | Sunday 372,471 | 25 | 405,883 |
| 7 | 345,242 | 17 | 372,471 | 26 | 357,560 |
| 8 | Sunday 371,925 | 18 | 375,814 | 27 | 365,096 |
| 9 | 371,925 | 19 | 374,355 | 28 | 375,235 |
| 10 | | | | | |
| Total for month | | | 8,808,213 | | |
| Less returns and allowances | | | 10,407 | | |
| Total sold, net | | | 8,797,806 | | |
| Daily average sold | | | 366,575 | | |

All "exchanges," copies used by employes, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 1st day of March, A. D. 1913.
[L. S.] HENRY C. LATSHAW, Notary Public.

February Advertising 1913

Comparative February volume of Advertising carried six days a week:

| | The Daily News | The next Chicago newspaper |
|------------|----------------|----------------------------|
| Display | 1555.58 cols. | 1142.63 cols. |
| Classified | 1093.79 cols. | 903.75 cols. |
| | <hr/> | <hr/> |
| | 2649.37 cols. | 2046.38 cols. |

Comparative February Advertising Gains:

| | The Daily News | The next Chicago newspaper |
|------|----------------|----------------------------|
| 1913 | 2649.37 cols. | 2046.38 cols. |
| 1912 | 2278.53 cols. | 1760.25 cols. |
| | <hr/> | <hr/> |
| | 370.84 cols. | 286.13 cols. |

The Daily News carried 370.84 columns more advertising in February 1913 than it did in February 1912 and on the basis of its 6 week-days publication.

The Daily News carried 602.99 columns more advertising in February for the six days a week it was published, than the next Chicago Newspaper, and

The Daily News carried 36% more Display Advertising and 21% more Classified Advertising than the next Chicago Newspaper, and

The Daily News showed a 147% greater Classified Advertising gain in February than the next Chicago Newspaper, and

The Daily News not only carried MORE Display and Classified Advertising but it showed on the combination of them a 29% greater gain in business than the next Chicago Newspaper.

DO YOU WANT TO REACH CHICAGO'S MILLIONS? Then remember:

The Chicago Daily News carries more advertising six days a week, wields a stronger influence with its readers, has a larger circulation in a more compact territory, and sells its space at less cost per thousand circulation, than any other Newspaper in America. Therefore it is

AMERICA'S GREATEST ADVERTISING MEDIUM

THE CHICAGO DAILY NEWS is a Chicago newspaper. All but about 25,000 of its 366,575 daily circulation is in the city of Chicago and its immediate suburbs—over 340,000 city circulation, which is more than twice the city circulation of any other Chicago newspaper, either daily or Sunday.

JOHN B. WOODWARD
Eastern Advertising Representative
709-10 Times Building, New York

HELPING ADVERTISERS.

Third Installment of Opinions of Newspaper Men on What Publishers Should Do to Aid in Making Ads Effective.

Edward Flicker, Business Manager of the Cincinnati Enquirer.—Replying to your favor regarding co-operation of the newspaper with the advertiser, the Enquirer gladly assists any advertiser or prospective advertiser in introducing his salesman or securing information from the dealers.

It puts forth its best efforts to get the co-operation of dealers in making window displays or in supplementing the manufacturers' advertising by local advertising.

In fact, we will do anything within reason to promote advertising. Our promotion department helps our small local advertisers with suggestions as to window displays, store efficiency, etc. We also get up their advertising copy if desired.

HARRINGTON'S VIEWS.

O. Harrington, Advertising Manager of the News League of Ohio.—We believe that a statement of what we have done in the past, and what we are always ready to do in the way of co-operation with manufacturers of legitimate goods, in our territory, will best explain what we think of the proposition as a whole.

The News League papers have for years readily co-operated in various forms with many manufacturers who wished to develop our territory. This co-operation has sometimes been along the line of securing a dealer; at other times in securing information along some special line that would be of special value to the advertiser. Once the advertising is started, we do not hesitate to continue our co-operation, and so far as possible we keep in touch with the various accounts which we have been instrumental in introducing—occasionally finding reason to offer a suggestion to the advertiser in giving him the exact facts in regard to the conditions.

From time to time we ask for reports from dealers in different lines of business on a list of goods which we advertise and which are sold through their stores. From these reports we are able to give the manufacturer some very definite information on conditions of trade in which he is especially interested.

In other words, we are not afraid to spend some money and devote some time to co-operative work, believing there is a service we can render to a manufacturer beside selling him white space, and which service at times is the means of saving the manufacturer time and money.

WHAT SHOWALTER SAYS.

W. D. Showalter, of the Showalter Advertising Service, said:

"Many important newspapers are undertaking to render expensive and peculiarly valuable service, in their localities, for manufacturers of goods seeking markets in their cities.

"They turn the newspaper advertising organization into a sort of sales force, undertaking to persuade local merchants to stock up with a particular line of goods, and to give such line special window and counter displays. They exert

the dynamic force of the newspaper's influence directly in behalf of these seekers of new markets, accomplishing far more for such manufacturers than an expensive campaign of selling could do, if carried on in the usual way.

"And where does the newspaper 'come in' on the proposition? It secures an advertising contract—perhaps a very good one—from the manufacturer for whom this peculiarly valuable service is rendered. Perhaps it makes a permanent patron of him. But, I submit, it has paid too high a price for such advertising patronage. And, indirectly, it is allowing a very liberal 'agent's commission' direct to the advertiser—a tabooed proposition!

"I do not question the propriety of rendering such a service. But I do contend that a service fee should be charged for it—a fee large enough to cover the expense of such service as is given in each case. A manufacturer, with selling sense, will gladly pay such a fee. He will still have the best of the transaction, in every way, for while the fee shall cover only the actual expense incurred by the newspaper, he will be charged nothing for the priceless influence of the newspaper, which is exerted in his behalf.

SHOULD MAKE A SERVICE CHARGE.

"To perform such service without making a charge for it seems to me to be unfair to the local store advertiser. Isn't the local merchant 'taken for granted' a little too frequently? Take the case of any of your local merchants—take the merchant who uses from a half page to a page of your space in every issue. How much extra service are you giving to him? What special things are you doing to make his advertising in your columns pay him better and better?

"You give all kinds of free publicity to the owner of your local baseball park. How much does he pay you for advertising?

"You give great publicity to the theatrical attractions of your city. Do all of your local theaters, combined, pay you as much money for advertising as does the one merchant who uses your space on a big scale?

"Baseball and theatrical gossip hold circulation," you reply. True—and, perhaps, important. But half as much of such free publicity would still hold your circulation.

"Why not cut it down—say half? And, in the space thus saved, print arguments intended to educate your readers to appreciate the value to them of the local merchants' advertisements? Turn the paper's educative influence in the direction of helping the merchant who does most to help you.

GIVE LOCAL DEALER A SQUARE DEAL.

"Give the local merchant a 'square deal.' Decide that to influence a majority of your readers to read and answer ads.—to buy advertised things—is the most constructive work that faces you. For it is.

"Never mind 'mere circulation.' If you sell ten papers to your competitor's one, his paper may still be of greater actual value to an advertiser than yours. It's not a matter of 'quality' circulation—nor of quantity. The only advertising value your paper has is confined to that portion of its reading clientele which is quickly responsive to advertising. The reader who watches the ads.—through self-interest—with never relaxed interest, is the reader who is important to your advertisers. A circulation, however great, consisting of people (and such people, at this late day, are still greatly in the majority) who 'merely glance' at the ads., or who do not read them at all, is comparatively worthless to your advertisers. Make it a matter of importance to educate your readers to read ads.

"Make it a matter of as deep concern as you sometimes make the election to office of some particular candidate.

"And, in your trade press advertising—when you tell national advertisers why they should use your medium in your field—do not weary them with 'circulation gains,' 'advertising gains,'

"What Will It Do?"

This is your question. It is the basis upon which you buy equipment.

The WESEL MATRIX ROLLER

(To be Shown at the Exposition)

is a powerful, accurately and carefully made machine. The system employed to gear Roller and Bed together is such that pressure is applied without the possibility of slur or drag. The motor equipment embodies an Electro-Dynamic Brake that controls the stopping of the Bed absolutely, relieves the starting handles of the binding action of a mechanical brake, so that they operate at a touch, and permits instant reversal.

F. Wesel Manufacturing Co.

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry St., Brooklyn, N. Y.

New York, 10 Spruce Street

Chicago, 431 So. Dearborn Street

but tell them what you are doing to educate your readers to read ads. Tell them how many inches of space you have devoted to this purpose in a certain period. For that is the sort of information that will count with any advertiser who is even half awake to his own interests."

SOUTHERN NEWS ITEMS.

T. R. Moss, who has been identified with Chattanooga and Jackson, Tenn., papers for some time, more recently with the former, has gone to New York to take a position on the New York Press. During the recent campaign he was elector from the Chattanooga district on the Taft ticket.

Beginning April 1 a magazine especially for women will be published in Nashville. Robert L. Burch, an old daily newspaper man and present publisher of the Merchant and Manufacturer, is at the head of the Woman's Publishing Co.

W. E. Beard, identified with the daily press of Nashville and erstwhile city editor, has brought out a booklet, entitled "The Battle of Nashville," dealing with historic matters of Civil War times. The book will be used by the Industrial Bureau of Tennessee Capitol City.

The May number of the Confederate Veteran, published at Nashville by A. S. Cunningham, will bring out a special reunion number for the annual reunion at Chattanooga in May. Mr. Cunningham is now taking a vacation trip in Panama, his first in thirty years.

The sport writers of the Southern League met at Hotel Patton, Chattanooga, recently and organized, with Percy H. Whiting, of the Atlanta Georgian, president; Julian Murphy, of the Atlanta Journal, secretary, and H. T. McDaniels, of the New Orleans Item, treasurer. The vice-presidents elected were Joe Williams, of the Commercial-Appeal of Memphis; W. G.

Foster, of the Chattanooga Times, and B. H. Mooney, of the Birmingham Ledger.

The Times-Union, of Jacksonville, Fla., brought out a readable industrial edition of seventy-six pages recently.

Nelly Bly's Suit.

A preliminary victory has been won by Nelly Bly, the newspaper woman, in private life Mrs. Seaman, in her fight with creditors of the Iron Clad Manufacturing Co. The Supreme Court of the United States has set April 7 as the day when cause must be shown why Judge Chatfield should not continue to adjudicate the affairs of the company rather than Judge Mayer, who was designated by Judge Lacombe. The creditors desire to have the assets of the American Steel Barrel Co adjudged to be assets of the Iron Clad Co. Both companies are owned by Mrs. Seaman, who inherited them from her husband.

"Paterson has always been A Dark Egypt"

as regards the newspaper situation."

so said one of the leading space buyers the other day, "and before we make any more contracts we are going to investigate conditions there."

That's precisely what the Paterson Press and Sunday Chronicle (the Sunday edition of the Press) have been urging advertising agencies to do for the past 12 months. Every up-to-date space buyer should follow suit.

Drop into Paterson any old day, ask the leading merchants and newsmen, ministers, lawyers, doctors, anybody, in fact, except the publishers of the other papers—and we will be satisfied with the outcome. (During the past three weeks the Sunday Chronicle carried over 40,000 lines of Automobile advertising alone.)

PRESS-CHRONICLE CO., Publishers
Paterson, N. J.

Paterson Press—Sunday Chronicle

W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

Do You Wish to Reach These Homes?

The people producing the millions of dollars' worth of manufactured goods turned out by the hundreds of factories in Dayton and Springfield are a well-paid, intelligent class.

The News-League papers are read in three-fourths of the homes of these people. There's no better place to make your try-out—these papers alone will do the work at smallest cost.

Combination rate, 6 cents a line flat.

News League of Ohio

Desk N, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Building.

Chicago—John Glass, Peoples Gas Bldg.

ON GETTING BUSINESS.

Col. Eugene L. Markey Delivers a Stirring Address on the Principles of Successful Solicitation.

Col. Eugene L. Markey, sales manager of the Duplex Printing Press Co., of Battle Creek, Mich., in an address on "The Principles of Successful Solicitation" before the Twenty-third Street Y. M. C. A. class in advertising on March 5, said in part as follows:

"Four elements are necessary to a sale: The article to be sold, the buyer, the salesman, and the profit. Unless there is profit, it is not a sale, but merely an exchange. I need scarcely tell you that any business which does not show a profit at the end of the fiscal year is not on a sound basis.

"Successful selling implies superior knowledge and the ability to persuade through a forceful and logical presentation of facts. It involves the convincing of another mind. The salesman is acquainted with the good features of his line, and it is his duty to make the prospective customer see them. If he cannot do this, the goods do not move!

"Solicitors must carefully study the temperament of their prospective customers. No one should ever commit the inexcusable error of saying that he 'dropped in' to see Mr. Jones, or Mr. Smith, as the case may be, because he happened to be in the vicinity on other business. Such an excuse, while not necessarily fatal to ultimate success, is nevertheless weak, and shows a woeful lack of originality. The impression should be made, clear and distinct from the outset, that every business visit is a special one and for the purpose set forth. No room whatever for doubt should exist on this point. My experience in the selling business, covering over a quarter of a century, has been that the average buyer thinks much more of a salesman who stands up strongest on the merits of his goods and who considers, and is not afraid to say, that his own time is equally valuable with that of his customer.

"Solicitors should know when to enter the office of a prospective customer and when to leave it. I once knew a very zealous commercial traveler who, upon being awarded a large contract for machinery, insisted upon hanging round the office of the buyer, and made himself so obnoxious that the order was finally canceled and given to another house. I knew another salesman on the Pacific coast who took a \$5,000 order, or rather was told by the customer just before lunch that he would sign up after lunch. The salesman went to his hotel and indulged in a barroom celebration

THE BEST MATRICES

Our illustrated news service is popular because it gives good results. THE CENTRAL PRESS ASSOCIATION, Cleveland, Ohio.

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



WIRE WRITE

The very best
New Daily Comic

on the market

**"AH YES!
OUR HAPPY HOME"**

By GEORGE McMANUS

Write for details

National News Association
200 William St., New York City

of the event, and when he returned at the appointed hour he had an unmistakably strong breath. The buyer, an ardent Prohibitionist, noticed it; and, taking from his desk the contract in duplicate, ready for execution, tore it into shreds and threw it into the wastebasket.

"There are at least three classes of salesmen. I place in the first class those who are capable of selling goods at proper prices. In the second class are those who are able to sell only at a low price—perhaps sufficient to net a slight profit. In the third class are those who hang on for a while in an effort to make here and there what amounts to even swaps. Needless to say, salesmen of the first rank command a position and salary commensurate with their ability. The rank and file of classes two and three, particularly the latter, are not salesmen in the strict sense of the term, and should, in their own interest and in the interest of their employers and the trade in general, seek some other avocation as soon as possible.

"My definition of successful selling is this: The art of applying to a prospective customer, at the proper time and place, the intimate knowledge held by a competent person upon the subject of the goods he is handling.

"The qualifications of a salesman may be summed up as follows:

"1.—He must be thoroughly familiar with his line and represent it *precisely as it is*.

"2.—He should take the best possible care of his mental and physical health, and should cultivate his voice and manner to suit the requirements of his trade, all the time studying human nature diligently and thoroughly.

"3.—He should be neat in appearance, as false impressions of men and goods are often given through neglect in this direction.

"4.—He should not attack the merits of goods offered by competitors, although it is entirely proper, under average conditions, to make legitimate comparisons, which might be regarded as the same thing.

"He should stand up for his house first, last and all the time, even though he may at times be displeased because of unpleasant correspondence which he may have had with those under whom he is working.

"I regret to say that many solicitors, either through following bad precedent or natural inclination, or both, drift into a way of saying that an article is really what it is not; that a machine, for instance, will do what even the makers know it cannot. In other words, that part wool is all wool, that 'stock is precisely like the sample,' and all that sort of thing. Nothing under the sun can very long sustain a salesman who does not tell the truth about his goods.

"I say, then, that a salesman should be connected with a house making honest goods. He should learn all about them and represent them accordingly. No other plan will succeed. Buyers in the large department stores in this city and elsewhere, whom I know personally, tell me that their orders generally go to salesmen upon whose word they can absolutely depend, and that the concern represented is not, in itself, of so much importance.

"Read good books and the daily papers. Keep abreast of the times, and thus be prepared to discuss with your customers matters of importance outside of business. This will inspire confidence, which eventually will be productive of more business.

"It has been said that some salesmen, like orators, receive the wonderful gift at birth and only have to develop the talent. While I accept this in theory, I disagree with it in the abstract. True enough, hundreds of salesmen seem to have a natural gift, but I know, and so do you, that thousands and thousands of others, through hard work and close application, become very proficient and highly successful."

The Brushie (S. D.) Blade suspended publication with the issue of last week.

CHANGE ON LOUISVILLE HERALD.

C. B. Julian Succeeds O. O. Scattergood as Herald's Circulation Manager.

O. O. Scattergood, who has been circulation manager of the Louisville Herald the past year, has resigned to fill the same position on the New Orleans Times Democrat. He has been succeeded on the Louisville paper by C. B. Julian, who was his assistant.

Mr. Julian is only twenty-seven years old and is probably one of the youngest



C. B. JULIAN.

circulation managers in the country on a paper like the Herald. He was a member of R. S. Carver's staff on the Terre Haute Tribune six years ago and has worked on Muncie, Denver and Peoria papers.

The Herald's new circulation manager has made good on every job he has had and his friends believe that in his new position he will make a fine record.

Hearst News Services to Merge.

The International News Service and the National News Association, both Hearst corporations, have filed with the Board of Utility Commissioners at Trenton an application for approval of their merger under the New Jersey anti-trust laws. The petition to the board recites that the business of each of the corporations is identical. The concerns are also represented to be non-competitive.

Haines on Geyer's Stationer.

Edwin Irvine Haines, for many years editor of the American Banker and late of the editorial staff of the New York Globe, has been appointed editor of Geyer's Stationer, one of the leading weekly publications of the stationery trade. Mr. Haines is well known in newspaper circles. He was recently appointed chairman of the press committee of the National Progressive party for the Twenty-third Assembly District of New York. A few years ago he toured the West relative to the political situation in the interest of the Evening Post and the Journal of Commerce.

The Spring Valley (Minn.) Vidette, a newspaper published for the last twenty-three years, has suspended publication.

Daily Comics

SCOOP, THE CUB REPORTER

The best daily series

WELLMAN'S KOMIK KOLUM

The best miscellaneous daily

SUNNY SIDE OF LIFE

The best single daily

The International Syndicate
BALTIMORE, MD.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

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

Bingville Bugle

is the best full-page Sunday mat service syndicated.

Want proofs?

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

Adams Features

The Kenosha (Wis.) Evening News is to have a new home July 1.

The Special Service Co.



Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

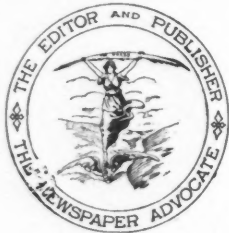
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THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Cafe); 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, March 15, 1913

COUNTRY WEEKLY SUPREMACY.

The big newspapers do not by any means monopolize all the journalistic brains of the country. Those of us who have the privilege of reading the smaller dailies and the live country weeklies are often struck by the ability displayed in their editorial columns. Some of the most brilliant articles we have seen anywhere have appeared in these papers. Their editors' cleverness in writing is no greater than their enterprise in digging out and presenting important advertising facts concerning the readers they serve.

One of the best briefs in behalf of a country weekly we have ever seen was recently issued by J. H. Taylor, editor of the Wilson Creek (Wash.) World. Early last December the World made an investigation regarding the newspapers and periodicals distributed in its section. From the data thus assembled it appeared that eight out of ten families take the home paper; three out of ten, a back East paper; five and three-quarters out of ten, farm journals; three out of ten, women's magazines; one out of fifty, popular weekly magazines; one out of forty-five, popular monthly magazines. Every home contained a Sears-Roebuck or Montgomery-Ward mail order catalogue.

The mail order publications have a widespread distribution, but they do not carry the advertisements of the high-grade articles such as are found in the big dailies and the magazines. In commenting on the above facts Mr. Taylor says:

Country newspapers have never been able to touch this general advertising at a living rate, and yet they reach the large mass of the country people.

It is significant that every home has a mail order catalogue. Until an intelligent system of advertising will present to the people some well founded reason for patronizing other agencies than the mail order houses, there certainly must be no complaint that the people used to thus buying shall continue to do so.

The weekly newspapers over the country reach the masses of the people and should be entitled to some of the good general advertising space now lavished on the popular magazines which reach principally the towns and cities.

Newspapermen who are interested in aerial navigation should get a copy of the March number of Flying, edited by Henry A. Wise Wood, New York, and study a picture of the airship of 1930 as con-

ceived by Roderic M. Hill, an artist, and reproduced from the London Sphere. In boldness of conception it deserves to rank with the master creations of the brain of Jules Verne.

THE INCREASING COST OF LIVING AGAIN.

(Contributed.)

We are confronted by conditions, not theories, when the increasing cost of living comes up for consideration, as it has now got the habit of doing. It costs far more to-day to build houses than it did only a few short years ago. Meats have risen in price to such an extent that for economy's sake fish is now frequently substituted on the family menu. Shoes cost more money than formerly. Cotton is up; so is corn, wool, potatoes and a long list of other staples that the people must use. Eggs are high, and as for butter and cheese the same thing is true as to commodity price. Even newspapers cost more to produce.

Notwithstanding the large increase in savings bank deposits shown in census returns, the rate of interest has declined, and the poor man finds himself between the devil and the deep sea.

Various causes have been assigned for the present-day increase in the cost of living. Certain statisticians explain the increase on the ground of the overproduction of gold. Other theories are based upon the trust tendency that has developed, on the spread of the ownership of automobiles that cannot always be afforded, and other explanatory things that do not always explain.

It has remained for a recent writer in the New York Times, who has sought after his explanations very carefully, to conclude that it is all due to the recent advance of fifteen per cent. in the price of diamonds.

Everyone knows that the ownership of diamonds is necessary. Such ownership is indicative of prosperity, and in order to succeed one must be prosperous. Plumbers, shoemakers, small storekeepers, washerwomen, bootblacks, motormen, newspapermen and conductors all wear them, and no hotel clerk ever thought of taking office without his "headlight" as a proper insignia of rank. Sparkling diamonds in combination with the blue-black crescent ends of finger nails are very fashionable now, and no self-respecting member of the underworld would think for a single moment of being without these accessories. We must bear with the infirmities of the people who are our friends, as it has been well said that a friend is one who knows our faults but who loves us just the same. We must have our diamonds, of course, but may it not be true that the cost of living advances because of other and entirely different causes? Perhaps we are extravagant.

While newspapermen when elected to Congress delegate to others their journalistic duties, according to an unwritten law, they cannot wholly drop the editorial mantle from their shoulders. They still view things from the newspaper standpoint and occasionally write "inspired" articles on public questions that are being threshed out in the House and Senate. There is one thing, however, they never do, and that is to take advantage of their position in Congress to "scoop" their rivals on important news that has developed under their observation in committee or through association with their colleagues. In other words, when a newspaperman becomes a Congressman he conforms to the rules, written or unwritten, by which the legislative body consents to be governed. A journalist in conducting a paper must have regard for his own interests as well as those of his readers. A Congressman, on the other hand, represents a constituency whose welfare is entitled to first consideration. He must not seek personal aggrandizement or promote legislation that has for its object the financial benefit of himself and, incidentally, his friends. Newspapermen, of whom there is an unusually large number in the coming Congress, ought to make good legislators because they are in more intimate touch with the people than any other class of men, and know what they want.

SHALL THE ALLOPATHS DECIDE?

MOTORDOM.

110 STATE STREET,
ALBANY, N. Y., March 7, 1913.

THE EDITOR AND PUBLISHER:

Despite the fact that I am neither a user nor an advocate of so-called patented medicines, I desire to commend you for the stand which you take in your editorial of March 1 entitled "Patent Medicines and the Press."

There is absolutely no question that the so-called regular school of physicians, otherwise known as the allopathic school, is endeavoring to bring about a monopoly of the healing art. They are trying to influence national, State and municipal legislation in such a way that the medical affairs of the country shall be placed wholly in the hands of representatives of their system of treatment.

But why give a monopoly to the allopaths? Why permit the political doctors dominating the affairs of the American Medical Association to establish a medical trust? Why permit one class of practitioners to control the situation so arrogantly that practitioners of all other schools and systems may eventually be forced out and prevented from applying the forms of treatment which they believe and are ready to prove are just as efficacious as allopathy? Why permit a wholly experimental system to have unrestricted power?

What a pitiful condition it would be if through legislation it should become criminal for a sufferer to turn for relief to any other form of treatment should the allopaths fail to help him! Yet this is just the condition the political doctors are trying to bring about. Surgeon General Sternberg, of the United States Army, said recently that the people were not capable of judging for themselves what form of treatment they should have and that this should be left to the physicians—to the allopaths, of course. Think of such a statement emanating from an officer of the Government of the United States of America—a government, the Constitution of which specifically declares that all men are born equal and that they have certain inalienable rights, among which are life, liberty and the pursuit of happiness. If a citizen's right to select the form of medical treatment he shall have can be legislated from him, what can prevent his religious rights being legislated from him?

So far as the criticism of the Philadelphia North American is concerned, I wonder what would happen if the same criticism were directed at the physicians themselves? Your editorial states that the physicians have pointed to the fact that by accepting patent medicine advertising the paper was lending its influence to the fleecing of the public. I know of several cases where families have been made poor because of doctors' bills which they have had to pay without having received any relief after months and even years of treatment. In many cases these families have continued to pay these medical bills long after the persons treated had passed away.

Now, I would not have you get the impression that I am attacking the medical profession as a whole. There is no profession that has in its ranks more noble men and women. This criticism is directed at the unscrupulous methods of the political doctors, which is a group of physicians in control of the affairs of the American Medical Association. Many members of this association are wholly opposed to the methods pursued by the political doctors, but they are in the minority, and the protests of the more dignified practitioners seem to avail little.

By no means, MR. EDITOR AND PUBLISHER, should a monopoly be given to any one school of healing. This condition should come about only when some one system has proved itself to be infallible. Otherwise unjust discrimination would certainly be the result.

You are to be congratulated upon the spirit of justice which pervades your editorial.

ROBERT S. ROSS,
Editor.

PERSONALS.

Adolph S. Ochs, owner of the New York Times, has returned from a trip to Panama.

Ralph Pulitzer left for Panama recently on board the Almirante. He was to have taken a cruise through the West Indies on the Victoria Luise, but postponed going away in order to begin his criminal action against Mayor Gaynor. He expects to join the steamer at Colon, and will not return until the middle of April.

Charles Hopkins Clark, publisher of the Hartford (Conn.) Courant, is on a trip to Panama.

E. J. Ottaway, publisher of the Port Huron (Mich.) Times-Herald, has returned to that city after a trip to New York and Washington.

H. W. Shoemaker, proprietor of the Altoona (Pa.) Daily Tribune, who was last heard from in Africa, is homeward bound.

Arthur Capper, publisher of the Topeka (Kan.) Capital and several farm journals at Topeka, has been appointed chairman of the Department of Agricultural Publications at the annual meeting of the A. A. C. of A. to be held at Baltimore June 10.

George Creel, one of the editors of the Rocky Mountain News at Denver, who recently resigned as police commissioner of that city, spoke before a large audience at Cooper Union Tuesday night on Denver's war against commercialized vice.

George Harce Lorimer, editor of the Saturday Evening Post, Philadelphia, and Mrs. Lorimer, are on a pleasure tour of the West.

Stuart H. Perry, publisher of the Adrian (Mich.) Telegram, spent several days in New York on his return from Panama and the West Indies.

GENERAL STAFF NEWS.

Charles W. Goddard, editor of the New York American monthly magazine, is the principal author of "The Ghost Breakers," now playing in one of the metropolitan theaters.

W. O. Hodgdon has become managing editor of the Joliet (Mich.) Daily News. "Hod" was connected with the News for about twenty years, then became secretary of the Industrial Commission, which position he filled for nearly five years, and is happy to get back to newspaper work.

George C. Waldo, managing editor of the Bridgeport (Conn.) Standard and for more than 50 years connected with that publication, has been seriously ill, but is now recovering.

Homer Smith, for twenty years an operator in the Associated Press service, recently at Indianapolis, has been appointed Senate telegrapher, a confidential position, by Vice-President Marshall. Mr. Smith has received an indefinite leave of absence from the A. P.

Guy La Follette has resigned as editor of the Estacada (Ore.) Progress to become managing editor of the Helena (Mont.) Independent.

C. D. Hatcher, formerly of the Lansing (Mich.) State Journal, has been made circulation manager of the Detroit Saturday Night.

Thomas O. Harris, a well-known newspaper man of New Orleans and formerly secretary to ex-Governor Blanchard, of that State, has been appointed managing editor of the Shreveport (La.) Morning Times.

IN NEW YORK TOWN.

J. H. Platt, editor of the Evening Mail Saturday Magazine, has returned from a week's stay at Portland, Me.

Lewis Wood, for the past three years on the city staff of the Tribune, sails on the New Zealand next week to become assistant to Fred B. Pitney, the London correspondent of the Tribune.

Walter S. Funnell, who for the past twenty years has been Long Island editor of the Brooklyn Times, has become city editor of the Ithaca (N. Y.) Journal.

John F. Haskins, who has represented the news ink department of the Ault & Wiborg Co., 534 Pearl street, New York, the last year and a half, has been appointed foreman of the New York Tribune pressroom.

Carl W. Ackerman and Leon Fraser, both Columbia Journalism School students, have become regular members of the Press staff. They will continue their studies at the school while doing practical work with the paper.

A. D. H. Smith, of the Evening Post staff, received a parcel post package from Mr. Stork last week that contained a brand new baby girl.

Ralph Guinsburg, Charles T. Murphy and Philip Lindsley, all of the Evening Mail, have been on sick leave for the past week.

Natalie D. Sonnichsen has become a member of the city staff of the Globe.

Acton Davies, dramatic critic of the Evening Sun, has taken Edward Sheldon's drama, "Romance," now playing at a local theater, and turned it into a novel of absorbing interest, which the Evening Sun is publishing serially.

Norman Draper, of the Morning World staff, recently received a reward of \$25 for an exclusive interview with Becker at Sing Sing.

Harry S. Rushmore, formerly editor of the Long Island Democrat, will succeed W. S. Funnell as Long Island editor of the Brooklyn Times.

Col. A. G. Durr'e, veteran member of the Associated Press office, has been ill at his home for the past week.

WASHINGTON PERSONALS.

Ralph Smith, of the Atlanta Journal, has also become Washington correspondent for the Nashville Tennessean, succeeding L. Ames Brown, who has been appointed the White House representative of the New York Sun.

John B. Smallwood, who has been appointed city editor of the Washington Star, is spending a few days at Old Point Comfort, Va., before assuming his duties on the desk. Guy Lincoln has been named as the Senate representative of the Star, succeeding Mr. Smallwood.

R. Eddy Mathews, Chicago representative of the Christian Science Monitor, has joined the Washington staff of the Monitor. Philip R. Kellar, who will succeed Mr. Mathews, was the Chicago correspondent of this popular Boston paper.

O. P. Newman, of the United Press, who has been with President Wilson constantly since his nomination, has gone to Chicago to join the forces of the Newspaper Enterprise Association.

Thomas F. Logan, of the Philadelphia Inquirer, has been elected a member of the famous Gridiron Club. He will be initiated at the next dinner of the club, April 12, when it is expected that President Wilson will attend.

William Wheatley, of the Associated Press, has joined the reportorial staff of the Washington Star.

Morton M. Milford, of the Indianapolis News Bureau, has added the Brooklyn Daily Times to his correspondence.

Vernon Richardson, formerly of the Danville (Ky.) Advocate, has been appointed secretary to Senator Ollie James, of Kentucky.

CHICAGO PERSONALS.

John T. McCutcheon, Godfrey H. Atkin and Francis Taylor sailed Saturday from New York for Porto Rico, where they will join Ogden T. McClurg on his schooner yacht Talofa for a cruise in the West Indies.

John Lee Mahin has left for a trip to Seattle and the Pacific coast.

W. G. Bryan, late of the Chicago Tribune, has become associated with the Chicago Record and will have charge of the promotion department. Brent Williams and Charles M. Peck will be his assistants.

Charles H. Dennis is acting managing editor of the Chicago Daily News in the absence of Charles H. Fay, who is in the South for his health.

Bud Fisher, the New York cartoonist, is playing an engagement at the Palace Music Hall this week. This is Fisher week there as Sallie Fisher is also on the bill as headliner.

James Keeley, editor and general manager of the Chicago Tribune, who was recently appointed dean of the new school of journalism at Notre Dame University, addressed the students of journalism at the Wisconsin University at Madison on Tuesday night.

John Brown, who was editor of an Elgin newspaper, and who recently sold the DuPage County Tribune, published in Wheaton, is now employed by the Examiner on the copy desk.

Clare Briggs and Sidney Smith, local newspaper cartoonists, were induced to return for a brief run in vaudeville and are playing the popular Kedzie on the west side this week.

Charles M. Faye, for many years managing editor of the Chicago Daily News, who has been seriously ill from overwork at Ocean Springs, Miss., was brought back to Chicago last week and taken to Michael Reese Hospital.

HELP WANTED

PRESSMAN—STEREOTYPE
combination man for a small afternoon daily about 40 miles from New York. Hoe press. State salary and experience. "PRESSMAN," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

MR. EDITOR: WILL YOU SELL
interest or all daily evening, city 15,000 to 50,000 population to good business or edit manager. Write J. LEHNERTZ, Manager Weekly World, Toledo, O.

WRITE TO-DAY
for Harris-Dibble Bulletin of Business Opportunities. Just out. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

Chicago—New York—Philadelphia, for 80 years the coal trades' leading journal. Write for rates.

\$50,000 CASH

available as first payment on daily newspaper property in Illinois, Iowa, southern or eastern Michigan or Indiana. Proposition F. Z.

C. M. PALMER

Newspaper Broker

277 Broadway New York

SITUATIONS WANTED

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

CIRCULATION BUILDING BY NEW IDEAS.

Editor, in city of 125,000 near New York, who has been one of the chief factors in increasing circulation of the paper 10,000 in 11 months, offers his services for a permanent or temporary position. I can repeat this success on any paper.

Local stories, 250 of them unique, were played up sensibly but with so much dramatic interest as to attract the attention of the entire city.

New subscribers were secured in scores. Fifteen years' experience as editor, manager, editorial writer and idea man.

Highest possible references; samples of work. Reasonable salary only when employer is satisfied ability has not been misrepresented. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

EDITORIAL WRITER.

First-class man offers his services; young, well grounded in economic, socio-political, domestic and foreign affairs; in touch with general material, ethical and scientific progress; could fill in as art, literary or dramatic critic; academic education and 10 years' general experience; will submit specimens. Address "R. S. T.," care THE EDITOR AND PUBLISHER.

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.

WANTED MANAGERSHIP.

A thoroughly capable advertising man desires to sell to a reputable publisher the accumulated experience and ability of 14 years' active work covering every branch of a business office and foreign field. At present associated with a prominent Chicago special agency. If such services interest you in the capacity of business or advertising manager, I shall appreciate an opportunity to submit evidence of my personal and business standing. Address "E. M. S.," care THE EDITOR AND PUBLISHER.

FOR SALE

FOR SALE.

Flat-bed Newspaper Press, prints from type, 4, 6 or 8 page, seven column papers; speed, 4,000 per hour. Can be seen in operation. Write, if interested, WALTER SCOTT & COMPANY, Plainfield, N. J.

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 "W. W.," care THE EDITOR AND PUBLISHER, New York City.

EDITORIALS,

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

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, 51 Cliff St., New York.

THE AUTOPLATE

| City | Newspaper | Machines |
|----------------------|-----------------|----------|
| Baltimore, Md. | American | 3 |
| " | News | 3 |
| " | Sun | 2 |
| Boston, Mass. | American | 3 |
| " | Globe | 8 |
| " | Herald | 3 |
| " | Journal | 1 |
| " | Post | 7 |
| " | Traveler | 1 |
| Brooklyn, N. Y. | Eagle | 2 |
| " | Standard Union | 1 |
| Buffalo, N. Y. | News | 2 |
| Chicago, Ill. | American | 6 |
| " | Daily News | 13 |
| " | Post | 1 |
| " | Staats-Zeitung | 1 |
| " | Tribune | 3 |
| Cleveland, Ohio | Leader and News | 2 |
| Cincinnati, Ohio | Times-Star | 4 |
| Dallas, Texas | News | 3 |
| Dayton, Ohio | News | 1 |
| Decatur, Ill. | Review | 1 |
| Denver, Col. | Post | 1 |
| Detroit, Mich. | News | 3 |
| Elizabeth, N. J. | Times | 1 |
| Fort Worth, Texas | Star-Telegram | 1 |
| Hoboken, N. J. | Hudson Observer | 1 |
| Houston, Texas | Chronicle | 1 |
| Jersey City, N. J. | Jersey Journal | 1 |
| Kansas City, Mo. | Star | 8 |
| Los Angeles, Cal. | Times | 3 |
| Louisville, Ky. | Courier-Journal | 3 |
| Milwaukee, Wis. | Germania | 1 |
| " | Journal | 2 |
| " | Leader | 1 |
| Minneapolis, Minn. | Journal | 3 |
| " | Tribune | 4 |
| Newark, N. J. | News | 3 |
| " | Newark Star | 1 |
| New Orleans, La. | States | 1 |
| New York, N. Y. | Journal | 9 |
| " | Commercial | 1 |
| " | Globe | 3 |
| " | Herald | 4 |
| " | Mail | 2 |
| " | Post | 2 |
| " | Press | 3 |
| " | Sun | 4 |
| " | Telegraph | 1 |
| " | Times | 9 |
| " | World | 4 |
| Oklahoma City, Okla. | Oklahoman | 1 |
| Omaha, Neb. | World-Herald | 1 |
| Paterson, N. J. | Call | 1 |
| Philadelphia, Pa. | Bulletin | 6 |
| " | Inquirer | 3 |
| " | Press | 1 |

Showing the value of AUTOPLATE Machinery

That these papers lead in their re fe

The Value of AUTOPLATE

The owners of newspapers think in terms of money that over \$3,000,000 have already been in

As an indication of the great value of this machine may be said that the following newspapers invest of \$1,028,500:

- NEW YORK HERALD
- NEW YORK WORLD
- HEARST NEWSPAPERS
- CHICAGO DAILY NEWS
- UNITED NEWSPAPERS, LTD.

The SEMI-AUTOPLATE machine, which is rapidly becoming an important item in the census will substantially increase the total of A

The SEMI-AUTOPLATE gives the small paper the advantage of economy and efficiency which is the users of the AUTOPLATE.

| City | Newspaper | Machines | City |
|-------------------|---------------|----------|------------|
| Philadelphia, Pa. | Public Ledger | 1 | Providence |
| " | Record | 3 | St. Louis |
| " | Telegraph | 1 | Richmond |
| " | Times | 1 | St. Paul |
| Pittsburgh, Pa. | Gazette-Times | 3 | Louisville |
| " | Press | 3 | Portland |
| Portland, Ore. | Oregonian | 1 | San Jose |

AUTOPLATE machinery is built under license

| | | |
|---------|---------|---------|
| 721,117 | 721,121 | 754,114 |
| 721,118 | 721,122 | 801,291 |
| 721,119 | 721,123 | 877,775 |
| 721,120 | 733,202 | 911,882 |

and 37 pending orders

AUTOPLATE COMPANY

THE DIRECTORY

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throughout the World

fields will not be questioned

Payments in Dollars and Cents

money, and it will interest them to know
in AUTOPLATE machinery.
of this mechanical aid to publication, it
invested in these machines the sum

- LONDON DAILY MAIL
- PARIS LE JOURNAL
- NEW YORK TIMES
- BOSTON GLOBE
- KANSAS CITY STAR

which has been put upon the market at \$4,850,
AUTOPLATE expansion, and in our next
total of AUTOPLATE machinery in use.
newspaper, in proportion to its needs, every
possessed by the largest of the foregoing

| City | Newspaper | Machines |
|-------------------|----------------|----------|
| Providence, R. I. | Journal | 3 |
| Richmond, Va. | News-Leader | 1 |
| Rochester, N. Y. | Post-Express | 1 |
| Sacramento, Cal. | Bee | 1 |
| St. Louis, Mo. | Globe-Democrat | 1 |
| St. Joseph, Mo. | Star | 1 |
| St. Joseph, Mo. | News-Press | 1 |

following patents in the United States:

| | | |
|---------|-----------|-----------|
| 980,468 | 1,009,206 | 1,009,210 |
| 985,874 | 1,009,207 | 1,009,211 |
| 985,875 | 1,009,208 | 1,009,272 |
| | 1,009,209 | 1,009,367 |

ing ons for patent

AMERICA, New York

| City | Newspaper | Machines |
|-------------------------|------------------------------|----------|
| St. Paul, Minn. | Dispatch | 1 |
| San Diego, Cal. | Union | 1 |
| San Francisco, Cal. | Bulletin | 2 |
| " " " | Call | 1 |
| " " " | Chronicle | 1 |
| " " " | Examiner | 3 |
| Scranton, Pa. | Times | 1 |
| " " " | Tribune-Republican | 1 |
| Seattle, Wash. | Times | 2 |
| Toledo, Ohio | Blade | 1 |
| Washington, D. C. | Star | 2 |
| " " " | Times | 1 |
| Worcester, Mass. | Telegram | 1 |
| Halifax, N. S. | Chronicle | 1 |
| Montreal, Que. | Herald | 2 |
| " " " | La Presse | 3 |
| " " " | Star | 2 |
| Toronto, Ont. | Star | 3 |
| " " " | Telegram | 3 |
| " " " | World | 1 |
| Winnipeg, Man. | Free Press | 3 |
| Belfast, Ireland | Telegraph | 1 |
| Edinburgh, Scotland | Scotsman | 3 |
| Glasgow, " " | News | 3 |
| " " " | Record and Mail | 1 |
| London, England | Mail | 4 |
| " " " | Mirror | 3 |
| " " " | News | 3 |
| " " " | News of the World | 4 |
| " " " | People | 3 |
| " " " | Sketch | 3 |
| " " " | Telegraph | 3 |
| " " " | Times | 2 |
| " " " | United Newspapers, Ltd. | 7 |
| Manchester, England | Chronicle | 3 |
| " " " | Guardian | 3 |
| " " " | Mail | 3 |
| " " " | News | 1 |
| " " " | Sketch | 1 |
| Newcastle-on-Tyne, G.B. | Chronicle | 1 |
| Sheffield, England | Telegraph | 2 |
| Paris, France | Le Journal | 4 |
| " " " | Le Matin | 3 |
| " " " | Petit Journal | 2 |
| " " " | Petit Parisien | 4 |
| Berlin, Germany | Lokalanzeiger | 3 |
| " " " | Morgenpost | 3 |
| " " " | Tagblatt | 2 |
| Danzig, " " | Danziger Neueste Nachrichten | 1 |
| Stuttgart, " " | Neues Tagblatt | 1 |
| Rotterdam, Holland | Nieuwsblad | 1 |
| Moscow, Russia | Russkoje Slowo | 3 |
| Milan, Italy | Corriere della Sera | 1 |
| Melbourne, Australia | Argus | 3 |
| " " " | Herald | 3 |

George W. Worden, 52 years old, owner and editor of the Richmond (O.) Gazette, committed suicide last week by shooting himself. He left no explanation of his action.

WHY I USED THE Louisville Courier Journal

By H. R. DRUMMOND,
Formerly Advertising Manager Kaufman-Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective.

When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL money well spent.

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 230 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

AD MEN WHO WON OUT.

Who Can Say That Publishers Do Not Recognize Good Service After Reading the Following List of Names?

By WILLIAM C. FREEMAN.

The men who have made their mark in the advertising world are receiving recognition from owners of newspapers. The latest advancement of an advertising man was the appointment of James C. Dayton as publisher of the New York Evening Journal. It is a good appointment. It is recognition of the right sort to a man who has been most faithful to the Hearst organization.

Prior to Mr. Dayton's advancement the Hearst organization recognized another good man in the advertising department of the New York American by making Howard Davis the business manager of that newspaper. That was also an excellent appointment. Then there is George G. Young.

Recently Hearst's Chicago American put its publication office in charge of another good advertising man, Harrison M. Parker. Probably Mr. Hearst does not recall it, but Mr. Parker worked in the classified department of the New York American many years ago, at a very small salary.

Then there is Russell R. Whitman, publisher of the Boston American, whose work in the general field as an advertising man attracted Mr. Hearst's attention and up he went to a position of responsibility.

All of these men are better publishers because of their knowledge of advertising—knowledge that the average publisher or business manager does not possess.

William Simpson, business manager of the Philadelphia Evening Bulletin, was justly sized up by William L. McLean, the owner of the Bulletin, himself an advertising man for many years. Nobody questions the wisdom of making Mr. Simpson business manager.

Louis Wiley, of the New York Times, went through all of the branches of advertising so thoroughly that Adolph Ochs recognized his ability and advanced him to the advertising management, then to the business management. Does anybody question his fitness for the job?

E. A. Westfall, business manager of the New York Evening Globe, won his spurs as a solicitor for the Newark Evening News. Then he became advertising manager of the Globe, and when that paper wanted a good, sensible business manager he was given the job.

Frank McLaughlin, the business manager of the Sun, had a wide experience in the advertising field before his advancement to his present job. He is not too proud as business manager to call on advertisers, which he does regularly. The advertisers like it, too.

John C. Cook, business manager of the Evening Mail, has advanced from secretary to Robert J. Cook, who was publisher of the Philadelphia Press at the time, to his present job after having been circulation manager, then advertising manager and afterward advertisement writer for John Wanamaker.

I suppose E. D. DeWitt, of the New York Herald, is actually business manager of that publication as well as advertising director, but titles on the Herald are such uncertain things that nobody can tell just what kind of a job a man fills. I know this, though, that Mr. DeWitt is a corker and has just recently put over the biggest thing the Herald ever did—viz., abandoning charges for cuts in advertisements.

E. I. Bacon, business manager of the Philadelphia Inquirer, was first a clerk in the Inquirer office; then he got his grip on the advertising department and grasped the whole business so well that Colonel Elverson rightly placed him in general charge of the business of that great newspaper.

E. C. Bode, of Hearst's Chicago Examiner, than whom there is no abler man in the general advertising field, has been made, so I understand, an assistant to A. M. Lawrence, publisher of that newspaper, without losing his grip on advertising.

John Bogart, for years the successful advertising manager of the New York Evening Journal, has been made assistant to Solomon S. Carvallo, the general manager of the Hearst publications. When he graduates from the Carvallo school he will know more about newspaper making than any other man in America. All recognize his teacher as a pastmaster.

M. F. Hanson, publisher of the Philadelphia Record, thinks that his advertising experience on that newspaper many years ago, when it was owned by William Singlerly, better qualified him to fill his present position than he would be otherwise. He is right, for he is regarded as one of the most successful publishers.

Then there is George French, who has been identified with advertising all of his life as type constructor, advertisement writer, editor of trade publications, etc., who has been made publisher of the New York Independent.

These are only a few of the men I recall who have been advanced by newspapers, but there must be hundreds of them all over the United States.

It is a very sane development of constructive work in the publications of newspapers and is a deserved recognition of the position advertising has attained in the business world.

Would Develop Farm Machinery Ads.

L. W. Ellis, publicity manager of M. Rumely Co., manufacturers of farm power machinery, of La Porte, Ind., was the guest of the Quoin Club at luncheon and addressed the members at the Aldine Club on March 7. The keynote of Mr. Ellis' address was the need for increasing the efficiency of the farm through labor-saving power machinery, applying the high-g geared, commercial methods of the cities to the business of farming and freeing the farmer from financial harassment by the establishment of a central agricultural bank. In bringing about these things, according to Mr. Ellis' view, the periodicals of national circulation have a part in stimulating interest in the greater development of the farm upon a better business basis. Many of the men present got for the first time the thought that this interest would yield a most promising opportunity for developing farm machinery advertising.

California Society's Annual Dinner.

The California Society of New York held its tenth annual dinner Saturday night at the Hotel St. Regis, with 100 members present. Clarence H. Mackay, president of the society, was unable to be present, but sent a telegram conveying greetings to the members. Some of those present were William Sproule, president of the Southern Pacific Railroad; George Hough Perry, director of exploitation, Panama-Pacific Exposition; John McNaught, Herbert Kaufman, William A. Brady, J. C. Stubbs, James R. Grismer, John O'H. Cosgrove, E. S. Chappelle, John C. Montgomery and Samuel Livingston.

She Knew Him.

A member of the Texas legislature professes thus to have acquired inside information as to the habits of a colleague:

Being in the home town of his friend for a few hours, he decided to make a brief call, although the hour was late. He found the address of his colleague in the city directory and ordered a taxicab.

Having arrived at the proper street number, he walked up on the veranda and rang the bell. A stern-visaged woman, who had evidently retired for the night drew the door slightly ajar.

"Beg pardon, madam, for my intrusion at this late hour," said the legislator, "but is this where Austerlitz Blank lives?"

The austere guardian of the portals looked from the visitor to the taxi standing outside and said in a tone of extreme resignation: "Yes; bring him in."

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

CHICAGO OFFICE:
Peoples Gas Bldg.

I. A. KLEIN, Manager

JOHN GLASS, Manager

BUY NO PIG IN A POKE!



Buy space that will bring results. YOU NEED IT if you want your advertising to pay.

The Pittsburgh Sun

(Every Afternoon except Sunday).

pays liberal dividends on space used. Best and cleanest afternoon newspaper in Pittsburgh.

EMIL M. SCHOLEZ, 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 29,257
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

ADVERTISING SERVICE

Large and small accounts handled with equal care, economy and certainty of results. Consultation free.

Telephone 6696 Greeley

PETER VREDEBURGH AGENCY
Broadway and 34th Street
Marbridge Bldg. New York City

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!

Fire wiped out the Little Chute (Wis.) Advocate plant last week.

LIVE AD CLUB NEWS.

Nearly 200 members of the Spokane Ad Club attended the meeting on March 5. A discussion was entered into regarding the feasibility of joining, under the banner of the Sons of Sol, the Tilliums of Seattle and the Rosarians of Portland in making a trip to Sacramento in May. President Bigelow named a large committee to work out the details of this excursion and to raise funds. The meeting was addressed briefly by Charles N. Crewdson, the magazine writer. Having previously renamed the big mountain that looms conspicuously on Spokane's horizon, having originated a design that has been accepted as a civic flag and having chosen "Miss Spokane" to impersonate the city, the club at this meeting decided to select a municipal flower.

The Omaha Ad Club has prepared a city ordinance, which will soon be introduced for passage, regulating the nature of all kinds of advertising. An illustrated lecture on "Co-operation of the Manufacturer and Dealer" was given at last week's meeting, in which was shown the good effect of advertised goods on the books of both. A committee of twenty-five members of the club is making preparations for entering the Northwest Division of Ad Clubs, which meets in Omaha, April 1.

The board of censorship of the Pueblo Ad Club hereafter will be conducted openly instead of secretly as heretofore, according to the decision of the club at its meeting last week. Under the new plan the body will consist of one representative of each of the papers and four members of the Ad Club. An illustrated lecture on retail advertising was delivered by Frank S. Hoag.

Discussion of trade-marks and trade-names was continued at the weekly luncheon of the Buffalo Ad Club. The weakness of trade-marks, mark laws and how to prevent the losses suffered annually through trade-mark piracy occupied the attention of the admen. Charles R. Wiers, president of the club, was in the chair. The members of the organization favored better protection of trade-marks and will take active steps to promote beneficial legislation.

Charles F. Stark, a member of the Chicago Advertising Club, addressed the members of the Pittsburgh Publicity Association at its regular weekly luncheon and meeting in the Keenan building. He spoke on "Film Advertising" in relation to the motion picture industry and illustrated his talk with views. He also showed views of the new building being erected by the Chicago Advertising Club.

Officers of the Fort Worth (Tex.) Ad Club were elected last week at the regular meeting at the Westbrook, as follows: Ed R. Henry, president; Tully Bostick, vice-president; Robert Veihl, second vice-president; Jack Toy, recording secretary; H. C. Burke, Jr., corresponding secretary; Ben O. Smith, treasurer.

Herbert N. Casson, of New York, advertising and efficiency expert, was the principal speaker at the weekly luncheon of the St. Louis Advertising Men's League. "You people ought to throw away your old worn-out slogan of 'Show me,' he said. That means the man who shows you has the thing he shows you, and you haven't got it. 'Mo, means move on,' 'St. Louis does it first.' 'St. Louis shows you.' You need efficiency in every line of your city government and civic work. If you are going to keep in the race St. Louis has got to advertise with efficiency."

Impetus to the proposed bill prohibiting fraudulent advertising was given at the weekly dinner of the Des Moines Admen's Club, at which Governor Clarke and members of the general as-

sembly were present. The bill makes it a misdemeanor to publish fraudulent advertising. Members of the club gave short talks explaining the evil resulting from untrue advertisements and samples of such ads were thrown on a screen for the benefit of the guests.

A general discussion of the future welfare and aims of the club followed the luncheon of the Springfield (Ill.) Ad Men's Club at their semi-monthly meeting, March 4. Impromptu speeches and a lively discussion on topics of interest to the members were the chief features of the program.

Prosecution of advertisers who mislead the public was advocated by the members of the Milwaukee Advertisers' Club at their luncheon. L. L. Newton, secretary of the club, was requested to write to Milwaukee members of the legislature urging the passage of a bill providing a penalty of ten dollars to \$200 for misleading advertisements.

Conference of Missouri Publishers.
Development of home advertising for Missouri daily newspapers, plans for bringing more foreign advertising into the State, circulation methods and problems, how to get a just advertising rate and how to combat the press agent and charity advertising evil will be some of the questions discussed at a conference of the publishers of Missouri daily newspapers, to be held at the University of Missouri during Journalism Week, Wednesday, May 14. A call for such a conference has been issued by E. M. Watson, Columbia Tribune; W. J. Hill, Hannibal Courier-Post; H. S. Jewell, Springfield Leader; L. M. White, Mexico Ledger; J. W. Johnston, Fulton Sun; Hal M. Wise, Webb City Sentinel; J. F. Hull, Maryville Tribune, and R. W. Mitchell, Nevada Post.

Associates Honor Dr. McKelway.
Dr. St. Clair McKelway, editor of the Brooklyn Eagle was the guest of honor Thursday night on the occasion of his sixty-eighth birthday at a reception tendered to him by his associates at the Heights Casino, Brooklyn. About 450 men and women were present when the dancing began shortly after 9 o'clock. As a remembrance Dr. McKelway's associates presented him with a pair of opera glasses, on one side of which was inscribed the date, March 13, 1913, and on the other the words "To the Chief." The presentation speech was made by John S. Boyce, chief engineer of the Eagle building and a veteran employe. Dr. McKelway became editor of the Eagle in 1888.

Stock Exchange to Open Press Room.

In keeping with the policy of publicity recently adopted by the New York Stock Exchange, a room in the exchange building, to be known as the library room, will be opened for the exclusive use of the newspaper men assigned to the financial district. It will contain writing tables, chairs, typewriting machines, telephone booths and other conveniences for the newspaper men. In the room will be kept files of domestic and foreign financial publications, statistical matter, and records and reports on all branches of finance.

Winnipeg Shows Up Well.

The Manitoba Free Press, of Winnipeg, Canada, is sending to advertisers a statement showing the volume of advertising carried by leading daily newspapers, from which it appears this paper stands fourth on the list, being excelled only by the Los Angeles Times, Los Angeles Examiner and the Pittsburgh Press. The Manitoba Free Press is represented in the United States by Henry De Clerque, Chicago and New York.

The Ludington (Mich.) Daily News, published by C. T. Sawyer & Son, has been reorganized, Sawyer & Son still retaining their connection with the company.

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.

Greatest Gain

In February the Sunday edition of The New York Times carried 234,816 lines of advertisements, a gain of 57,432 lines over February last year—a greater gain than any other New York Sunday newspaper, and twice the combined gains of three other New York Sunday newspapers.

The daily city sale of The New York Times exceeds the combined daily city sales of five other New York morning newspapers.

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

38—
New "Foreign" accounts started in The Knickerbocker Press since last August. "There's a reason."

THE KNICKERBOCKER PRESS with a minimum rate of 4c. a line for 33,000 circulation represents an exceptionally good buy.

Albany, N. Y.

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

TERRE HAUTE STAR NEW HOME.

Building Especially Constructed for Paper Houses Fine Plant.

The Terre Haute (Ind.) Star is now thoroughly settled in its new home at Sixth and Ohio streets. Its new building was especially constructed for the Star, and is an ideal newspaper office, roomy, airy and convenient.

John C. Shaffer, president of the Star Publishing Co., not only gave the paper a new home, but increased its efficiency by adding new equipment and thoroughly overhauling the old machinery. All of Mr. Stauffer's five newspaper properties are now located in buildings which were designed with their requirements in mind, excepting the Chicago Evening Post, and it is occupying a remodeled building, in Market street. The Muncie Star was the first of the five to be given a new home, then the Indianapolis Star building was erected, following it came the Louisville Herald new building, and now the Terre Haute Star.

Mr. Shaffer's papers are represented in the East by the Kelly-Smith Co., of 220 Fifth avenue, and in the West by John Glass.

Plan Campaign for Home Made Goods

The Advertising Men's League will hold a dinner at the Aldine Club on the evening of March 26 to promote interest in American-made goods. Officers of the club have prepared statistics showing that at least one-third of the goods now imported could be made in America just as cheaply as abroad and of the same general standard. The saving to America would amount to hundreds of millions of dollars a year. The advertising men propose to form plans at their dinner for a general appeal to commercial organizations in favor of the American trade-mark and the home market.



THE NEW TERRE HAUTE STAR BUILDING.

DISCUSS LIBERTY OF PRESS.

Editors Declare State Regulation of Newspapers a Menace.

"The Liberty of the Press" was the subject for discussion at the Saturday luncheon of the Republican Club, New York, which was attended by about 300 members. In introducing the first speaker—John McNaught, an editorial writer on the New York World—Chairman Edward Kellogg Baird said that the one prominent citizen of this city who was willing to pitch into the press could not be present, because of a previous engagement, but the club had invited several editors in the belief that they would pitch into each other.

Mr. McNaught believes that the present discontent with the press is only one aspect of the prevailing discontent with all existing institutions, and that there were concrete evidences that the liberty of the press was in danger. He cited the activities of the Arkansas and Massachusetts legislatures for the regulation of newspapers, on the ground that they were public utilities.

"A newspaper consists of three lines of endeavor," said Mr. McNaught, "held together by an economic law—advertising, editorial and news. The advertising should be run on a purely business basis and should be subject to no other supervision than that of the law of fraud.

"The editorial is intended to lead men into doing or to terrify them into not doing, what you will. You say this is wrong, but the same method is used in the courts, where the lawyers vilify each other's clients and await the judgment of the jury. The news part of the paper is subject only to the laws of history.

"To my view, the contents of a city paper of to-day is, in part, attributable to the apartment house. The average woman has more time than she used to have; so, instead of giving news catering to men's taste, the average paper is apt to tell what Phoebe ought to do regarding her swain who calls upon her seven days of the week and does not propose. It is the women who patronize the department stores, and the stores are apt to give business to those papers that interest women."

Allan Dawson, editor of the Globe, said there was a class of editors who think that no news is any good unless it has to do with divorces, or the like, or is supposed to have human interest. "Newspapers were formerly the luxury of the few," he continued, "to-day they reflect the character of the masses. The faults of the press are those of democracy. The only cure for these faults is more democracy."

Albert F. Wilson, professor in the

New York University School of Journalism, believes that the best way to stimulate an independent press is to show more judgment in the penny you throw to the newsboy. "You can test the independence of the paper by putting your ear to the editorial page and listening to the clank of the chains," he declared.

Louis Wilev, business manager of the Times, expressed the opinion that papers were rewarded in accordance with their ideals and principles, and said that he did not believe that a newspaper should be tainted in its advertising columns any more than in its news and editorial columns.

P. J. Santamariana, cable editor of La Prensa, Buenos Aires, took a fling at the metropolitan daily and said that journalism was full of unscrupulous men who garbled the news for private ends.

DR. MACDONALD IN BOSTON.

He Talks to the Pilgrims About Rendering Honest Service.

Dr. J. A. Macdonald, editor of the Toronto Globe, was the guest of the Pilgrim Publicity Association at a luncheon at the American House, Boston, March 3. He was introduced by Robert Lincoln O'Brien, editor-in-chief of the Boston Herald. Dr. Macdonald was given a most flattering reception. He said at the beginning that he brought the cordial greetings of the Toronto Ad Club.

The speaker found his text in a remark that he lately had heard that it is the business of the advertising man to make an advertisement so attractive that it will get the money out of the pocket of the other man and into his. This theory, he said, he believed to be altogether wrong and not in accord with the ideas of America's greatest advertising men. "The duty of every man to-day is to give service for what he receives. No one should try to take money out of the other man's pocket without giving adequate return. This very idea of the broader outlook—the working for a higher purpose than mere reward—is going to mean a lot to this country. The new note that is being struck all over this republic is that service, after all, is the greatest thing in life."

Among the guests at the luncheon were the editors and publishers of every Boston newspaper.

Ohio Papers to Get their Money.

Governor Cox, of Ohio, has signed the Bigelow bill, appropriating \$62,000 to pay the 400-odd newspapers of the State that advertised the amendments to the constitution last summer preceding the special election.

Topeka Daily Capital

delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Arthur Capper
TOPEKA, KANS. Publisher

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

St. Paul's Greatest Newspaper The St. Paul Daily News

increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.

November 70,679 net increase of Circulation 11,136 copies

The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.

FOREIGN ADVERTISING DEPARTMENT.
C. D. BERTOLET, Mgr.,
1110 Boyce Building, Chicago.
J. F. ANTISDEL, O. G. DAVIES,
366 Fifth Avenue, 306 Gumbel Bldg.,
New York City, Kansas City.

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 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

\$25,000
will buy half-interest in evening daily newspaper in good Pennsylvania city, carrying with it the management of the property.

\$10,000 Cash
will buy substantial interest in New Jersey daily newspaper property showing big net earnings. Business management will go to purchaser.

HARWELL, CANNON & MCCARTHY
Brokers in Magazine and Newspaper Properties
200 Fifth Ave., New York City

TURNER'S 26 BULLETIN

Publications with Circulation Figures Signed by
C. Godwin Turner

Carry with them a Proof and a Challenge to the World!

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

It pays to make honest circulation statements. The Los Angeles Record and San Diego Sun have never had a circulation statement questioned, because they have always stood the most critical examination and found to be correct. Both papers have the largest city circulation.

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.

YOU MUST USE THE
LOS ANGELES EXAMINER

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

RETAIL ADS THAT LIE.

So Called Reputable Firm's Resort to Misrepresentation to Attract Trade to Their Stores—Most "Sales" Belong to the Fake Class—Announcements that Appear Honest but Are Not—The Publishers' Obvious Duty

By HARRY R. DRUMMOND.
Not long ago a "prominent" Fifth avenue store had a "sale" of furs "at greatly reduced prices." It attracted attention, brought people to the store, and many furs were disposed of.

The truth is that this firm had gone into the market, keeping away from the houses of which they bought their regular goods, and picked up various job lots of left over, second and third quality furs, imitations and the cheapest kind of merchandise and sold it all at a profit, getting all it was worth, and giving their customers just what they paid for.

But they lied in their advertising. It paid, of course, but it cheapened the standing of the store; it created a feeling of doubt and mistrust regarding the "regular" prices of the "regular" goods, and eventually it will hurt the house.

The newspapers that carried this advertising knew, or could easily have found out, that they were aiding and abetting a swindle, but they knew that the firm was reliable and would pay for the space used.

There is a clothing house in New York that is "selling out." It has been selling out for months, and each week sees stacks of new, fresh goods piled on the counters and offered at "half the regular prices."

A "spotter" for another store bought a suit there. He was a clothing man and knew values. He went to a table piled with "\$35.00 suits reduced half, now \$17.50," and selected the best one. When he had it back in his own store he found, by taking it apart, that it was a "regular" \$15.00 suit that wholesales for \$9.50.

In discussing some of the tricks of advertising recently a New York paper was referred to and an advertisement, published by a "reputable" house, was "taken apart" as it were. It read: "Suits after a Spring Model, \$16.50, instead of \$22.50."

Now the average woman understands this to mean that the suits are reduced

from \$22.50 to \$16.50. Others may think it means that these suits are "worth" \$22.50.

It does not SAY so, to be sure. It merely INFERS something it does not say.

Might just as well say "\$16.50 instead of a ham sandwich."

Of course, it is not a deliberate lie. This store would not lie deliberately; it is merely a cheap, misleading trick to catch the unwary.

Another item in the same advertisement offers sterling silver jewelry, set with real stones, at 50c., and says that exact duplicates are on sale "regularly" \$7.00. This is ridiculously false on the face of it. If it IS true, heaven pity the poor misguided boob who pays \$7.00 for the junk.

And newspapers accept and print this kind of stuff, advertising that no self-respecting magazine would consider for one instant, and then talk about purifying journalism.

The merchant who had his name signed to this advertisement would doubtlessly object to having his advertisement placed alongside of patent medicine advertising, arguing, no doubt, that it would be in bad company, but it would be hard to find any patent medicine advertising that would be more misleading, more of a fake than this "high class" retail copy.

Again, how would a "reputable," honest advertisement get by in such company? The reader has as much right to believe the one as the other, and the man who offers goods fairly and honestly has about as much chance to win your attention and trade as has a celluloid dog to catch an asbestos cat on the Main Street of Hell.

It is NOT up to the merchant to straighten out these kinds. He will go just as far as he can, as far as he DARES, and will use every possible subterfuge to get business into his house. He is more or less justified in "doing as others do" to get the business, and he will do so just as long as the newspaper publisher will permit it.

It IS up to the publisher. He is the man who SHOULD call a halt. HE is in a position to regulate these things and see to it that his readers get a square deal. But he will not.

Bills Against Fake Advertising.

California—Morgenstern bill, making false or misleading statements in advertisements a misdemeanor; referred.

Colorado—Morris bill, to prohibit false and misleading advertisements; referred.

Iowa—Iowa State Merchants' bill, to prevent misrepresentation in advertising; urged for passage.

Massachusetts—One of the first States to enact honest advertising law and provide fine from ten to five hundred dollars for violation.

Minnesota—Nolan bill, to prevent fraudulent advertisements; passed by the House.

Missouri—The Houx bill, known as the "Honest Advertising Bill," urged for passage by Retail Merchants' Association.

Ohio—Vonderheide bill against fraud in advertising; referred.

Pennsylvania—Bigger bill, prohibiting false and misleading statements in advertising; favorably reported by Judiciary Committee.

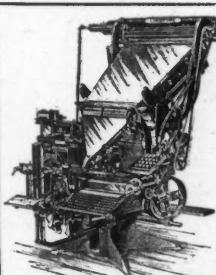
Washington—The Seattle and Spokane Ad Clubs' bill against fake advertising, conveying a rider to the effect that newspapers are not held liable under this law; passed by both houses, awaiting signature of Governor Lister.

Michigan—House Bill No. 67, to regulate false, fraudulent and misleading advertising in newspapers. Referred to Committee on State Affairs.

The Pontiac (Mich.) Press-Gazette, Harry Coleman, publisher, is putting up a two-story building with ornamental cut stone front, as a new home for the paper.

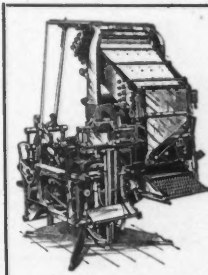
SPEED AND VERSATILITY

Are the two most desirable qualities of a composing machine. Speed and versatility are what you get in their highest perfection in



Quick Change Model 8 Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINETYPES**



Quick Change Model 9 Four Magazine Linotype

In no other composing machine will you find such efficiency, such accuracy, or such reliability. These are the qualities you want in your machine, and you will have them if you buy a Linotype; and you will have them as long as you own the machine.

The Multiple Linotype Way Is the Modern Way

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

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

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

Summer Courses in Journalism.

The first summer session courses in journalism at the University of Wisconsin are to be offered this summer from June 23 to Aug. 1, according to the announcement just made by Prof. W. G. Bleyer, head of the Course in Journalism at Wisconsin. The work of the newspaper reporter and correspondent, including news gathering and the writing of news stories, will be taken up in one course. The students in this course will be given actual practise in newspaper work on one of the Madison daily papers. The writing of special articles for the magazine sections of newspapers will be taken up in another course. Both courses will be given by Professor Bleyer, who will be in personal charge.

Connecticut Publishers' Meeting.

The annual meeting of the Daily Newspaper Publishers' Association of Connecticut was held at the Hotel Taft, New Haven, March 6, with about thirty members in attendance. The annual reports were made and there were discussions of legislative matters and some informal talks on advertising. The following officers were elected: J. M. Emerson, Ansonia Sentinel, president; B. J. Thomas, Norwalk Hour, vice-president; Alexander Troup, New Haven Union, treasurer; W. J. Pape, Waterbury Republican, secretary.

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE



14 Dover Street, New York

BARNHART ALL-BRASS GALLEYS

Are the strongest where the strain comes—at the corners. The bottoms are straightened by a special process which gives almost perfect flatness. The rims are extra heavy. Many styles are provided with a foot clamp which locks by means of a lever. For special purposes—linotype, monotype, newspaper composition, etc.—there are special galleys each adapted to its particular use.

You will be interested in the circular describing and illustrating these galleys. We shall be pleased to send you a copy on request.

BARNHART BROS. & SPINDLER

St. Louis 168 - 170 - 172 New York
Omaha W. Monroe St. Kansas City
Washington Seattle
St. Paul CHICAGO Dallas
Makers of the famous Barnhart Type

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. 6990-4 Bodman

"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.

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

AMERICA'S LEADING CARTOONISTS.

John T. McCutcheon, Artist, Author and Traveler.

John T. McCutcheon, one of America's best known cartoonists, was born at South Raub, Tippecanoe County, Ind., on May 6, 1870. His early life was spent on a farm. He studied art under Prof. Ernest Knauff and at nineteen years of age he joined the art staff of the Chicago Record. Subsequently he was with the Chicago Record-Herald and the Chicago Tribune. He first came prominently into public notice during the political campaign of 1896, since which time he has grown more and more in popular esteem.

Mr. McCutcheon has been a persistent traveler, and with pencil and camera has preserved striking first-hand impressions of the various places visited by him. In 1898 he began a trip around the world on the dispatch boat McCulloch. From its deck he was an eyewitness of the battle of Manila Bay. He has traveled along the beaten tracks of Europe, and has been in India, Burma, Siam, Cochin China, Korea, Japan, the Philippines and the Transvaal in the service of various papers. A part of the time he had George Ade as traveling companion, because of which circumstance Mr. McCutcheon has characteristically illustrated some of Mr. Ade's books.

In addition to his art work Mr. McCutcheon has found the time, inclination and ability to produce books on his own account. They include "Stories of Filipino Warfare," "Cartoons by McCutcheon," "Bird Center Cartoons," "The Mysterious Stranger and Other Cartoons" and more recently "Congressman Pumphrey, the People's Friend." He also wrote under the title of "In Africa," his largest and most pretentious book.

His experience has covered many interesting fields, including a balloon ascension in Nairobi, where the snapping of the restraining wire would have converted him into food for wild beasts. He was in Africa during the famous hunt of Colonel Roosevelt and met the strenuous one, who has at various times furnished him with cartoonistic inspiration. A selection of these were issued under the title of "T. R. in Cartoons" in 1910.

Mr. McCutcheon's work as a cartoonist is held in high esteem because his pictures tell a straightforward and interesting story. With a few rapid strokes of his pencil he makes clear what he wishes to impart. His drawing is universally well considered and is without the coarseness that too often enters into the work of some of his contemporaries.

The humor of Mr. McCutcheon is spontaneous, never labored and creates a smile without leaving a sting. Kindness, pertinacity, humor and the story side of his picture, the human interest, struggle for supremacy, and the result makes for the popularity that a cartoon must have in order to "come across."

Mr. McCutcheon is a clubman, with a membership in the Chicago Athletic Club, the Press Club and the Art Society of his residential city.

CLEVELAND ENTERPRISE.

New Building of the Leader and News to Be Ready April 1.

The new home of the Cleveland Leader and the Cleveland News, a picture of which appeared in THE EDITOR AND PUBLISHER March 1, is the most pretentious addition to the buildings of the sixth city's business district in years.

Located on Superior avenue at East Sixth street, in the very heart of the business district, the fourteen-story Leader-News building was erected by D. R. Hanna, president of the Cleveland company which publishes the newspapers, primarily with the idea of housing ideally the highly modern equipment of the combined newspaper plant.

Containing more than 1,000 offices, in addition to the accommodations for the

Leader, morning and Sunday, and the News, an evening daily except Sunday, the building is the largest, in point of rentable floor space, in Cleveland. It will be ready for occupancy April 1, and more than 85 per cent. of the entire building had been leased Feb. 7. Ohio headquarters of the Associated Press will be located in the building.

Editorial rooms of the Leader and News will be on the fourteenth floor.

READERS THE REAL POWER.

Mr. Lee Says They Dictate What Goes Into the Newspapers.

J. Melvin Lee, director of the New York University School of Journalism, addressed the members of the Church of the Messiah's Men's Club Tuesday evening on the ethics of the newspaper profession. After Mr. Lee's address there was an open discussion on the subject "What Newspaper I Read, and Why."

"In the last analysis," Mr. Lee said, "it is the reader and not the advertiser



JOHN T. McCUTCHEON.

An exceptionally high attic will be occupied by the mechanical department. A saw-tooth roof will provide plenty of natural light. The presses, stereotyping and mailing departments will be in the basement and sub-basement.

The newspaper equipment will be the latest word of its kind throughout all departments.

There are numerous devices for time-saving, one of the most interesting of which is a small elevator that will travel from the composing room to the press rooms, a distance of almost 200 feet, in sixteen seconds. Wrapping, mailing and delivery rooms are all arranged with an eye for economy of seconds.

That portion of the business office with which the public will come in contact is located off the magnificent marble and bronze lobby. Other divisions will be on the second floor.

There are storerooms facing both streets; two have already been leased.

who dictates what goes into the news columns. Going even farther than that, it is the reader who dictates what goes into the advertising columns."

The Rev. Dr. John Haynes Holmes expressed the belief that the policy of a newspaper was not controlled so much by the advertiser as by the owner. The very worst example of the controlled newspaper, he said, was the religious paper. The daily press, in Mr. Holmes's opinion, would take a long step in the right direction when editors and reporters refused to remain in the employ of a proprietor who asked that they do work opposed to their convictions.

The Bloomsburg (Pa.) Daily Sentinel has been adjudged bankrupt, with liabilities of \$17,616.

The strike of the automobile tire workers at Akron, O., has been felt by many of the magazines and daily newspapers as the copy has been discontinued.

CHANGES IN INTEREST.

DENISON, Ia.—The Zeitung, a leading German publication, has been sold to the Demokrat, and the consolidated paper will be issued as the Herald. The Zeitung was founded by J. Fred Meyers, 35 years ago.

ORANGE, Va.—The Review, which has been discontinued for the past six weeks, has been bought and is being published by B. M. Bushong.

HARTLINE, Wash.—W. E. Lucas has purchased the plant and buildings of the Standard from W. H. Hughes of Seattle.

WAUPUN, Wis.—The Democrat has passed into the possession of W. A. Sanburn, owner of the Leader, to satisfy claims held by him against the plant.

VELASCO, Tex.—The World, for 22 years under the management of Oscar O. Nation, has been sold to C. P. Kendall, who takes charge at once.

EUGENE, Ore.—The Daily Guard has changed hands, Charles H. Fisher selling his half interest to E. J. Finneran, a newspaper man who has been connected with leading papers in Boston and Kansas City.

OHIOWA, Neb.—The Ohiowan has been merged with the Nebraska Signal of Geneva, and both papers will be published as one at Geneva.

GRAND JUNCTION, Ia.—The Globe has been purchased by Albert L. and R. L. Ross, formerly editors of the Dexter Journal, who take possession at once.

CLINTON, Okla.—The News was last week sold by P. S. Hillman to the stockholders of the Cordell Beacon Corporation.

SIoux CITY, Ia.—Hal Fink, who was for a number of years with the Clover Leaf list, has purchased an interest in the Daily News and will be vice-president and general manager of the company.

NEW INCORPORATIONS.

MARION, Ind.—Intelligencer Publishing Co.; capital \$10,000; directors: John W. Kelley, John Cornelison, Hiram Cousins.

ENID, Okla.—Oklahoma Publishing Co.; capital stock, \$15,000; incorporators: Charles I. Stewart, Thomas O'Brien and others.

CENTRALIA, Wash.—Tri-County Publishing Co., \$2,000; incorporated by Victor Jackson and E. L. Clark.

MARTINTON, W. Va.—Martinton Printing Co., capital stock, \$5,000; incorporators: William Gibson, S. M. Sharp, O. H. Kee, and others.

POLSON, Mont.—Polson News Publishing Co., capitalized at \$10,000; incorporated by T. B. Bare, John Sherman, Jr., and others.

CLINTON, Okla.—The New Publishing Co.; capital stock, \$5,000; Richard Billups, J. J. McCurley, C. I. Cochran, R. B. McDonald.

SYRACUSE, N. Y.—Illustrated Supplement Co.; capital \$30,000; incorporators: Ira A. Million, Charles D. Jacobs, Innes Henry.

LOUISA, Ky.—Big Sandy Enterprise Publishing Co.; capital, \$10,000; N. C. Williams, C. W. Atkinson, C. B. Wellman, J. B. Peters.

WILKESBARRE, Pa.—World Publishing Co., capital, \$5,000.

Prominent Editors at Maxim Dinner.

A number of prominent newspaper men and women were present at the dinner given by Mr. and Mrs. Hudson Maxim at their home in Brooklyn last Sunday to Prince and Princess Lazarovich Hrebelianovich. The guests included Rex Beach and Mrs. Beach, G. H. Gilmer and Mrs. Gilmer (Dorothy Dix), J. B. Walker, editor of the Scientific American, and Mrs. Walker; William Seaver Woods, editor of the Literary Digest, and Mrs. Woods; C. R. Macaulay, the cartoonist; W. J. Lampson, the poet; Mr. and Mrs. Walter Pulitzer, Eugene V. Brewster, editor of the Motion Picture Story Magazine, and Mrs. Brewster; F. D. Caruthers, assistant advertising manager New York World, and Mrs. Caruthers.

NEW KIND OF CHURCH PAGE.

Minneapolis Tribune Treats Religious News From the Social Service Standpoint.

The Minneapolis Tribune has established a new kind of a church page and the first issues have proved extremely successful. The basis of the new treatment is that church news shall be treated exactly as other news; instead of reporting what the clergy say, the Tribune reports what the churches do.

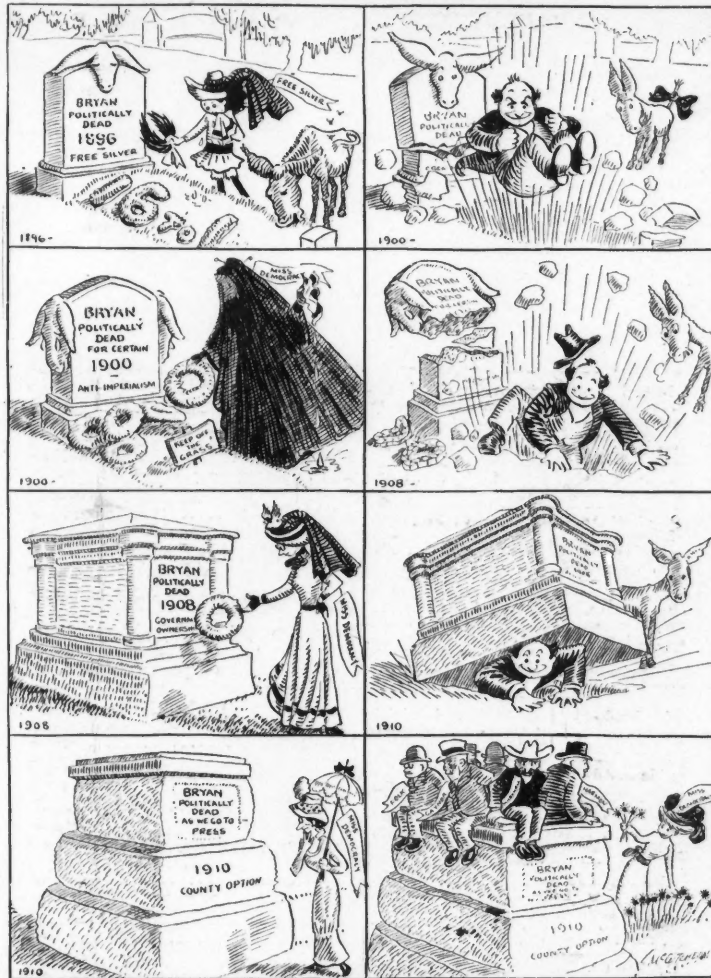
From time immemorial newspapers have tried to solve the church problem by allowing the ministers to send in routine church notices which were printed usually on Saturday in agate type.

The week before the page was established it was necessary to interview in person every clergyman in Minneapolis, so that each would understand why his formal notice was omitted and the news of his church put in its place. One of the startling results was that seventeen columns of matter was obtained; the Tribune church page became, the first week, three church pages.

A line, the following week, was drawn so as to exclude news of the clergy when opposed to news of the congregation, and religious news when opposed to social welfare news. Even with these restrictions the news for the second week totaled ten columns.

The method of treating the churches is exactly the method that most newspapers have adopted in regard to the State legislature. The speeches and the more formal action of the legislature are passed over in favor of the work of the committees and leaders, of which the speeches and formal actions are only an indication.

The Tennessee Press Association will hold its convention at Columbia, Containing Suppressed News.



"BRYAN REPORTED DEAD AGAIN." BY JOHN T. M'UTCHEON. PUBLISHED IN 1910.

SEATTLE AD CLUB ACTIVITY.

Organized Optimists' Fake Ad Bill Ready for Governor's Signature.

The A. A. C. of A.'s bill on fake advertising has passed the Senate and House of the State of Washington, carrying a rider to the effect that newspapers are not held liable under this law. Governor Lister has given his word that he will sign these bills as soon as they are presented to him.

This is the work of the Seattle Ad Club, assisted by Spokane. The Seattle Ad Club Vigilance Committee, composed of eighteen of the best business men of Seattle, two-thirds of whom are large advertisers, and the chairman of which, Cashus E. Gates, is an attorney, have been very active and have declared that they will see that not only the State law on fake advertising is enforced in the city of Seattle, but that they will also double shoot the turn and prosecute under both the State law and city ordinance, which is similar to that of the State bill.

The Seattle Ad Club also took part in ceremonies attending the opening of the largest dry dock in the United States at the Bremerton Navy Yard, March 1, when the bulldog of the navy, the battle ship Oregon went into dry dock.

This club has started a publication under the name of Organized Optimism, which is the club's slogan, to be issued semi-monthly. The first number contains much interesting matter concerning ad club activity, a full list of the members, a graphic picture of the striking methods adopted by the membership committee for driving its progressive ideas into the heads of recalcitrant members and other good things calculated "to foster the spirit of energetic loyalty of all good ad men and to keep each member posted as to what the club is doing."

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithography - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America—Ben Franklin Club of America—New York Master Printers' Association—Electrotypers' Board of Trade of New York—The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, The International Association of Manufacturing Photo Engravers and the Photo Engravers' League of New York. Held coincident with the convention of the American Newspaper Publishers' Association, Associated Press and Printers' League of America—and with the co-operation of the various advertising clubs and leagues.

A. B. CONNOR & CO.

Concerning Chocolate Eclair Backbones

THE manufacturer who says, "Go get someone else in my line—and then come to me," will NEVER loom big in affairs of his trade because he doesn't do his own thinking. Being afraid to take the center of the stage, he is doomed for life "to sing in the chorus." The big rewards in merchandising have always fallen to the PIONEERS—the man who dares—the foot that makes its own tracks, instead of following in another's. We suppose that when Gabriel blows his trumpet members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBODY leads the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

THE SHOW deserves your support, yes, we mean you, because it will strengthen, broaden and dignify a great industry. But, it is not on sentimental grounds that we seek exhibitors. The SHOW was planned to make money for US and for YOU and it WILL. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicity—the attention of 25,000 interested Printers, Publishers and Advertising Men—that you cannot obtain by ANY OTHER METHOD AT ANY PRICE. We expected prejudice. We foresaw opposition. We looked for distrust from the "oldest inhabitant" and the "veteran war-horse" who think that every NEW thing is a BAD thing, just because it doesn't conform to their ideas.

BUT—you cannot advance one SOUND reason, one valid argument why YOU as a manufacturer, or selling agent will not be benefited by displaying and demonstrating your line to 25,000 PRINTERS, PUBLISHERS AND ADVERTISING MEN THAT HAVE COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over—talk it over—sleep it over. We are confident of your decision.

The Size of Space and the Signs for Space

WHETHER your SHOW space is large or small doesn't count a tenth as much as whether you are represented in some way. The SHOW lasts a full week. EVERY person attending will see EVERY exhibit. They can't miss seeing YOUR display, any more than they can miss seeing the Palace itself. They will be so fascinated by the magnificence of the building, its decorations, booths and exhibits, that they will LINGER LONG, while they are there. If you cannot see your way clear to engage a large space, ENGAGE SOME SPACE. Be where the buyer will be. Be where your competitor will be. Be in the Atmosphere of ORDERS. Fish where the fish gather.

Will the Printer, Publisher, Advertising and Business Man Attend?

HE WILL, because 50,000 have already applied for or received tickets to the SHOW by mail. Thousands more will be supplied with tickets by exhibiting houses. Is it conceivable that any one interested, coming to New York, will neglect to visit the Palace when he can obtain a ticket WITHOUT COST, either by writing us for it or from houses he deals with? Would he use a theatre ticket if you gave it to him? And, if he would attend a mere play for amusement's sake, how much more likely is he to attend the NATIONAL PRINTERS, PUBLISHERS, ADVERTISING MEN AND ALLIED TRADES' SHOW teeming with DOLLARS AND CENTS interest to him, and bristling with ideas, novelties and helps, applicable to his own business. Never fear—THE PEOPLE YOU WANT WILL BE THERE, but that won't do you any good, unless YOU'RE THERE WITH YOUR LINE. For space rates and other particulars, apply to

HARRY A. COCHRANE, President.

FIFTH AVENUE BUILDING, NEW YORK (Broadway and 23d Street), Phone 724 Gramercy

TIPS FOR THE AD MANAGER.

The Hotel Publicity Association, 34 East 25th street, New York, is placing orders in daily papers for the Hotel St. Andrew, Broadway and 72d street. It is also making contract for the Tower Hotel, Niagara Falls, N. Y., the Hotel Bon Ray, 92d street and Madison avenue, and for the Hotel Aldine, Fourth avenue, near 29th street.

George Batten Company, Fourth Avenue Building, New York City, is sending out orders to a selected list of papers for The New England Magazine Co., Pope Building, Boston, Mass.

W. H. H. Hull & Co., Tribune building, New York City, are reported to be preparing a page advertisement to be placed with a selected list of papers early in April for Lord & Taylor, "Onyx Hosiery," New York City.

Frank Seaman, 116 West 32d street, New York City, is again making trade deals with the newspapers for the Vanderbilt Hotel, New York City.

R. Guenther, 115 Broadway, New York City, is sending to large city papers 28-line d.c., 11. orders for Pforzheimer & Co., 25 Broad street, New York City. He is also making 56-line it.a.w. one-year contracts with large city papers for Tucker, Turner & Co., New York City.

The Stack Advertising Agency, Heyworth building, Chicago, Ill., is issuing 5,000-line contracts with some Southern papers for the Drake Hotel Co., Chicago.

Lord & Thomas, Mallery building, Chicago, Ill., are giving out 25-line 6t. orders to Western papers for Mary T. Goldman, St. Paul, Minn.

The Bates Advertising Co., 15 Spruce street, New York City, is handling the advertising for the Model Brassiere, New York City.

The Dauchy Co., 9 Murray street, New York City, is placing some orders for the Anglo-American Drug Co., "Mrs. Winslow's Soothing Syrup," New York City.

Chas. H. Fuller Co., (Inc.), 623 South Wash avenue, Chicago, Ill., is issuing 7,000-line orders for sixteen months to Western papers for W. L. Dodge & Co.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is making contracts with Michigan, New Jersey, Ohio and Pennsylvania papers for Dr. Brown, medical, 10th and Arch streets, Philadelphia, Pa. It is also placing orders with Maryland, New Jersey and Pennsylvania papers for the Roman Auto Company, 249 North Broad street, Philadelphia, and with Connecticut, New Jersey and Pennsylvania papers for Hall S. Crain, Bryant & Greenwood, Florida Lands, 1407 Republic building, Chicago.

Lyddon & Handford Co., 452 Fifth avenue, New York City, is sending out 28-line 13 t. contracts to a selected list of papers for A. C. Meyer & Co., "Death Dust," Baltimore, Md.

The Hotel Publicity Association, 34 East 25th street, New York City, is placing orders in newspapers and magazines for the Hotel Powhatan, Washington, D. C., on an exchange basis of room accommodations.

George L. Deyer Co., 42 Broadway, New York City, is making contracts with Utica, New York, and Pennsylvania papers for Tiona Oil Co., Binghamton, N. Y. Later this advertising will probably be extended to other Eastern papers. It is also reported that the United Shirt & Collar Co., Troy, N. Y., will make up their list of newspapers about the middle of this month, the business being placed through the above agents.

H. W. Kastor & Sons Advertising Co., Steger building, Chicago, is placing 56-line 26 t. orders with Middle West Sunday papers for the Swain Medicine Co., Kansas City, Mo.

Guenther-Bradford Co., 64 W. Randolph street, Chicago, Ill., is sending 1,000-line orders to a list of papers for Elizabeth Palmer, Chicago, Ill.

Frank Seaman (Inc.), 116 W. 32d street, New York City, will place with Middle West Fashion Co. 5,000 lines, 1 year for the Max Grab Fashion Co.

The Massengale Advertising Agency, Inc., Candler building, Atlanta, Ga., is making 357 in. 1-year contracts with Florida papers for Cheek Neal Coffee Co., Nashville, Tenn.

**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

Albert Frank & Co., 26 Beaver street, New York City, are handling the advertising of the American Bank Note Co., New York City, and of La Debutante Toilet Products Co., 2 Stone street, New York City.

Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is sending out 1,000-line contracts to Minnesota papers for Morawetz Co.

Hill & Tryon, May building, Pittsburgh, Pa., and New York City, are placing orders with Ohio papers which will be gradually extended to other cities for the Gasser Coffee Co., "Kar-A-Van Coffee," Toledo, Ohio. They are also making contracts with New York State papers for W. W. Lawrence & Co.

Williams & Cunningham, Heyworth building, Chicago, Ill., are issuing 3,000-line contracts to Middle West newspapers for Hart, Schaffner & Marx, 36 South Franklin street, Chicago.

The Ballard Snow Liniment Co., St. Louis, Mo., is sending 730-in. 1-year contracts to Florida papers direct.

Proctor & Collier Company (Inc.), 15 West 6th street, Cincinnati, Ohio, will place with Western papers, 30-line 5 t. orders for P. Goldsmith Sons, Cincinnati, Ohio.

The Wyckoff Advertising Co., 25 East 26th street, New York City, will gradually extend the advertising for the Crex Carpet Co., 377 Broadway, New York City.

Leven Advertising Co., Fuller building, New York City, and Chicago, Ill., is reported to be planning advertising with New York State, New England and Illinois papers for the Tobacco Products Co., "Milo Cigarettes," Studebaker building, Broadway and 48th street, New York City.

Guenther-Bradford Co., 64 W. Randolph street, Chicago, is making 58-line 4 t. contracts with Western papers for J. E. Cannaday.

Matos-Menz Advertising Co., Bulletin building, Philadelphia, is placing with a selected list of papers the advertising of the Pond Plaster Co., Rutland, Vt. It is also handling the advertising for the Martindale Co., grocers, etc., Philadelphia.

The Gotham Manufacturing Co., "Gotham Underwear," New York City, will probably place their advertising in the spring. The business will be handled by H. Sumner Sternberg Co., 208 Fifth avenue, New York City.

The Oxadine Co., Westfield, N. J., is making contracts with Pennsylvania papers where salesman will call.

The Frank Presbrey Co., 456 Fourth avenue, New York City, is placing page orders with a list of Southern papers for the American Tobacco Co., "Sovereign Cigarettes," 111 Fifth avenue, New York City. It will also renew copy for the Hamburg-American Line, "Around the World Cruise," New York City.

P. H. Solger, 234 Fifth avenue, New York City, will make new contracts early in April for the De Miracle Chemical Co., Park avenue and 130th street, New York City.

Staples & Staples, Richmond, Va., are reported to be renewing contracts with Southern papers for R. P. Richardson & Co., "Old North State Tobacco," Reidsville, N. C.

It is announced that Lord & Thomas will place half of the appropriations of the Anheuser-Busch Brewing Co., for the coming year.

The Rice-Stix Co., of St. Louis, will use a large list of Southwestern dailies. The order is being placed through Blumenstock Bros. Advertising Agency, of St. Louis and Chicago.

Lest You Forget.

(From the Warrenton Banner.)

Your home newspaper heralded to the world your birth. It told of your entry into school. Mentioned your birthday party when you were sweet sixteen. Applauded your graduation from the high school, started you to college, and when you returned mentioned the first job you secured. Told of your marriage to the sweetest girl in town and also mentioned the advent (or event) of your first-born. Told of the visits of pa and ma, sympathized with you in your sorrow, laughed with you in your joy, and when you die it will do its best to get you through the pearly gates at only one dollar a year.

Prefers Prunes.

(From the Magnolia (Ark.) Banner.)

The editor of a neighboring paper thus gives his experience: "Somebody is writing for the papers that apples eaten just before retiring are a great help to digestion. We tried it. About two o'clock we dreamed that a fiery red dragon with pea-green tail and eyes as big as soup plates was carving us with a meat saw and a sword. We finally awoke to find our good wife fanning us with a bed slate and trying to get the baby out of the coal scuttle, where we had to put it to keep the dragon from getting it. Darn the apples! Give us prunes."

The Richmond (Mich.) Review claims to be the first weekly in the country to give a local parcel post map, which it did on Dec. 20, 1912.

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. Nov., 6,228....Phoenix | | GLOBEJoplin | |
| CALIFORNIA. | | POST-DISPATCHSt. Louis | |
| ENTERPRISEChicago | | 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 | |
| EXAMINERSan Francisco | | COURIER-NEWSPlainfield | |
| ORCHARD AND FARM IRRIGATION San Francisco | | NEW MEXICO. | |
| The leading Farm Journal of the Pacific Coast and the Irrigated States. | | MORNING JOURNAL.....Albuquerque | |
| RECORDStockton | | NEW YORK. | |
| Only newspaper in Stockton that will tell its circulation. | | KNICKERBOCKER PRESS.....Albany | |
| FLORIDA. | | BUFFALO EVENING NEWS....Buffalo | |
| METROPOLISJacksonville | | 3OLLETTINO DELLA SERA, New York | |
| GEORGIA. | | EVENING MAIL.....New York | |
| ATLANTA JOURNAL(Cir.54989)Atlanta | | STANDARD PRESS.....Troy | |
| CONSTITUTIONAtlanta | | OHIO. | |
| CHRONICLEAugusta | | PLAIN DEALER.....Cleveland | |
| LEDGERColumbus | | Circulation for February 1913. | |
| ILLINOIS. | | Daily 103,361 | |
| POLISH DAILY ZGODA.....Chicago | | Sunday 141,174 | |
| SKANDINAVENChicago | | VINDICATORYoungstown | |
| HERALDJoliet | | PENNSYLVANIA. | |
| NEWSJoliet | | TIMESChester | |
| HERALD-TRANSCRIPTPeoria | | DAILY DEMOCRAT.....Johnstown | |
| JOURNALPeoria | | DISPATCHPittsburgh | |
| STAR (Circulation 21,589).....Peoria | | PRESSPittsburgh | |
| INDIANA. | | GERMAN GAZETTE.....Philadelphia | |
| LEADER-TRIBUNEMarion | | TIMES-LEADERWilkes-Barre | |
| THE AVE MARIA.....Notre Dame | | GAZETTEYork | |
| IOWA. | | SOUTH CAROLINA. | |
| REGISTER & LEADER.....Des Moines | | DAILY MAIL.....Anderson | |
| THE TIMES-JOURNAL.....Dubuque | | THE STATE.....Columbia | |
| KANSAS | | (Cir. July, 1912, S. 20,986; D. 20,956) | |
| CAPITALTopeka | | TENNESSEE. | |
| KENTUCKY. | | NEWS-SCIMITARMemphis | |
| COURIER-JOURNALLouisville | | BANNERNashville | |
| TIMESLouisville | | TEXAS. | |
| LOUISIANA. | | STAR-TELEGRAMFort Worth | |
| DAILY STATES.....New Orleans | | Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. | |
| ITEMNew Orleans | | CHRONICLEHouston | |
| TIMES-DEMOCRATNew Orleans | | WASHINGTON. | |
| MARYLAND. | | POST-INTELLIGENCERSeattle | |
| THE SUN.....Baltimore | | WISCONSIN. | |
| has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes. | | EVENING WISCONSIN.....Milwaukee | |
| MICHIGAN. | | CANADA. | |
| PATRIOT (Morning).....Jackson | | ALBERTA. | |
| Daily (Except Monday) 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 | |

AD FIELD PERSONALS.

Charles H. Bowden, who has been successively manager of publicity printing for the Curtis Publishing Co., connected with the N. W. Ayer & Son, and sales manager for Dill & Collins Co., has been appointed sales manager of the Franklin Printing Co., of that city.

William G. Adams, advertising manager of the Coulter Dry Goods Co., Los Angeles, for the last two years, has become assistant sales and advertising manager of the Pacific Electric Heating Co. of Ontario, Canada.

Glenn W. Hutchinson has been elected vice-president of the Gardner Advertising Co., of St. Louis. He was formerly advertising agent of the Frisco Lines and later Southwestern representative of the American Lithograph Co., of New York.

W. C. Lyndall, formerly with the Underwood Typewriter Co., has been appointed assistant advertising manager of the Cole Motor Car Co., Indianapolis.

Irvin F. Paschall, for several years with N. W. Ayer & Son, is the manager of the recently established advertising department of the Farm Journal, Philadelphia.

Edward G. Day, formerly advertising manager of the North Adams (Mass.) Transcript, has joined the advertising staff of the Worcester Telegram.

W. H. McMasters, formerly connected with the Boston American, has become associated with the C. Brewer Smith Advertising Agency of Boston.

James Bagley, of Smith, Gray & Co., New York, has become advertising manager of the American Bank Note Co.

Nathaniel S. Olds, who for 10 years was advertising manager of the Stein-Bloch Co., Chicago, will act as special representative for Sherman and Bryan, advertising agents, New York.

C. W. Page, advertising manager of the Rudolph Wurlitzer Co., Cincinnati, O., has opened an office in that city and will do general advertising work.

Charles S. Henning has been appointed advertising manager of the Farm and Fireside, published by the Crowell Co., Chicago.

Change in Representation.

The San Francisco Call, which has been represented in the west at Chicago for some years by George Krogness, has appointed the William J. Morton Co., Hartford building, that city, of which Elmer Wilson is manager, as its western representative. The William J. Morton Co., Fifth Avenue building, New York, was appointed the eastern representative of the Call on Nov. 15, so that now this agency is the salaried representative of the paper in the entire general advertising field.

Caldwell Ad Agency Bankrupt.

Petitions in bankruptcy were filed in the Federal Court at Louisville, Ky., March 7, by the H. M. Caldwell Advertising Agency and by Henry M. Caldwell as an individual. The indebtedness of the concern was listed at \$7,593, with assets placed at \$105. The individual liabilities of Mr. Caldwell are \$1,018, while his personal assets are trifling in amount.

British Officials Sue Paris Matin.

A dispatch from London states that Herbert Samuel, Postmaster General, and Sir Rufus Isaacs, Attorney General, have instituted libel proceedings against the Paris Matin, which published specific statements charging them with dealing in Marconi shares. The Matin has an office in London, and the action is brought in that city.

AD FIELD NOTES.

The Stewart-Davis Advertising Agency, 1304 Kesner building, Chicago, has addressed a letter to newspaper publishers calling attention to the fact that William Wrigley, Jr., Co., their clients, are not connected in any way with the Spearmint Co., 1771 Broadway, New York. A number of publishers who had printed classified advertisements for the Spearmint Co. had assumed that the William Wrigley, Jr., Co. was its sponsor.

An advertising feature that attracted considerable attention during the recent automobile show at Des Moines was a double page spread, prepared by C. W. Myers, of the Des Moines News, and printed in that paper for the Iowa Auto & Supply Co. This advertisement was afterward reproduced in the form of an eight-page illustrated miniature newspaper, headed "Iowa Auto Bulletin," and distributed at the exhibition.

BOSTON PILGRIMS DINE.

Detective Burns and Henry King Hannah Among the Speakers.

More than 250 members and guests on March 1 attended the monthly dinner of the Pilgrim Publicity Association of Boston in the dining room of the new Filene building. William J. Burns, the detective, spoke on the need of cultivating good citizenship among men of affairs, pointing out that the one thing most responsible for corruption in our municipalities was the indifference of these men in their failure to participate in elections and municipal affairs.

Henry King Hannah, of New York, an expert in insurance company advertising, spoke on what he termed "over-professionalism" and urged advertising men to confine their efforts to matters relating to advertising and merchandising and not to undertake the solution of problems of manufacturing. Major Charles H. Cole, fire commissioner of Boston, also spoke. There was a lot of fun during the evening caused by the "stunts" arranged by the dinner committee. Most of these were suggested by the presence of Detective Burns, and were well carried out under the leadership of President Carroll J. Swan.

A Notable Advertisement.

The American Bank Note Co., of New York, has done an unusual thing. It has published a half-page advertisement in nearly a hundred leading daily newspapers of the country, in which it takes the public into its confidence by giving it full information concerning its affairs. It keeps back nothing that any stockholder, or outsider, might want to know. Arrangements for placing the advertisement, which was handled by Harry Rascovar, of Albert Frank & Co., were made over the company's own wires inside of twelve hours. The advertisement appeared on the second or third page of each paper. Advertising men hope that other large concerns will follow the example of the American Bank Note Co.

OBITUARY NOTES.

DR. FREDERICK C. JOHNSON, 54 years old, one of the owners of the Wilkesbarre (Pa.) Record since 1883 and prominent in the newspaper world, died in that city March 6. Dr. Johnson was at one time a member of the editorial staff of the Chicago Tribune.

WILLIAM P. HUNT, a newspaper telegrapher, widely known from coast to coast, died in Chicago of pneumonia last week after a brief illness. Mr. Hunt was the Postal Telegraph Co.'s representative on the Chicago Chronicle and later on the Inter Ocean until 1907. In the fall of that year he became manager of the Postal's office at the Chicago Tribune, which he held up to the time of his death.

HOWARD N. THOMPSON, a former newspaper correspondent who was a

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
30 N. Dearborn St., Chicago
- ANDERSON, C. I., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- 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, C. I.
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. 1528 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
Karpen 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.

member of the Associated Press staff at Washington, St. Petersburg and Paris, died at his home in Scarsdale, N. Y., last week.

HENRY WILSON, 79 years old, editor of the Honesdale (Pa.) Citizen since 1869, died at his home in that city March 3.

LUTHER WOLFE, a pioneer newspaperman of Indiana, died at the age of 83 at Brazil, Ind., last week. He published the Universalist Advocate at Centerburg, O., and the Western Home Visitor at Mt. Vernon, O., and later established the Lima (O.) Western Gazette and the Clay County Enterprise at Brazil.

EARL MARBLE, writer and veteran member of the Press Club of Chicago, died Saturday at the Policlinic Hospital, in that city, of pneumonia, after a brief illness. Mr. Marble was born in Ohio seventy-three years ago. Much of his life was spent in travel, gathering material for short stories and poems.

W. D. S. HERRINGTON, 60 years old, formerly editor of the South Salt Lake City County Enterprise at Sandy, Utah,

and of the Midvale (Utah) Advance, died last week at Salt Lake City.

AUSTIN L. HALSTEAD, who was advertising manager of the Northwestern Agriculturist, published at Minneapolis, and formerly circulation manager of the St. Paul Globe, died at the age of 63 at St. Paul, Minn., March 4.

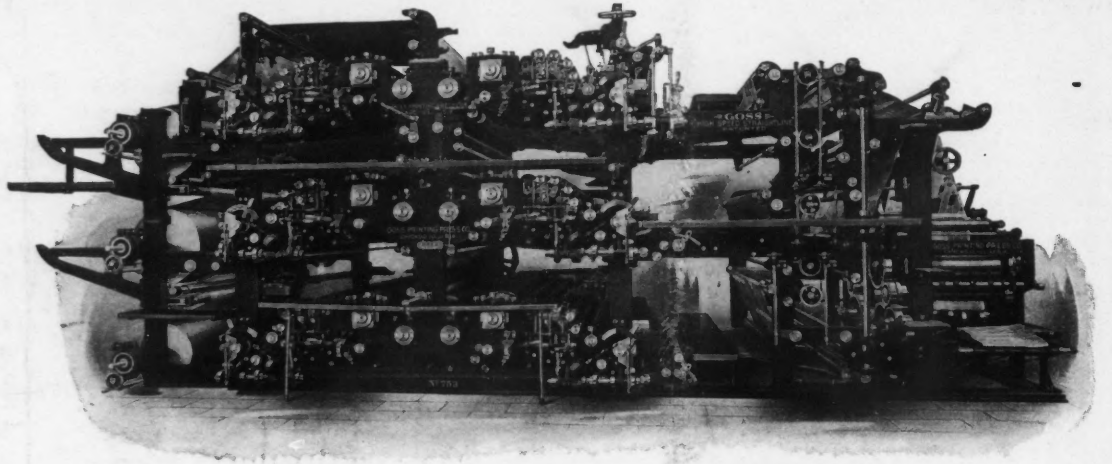
WILLIAM PORTER, aged 80, who founded the Iowa State Journal, Des Moines, died at Sharon, Ky., March 3. Mr. Porter was for twenty years Chief Iowa correspondent of the Chicago Times and for several years editor of the Council Bluffs Globe.

THOMAS F. KELLEY, 41 years old, owner and editor of the Thoroughbred Record, at Lexington, Ky., died Saturday in that city.

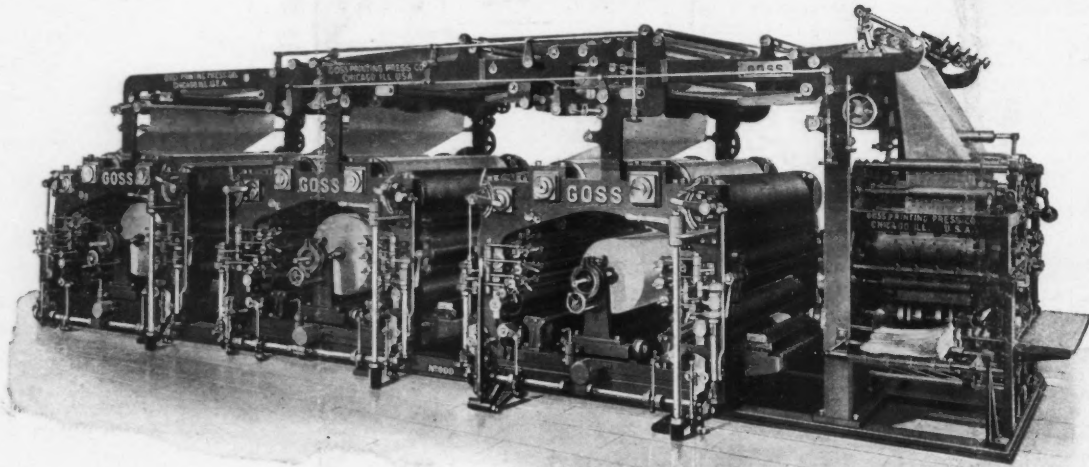
COL. JACOB WEYAND, aged eighty-five, died at Beaver Falls, Pa., on Feb. 28. Colonel Weyand was born in Beaver township, March 29, 1829. After graduating from Beaver Academy he bought the Argus. In 1858 he bought the Carrollton (O.) Calfroll Free Press.

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.

