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THE EDITOR AND PUBLISHER

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From a photograph taken especially for THE EDITOR AND PUBLISHER.

DAN. R. HANNA.

OWNER OF THE CLEVELAND MORNING LEADER AND EVENING NEWS.

MOONEY EXPLAINS.

DENIES HE MADE SOME OF THE CHARGES AGAINST A. P. ATTRIBUTED TO HIM.

A. F. Sanford, Publisher of the Knoxville Sentinel, Elected President Southern Newspaper Publishers' Association—Howell Complains of Predatory Agencies—Off for Panama Trip on Saturday.

(Special Correspondence.)

NEW ORLEANS, Jan. 20.—At the second day's session of the Southern Newspaper Publishers' Association, and Southwestern Associated Press, held on Friday, C. P. J. Mooney, managing editor of the Commercial-Appeal, opened the proceedings with a statement with reference to some strictures he had passed on the Associated Press service Thursday. Mr. Mooney said he understood his statements were privileged; that discussions in the association were not to be reported in the papers, as they are not of general interest and affect only those who participated in them.

He added that notwithstanding what he had said about the Associated Press service Thursday, he regarded it as the best news service now supplying the American press. In order that there might be no further misunderstanding about the matter, Mr. Mooney moved that the proceedings of Friday's session be executive, and the motion was carried without dissent.

Robert T. Small, superintendent of the Southern Division of the Associated Press, said that during the last few years the Associated Press service had been greatly improved by an extension of service and facilities and that now the organization was giving the best possible service under the circumstances.

AIM TO PLEASE EVERYBODY.

"It is impossible, with our present facilities, to please all of the newspaper proprietors," Mr. Small explained. "Some want more markets, others not so much; some want more sporting news, others not so much; some want more of this and others want more of that, and with our limited wire service it is a physical impossibility to meet these various demands. But we are improving as fast as we can. I don't think it can be questioned that the A. P. service in the South has steadily improved during the last few years, rather than deteriorated, as some of you charged yesterday."

How to eliminate fake advertising from the Southern newspapers, and whether concerted action should be taken to this end, were the topics considered at Friday's sessions of the Southern Publishers' Association. J. M. Thomson, publisher of the New Orleans Item; J. St. G. Bryan, publisher of the Richmond (Va.) Times-Dispatch, and G. J. Palmer, general manager of the Houston Post, declared that they had adopted a policy of blacklisting advertisers known, or reasonably believed, to be fraudulent; while others said they would not insert advertising from firms considered as fakes.

While no definite action was taken,

many expressed the belief that all the members of the association should establish private bureaus to give each other information regarding firms classed as fakes.

Clark Howell, publisher of the Atlanta Constitution, came out strong for some sort of check against the inroads of advertising agencies. "Newspaper publishers are paying too much toll to predatory advertising agencies," he declared. "Legitimate agencies are all right, but too many of them are illicit in that they encroach upon territory which a publisher can rightfully claim as exclusive to him."

Many agreed with Mr. Howell that the spread of advertising agencies ought to be checked. Questions relating to mechanical circulation and advertising departments were also considered.

New officers of the Southwestern Association of the Associated Press were elected Friday afternoon, as follows: President, D. R. Barbee, of the Mobile Register; secretary, James M. Thomson, of the New Orleans Item. The next meeting will be held in Mobile a year hence.

The Southern Publishers' Association elected the following officers: President, A. F. Sanford, Knoxville (Tenn.) Journal and Tribune; vice-president, F. W. R. Hinman, Jacksonville (Fla.) Times-Union; secretary-treasurer, W. M. Clemens, Birmingham (Ala.) News. The next meeting will be held in Atlanta, Ga.

The Texas, Oklahoma and Arkansas members of the Associated Press formed a separate organization, with H. T. Warner, of the Houston Post, as chairman, and D. P. Toomey, of the Dallas News, as secretary.

A. F. Sanford, publisher and owner of the Knoxville (Tenn.) Journal and Tribune, the new president of the Southern Publishers' Association, has served during the past year as vice-president. It is said that he is the publisher of the only Republican newspaper south of Louisiana.

While Mr. Sanford is identified with a number of business enterprises in Knoxville, he devotes the most of his time to the active management of his newspaper.

The visiting publishers were generously entertained by the New Orleans business men. On Thursday they were the guests at luncheon of the Progressive Union. In the afternoon they were taken to various points of interest in automobiles, including the sewerage and water works, the parks and the old French quarter. In the evening the party attended a performance of "Quo Vadis" at the French Opera House.

Saturday morning the following Southern publishers left for a special junket to the Panama Canal on a United Fruit steamer out of New Orleans: Mr. and Mrs. Clark Howell, Atlanta; Mr. and Mrs. Albert Howell, Atlanta; Mr. and Mrs. J. R. Gray, Atlanta; Mr. and Mrs. Victor H. Hanson, Birmingham; Mr. and Mrs. Frank P. Glass, Birmingham; James M. North, Jr., Fort Worth, Tex.; Leonard Phinizy, Atlanta; Jacob Phinizy, Augusta, Ga.; J. R. Hedges, Galveston, Tex.; Mr. and Mrs. E. A. Smythe, Greenville, S. C.; Col. T. O. Smith and Mrs. Smith, Birmingham; Mr. and Mrs. W. C. Ross, Knoxville, Tenn.; Mr. and Mrs. H. W. Sanford, Knoxville, Tenn.; Mr. and Mrs. A. F. Sanford, Knoxville, Tenn.

The list of those who attended the meetings of the two associations follow:

James M. Thomson, publisher, New Orleans Item; D. D. Moore, managing editor, New Orleans Times-Democrat; Norman Walker, editorial director, New Orleans Times-Democrat; Robert Ewing, publisher, New Orleans States; T. G. Rapier, publisher, New Orleans Picayune; Harry McEnery, managing editor, New Orleans Picayune; Victor H. Hanson, president Southern Publishers' Association, Birmingham, (Ala.) News; R. T. Small, superintendent Southern Division A. P., Atlanta, Ga.; Fred'k J. Haskin, Washington, D. C.; R. F. Beirne, manager Associated Press office, Louisville, Ky.; J. E. Gray, managing editor, Atlanta (Ga.) Journal; C. G. Marshall, Atlanta, Ga.; T. C. Ashcroft, Memphis, Tenn.; H. W. Blakeslee, Dallas, Tex.; R. W. Brown, Louisville, Ky.; H. T. Warner, managing editor,

Houston (Tex.) Post; John R. Lunsford, San Antonio, Tex.; D. P. Toomey, managing editor, Dallas (Tex.) Morning News; C. B. Gillespie, managing editor, Houston (Tex.) Chronicle; C. B. Johnson, publisher, Knoxville, Tenn.; W. L. Morgan, Knoxville, Tenn.; E. W. Barrett, Birmingham (Ala.) Age-Herald; C. M. Stanley, Birmingham (Ala.) Ledger; James J. Smith, publisher, Birmingham (Ala.) Ledger; F. W. R. Hinman, Jacksonville (Fla.) Times-Union; Geo. W. Brunson, Jr., Greenville, S. C.; E. M. Foster, Nashville, Tenn.; R. H. Jones, Asheville, N. C.; R. H. Henry, Jackson, Miss.; E. A. Fitzgerald, managing editor, Vicksburg (Miss.) Herald; G. F. Milton, Chattanooga, Tenn.; Hunt McCaleb, Fort Worth, Tex.; W. K. McKay, Louisville (Ky.) Herald; J. C. O'Donnell, Mobile, Ala.; D. R. Barbee, Mobile (Ala.) Register; C. H. Hanson, Mobile, Ala.; Frank Bell, Savannah, Ga.

C. P. J. Mooney, Memphis (Tenn.) Commercial Appeal; J. W. Miller, Natchez, Miss.; P. H. Buis, Baltimore, Md.; W. E. Mansfield, Atlanta, Ga.; E. A. Smith, Greenville, S. C.; Leonard Phinizy, Atlanta, Ga.; Jacob Phinizy, Atlanta, Ga.; M. W. Connelly, Memphis (Tenn.) News-Scimitar; J. R. Hedges, Galveston, Tex.; J. M. North, Fort Worth, Tex.; T. E. Smith, Birmingham (Ala.) Ledger.

W. C. Ross, H. W. Sanford, and A. F. Sanford, Knoxville, Tenn.; Tom Layless, Augusta, Ga.; Frank P. Glass, Birmingham (Ala.) News; Albert Howell, Atlanta Constitution; Clark Howell, Atlanta Constitution; Marshall Ballard, managing editor, New Orleans (La.) Item.

MR. MOONEY'S LETTER.

The following letter from Mr. Mooney was received at the office of THE EDITOR AND PUBLISHER Friday morning:

THE COMMERCIAL APPEAL.

MEMPHIS, Tenn., Jan. 21.

THE EDITOR AND PUBLISHER:

I have just read the report of the Associated Press meeting in New Orleans; and, because of the things not said, the wrong conclusions may be drawn from the article.

It was a family meeting, and certain statements were made as to what we thought were deficiencies in the Associated Press service. Steps were taken to draw these deficiencies to the attention of the general manager.

I did say that, notwithstanding the shortcomings, the Associated Press as a news organization is superior to any other news-gathering association on the Western continent. I think just as long as Mr. Stone maintains active control the A. P. will lead all other news-gathering organizations in this country.

I did not say that certain papers purposely held back news, but I did say that certain papers operate news-selling bureaus, and that it is a hard thing to get news out of these towns over A. P. wires simultaneously with specials. If you will kindly print this in justice to all concerned, I shall appreciate the courtesy.

Yours very truly,

C. P. J. MOONEY.

INDIANAPOLIS SUN SOLD.

G. H. Larke and W. D. Boyce, Joint Investors in Purchase of Daily.

The Indianapolis Sun has been bought by G. H. Larke and W. D. Boyce, of Chicago, and was issued Jan. 16 for the first time under their ownership. The new owners of the paper will maintain an independent policy and the price of the Sun is to remain at one cent.

Mr. Larke, who is general manager of the W. D. Boyce Co., has assumed active charge as publisher of the Sun and will reside in Indianapolis. He was formerly connected with the Ohio State Journal, the St. Joseph (Mo.) Gazette, the Kansas City Post, and the Denver Post. Mr. Boyce's relation is that of joint investor.

The Sun was owned by Rudolph Leeds, a millionaire member of the American Canning Co., and George A. McClellan, formerly of the Indiana Star League and the Dayton Journal, who acquired an interest about two years ago and had been directing the publication of the paper. Mr. Leeds had not been active in the management of the Sun.

WASHINGTON TOPICS.

The Inaugural Press Committee Opens an Office and Proceeds to Get Busy—Contracts for Private Telegraph and Telephone Wires to Be Investigated—Protests Entered Against Presses on Free List.

Publishers generally are interested in the bill introduced by Representative Towner of Iowa to strike books and pamphlets from the third-class of mail matter and to include them in the parcel post classification. The bill provides that books and bound pamphlets not intended or used in whole or in part for advertising purposes, and not classed as magazines or periodicals, shall be entitled to the parcel post rate as stated in section 8 of the last post office appropriation bill, when went into effect Jan. 1. The postage on books would be materially decreased should Mr. Towner's bill become a law.

Within a few hours after the appointment of Earl Godwin of the Washington Star as chairman of the Inaugural Press Committee had been announced, the task of directing advance publicity was started. John Martin, also of the Star, was selected as press agent and the following were appointed with the chairman: Maurice Splain, of the Pittsburgh Post and Sun, first vice chairman; Theodore Tiller of the Munsey papers, second vice chairman; Fred A. Emery of the Associated Press, secretary.

Headquarters were established in the Woodward Building; a battery of typewriters, duplicating machines and addressing stencils were installed. The first general publicity stories are scheduled to start on January 24th, following the plan of the last inaugural press committee.

A general investigation concerning contracts for private telegraph and telephone wires, and of the allegations that private and leased wires are used for personal messages by others than the contracting parties, has been ordered by the Interstate Commerce Commission. The American Telegraph and Telephone Co., the Western Union Telegraph Co. and the Postal Telegraph Co. are made respondents to the proceeding, which will be set for hearing at a future date. The complaint is aimed principally at big users in large cities and may eventually affect the private wires used by many of the larger newspapers.

The proposal of putting printing presses on the free list instead of a 30 per cent. ad valorem duty, as under the present tariff law, brought to the Ways and Means Committee of the House a protest from James E. Bennett of New York, representing twenty-two manufacturing companies, and Hugh V. Reilly of Newark, N. J., representing the International Association of Machinists' Unions in that State, both of whom appeared before the committee last week.

William Randolph Hearst, of the New York American, has sent a letter to the chairman of the Inaugural Committee, saying that it will be impossible for him to serve upon the Reception Committee as he will not be in Washington at the time of the inauguration.

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

\$6,000

will buy an old established Republican Weekly newspaper in a County Seat town within fifty miles of New York.

Brokers in Newspaper and Magazine Properties

HARWELL, CANNON & McCARTHY
200 Fifth Ave., New York City

CHICAGO HAPPENINGS.

Board of Supervisors to Bring Suits Against Harrison M. Parker in Connection with the Fruitvale Summer Resort Property—Receiver for Jewish Press Applied For—The Hoboe Review Makes Its Bow.

(Special Correspondence.)

CHICAGO, Jan. 22.—Both civil and criminal action against Harrison M. Parker, Chicago newspaper publisher and promoter of the Fruitvale summer resort property, has been ordered to be brought by the Board of Supervisors of Muskegon County, following the report of a committee appointed by the board to investigate the proposition. The report alleges that none of the promised improvements had been made and that no attempt had been made by Parker or others to legalize the plats of the lots, of which over 30,000 had been sold.

A bill in which the appointment of a receiver for the Jewish Press and Jewish Progress is asked has been filed in the Superior Court by Morris Liebling against his brother, Abraham. A dissolution of the partnership between himself and his brother and an accounting also are sought.

A magazine of fiction and poetry is to be issued, beginning in March, at the University of Chicago, under the title of the Chicago Literary Monthly. Donald Breed is editor-in-chief and Frank O'Hara, Miss Myra Reynolds and Roderrick Peattie, associate editors. William Hefferan is business manager. The staff of the magazine will be self-perpetuating. Contributors who show the greatest ability will be elected to the staff each year.

Mrs. Charles H. Sergel, of 4578 Oak- enwald avenue, entertained the members of the Illinois Woman's Press Association Saturday afternoon at 2 o'clock at her residence.

After half a century of married life, Mr. and Mrs. Wladislaus Dyniewicz, of 1163 Milwaukee avenue, held their golden wedding jubilee on Saturday in St. Stanislaus' Church, Cragin. In 1874 he established the Gazetta Polskam, the oldest Polish weekly newspaper in America. He was one of the founders of the St. Stanislaus Kostka's Church, now the largest Roman Catholic congregation in the world. The couple have eight children and thirty grandchildren and great grandchildren.

The Hobo Review, "published for the protection and defense of those who have been cast upon the ash dump of society," has just made its appearance. It is the official publication of the "down-and-outs." "Jeff" Davis, newly elected president of the International Welfare Association (the hoboes' union), explained the purpose of the sixteen-page magazine as follows:

"To the migratory workers and jobless of the world: "Boes, this is your magazine. Send in your stories, poems, and especially your ideas of life as you find it.—Ye Editor."

Davis succeeded J. Eads How as president of the union. On the cover page is a cartoon in which a figure supposed to be Roosevelt is characterized as a "political tramp." Under the editorial flag is the motto: "We demand

justice, not charity. We print facts and the truth. If you don't want it told don't do it."

A new club, known as "The Adventurers," was formed last week at a dinner given at the Press Club of Chicago. Members of the new organization are Chicagoans who have seen military service in many climes or taken part in expeditions or expeditions. The new club is to have no officers or dues. Four times each year it will give dinners. The first of these is to be a Balkan dinner, of which John F. Bass, war correspondent; Baron von Harweth and Sigmund

INCREASED COST OF PAPER.

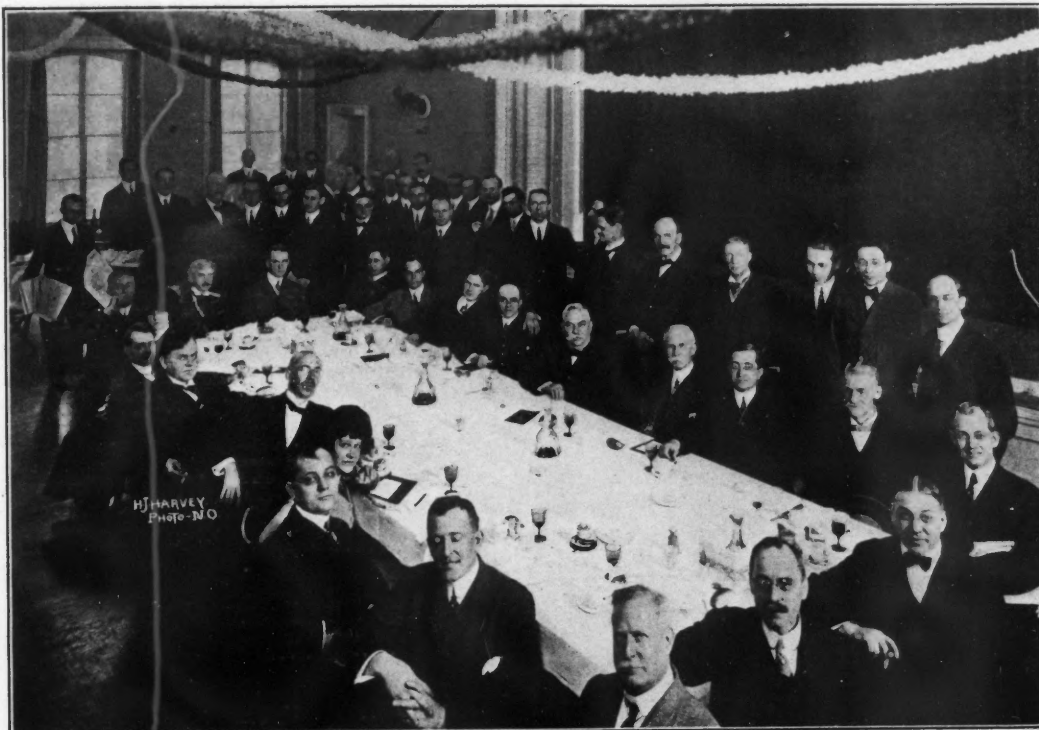
Mr. Seitz Gives Figures at Rehearing of Pulitzer Appraisal.

Don C. Seitz, general manager of the New York World, gave testimony on Tuesday before Joseph I. Berry, the transfer tax appraiser, in the re-appraisal proceedings of the estate of Joseph Pulitzer.

Mr. Seitz was questioned about the profits of the company during the year immediately following the death of Mr. Pulitzer, and the value of the Associated

Star-Telegram Staff's Big Dinner.

The fourth annual dinner of the Fort Worth (Tex.) Star-Telegram staff was held on Jan. 9, with an attendance of about 125 persons, all connected with the paper. A feature of the occasion was the distribution of the Star-Telegram Junior, a miniature six-page imitation of the real thing, which contained live "news" baked for the occasion, a number of burlesqued features and caricatures of "who's whom" in Star-Telegraphdom. The directors of the parent paper congratulated the active members of the force upon the



BANQUET OF SOUTHERN PUBLISHERS AT NEW ORLEANS.

Krausz, former lieutenant in the Bulgarian army, will have charge. The charter members of the club are John T. McCutcheon, Baron von Harweth, Lieutenant Krausz, Clement Yore, H. Bedford-Jones, Harry Irving Greene, Captain W. Robert Foran, of the British East African service; Phil Sawyer, Franc E. R. Woodward, who served with the Legion de France in Algiers; Dwight Loughborough, Richard Henry Little, E. W. Helm, J. Medill McCormick and W. D. Boyce.

Suit for \$1,182.38 was filed in Chicago by the Illinois Publishing and Printing Co. against A. A. McCormick and the J. Walter Thompson Co. for advertising done in the Chicago Examiner during election time. The statement of claim asserts that advertising was inserted on Oct. 15 and 28 and on Nov. 1, 2, 3 and 4. The suit was filed by Attorney Roy D. Keehn for the publishing company.

Charged with Operating a Lottery.

Nate McCutcheon, editor of the Windsor (Mo.) Review; W. J. and C. S. Cotton of the Four County Wind-sorite; F. C. Livingston, George W. Weatherold, H. L. and A. B. Winzen-ried, and Thomas Woodward, mer- chants, were arrested by federal officials on the charge of operating a lottery and advertising it in the newspapers. It is alleged in the complaint that the men inaugurated a series of "sales ads," and to add interest to these events and draw larger crowds the mercantile firms offered special premiums, ranging from \$50 in gold down. Each of the firms, it is alleged, gave away numbered tickets and held a drawing on the sale day, at which the prizes were awarded. The editors and merchants were put under bond to appear before the Federal Grand Jury at Kansas City in April.

Press franchise. Failure to incorporate reports on this point in the previous appraisal caused Surrogate Cohalan in his decision rejecting the appraisal to criticize the procedure.

Whether or not the figures presented by Mr. Seitz show a gain or a loss in profits during the year as compared with the four preceding years could not be learned, as the hearing was secret.

Mr. Seitz, it is said, reiterated the testimony given by him at the previous hearings and said that the newspaper business is a hazardous one. He also called attention to the fact that the Press Publishing Co. is paying \$350,000 more for white paper this year than during other years.

Reported Dead; Asks Big Damages.

Levi W. Moen has brought an action against the Newark (N. J.) Star, asking for \$20,000 damages, because of an alleged libel upon him contained in a story recently published reporting his death in Boston. Moen alleges that the story of which he complains has "greatly vexed, harrassed and impoverished" him and that he has "lost and been deprived of great gains and profits" in a patent medicine business in which it is stated he was engaged.

Munsey Bank Opens for Business.

The new Munsey Trust Co. of Baltimore, of which Frank A. Munsey is chairman of the board of directors, opened for business on the first floor of the Munsey building of that city on Jan. 17. More than 120 deposit accounts were opened and the total deposits for the day amounted to more than \$500,000. The company has a capital stock of \$1,000,000, fully paid, and will engage in every branch of banking.

wholesome growth of the Star-Tele- gram during the past year, which was the most successful in the history of the paper.

Progressive Papers Get State Ads.

New York State newspapers which supported the National Progressive party in counties where that party polled a larger vote than the Republican party must be designated by the Secretary of State to publish the session laws, according to a decision handed down on Saturday by Attorney General Carmody. The attorney general points out that the purpose of the statute requiring the publication of the session laws in papers representing the two principal parties in a county to be determined by the vote cast at the preceding general election is publicity and not patronage.

The Kenyon (Minn.) News plant was burned out last week. Loss \$3,000.

Nearly 90 per cent. of the circulation of the **Los Angeles Record** is concentrated right in the city of Los Angeles. That's why the Record produces such big results.

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

Foreign Advertising Representatives
H. L. SELDEN & CO. **GEO. H. ALCORN**
Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

VALUE OF ABILITY TO SEE A STORY.

Edward W. Townsend Advises Journalism Students to Cultivate Curiosity, Go A-fishing for News, Scent Out the Elements of Human Interest and Write the Story Immediately.

Edward W. Townsend, formerly of the New York Sun and author of the "Chimmie Fadden Stories," spoke on "Seeing a Story" to the Columbia School of Journalism on Monday. He said:

The work done by the reporter, while it belongs to only one of the numerous departments of work which go to the production of the daily paper, and, speaking generally, is the work of the juniors of the staff, is, nevertheless, the work which, in my opinion, has possibilities of the greatest attractiveness, and that means advertisement, and that means a profitable enterprise.

There are many requirements in the equipment of a good reporter, and most of them can be supplied as precisely as the intellectual equipments of a good lawyer, or a good doctor, can be supplied—by courses of study. But to carry the parallel one step further, in the case of the reporter, if he is finally to be assigned to the best story of the day, college education must be supplemented by practice, observation and an acquired knowledge of a story's value; a "sense for news," as we call it in shop talk. Two reporters, equally trained intellectually, and with equal terms of practice, may go out on the same story and turn in reports strikingly unequal in interest and other value. The one turning in the better report would be the one who had the most feeling for the story—who could best "see it."

SENSING THE STORY.

In part, the ability to see a story may come from what is taught in this class. You have been advised by a great authority to make a close study of contemporary politics, another equally admirable authority has spoken of the value of travel, and the results of close observation while you travel. Assuming one reporter to have followed such advice, he would, of course, feel something big, although it were only slightly hinted at, in a political story that, on the surface, seemed a matter of unimportant routine. The one who had found the study of contemporary politics too dull to be pursued would not feel that half-concealed bigness, and would thus utterly miss the real value of the story he was covering.

I use that very commonplace example merely because it is so familiar, but I want to impress this upon you, that it is the exception, I almost feel like saying, when a reporter may not, if he has an active interest in his work, find some point of departure in a story not in any way suggested by the line describing it on the assignment sheet.

A FIRE ISLAND EXPERIENCE.

Now, let us say one of you were sent to Fire Island to report the landing of a big trans-Atlantic liner where the passengers were to be placed in quarantine. Naturally, you congratulate yourself on your way down that you have such a good story. You can see the fashionable women, great financiers, actresses, and all the assortment of people that go across on every big liner. They are to be hurriedly dumped, without ceremony, on this island, to be held there in quarantine. Arrived at Fire Island, you and twenty other reporters go down to the wharf.

There, just before the landing of the steamer, you are set on by a crowd of clam diggers, as wild and fierce as a tribe of Apache Indians. You attempt

to explain, and are met by threats of violence. They insist the slip shall not land. One passenger, a distinguished Federal judge, has himself rowed out in a boat, to try to calm the frenzied mob of men. There he stands in the moonlight, a splendid figure. Then you begin to see another story. Now it is to make such an astonishing picture of brutality of the clam diggers, of their disregard for decency, that people will be aroused to action. You do your best with the story, and hear next day that the Governor of the State has ordered out the militia to instill a proper regard for law, if not for decency and manners into the clam diggers. It is possible such a chance may come to you. It did to me.

One of the acts in a vaudeville show is advertised as a character dance by two ballet girls. It creates no excitement until word comes to your editor that one of the girls is young, pretty, and intelligent, and lives in Chinatown. A reporter is sent out to see if there is a story to be had. He goes to Chinatown and learns her whereabouts. His informant takes him to her room. She tells them something of her life, and how she had come to live where she is. Before leaving, a stray remark of another woman of her class brings up the subject of how long a white woman who has formed the opium-smoking habit will last, which means how soon will she die.

STORIES SUGGEST THEMSELVES.

A little skill in questioning opens up a new story to you. Its finder first writes his assignment. The first story occupies a middle space on an unimportant page. The second story, a whole column on a good page. For the next Sunday supplement a page is needed, and the editor suggests that the reporter write more on the same story. The reporter returns to learn more. He gets a page in the Sunday supplement. He adds a little fiction and produces a magazine story. The story accepted, he cashes his check, dines at a more expensive restaurant, and begins to realize the material advantage of seeing a story. Next he bases a scenario on the magazine story, sells it, and comforts himself for having for the fifth time sold a story got from an assignment that, to begin with, looked none too promising.

INDUSTRY AND PAINSTAKING NECESSARY.

My illustrations have been made of no uncommon assignments. Only industry and painstaking are needed. Of course, when a city editor discovers that a reporter has a knack of seeing a story, the reporter gets a better assignment, a bigger story, an increased opportunity to discover in an assignment more than is revealed at first sight.

I should say that a reporter should cultivate curiosity; he should always be disposed to annex a fishing excursion, so to say, to every assignment he covers. A few more questions related to a subject of the assignment, but suggested, perhaps, by the character of the person he is interviewing, by his business or profession, the place of his residence, such of his history as may become known; a few questions of such sort may unearth something which, to the eye of the reporter capable of seeing a story, enables him to return to a delighted city editor with more and better stuff than he was sent out to bring in. That is where your big stock of general information helps; that is where what you have learned by specializing on some subject helps. It is from such work, I almost venture to say, that perhaps a majority of the interesting human-nature stories which most add to the value of the local pages result.

THE REPORTER'S MENTAL ATTITUDE.

This mental attitude of the reporter, even if it is directed or applied along lines naturally suggested by the story, often contributes to the greater interest of the local page, and the longer string of space cuttings when the weekly bill is made up. If a reporter knows something of music he is quite likely to bring in a better story from an assignment to interview an opera star about a rumored divorce; if he knows much of politics he is certain to bring in a better story when he is sent to interview a prominent politician—not about politics, but a real estate operation. The analogies are many and suggest themselves.

The reporter who affects to be bored with the story he is on brings in a bore-

some story. You will meet him on your first day's assignment, probably; and when you have risen to be the star reporter of the paper which enjoys the advantage of your services you will still hear of him doing the humble and unimportant stories of the class you did on your first day.

It must be the experience of all reporters to have met a man on an assignment who takes some pains to let the other men on the story know that he feels that he is too big for the story or the story is too little for him, and that there is nothing in it, anyway; and he wonders why his valuable time should be so wasted by an unappreciative city editor. It might surprise him if an intelligent observer of such things should tell him that he is invariably on what appear to be small stories because he is incapable of appreciating that an assignment is seldom made which has not, somewhere in it, potentially a big story.

A reporter should be the one man to see in the assignment a story of first-class interest, of great importance. He should be curious to know why a thing happened, not only that it happened. Bear in mind, so long as people are more interested in a touch of human nature in a story, even though written in second-rate style, than in the present-day trend of German philosophy written in the most finished style, the reporter's eager search should be for a bit of human nature.

BEWARE OF THE TYPEWRITER.

I sometimes think the typewriter, as a medium of transmission of thought to copy, is too easy a method. The necessity of comparative slowness in production gives an opportunity to find the best word for orderliness of presentation of facts. On the day when you have a short story, or respond to the call for a Sunday supplement story, I advise you to lock up the typewriter and find a desk. Its harder work, but you will edit your own stuff as you go along. Whenever you have time, practise editing your own copy.

I sat for one year next to the desk of the late Arthur McEwen. What he wrote gave the impression of being hastily written copy, one crisp sentence after another, dashed off on the spur of the moment. As a matter of fact, McEwen's copy was written slowly, two-thirds of it was struck out.

I want to insist that that department of a newspaper which you will enter first is a department of great importance. The more sympathetically you treat your work, the more likely the editor will be to think, and maybe rarely to say, "That is not a half-bad story you had this morning."

MOONEY PAID \$500 FOR 'EM.

Tells Senate Committee How He Obtained Some Standard Oil Letters.

Charles P. J. Mooney, editor of the Memphis Commercial Appeal, and formerly managing editor of the New York American, told the Senate campaign fund investigating committee Thursday about securing copies of some of the Standard Oil letters published by William R. Hearst. Mr. Mooney testified he negotiated for copies of only a few of the Archbold letters; that they were brought to the American office by a white man, whose name he did not know, and that he paid less than \$500.

He testified that when he became managing editor of the New York American in 1904 John Eddy, previously city editor, turned over to him a number of photographic copies of Standard Oil correspondence with public men. As to how those were obtained Mr. Mooney could give no information. Later a man he could not name offered him

more letters and wanted Mr. Mooney to buy them, assuring him he had "come by them honestly." Mr. Mooney made some photographic copies.

Mr. Mooney denied the statement in an affidavit by Charles Stump, presented to the committee last week, that "Mr. Chamberlain and Mr. Mooney" had inspected letter books taken from the Standard Oil offices. He said he never saw any such books, and that he never had negotiated with Mr. Chamberlain for any letters. He added further that he never had talked with Mr. Hearst about the correspondence and never had bought any of the originals.

Herald's Foreign Representatives.

James Gordon Bennett's papers, the New York Herald and the New York Evening Telegram, announce the appointment of Western foreign advertising representatives effective Feb. 1. John Glass, publishers' representative, People's Gas building, Chicago, will represent the daily, Sunday and European (Paris) editions of the Herald. Cone Lorenzen & Woodman, Maller's building, Chicago, will represent the evening and Sunday afternoon Telegram. These papers were represented in the Chicago territory up to a few months ago by E. R. Hodgkinson, a staff man who was recalled.

Change in Eastern Representation.

On and after February 1 the Knoxville Sentinel, Curtis B. Johnson, publisher, will be represented in the Eastern advertising field by the Benjamin & Kentnor Co., 225 Fifth avenue, New York City, succeeding the John M. Branham Co., Brunswick Building.

Best investment—a subscription to THE EDITOR AND PUBLISHER.

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

The Louisville Courier-Journal and The Louisville Times

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

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

It is clean, reliable and influential; its circulation the most desirable in quantity and quality; its management honest and straightforward; its rates reasonable and one price to all. Appealing to all classes, the Louisville Times, published in the afternoon, stands without a peer in this community, and is the highest type of the popular newspaper. It is the hand-shaking, good fellowship brand that finds favor with the people, for it tells in terse, attractive form the story of the world's affairs, without bias or prejudice, and tells it first.

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

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

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

It is QUALITY circulation against mere BULK circulation that the "to-day" advertiser man desires.

Cheap quantity class means large waste and unsatisfactory returns in poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "Worth While" home in which this paper will be invariably found.

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager
NEW YORK OFFICE: 5024 Metropolitan Bldg.
CHAS. H. EDDY, Representative.
Telephone, Gramercy 4211.
CHICAGO OFFICE: People's Gas Bldg.
EDDY & VIRTUE, Representatives.
Telephone, Central 8486.

An Unparalleled Record for 1912

THE BOSTON HERALD

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

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

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

Nothing better in New England for profitable publicity.

THE J. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Wood Dry Mats

may now be had at

16 cents each

We have perfected, and now announce, the

Semi-Autoplate Dry Mat

Figures gathered from many large and small newspapers have led us to believe that the cost of wet mats EXCEEDS 17c. PER MAT where steam tables are employed, and about double this where electric tables are used.

Thus, being able to procure a 16c. dry mat, all newspapers may now abandon their drying tables, and wholly discontinue the old-fashioned hot and wet stereotype process. By doing so they can save not only time and type, but money as well.

The use of the SEMI-AUTOPLATE DRY MAT conforms to present molding and casting conditions, and no extra equipment—except a humidor—is needed. It is not necessary to reduce the speed of matrix rolling machines, nor to change their adjustment. It may immediately be put upon the edition with ease and satisfaction.

The SEMI-AUTOPLATE DRY MAT has a velvety face and casts plates that print clean, sharp, and black. It stands up well under an unusual number of casts. Its use saves labor, time, space, and type, decreases operating cost, increases efficiency, and greatly improves the printing quality of plates. We recommend it highly for general adoption by all newspaper stereotype foundries and job printing offices.

The SEMI-AUTOPLATE DRY MAT may be used in hand boxes, as well as in SEMI-AUTOPLATE AND JUNIOR AUTOPLATE MACHINES.

Deliveries commence February 15th, 1913. AUTOPLATE newspapers will be given preference in procuring this supply.

THE STEREOTYPING REVOLUTION HAS BEGUN; GET YOUR FOUNDRY IN SHAPE TO WORK MORE QUICKLY, CHEAPLY, AND BETTER.

WOOD FLONG COMPANY

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen. Mgr.

No. 1 Madison Avenue

New York

URGES LOWER TARIFF.

John Norris of American Newspaper Publishers' Association Asks Open Door for Canadian News Print and Pulp—Tells House Committee Industries Are Coddled—Arthur C. Hastings Defends Paper Makers.

John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, presented testimony before the House Committee at Washington, on Jan. 17, in favor of lowering the tariff bars that shut out Canadian paper, and cutting off all restrictions upon the importation of the cheaper grades of paper and wood pulps entering into the paper manufacture. He declared that his association represented consumers who pay \$55,000,000 for news print paper.

Mr. Norris said that the newspaper publishers wanted Congress "to insure the procurement of a permanent and adequate supply of cheap paper by broadening the paper market to the utmost." He arraigned what he called the primitive methods of American paper manufacturers and the antiquity of their paper making machines.

CODDLED BY THE TARIFF.

He asserted that the paper makers had been coddled and encrusted by the tariff; that the International Paper Co. had falsified and juggled the figures and had starved the market; that there had been fixed prices for years among the paper manufacturers, and that he could not buy a ton from the paper mills at a price within reason.

He charged that the paper makers had attacked the credit of projectors of new enterprises, and had urged banks to refuse them loans, and that since 1898, when the International Paper Co. was formed, the paper makers in substantially all groups had been trying to regulate the market by combinations and to maintain prices.

"The paper makers," he said, "fail to tell you that while three-quarters of the machines operating in American mills are fit only for the scrap heap, nearly all the Canadian mills are equipped with modern machines made in America, and manned by American paper makers."

THE LABOR FALLACY.

He also contended that the Tariff Board had punctured the labor protection fallacy; that the average cost of labor in all Canadian mills was only 8 cents a ton less than in the American mills, yet Congress had retained a \$3.75 duty on news print matter, "professedly in the interest of labor." Mr. Norris charged the American Paper and Pulp Association with selling abroad at lower prices than to American consumers.

Arthur C. Hastings, president of the American Paper and Pulp Association, representing, he said, the paper industry with an investment of \$400,000,000, and an annual business of \$300,000,000, opposed any change in the tariff.

Mr. Hastings, speaking for the paper and pulp industry, said that there were 800 establishments in 32 States, employ-

**Publishers are Cordially Invited to Inspect
The New SCOTT "Multi-Unit"
Double-Sextuple Combination Triple-Quadruple Press
now in daily operation in the pressroom of
THE NEWARK EVENING NEWS**

Please note particularly the method of handling the webs, the complete accessibility, the great superiority of construction, and the many improved devices for facilitating the operation of the machine, all of which enable the press to deliver a much larger actual product of well-printed newspapers in a given time than any other make of press built.

We make it a particular practice to study the needs of each newspaper, taking into consideration the varying conditions of operation, and, instead of endeavoring to fit one or two models of presses to all newspapers, we modify the press to fit the requirements of each individual condition. We are prepared to study your problem and construct the most suitable machinery for your pressroom, embodying the same principles and high-class construction that distinguish the Newark Evening News press from all others.

NOTE.—The Newark Evening News press was started on edition December 13th, 1912. Check received in full payment of same January 2, which speaks for itself.

TELL US YOUR REQUIREMENTS—WE HAVE THE PRESS

WALTER SCOTT & COMPANY

David J. Scott, General Manager,

MAIN OFFICE AND FACTORY—PLAINFIELD, N. J.

New York Office:

Chicago Office:

1 Madison Ave.

Monadnock Block.

ing 80,000 people. He testified that at least 85 per cent. of the production of the mills was of a quality that could be imported into this country of a value of not over 4 cents a pound at the point of shipment, thus coming in free under the Canadian reciprocity law. He also said that a large proportion of the importations of paper and pulp was coming in free from Canada, and that pulp came free from some other nations.

Eben L. Brown, of the United States Paper Mills, Watertown, N. Y., representing the news print mills of the country, said that paper mills had increased the wages of their employes, that the price of production had increased, but that by added efficiency the selling price of news print paper had been kept level during the last ten years. The cost of production, he said, had gone up from \$6 to \$9 a ton.

"We are not here," he said, "to urge the fixing of the duty on news print paper on a protection basis. But we do contend that as a revenue tariff the duty should remain at \$3.75 a ton, as it is at present. This would be an ad valorem duty of about 8 per cent.

Newspaper Golf Club Election.

It is likely that, before another season has passed, the New York Newspaper Golf Club will have made some arrangement whereby the members will have the use of private links and club house. A committee was appointed at the annual meeting of the club, Jan. 15, to take up this matter. The directors also accepted an invitation from the Wykagyl Country Club to compete in a one-day tournament the last week in May. The following officers were elected: President, George L. Cooper; vice-president, R. F. Foster; secretary, Harry A. Haines; treasurer, J. W. Ferguson, and chairman of the board of directors, J. L. Dorgan.

LAKE CHARLES, La.—It is rumored that a new morning paper will be launched within a short time.

Correspondents' Club Election.

The annual meeting of the Correspondents' Club of New York was held Jan. 14, and the following officers were elected: President, M. F. Murphy, Chicago Tribune; vice-president, Roy R. Atkinson, Chicago Inter-Ocean; treasurer, John F. Flagg, Philadelphia Inquirer; secretary, George R. Hill, Philadelphia Press. The executive committee elected comprises Messrs. Murphy, Atkinson, Flagg, Hill, Charles H. George, Baltimore American; A. M. Kemp, Boston Globe, and John L. Balderson, Philadelphia Record.

A Lottery On Newspaper Figures.

Editors, reporters and compositors of the New York Evening Sun have been frequently annoyed of late by the receipt of communications offering to pay them to falsify the figures giving the total of bond sales for the day on the Stock Exchange. These communications have come by mail, by cable and by word of mouth, and it is believed that they have been made by persons who are interested in dishonestly winning in lotteries in which the best guesses as to the figures in question are supposed to win. On one occasion \$250 was offered for each change made in the figures, and other similar offers have been made, which show that the lottery is not run on a small scale.

Ad Company Elects Officers.

At the annual meeting of the Wylie B. Jones Advertising Co., Binghamton, N. Y., held on Jan. 8, the following officers were elected: President, Wylie B. Jones; vice-president, M. L. Clark; secretary, J. Frazier Shaw; treasurer, M. Hoadley.

John H. Cook, editor and publisher of the Red Bank (N. J.) Register, sailed last Saturday for a five-months' pleasure trip in the Orient.

EVENING POST'S NEW FEATURE.

New York Paper to Issue a Saturday Magazine Supplement.

The New York Evening Post on February 8 will begin the publication, on Saturdays, of an illustrated sixteen-page magazine, with four cover pages, the outside covers to be in colors. It will be part of the regular Saturday issue of the Evening Post, which will thereafter sell for five cents a copy, and the new section will not be sold separately. The publishers are confident that it will set a new standard for publications of this kind, in interest, beauty of typography and illustrations. Its cover designs will include the work of leading American artists.

The first number of the Saturday Magazine will have a superbly designed cover by Taber Sears, the well known artist. It will contain the opening chapters of a Cape Cod novel, full of humor, by Sarah P. McL. Green, who made herself famous some years ago with the success of her first book, "Cape Cod Folks." The new novel is entitled "Everbreeze," and goes with a swing and dash. It is illustrated by Relyea, whose drawings are familiar to readers of Scribner's, Harper's and the Century. A serial fiction story will be a regular feature of the magazine. A group of short, humorous stories and sketches, by Stephen Leacock is being illustrated by E. B. Fuller, whose work has been well received in Life, and a number of special articles are under way.

The Evening Post Saturday Magazine will not be syndicated to other newspapers, but will be the exclusive property of the New York Evening Post, and its entire contents will be protected by copyright.

Henry Edward Rood, for ten years a member of the editorial staff of Harper's Monthly Magazine, will be responsible for the editorial conduct of the Evening Post Illustrated Magazine section, and Charles Edwin Jones, for several years with the Munsey magazines, will be its advertising manager.

Going to Syracuse Convention?

The big 3A meeting at Syracuse, Jan. 28-29, is going to be a big thing, according to Walter B. Cherry, the chairman of the program committee. The star talks are to be given by John Barrett, director general of the Pan-American Union; Herbert N. Casson, who has sound and novel ideas on advertising; Frederic T. Murphy, of New York, renowned for his wit and wisdom; Miss Ida Clark, one of the brightest woman advertising managers of the country; and Allen Drake, who will talk about the Flat Rate. Every advertising man who wants to grow through the acquisition of new and helpful ideas should write to Mr. Cherry at Syracuse and ask him to reserve hotel accommodations for him. The most of the sessions of the association are to be public and everybody is invited to attend.

"The class of people reading a newspaper has a great deal to do with its pulling power."

The per capita purchasing power of the readers of the

Paterson Press

is greater than that of any other evening paper in Paterson, N. J.

INVESTIGATE!

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

PAYNE & YOUNG, Foreign Representatives
New York and Chicago

STEREOTYPE SPECIALISTS

Long experience and the fact that we are constantly studying and classifying conditions in individual plants enables us to combine, in our Stereotyping Machinery, the excellence developed in hundreds of practical shops. Wesel Matrix Rolling and Matrix Drying Apparatus is Standard

F. WESEL MFG. CO.

Printers' and Platemakers' Equipment
70-80 Cranberry Street, Brooklyn, N. Y.
New York, 10 Spruce St.
Chicago, 431 So. Dearborn St.

HOW THE MANUFACTURER CAN HELP.

Standardization Would Increase the Power of Advertising by Putting an End to Price Reductions—Public Taught to Wait for These Sales Instead of Buying When Articles Are Needed.

By Harry H. Drummond.

[There is a spirit of unrest, an undercurrent of uncertainty, and an apprehensive feeling permeating the advertising business. Close students of advertising subjects and conditions realize that something important is due to happen, and that pretty shortly. This apprehensiveness is felt in every branch and emanates from one source—the man who pays the advertising bills. He blames his advertising manager, the publishers and his sales force. And, inasmuch as he writes the checks, his wishes must be considered.

The advertising manager blames the media he employs—and, inasmuch as he places the business, he must be appeased.

The publisher blames the advertising manager, who, he asserts, furnishes poor copy and is responsible for the falling-off in results. All are justified in their complaints—but none is justified in evading all censure, as all are more or less guilty.

Advertising is not losing its power. It is asserting its power. We have all been taught that advertising has an accumulative value—and it has, and that accumulative value is what is hurting advertising to-day.

The blame for this state of affairs should be divided, part of it going to each branch of the business.

THE EDITOR AND PUBLISHER has asked Mr. Drummond to discuss some of the evils from which advertising has suffered in the past and is suffering from now, and suggest a remedy. In doing this he will take up the several branches of advertising and attempt to show where and how each offender has misused the power placed in his grasp.

Enthusiasts claim that advertising is educational. It is decidedly educational—more so than most people realize. And it is this educational and accumulative value of advertising that has been abused.—EDITOR.]

AS advertising is one of the fundamentals of merchandizing, and as merchandizing receives its impetus from the manufacturer of merchandise, it might be well to look to the manufacturer as the initial malefactor.

Goods of any kind are measured by standards, and while price is not the prime consideration, price is a great big consideration, and is to be reckoned with at all times.

Because of his disinclination to standardize prices, the manufacturer now "carries the white man's burden" in more ways than one. He must carry the retailer's reserve stock. He has taught the retailer this trick. His initial sales at the beginning of the season are much smaller than they should be, and the showings made by his representatives in the various cities throughout the country are much less comprehensive than he would like to have them.

PRICES NOT STANDARD.

He has taught the retailer that his prices are not standard, that January prices are higher than March prices, that they will be trimmed again and again, as the season advances, and the retailer buys from hand to mouth, waiting for the "reductions," the coming down to earth, that he knows will follow the calendar.

This system causes an awful drain on the productive power of the manufacturer's advertising.

The advertising arouses curiosity in the mind of the consumer, who goes to the retailer where he finds a pitifully made plate showing the high-priced merchandise. He is disappointed and will be apt to discount future advertising. This condition exists to-day, and it hurts.

There is another serious condition that the manufacturer could overcome, another lack of standardization in the matter of price.

Mr. Jones, a clothing manufacturer, for instance, wishes to excel in valuing, believing that if he produces better clothing than the other manufacturers he will win trade by the sheer merit of his merchandise—and it is a logical deduction, too.

But he leaves it to the retailer to carry his argument to the consumer; there is a break between the producer

and the consumer, and the immutable law of average creeps in, and the good work of the manufacturer does not get to the consumer.

Now, suppose this Mr. Jones should put the retail selling price in each garment—should tell the consumer just what he should pay for the merchandise—he would establish a standard that would go a long way toward solving the advertising problem.

Advertising is losing its pulling power principally because the consuming public is losing its faith in advertising. It is losing it because of the abuses it has suffered—because of the short-sighted, almost criminal, malpractice that has been getting in its deadly work for years. The manufacturer is largely to blame for this. Such conditions obtain in almost all lines of clothing—women's wear, millinery, shoes and many other lines of "staple" merchandise.

Witness, on the other hand, "Regal" and "Douglas" shoes, "Knox" and "Dunlap" hats, "Cross" gloves, "Arrow," "Lion" or "E. & W." collars. Their prices do not vary—they are "standard" all the time. They are the same in New York, Chicago, Kansas City, Denver, San Francisco or any other place. They are known and recognized as standard, they are accepted as standard, and they have splendid, adequate distribution and prestige.

Price maintenance gives them distribution in season. People do not wait for "clearance sales" or "reduced prices" to buy these goods. The manufacturers get to the consumers and get to them fair all the time.

There is no "closed" season when the consumer is warned by raised prices to keep away from these goods. The purchaser knows instinctively that he is getting a square deal all the time.

But in buying shirts or suits or certain brands of shoes the consumer knows that January, February, July and August are the "open" months, and the retailer anticipating "clearance sales" lets the manufacturer carry the surplus stocks—and, by substitution manages to wiggle through the "regular" season on a skimpy, inadequate stock, preferring to do his heavy buying for his so-called "clearance sales."

Much of the manufacturers' advertising loses because of inadequate distribution, much of it because of the unbelief of standardization.

As a concrete instance, let us suppose that our good friend, Mr. Jones, the clothing manufacturer, produces a line of suits that he wholesales at \$16.50 and wants to put on the consumer's back for \$25. Let us suppose that he does excel, in every way; that this suit at \$25 is a marvel; that, by comparison, it outranks anything to be found.

Mr. Jones sells some of these suits to Mr. Brown, a retailer who carries Jones' line and other lines, too. Brown looks at this suit, and being a judge of merchandise and values, appreciates the splendid worth of this suit. He sees that it is as good in every way as suits that he paid \$22.50 for, and which he proposes retailing for \$35. Therefore, he marks Mr. Jones' masterpiece \$35, and Mr. Jones has put an extra ten in the pocket of his retailer, but has not made good on his advertising, as far as the consumer is concerned.

If the manufacturer would standardize his goods and prices he would get more out of advertising.

Lavater E. White and M. G. Simonson have incorporated the White-Simonson Co., in New York, to handle a list of farm papers.

SULZER TO UP-STATE PRESS.

Tells Editors That Country Dailies Have a Most Potent Influence.

Governor Sulzer was the principal speaker at the annual dinner of the New York Associated Dailies, at Albany, on Jan. 15. He told the members that they did not devote enough "time and space to the editorial page," but added that, in his opinion, "country dailies, read by the people in small towns and cities, have a more potent influence on the thought of the people of the State than any other kind of literature or any other kind of newspaper."

"I believe newspapers are a wonderful agency," he continued, "and that through this agency alone the people can know what is going on. I stand for that publicity that shines on every public act of every public servant, and it is only through the newspapers that the people may know if a public servant is faithful."

The following officers were elected for the ensuing year: President, W. D. McKinstry, the Watertown Times; vice-president, W. A. Gracey, the Geneva Times; secretary-treasurer, Gardiner Kline, the Amsterdam Recorder.

For Public Printer.

The friends of John F. Mitchell, editor of the Hancock (Ind.) Democrat, are urging his appointment for public printer at Washington, D. C., and singing his praises in ten-point type. He is popular with the newspaper men, and is one of the best equipped editors in his State for the position.

NEW PUBLICATIONS.

WILLIAMSPORT, Pa.—The Democrat is a new paper that will be launched this week. Walter E. Ritter, former chairman of the State Democratic Committee, is the editor.

HARRISBURG, Ill.—The initial number of the Saline County Daily News made its appearance on Jan. 11 under the editorship of O. J. Page, former publisher of the Marion (Ill.) Daily Post. The paper is independent in politics.

JACKSONVILLE, Fla.—The Florida Social-Democrat, a weekly paper published by the Duval County Organization of Socialist Locals, has made its initial appearance under the guidance of T. W. Cox, editor and manager.

HIGH-CLASS

**Embroidery Transfer
Pattern Service**

Half of full page mat
Trial mats furnished

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

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

WIRE



WRITE

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service. Address: Herald Square, New York City. Canadian Branch: Desbarats Bldg., Montreal



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

Have you seen the

**New
Children's
Page?**

NEW Ideas
Artists
Writers
Make-up

Send for sample—in single mats or full page.

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

The very best

**New Daily [Comic
on the market**

"THE NEARLYWEDS"

By GEORGE McMANUS

Write for details

National News Association
200 William St., New York City

Adams Features

THE BEST MATRICES

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

PACIFIC COAST NEWS.

Result of Seattle Ad Club's Slogan Contest Soon to Be Announced—Spokesman-Review's Cartoonist Lampoons Idaho Justice in Boise Editors' Case—Spokane Chronicle's Business Manager Wins a Prize.
(Special Correspondence by Wire.)

SAN FRANCISCO, Jan. 22.—Fifteen publishers of farm publications in California have formed a temporary organization for the purpose of improving agricultural advertising conditions on the Pacific Coast.

A permanent organization to be called the "Pacific Agricultural Press Association" will be effected early in February, at which time some forty publishers west of the Rocky Mountains and including British Columbia, will hold a convention in San Francisco. Frank Honeywell, publisher of the Pacific Rural Press of San Francisco, is temporary chairman and T. L. Hall, manager of agricultural advertising department of the cooper advertising company of San Francisco is temporary secretary.

The first State newspaper institute held on the Pacific Coast opened Monday, January 13, at the University of Washington, Seattle, under the joint auspices of the Washington State Press Association and the Department of Journalism of the State University. Topics covering all phases of newspaper work were taken up.

On Monday night the visitors to the convention were given a reception and on Tuesday an informal get-acquainted dinner at the leading hotel.

W. O. Millinger, general manager of foreign advertising for the Scripps-McRae newspapers, is in this city. He will attend the annual meeting of editors and managers of Scripps-McRae newspapers at San Diego.

W. C. Kellogg is in this city for a few days on business.

The January number of Results, the live house organ of the Johnstonyers Co., is just off the press. The magazine is a consistent booster of newspaper advertising, and this number deals with the efficiency of zone advertising.

SEATTLE, Jan. 14.—John P. Hartman, one of the owners of the new Seattle paper to be started about Feb. 1, delivered a very pointed address at the Seattle Ad Club luncheon on Jan. 8. He told many startling things regarding existing conditions in the marketing of farm products in Seattle, and his plan for reducing transportation charges to a minimum and abolishing the middle-man's profit were exceedingly thorough. He closed by stating that a business man must leave something of a heritage besides money-grabbing to posterity.

Several thousands of slogans have been received by the Seattle slogan committee. One of these will be adopted as soon as the committee can decide, but up to date the one that has met the popular fancy most strongly is "Seattle, the Humdinger Port of Importance."

SPokane, Wash., Jan. 18.—W. C. Morris, cartoonist for the Spokane (Wash.) Spokesman-Review, devoted two cartoons to the decision of the Idaho Supreme Court, which sent three Boise newspapermen to jail for contempt of court. In one of them he pictured "Idaho Justice" as scratching the words "Free Press Guaranteed" from the constitution of the State. In the other he represented the Boise Capital News in the form of a meek little puppy, which, notwithstanding its gentleness, is subdued by a heavy muzzle labeled, "Supreme Court." Underneath is the mild protest, supposedly spoken by the puppy, "All I did was growl a little."

Communications urging that one of the Spokane city parks be named after J. J. Browne, owner of the Chronicle in the city's early days, have been sent to the Board of Park Commissioners by several of the foremost citizens of

Spokane. The officials have taken the matter under favorable advisement.

The proprietors of the Kootenai County Democrat are preparing to launch a new paper at St. Maries, Idaho. It is to be Democratic in politics and will be under the management of Clark Moon, son of one of the owners of the present paper.

At the National Apple Show Thomas Hooker, business manager of the Chronicle, was awarded first prize for the best exhibit of Jonathan apples, the fruit being grown on his irrigated apple orchard in the Spokane Valley. H. B. Graybill, head of the mailing department of the Spokesman-Review, is another member of the craft who conducts an up-to-date orchard as a side line to newspaper work.

Over 800 Spokane Progressives contributed a penny apiece toward the fines of the imprisoned Boise newspapermen to whom the coins were sent by parcel post. Sympathizers in Walla Walla sent them a cigar box full of pennies, 1,046 in all, to apply toward the payment of their fines.

C. A. Fleming, City Clerk of Spokane, reports that it is now nearly two years since the city began the publication of the Official Gazette. This municipal publication has about 400 subscribers. These are mainly recruited from the ranks of contractors, material men, business firms or public utility companies having business relations with the city, while only a few are citizens and taxpayers, for whose benefit the Gazette was originally established.

Royle Now Chicago Correspondent.

John C. Royle, correspondent of the Associated Press in Spokane, Wash., since last February, is now in Chicago, where he has assumed the duties of transmitting the A. P. report over the western half of the United States. This important promotion comes as the result of four years' work and effort given to the Service by Mr. Royle. After a career as newspaper man and mining expert that took him into almost every quarter of the West, from Mexico to Canada, he worked as editor and reporter in San Francisco and Denver, as correspondent at Salt Lake City and finally in Spokane. He is succeeded by H. T. Ashbaugh, correspondent for the Associated Press at St. Louis.

Legislative Correspondents Meet.

The Legislative Correspondents' Association of New York State met at Albany on Jan 15 and elected the following officers: President, W. Axel Warn, New York Times; vice-president, George W. Franklin, Troy Record; second vice-president, Charles H. Armitage, Buffalo Evening News; secretary, Frank A. Tierney, Albany Times-Union; and treasurer, Edward R. Anker, Associated Press. The association passed resolutions on the death of John M. Cruikshank, late editor of the Brooklyn Times, who was a former president.

Peck to Edit New Paper.

Charles Mortimer Peck, formerly editor of Newspaperdom, has rented an office in the Boyce building, Chicago, Ill., the hall door of which is illumined by the following sign: "The American Newspaper Advocate. Charles Mortimer Peck, Editor. A. D. McShaen, Business Manager."

It has not been announced whether the publication will be a weekly or a monthly.

Progress at St. Paul.

The St. Paul Dispatch and the Pioneer Press ran 2,260,972 lines of classified advertising during the year 1912, a gain of 103,040 lines over 1911. The total foreign advertising of these two papers for the past year was 2,115,334, a gain of over 177,280 over the previous year. This record exceeds that of any previous year in the history of both dailies, which rolled up during 1912 an average total daily circulation of 118,995.

Advertisers Appreciate the Truth About Circulation

THE GLOBE has been playing the fair game, with all the cards on the table, for over thirty-three months, stating and proving circulation and selling advertising at fixed rates for definite classes of business.

During the past summer THE GLOBE did not issue special baseball extras, as during previous years, but confined its efforts to publishing results and brief reports, except during the post series week.

A year ago THE GLOBE decided that this sporting circulation represented doubtful value to advertisers, and was therefore not worth while as a business proposition.

It pays to be perfectly frank in such matters, as is proved by the great success of THE GLOBE and other papers throughout the country that have had the courage to give advertisers all the facts concerning circulation and sell advertising space on a commodity basis.

Without intending to disparage the efforts of our neighbors who by reason of watching the results that have been achieved by THE GLOBE, and are commencing to see the light and issue statements for the most favorable parts of the year, THE GLOBE may be pardoned for plainly setting forth some basic truths which should be applied to all circulation statements before they are accepted.

1. The circulation of evening newspapers varies at different periods of the year.
2. New York evening newspapers issuing circulation statements for the most favorable part of the year, and refusing to furnish statements for the unfavorable months, evade just the sort of information advertisers are entitled to and should have.
3. Newspapers that quote circulation only for the six months of the baseball season, when circulations are inflated by baseball extras, are withholding information to which advertisers are entitled.
4. The only circulation statement worthy of acceptance by advertisers is that representing an accurate audit by a reputable concern for a complete year. Advertisers should demand details of circulation month by month for twelve consecutive months.
5. The only true, accurate, square and honest method of computing a newspaper's net paid circulation is on the basis of the daily average for a full year.

THE GLOBE has the largest high class evening circulation in New York City. It proves this on the basis of the average daily net paid circulation for a full year. It offers the greatest money's worth of high class evening circulation available to advertisers in New York City.



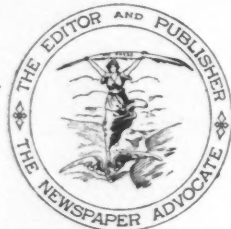
New York's Foremost High-Class Evening Newspaper

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER CO., 13 to 21 Park Row,
New York City. Telephone, 7446 Corland. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



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

CHICAGO OFFICE: 115 S. Dearborn St., Geo. B. HISCHE, Mgr.

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

New York, Saturday, January 25, 1913

THE DIRECTORY EVIL.

One of the subjects that will be proposed for discussion at the convention of the American Newspaper Publishers' Association will undoubtedly be the matter of newspaper directories issued by various advertising agencies. It has long been the custom for certain advertising agencies to get out annuals purporting to contain reliable lists of newspapers published in the United States, together with their circulations and other data. The most of them are incomplete, imperfect and give only a small amount of the information to which a man is entitled who purchases a newspaper directory.

It is a notorious fact that the agencies use these directories to hold up the publishers with whom they have business relations or who seek to get some of the advertising they are handling.

The preparation of a newspaper directory that has any real value is a monumental undertaking. It requires the expenditure of thousands of dollars to secure the necessary information from the 26,000 or more newspapers and periodicals published in the United States and Canada. There is room in the field for only one or two good newspaper directories. Until within a few years Rowell's American Newspaper Directory and N. W. Ayer & Sons' Annual were the only ones that were regarded with much respect by journalists and advertising men. When these two directories were consolidated everybody was glad, because each had excellencies not possessed by the other, and the consolidation meant the combining in one volume of the good things of both.

The list of directories now published includes those issued by Lord & Thomas, of Chicago; H. W. Kastor & Sons and Nelson Chesman, St. Louis; The Charles H. Fuller Co., Chicago; the Dauchy Co., the Morse International Agency, of New York, and McKim & Co., Montreal, Canada.

As long as N. W. Ayer & Son continue to get out a representative directory of the newspapers of the country there is little need for another, unless it shall be a decided improvement upon that book. It is to be regretted, of course, that it is published by an advertising agency for the reason that the latter will be accused of using the directory as a club to get business from the newspapers and magazines. If the directory was issued by a concern that had no affiliations with the newspaper or advertising fields, many people would be better satisfied. It is a question, however, whether an independent concern could secure enough business to pay the enormous expense attendant upon its publication and leave a profit.

THE TYPEWRITER VS. THE FOUNTAIN PEN.

In his admirable address on the work of the reporter, delivered at Columbia University on Monday, Edward W. Townsend, newspaper and magazine writer and Congressman, expressed the opinion that it was a misfortune that the typewriter had come to be so generally used in newspaper local rooms, because it makes the translating of thought to copy somewhat too easy.

"Hand-written copy," Mr. Townsend said, "is produced against a resistance offered by the slower and more difficult process of production, but that very necessity of comparative slowness in production gives the worker a little more time to search for the best word, a little more time for the consideration of orderliness in the presentation of forces, and more time for a sense of proportion to operate.

"To be sure, when you become star reporters you will sometimes have such long stories to write under conditions demanding haste in copy production that the typewriters become a necessity. However, on those days or nights when you have short stories to write or respond to an order for a Sunday supplement story, I advise that the typewriter be covered up, and you retire to a writing desk, pencil in hand; it's harder work, to be sure, but you will edit your copy more as you go along and you will leave less editing for the copy reader to do when your stuff reaches the desk."

Mr. Townsend has concisely expressed an opinion that has long been current in editorial sanctums. The best stuff that is written for either the newspaper or the periodical press is not "dashed off" on the typewriter and sent direct to the composing room. Matter requiring deep thought exact statement of fact, or careful construction is usually best produced with the pen or pencil. Typewriting is speedy when one has familiarity with the keys and experience in handling them. The mechanical ease with which copy can be turned out encourages the production of undigested or slipshod matter.

The news story, instinct with life and hurrying to be told, finds rapid expression on the typewriter. If the man who sits at the keys can think quickly and write speedily he can turn out a column story at 1 a. m. and see it in print half an hour later. There is no question of the value of the typewriter for newspaper work. It saves time in writing, it saves time in the composing room, it insures correct reproduction of copy in type.

But notwithstanding all we have said in favor of the typewriter, the evils growing out of its exclusive use are not forgotten. Writers for the press should cultivate the use of the fountain pen as well as of the typewriter.

EDITORIAL COMMENT.

The death of E. Prentiss Bailey, for fifty-nine years editor of the Utica Observer, is a distinct loss to journalism. Although he had attained the ripe age of seventy-nine, he rarely missed a day from his office. During his career he was regarded as one of the ablest editors in the State. He represented the best of the old type of editors. His personal influence extended far beyond the limits of New York, for the Observer's editorials on national questions were widely quoted. No up-the-State newspaper man's death in recent years will be more sincerely mourned.

Elsewhere in this issue will be found an interesting article describing the censorship plan adopted a year ago by the Spokane Ad Club. It has worked so successfully that it has saved the merchants of the city \$75,000 which they would otherwise have spent on worthless mediums or fake advertising schemes. The plan is well worth the consideration of every advertising club in America. If it were generally adopted and carefully carried out it would exert a tremendous influence for good on the entire advertising field.

The Seattle Post-Intelligencer has joined the ranks of the newspapers that will hereafter refuse all quack

medical advertising. The Municipal League of that city, in appreciation of the stand taken by the publishers, has passed a resolution approving its action. It will not be many moons before a majority of the newspapers will be found in the same column.

It is formally announced that Montgomery, Ward & Co., one of the largest mail order houses in the world, will open a New York branch at a cost of \$5,000,000, in which 1,000 persons will be employed. It is expected the branch will be open for business Sept. 1. This announcement is of great interest to publishers, manufacturers and retailers throughout the country, for it means that the East, which has hitherto been avoided by the large mail order concerns is now to be invaded. Chicago, because of its central location, has for years been the great mail order capital of the country. No doubt the establishing of the parcel post has something to do with the action of Montgomery, Ward & Co.

In their efforts to interest the children in their publications, editors have made use of all sorts of features—comics, stories, puzzles, prize competitions, etc. They are always on the alert for something new. One of the best of the later schemes, and one that may be adopted in any city in the country at small cost, is described elsewhere. The plan originated with the Toledo Times and consists of the publication once a week, of a page written and edited by the pupils of the public schools of Toledo, each school being represented in turn. The feature has aroused more interest than any that has ever been tried in that city. Its strength lies in the fact that the children become thoroughly acquainted with the paper and regard it as their favorite. When they become men and women they will still be readers of the paper. Such a constituency is worth going after and having. With such a faithful, loyal body of readers behind it the Times will exercise a great influence both in and out of Toledo, both in the news and advertising fields.

ANENT QUEER NAMES.

ST. JOSEPH, Mo., Jan. 11, 1913.

THE EDITOR AND PUBLISHER:

Looking over the list of significant names of newspapers contributed by George F. Powell in your issue dated January 11, 1913, the absence of several "queer, quaint and quizzical" as well as "significant" heads that adorn newspapers in this land of the free and home of graft seemed noticeable, particularly that "quizzicalist" of all, The Thomas Cat, published in Thomas County, Kan. And then I bethought me of the paper in the office of which I learned the boxes, way back in the '50s, in Uniontown, Pa., The Genius of Liberty, now in its over one hundredth year of continuous publication; and although it has changed proprietors many times in its century and over of weekly appearance, it has never changed its politics—rock-ribbed democracy—or failed in being a genius. Irons, Beard—initials forgotten—and Col. Tom Sewright, each in turn, kept the torch alight in my boyhood days, and if one harks back to the days when Volume I, No. 1 of its life burst forth, surely that title was most "significant."

Thanking you for many hours of keen enjoyment ransacking the pages of your pleasingly newsy publication, I write myself as known in my "devil" days.

LEE FOWLER.

LOVES TO READ OF THE NEWSPAPER BOYS.

NATIONAL MAGAZINE,

BOSTON, Mass., Jan. 20, 1913.

THE EDITOR AND PUBLISHER:

Your cordial favor of the 18th at hand, and contents noted. I shall look for THE EDITOR AND PUBLISHER when I put on my slippers and take down the pipe in my den, because it tells all about the newspaper boys and fraternity to which I belong, and I hope THE EDITOR AND PUBLISHER will give more consideration to magazine and political cusses and people during the coming year.

JOE MITCHELL CHAPPLE.

PERSONALS.

James Keeley, general manager of the Chicago Tribune, will be the guest of honor at the annual meeting of the Iowa Associated Dailies, which will be held in Des Moines Jan. 29 and 30, at the Des Moines Club, and will give the Iowa editors all the help and advice he can on vexatious problems.

Charles W. Hornick, formerly publisher of the San Francisco Call, was at the St. Regis on Friday and Saturday, and sailed on Saturday for a four months' vacation abroad. He will visit Egypt and the Continent, returning to Frisco, where he will sail in midsummer for Japan. Mr. Hornick is enjoying a well-earned rest.

William Allen White, proprietor of the Emporia (Kan.) Gazette, political writer and Bull Moose, is spending the winter at San Diego, Cal., where he is completing a new novel.

S. S. Cavallo, the wizard of the Hearst organization, is away on a short vacation.

W. D. Boyce, the Chicago publisher, left New York on the S.S. Megantic on Wednesday of this week for a thirty-days' trip to the West Indies.

James O. Monroe, editor of the West Chicago Democrat, has been appointed private secretary to Secretary of State-elect Harry Woods.

George Ade, playwright and humorist, is to become "some" farmer, and he is now a full-fledged student at Purdue University, having just enrolled in the short course, in the corn and live stock section. He has a large farm located at Brooks, Ind., and expects to pick up some valuable pointers on scientific farming.

Franklin P. Knott, one of the proprietors of the Denver Republican, is an authority on color photography, and lectured on that subject at Columbia University, New York, last week. He is soon to start on a tour of the world in search of subjects for his photographs, which are almost perfect reproductions of nature, in color.

O. M. Page, publisher of the National Banker, of Chicago, is making a tour of the Northwest in the interests of his publication, and is visiting at different banks en route.

Miss Anna Swanson, editor of Swedish Northwest, a Spokane paper printed in the Swedish tongue, spoke Sunday afternoon before the Social Science Club of Spokane, on the topic, "Public Out-of-Door Relief."

M. Alfred Haynes, editor of the Prosser (Wash.) Record, has been elected to carry the Washington State returns to the electoral college at the National Capital.

Visitors to New York this week included Edward Flecker, business manager of the Cincinnati Enquirer; C. H. Rembold, general manager of the Cincinnati Times-Star; B. F. Lawrence, business manager of the Indianapolis Star, and John Glass, Chicago representative.

Merlin Hull, publisher of the Black River Journal, is speaker of the Wisconsin legislature.

Hugh Roberts, of the Birmingham Age-Herald, was the messenger who carried the electoral vote of Alabama to Washington. Ed. Norman, of the Birmingham Ledger, accompanied him.

Norman E. Mack, of the Buffalo Times, and Powell Glass, of the Lynchburg News, were visitors in Washington this week.

Edwin Jones has returned to Madison, Wis., after a two-years' stay in Tokio, Japan, as business manager of the Japan Daily Advertiser, an English newspaper.

STAFF NEWS.

W. G. Bryan, formerly in charge of the promotion department of the Chicago Tribune, was in New York this week.

Albert T. Griffith, managing editor of the Peoria (Ill.) Herald-Transcript, sailed last week from Seattle for a three-months' trip around the world.

Charles Sarver, city editor of the New York Press, has been appointed assistant managing editor of that paper.

Charles E. Chapin, city editor of the New York Evening World, is in Atlantic City for his health. Harry Burke will be in charge during his absence.

George W. Kent, formerly city editor of the Potosky (Mich.) News and of the Traverse City (Mich.) Eagle before its consolidation with the Record, has given up his position as editor and general manager of the Boyne City Journal and will go West for his health.

George L. Keller, formerly with the Spokane (Wash.) Chronicle, and recently reporting the dramatic and court house news for the Spokesman-Review, was stricken with acute appendicitis on Wednesday, Jan. 15, and was taken to the Sacred Heart Hospital, where he underwent an operation. His condition is reported satisfactory.

John Temple Graves, of the New York American and President New York Press Club, is in Washington for a few days.

Arthur J. Sinnott, Washington correspondent of the Newark, (N. J.) Evening News, and Miss Anna A. Dervin, a writer on the same paper, were married in Newark on Saturday.

Joseph E. Sharkey, of the Associated Press bureau in Paris, sailed Thursday on his way to Tokio, via New York and San Francisco, to take up his new post in connection with the service in Japan.

"Judge" James L. Frazee, of the New York World, has returned from a hunting trip in North Carolina.

Wayne L. Randall, of the Boston American, has joined the editorial staff of the New York Press.

Jackson D. Haag, dramatic editor of the Pittsburgh Post, is at El Porvenir, N. Mex., where he will spend several weeks in writing a play, the scene of which is to be laid in that section.

Frank Teirney, of the Albany (N. Y.) Times-Union staff, has been appointed secretary to Martin H. Glynn, Lieutenant Governor of New York. Mr. Teirney is well known as a newspaper man of wide experience.

F. C. Hoy was recently appointed business manager of the Toronto World.

L. L. Eyre, Jr., for seven years on the editorial staff of the New York Press, succeeds Mr. Sarver as city editor.

Mrs. Hugh Fraser, widow of Hugh Fraser, author and diplomat, and sister of the late Marion Crawford, is spending the winter in literary work in Spokane, Wash. She is working on a two-volume book of legends about Italian cities of which she has personal knowledge. She is the author of

"Reminiscences of a Diplomatist's Wife," "The Queen's Peril," and other books.

M. A. Aldrich, has left the Rodenbaugh & Morris Trade News and Special Story Bureau to accept a managerial position with the Chattanooga (Tenn.) Times.

Luther D. Bradley, the Chicago Daily News cartoonist, who has been ill with malarial typhoid fever since Oct. 21, 1912, is now convalescent, and has returned from the Evanston hospital to his home at Wilmette.

Arthur W. Stace, dramatic critic of the Grand Rapids (Mich.) Evening Press, is slowly improving after a severe attack of pneumonia.

James Bennett is a new recruit at the copy desk of the Press.

N. F. Madderer, managing editor of the Niagara Falls (N. Y.) Gazette, was recently re-elected president of the Niagara Falls Board of Education for the third consecutive term.

F. W. Greene, editor of the Neenah (Wis.) Daily News, has joined the editorial staff of the Milwaukee Sentinel.

"Wurra Wurra" McLoughlin, after a few weeks' rest, has returned on the "lobster shift" of the New York Evening World.

Glenn E. Loughery, formerly connected with the Springfield (Ill.) Evening News, is now society editor of the New York American.

W. D. Finley, formerly on the staff of the Spokane (Wash.) Spokesman-Review, and later an official with the Spokane Chamber of Commerce, has been appointed to act as secretary-commissioner for the Associated Boards of Trade of Southern Alberta.

Herbert C. Parsons, founder and owner of the Greenfield (Mass.) Recorder, has become associated with the editorial staff of the Boston Christian Science Monitor.

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.

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

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. 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.

BUSINESS OPPORTUNITIES

G. S. WYCKOFF, Newspaper Auditor, Appraiser, Systematizer, Financial Adjustments. Strictly A1 confidential service. Newspapers and Magazines privately bought and sold for clients. 72 Isabella Ave., Newark, N. J.
WANTED—Editorial writer on a New Jersey afternoon Republican paper; high class, conscientious man; salary \$35, to right man. **ELIZABETH JOURNAL**, Elizabeth, N. J.

NOW IS A GOOD TIME

to buy a publishing business. Several good chances available. **HARRIS-DIBBLE COMPANY**, 71 West 83d St., New York, N. Y.

SUCCESSFUL EASTERN

evening daily. Annual business over \$84,000; net profit over \$9,000. One-half or less will be sold to an experienced publisher competent to take full charge of business end; \$15,000 cash necessary. Proposition F. L.

G. M. PALMER

Newspaper Broker
277 Broadway, New York

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per word; Display, 10c. per Agate Line.

POSITION AS CIRCULATION MANAGER WANTED

By capable, industrious man of thorough, practical experience.

At present connected with daily paper that has over 50,000 daily, 80,000 Sunday, paid circulation. Address "EFFICIENCY," care 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.

YOUNG NEWSPAPER MAN.

familiar with editorial and advertising departments, desires to locate on the Pacific Coast; would represent one or more eastern publications or give his time to a local publication. This is an opportunity to secure the services of a wide-awake, resourceful worker. **ROBERT S. ROSS**, 110 State St., Albany, N. Y.

HELP WANTED

WANTED.

March 1st, or later, competent foreman capable of making up 10 to 16 pages on afternoon paper in Central New York, looking after copy and directing work of shop; must be temperate and furnish good references. Address "FOREMAN," care THE EDITOR AND PUBLISHER.

WANTED.

Circulation Manager of established reputation for ability, energy and results on morning newspaper in Southern city of over 100,000 population. Morning newspaper experience essential. Give your full record, references and salary desired in first letter. Address "RESULTS," 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.

FOR SALE.

Publishers' Representative having good list of publications, desires to sell out on account of sickness. Exclusive territory. Big discount for immediate sale. "M. D. Q.," care THE EDITOR AND PUBLISHER.

The Arcadian Recorder, Halifax, N. S., celebrated its one hundredth anniversary on Jan. 16.

A REBEL CARTOONIST.

Ryan Walker Strikes Out Against Society's Wrongs with a Voice of Thunder and a Hand of Steel.

Ryan Walker's work is his best biographer, and in it we see the man mirrored, strong and true. His is a rebellious spirit, rebellious against the crying evils which to-day stain our civilization and menace our progress. Not only are our wrongs pictured vividly in Mr. Walker's cartoons, but he furnishes us with a plan—according to his philosophy—which will prove an antidote, eliminating the present burdens of society.

Embracing this fine ideal of a perfect social order in the future, Mr. Walker is not pessimistic, but like others who are engaged in the same work with himself, he sometimes grows impatient at delay, and his cartoons cry out his unrest in a voice of thunder.

Especially does he throw the searchlight upon hypocrisy and graft, exposing them in their nudity. The protection of the strong at the expense of the weak is a subject which he has dealt with mercilessly.

He is big-hearted, open-handed and sympathetic. He recognizes no one nation above another. The world is his country. He does not discriminate in the matter of race. All men are his brothers. "Until the Golden Rule becomes our common law and is observed by every man and woman, the world cannot have justice, and without justice the world is unfit for the children of men." So says Mr. Walker.

BEGAN CAREER IN THE WEST.

His career as an artist began in the West. His first work was done when he was in his teens and consisted of making "ad cuts" for a morning paper. He drew pictures of everything from a mouse trap to a wind-mill.

One day, after completing what was at the time his masterpiece—an elaborate dining room set for an advertiser, he boldly asked to be promoted. The thing he wished most to do was to create a design to appear at the top of the Society Column in the Sunday issue of the paper.

The editor was kind, and the youthful artist set himself to realize his dream. Several days later he carried to the Sunday editor a drawing of a snub-nosed, wild-haired, cherry-mouthed girl in chorus costume, carrying a banner on which was the word, "Society." It goes without saying that the editor could not agree with him as to the appropriate place for the wind-blown chorus girl, but he brutally said she should not caper across the top of his "Society Column."

A SHIP THAT SAILED BACKWARDS.

But the "ad cut" days were soon over and young Walker evolved into a full-fledged political cartoonist. One of his first efforts in this line was a ship at sea, bearing certain politicians. The vessel was sailing backwards. But it was not till some days after the publication of the picture that a brother artist whispered to the cartoonist of his error.

In consequence, Ryan Walker avoided the editorial staff for several weeks, coming and going by means of four flights of dark stairs. When at last he



RYAN WALKER,
CARTOONIST AND LECTURER.

ventured to use the elevator again, the editorial staff greeted him as of old. Evidently that august body had not noticed the peculiar conduct of Walker's ship.

These interesting events took place in Kansas City, Mo., and the paper responsible for the backward sailing ship was the Kansas City Times. With that paper Mr. Walker remained till in his early twenties, at which time he went to St. Louis to fill the position of cartoonist on the St. Louis Republic. After three years with the Republic, he resigned and went to Boston, where he spent one winter. While there he contributed regularly to Life and one of the Boston morning papers. But having become a sort of journeyman artist, so to speak, he decided to try his luck in New York.

BECAME A FREE LANCE.

During several years that followed, Mr. Walker free-lanced, contributing to daily papers and weekly and monthly magazines, the publications using his cartoons and caricatures included the Mail and Express, the New York Times, Life, Judge, the Bookman, the Arena Magazine, the Twentieth Century Magazine, the Telegraph and others.

Some few years ago he became associated with a newspaper syndicate lo-

cated in Baltimore, turning out a vast amount of work. During the last Presidential campaign he furnished to the syndicate eighteen cartoons weekly, besides a number of sketches.

Following a break-down in health six months ago, he severed his connections with the Baltimore concern, and arranged to furnish cartoons to two Socialist weeklies, the Appeal to Reason and the Coming Nation.

At present Mr. Walker is giving a series of chalk talks along political lines. His booking takes him into every city and town of importance in the country, and his tour will run well into the summer. But he finds time while traveling to make his regular weekly cartoon.

Breakfast to John A. Hennessy.

The staff of the New York Press entertained John A. Hennessy, former managing editor of that paper, at the Press Club early Sunday morning. The members presented Mr. Hennessy with a hunting outfit, including a fine shotgun with exquisitely engraved lock plates. James C. Garrison, managing editor of the Press, made the presentation speech. A breakfast and an entertainment followed.

OBITUARY NOTES.

SOLOMON W. JOHNSON, eighty-three years old, president of the American News Co., died of pneumonia at his home in this city last Sunday. Mr. Johnson was born in the Catskill Mountains, and moved to New York when a boy. He sold papers and had charge of a newspaper route for the Herald. Later he rented a shop at 22 Ann street and sold a variety of publications. From this he branched into the wholesale business, and became one of the founders of the American News Co., with John Hamilton and Henry Dexter.

W. N. HUSE, one of the best-known newspaper men in Nebraska, and for 24 years editor and publisher of the Norfolk Daily News, died Jan. 13 after a long illness. He was fifty-five years old.

KNUTE E. EDWARDS, president of the American Contractor Publishing Co., died last week in Chicago. He was born Feb. 21, 1853, and was connected with the American Contractor for about thirty years. He returned recently from a trip through the principal European capitals.

ROBERT W. GAUSS, sixty-one years old, an editorial writer on the Denver Republican for twenty-eight years, died of heart disease Sunday in his apartments in that city. He left instructions that his brain be weighed, photographed and analyzed for the benefit of science.

JAMES MILLER, who was secretary of the Harrisburg (Pa.) Telegraph Co., from 1863 to 1910, died on Jan. 16 in his seventy-eighth year.

FRANK W. LORDAN, sixty-five years old, died at his home in Buffalo last week after a two weeks' illness. He was formerly sporting editor of the St. Louis Republic, and was employed by the Buffalo Courier for years.

JOHN A. LOUT, former editor of Tarrytown, N. Y., newspapers, died suddenly at Florissant, Mo., on Jan. 17. He was seventy years old, and had been a newspaper man all his life.

Sun Adopts New Ad Department.

The New York Evening Sun established on January 20, in its advertising columns, a new feature in the form of an investigated employment department for help wanted in all classes, all replies to which will be fully investigated without additional charge for the benefit of advertisers. Mrs. Mary Hutton Pell, president of the Bureau of Social Requirements, is in charge of the department, which will have the co-operation of her agency in the investigation of the applicants.

McCann Company's Detroit Office.

The H. K. McCann Co., advertising agents, has opened offices in the Boyer Building, Detroit, to cover the Middle West field. Gleeson Murphy, formerly assistant to the president of the General Motors Co., and Fred M. Randall, recently manager of the Detroit office of the Charles H. Fuller Co., are in charge of the Detroit organization.

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives

Chicago
Peoples Gas Bldg.

New York City
220 Fifth Avenue

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

News League of Ohio

Average Daily Circulation for year ending Dec. 31, 1912.

Dayton News, 31,738
Springfield News, 11,542

During the year the Dayton News carried in Foreign Advertising 1,224,856 lines, or within 16,366 lines as much as all other Dayton papers combined.

The Springfield News carried 1,077,552 lines of Foreign Advertising, or 583,842 lines more than the other Springfield papers. It pays to use the News League. Combination rate, 6c. a line.

News League of Ohio, Desk N, Dayton, O.
New York—LaCoste & Maxwell, Monolith Building.
Chicago—John Glass, People's Gas Bldg.



PROGRESS

of a most phenomenal year is closely linked and identified with Pittsburgh's progressive newspaper—in the great Pittsburgh district—

THE PITTSBURGH POST

(Every Morning and Sunday.)

The annual gains in advertising and circulation attest a remarkable record by a paper that gets in with the people.

EMIL M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. CHICAGO.

TRY CENSORSHIP PLAN.

How Spokane Ad Club Has Saved Local Merchants \$75,000 the Past Year—Outline of the Method Employed—Other Pacific Coast Organizations Follow Suit—How Co-operation Prevents Ad Schemes.

The Spokane Ad Club early last year adopted a censorship plan of advertising that has proved of such practical value that other Pacific Coast clubs have taken it up with excellent results.

The censorship committee, which consists of three active members who are buyers of space, is elected by ballot. The duty of this committee is to examine and pass upon all advertising plans presented by publishers or promoters seeking the patronage of the members of the club, and to authorize the secretary to issue certificates to those whose plans are approved.

The censorship committee exerts every possible influence to eliminate fake and fraudulent advertising schemes of every kind and, where possible, assists the legal departments of the city, county, State and National Government in punishing the promoters of illegal schemes.

WHAT THE COMMITTEE DOES.

The committee does not concern itself with legitimate mediums of established value—like newspapers, billboards, street-car cards, etc. Its work lies chiefly in the field of novelty schemes, programs, church, lodge, society and club booklets and programs, special publications, gift and voting contests, and the hundred and one other so-called advertising schemes not included in the list of legitimate mediums and which, in the main, are fraudulent or, at least, of questionable value.

WHAT THE SECRETARY DOES.

The secretary of the club is secretary of the committee, and to him all applications must be made; the members of the committee keeping themselves in the background as much as possible.

The Spokane plan works this way: When a solicitor or promoter approaches a member of the club with a proposition, he is at once asked if he has the approval of the Ad Club. If he has, he gets a hearing; if not, he is referred to the secretary of the club who furnishes the applicant with a blank form to fill out, containing these points: Character of medium, size and number of pages, circulation and publisher or printer, number of copies contracted for, method of distribution, rates in detail, date and frequency of publication, and personal and financial references.

The secretary also, by careful questioning, secures such other information as can be obtained and the character of the scheme makes necessary.

The secretary immediately places this information in the hands of the chairman, who calls a meeting of the committee, and the proposition is as thoroughly gone over as possible. In most cases it can satisfy itself as to the merits of the case at once—granting approval or declining to do so.

When necessary, more time is taken and often the applicant is asked to meet the committee and go over the matter. Frequently the committee suggests changes that will make the medium or scheme desirable, or insists on a readjustment of rates, etc. The whole aim is to give every applicant a fair deal; but to see that club members get what they pay for.

Up to date the committee has approved of almost as many plans and publications as it has declined to approve.

Co-operation of the members is, of course, voluntary, but none the less hearty. Most of the members refuse to consider any proposition or to give its solicitor a hearing unless he shows the club certificate. These certificates are issued by the secretary of the club over his signature when the application is returned to him with the signatures of the committee approving the same.

You will note that the applicant does business with the secretary only. The

secretary acting in a clerical capacity only. This avoids arguments and prevents the promoter running to the committee members, trying to fix things. The secretary simply secures the applications and reports the decision of the committee to the applicant.

The committee does not brand any scheme as fraudulent. It simply "declines to approve." The result is the same, as far as club members are concerned, but might be vastly different if taken into court.

Naturally, the club certificates of approval are highly valued, since they assure the holder a hearing in the offices of nearly 500 men in every line of business in the city.

The committee has the hearty co-operation of the management of all legitimate advertising mediums in the city and also of the printing houses, some of the latter going so far as to refuse to make an estimate for a promoter until he has the approval of the committee.

Every member of the club, active and associate, has in his office, or on his desk, a 3 x 5 crystalloid office sign, which reads as follows:

ASSOCIATE MEMBER
SPOKANE AD CLUB
All Advertising Solicitors
Must Present
Proper Credentials
from the Above Organization.

The advertising solicitor with a scheme that has not been approved by the censorship committee, seeing this membership card in the office of every firm he calls upon, soon finds it useless to go further with his scheme. It is particularly effective in putting an end to the many college, lodge, church programs, etc.

CHILDREN'S SCHOOL PAGE.

Toledo Times Introduces a Feature That Proves a Winner.

A novel and effective plan for interesting children and their parents in a newspaper is being successfully tried out by the Toledo (O.) Times, of which George W. Dun is publisher. Every editor knows that it is difficult to get and hold the interest of children for any length of time. In casting about for a feature that would appeal to the youngsters many were considered, and a few tried by the Times, but none proved satisfactory.

The feature that was finally hit upon was the school page, which appears in each Sunday issue of the Times. Under the plan adopted an entire page of the Sunday Times is given over to the children of the eighth grade of the various city schools, one school being represented each week.

An editorial staff, consisting of five children, is chosen by each school to edit the page in turn. They write all the copy or get other children to help fill the page, and when the matter is in type, on Thursday afternoon, they go to the Times office and make up the page under the direction of the paper's editors. The choice of pictures is left entirely to the youngsters.

No page in the Sunday issue of the Toledo Times is read with such great interest, both by children and grown-ups, as the school page. Parents are, of course, interested in the work of their children and that of their young school friends. The effect this new feature of the Toledo Times has had on circulation has been of a stimulating character. R. C. Patterson, the business manager of the Times, declares that no scheme to arouse general interest in the paper has met with such a hearty reception by the people of Toledo.

New Paper Covers Parcel Post Zone.

The Columbus (Ga.) Ledger began on January 15 the publication of a morning edition designed especially to cover the rural sections in the Columbus zone, parcel post.

PRESS ASSOCIATIONS.

The following officers were elected at the annual meeting of the Massachusetts Press Association, held in Boston last week: President, Thomas Leavitt, Dorchester Beacon; vice-presidents, William White, Mansfield News; Robert S. Osterhout, Hudson News, and Albert Vitturi, Beverly Times; secretary, William J. Heffernan, Spencer Leader; treasurer, John Temperley, Town Crier, Newton; auditor, J. A. Lodge, North Shore Breeze, Manchester; historian, Charles C. Doten, Plymouth.

The winter meeting and luncheon of the New Jersey Editorial Association will be held at Trenton on Feb. 3. A number of important matters of interest to newspapermen will be considered and the speakers include President-elect Woodrow Wilson and Chester S. Lord, managing editor of the New York Sun. It is planned to have every member of the legislature present on this occasion.

The Maine Press Association will be fifty years old this year, and the anniversary exercises will be a feature of the annual meeting to be held in Augusta Jan. 29 and 30. A banquet will be given and an interesting program provided, as well-known editors and prominent public officials have accepted invitations to address the members and their guests.

The North Dakota Press Association closed one of the most successful meetings in its history last week. About eighty newspapermen were present and elected the following officers: President, P. R. Trubshaw, Cooperstown; vice-presidents, C. D. Colcord, Minot; Ed. L. Richler, Larimore; R. J. Hughes, Wahpeton; secretary, H. E. Holbein, Lansford; treasurer, Harry M. Case, McVillage, Grand Forks was selected as the place for the 1913 summer meeting and Bismarck for the annual meeting in January, 1914.

Members of the Wolverine Press Association to the number of seventy-five gathered in the Hotel Griswold, at Detroit, Mich., Jan. 17, for a banquet which wound up the annual meeting of the organization. In the afternoon the annual business session was held, and addresses were made by Henry J. Allen, secretary of the Ben Franklin Clubs of America, on "Cost Systems for the Country Office," and A. D. Gallery, of the Caro Advertiser, on "Why My Banker Spends His Winters in Florida, and I Spend Mine in Caro." The annual election of officers resulted as follows: President, B. F. Browne, Harbor Beach Times; vice-president, Clifford Ward, Charlotte Tribune; secretary, A. D. Bragdon, Jr., Monroe Commercial; treasurer, A. D. Gallery, Caro Advertiser; publicity director, A. E. Gordon, Detroit. All were re-elections except the secretary, who succeeds Louis A. Cramton, of Lapeer.

The third annual convention of the Ohio College Press Association was held in Columbus last Saturday. Stephen C. Ladd, editor of the Ohio Wesleyan Transcript, was made temporary chairman, and Roger F. Steffan, editor of the Ohio Star Lantern, temporary secretary. Professor H. F. Harrington, of the Ohio State University Department of Journalism, was the toastmaster at the banquet, and short talks were made by Colonel E. S. Wilson, Ohio State Journal; Charles Speaks, Ohio State Lantern; John Schultz, Ohio Wesleyan Tran-

Six-Point League Luncheon.

The Six-Point League held its January luncheon at the Victoria Hotel, New York, yesterday. The speaker was H. C. Brown, advertising manager of the Victor Talking Machine Co. A report of his address will be printed in these columns next week.

Becomes Editor of St. Paul News.

H. B. R. Briggs has been appointed editor of the St. Paul Daily News, succeeding W. G. McMurchy, who takes charge of the Washington bureau of the Clover Leaf Publications. Mr. Briggs began active work as a printer's devil on a country weekly in South Dakota. He was for two years news editor of the Cleveland News and spent another year on a desk with the New York Journal. Later he became editor and part owner of the Kalamazoo (Mich.) Telegraph, and then went to Europe as a free-lance correspondent, returning in 1910 to join the Newspaper Enterprise Association.

Linotype Bulletin at Its Best.

The December number of the Linotype Bulletin, published by the Mergenthaler Co., consists of thirty-two pages, in two colors, every line in the issue having been produced on the linotype machine and printed direct from the slugs. The Bulletin is an excellent example of what may be done by linotype composition, and this number, in improved and enlarged form, makes a fitting close to Vol. VIII., Jan. to December, 1912. Printers and operators will find much information of interest in the complete index for the year on the last pages of this number.

A Comprehensive Review Number.

The annual review number of the Textile Manufacturers Journal, which appeared Jan. 11, contained a comprehensive summary of the year's activities in the industry and a wealth of material on recent developments in the textile and allied trades. The reading matter is abundantly supplemented by colored inserts, two-color page ads, and a variety of other advertisements, making a volume of 384 pages. The cover carried an artistic design and the general make-up and typography was both pleasing and effective.

Leader in General Advertising

In 1912 The New York Times, six days in the week, deducting Want advertisements, led all other New York morning newspapers in the volume of advertising, publishing one million one hundred and thirty-six thousand six hundred and thirty-one (1,136,631) agate lines more than the next newspaper.

	Agate Lines
The New York Times,	5,784,285
Second Newspaper,	4,647,654
Third " "	3,836,437
Fourth " "	3,320,675

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

YOU MUST USE THE LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - 120,000

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

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 VREDENBURGH 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!

The Seattle Sun, the new evening paper, to be launched in that city Feb. 3, will be housed in a new six-story building now being constructed.

WATERSON'S NEW SECRETARY.

He is G. E. Johnson, for Forty-two Years on the Courier-Journal.

"Born under a printer's case," is an expression frequently used in describing the newspaper experience of G. E. Johnson, recently promoted from circulation manager of the Louisville Courier-Journal and the Times to the position of confidential secretary to Henry Watterson. The expression almost fits, as Mr. Johnson began work in a printing office when only eleven years of age, after serving an infantile apprenticeship as newsboy and carrier on an afternoon paper.

Mr. Johnson was born in Louisville Sept. 9, 1859, and in 1869 his parents moved to Charlestown, Ind., where



G. E. JOHNSON.

shortly afterward he went to work as "printer's devil" on the Clark County Record. Two years later he started as a compositor on the Courier-Journal. He was so small he had to stand on a type-box to reach the printer's case, but his arms were long enough to reach the type boxes, and his fingers nimble enough to pick up the type. He remained in the composing room about twelve years.

In 1882 Mr. Johnson had a severe spell of inflammatory rheumatism, which took the nimbleness from his fingers. When able to return to work, the late W. N. Haldeman, president of the Courier-Journal Co., put him in the local department of the paper as railroad reporter. After a year or so at this he became a special reporter, doing important assignments. His next change was to the telegraph editor's desk, as chief telegraph editor. He was then made temporarily city editor, then night editor, and assistant managing editor.

About 1889 Mr. Johnson was placed in charge of the Weekly Courier-Journal as editor and manager. He devised and put on a guessing contest, offering \$10,000 in gold to the reader who could guess closest to the total vote that would be cast for all candidates for President in the election of 1892. The contest was practically the first of the kind ever conducted on a big scale—and it made a tremendous success, from a circulation as well as a financial standpoint.

In 1899, Johnson became circulation manager of the Courier-Journal and The Times. His first big "stunt" in this position was the trip to Europe contest, conducted in 1906. Thirty young women were sent abroad for a two-months' trip, Mr. Johnson accompanying the party. This contest was also a big success.

Twelve years of the eternal grind in the circulation department earned a reward, so with the first of the present year, Johnson was made confidential secretary to Mr. Watterson.

Mr. Johnson has been a member of the International Circulation Managers' Association for twelve years.

He succeeded as general circulation manager of the two papers by H. V. Bomar, who for the past seven or eight years has had charge of city circulation under Mr. Johnson.

Inherits a Newspaper.

William A. Shaw, editor and owner of the Grandville (Mich.) Weekly Star, has inherited the Newaygo (Mich.) Weekly Republican from his brother, Edwin O. Shaw, who died January 4, following an attack of pneumonia. The surviving brother will run both publications.

Holmes Now with Wilberding.

M. B. Holmes, who was for two years employed as a solicitor by the E. Katz Special Agency, and was at one time associated with the Frank Seaman Agen-



M. B. HOLMES.

cy, is now connected with the soliciting staff of J. C. Wilberding, the well-known special representative. Mr. Holmes is a young man of unusual merit, and possesses a very strong personality, which has enabled him to make a host of friends among the advertising agents and general advertisers in this territory. He will undoubtedly prove a very strong acquisition to Mr. Wilberding's organization.

Iron Age Record Review Number.

A volume of 624 pages, containing 494 pages of advertising, is the remarkable record established by the Annual Review Number of the Iron Age, which appeared Jan. 2. This is one of the largest numbers ever issued by a trade or technical paper and establishes a precedent in trade journalism not only in size, but in character and quality of the ads. The year's progress and the developments in the iron and steel industry are fully reviewed in this number.

Sproul Resigns as Publicity Editor.

A. E. Sproul, who has been acting as publicity editor of the Advertising Men's League of New York for some time, on account of pressure of private business, has resigned, and William E. Irons, connected with the Oswald Press, 25 City Hall Place, has been appointed his successor. In accepting Mr. Sproul's resignation, W. H. Ingersoll, president of the League, expressed on behalf of the League, his "sincere appreciation of the splendid service you have rendered" and regret that he was to give up the work.

What an Eight-Year Reader Says.

Z. V. Williams, publisher of the Waycross (Ga.) Daily and Weekly Journal, in renewing his subscription for two years writes the EDITOR AND PUBLISHER as follows:

"I have been a reader of the EDITOR AND PUBLISHER for eight years and would hardly know how to get along without it. I believe you are justified in raising your subscription price."

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

Said a New York City agency Man—"I never considered a morning paper in Albany, N. Y., but I'm using THE KNICKERBOCKER PRESS now."

Circulation 33,000

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

THE DEMOCRAT

Nashville, Tenn.

The Democrat is alive and growing

Ask

THE JOHN BUDD CO.

New York Chicago St. Louis

Fire entirely destroyed the plant of the Barron (Wis.) County News last week, causing loss of \$3,500, covered by insurance.

LIVE AD CLUB NEWS.

The members of the Spokane Ad Club were entertained at luncheon by the Spokane Falls Gas Light Co., Jan. 8, at its offices in Monroe St. From twelve until two o'clock business was suspended and the doors of the big concern closed to the public. Biscuits, mince pies and other good things were baked in gas ranges before the eyes of the guests and served piping hot. Speeches were made by F. M. March, president of the Bank of Commerce; Thomas Hooker, business manager of the Spokane Chronicle, and S. B. Dennis, a local capitalist. Thirty new members were taken into the club, thus raising the list to the five hundred mark.

Theories about the abolition of competition and "exploitation of fellow men" were given severe raps by two speakers at the weekly luncheon of the Cleveland Ad Club. Walter H. Cottingham, president of the Sherwin-Williams Co., who talked on the "Value of Competitions and Friendly Rivalry in a Sales Organization," declared that competition is not only the "life of trade, but the soul of progress." He outlined the reward plan used throughout the departments of his company. Hayden Eames, a former naval officer, declared that scientifically a division of labor is absolutely essential to the progress of a nation.

The members of the Utica (N. Y.) Ad Club voted last week to join the national association. Officers were elected for the ensuing year as follows: Mayor Frank J. Baker, president; John Maher and A. M. Dickinson, vice-presidents; Frank D. Westcott, treasurer. The principal speaker of the evening was A. C. Barker, of the Savage Arms Co., who spoke on "The First Requisite of Advertising." His address was full of sound advice and received the close attention of the members.

The executive committee of the Omaha Ad Club has declared the recent election of Robert E. Manley as president, invalid, and now the ad club will hold a new election of all the officers, including the directors. The committee has ruled that the constitution makes no provision for writing in the name of a candidate on the ballots, and that the secretary erred in leaving blanks for written-in names. Edwin T. Swobe was the caucus nominee and Manley's election was brought about by writing his name in on the ballots.

Advertising men from many cities will gather in St. Louis, March 11 and 12 at the meeting of the Southwestern Division of the Associated Advertising Clubs of America. The Advertising Men's League of St. Louis will be host to the visitors who will come as delegates from Kansas City, Oklahoma City, Dallas, San Antonio, Denver, Omaha, Memphis, Nashville and St. Joseph.

Richard Haughton, advertising manager for Farm and Ranch, and Holland's magazine, was elected president of the Dallas Ad Club last week. Other officers are: Capt. H. W. Kinnard and I. I. Lorch, vice-presidents; W. R. Patterson, secretary-treasurer, and H. D. McBride, Fred E. Johnston, Shirley M. English, directors. Following the election the members were entertained by several actors from a local vaudeville show.

About thirty advertising men from Hartford and vicinity met at the Hartford Club on Jan. 16 and made preliminary arrangements for the organization of a permanent ad club. Officers were elected as follows: President, Walter C. Faxon, vice-president of the Aetna Life Insurance Co.; vice-president, J. B. Comstock, of New Britain; secretary, Arthur C. Hurlburt, of Colt's Patent Fire Arms Manufacturing Co.; treasurer, William B. Green of the Billings & Spencer Co.

The Houston Ad Club is carrying on a whirlwind membership campaign with a view to sending a strong delegation to the convention at Baltimore next June. A report of the treasurer shows that the club has a balance of about \$1,000 in a local bank, available for sending the delegation to Baltimore. The regular educational program was led by V. B. Leonard, who made an interesting talk and brought out some highly instructive points by discussing the merits of a number of advertisements taken from Houston daily papers.

More than thirty members of the Worcester Publicity Association listened to an interesting talk by Howard W. Dickinson, of the George Batten Co., on "Advertising As an Investment," at their luncheon last week. Mr. Dickinson spoke on his experience as an advertising manager on periodicals, and his address proved both entertaining and instructive. Vice-president Walter L. Chandler of the club presided.

The Los Angeles Ad Club, which is but a year old, has grown at a very rapid rate and already has 220 members. The election of officers, which took place last week, resulted as follows: Ernest Ingold, president; Roger M. Andrews, first vice-president; H. L. Stilwell, second vice-president; Harold Janss, third vice-president, and William G. Adams, secretary and treasurer.

OUTLAWRY DOOMED.

General Otis Sees Prospect of Honest and Law-Abiding Union Labor.

General Harrison Gray Otis, editor and publisher of the Los Angeles Times, now in its splendid new home, built on the spot where stood the original building which was destroyed by dynamite, October, 1910, by the McNamaras, had this to say of the sentences imposed recently upon the thirty-three labor union officers implicated in the dynamite outrages:

"A great chapter of the history beginning at Los Angeles has just been written at Indianapolis. Another will be the chronicle of the march of honest and law-abiding union labor by regiments and brigades away from the Gompers flag of intimidation, destruction, violence and sudden death. "The propensity of men to organize is not to be opposed or gainsaid, but organized outlawry cannot persist in America."

TO ACT ON CHANGE OF NAME.

American Trade Press to Become the New York Trade Press Association.

The board of directors of the American Trade Press Association took action at their last meeting, on Jan. 10, looking toward a proposed change of the name of the association to the New York Trade Press Association. An amendment to the Constitution to this effect has been proposed and will be voted on at the meeting at the Hardware Club on the evening of Feb. 14. As the American Trade Press Association is a local association, some of the members and officers have thought its present name implies a more national scope than is in keeping with the nature of the organization.

The dates of the meetings for the year are as follows: Feb. 14, March 14, April 11, May 16, Sept. 19, Oct. 17, Nov. 14. The meetings will be held at the Hardware Club, 253 Broadway, dinner being served at 6:30, and the work of the evening at 7:30. Speeches are limited to three-quarters of an hour. From time to time other cognate associations will be invited to attend the meetings.

Must Study Stenography.

The practical value of shorthand has again been emphasized in the fact that it has been made a requisite subject of instruction in the School of Journalism conducted under the auspices of Columbia University, New York.

THE BALTIMORE CONVENTION.

Eastern Division Has Engaged 250 Rooms for Its Delegates and Friends.

ASSOCIATED FARM PAPERS,
New York, Jan. 21.

THE EDITOR AND PUBLISHER:

The On-to-Baltimore Committee of the Eastern Division is making very favorable progress. There seems to be more interest taken in the 1913 convention than there ever has been in any of its predecessors, and this interest is shown all along the line.

The committee, under the able chairmanship of Carl E. Ackermann, has secured actual reservation for 250 rooms at the best Baltimore hotels, with headquarters at the Hotel Emerson, where we have, in addition, the grand ballroom as a general assembly room for the Eastern Division.

A definite itinerary will be issued just as soon as the Baltimore committee makes positive announcement of their plans. It is fully expected that the delegates from the Eastern Division will number considerably over 2,000 with at least 1,000 from New York City.

If there is no disappointment in the present outlook, it is probable that special arrangements will be made for two trains—one over the Baltimore & Ohio and another over the Pennsylvania—in addition to which there will be the splendid trip by boat as outlined by the Pilgrim Association of Boston.

It is urgently requested that members intending to make this trip make their desires known at the earliest possible date, in order to avoid dissatisfaction at the assignments of quarters in Baltimore, and in order to make the work of the committee as light as possible.

Full information can be secured either from the local secretary or by addressing Carl E. Ackermann, 42 East Twenty-third street, New York City.

Yours very truly,

S. E. LEITH.

Sale of Crawfordsville Review.

After being publisher of the Crawfordsville (Ind.) Daily Review for four years, G. H. D. Sutherland has sold his interest in the paper to B. T. Merrell, of that city and has retired as its president and manager. The Review has had a successful career and is one of the leading county dailies in Indiana. Mr. Sutherland was formerly publisher of the Ypsilanti (Mich.) Daily Press and gained his early experience on the staff of the Detroit News.

Mr. Orr Entertains at the Plaza.

William R. Orr, publisher of the Detroit Saturday Night, entertained a jolly party at dinner at the Plaza on the evening of the opening of the automobile show. His guests were Thomas E. Dockrell, the advertising counsellor; L. A. Van Patton, advertising manager of the American Locomotive Co.; Harry Ford, assistant general manager of the Chalmers Motor Car Co.; C. C. Wingham, advertising manager of the Hudson Motor Car Co., and Charles Steel, of the Carl Green Advertising Agency.

The Chicago American announced last week that hereafter it will print no whiskey advertisements.

Advertising Forum Opens Jan. 29.

The opening session of the fourth year of the West Side Y. M. C. A. Advertising Forum, New York, will be held on the evening of Jan. 29. The speakers are E. St. Elmo Lewis, advertising manager Burroughs Adding Machine Co., Detroit, on "The New Dispensation in Advertising," and Herbert N. Casson, advertising and efficiency expert, on "Advertising Measured by Efficiency Standards." The Forum gives an opportunity for men engaged in advertising work, and those interested in allied lines of business, to hear the inside story of the practical solution of advertising problems by well-known experts in the ad field. There will be fifteen Monday night meetings at which men of national prominence will speak. The opening session is free to the public.

The Hollands Coming to New York.

Col. Frank P. Holland, publisher of several farm papers at Dallas, Tex., and his son, Frank P. Holland, Jr., are expected to arrive in New York next week. The advertising men of New York who attended the A. A. C. of A. Convention last May will be glad to greet once more two of Dallas' representative citizens who contributed so much to their enjoyment while in that city.

Mead in Charge of Cox Paper.

Governor James M. Cox, of Ohio, has placed in charge of his newspaper properties at Dayton and Springfield Richard B. Mead, secretary, treasurer and business manager of the Dayton Daily News.

TURNER'S BULLETIN

Nearly 300 Advertisers
await Circulation Examinations signed by

C. GODWIN TURNER
Mgr. & Actuary

Data Cir. Audit Co. Newark, N. J.

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

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.

HANDLING THE MOTOR SHOW.**New York Dailies Gave Ample Space to News of the Automobile Industry.**

The New York newspapers have devoted considerable space this week to informing the public as to what is going on in the automobile industry. The automobile show at Madison Square Garden and Grand Central Palace has been the source of much copy in the news columns and special signed articles by high officials of the various automobile companies have dealt in a popular and interesting manner with recent developments in the trade.

A writer in one of the New York dailies believes that the manner in which the press has covered the present auto show will stimulate great interest in the motor car industry. He declares that this publicity is a kind of service on the part of the newspapers that will have a desirable influence on the amount and character of the advertising.

Another correspondent makes note of the goodly number of press agents that were to be found at the show and who devoted their energies to deluging the newspapers in the good old-fashioned way, with free advertising, reading notices and "news" items. Inquiries among high officials of the various auto companies have elicited the information that they were far more interested in the results secured from the work of their regular advertising writers than in these publicity notices. It is noted, also, that, only authoritative articles by men high in the councils of the trade have been permitted place in the news columns and automobile departments of the metropolitan dailies.

The newspapers have realized that there is a "news" interest in the stories covering the various phases of this gigantic industry and are catering to the demands of their readers by giving ample space to the news of the field. The potential value that lies in this publicity will, it is believed, find practical expression in increased sales and greater advertising.

NEW AUTOMOBILE SECTION.

R. S. Grable, of the World Color Printing Co., St. Louis, Mo., is en tour of the principal cities of this country and Canada, in the interest of an automobile feature section. The beautiful designs in cuts and embellishments for news and advertising pages were recently used by the Cleveland (O.) Plain Dealer, which carried over 100 pages in a special issue, about sixty per cent. of which was good, clean display. To a representative of THE EDITOR AND PUBLISHER Mr. Grable said:

"I am selling the electros and mats of the most attractive auto cover page and unquestionably the most beautiful auto ads ever put out. Of course that's only one of the good things I'm showing—here's the seven-column daily comic strips, the unique and complete embroidery pattern service. Then I've got some crackerjack detective stories and fiction."

An Attractive Illustration.

The cut appearing on this page is a reproduction of the cover design of the Automobile Show number of the Detroit Saturday Night, which has come to be an annual event. For some years past this paper, which is a high class proposition printed on calendered paper free from objectionable advertising, and catering to the elite of Michigan and especially the territory adjacent to Detroit, has led all weeklies and monthlies in the county in volume of automobile advertising. This may be due to the fact that it is printed at the hub of the great auto industry as well as to the enterprise and initiative of its management.

Globe's New Feature.

The Marysville (Kan.) Daily News has suspended after a career of almost four years.

CHANGES IN INTEREST.

EMPIRE, Mich.—Andrew Johnson and Spencer Etheridge, Jr., of Grand Rapids, have purchased the Journal from Dayton Selby, for twelve years owner and editor of the paper.

WHARTON, Tex.—The publishers and owners of the Spectator have bought out the County Farmer, owned by O. W. Davis, and are organizing a stock company. Both papers have been consolidated.

HERRINGTON, Kan.—His health failing, S. M. Smith, editor and owner of the Sun, has sold the paper to P. W. Morgan and S. A. Lyne. Mr. Morgan was for many years head of the news service of the Kansas City Star.

CHURCH ADVERTISING PAYS.**Chicago Church Sends Out Letters to 1,000 Prospects with Good Results.**

"Selling old-time religion by up-to-date methods" is the system to be adopted by the Weaver Memorial Church of the United Brethren in Christ, at Kedzie and Dickens avenues. "Follow up" letters were sent out recently to 1,000 "prospects" for increasing the membership of the congregation. "What is the matter with the church? We are dwindling and dwindling and dwindling. Why?" asked the Rev. M. B. Leach, pastor.

"I'll tell you." The gray-haired deacons stared around at a young man.

AMERICAN HUMORISTS.**Mr. Lee Thinks the Writers of To-day Are Up-to-Snuff.**

James Melvin Lee, director of the Department of Journalism at New York University, contributes to the current issue of the Book News Monthly an entertaining article on "Some American Press Humorists," in which he discusses several recent books by well known writers. In his concluding paragraph, Mr. Lee says:

"The other day I was looking over some old copies of The Galaxy of the time when Mark Twain conducted its humorous department. I am willing to risk my reputation as a former editor of a humorous weekly that there are a number of press humorists to-day who are grinding out better stuff than Mr. Clemens put into his columns. This does not mean that the mantle of Twain has fallen on their shoulders, but that these newspaper men are serving their generation as well as he served his. If you doubt the truth of such an assertion, just look over these books."

SOME EARLY N. Y. NEWSPAPERS.**NEW ADVERTISING CONCERN.****Messrs. Hoguet and Hafley to Carry on a General Agency.**

Henry A. L. Hoguet and C. S. Hafley, both well known as general advertising agents, have organized a corporation known as Hoguet & Hafley, Inc., for carrying on an agency business. Mr. Hoguet, the president, who was formerly managing head of the E. T. Howard Advertising Agency, has handled the Waterman Fountain Pen, Bush Terminal, Lewis & Conger, Crouch & Fitzgerald, H. T. Dewey & Sons, and other prominent advertising accounts.

Mr. Hafley, the vice-president and treasurer, has been advertising manager of the Buffalo Forge and associated companies of Buffalo, N. Y.; advertising manager of Keuffel & Esser Co., Hoboken, N. J.; representative for Gaylord-Tucker Advertising Agency, Albany, N. Y.; manager of service department for Vechten-Warring Co., New York; Eastern manager for Class Periodical Co., Chicago, and until recently New York manager for the Barta Press of Boston, Mass.

Appreciative Employees.

The members of the Dallas (Tex.) News Employees' Association on the last day of 1912 held a special meeting at which resolutions were passed expressing their appreciation of the cordial relations existing between themselves and their employers and voicing their gratitude for the many evidences of a personal interest in the welfare of each employe which has been shown by the management, special reference being made to Mrs. Nettie T. Belo, C. Lombardi and George B. Dealey.

Baltimore Churches Use Big Ad.

A half-tone advertisement, inserted and paid for in the interest of the Federated Work of the Churches of Baltimore, was carried by the News of that city on Jan. 11. The headline read, "If No One Went to Church There Would Be No Church and Then"—and then follow a number of arguments calculated to bring the reluctant back into the fold. This ad is in line with the growing movement in the church toward the use of modern publicity methods in developing its prestige and influence.

Globe's New Feature.

The New York Evening Globe publishes two columns daily under the caption, "News of the Cities," giving the day's happenings of local interest reported by telegraph by the leading newspapers in this country and Canada.



AN ATTRACTIVE COVER DESIGN USED ON THE AUTOMOBILE SHOW NUMBER OF THE DETROIT SATURDAY NIGHT.

VIDALIA, Ga.—The Advance has been bought by the Rev. A. B. Cargyle, who assumes immediate management of the paper.

PLYMOUTH, Neb.—M. M. Falk, of Beatrice, has purchased the News.

HURLEY, S. D.—The Herald, owned and published by W. L. Fitch for the past eight years, has been bought by W. E. Brown.

WEST, Tex.—The West News Co. has bought the Times from the Times Publishing Co.

SHERIDAN, Ark.—Tom Graham has sold the People's Advocate to R. K. Adams, editor of the Headlight, who will consolidate both papers. Mr. Graham is planning to start a new paper on March 1.

ABILINE, Kan.—The Democrat, owned by J. E. Wallace, was purchased recently by Senator-elect J. W. Howe and consolidated with his paper, the News.

TOPEKA, Kan.—John K. McMullen, editor of the Ellinwood Leader, has purchased the Barton County Democrat from W. P. Feder.

PLAINFIELD, Wis.—Ernst Ingle, of Westfield, has purchased the Almond Press from Daniel Thompson, its proprietor for several years.

"You're just about 100 years behind the times. Nobody knows we've got a church. This place has simply come to be part of the landscape.

"I've got a hunch that if we'd do a little sane advertising we could place ourselves on the map again. If you care for my services in that direction, I'll be glad to do anything I can."

A few days later a printing press with a form 14 x 22 inches was installed in the basement of the church. The boys' Sunday class was converted into a class of little "devils"—printer's devils. A lot of circular-letters were printed. Each of the 150 surviving members of the church took ten of the letters and sent them to ten friends.

Last Sunday the church was packed, and chairs were placed in the aisles. Some of the old deacons who were skeptical about the application of modern business methods to old-fashioned religion were crowded out of their pews and had to stand in the doorway.—Chicago Tribune.

The Pittsburg Post has established a Parcel Post Information Bureau for the benefit of its readers who may desire information upon questions arising out of the use of the new service.

DOCKRELL'S ADVICE.

Tells 23d Street Ad Class Students That They Must Master Themselves Before They Can Hope to Favorably Influence Others—Urges Them in Self-analysis to Strike Balance Between Will Power and Ability.

Thomas E. Dockrell, advertising counsel, of New York, spoke before the advertising class of the Twenty-third Street Y. M. C. A. last Wednesday evening.

"Young men," said Mr. Dockrell, "know yourselves. Don't go through life hoping that somebody will make a mistake and pay you more than you are worth. We can and we must make ourselves what we are. This is not a new religion; it is not Christian Science, not New Thought; it is not original with me. It is an established fact. We alone answer for ourselves. I am thrown into positions where I have opportunity to observe very closely the manner in which men are handling their jobs; and it is surprising to me to find out how little effort the average man is putting into handling himself. You must know yourself.

THE LAW OF BALANCE.

"There is a universal law of balance, and we must have balance in man. You can change anything you want except me. I must change myself. We are beginning to find out new things about the human machine. We have found out that, after all, we are only machines. We have found out, too, that the man who is ninety per cent. genius and ten per cent. will power, doesn't reach the goal of the man who is fifty per cent. genius and fifty per cent. will power. The man who wins success knows himself, and knows himself well enough to keep his faculties in proper proportion.

"If we are strong on natural gifts or abilities, and weak on will power, then it is up to us to develop will power. If you are strong on theory and weak in its application, then it is up to you to develop the practical side of your make-up.

"Your mind is the machine that you are using to accomplish all your ends. Do you know anything about it? We have investigated the mysteries of science until they are no longer mysteries, and now we are beginning to find out that the same set rules that apply to the sciences apply to the operation of our minds. We are beginning to find out about ourselves.

SIZE UP ONE'S SELF.

"What I want to get at is that every man should know his strong points, and his weak ones. Our points of superiority are all we have to offer to the world. It is up to us to discover what they are. If a man is not strong on analysis, then why should he buckle down to analytical propositions? If he finds he has these powers and abilities, then let him work to develop them. The trouble with most of us is that we do not know our points of difference. We excel not on our points of similarity, only on our points of difference. What can our points of superiority be? Experience, perhaps, the ability to perceive clearly, perhaps; the power to analyze; or perhaps the ability of drawing analogies. When you have discovered your natural points of difference, then go to work to develop them.

"What is the advertising man? He is the fisher of men. That is your business. You know about types, about engravings, about the advertising agent, the solicitor, and about the value of the media you work with, the newspapers, magazines, the poster, and the street car ad. But you have learned these things only because you are out after men. You have the world to work on, but how are you going to get the people?

"You can't get everybody. Even the Bible didn't do that. How do the religions get the men? How does the social or the economic movement grasp and hold the attention and effort of the busy

man? How does the Socialistic orator hold his audience? How do such men as Ettor and Giovanni sway the mobs? Find out by studying. Find out how the vaudeville actor gets his lines across. What does he do that earns the applause of the orchestra chairs? What does he do that starts the feet stamping in the galleries? Study the methods of these men whenever you can.

"People are interested in their own problems. You can't expect them to be interested in yours. You must present yours so that the angle they see is the one that is applicable to themselves. You have got to talk about the thing that interests the other fellow. Not the thing that interests you.

"Success in the advertising field is not going to be in proportion as you write well, as you plan campaigns well, or as you solicit well only, but as you are able to influence public opinion, as you are able to bring people to the state of mind you seek, and to the action you desire."

Mr. Dockrell's talk was replete with interesting stories emphasizing his points of argument.

CIRCULATION NOTES.

Ross H. Welch, circulation manager of the Chicago Examiner, is enthusiastic over the results that are being obtained by its premium campaign. The premiums are of an unusually attractive character, and the people are gobbling them up very fast. Mr. Welch says that the circulation of the Examiner has never been in better shape than at present.

The San Antonio Express is running a \$6,000 booklovers' contest with prizes ranging from fifteen acres of land at Mission, Tex., valued at \$2,250, to \$100 cash.

The Johnstown (Pa.) Leader will start, on Feb. 1, a contest in the form of a spelling bee for the pupils of all the public schools of Cambria County. The paper will print fifty words each day for a period of fifty days, and from these 100 words are to be selected by the teachers and pronounced to pupils participating in the contest under conditions insuring absolute fairness. Twenty-five prizes, ranging from \$20 to \$1 will be awarded and, in addition, a silver cup will go to the school in which the winner of the first prize is a pupil.

To Entertain Circulation Managers.

An organization has been effected among the Cincinnati newspaper circulation managers for the entertainment of the convention of the International Association of Newspaper Circulation Managers to be held in Cincinnati June 10, 11 and 12, 1913, with the following officers: H. E. First, Cincinnati Enquirer, chairman; C. H. Motz, Times-Star, vice chairman; M. Levy, Post, treasurer; F. H. Saxton, Commercial Tribune, secretary. The convention expects to bring an attendance of from 200 to 300 people to Cincinnati from all parts of the United States and some from Canada.

Daily Ad Men's Club Election.

At its annual meeting in Shanley's Restaurant, Broadway and Twenty-ninth street, the Daily Ad Men's Club, an association of advertising men, officers for the ensuing year were elected, and plans for the betterment of the club discussed. Four new members were admitted. The officers elected were: Richard B. Adams, New York World, president; William J. Barrett, Brooklyn Times, vice-president; Harry Winter, Evening Journal, secretary, and Claude R. Abell, New York American, treasurer.

R. H. Cochrane, of the Cochrane Advertising Co., of Chicago, has severed his connection with the agency in order to take an important position with the Universal Film Manufacturing Co., New York.

THE
Deadly Parallel
TELLS THE
Chicago Story

Total Columns of Department Store Advertising for the Past Five Years

	EXAMINER	Tribune	Record-Herald
1908	3,680.27	6,000.72	2,906.72
1909	4,509.04	5,487.72	3,452.35
1910	4,157.14	5,300.84	3,274.77
1911	4,658.12	5,189.92	3,611.99
1912	5,084.70	5,004.42	2,981.71

It will be noted that the Chicago Tribune has lost in Department Store Advertising steadily each year for five years. And the Record-Herald isn't doing very much. The Chicago Examiner has gained steadily, excepting one year, for this period.

Total Columns of Display Advertising for the Past Five Years

	EXAMINER	Tribune	Record-Herald
1908	11,226.81	18,153.39	11,613.80
1912	18,746.57	20,745.48	13,417.64

It will also be noted that in Total Display Advertising the Chicago Examiner has gained each year for five years, while the two other newspapers are about where they were some years ago.

It is the force and energy
of the rising tide
in the

Chicago Examiner

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

TIPS FOR THE AD MANAGER.

Calkins & Holden, 250 Fifth avenue, New York City, are making contracts with a list of papers of smaller cities for Crowell Publishing Co., New York City.

J. C. Ayer, Lowell, Mass., is placing orders with newspapers in cities of 150,000 population or over.

Ballard & Alvord, 1328 Broadway, New York City, are handling the advertising for the Bolton Chemical Co., "Listogen," 256 West Twenty-third street, New York City, and are placing copy in selected sections where papers secure orders from the local druggists.

George Batten Co., Fourth avenue building, New York City, is again placing 1,900 one-inch orders with Mississippi papers for the German Kali Works, 42 Broadway, New York City.

Nelson, Chesman & Co., Times building, Chattanooga, Tenn., will place one-inch eight-time orders with Mississippi papers for N. L. Willet Seed Co., Augusta, Ga.

The Cowen Co., John Hancock building, Boston, Mass., and 50 Union square, New York City, is placing the advertising of the Lorillard Tobacco Co., Helmar Cigarettes, Jersey City, N. J., with a selected list of papers.

The George L. Dyer Co., 42 Broadway, New York City, is issuing new orders and some copy for the United Shirt & Collar Co., Lion Brand, New York City. It is also contracting for space in papers in the northeast of North Dakota and the northwest of Minnesota for Weyman-Bruton Co., Tobacco, 50 Union square, New York City.

The J. F. Singleton Co., Citizens' building, Cleveland, O., is placing the advertising for the Miami Cycle & Manufacturing Co., Middletown, O.

Street & Finney, 45 West Thirty-fourth street, New York City, are making contracts for the Chase Motor Truck Co., Syracuse, N. Y.

M. C. Weil Advertising Agency, 38 Park Row, New York City, will place some advertising of the Marlborough Hotel, Broadway and Thirty-sixth street, New York City, on a trade exchange basis for rooms only.

Williams & Cunningham, Heyworth building, Chicago, Ill., are making contracts generally for 5,000 one-inch contracts with Florida papers for A. Stein & Co., 1140 West Congress street, Chicago, Ill.

James Zobian Co., Tribune building, New York City, is sending out orders to large city papers for Philip Morris & Co., Ltd., Philip Morris Cigarettes, 402 West Broadway, New York City.

H. E. Lesan, Chicago, Ill., is renewing contracts for the New York Central Lines, New York City.

The Guenther-Bradford Co. Chicago, Ill., is making forty-seven-line four-time contracts with Sunday papers in Middle West for the Kalmus Chemical Co.

The Wyckoff Adv. Co. (Ind.), 14 Elliott street, Buffalo, N. Y., is placing renewal contracts for the Hot Springs Chemical Co.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York City, is

sending out seven-line four-time orders to large cities for Hotel Chamberlain, Old Point Comfort, Va.

The Morse International Agency, Dodd-Mead building, New York City, is handling for John I. Brown & Son, Boston, Mass., fourteen-line two t. a. week, t. f. orders for Eastern papers.

The Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is handling the bulk of the advertising for the Brooks Rupture Appliance Co., Marshall, Mich., although the J. Roland Kay Co., of Chicago, is placing some advertising in a few publications. The Fuller Co. is also making 5,000 line contracts with Western papers for the Valeska Suratt Beauty Cream.

The F. A. Gray Advertising Co., Dwight building, Kansas City, Mo., is sending out forty-two line ten-time orders to some Western papers for The Elders Sanitarium, Kansas City, Mo., and is also making contracts with Pacific coast papers for the Barbo Manufacturing Co.

The Gmudlach Advertising Co., People's Gas building, Chicago, Ill., is renewing contracts which have expired for the D. D. D. Co., Chicago, Ill.

The Hicks Advertising Agency, 132 Nassau street, New York City, is making contracts for the Home Insurance Co., 56 Cedar street, New York City, with New York City papers exclusively.

Hill & Tryon, May building, Pittsburgh, Pa., are placing orders generally with Dallas (Tex.) papers for A. Overholt & Co., Overholt Whiskey.

Albert Frank & Co., New York City, are sending out orders for the Holland America Steamship Line, 39 Broadway, New York City, to English language papers and through the American Association of Foreign Newspapers, World building, New York City, to foreign language newspapers.

E. M. Hoopes, 516 Market street, Wilmington, Del., is handling four-inch thirteen-line orders for the Pine Forest Inn, Sumerville, S. C., to be placed in Georgia papers.

The Walter L. Houghton Advertising Agency, 828 Broad street, Newark, N. J., will place the advertising of the Swiss Federal Railway, 241 Fifth avenue, New York City, in a selected list of papers.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., has reported that orders will be placed shortly with Middle West papers for Fels & Co., Fels Naphtha Soap.

Wylie B. Jones, Binghamton, N. Y., has placed some orders for the Washington Civil Service School, Washington, D. C.

Lyddon & Hanford Co., 452 Fifth avenue, New York City, has sent copy to a selected list of papers for the Warner's Safe Cure Co., Rochester, N. Y.

The Matos-Menz Advertising Co., Bulletin building, Philadelphia, Pa., is making new contracts, where the others have expired, with selected papers for the E-kman Manufacturing Co., Philadelphia, Pa.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, has sent orders to Pittsburgh papers only, for the Bromo-Lithia Co., Bromo Lithia, Philadelphia, Pa.

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
ENTERPRISEChico	MONTANA.
RECORDLos Angeles	MINERButte
TRIBUNELos Angeles	NEBRASKA
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	FREIE PRESSE (Cir. 128,384)....Lincoln
INDEPENDENTSanta Barbara	NEW JERSEY.
BULLETINSan Francisco	PRESSAsbury Park
CALLSan Francisco	JOURNALElizabeth
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	BOLLETTINO DELLA SERA, New York
GEORGIA.	EVENING MAIL.....New York
ATLANTA JOURNAL(Cir.55,117)Atlanta	STANDARD PRESS.....Troy
CONSTITUTIONAtlanta	OHIO.
CHRONICLEAugusta	PLAIN DEALER.....Cleveland
LEDGERColumbus	Circulation for December, 1912
ILLINOIS.	Daily103,732
POLISH DAILY ZGODA.....Chicago	Sunday140,769
SKANDINAVENChicago	VINDICATORYoungstown
HERALDJoliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR.....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
LEADER-TRIBUNEMarion	GERMAN GAZETTE.....Philadelphia
THE AVE MARIA.....Notre Dame	TIMES-LEADERWilkes-Barre
IOWA.	GAZETTEYork
REGISTER & LEADER.....Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL.....Dubuque	DAILY MAIL.....Anderson
KANSAS	THE STATE.....Columbia
CAPITALTopeka	(Cir. July, 1912, S. 20,986; D. 20,956)
KENTUCKY.	TENNESSEE.
COURIER-JOURNALLouisville	NEWS-SCIMITARMemphis
TIMESLouisville	BANNERNashville
LOUISIANA.	TEXAS.
DAILY STATES.....New Orleans	STAR-TELEGRAMFort Worth
ITEMNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRATNew Orleans	CHRONICLEHouston
MARYLAND.	WASHINGTON.
THE SUN.....Baltimore	POST-INTELLIGENCERSeattle
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	WISCONSIN.
MASSACHUSETTS.	EVENING WISCONSIN.....Milwaukee
THE HERALD.....Boston	CANADA.
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.	ALBERTA.
MICHIGAN.	HERALDCalgary
PATRIOT (Morning).....Jackson	BRITISH COLUMBIA.
Daily (Except Monday) Average, Year of 1912	WORLDVancouver
Daily..... 10,589 Sunday..... 11,629	ONTARIO.
MINNESOTA.	FREE PRESS.....London
TRIBUNE, Morn. & Eve.....Minneapolis	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSEMontreal
	(Ave. Cir. for 1912, 114,371).

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. BEAUFORT, Mgr.,
 1110 Boyce Building, Chicago.
 J. F. ANTISDEL, O. G. DAVIES,
 366 Fifth Avenue, 306 Gumbel Bldg.,
 New York City, Kansas City.

New Orleans States
32,000 Daily.
 Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.
 Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period.
THIS IS NOT IRREGULAR, BUT VERY FREQUENT.
 Don't be fooled by wild, unsupported claims "month after month."
 Proof of above record shown by agate rule. The States produces results always.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

AD FIELD PERSONALS.

George Krogness, the well known Chicago special, was in the city this week attending the automobile show in the interest of his publishers and secured a number of nice contracts for automobile and tire advertising.

Frank Presbrey, president of the Frank Presbrey Co., has been elected a director of the Citizens' Central National Bank, of New York City.

S. C. Dobbs, advertising manager of the Coca-Cola Co., Atlanta, Ga., has been elected vice-president of the organization.

Charles P. Eddy has recently joined



CHARLES P. EDDY.

the staff of Charles H. Eddy, the New York special representative.

Harrison Atwood has been appointed manager of the new San Francisco office of the H. K. McCann Co., of New York.

C. D. Bertolet, foreign advertising manager of the St. Louis Star, is credited by the management with sending in "contracts for over 150,000 lines of foreign advertising in less than a week."

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., delivered an address before the St. Louis Advertising Men's League, January 22, on the subject: "The New Dispensation in Advertising."

"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.

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 Street Tel. 6286-4 Business

R. M. Doppler, formerly advertising manager of the Scripps-McRae newspapers, has been appointed advertising manager of the San Francisco Chronicle.

George H. Perry, the New York advertising agent, has gone to Chicago on a business trip.

Row Stewart, of the Tracy, Parry and Stewart Advertising Agency, Philadelphia, has resigned from the firm to become advertising manager of the Philadelphia Record, succeeding William D. Nugent, who is now advertising manager of the Boston American. It is interesting to note that in going to the Record Mr. Stewart is returning to the newspaper upon which he began his advertising career.

Frank D. Walter has resigned from the Albany (N. Y.) Knickerbocker Press, of which he was advertising manager.

C. A. Hughes, president of the Detroit Adcraft Club, has returned to that city after a short visit to New York, where he obtained the acceptance of Charles M. Schwab, the steel magnate, to the invitation to address the Detroit Adcrafters in February.

J. H. Dyar has resigned as advertising manager of the Dennison Manufacturing Co., of Boston.

C. J. Babcock, of the George Batton Co., New York, left Monday for Cleveland on a short business trip.

M. S. Connelly is now located in Syracuse as a resident representative of Charles W. Hoyt. He will look after the present and prospective business of the Hoyt organization in that section of the State.

A. L. Tisch, advertising manager of the Haynes Automobile Co., Kokomo, Ind., has resigned from that position to become associated with the Detroit office of the Dunlop-Ward Advertising Co.

H. E. Dreier, for five years advertising manager of the Muscatine (Ia.) Journal, has become advertising manager of the Davenport Times, succeeding T. J. Feeny, who came to that paper ten years ago.

MORE AD MANAGER TIPS.

Lord & Thomas, New York, are placing one-time orders generally for C. L. Jones, Elmira, N. Y.

Morse International Agency, New York City, is placing fourteen lines twenty-six times with Western papers for J. I. Brown & Son, 144 Oliver street, Boston, Mass.

McGucken-McDevitt Co., Morris building, Philadelphia, Pa., is placing orders with Western papers for the Pratt Food Co., Philadelphia, Pa.

Maclay & Mullally Bros., 60 Broadway, New York City, are making contracts for the Manhattan Life Insurance Co., New York City, with New York City papers only.

The Mutual Life Insurance Co., 32 Nassau street, New York City, generally place their advertising the latter part of January or early in February through N. W. Ayer & Son, Philadelphia, Pa.

The Nichols-Finn Advertising Co., Kesner building, Chicago, Ill., is handling the advertising of the Dart Manufacturing Co.

Frank Presbrey Co., 456 Fourth avenue, New York City, will place orders shortly with a selected list of large city papers, which consist of 5,000 line contracts, for Dr. I. W. Lyon & Sons, Lyon's Tooth Powder. It is also placing orders for the Baltimore & Ohio Railroad Co. with select papers.

Rice-Stix Dry Goods Co., St. Louis, Mo., will send out orders through the George Batten Co. just as soon as the list of newspapers it is preparing is complete.

DIRECTORY OF ADVERTISERS AIDS.

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
- HOGUET & HAFLEY INC.,**
Successors to "Hoguet Advertising,"
20 Vesey Street, Tel. Cortlandt 2252.
- HOWLAND-GARDINER-FENTON**
20 Broad St., New York
Tel. Rector 2573
- 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.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is making contracts with daily papers generally for the Resinol Chemical Co., Lombard street, Baltimore, Md.

Henry Schott, 717 Commerce Trust building, Kansas City, Mo., is placing the advertising for the Metropolitan Cigar Co., Denver, Colo.

Frank Seaman, 116 West Thirty-second street, New York City, is gradually extending contracts to selected sections of the country for Colgate & Co., Jersey City, N. J.

Sherman & Bryan, 79 Fifth avenue, New York City, are again placing orders with some Southern papers, consisting of forty-two lines t. f. for Frisbie, Coon & Co., Collars and Shirts, Troy, New York.

**REDUCE COSTS OF PRODUCING PRINTING
TURN WASTE INTO PROFIT**
by the old-time method of economy; not cheese-paring economy, but wise and real economy; save the waste.
In every office there is a large daily accumulation of waste paper; it is worth money—a great deal of money. If you save it all, buy a **WOLVERINE BALER** (sold for \$45 or \$60 according to size) you can declare a dividend from proceeds of sale. And you will improve sanitary conditions, reduce risk by fire, pay 100% to 200% on the necessary investment, encourage economy in your force. Don't overlook the fact that we make and sell type.
Barnhart Bros. & Spindler
Chicago New York Washington St. Louis
Dallas Kansas City Omaha St. Paul Seattle

Publishers' Representatives

- ALLEN & WARD**
25 W. 42nd St., New York
30 N. Dearborn St., Chicago
- JOHN M. BRANHAM CO.**
Brunswick Bldg., New York
Mallers Bldg., Chicago
- 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
- GRIFFITH, HARRY C.**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- 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 & CO.**
225 Fifth Ave., New York
Tel. Gramercy 2214
- 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 MEDIA

ILLINOIS.

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

WASHINGTON

THE SEATTLE TIMES
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,000; Sunday, 84,000—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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

The Man from Missouri



Quick Change Model 9 Four Magazine Linotype

indorses the

MULTIPLE MACHINE IDEA



Quick Change Model 9 Four Magazine Linotype

by placing an order for

TWO MORE

Quick Change Model 9 Four Magazine

LINOTYPES

The St. Louis Republic

is one of the most conservative of the great newspapers of the country, yet Mr. Charles W. Knapp, the publisher, writes:

"You may file an order to furnish The Republic with two additional Model 9 Linotypes. * * * We have found the two Model 9 Linotypes we have had in use since last July thoroughly satisfactory, and experience has developed no greater difficulties in their use than are associated with the Model 1 machines we originally installed nineteen years ago. I have heard some suggestions that the Model 9 machine is a failure, but any report to this effect can be effectively contradicted by referring inquiries to The Republic composing room, where, as I have said, the machines have been used without the development of any unusual troubles and have effected quite material economies."

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 Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street

