

THE EDITOR AND PUBLISHER

AND JOURNALIST

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5 Cents a Copy

HEARST IN ATLANTA.

PURCHASES THE GEORGIAN AND NEWS, F. L. SEELY'S WIDE-AWAKE NEWSPAPER.

Foster Coates, Keats Speed and Col. John Temple Graves Are Temporarily in Charge of the Publication—No Changes Will Be Made in Its Character—New Owner Welcomed by Other Atlanta Publishers.

The following editorial appeared in all the Hearst newspapers on Monday:

Mr. W. R. Hearst announces that he has to-day purchased The Atlanta Georgian, of Atlanta, Ga., and made it a part of his nation-wide chain of newspapers.

Very few people realize what has taken place in the South.

Not many realize that there are 200,000 people in Atlanta, 150,000 in Birmingham, but 150 miles away; 60,000 in Jacksonville, 300,000 in New Orleans, 125,000 in Nashville, not to speak of Memphis, Chattanooga, Savannah, Mobile, Little Rock, Raleigh, Charlotte, Columbia, Richmond, Louisville, Jackson and countless other metropolitan cities that cover this section.

The South is a very rich country agriculturally. Its principal product—cotton—clothes the world, and has little or no competition. The value of the cotton the South exports to foreign countries each year is alone greater than the annual production of gold in the whole world. Atlanta has sixteen sky-scrapers full of offices; they average twelve to seventeen stories high and some are worth as much as \$3,000,000.

The Georgian is one of the most widely-known dailies in the United States, and from its beginning has been famous for its independence and its successful fights for humanity. No changes are necessary in its character and habits to make it a member of the Hearst family of newspapers. It is a paper of our liking, has been run largely along the lines we believe are proper in the making of a twentieth century newspaper, and is a fine example of a live, successful paper that has been built up on the Hearst leased wire news service, which has supplied it with 20,000 words a day of the world's news from its first issue to the present day.

Mr. Hearst's advent in Atlanta was the subject of a kindly editorial in the Atlanta Constitution welcoming the newcomer. It said in part:

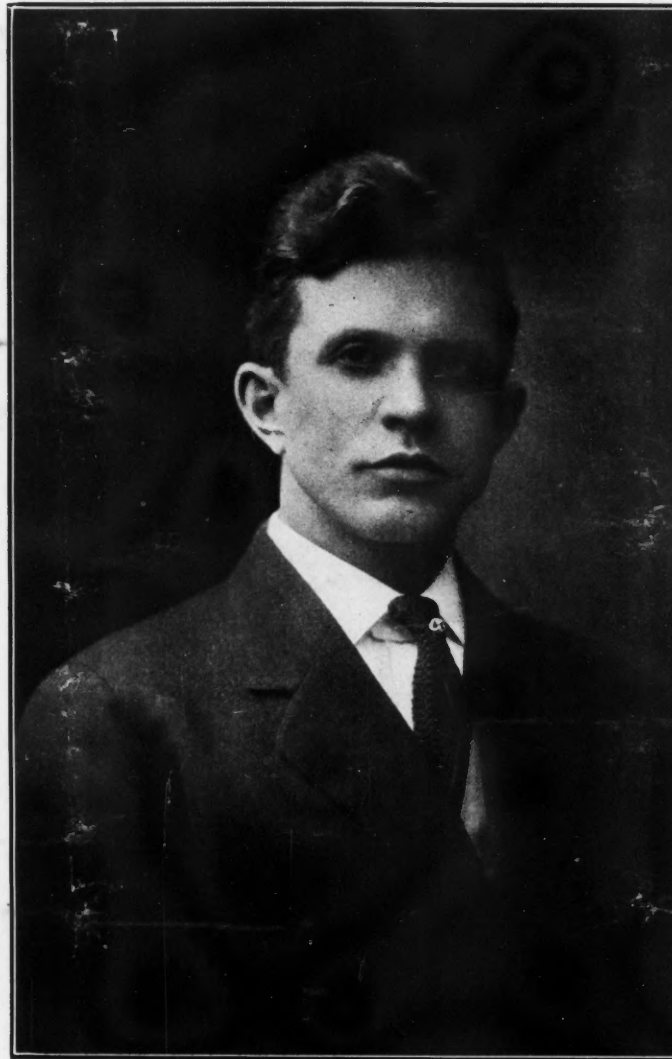
Regardless of Mr. Hearst's policies or politics, there is no discounting the influence for constructive publicity that characterizes his publications. To be on a newspaper circuit stretching entirely across the continent, as does the Hearst chain of dailies, and to be beneficiary of the bold, aggressive Hearst advocacy of community enterprises and interests is a tangible asset. That is what Atlanta gains by the advent of Mr. Hearst.

The Atlanta Journal was no less hearty in its greeting to the Georgian's new owner.

The Georgian and News was founded by F. L. Seely, and John Temple Graves was its first editor. The paper enjoys a considerable circulation for the size of the city in which it is published, and is highly regarded.

It has been rumored that Mr. Graves will become the editor, as he is one of the ablest and best known of southern journalists. He has been a member of Mr. Hearst's editorial staff for three years, and is one of his most valued lieutenants.

Foster Coates, Keats Speed and Col. John Temple Graves are now in Atlanta and in temporary charge of the Georgian and News.



CARLETON G. GARRETSON,
THE NEW EDITOR OF JUDGE, THE HUMOROUS WEEKLY.

TRENTON TRUE AMERICAN SOLD.

The New Owner Is W. H. Gutelius, a New York Book Publisher.

The Trenton (N. J.) True American was sold this week to William H. Gutelius, a New York book publisher, who resides in Hopewell.

Mr. Gutelius is an experienced newspaper man, having at one time been managing editor of the Pittsburgh Times. He will devote his entire attention to the True American, which he will conduct as a Democratic newspaper.

Libel Suit Dropped.

The criminal libel suit brought by Logan M. Bullitt against E. A. Van Valkenberg, U. B. Sutherland, James S. Benn and George F. Holmes, all connected with the Philadelphia North American, has been dismissed by the court.

The Winchester (Ind.) Daily Herald, which has been run at a loss for three years, has gone out of business. The Weekly Herald will continue to appear.

CINCINNATI TRIBUNE SOLD.

Garry Herrmann and Wealthy Politicians Said to Be New Owners.

The Cincinnati Commercial Tribune, one of the oldest papers in southern Ohio, has been taken over by purchase by a syndicate of wealthy politicians of whom Garry Herrmann is the head.

Scott Small, a former newspaper man and until recently director of public safety in Cincinnati, will become manager. E. O. Eshelby, who has been president of the Commercial Tribune for a number of years, will retire, so far as known.

No changes will be made in the policy of the paper, which has been independent Republican since it printed its first issue. The deal does not involve purchase of property, but the newspaper company will acquire a lease. The new management will take charge March 1.

The plan of issuing a new daily Democratic paper at Topeka, Kan., under the title of the American, has been abandoned.

KILLED HIS OWN BOOM.

SENATOR LA FOLLETTE'S SPEECH AT PERIODICAL PUBLISHERS' DINNER DID IT.

Made a Vicious Attack on the Newspapers in a Rambling Address Two and a Half Hours' Long—Guests Get Disgusted and Leave the Room—Wound Up at 1:30 a. m.—Don C. Seitz Resents Speaker's Remarks.

The annual dinner of the Periodical Publishers' Association, held in Philadelphia on Friday evening, February 2, proved to be the most notable and exciting in its career. The speakers were Gov. Woodrow Wilson, of New Jersey; Senator La Follette, of Wisconsin; I. F. Metcalf, dramatic critic of Life; Dr. S. Weir Mitchell; Mayor Randolph Blankenburg and Wm. J. Burns, the detective.

Two hundred members and guests listened to the addresses and applauded the speakers, and they were in fine fettle when Senator La Follette was introduced by Don C. Seitz, the toastmaster. Everybody was anxious to hear the distinguished candidate for the nomination of President, for it was believed that he would seize upon the opportunity to make one of his characteristic speeches.

When Mr. La Follette began his address he laid upon the table the manuscript which he had read coming over from Washington in 47 minutes. He had not been on his feet five minutes before he discarded the manuscript. His remarks were at times almost incoherent. He talked rapidly, sometimes so rapidly that he could not seem to get the words out of his mouth fast enough.

His hearers soon realized that there was something the matter with the Senator. At midnight, although he had spoken an hour, he kept on talking. At 1 o'clock he was still at it and not until 1:30 o'clock did he sit down.

The diners naturally became impatient during his long diatribe. Many left the room and wandered about in corridors of the hotel until he had finished. Others went home. Those who remained at the tables were first astounded and then indignant at La Follette's abuse of the newspapers. His attack was so violent that they expected to hear him called to time at any moment.

Mr. Seitz, the toastmaster, let him continue until the end and then arose, and in a voice trembling with anger at the Senator's intemperate remarks, said:

"I shall not attempt, nor have I the time, to come to the defense of the newspapers of the country which have just been foolishly, wickedly and untruthfully assailed."

Gen. Felix Agnus, the veteran publisher of the Baltimore American, a Republican newspaper, voiced the sentiments of many when he said:

"Poor La Follette. He has killed his chances for the Presidential nomination. I certainly believe he is suffering from a mental breakdown. The man should not be out making addresses, but should be home under treatment by a physician."

Here are a few of the Senator's utterances concerning the newspapers:

"There are only two agencies that in any way can reach the whole people—

the press and the platform, but the platform in no way compares with the press in its power of criticisms, repeated instruction.

"But the money power controls the newspaper press. The people know this. Their confidence is weak and destroyed. No longer are the editorial columns of newspapers a potent force in educating public opinion. The newspapers, of course, are still patronized for news. But even as to news, the public is fast coming to understand that wherever news items bear in any way upon the control of government by business, the news is colored; so confidence in the newspaper as a newspaper is being undermined.

"Cultured and able men are still to be found upon the editorial staffs of all great dailies, but the public understands them to be hired men who no longer express honest judgments and sincere conviction, who write what they are told to write, and whose judgments are salaried."

Success Magazine Brings \$5,280.

The business of the National Post Co., bankrupt, former publisher of the National Post and Success, the latter of which was suspended after its December issue, was sold at auction on Tuesday to Louis Leavitt, a Brooklyn paint manufacturer. With Louis Spencer Levy, the publisher of a trade paper, for business manager, he expects to revive Success and make of it a high class monthly magazine. The subscription list contains 175,000 names, with 125,000 on the expired list. The company's assets had been placed at \$10,000. Mr. Leavitt paid \$2,000 for the subscription list and good will and \$3,280 for the office equipment.

Two Magazines Unite.

The House Beautiful and American Suburbs have been consolidated under the title of the first named publication. Herbert Stone remains the editor. The House Beautiful is owned by an incorporated company of the same name, having a capital stock of \$500,000.

Beers' Cuba Opportunities Magazine this month is making a special feature of the Cuba expositions at Havana, at Camaguey and on the Isle of Pines.

The Evening Mail regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

THE EVENING MAIL,
203 Broadway,
New York City.

New 'Phone Numbers:
5674 MADISON
5675 MADISON

Wilberding-Hand Co.
225 Fifth Ave., New York

LAST DICKENS DINNER.

James Pooton, One of the Two or Three Surviving Guests, Describes the Event—Horace Greeley Presided—The Enthusiasm That Greeted the Great Novelist When He Spoke Was Remarkable.

It was a great night (April 18, 1868), nearly forty-four years ago, when the man who had cheered the firesides of all Anglo-Saxondom, strengthened the Brotherhood of Man and added to the gaiety of nations was banqueted at Delmonico's by his brothers of the American press. It was on the eve of his departure for England, after his second visit to this country, and his progress through it, giving readings from his wonderful works, was one ovation, showing clearly that no trace of ill-feeling existed on account of some things he had written, which, when first published, had somewhat wounded our perhaps too sensitive national self-esteem.

I had had the pleasure of listening to Mr. Dickens' readings in Steinway Hall, so I knew what to anticipate from this grand banquet. It was an oasis in the journey through life of every one privileged to be present—an occasion never to be forgotten. Delmonico's magnificent banquet hall was beautifully decorated with the flags and coats of arms of Great Britain and the United States, and the tables were veritable beds of flowers. An excellent band played British and American airs from time to time.

There were about two hundred guests present. Among them Henry J. Raymond, Whitelaw Reid, William H. Hurlbert, Samuel Bowles, George William Curtis, James Pooton, Murat Halstead, Charles Eliot Norton, John Russell Young, Charles Nordhoff, Gen. Joseph R. Hawley, Prof. E. L. Youmans, Rev. Henry M. Field, Edmund C. Stedman, Franklin J. Ottarson, Thos. Nast, S. S. Conant, Alexander K. McClure, Lester Wallack, James H. Hackett and Leonard W. Jerome. Horace Greeley presided, with Mr. Dickens at his right hand. Although not well, Mr. Dickens looked supremely happy. And dear old Horace, his face, as Dickens wrote about one of his characters, "was one vast substantial smile." As he beamed on Mr. Dickens in almost boyish happiness, and the latter reciprocated the kindly glances, their faces made a picture never to be forgotten. It was probably one of the happiest episodes in the lives of these two wonderful and, in many respects, kindred spirits.

When Mr. Greeley rose to present Mr. Dickens the enthusiasm of the diners beggared description, and there was a suspicious glistening in the great novelist's eyes. In presenting him, Mr. Greeley said he had had the great pleasure of welcoming him a quarter of a century before, and had printed one of his stories in the first number of the first paper he had ever published. Mr. Dickens, he continued, had always preached from Burns' text, "A man's a man for a' that," and some of his sermons had been very good ones. He could be truly called a prophet and priest of humanity, and they honored themselves in honoring him, the most deservedly successful writer of his time.

Mr. Greeley's speech was many times interrupted by applause, and when Mr. Dickens rose to reply he received a second ovation. When the cheering had subsided he began by saying that he was in loyal sympathy with the journalistic brotherhood, which, in the spirit, he had never quitted. He was proud

of the ladder by which he had once striven to climb, and had loved as brothers those who were still climbing.

Humorously alluding to his present illness, he said that he had been naturalized by a true American catarrh, but would have preferred another method. He had collected facts about the wonderful growth of this country since his previous visit, and they would be published as an appendix to the two books in which he had written of America. The amicable feeling now growing up between Great Britain and America was worthy of all praise and should be sedulously cultivated. The English heart was now stirred by the fluttering of the Stars and Stripes as it was stirred by no other flag thrown to the breeze, except its own. In closing, Mr. Dickens said he could conceive of no greater calamity than a war between these two nations, which should stand side by side for freedom and the advancement of true civilization.

The applause during and at the close of Mr. Dickens' speech was most enthusiastic. Indeed the whole evening at every mention of Mr. Dickens or the British people there was a fervor of kindly sentiment that I have never seen surpassed at any public dinner, and I have had a seat at many.

Among the speakers who followed Mr. Dickens, all speaking in the happiest strain, were Henry J. Raymond, George William Curtis, Chas. Eliot Norton, Gen. Joseph R. Hawley, Murat Halstead and others, and letters were read from Thurlow Weed, Donald G. Mitchell and Oliver Wendell Holmes.

Those who attended this banquet have crossed the "Great Divide," except two or three; these can well say:

Did not a meeting like this make amends?

'Twas truly a feast of dear "Mutual Friends."

JAMES POOTON.

HOBBY NIGHT AT PRESS CLUB.

Jolly Night's Fun Enjoyed by Washington Scribes.

Five hobby horses were taken from the paddock and jogged around the course at the National Press Club in Washington on a recent night. The jockeys were men of prominence in the eyes of the Nation. The starter, another term for the man whose duty it was to tap the font of eloquence in the announcement of each heat, was Col. John Temple Graves.

It was the third annual Hobby Night of this representative newspaper organization of the national capital. Secretary of State Knox cantered around on a hobby which he entered under the name of International Peace. Count von Bernstorff, the German Ambassador, was mounted on a hobby from the same string. Victor Herbert bestrode his 'cello. Dr. S. W. Stratton, director of the Bureau of Standards, rode a bushel basket which he urged forward with a yard stick. William J. Burns was the last speaker of the evening. When introduced as the successor of Sherlock Holmes, Mr. Burns replied that common sense in the detective's work had the science of deduction beaten by a hobby horse's length.

A POPULAR VISITOR.

J. W. Kraft, city editor of the Plain Speaker, an afternoon daily published at Hazleton, Pa., writes THE EDITOR AND PUBLISHER as follows:

"There is a big demand in our shop for your interesting paper every week, and we read every line with the deepest interest and benefit."

NEW MEMBERS OF THE A. N. A. M.

The following have been elected members of the Association of National Advertising Managers:

G. W. Bennett, vice-president Willys-Overland Co., Toledo, O., automobiles.
F. M. Carter, president Carter White Lead Co., Chicago, white lead.

Stuart H. Heist, president Blaisdell Paper Pencil Co., Philadelphia, lead pencils, crayon pencils and erasers.

A. C. Hough, president Hough Shade Corporation, Janesville, Wis., Vudor porch shades and Vudor hammocks.

H. B. O'Brien, sales and advertising manager Alvin Manufacturing Co., Sag Harbor, N. Y., Alvin silver sterling and plate.

Herbert T. Proudfoot, advertising manager Aeolian Co., Fifth avenue and Thirty-fourth street, New York. The Pianola, etc.

Elbridge A. Stuart, president Pacific Coast Condensed Milk Co., Seattle, Wash. Carnation Milk.

L. A. Van Patten, advertising manager American Locomotive Co., 1886 Broadway, New York. Alco motor trucks, taxicabs and motor cars.

William B. Walker, president American Thermos Bottle Co., 243 West Seventeenth street, New York.

L. D. Wallace, Jr., advertising manager United Cereal Mills, Limited, Chicago. Washington Crisps.

Arthur Waterman, assistant treasurer and advertising manager Hartford Suspension Co., Jersey City, N. J. Tru-fault-Hartford shock absorbers and other automobile accessories.

The "Innards" of a Sub-Marine.

The Norman W. Henley Publishing Co. of New York, has just published a chart of a modern sub-marine boat, showing two hundred of the parts numbered and named. It is 14 inches x 28 inches and printed on plate paper. The cross section of the boat is given, and from it is possible for anyone to get a very clear idea of the interior details. The chart is really an encyclopedia of a sub-marine, and is well worth careful study.

After a nap of five months, the Washington (Ga.) Weekly Gazette-Chronicle has resumed activities.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

L. A. KLEN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

January.

In January The New York Times published 788-662 lines of advertisements compared with 717,545 lines last year, an increase of 71-117 lines, and the greatest volume printed in any previous January in its history.

The Great Quality-Quantity Newspaper

GOING SOME !

DURING THE MONTH OF JANUARY

New York  American

In comparison with same month last year made a substantial
Gain in Total Advertising, while both the New York
 World and the New York Herald Lost

| | | | |
|-----------------|---------------|-----------------|--------------|
| American | Gained | 35,944 | Lines |
| World | Lost | - 34,350 | Lines |
| Herald | Lost | - 79,253 | Lines |

Figures are those supplied by the Statistical Department of the Evening Post

During month of January the New York American published

**66,456 Lines of Automobile
 Advertising**

A gain of **65 per cent.** over the corresponding period last year,
 a **greater gain** than that made by **any other New York**
morning or evening newspaper

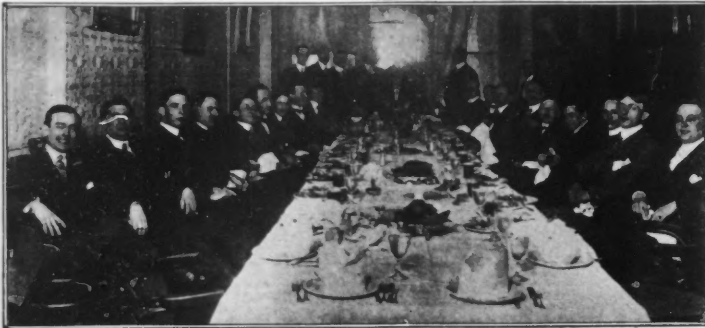
Figures are those supplied by the Statistical Department of the Evening Post

New York's Fastest-Growing Newspaper

IN HONOR OF "BILL" JOHNSTON.

The "CXM" Club Entertains at Dinner World's Sunday Editor.

The "CXM," the "Hundred Thousand Club," formed in the office of the Sunday World on Saturday, Jan. 27, gave a dinner to William A. Johnston, the Sunday editor. It was a lively crowd that deserted the Sunday room of the World in the late afternoon and adjourned to Mouquin's, where a private room had been reserved and covers laid for twenty-five. Only one man was left behind,



DINNER TO WILLIAM JOHNSTON, SUNDAY EDITOR OF THE NEW YORK WORLD.

Arthur Wynne, and it was his job, a volunteer one, to keep the office open for business.

The first surprise of the afternoon was the artistic menu, designed by Robert Ament, assistant art editor. Besides carrying a list of good things to eat, it bore this legend: "First Annual Dinner to William A. Johnston, Twenty-fourth in the Line of Editors of the Sunday World. May Kindly Heaven Smile Upon Him." Beneath the hand-colored cut of a little lady was the menu for the luncheon, and above it the motto of the "CXM"—"Circulation Is Life."

After cocktails and oysters, the speech-making started, with Reginald L. Foster, senior member of the staff, as toastmaster, but as everybody wanted to tell Mr. Johnston what a good fellow he was his duties were merely nominal.

Roy L. McCardell, one of the hardest workers for the club, made the speech of the afternoon, and for once in his life he grew serious. His theme was "Grow or Go." But when the news was spread that nobody was going and circulation was growing there was a noticeable display of enthusiastic comment. It may be added the "CXM" has resolved to add 100,000 circulation to the Sunday World during 1912.

Practically the entire staff was present, illness keeping one or two away. Besides those mentioned there were present Thomas McVeigh, Jr., Charles Sutherland, Louis Biedermann, Thomas Orr, S. E. Stanton, Gene Carr, Dan Smith, Henry Tyrrell, L. F. Conrey, Isaac Anderson, Rolf Pielke, W. J. Steinigans, Arthur Bennington, Samuel Cahan, Curtis Lublin, W. C. Harris, Herb Roth, K. K. Kitchen, Horace

Cramner, Will Wharton and Albert Frueh.

It was a jolly afternoon and many bright and witty things were said. But there were a lot of serious remarks made and some suggestions to add to the circulation which "CXM" has already put on.

Hampton's in New Form.

With the current issue of Hampton's that magazine appears in a new form—8 by 11 inches, with eighty-four pages. The reasons given are that the

new magazine can be more effectively illustrated, more easily folded in the hand while reading, more easily carried in a man's pocket, and it provides more reading matter. The advertisements instead of being bunched at the front and back of the magazine are scattered and interspersed with reading matter. Many of the articles are by prominent writers, and the issue is altogether an excellent one.

Chicago's Stimulator.

The Stimulator is the name of a bright looking and entertaining magazine published by the Chicago Advertising Association. It is edited by S. DeWitt Clough, and John A. Penney is the advertising manager. The January number, which is just received, contains a lot of valuable matter on the subject of advertising, in addition to articles about the association. The editor, in a well-written article, takes issue with J. Irving Romer, the editor of Printers' Ink, on the position taken by him in regard to the Kelogg prize offer.

Circle Magazine Comes Back.

The Circle magazine, which was originally published by the Funk & Wagnalls Co., and of which Eugene Thwing was editor, has been revived after several months' suspension. It is now conducted by the Circle Publishing Co., of which Mr. Thwing is president and Henry W. Beers vice-president. The publication office is at 145 West Forty-fifth street.

The Cuban labor organ El Socialista now boasts 25,000 circulation, and the Anarchist paper, Tierra, claims to circulate 10,000 copies of each number issued.

USED BOGUS INTRODUCTIONS.

F. S. Gray Gets on the Nerves of British Investors.

A dispatch from London states that a man giving the name of Frank S. Gray, in his efforts to sell shares in radium and ore mines, has been using certain facsimile letters of introduction purporting to be from officers of the leading New York newspapers, including the World, Herald, Tribune and Sun. As such practice is unusual, some of the London investors made inquiry and found that Gray had never been authorized to use the names of these newspapers, and that in all but one instance he was unknown to them.

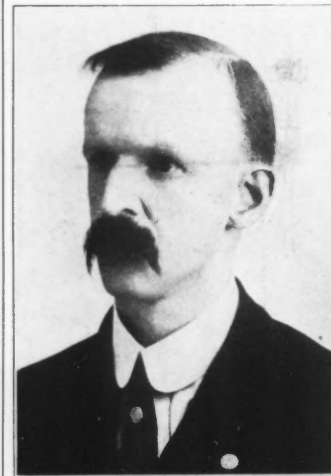
A man bearing the name of Frank Sherwood Gray was employed in 1907 on the Tribune as an advertising solicitor. No letter, however, had ever been given him by the Tribune to assist him in promoting the companies in which he was interested.

TAYLOR BUYS WIDE WEST.

President of Oklahoma Advertising Club Becomes a Magazine Publisher.

William Taylor, president of the Oklahoma City Advertising Club, has recently purchased the Wide West magazine, formerly published at Muskogee, Okla., and has moved it to Oklahoma City. Beginning with the March issue the magazine will be issued from Oklahoma City under the name of the Oklahoma Magazine.

The publication is devoted to live, interesting articles regarding the resources of the state of Oklahoma and the advantages of Oklahoma City. It contains contributions by well-known au-



WILLIAM TAYLOR.

thors of national reputation. This magazine is the only popular style magazine in the Southwest.

Mr. Taylor, who has been a resident of Oklahoma City for four years, was at one time connected with the advertising department of the Daily Oklahoman, which position he resigned to become a partner in the firm of Scott Braden & Co.

Mr. Taylor is serving his second term as president of the Oklahoma City Advertising Club, and is also a member of the board of directors of the local Chamber of Commerce. He is a member of the educational committee of the Associated Advertising Clubs of America, and has been a regular attendant at the annual conventions for the last three years.

CLUBS AND ASSOCIATIONS.

The Colorado Editorial Association at its recent meeting held in Denver elected these officers for the ensuing year: John Barkhausen, Denver Democrat, president; W. E. Cain, Cheyenne Wells Reporter, first vice-president; George McCormick, Fort Collins Express, second vice-president; Alva A. Swain, Pueblo Chief, secretary-treasurer.

The Lancaster County (Pa.) Publishers' Association has elected these officers: President, John G. Homsher, Strasburg News; vice-president, H. A. Showalter, New Holland Clarion; secretary-treasurer, Howard Reynolds.

The Long Island Press Association has accepted an invitation extended by Congressman Martin W. Littleton and Mrs. Littleton to its members to visit Washington as their guests, and a committee has been appointed to make the necessary arrangements.

The German Press Club of Milwaukee has chosen these officers: President, Theodore Zillmer; vice-president, Max Salkenstein; treasurer, Hans A. Koenig; secretary, William Grotelueschen.

The Seattle Press Club was recently presented with a large Japanese screen, covered with hand-carved ivory figures of birds, butterflies and flowers, on a background of highly polished walnut, by C. T. Takahashi, president of the Oriental-American Bank of that city. The screen was originally made for exhibition purposes and was shown at the St. Louis World's Fair in 1901 and afterwards at the Alaska-Yukon-Pacific Exposition.

Mayor Emil Seidel, of Milwaukee, and Will Carleton, the poet, were the principal guests at a representative meeting of the Schenectady Press Club on Saturday, Jan. 13.

1911—BIG YEAR
GERMAN DAILY GAZETTE
Philadelphia, Pa.

The following table shows the volume of advertising printed in each month of 1911:

| | |
|-----------|---------------|
| January | 420,800 Lines |
| February | 381,750 Lines |
| March | 461,724 Lines |
| April | 476,900 Lines |
| May | 466,590 Lines |
| June | 434,590 Lines |
| July | 351,765 Lines |
| August | 336,486 Lines |
| September | 387,265 Lines |
| October | 471,280 Lines |
| November | 462,680 Lines |
| December | 470,036 Lines |

Total 5,121,866 Lines

NOTE—The leading English Daily published for the same period 5,574,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

In considering circulation, remember it is the papers that reach the HOMES that count—mere quantity printed is of small avail.

The Evening Wisconsin
MILWAUKEE

Daily average circulation for 1911 was 44,760 copies per day, an increase of 3,000 per day over 1910. Both "quality" and "quantity" circulation, and we not only printed these papers but we put them in the homes—in the hands of the buyers.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

The
Los Angeles Record
and the
San Diego Sun
are the two leading
evening papers in
Southern California.

WORLD'S DEBT TO PRESS OPTIMISM.

HOW THE NEWSPAPERS HAVE WON VICTORIES FOR HUMANITY BECAUSE OF CONFIDENCE IN THE COUNTRY AND ITS PEOPLE.

John H. Tennant, managing editor of the Evening World, at the dinner of the Rochester Ad Club, on Thursday evening, delivered a remarkable address on "The Optimism of the Press," which is so full of brilliant thought that we reproduce it herewith:

Optimism has ever appealed to me as comprehending in one word a creed which everyone could embrace with profit. Optimism has been the mainspring of every movement for the betterment of mankind. Optimism has been the open sesame to success in all lands and all tongues. Optimism whispers encouragement to the ear of the disappointed, it puts fresh vigor into the steps of the discouraged, it is the rallying note of progress. The optimist recognizes opportunity, the pessimist bars the door to it.

The world would be wearing skins, making war with stone clubs, living in caves and eating bear meat en casserole if some hairy chieftain of the age had not dreamed in the darkness with the stars, of something more—something which has come to us through time as optimism.

We are all born with it. The peasant existing under the tyranny of some European or Asiatic despot, his future horizon limited to ten hours of toil, a thatched cottage and a corn husk bed, has heard of it in subconscious whispers; the struggling masses across the seas, worn and weary with the strife for bare living, the successive generations coming on and on, under stifling conditions, have thought of it, but only as a fairy hope, a festal day phantasy. Tradition, superstition, tyranny, have walled out the greater part of the world from materializing the undying hope of optimism with which every mother hugs her offspring even under the blackest environment.

IN COSMOPOLITAN NEW YORK.

But back in the days when men risked the gibbet to proclaim equality, before man became the plaything of demagogues, the standard of optimism was raised in this land, the world under kings awakened, and optimism was reborn as a fresh inspiration from our high.

A discussion of optimism leads directly to present day newspaper ideals. New York for a century has been the clearing house for optimists of strange tongues, who landed eager-eyed for the form and substance of their hopes and ambitions. New York to-day is, perhaps, the largest cosmopolitan city in the world. It is the cradle of a great proportion of future American citizenship. Far and wide as the immigrant may scatter, to add to the vigor and development of the country, it is from New York that the big majority gather their initial impressions of our ideals, purposes and character.

The newspaper that falls short of realizing the far-reaching obligation this opportunity imposes, falls in one of its greatest missions. A newspaper to the average immigrant is something unheard of at home, except as an occasional luxury. The average foreign newspaper is a dry chronicle of local government, a dull page of trifling incident in which life is pictured as little more than applications for dog licenses, the record of marriages and deaths, the movements of royalty and the punishment of offenders.

THE AWAKENING OF THE EMIGRANT.

The newspapers arouse about as much curiosity and interest as the halloo of a night watch or the horn of a shepherd. One day in America and he finds about him crowded cars filled with the day's papers. He sees pictures, puzzles and comics; one month in America, he begins to figure out the captions. In one year he is reading in English. The newspaper has become his daily companion, has become his English primer, his chart of knowledge of things American.

These are the first steps in the great evolution, and they are taken more quickly than most people outside of New York can imagine. In five years the immigrant boy in the New York schools is speaking, reading, writing and figuring in English. In seven years, he is pushing the native born for honors. At twenty-one he has become a political leader, a contractor or business man, or successful thug or worse.

Development follows quickly, the formative period in American citizenship is short. This fact is what most emphasizes the need of full responsibility on the part

of the newspaper editor. It is the rising generation that should appeal most urgently to newspaper duty and conscience. Ours is a young country; it is also a country of young men. Think, for a moment, of the potential possibilities in the fresh vigor and blood which come with

ceaseless activity daily discloses new avenues of opportunity which the pessimist is unable to foresee. An Italian peasant makes the wind whisper messages across seas and gives employment to thousands of brains and thousands of hands; a peanut vender on a Pacific train makes one wire do the work of four; makes a rubber plant into a store house for the human voice, and makes homes possible for everyone who possesses a funnel and some mud. Another takes a sheet of paper and a piece of glass, and the whole world becomes photographers; another punches holes in a strip of paper and makes Wag-

officials to their duty. He exposes secret schemes of plunder. He promotes every hopeful plan of progress. Without him public opinion would be shapeless and dumb. Our republic and its press will rise or fall together. An able, disinterested, public-spirited press, with trained intelligence to know the right and the courage to do it, can preserve that public virtue without which popular government is a sham and a mockery."

FIGHTING THE COAL TRUST.

That these professions were not merely those of printed type but of the heart and conscience I will relate an experience while acting as managing editor of the Morning World. Not many years ago the great railroads operating the mines combined to raise the price of coal to the country. Our pious friend Baer, of the Reading, echoing the sentiment of Commodore Vanderbilt's historic comment on public opinion, allowed that the railroads could take care of their business. The hardships which this policy entailed in the great city could not be overlooked. A newspaper indifferent to such wholesale tribute was unworthy of existence.

We started a campaign to defeat this combination. We soon had allies. Investigation revealed thousands of tons stored at convenient points by the roads to be distributed in quantities which would not disturb the market price. The roads stiffened under pressure. Finally legislation was obtained in New Jersey. The combine was broken, prices fell to the normal level.

Several messages of compliment on the newspaper's work came at intervals from the blind owner. Months later I was his guest at Bar Harbor. Details of office management were discussed for several days. On the day of my return to New York, just before leaving his home, he placed his hand on my shoulder and said:

MR. PULITZER'S UNSELFISHNESS.

"That was a great fight the paper made on the Coal Trust. Sorry I was too sick to help you more." He paused for a moment and then asked:

"Tennant, did anyone ever tell you that I was perhaps the largest individual stockholder in the New Jersey Central, one of the largest coal-carrying roads?" I expressed surprise.

With an emphatic slap on the back and in forceful accents he said:

"Promise me that you will never allow yourself to be influenced by any consideration for my personal investments or interests. Promise me that as long as you remain with The World that you will have only one master, the public—the public's interests first of all."

Another instance of his faith in this country's optimism was furnished while I was acting as the Washington correspondent. The government was close to a suspension of specie payment. Daily I went to the treasury with gold demand notes for the first sign of such a calamity. A treasury deficit placed the government in stress and momentary peril. A second bond issue seemingly was the only avenue of relief. Wall Street was willing to absorb it, but demanded an exorbitant toll.

The suggestion came to the Washington bureau from the directing optimist of the World that the country at large be given an opportunity to bid for the bonds. I presented in person the suggestion to the Secretary of the Treasury. I recall the curl of his lips, his patronizing smile and the frigid tones of his answer: "It can't be done."

BOND SALE MADE SUCCESSFUL.

Back over the wire went the message "It can't be done." The lexicon of optimism as understood by the great newspaper mind knew no such phrase. The country was appealed to, the response was staggering to Wall Street pessimism. Over and over again the amount required was subscribed for. Newspaper optimism had faith in the country; the country answered with a lesson that will stand for all time.

Newspaper optimism saved this country from a war with England over the Vezeznelan boundary. You recall the message which brought both countries to a sobering sense of the great perils threatened by incendiary talk. You recall the reply of grand old Gladstone: "Only a little common sense is required!" And common sense prevailed.

Optimism, too, did its best to prevent an unfortunate war which obliterated a Republic and stained with blood the prosperous fields of the Transvaal. Reflecting the optimism of my chief, I cabled the sturdy old Krueger for a statement of the Boer side. This was recalled to Churchill, the colonial secretary, who was requested to epitomize the British grievances. His answer was forwarded to the



JOHN H. TENNANT,
MANAGING EDITOR OF THE NEW YORK EVENING WORLD.

the immigrant. Think of the dreams, the pent-up ambitions of the thousands that seek fulfillment and expression here. Think, then, of the imperative need of unfolding the proper lines to be followed in working out individual and national salvation. Optimists they come, optimists they must continue. And through the newspaper primarily this spirit must be encouraged.

It may be that I take too serious a view of American development. It may be that I exaggerate the importance of the newspaper mission, but I doubt it.

And this danger applies with equal force to the American born, to the second and third generations of the foreign born as well as to the newest citizen. To them the daily newspaper, beyond purchase, beyond political prejudice, beyond personal influence for evil; a newspaper ever enlisted for the betterment of human conditions, ever putting the stamp of disapproval upon schemes of corruption in business as well as public life; a newspaper battling against encroachments upon personal freedom, is the most convincing expression of America's proud assurance of liberty to the enslaved of the world. Such a newspaper reflects the optimism which every editor in city or country should feel.

THE DISCOURAGING NOTE.

Now and again there creeps into the columns of the press the discouraging note that the time for great opportunities has passed. This is only a glancing blow at optimism. The human brain in its

ner possible to every man or woman with two feet, natural or artificial.

And so, almost without number, instances might be supplied of new opportunities for brain and brawn. The past ten years have given to civilization more opportunities for individual achievements than the preceding fifty. The very air is vibrant with tremendous activities to come. Tell me that the day of opportunities has passed, that optimism has become a subject for caricature or cartoon!

CONSCIENCE AND A PURPOSE.

It is difficult in discussing the newspaper of optimism to avoid referring to the policies pursued by the publication with which I have been connected for nineteen years. I do want to carry the conviction to my Rochester friends that there is behind the printed pages a conscience and a purpose, always awake in the interest of uplifting the masses. A newspaper that sends out to the world daily nearly 1,000,000 copies can be made a most potential agent in promoting education, ambition, contentment and good. That has been our ideal—an ideal that had its inception in the brain of the penniless boy who became the master of American journalism.

"What is everybody's business," said Mr. Pulitzer to Dr. Hosmer, for years his close personal companion, "is nobody's business—except the journalists'. It is his by adoption. But for his care almost every reform would fall stillborn. He holds

Boers, who promptly proposed through the World a Board of Arbitration, with the United States at its head. You recall how this was scorned by Churchill, and you remember Krueger's final message "that England would pay a price that would stagger humanity."

WHAT OPTIMISM DID FOR THE POOR.

Newspaper optimism gave to the poor mothers of New York recreation piers as breathing spots for their suffering babes. Newspaper optimism gave the growing lads of the crowded city playgrounds to develop into healthy men; gave the stifling thousands of the congested East Side relief from the heat waves of summer by forcing cheaper fares to the cooling waters of the sea.

I mention these instances of newspaper activity to emphasize the point that the newspaper is afforded the broadest field for optimism. There is something more, infinitely more, behind the purpose of a newspaper than a strife for circulation or a scramble for profit.

A word to the advertising man—always the prophet of optimism. Were he anything else he would be a poor salesman or a poor newspaper man. The boss occasionally is permitted to lapse into pessimism. Bad weather, poor times, slow collections and other kindred afflictions of business may affect his faith. But in his moment of stress, his refuge is the advertising man, who sees in a day of storms only the portents of a glorious tomorrow.

THE FAITH OF THE PUBLIC.

In New York, you know, the counting room in whispered tones envelops the editor with a certain mystic austerity which cannot be solved by the advertising man. The editor is zealously guarded from the wiles of the advertising man. The editor might be found to be an ordinary human being, who loved good fellowship, a good cigar and something more, and a free puff might escape the vigil of the auditor. With such surveillance it is not surprising that my acquaintance among your profession has been limited. I can assure you that this opportunity is not without profit to me. The representatives of the profession that brings annually one million and a half to the counters of the Evening World alone are interesting men indeed. But these millions do not come through philanthropic impulse. They do not come entirely to sustain the ideals I have outlined—though they could not continue without this support—but because the advertiser feels convinced that the public believes that the newspaper is faithfully endeavoring to uphold these ideals.

FOUNDATION OF THE REPUBLIC.

And so, my friends, let me reaffirm my faith in optimism. Let me offer a great newspaper's success as the best testimonial that a newspaper policy which accepts optimism as its creed rests solidly upon the rock of human sympathy. Optimism, the foundation of this republic, optimism, which has kept it unswervingly true to its declaration that it shall be a land of men and a land of opportunity equal to all with honors and riches within the grasp of the humblest born—a land that has given opportunity to a penniless Scotch lad to become the greatest worker in steel, that has given opportunity to a poor Swede to make Dreadnought battleships possible, that has given the half-starved son of a Long Island minister with a salary of \$100 a year the opportunity to become the greatest builder of railroads; a land that has given a tow path boy and a rail-splitter the opportunity to become President.

The most valuable collection of newspaper files in the United States are to be found in the Library of Congress, at Washington.

The UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Papers.

General Offices, World Building NEW YORK

DALLAS CONVENTION.

The Fund for Taking Care of the Delegates Practically Raised—Many Cities Will Make Strenuous Efforts to Capture Next Year's Session—Roswell, N. M., Will Be in Evidence with Six Shooters.

(Special Correspondence.)

DALLAS, Tex., Feb. 5.—Preparations for the eighth annual meeting of the Associated Advertising Clubs of America, which will be held at Dallas, May 19 to 23, are going steadily forward, and following the usual holiday vacation the twenty-four committees have gotten down to business again. The committees appointed to raise the convention fund for entertaining the delegates announce that the amount needed has been practically subscribed, and that more can be secured if it is found to be necessary. The business men of Dallas, realizing the importance of the ad men's convention, have contributed liberally to the fund, and the entire citizenship is ready to pay homage to the advertising men of the world.

E. R. Stotts, recently elected president of the Des Moines Ad Club, was in Dallas a few days ago, and expressed himself as being unusually well pleased with Dallas as the convention city. Of the Des Moines Club he said:

GOING IN FOR THE CUP.

"We are going to win the Printers' Ink Cup at the May convention for the third and last time, and we may try for the Mileage Trophy, which Dallas won at Boston along with the 1912 convention. Our 'On to Dallas Committee' will bring an army down to Texas if it is found necessary, and at any rate we will be represented by a big delegation."

This is the sentiment from all parts of the country, and L. R. Greene, advertising director for the Sherwin-Williams Paint Co. of Cleveland, who was in Dallas this week, told practically the same story, except that Cleveland is after the 1913 convention. The Cleveland Ad Club is one of the oldest ad clubs in the United States, has club quarters and meets twice each week. They expect to send a big delegation to the convention, and will make a strong bid for the 1913 convention.

Baltimore and San Francisco are shelling the woods, as it were, seeking support preparatory to asking for the 1913 meeting, while Toronto and Atlanta are as busy as they can be along the same lines. Winnipeg announced itself as a candidate a few weeks ago, and along with Richmond, Memphis and St. Paul, is conducting a campaign without a band and is making very little noise as yet.

"SEE THE SMOKE!"

A genuine Western letter was received a few days ago from the Roswell (N. M.) Ad Club, which, after reviewing the On-to-Dallas movement there, says: "With us it has degenerated into the sordid question of ways and means. We all want to go. Most of us will go. The amount we can raise will determine the amount of dog we will put on, but Dallas and all those tenderfeet from Montreal, Shinshinnati, Cleveland, New York and Baltimore will know that Roswell was represented, if we have to shoot up the town. In the meantime the smoke on the western horizon is being raised by the Roswell Ad Club."

The national program committee, which met in New York City on Jan. 9, will have something to announce in a short time, and it is understood that one of the speakers on the program

will be Lord Northcliffe, the millionaire publisher of London, England.

The following general plan of the convention program has been agreed upon: On May 19 (Sunday) the convention will open in Dallas. Advertising men of national prominence will talk on advertising themes from ten of the principal pulpits in the city. In the afternoon a mass-meeting will be held, with President George W. Coleman as the principal speaker in a "Ford Hall" address Sunday night will be the "Get-together" meeting, at which addresses of welcome and responses will be made, so that on Monday morning the convention will at once proceed to business.

PRELIMINARY PROGRAM.

Monday Afternoon.—Business session. Tuesday.—Business sessions. On Tuesday, probably, will be held the departmental sessions in the morning, so that at the general session in the afternoon, the results and essence of these departmental meetings may be reported by their respective chairmen to the assembled delegates.

Wednesday, the 22d, will be spent in Fort Worth, the entire delegation—ladies and all—going over in special interurban cars as guests for the day of the Fort Worth Ad Men's Club, returning to Dallas Wednesday night.

Thursday will be devoted to business sessions, and on Thursday afternoon officers will be chosen and the place for holding the 1912 convention selected.

Friday morning the delegation will depart on special trains for a tour of the State, one day stops being made in Waco, San Antonio, Houston and Galveston. In each of these cities the entire delegation will be guests of the local ad club. This trip will be unique in the history of conventions. It will be highly instructive, interesting, most enjoyable and long-to-be-remembered.

The program committee has selected Henry Exall, president of the Texas Industrial Congress, as one of the speakers at the big meeting on municipal and State problems to be held convention week. He is one of the most popular men in the State. Other speakers will be G. Grosvenor Dawe, secretary of the Southern Congress, and Lucien Wilson, secretary of the Detroit Chamber of Commerce.

Helping a Good Cause.

The Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph is sending out to prospective advertisers a pamphlet containing seven articles on the subject of advertising, reprinted from Judicious Advertising. Every one of the articles is worth reading, and no doubt those who receive the pamphlet will be much impressed by them, for they are cleverly written and present matter of value to all general advertisers.

Los Angeles Herald Prospers.

The Los Angeles Herald, of which J. Clem Arnold is general manager, on Jan. 27 contained twenty-six pages. It was not a special edition, but a regular issue. This size would not be considered unusual in a metropolitan evening paper, but in a journal published in a city of the size of Los Angeles it is a pretty big thing. The Herald seems to be gaining in circulation and advertising patronage right along.

Bohemian Weekly Sold.

The Slavic, a Racine, Wis., Bohemian weekly newspaper established by Carl Jonas, deceased, at one time Lieutenant Governor of Wisconsin, has been sold by Jos. Stehlik to Ladislav J. Tupy and Vaclav Ruzicka, of Chicago.



The manufacturer complained that his advertising was getting less and less resultful, and its cost daily more out of proportion to his sales.

Competitors, he said, were cutting into his trade in fields that used to be his undisputed.

Dealers, he had found, were "stocking lightly, with a half dozen similar lines, and" (he almost wept as he said it) "giving people whatever they called for."

"If people are calling for named or trade-marked goods," we replied, "why does not your advertising insure you their trade?" "Well," he answered, "I suppose most of them never see my advertising; you see I—" "Yes, we know your plan and practice. We know what you do and how you do it (that's a part of our business), but we can't figure why you do it that way."

"You've advertised to yourself and the retailer—but you've forgotten, or at least almost wholly neglected the consumer."

"Your present advertising campaign was designed to, and did assist, in loading up the retailer's shelves. It has little or no effectiveness in the direction of unloading them."

"The dealer used to push this or that line—does yet at times, perhaps, but when a man, woman or child goes in and asks for some advertised thing, they usually get it there or go elsewhere."

We knew, if the manufacturer didn't, that in pretty nearly every city and section where his dominance of trade had been destroyed, competitors had gone straight to the consumers by the surest, most direct, and yet withal the most economical route, through the advertising columns of the daily newspaper.

We represent newspapers in a score of prominent cities. It is our business to supply advertisers with every gatherable bit of useful information about those newspapers and the fields in which they circulate.

We are enthusiastic advocates of newspapers as advertising mediums. We see their tremendous efficiency every hour of the day.

Why not send for us right now?

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

The West Coast Leader.

We have received copies of the first issues of the West Coast Leader, a weekly newspaper recently established at Lima, Peru, by the West Coast Publishing Co., which also issues Peru of To-day, a monthly magazine. The Leader, which sells for 10 cents, silver, a copy, is edited by J. Vasseur Noel. It is 18 by 24½ inch folio, with six wide columns to the page. The first issue, dated Jan. 3, contained a generous quantity of both local and state news, and also a summary of the news of foreign countries. The advertising columns were well filled. Among the general advertisers represented were Apollinaris, White Rock, Johnny Walker, Black and White, and Buchanan's whiskies.

MUTT AND JEFF

Greatest Daily Comic Series Ever Known. If you are not using it

WHY NOT?

WRITE FOR PARTICULARS
INTERNATIONAL NEWS SERVICE
200 WILLIAM ST., NEW YORK CITY

IT TOOK US FIVE YEARS TO DO IT!

But the result is the most sweeping victory for independent journalism in all the history of American politics

¶ The latest and most revolutionary phase of insurgent politics in America is the complete overthrow of the powerfully entrenched Louisiana State ring, easily the strongest old style political organization in the entire Democratic South.

¶ In the first primary Luther E. Hall, Good Government candidate, defeated John T. Michel, ward boss of New Orleans, and one of the ring candidates, and Dr. James B. Aswell, candidate of Robert Ewing, boss of the Tenth Ward and present Democratic National Committeeman. The first primary saw the elimination of James B. Aswell, and John T. Michel was so badly distanced that he withdrew without further contest.

¶ Senator Murphy J. Foster, dean of the conservative Southern Senators, was defeated by Joseph Ransdell.

¶ Governor Jared Y. Sanders was led by ten thousand votes in the first primary by Robert F. Broussard for the other senatorship from Louisiana, and Sanders finally withdrew.

¶ The Good Government people control the Legislature and will enact a commission form of government for New Orleans. They will utterly destroy the New Orleans City ring and will abolish the autocratic power which Louisiana gave the governor when white supremacy was restored in this State.

¶ The *New Orleans Item* has made the fight for Good Government in Louisiana along the lines followed by the insurgent newspapers of other sections of the country.

¶ This paper has the greatest circulation of all the Louisiana papers, having a daily and Sunday press run in excess of forty thousand, and a weekly with a circulation of between twenty and thirty thousand. The Good Government leaders recognize

that the *New Orleans Item* was the factor that placed Louisiana in the vanguard with the most important and insurgent victory ever won in the South, and the most sweeping ever won in any State in the Nation.

¶ Louisiana has the richest soil of any State in the Union, and the best natural resources. Under better government it will grow rapidly forward to the greatest destiny of any section of America.

The New Orleans Item accepts advertising on an absolute guarantee of the largest circulation of any newspaper printed in Louisiana, OR NO PAY.

40% of the people who read any New Orleans daily newspaper read THE ITEM. Think it over!

The New Orleans Item,

THE JOHN BUDD CO.
Foreign Representatives

JAMES M. THOMSON
Publisher

NEW ORLEANS,
LOUISIANA
ARTHUR G. NEWMYER
Business Manager

NEW EDITOR OF JUDGE.

He is C. G. Garretson, Formerly Humorist of the New York Globe.

Carleton G. Garretson has assumed full editorial management of Judge, succeeding James Melvin Lee, who resigned to take a professorship in the New York University.

Mr. Garretson was graduated from Williams College in 1901 and went to the State of Washington, where he owned and operated six weekly newspapers. In addition he wrote editorials and articles for Tacoma Daily News.

In 1908 he returned East and became advertising manager of the Eaton, Crane & Pike Stationery Co., of Pittsfield, Mass. Two years later he became second vice-president of the Foster Deberse Advertising Agency, of New York.

The call of the newspaper field brought Mr. Garretson back to his first love, and for seven months he wrote funny stuff for the New York Globe, at the end of which time John A. Sleicher, president of the Leslie-Judge Co., invited him to become news editor of Leslie's Weekly and contributing editor of Judge. When J. M. Lee resigned as editor of the latter publication to devote himself to the Department of Journalism at New York University Mr. Garretson was appointed as his successor. That Mr. Sleicher has made no mistake in his selection is the opinion of many journalists.

WILEY ON COMMERCIALISM.

Denies That the Newspaper Press is Debauched as La Follette Claims.

In an address before the New Jersey Editorial Association at Trenton, on Monday, Louis Wiley, business manager of the New York Times, in discussing the La Follette incident at the Periodical Publishers' dinner, said:

"Much has been said about the commercialism of newspapers. It is not altogether a criminal offense to succeed in business if that business is conducted from an honest standpoint, if every stride forward is gained by continued adherence to the highest moral standard, when every cent made is derived from an enterprising spirit directed by sound ethical considerations. Commercial success is necessary to the permanence of the honest newspaper. The failures appeal to the politician and the financier.

"I listened with attentive interest on Friday night to Governor Wilson and Senator La Follette at the dinner of the Magazine Publishers in Philadelphia, and I was pained to observe that the Senator despairs of the American press. He intimated that it was controlled by the advertising agencies. He said that commercialism had invaded the editorial sanctum, and that the only hope of the American people was in the magazines, and even they are in danger.

Senator La Follette talked until twenty minutes after one Saturday morning, and I doubt if in all the time he talked he convinced a single hearer that the American press is so debauched as he represented it.

"We may admit that there is such a thing as commercial journalism. There are newspapers that are purely or mainly commercial; they may be successful. But must he not be a very shortsighted publisher who lets the petty, nearby gain obscure his vision of the immeasurably greater reward? It is the higher and wiser commercialism, the seeking after the greater reward, that crowns success in the effort to make a great newspaper.

"What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when to all these, illuminating and vitalizing all these, brains are added, the newspaper that is the fruit of this blending will inevitably enjoy the confidence, the respect, and the patronage of the community it serves."

TOLEDO AD CLUB NEWS.

Stanley L. Krebs Addresses the Members on Psychology of Advertising.

(Special Correspondence.)

TOLEDO, Feb. 3.—At the Tuesday noon meeting of the club Stanley L. Krebs, the noted psychologist, spoke to more than fifty members and business men. He lectured again Thursday evening in the Toledo Auditorium on "The Law of Suggestion as It Is Applied to Business Building."

The club has arranged to occupy a booth at the Pure Food Show, which will be held during the week of Feb. 12, when it will give a series of popular voting contests for the benefit of the convention fund.

Byron W. Orr addressed the Y. M. C. A. ad class last Friday evening. He was recently elected convention secretary and has also been put in charge of the publicity bureau of the Men and Religion Forward Movement, which began an eight-day campaign in Toledo Sunday.

T-A-C-Tics, the club's monthly organ, will be increased in size and issue 3,000 copies a month from now until June to advertise the Toledo convention for the Central Division, A. A. C. of A.

Lewis H. Clement, president of the Toledo Ad Club, will address the Cleveland Ad Club next Wednesday and the Detroit Adcrafters' Club the following day.

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

J. B. SHALE, Editor

FRANK LEROY BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City

Telephone, 7446 Cortland

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THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES:

Display, 15 cents per agate line

Reading Notices, 25 cents per agate line

25 per cent. discount on yearly contracts

Classified, 1 cent per word

NEW YORK, SATURDAY, FEBRUARY 10, 1912

WAS IT A LOTTERY?

The postmaster of Richmond, Mich., recently refused to allow copies of the Review, of that town, to be mailed as second-class matter because there appeared in its columns an offer of a subscription to anyone who would discover the grammatical error contained in an advertisement appearing in the paper. The postmaster claimed that he acted under orders from Mr. Goodwin, the assistant attorney general for the Post Office Department. Henry F. Harris, publisher of the Review, has taken exception to the ruling and will endeavor to show that the advertisement referred to is in no way a violation of the postal laws, but is really educational in its character and in no sense a lottery.

The question arising out of this situation is an interesting one and should be settled at once by the Post Office Department. The offering of a prize in an educational contest of this kind cannot be classed under the head of lottery, any more than the act of a teacher in promising a prize to the student who makes the best record during a school term.

THE INTEGRITY OF THE PRESS.

It is no uncommon thing for the newspapers to be savagely attacked by persons who have been brought to book by them. It is not unusual for politicians to pour out the vials of their wrath upon the heads of those editors who oppose their election to office or who reveal their crookedness to the public they pretend to serve. To accuse the press of dishonesty, of deliberate misrepresentation, of injustice and of malignant persecution is the practice of some seekers for notoriety who hope in this way to attract attention to themselves for the purpose of furthering selfish interests.

It must be said, however, that the integrity of the newspapers as a class is not often questioned by men of commanding importance in any part of the country. La Follette's arraignment of them in his Philadelphia speech was so rabid, unjust and undeserved that the two hundred periodical publishers and guests at the dinner were convinced that the Senator had suddenly gone crazy.

There may have been a time in the history of American journalism when certain newspapers were but puppets in the hands of political freebooters, commercial highwaymen and the enemies of law and order, but those who have made a recent study of the public press know that the day has long since passed.

We do not believe that there is a single newspaper of influence in any city in the United States whose columns can be purchased for a dishonorable purpose, because not one could retain its position and resort to such practices. The public mind is keen. It is ever on the alert to discover and denounce a betrayal of confidence. If it once loses confidence in a newspaper, no matter how old it may be or how highly it has been regarded, its downfall is certain. To be successful, a newspaper must have the confidence and good will of its constituency. To deserve that confidence is the aim of every publisher.

Newspapers, therefore, must be upright in their dealings with the public if they would lead in influence or in business. Not one can retain its position in public opinion if it plays the role of a Judas.

Karl P. Brown, manager of the Blackfoot (Idaho) Optimist, writes us that he has not sold his paper to J. V. Alland or anyone else, notwithstanding the fact that a paragraph printed in THE EDITOR AND PUBLISHER Jan. 6 announced that he had. Our information was based on a report printed in one of our western exchanges.

Senator La Follette's arraignment of the newspapers at the Periodical Publishers' dinner in Philadelphia was unjust and unworthy of either the Senator himself or the occasion. The most charitable way of regarding it is as the forced product of a temporarily disordered mind. La Follette, through overwork, was in no condition to speak. He had prepared an address that would occupy forty-seven minutes in its delivery. Instead, he spoke for two hours and a half, or from 11 p. m. on Friday until 1.30 Saturday morning. No man possessed of his sober senses would have thus imposed upon guests at a pub-

lic dinner. Up to Friday night Senator La Follette had been a promising presidential candidate. Whatever his chances for success may have been when he arose to speak, his best friends realized at the close of his address that the Senator had wrecked them, all through his intemperate and ill advised remarks, and he himself withdrew from the race the very next day.

JERSEY CORRESPONDENTS' CLUB

John P. Dullard Elected President for the Ensuing Year.

The New Jersey Legislative Correspondents' Club held its annual meeting on Tuesday, Feb. 6, and elected the following officers: President, John P. Dullard, Associated Press; vice-president, James Kerney, Trenton Times; secretary and treasurer, John J. McDonough, Newark News. Trustees: James F. Dale, New York Sun; Charles R. Bacon, Philadelphia Record; Charles A. Ransom, American Press Association; Upton S. Jefferys, Camden Post-Telegram.

The club will hold its annual banquet at the Hotel Sterling on Tuesday evening, March 5. The guest of honor will be Governor Woodrow Wilson, who has already accepted an invitation to be present. Other guests will include United States Senators Briggs and Martine, President Prince, of the New Jersey Senate, and Speaker McCran, of the House of Assembly.

AGATE RULE CLUB STARTS.

It Is Composed of Members of the American's Business Staff.

The Agate Rule Club, which is composed of members of the business staff of the New York American, on Tuesday evening held its first theater party and dinner. The formation of the club is due to the enterprise of several of the inside workers, who believed that it could be made instrumental in advancing interest in newspaper advertising, and incidentally be helpful to its members.

The president of the club is Frank J. Warde; secretary, Wm. F. Metz, and treasurer, Wm. A. Hayes. A social committee, consisting of Wm. S. Payton, Phillip Lahr and W. A. Hayes has been appointed to look after the social affairs of the organization.

Bud Fisher Making Money.

Bud Fisher is probably making as much money as any of the popular newspaper cartoonists. Besides receiving a steady income from his daily Mutt and Jeff pictures, he appears several months in the year on the vaudeville stage, where he earns good money, and besides receives royalties from four Mutt and Jeff companies that are on the road.

Dean of American Journalism.

The Rev. Washington Frothingham, often alluded to as the "dean of American journalism," is living at Fonda, N. Y. He is ninety-two years of age and enjoys excellent health. He knew all the great editors of fifty years ago and wrote articles for many of them. He was, with Charlemagne Tower, the author of "The Literary Rambles of a Journalist."

Farley Reception Postponed.

The luncheon and reception which the New York Press Club was to give in honor of His Eminence Cardinal Farley on Tuesday, Feb. 6, has been postponed until Easter week on account of the Cardinal's indisposition.

SUN ALUMNI DINE.

Annual Feast Brings Together the Old-Time Workers on the Paper.

The eighth annual dinner of the Sun Alumni Association, composed of those who once worked on that paper, was held on Wednesday, with sixty members present. Chester S. Lord, who has just finished forty years' service on the Sun, of which he is managing editor, was in effect the guest of honor, though he modestly declined the title. The president of the association, Collin Armstrong, was toastmaster, having for emblems of authority an enormous blue pencil and an alarm clock.

The speeches were quiet and intimate talks. Mr. Armstrong introduced Gov. Walter E. Clark, of Alaska, formerly of the Washington bureau of the Sun. He was followed by Arthur Brisbane, who did his first newspaper work under Mr. Lord. Talcott Williams, editor of the Philadelphia Press, at one time Washington correspondent, talked on the Sun's influence in journalism. Mr. Lord was then called on and spoke for a few minutes of the early days in the Sun office and of Charles A. Dana.

Some of the former Sun men who attended the dinner were John Bogart, John A. Sleiher, J. H. O'Brien, Stephen Mather, Samuel Hopkins Adams, Judge Willard H. Olmsted, Lindsey Denison, Paul Krotel, George F. Spinney and Robert S. Yard.

OBITUARY NOTES.

George L. Sands, editor and part proprietor of the Biddeford (Me.) Record, died in his home in Saco last Thursday of heart failure.

Allan Lee, late of the Chicago advertising office of the Metropolitan Magazine, a 32d degree Mason, died of cancer in Cincinnati last Wednesday.

Thomas L. White, of the advertising department of the Encyclopedia Britannica and a technical writer, died in Yonkers on Saturday at the age of 41.

Samuel Hague, for 37 years cashier of the Evening Journal of Jersey City, died suddenly on Monday.

William Rodearmel, a famous reporter and correspondent of Harrisburg, famous for 40 years, lover of baseball, author, orator and of late an evangelist, died last Thursday, blind, after a lingering illness.

Meyer T. Wells, of the Newark Star, died last Thursday, aged 31 years.

Edwin G. Deming, a former business manager of the Columbus Dispatch and vice-president of the Ohio State Journal, died recently in the Hotel Dieu, of New Orleans.

C. Henry Meyer, for 25 years business manager of the Quincy (Ill.) Journal and a prominent Democrat, died recently.

Paul W. Roder, formerly city editor of the New Jersey Freie Zeitung, of Jersey City, prominent in German-American organizations and the Republican party, died of heart disease last Wednesday.

John H. Dingman, for almost 60 years connected with the publishing house of Charles Scribner's Sons, is dead at his home in Flatbush, L. I. He was a religious worker among G. A. R. men.

Edward A. Phillips, known among police reporters as "Frisco Phil," formerly city editor of the Salt Lake City Telegram, committed suicide recently in his home in Berkeley after an unsuccessful prospecting trip.

Gustave de Molinari, author and former chief editor of the Journal des Débats and of the Journal des Economistes, is dead in Paris.

PERSONALS.

Charles F. Hart, superintendent of the mechanical department of the Amalgamated Press, London, England, is in New York this week in the interest of that organization.

E. J. Ridgway is yachting in Cuban waters.

C. R. Miller is covering Cuba for Leslie's Weekly. After doing the American Naval Station at Guantanamo he will cover the gathering of the fleet of the United States at Havana Bay on Feb. 15, and return to Washington with the fifty-four bodies recovered from the wreck of the old Maine.

Richard Harding Davis is in Havana.

Frederick W. Main, who resigned as business manager of the Springfield Republican to become assistant editor of Western New England, was subsequently released to accept a position more to his liking with the Worthy Paper Co., of Mittineague.

E. N. Dingley, managing editor of the Kalamazoo Telegraph-Press, is a candidate for the Republican nomination for Congressman in his district.

Walter J. Fahy, a prominent Washington, D. C., newspaper man, is to head a Wyoming colonization bureau.

Lewis H. MacLaughlin, who has resigned as city editor of the Philadelphia Telegraph to become editor and part owner of the Williamsport (Pa.) News, was given a farewell banquet Saturday evening by his associates.

Judge Pike, former editor of the Bangor (Me.) Citizen, now heads the Machias Union.

Capt. Henry King, editor of the St. Louis Globe-Democrat, is being boomed for the Vice-Presidency.

Charles E. Stickney, editor of the Wantage (N. J.) Recorder, who is regarded as an authority on the early history of the surrounding region, lectured on Tuesday before the Newburg Historical Association on "The Old Mine Road."

Dr. Ng Poon Chew, editor of the Chung Sai Yat Po, of San Francisco, lectured on Friday before the New York Chinese Students' Club.

A. Nevin Detrich, managing editor of the Pennsylvania Grange News, has announced his candidacy for the Keystone nomination for State Senator.

C. D. Morris, editor of the St. Joseph (Mo.) Gazette, has declined to be a candidate for the Republican gubernatorial nomination, saying that he would rather edit a newspaper than be Governor.

R. W. Brown, managing editor of the Louisville Times, is in New Orleans helping to revise the ritual of the B. P. O. Elks, of which he is a distinguished member.

Albert Webber, newly come from Croatia, will edit the Croatian Worker, of Calumet, Mich.

John W. Barnhart, for three years business manager of the Star League newspapers, has accepted a managerial position with the Minnesota and Ontario Power Co., paper manufacturers.

Wm. A. Vartez, formerly of the Sun,

is reported to have been assigned to supply the Hearst syndicate of newspapers dispatches from Havana, portraying the alleged growth of opinion throughout Cuba and on the Isle of Pines favorable to the annexation of the new republic by the United States.

Nat F. Jackson has resigned the editorship of the Paris (Tex.) Daily Advocate, in order to join the staff of the North Texas Farmer, an agricultural weekly.

H. C. Beard, editor of the Mt. Airy (La.) Express, has resigned in order to study law.

M. T. Stokes, editor of the Potter (Pa.) Enterprise, and candidate for the Republican nomination for the Legislature, has challenged his political rival, W. W. Crittenden, to a debating tour through at least twenty towns.

Arthur L. Evans, editor and publisher of the Shoeman, of Boston, was one of the speakers at a banquet held Wednesday by the Rochester Retail Shoe Dealers' Association.

The Rev. John Kranjec has been elected editor of Amerikanski Slovenic, of Joliet, Ill.

Frank Prescott Fogg writes that instead of being assistant business manager of the Springfield (Mass.) Republican, he is managing editor of Western New England, published by the Springfield Board of Trade. Mr. Fogg was until recently advertising manager of the National Magazine.

Robert E. Hopkins, of Tarrytown, N. Y., with William Cannon, both newspaper men, drove an automobile sixty miles along the frozen Hudson river last Thursday.

The Rev. John C. McCracken has left the Vandergrift (Pa.) Citizen to re-enter the ministry.

C. H. Van Atten, formerly of the Faulkton (S. D.) Advocate, has become managing editor of the Delaware County News, of Manchester, Ia.

Frank W. Ober, editor of Association News, and Col. E. W. Halford, former editor of the Indianapolis Journal, both of New York, were guests of the Chicago Press Club at luncheon on Feb. 6.

Cone Heads Old Agency.

Hunton, Lorenzen & Woodman announce that Edward S. Cone has purchased an interest in the firm, which hereafter will be known as Cone, Lorenzen & Woodman. Mr. Cone will make his headquarters at the New York office in the Brunswick building.

Armand Capdevielle, for many years editor of the New Orleans Daily Bee, printed in French, died of apoplexy in that city, January 28. He was a Knight of the Legion of Honor, which title was bestowed upon him four years ago by the French Government for his services in promoting the use of the French language in the United States.

The New York Jewish Morning Journal is now a member of the A. N. P. A.



Buy or Sell Newspaper properties—confidential service—Buyers and sellers Newspaper News sent FREE.
E. J. KINGSTON, Newspaper Broker, JACKSON, MISSISSIPPI.

\$2,000 Cash

available for first payment on a satisfactory New England or New York State weekly. Buyer will also undertake some deferred payments if property is worth more than \$2,000. Proposition C. Q.

C. M. PALMER

Newspaper Broker
277 Broadway, New York

Independent weekly in one of Iowa's best county seat towns. Owner nets approximately \$4,000 annually in return for time and investment. Equipment includes standard linotype. First-class property. Price \$8,000, or \$4,000 for half interest and management. Proposition 704x.

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

FOR SALE

FOR SALE.
235 shares representing \$11,750 of \$12,000 incorporated daily and weekly newspaper with job plant in one of the best towns of 6,000 population in Illinois. Will sell interest as above for \$5,000. Less than \$5,000 indebtedness, which can be paid off on easy payments. Address "Interest," care THE EDITOR AND PUBLISHER.

\$5,000 NEWSPAPER

and Job Plant for \$1,200 cash or liberal terms. Two-revolution Book and Job Press (7-column quart), 15x21, 8x12 and 5x8 Gilding Jobbers, Power Paper Cutter, Gas Engine, Round Cornering Machine, Proof Press, Shafting, Belting, Wood Type; Large Variety Job Type, Rules, Leads, Galleys, Imposing Stones, Desks, Chairs, etc. Address "New York City," care THE EDITOR AND PUBLISHER.

FOR LEASE OR SALE.

Printing Plant, centrally located, downtown section New York City; all machines have separate motors. It consists of five linotype machines, two Model 5, one Model 2 and two Model 1; two modern two-revolution presses, Optimus, good as new, No. 10, prints sheet 38 x 52, and Whitlock Pony, bed 27 x 40, takes 25 x 38 sheet; folder, power cutter, two jobbers, Style 2, National Universal, size 14 x 22, and 8 x 12 Chandler & Price. Composing outfit will also entertain offer on individual machines. Corner, Fendler & Co., Printers' Warehousemen, New York City.

LINOTYPE MACHINES FOR SALE.

I have three Model 3s in stock at present which I will sell cheap for cash; easy terms to reliable parties. Thoroughly overhauled, in good condition. Extra magazines, matrices, liners, blades, motors, etc. Address EDWARD GREENEBAUM, 157 William St., New York.

FOR SALE—NEW NO. 4 MODEL

Linotype, complete with motor, four magazines: 6, 8, 10 and 12 pt. matrices. Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

LINOTYPES FOR SALE.

Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross Sts., Richmond, Va.

MODEL 2 LINOTYPE

for sale, complete with 2 magazines containing 10 and 11 point matrices. WALKER, EVANS & COGSWELL, 5 Broad St., Charlestown, S. C.

LINOTYPE FOR SALE.

One Model No. 3, No. 7442, and one Model No. 5, No. 10197, with motors, extra magazines and large assortment of two-letter matrices. FRANKLIN PRINTING CO., 430 West Main St., Louisville, Ky.

LINOTYPE MACHINES

All models, bought and sold. Large line of presses and supplies on hand for immediate shipment.

RICH & McLEAN, New York.
51 Cliff St.,

AUTOMATIC PRESS FOR SALE.

For Sale—One 10-R rotary, one-color Harris automatic printing press, with sheet and envelope feed and perforating attachment. In A1 condition KELLEY-DAVIS COMPANY, 1166 Webster St., Oakland, Cal.

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARDY'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

FOR SALE.

One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

EDITOR

With 15 years' experience or prominent daily, weekly and monthly publications, part of the time as managing editor, seeks new engagement. Has done high class advertising and general writing. Moderate expectations. Address "N. H. L.," care THE EDITOR AND PUBLISHER.

A LIVE CIRCULATOR.

Ten years' experience as circulation manager on metropolitan and smaller dailies in both the East and West. Have always shown increased circulation and revenue, also held expense to the low water mark. Know how to get the confidence of the carriers and newboys and keep them hustling. Am thoroughly familiar with all circulation details inside and out. I am not satisfied with my present position. Address H. B. Stowe, General Delivery, St. Louis, Mo.

MANAGING EDITOR.

Young man, ambitious, energetic, with thorough knowledge of newspaper work, desires position of managing editor of afternoon newspaper in city of 20,000 to 40,000. Carolinas or Southeast preferred. Best references. Address "Ambitious," care THE EDITOR AND PUBLISHER.

COMPETENT,

Experienced young man wants position of city, State or telegraph editor of afternoon newspaper in city of 25,000 to 50,000 in South or Southeast. References. Address "Southern," care THE EDITOR AND PUBLISHER.

EDITOR & WRITER AT LIBERTY.

Would accept position as managing editor or assistant; would also contribute features that create prestige and increase circulation. Was department manager of the late Progress Magazine, of Chicago, and recently with the Erie Railroad Company as special writer and publicity man. Frederick B. Hawkins, Westwood, New Jersey.

ARE YOU IN NEED OF A CAPABLE CIRCULATION MANAGER?

A young man now employed desires change. Eight years' experience on large and small dailies. Have filled every position from carrier-boy to the head of the department. If you are in need of the services of such a man address "ENERGY," care THE EDITOR AND PUBLISHER.

YOUNG MAN

desires reportorial and editorial position with suburban daily or weekly. Is high school graduate, capable and experienced, and is willing to start at beginner's salary, provided there are opportunities for advancement. Address "SUBURBAN," care THE EDITOR AND PUBLISHER.

MAN WITH

several years' experience in publishing business and a thorough knowledge of editorial, advertising, circulation and mechanical work, desires position as managing editor of class or trade-art magazine. Address "NOW ENGAGED," care THE EDITOR AND PUBLISHER.

GOOD WRITER

desires engagement on conservative, high-class daily or weekly of either political party, in small city or country town. J. T. MUNSON, 467 W. 23d St., New York.

WOMAN FEATURE WRITER

wants departmental work. A specialty of timely articles, women's pages and household material. Address "L. R.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

PUBLISHERS.

The importance of a comprehensive cost system is patent. We have the most complete newspaper accounting system that can be operated and will demonstrate its complete efficiency with the advertising, circulation, manufacturing, statistical, or any other branch of your business that you desire. PUBLISHERS' SPECIALTY CO., 716 Chestnut St., Philadelphia, Pa.

SEND FOR "BULLETIN 1912."

Publishing Business Opportunities. Values from \$5,000 to \$50,000. HARRIS-DIBBLE CO., 46 W. 24th St., New York.

HELP WANTED

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WORK OF THE A. A. A.

Bert M. Moses Tells What the Organization Has Accomplished in Twelve Years—Advertisers Now Know What They Are Getting from the Publishers in the Way of Circulation—About the Future.

Bert M. Moses, president of the Association of American Advertisers, which held its annual convention at Buffalo last week, in chatting with a representative of THE EDITOR AND PUBLISHER yesterday about the organization and its work, said:

"Much that was done at the sessions of the association in Buffalo was of a confidential character and intended for the information of members only.

"In a general way, it can be stated that the standing of the A. A. A. was never so high as it is to-day. I have not heard for months a single complaint or criticism from publishers except that our organization is not yet quite big enough to immediately examine all papers that seek examination.

"In the past we had much difficulty in getting permission from many publishers to audit their books and find out by actually going over the records how many copies they printed and sold.

"To-day there are more publishers asking for audits than we can accommodate as promptly as we would like to do it.

"The great ovation given us at the Iroquois Hotel banquet was an unmistakable token of the regard, esteem and confidence in which the publishing world holds us.

"A remarkable feature of that banquet was this: The association itself was not called upon to sound its own praises, for every speaker on the programme praised our work of casting into the discard those publishers whose circulations are founded upon a vivid imagination rather than upon the plain truth.

"The Association of American Advertisers was the pioneer organization in what is now called the 'Honest Advertising' movement.

"We have been working away for twelve years, and the diminishing ranks of what are sometimes called the 'circulation liars' is evidence that we have made headway.

"Our work has been so thorough and complete that nothing in the shape of serious competition is to be found.

"The honest publisher who gives the real figures now has protection. No longer need his actual figures in newspaper directories be surpassed by the false figures of a competitor.

"No newspaper directory can get the facts as we get them, because we open the books and add up the figures, while the directories depend upon figures as fanciful as a publisher cares to make them.

"Every member of the Association of American Advertisers is pardonably proud of what we have done.

The Wm. L. Betts Co.

SUITE 406, WORLD BUILDING
NEW YORK CITY, N. Y.

**Newspaper
Contest Experts**

"Our work is really worth while. Advertisers who belong to our organization can now buy space in nearly every newspaper and magazine of consequence, and know what they are getting.

"Hot air doesn't count as circulation so much as it used to.

"And the A. A. A. is responsible for it all."

Stanger's New Position.

Wesley A. Stanger, who for many years was connected with various Chicago trade papers, is now manager of the Philadelphia branch of the Royal



WESLEY A. STANGER.

Typewriter Co. Mr. Stanger was editor of Office Appliances and founder of the Office Outfitter. He was part editor and owner of the latter publication until recently. As a speaker before advertising and other organizations Mr. Stanger is in special demand. His talks are usually of a highly practical character.

Dutch Treat Club Dines.

The members of the Dutch Treat Club who include a lot of the bright lights of art, literary and newspaper circles, had one of their annual dinners at Keen's chop house Tuesday night. They sang songs, told stories, drank beer and did stunts for their own amusement, and the delectation of a few guests who couldn't be pushed out of the room after the feed was over. Some of the high brows present were Col. I. Cobb, of the World; Ray Brown, art editor of Everybody's; Rutgers Jewett, of Appleton's; James Montgomery Flagg, Jesse Lynch Williams, J. A. Mitchell, John O'Hara Cosgrave and the Irwin boys.

MORE PERSONALS.

Geo. Eugene Bryson is now sending dispatches to the New York Times from Havana. Mr. Bryson, who formerly lived in New York, has resided in Cuba for several years.

G. S. Wykoff, of Newark, N. J., has taken charge of the job printing plant of the Chronicle, Perth Amboy, N. J.

It is reported that Wilbur G. Miller, editor of the Chronicle, Perth Amboy, N. J., has procured a controlling interest of the property and will assume the position of both editor and manager.

Frank G. Macomber, editor of the Hartford (Conn.) Globe, was the principal speaker at the annual banquet of the Order of the Eastern Star at Hartford Feb. 1.

IN NEW YORK CITY.

Hamilton Wright Mabie, one of the editors of the Outlook, recently gave a lecture in the Emmanuel Baptist Church of Albany, on "The American of To-day."

P. J. Boylan, editor of the Brooklyn Ledger, gave a lecture on Sunday last before the Brooklyn Gaelic Society on "St. Brigid, the Mary of Ireland."

Arthur Brisbane, editor of the New York Evening Journal, recently delivered an address before the Brooklyn Temple Emanu-El.

M. D. Joyce, long editor of the financial publications of R. G. Dun & Co., and its oldest employe; also A. E. Joyce, assistant editor, his son, have resigned. The elder has retired from business.

Louis R. Southworth, of the World, and David Morrissey, of the Globe, both marine news reporters, were married last Saturday, and took sea trips for their honeymoons. Morrissey, whose bride was Miss Stella Mills, sailed for Panama; Southworth, for Bermuda.

F. H. Timpson, publisher of Brooklyn Life, with Mrs. Timpson, is recuperating at the Marlborough-Blenheim, Atlantic City, from a ten weeks' illness of typhoid fever.

Rodney Hitt has resigned as associate editor of the Electric Railway Journal to become connected with White, Weld & Co., bankers, New York. Mr. Hitt was formerly connected with the Railroad Gazette, and is the author of several dictionaries relating to steam and electric equipment.

William E. Smith, of Buffalo, and more recently managing editor of the Niagara Falls Journal, is now on the city copy desk of the New York Times. Mr. Smith is not new to the New York newspaper field, having been here and in Albany some years ago with the Publishers' Press.

William Bayard Hale, of the editorial staff of the World's Work, was one of the speakers at the Dickens Fellowship dinner at Delmonico's on Tuesday evening.

Charles Phillips, poet, dramatist and editor of the San Francisco Monitor, recently outlined his views as to the American drama to the pupils of the Maclean School in Chicago. He is now in New York supervising the staging of one of his productions by Belasco.

C. B. Hanson, business manager of the Augusta (Ga.) Chronicle and one of the best known newspaper men of the South, was in New York this week.

C. B. DeWitt, who has been advertising manager of the New York Herald and Evening Herald, returned this week from a trip to Europe.

PRINTING AND PUBLISHING.

Course in Journalism at University of Wisconsin Adds New Course in Technique of Graphic Arts.

The technique of printing and publishing is the subject of a new course to be given in connection with the work in journalism at the University of Wisconsin, beginning in February. The course will consist of practical talks and laboratory work in typographical composition, engraving processes, printing and similar topics.

The study is intended primarily for students of engineering, agriculture, commerce, pharmacy, chemistry and other technical subjects who desire to familiarize themselves with methods of printing and publishing in order to contribute to or do editorial work on scientific, technical and trade publications.

A course in technical and trade journalism, to include lectures and practice in all the details of the work of the editor and the contributor on scientific, technical and class publications, has also been arranged to be given next year.

Daily News Almanac.

The Chicago Daily News has issued its almanac and year book for 1912. It grows larger every year, having 664 pages this year, twenty-four more than last year. A feature of this year's issue is the reproduction in full of the decisions of the United States Supreme Court in the Standard Oil and Tobacco Trust cases, together with the dissenting opinions of the late Justice John Harlan.

A. W. Peterson, general manager of the Evening Courier, Waterloo, Ia., swears to an average daily circulation of 8,340 during the last six months of 1911.

YOU'LL WANT
**"SCOOP" THE CUB
REPORTER**
A NEW DAILY COMIC SERIES
Begins February 5th—Send for proofs
THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

Checker Indoor Games Syndicate
PORT RICHMOND, NEW YORK CITY
Weekly articles on
**Chess—Bridge—Auction Bridge—
Puzzles**
Exclusive rights given. No contract.

"Abe Martin"
This is but one of a score of famous
"Adams Features" that are building
circulation in the successful papers
of America. Write or wire to-day
for prices and sample sets to
The Adams Newspaper Service
Peoples Gas Building, Chicago.

NEW YORK HERALD SYNDICATE.

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

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

To Newspaper Owners and Publishers

There are a number of Newspaper properties in Cities from 100,000 up not producing satisfactory results

Because

they are not properly conducted in general business methods or in reading contents and therefore have no hold on, or prestige with the community. Some need to have a *deficit* turned into a *profit* to make those interested happy—others fail to make a fair dividend and with many the field is not worked properly nor closely for all there is in it.

A man with fifteen years' large, practical and successful experience in three largest Cities is open for the right opportunity as Publisher, General Manager or Business Manager, the larger the field and opportunity the better. Would like the privilege of buying into the business later.

He is trained, skilled, experienced, qualified, has handled millions of business in the line and is a better man to-day than ever before and should have his best fifteen years ahead of him; knows how to bring together the working elements of success in every department, how to get fullest results and returns on all expenditures, how to challenge and find favor with the general public mind through reading contents and business policy, how to increase circulation and advertising and profits, how to build a general newspaper success in a community.

All enquiries and negotiations treated in strictest confidence

Address Profit

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Editor and Publisher

CHANDLER MAKES A CHANGE.

Resigns from H. B. Humphrey Co. to Become Vice-President of New Amsterdam Agency.

Cleveland A. Chandler, one of the best known advertising men in New England, has withdrawn from the H. B. Humphrey Co., of which he has been vice-president for several years, and has opened an office at 35 Congress street.

Mr. Chandler has acquired a substantial interest in the Amsterdam Advertising Agency, with offices in Boston and New York, and has been elected vice-president and a director. The Boston office will in reality be a New England advertising agency. The Amsterdam Agency, which was established by E. P. Ricker, of Hiram Ricker & Sons, of Poland Spring, has been successfully conducted by him and other New England men for nearly twenty years. Mr. Ricker is a director in the company and vitally interested in its success.

Associated with Mr. Chandler is Sylvester Baxter, the well-known writer, who becomes the publicity director. Mr. Baxter is uncommonly fitted for this work, and knows how to put human interest into business literature—a valuable asset in an advertising writer. Mr. Baxter is an all-round newspaper man as well as a general writer, and is familiar with public affairs and economic subjects. He has worked on the Boston Herald, Boston Daily Advertiser and New York Sun. He has represented these and leading magazines in nearly all sections of this country, in Europe, Mexico and South America.

The management of the Amsterdam Advertising Agency will remain unchanged, George E. Barton, of Springfield, Mass., continuing as president and

general manager. B. S. Robinson, of Portland, Me., who knows thoroughly the advertising conditions in northern New England, remains as treasurer. He is also manager of the Poland Spring Co.

Mr. Chandler, thoroughly familiar with the New England field, will bring to his new connection several large accounts. The advantage of an unusually well equipped New York office will enable Mr. Chandler, through his Boston office, to render splendid service to New England clients. In New York itself advertisers who seek New England business will have the expert advice and counsel of Mr. Chandler and his associates.

CLUBS AND ASSOCIATIONS.

The South Dakota Editorial Association at its midwinter session, held in Yankton, elected the following officers: President, Charles McCafree, of Howard; first vice-president, Hans DeMuth, of Sioux Falls; second vice-president, W. C. Lusk, of Yankton; treasurer, H. A. Sturges, of Beresford; secretary, J. H. Halladay, of Iroquois.

The editors of Brown County, Kansas, have organized a county press association with these officers: President, Harry M. Leslie, of the Robinson Index; secretary, Eppie L. Barber, of the Powhattan Bee, and treasurer, D. M. Steele, of the Morrill News. The organization will be affiliated with the First District Editorial Association, which was organized in November at Atchison.

The Northwest Missouri Press Association at its annual convention, held in St. Joseph, chose these officers for the ensuing year: President, James Todd, Maryville Democrat-Forum; first vice-president, D. C. Simons, Sheridan Ad-

vance; second vice-president, R. G. Ball, Gallatin Democrat; third vice-president, B. C. Biggerstaff, St. Joseph Gazette; corresponding secretary, J. F. Case, Whitesville Banner; recording secretary, Mrs. James Watson, Dearborn Democrat; treasurer, J. P. Tucker, Parkville Gazette; historian, W. T. Jenkins, Platte City Landmark.

At a recent meeting of the Michigan Press Association the prizes offered by the Detroit Times for the best editorial on "Remain in Michigan" were awarded. Arthur Vandenburg, manager of the Grand Rapids Herald, won the first prize of \$100 in gold; D. D. Wright, of Harbor Springs, was awarded the second prize, \$50, and H. Coleman, of the Pontiac Press Gazette, the third prize, \$25.

The Atlanta Constitution Publishing Co. has elected Albert Howell, Jr., as president; Roby Robinson, vice-president; J. H. Halladay, business manager, and E. Stow, secretary and treasurer.

The Connecticut Editorial Association held its annual banquet at Hartford last week. W. Bowland, of the Bridgeport Post, was toastmaster. Among the speakers were: John Mitchell Chapple, of the National Magazine, Boston; J. M. Cole, of Andover, Mass.; C. H. Riggs, founder of the Bristol Press, and others. At the business meeting held early in the day the following officers were chosen: President, Everett G. Hill, of New Haven; vice-presidents, E. H. Crosby, of Hartford; Theodore Bodenwein, of New London; W. S. Jones, of Westport; L. O. Williams, of Putnam; W. C. Sharpe, of Seymour; L. McLaughlin, of Stafford Springs; E. L. Prann, of Deep River; H. Rodger Jones, of New Hartford; secretary and treasurer, Arthur S. Barnes, of Bristol; auditor, F. W. Lyons, Greenwich.

The Republican State Association of

Indiana has passed a resolution endorsing President Taft for renomination.

The Boston Press Club has a unique distinction. Governor Foss has written a letter to the steward of the club congratulating him on the quality of the apple pies served in the club.

The Minnesota Editorial Association the coming summer will take a trip over the State for its usual outing.

The New York Associated Dailies at their semi-annual meeting, held recently, elected these officers: President, J. K. Wallbridge, of the Saratogian; vice-president, W. D. McKinstry, of the Watertown Times; secretary and treasurer, G. Kline, of the Amsterdam Recorder.

NEWS OF THE LIVE AD CLUBS.

C. A. Stein, advertising manager of the J. Stevens Arm & Tool Co.; J. H. Ashley, business manager of the A. Stieger Co.; Howard W. Dickinson, of the Pilgrim Publicity Club, of Boston, and Guy M. Peterson, advertising manager of the Springfield Union, were the principal speakers at a dinner of the Publicity Club at Springfield, Mass., held Jan. 6.

The Grand Rapids (Mich.) Ad Club gave a dinner to the furniture men last week. The affair was one of the most successful of the kind ever held in the city.

The Dallas Advertising League has already raised \$15,000 towards the entertainment of the big Advertising Club convention next spring.

At the annual meeting of the Cedar Rapids Ad Club the following officers were elected: President, George H. Boyson; vice-president, J. C. Young; secretary, Ernest Ackerman; treasurer, J. G. McMasters.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

Frank Kiernan & Co., 156 Broadway, New York, are placing orders for 5,000 lines with southern papers, for Dr. Sanden, Electric Belt, 1151 Broadway, New York.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is sending out 1,000-line orders to southern papers for the Hubst Brewing Company, Milwaukee, Wis.

The H. E. Lesan Advertising Agency, Fourth avenue building, New York, is making contracts for 5,000 lines with eastern papers for the Chicago, Milwaukee & St. Paul Railroad.

The Blaine-Thompson Company, Fourth National Bank building, Cincinnati, O., is placing orders for forty-two lines for the Samuel Chemical Company.

The Taylor-Critchfield Agency, Brooks building, Chicago, is making 10,000-line contracts with southern papers for the American Radiator Company.

E. E. Vreeland, 113 West Thirty-first street, New York, is sending out 3,000 line orders for the Batchelor Importing Company, Bathasweet, 21 West Fourth street, New York.

The J. Walter Thompson Company, 41 East Twenty-third street, New York, is placing orders for 196 inches, five times, with eastern papers, for the Driecies Company.

The Well Advertising Agency, 41 Park Row, New York, is sending out orders for seventy-two lines, one time, for M. P. Murphy.

The Sutzler Advertising Company, Hunter building, Chicago, is placing four time orders for H. S. Peterson.

The Morton Agency, New York, is making contracts for 5,000 lines for Kops Brothers, Nemo Corset, New York.

Wendell P. Colton, 220 Broadway, New York, is sending out 1,200-line orders to southern papers for the Atlantic, Gulf & West Indies Steamship Company.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing fifty-two time orders, to be used on Sundays, with western papers, for Santal Midy.

The McMichael Advertising Company, Atlanta, Ga., is placing orders for the Digestit Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders with some middle west papers for Maul Brothers, spaghetti and macaroni, St. Louis, Mo.

The George Batten Company, Fourth avenue building, New York, is sending out orders to papers in a few small New York State and Pennsylvania towns for Ar buckle Brothers, coffee, foot of Jay street, Brooklyn, N. Y.

The Andrew Cone Advertising Agency, Tribune building, New York, is placing the advertising of the Story & Clark Piano Company, 12 West Thirty-second street, New York, in papers in vicinity of New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is making contracts for 14,510 lines with Albany, Schenectady and Troy, N. Y., and Memphis, Tenn., papers for the present for the Fleischmann Company, 701 Washington street, New York. This

agency is also placing orders with some western papers for the Hays Manufacturing Company, 458 Maybury avenue, Detroit, Mich.

Tracy, Parry & Stewart, Lafayette building, Philadelphia, are sending out orders to southern papers for the Knotair Hosiery Company, West Philadelphia, Pa.

The Van Cleve Company, 250 Fifth avenue, New York, is now placing the advertising of the American Locomotive Company, Alco car, 30 Church street, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is making 5,000-line contracts with middle west papers for the Minneapolis Cereal Company, Morris, Ill.

The Wyckoff Advertising Company, 25 East Twenty-fifth street, New York, is placing orders for 140 lines, one time, with a selected list of papers, for the Cartilage Company, 71 Park avenue, Rochester, N. Y.

Henry Decker, Ltd., Fuller building, New York, is sending out orders to papers in Boston, Cincinnati, Cleveland and Philadelphia for the Mak-More Sales Company, Bridgeport, Conn.

H. W. Fairfax, World building, New York, will shortly place orders with papers in New York and vicinity for the Real Estate Home & Exposition Company, 1 Madison avenue, New York, for their show at Madison Square Garden.

Lord & Thomas, 290 Fifth avenue, New York, are placing orders for thirty-six lines, twenty-six times, with southern papers, for Paul N. Friedlander, Burnshine, Peck slip, New York.

The Louis A. Pratt Advertising Company, Ford building, Detroit, Mich., has secured the accounts of the Havers Motor Car Company, Port Huron, Mich.; the Cass-Motor Truck Company, Port Huron, Mich., and the North Western Pottery Company, Kokomo, Ind., and is now placing their advertising.

The Frank Seaman Agency, 30 West Thirty-third street, New York, will shortly place orders with New York City papers for the National Association of Engine and Boat Manufacturers, 29 West Thirty-ninth street, New York, for their show to be held at Madison Square Garden February 17-24, 1912.

Wouldn't Print Two Page Ad.

Cooper Jackson, business manager of the Mexican Herald, sometimes handles advertisements for other Mexican newspapers than the Herald. Last month he sent an order for a two-page ad of Studebaker Bros. to La Evo'ucion at Durango, with instructions to telegraph him immediately if there was any trouble. A few days later Mr. Jackson received a letter from the editor saying that he "couldn't publish the advertisement, as it would occupy too much of our valuable space." Moreover, he couldn't consider devoting two whole pages to advertising, anyway!

Looks Good to Him.

BURLINGTON, N. J., Jan. 15, 1912.
EDITOR AND PUBLISHER:
Herewith I inclose check for year's subscription to THE EDITOR AND PUBLISHER, as I enjoy reading it as much as any magazine coming to the house, and though now out of the newspaper business, feel I cannot do without it.
I put \$3,900 into a newspaper in a 10,000 community ten years ago and after nine years sold out for nearly ten times that, consequently you will understand me when I say that the business looks good to me, and as I sincerely like it hope to get back in it again before many years.
Very truly,
GEO. C. GUNN.

ROLL OF HONOR

List of 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.

| | |
|--|---|
| ALABAMA. | VINDICATOR Youngstown |
| ITEM Mobile | PENNSYLVANIA. |
| CALIFORNIA. | TIMES Chester |
| INDEPENDENT Santa Barbara | DAILY DEMOCRAT Johnstown |
| BULLETIN San Francisco | DISPATCH Pittsburgh |
| CALL San Francisco | GERMAN GAZETTE Philadelphia |
| EXAMINER San Francisco | PRESS Pittsburgh |
| RECORD Stockton | TIMES-LEADER Wilkes-Barre |
| Only newspaper in Stockton that will tell its circulation. | GAZETTE York |
| FLORIDA. | SOUTH CAROLINA. |
| METROPOLIS Jacksonville | DAILY MAIL Anderson |
| GEORGIA. | DAILY RECORD Columbia |
| ATLANTA JOURNAL (Cir. 53,163) Atlanta | THE STATE Columbia |
| CHRONICLE Augusta | (Cir. Aug. 1911, S. 17,969; D. 17,614.) |
| LEDGER Columbus | TENNESSEE. |
| ILLINOIS. | NEWS-SCIMITAR Memphis |
| POLISH DAILY ZGODA Chicago | BANNER Nashville |
| SKANDINAVEN Chicago | TEXAS. |
| HERALD Joliet | RECORD Fort Worth |
| HERALD-TRANSCRIPT Peoria | CHRONICLE Houston |
| JOURNAL Peoria | TIMES-HERALD Waco |
| INDIANA. | WASHINGTON. |
| NEWS-TRIBUNE Marion | POST-INTELLIGENCER Seattle |
| THE AVE MARIA Notre Dame | WISCONSIN. |
| IOWA. | EVENING WISCONSIN Milwaukee |
| EVENING GAZETTE Burlington | SENTINEL Milwaukee |
| CAPITAL Des Moines | CANADA. |
| REGISTER & LEADER Des Moines | ALBERTA. |
| THE TIMES-JOURNAL Dubuque | HERALD Calgary |
| KANSAS. | BRITISH COLUMBIA. |
| CAPITAL Topeka | WORLD Vancouver |
| KENTUCKY. | ONTARIO. |
| COURIER-JOURNAL Louisville | FREE PRESS London |
| TIMES Louisville | QUEBEC. |
| LOUISIANA. | LA PATRIE Montreal |
| ITEM New Orleans | LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal |
| TIMES-DEMOCRAT New Orleans | TRADE PAPERS. |
| MAINE. | NEW YORK. |
| JOURNAL Lewiston | RETAIL BAKER New York |
| MICHIGAN. | Biggest Restaurant Ad. |
| PATRIOT Jackson | The New Orleans Item on Feb. 4 ran a four-page advertisement of Fabacher's Rathskeller, one of the popular restaurants of the city. The first page was devoted to biographical sketches of the owners and their assistants; the second and third, to pictures of the interior of the restaurant and sample menus, and the last page to views of places of interest that can easily be reached from Fabacher's. This is said to be the largest restaurant ad ever published. |
| The Six Months Average Was | |
| A.A.A. Figures D. 10,366; S. 11,289 | |
| Patriot Figures D. 10,331; S. 11,235 | |
| MINNESOTA. | |
| TRIBUNE, Morn. & Eve. Minneapolis | |
| MISSOURI. | |
| DAILY & SUNDAY GLOBE Joplin | |
| POST-DISPATCH St. Louis | |
| MONTANA. | |
| MINER Butte | |
| NEBRASKA. | |
| FREIE PRESSE (Cir. 128,384) Lincoln | |
| NEW JERSEY. | |
| PRESS Asbury Park | |
| JOURNAL Elizabeth | |
| TIMES Elizabeth | |
| COURIER-NEWS Plainfield | |
| NEW MEXICO. | |
| MORNING JOURNAL Albuquerque | |
| NEW YORK. | |
| BUFFALO EVENING NEWS Buffalo | |
| BOLLETTINO DELLA SERA, New York | |
| EVENING MAIL New York | |
| STANDARD PRESS Troy | |
| RECORD Troy | |
| OHIO. | |
| PLAIN DEALER Cleveland | |
| Circulation for October, 1911 | |
| Daily 96,349 | |
| Sunday 129,111 | |

THE New Orleans Item

Leads New Orleans papers in advertising circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

If you want some of the plentiful Southern money you must advertise in the

NEW ORLEANS DAILY STATES

the only New Orleans paper publishing its detailed sworn circulation statement regularly on its front page.

Net average over 30,000 daily.

QUANTITY and QUALITY

DAILY STATES NEW ORLEANS, LA.

THE S. C. BECKWITH SPECIAL AGENCY
Sole Agents—Foreign Advertising
New York Chicago Kansas City

FROM BREEZY CHICAGO

The Searchlight, a Political Magazine, Edited by William Ellis, Makes Its Debut—Collins' "Great Love Stories of the Theatre" to Be Brought Out in England—Press Writers' Club to Investigate High Prices.
(Special Correspondence.)

CHICAGO, Feb. 8.—The members of the publicity committee of the Men and Religion Forward Movement were entertained at the Press Club at a luncheon Tuesday noon.

The first issue of the Searchlight, a new national political magazine, launched by William Ellis, a well-known writer, who has lately been head counsel for the Chicago, Milwaukee & St. Paul Railroad, has just made its appearance. It is published at Grayslake, Ill., Mr. Ellis' suburban home. It shows by its contents that it is to fight the Republican insurgency movement and begins by attacking Senator La Follette.

It is announced that the book "Great Love Stories of the Theatre," by Charles W. Collins, formerly dramatic editor of the Inter-Ocean, published last September by Duffield & Co., New York, will soon be brought out in an English edition by Werner Lawrie, of London. This seems to indicate that the book is meeting with more than usual success.

The Chicago Press League has postponed its prognostication tea to Saturday, Feb. 24.

The second number of Chicago's unique new magazine, Cartoons, has appeared with an original appropriate first page illustrated by McCutcheon. The latter, by the way, is to take a trip to the Gulf of Mexico soon.

The Chicago Press Writers' Club is making, through several of its members, an investigation into the high cost of living. A meeting was held at King's restaurant Saturday evening. The club has nearly one hundred members and plans securing new club rooms.

The Fan, a weekly newspaper devoted to sport and the stage, made its first appearance last week. It is edited by Dick Luckman, and deals almost entirely with the lighter side of life.

The will of the late Joseph E. G. Ryan, of the Inter-Ocean, disposing of a \$50,000 estate, was refused probate because it was signed by only one witness. YARD.

Good Roads Agent.

The Southern Good Roads Publishing Co., of which H. B. Varner, of Lexington, N. C., is general manager, has appointed Pullen, Bryant & Fredericks Co. to look after its interests in the foreign field. C. S. Fredericks will be in charge of the Chicago field; M. D. Bryant, of the New York City territory, and L. E. Pullen, of the Boston field.

EXPERIENCED NEWSPAPER MAN

With from \$3,000 to \$5,000 cash wanted as editor and general manager of a

DAILY NEWSPAPER PROPERTY

in excellent field, near New York City. A company is now being organized with ample capital by strong local people, without newspaper experience, to take over an established and going daily.

Splendid opportunity for a newspaper man of force and ability to take the helm of a big enterprise upon a small investment.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine properties that are not hawked,
Suite 1168, 200 Fifth Ave., New York

LEADS FOR NEW BUSINESS.

Richard A. Foley Gives Six Point Leaguers Valuable Suggestions.

The Six Point League's February luncheon, which was held at the Aldine Club on Tuesday, had as its special attraction an address by Richard A. Foley, the well-known advertising agent of Philadelphia. Mr. Foley's subject was "New Fields for Advertising Development." The members agreed at the close that Mr. Foley had given them some most valuable suggestions.

The first of the new sources of business mentioned by the speaker was co-operative advertising in industrial lines through a union of all the manufacturers of a particular product. This method has already been used by the cypress growers, the manufacturers of glazed kid and of Portland cement, the merchant tailors and, perhaps, with the clearest success, by the electric automobile agents in Philadelphia, who, when they found that their vehicles were being crowded out by the gasoline cars, got together and put up such a great newspaper advertising campaign that they saved the day. Where co-operative work is apt to be weak is in the follow-up work. More than circulars are needed to accomplish the proper end—the filing of either an order or a definite refusal.

A greater new field is that of advertising altruistic societies. Many of them have abundant funds, the Philadelphia Society for the Prevention of Cruelty to Animals, I am informed, having a surplus of \$50,000. This money is only drawing interest, while the society is suffering dry-rot for lack of new members, and the community at large knows next to nothing about the aims and concrete deeds of this most worthy body. It has one advertiser, that clever paper Life.

The Y. M. C. A. branches are in need of vigorous advertising to keep the advantages of membership continually before the public. The Philadelphia branch, a short time ago, raised a million dollars through the aid of public-spirited men and the newspapers. Everybody was talking about the project until the money was secured and then public interest was allowed to die out. Such institutions ought to be before the public all the time in the ad columns.

The League of Medical Freedom spends thousands of dollars on circulars that should be spent in the newspapers.

Joseph Fels, who made a great fortune out of Fels' Naptha Soap, is an earnest advocate of single tax and spends a large amount of money each year on circulars and stenographers. How much more could be accomplished if he presented his arguments in the daily newspapers, where everybody would read them.

We ad men must call out, create; we must stop sucking the old orange and find fresh fruit. Here is another way: There are businesses which are advertised only occasionally, because inefficiently, by some old-fashioned pottering system, like squares or circles for attracting interest, and a line or two of drivel, like "Buy Pilham's Pills—5c," for reading matter. If the Pilham Co. were shown how properly to advertise its wares, it would place twice and soon five times as much of copy. To suggest to the manufacturer that he change his agent might be improper, but one could go to the agent and show him how to serve his client and himself far better. Those present at the luncheon included:

D. P. Bevans, Frank L. Blanchard, Dan A. Carroll, F. Carroll, W. W. Chew, Porter Caruthers, H. E. Crall, Richard

Revised Right Up to Date

THIRTEENTH 1912 YEAR

McKittrick's Directory of Advertisers
AND
Monthly Advertising Service

McKITTRICK'S DIRECTORY OF ADVERTISERS, for 1912, is now ready for delivery. With its monthly supplements it constitutes a service to which every man seeking advertising should subscribe.

IT CONTAINS:

- List of 13,000 prominent advertisers of the United States.
- Correct address of each advertiser.
- Business of each advertiser.
- Kind of advertising medium used by each.
- Name of the man to see in each concern.
- Name of managers of printing department.
- Name of advertising agency placing the business.
- List of 2,000 trade mark articles.
- List of general advertising agents and their solicitors.

The monthly supplement is very important, it being intended to thoroughly cover the names of all new advertisers and changes that may from time to time occur.

The directory is in three divisions, as follows:

| | | |
|---|---------|-------------------------------|
| Entire Territory, (United States) | \$25.00 | Including Monthly Supplements |
| Eastern " (East of Pittsburg and Buffalo) | 15.00 | |
| Western " (West of Pittsburg and Buffalo) | 15.00 | |

GEORGE MCKITTRICK & CO., Publishers,

Room 511, 108 Fulton Street,

NEW YORK

A. Foley, Louis Gilman, A. Gross, C. W. Hurd, H. G. Halsted, M. D. Hutton, C. T. Logan, W. J. Morton, J. P. McKinney, Fred. P. Motz, H. S. Moeller, R. R. Mulligan, Frank R. Northrup, Wm. F. Oakley, Charles Mortimer Peck, C. A. Regan, F. St. John Richards, Charles Seested, A. J. Stocker, F. H. Tobey, W. B. Tice, Philip S. Tilden, Harry C. Volk, John B. Woodward.

ADVERTISING MEN'S LEAGUE.

Abolishes Honorary Membership and Votes to Increase Capital Stock.

President W. H. Ingersoll, of the Advertising Men's League of New York was just a bit surprised to see a turnout of an even hundred members at the February dinner held at the Aldine Club Feb. 2, as no star speakers had been announced and no unusual entertainment provided. He considered the large attendance as an indication of the deep interest that is being taken in the work of the league.

At the business meeting held before the dinner the members of the league voted to increase the capital stock from \$2,000 to \$10,000—that is, the common stock is to be increased to 800 shares, par value \$10 a share, and 400 shares of preferred stock, of the par value of \$5.

The by-laws were amended so that a person's membership shall cease when

he changes his occupation or withdraws from the ad field, the idea being to have the league composed solely of active workers. Honorary memberships were abolished and associate memberships created. The latter are to be held by men not actively engaged in advertising but interested in it. Such members can hold one share of preferred stock and pay \$5 annual dues, but cannot vote nor hold office.

Those who spoke during the evening were President Ingersoll, Gerald B. Wadsworth, Mason Britton, of the membership committee, who reported that 163 new members had been admitted since last June, bringing the roll up to 271; L. E. Pratt, Arthur Elliot Sproul, chairman of the publicity committee; H. D. Robins, J. George Frederick, Arthur Tipper, A. W. McCann, Clowry Chapman and W. P. Hopkins.

The Charleston (Ill.) Plain Dealer recently installed a new Duplex flat bed perfecting printing press.

The Alton (Ill.) Evening Telegraph has just celebrated its seventy-sixth birthday by getting out a forty-two page anniversary number.

The Iron Era, of Dover, N. J., has snuffed out its light. Too much mortgage.

THE WARD SYSTEMS CO.

Operators of

The Ward Paid-in-advance Contest System

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.



SCIENCE AIDS AD MEN.

Prof. Hollingworth Gives the 23d Street Y. M. C. A. Ad Class the Results of Laboratory Experiments—Some Pet Beliefs Shattered—Relative Value of Page Position.

Prof. H. L. Hollingworth, of Columbia University, addressed the students of the advertising class of the Twenty-third Street Y. M. C. A. on Wednesday on "The Appeal and Response in Advertising," in which he gave the results of extensive laboratory experiments.

"There are still," he said, "many ad-

periments they may very easily be made absolutely constant.

The incentives of response have been classified into mechanical and interest incentives. Among the former are intensity, magnitude and motion incentives, and among the latter, novelty, color and comic incentives.

Prof. Hollingworth's experiments have enabled him to formulate the law that results vary as the square root of the magnitude or other mechanical device.

His investigations into the value of the location of a page have resulted in finding that the front pages are 25 per cent better than those at the end of a maga-

zine. The lower case of the same style of type face sometimes varies greatly. For instance: Cushing old style ranks second in readability in lower case and eleventh in upper case.

A SCHLARBAUM.

WORLD EMPLOYES DINE.

The City Circulation Staff Has a Night Off and Enjoys a Good Time.

Following a visit to the Colonial Theater last Thursday evening, the city staff of the circulation department of the World dined at Reisenweber's. Joseph M. Scott officiated as toastmaster,

DIVISION AD CLUB CONVENTION.

List of Speakers and Their Topics Announced by the Committee.

At the afternoon session of the convention of the Eastern Division of the Associated Advertising Clubs of America, on March 7, the following topics will be considered by the gentlemen whose names are appended:

"Fraudulent Advertising," A. W. McCann, of New York.

"The Real Purpose of an Advertising Club," Herbert S. Houston, of New York.

"Efficiency in the Organization of an Advertising Club," H. B. Humphrey, of Boston.

"On to Dallas," S. E. Leith, of New York.

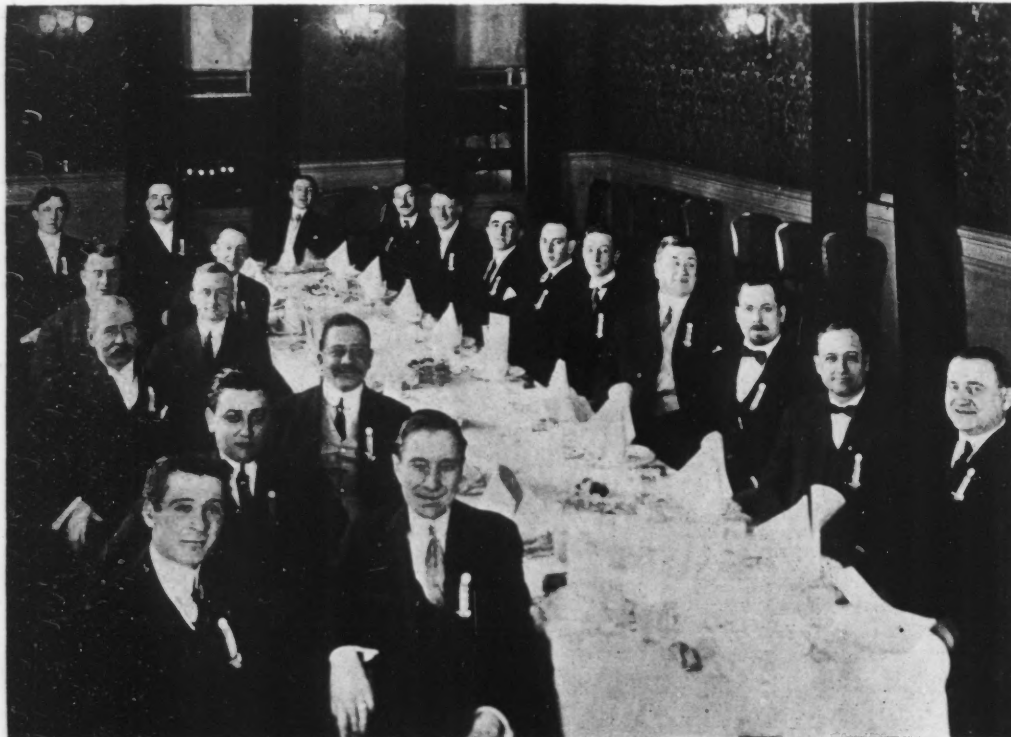
Conrad B. Kimball, of the Representatives' Club, has been made chairman of the Publicity and Attendance Committee of the convention, and he has associated with himself the following:

Arthur Camp, of Harper & Brothers; G. E. Cummings, of Associated Sunday Magazine; Henry Hobart, of Woman's World; O. S. Kimberly, of Doubleday, Page & Co.

Details are not as yet crystallized for the banquet in the evening. This will be under the auspices of the Advertising Men's League of New York.

The general business meeting will take place in the forenoon of the date above given.

The Tucumcari (N. M.) Quay County Democrat has given up the ghost.



DINNER OF CIRCULATION STAFF OF THE NEW YORK WORLD AND GUESTS.

Beginning at the rear row, left-hand side, from left to right—J. Wilson, A. Bond, C. Rickard, W. Dobbin, R. McCaffrey, E. Redican, E. Schulberg, H. McCullough, J. M. Scott and F. Studt. Right-hand side of the table beginning at the rear—M. B. Mendoza, D. Mendosa, E. Wheelan, D. Weinstock, F. Hastings, W. Walsh, G. Martin, P. Boylan, W. Weber and W. Dempsey.

vertising men who lack faith in the ability of the scientific investigator unschooled in advertising to make any important contribution to the science by means of experiments in the abstract. The skeptic should bear in mind, however, that the accuracy of many of the conclusions of the scientific investigator have been proved in actual practice, and that the predictions of the laboratory have subsequently been substantiated by the advertisement when published."

Prof. Hollingworth pointed out that in making comparisons in actual practice it is difficult to have all conditions always constant, while in laboratory ex-

periments the searchlight of science has even been turned upon jokes, with the result that relevant jokes possess far greater value than irrelevant ones, but all jokes rapidly decrease in result getting value upon being continuously used.

Tests with men and women have been made separately, and the result graphically shown in curves.

Investigations as to the readability of type show very curious results. Upper case, lower case and combinations of both have been tested separately, and some old time favorites have been relegated to the background.

The readability of upper case and

and under his direction the diners were regaled with speeches and songs. Letters of regret were read from Messrs. McKernan and MacKinnon, who were unable to attend and listen to the musical program, which included the classic as well as the popular compositions. W. J. Dempsey sang, and the oration of the evening was delivered by P. J. McCaffrey. M. B. Mendoza furnished the music. The committee of arrangements consisted of M. B. Mendoza, E. Schulberg and E. Whelan.

Bergen News Is Born.

The Bergen News, whose appearance has been expected for several weeks, made its debut at Hackensack on Tuesday, with an issue of 25,000 copies. The issue consisted of twelve pages, all printed from stereotype plates made by the dry flong process. A more extended notice of this experiment will be given in next week's issue of THE EDITOR AND PUBLISHER.

The newspaper reporters of Cincinnati, on Jan. 16, were the guests at a banquet given by John E. Bleekman, general manager of the Cincinnati Union Depot and Terminal Co., at the Business Men's Club.

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

IN MEXICO CITY
the advertiser only has to use
THE MEXICAN HERALD
(Only English Newspaper)
EL HERALDO MEXICANO
(Only Afternoon Spanish Newspaper)
THE S. C. BECKWITH SPECIAL AGENCY
(Sole Representatives)
NEW YORK KANSAS CITY CHICAGO
Tribune Bldg. Reliance Bldg. Tribune Bldg.

A list of papers unequalled for "Pulling Qualities." Everyone a business getter.
MacQuoid & Tilden
Publishers' Representatives
New York Chicago
Brunswick Bldg. Boyce Bldg.

THE NEWS SCIMITAR
of MEMPHIS, TENNESSEE
Is the leading afternoon newspaper in the Mississippi Valley South of St. Louis
Foreign Representative **PAUL BLOCK**
New York, Chicago and Boston

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

GET THE BEST ALWAYS!
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE C. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

DIRECTORY OF ADVERTISING AGENTS

General 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

GEORGE W. BRICKA, Adv. Agent.
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.

DEBEVOISE, FOSTER CO.
15-17 West 38th St., New York
Tel. Murray Hill, 5235

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831

HOGUET ADVERTISING
20 Vesey St., New York
Tel. Cortlandt 2252

HOWLAND, HENRY S., Adv. Ag'cy
20 Broad St., New York
Tel. Rector 2573

LEDDY, JOHN M.
41 Park Row, New York
Tel. Cortlandt 8214-15

NAMROD ADVERTISING AGENCY
926 Tribune Bldg., New York
Tel. Beekman 2820

MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420

ILLINOIS

GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising

PENNSYLVANIA

RUBINCAM ADV. AGENCY
Drexel Bldg., Philadelphia
Tel. Lombard 2152

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mex.

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Cuba 37, Altos
Havana, Cuba
Frank Presbrey Co., N. Y. Corr.

Hungerford Now an Editor.

Herbert Hungerford, formerly publisher of the *Magazinist*, and a special writer of note, has been appointed editor of the *Circulation Manager*, of Chicago, of which Thomas H. Devereux is publisher. Mr. Hungerford, went to Honolulu with the First New York Volunteers during the Spanish-American war, where he established the *Weekly News Muster*, the first and only illustrated newspaper ever conducted for a regiment in the field. He has done a great deal of circulation promotion work for *Everybody's Magazine*, *Harper's*, *Hampson's*, *Current Literature*, *Metropolitan* and other magazines.

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

BRYANT, M. D., CO., Inc.
200 Fifth Ave., New York
Tel. Gramercy 2214

BUDD, THE JOHN, COMPANY
Brunswick Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis
Tel. Madison Sq. 6187

EPPSTEIN, CLYDE F.
45 West 34th St., New York
Tel. Murray Hill 6454

KELLY, C. F., & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

LINDENSTEIN, S. G.
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago

NORTHRUP, FRANK R.
225 Fifth Avenue, New York
Tel. Madison Sq. 2042

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
45 W. 34th St., New York
Tel. Murray Hill 1377

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

WARD, W. D.
Tribune Bldg., New York
Tel. Beekman 3108

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

Norfolk's New Ad Club.

Norfolk, Va., now has an advertising club. On Tuesday, Jan. 30, the first meeting of the Norfolk Ad Club was held, which was attended by many of Norfolk's leading merchants, advertising and newspaper men. The principal speaker was Charles E. Ellis, of the Baltimore Ad Club, who pointed out the possibilities of a live advertising club. His address included a brief outline of what these clubs are doing for advertisers throughout the United States and for the communities in which they exist. Mr. Ellis also told how his home club had started several years ago with a membership of twenty-five, and had now grown to a strong and aggressive club, with a present membership of 350.

Improves with Age.

The Hazleton (Pa.) Plain Speaker, of which W. C. Dershuck is editor and publisher, celebrated its thirtieth anniversary on Feb. 6. It has grown better looking as it has grown in age, and is to-day one of the most attractive papers published in the State.

AD FIELD PERSONALS.

L. H. Soule, who has been advertising manager of the Bon Ami Co., New York, has resigned and is succeeded by R. S. Childs, son of W. H. Childs, president of the Bon Ami Co. Mr. Soule has been connected with the concern for many years.

Franklin P. Shumway, of the Franklin P. Shumway Co., advertising agency of Boston, has been retained by the Pacific Mills to have exclusive charge of both their American and European advertising.

James D. Fulton has been appointed special representative in the Western foreign field of the Chicago Record-Herald.

H. B. Harvey, for ten years advertising manager of A. C. McClurg & Co., New York and Chicago, has resigned and is now advertising manager of the Reilly & Britton Co. and also has general supervision of the firm's publishing department.

H. G. Ashbrook, advertising manager of the Glidden Varnish Co., has resigned.

O. H. Fleming has been appointed chairman of the publicity committee of the Representatives' Club of New York.

Oscar Groshell, manager of the Salt Lake branch of the National Cash Register Co., has been designated as the best advertiser in the entire organization.

Byron W. Orr, who has charge of the Toledo Ad Club publicity and convention bureau in connection with the Central Division A. A. C. of A. convention, to be held in Toledo, June 13-14, visited the Cleveland Ad Club and the Detroit Adcrafters' Club last week. A cordial invitation has been extended these clubs to attend the June convention in Toledo.

G. H. Pearsall, for two years advertising manager of the Lexington Herald, has resigned in order to become advertising manager of the Meridian (Miss.) Dispatch. Before going to Lexington he was connected with the New York Times and the New York Press.

NEW AD INCORPORATIONS.

BINGHAMTON, N. Y.—Binghamton Advertising Co.; bill-posting, etc.; capital, \$15,000. Directors, Llewellyn Legge, E. M. Lockwood and E. R. Legge.

INDIANAPOLIS, Ind.—Motographic Publicity Service; motion picture films for advertising; capital \$15,000. Directors, C. J. Allardt, S. D. Moran and Dala Rowe.

NEW YORK, N. Y.—John F. Murray Advertising Agency; capital, \$25,000. Incorporators, J. F. Murray and W. H. Wulffleff.

THE LOVEJOY CO. Established 1853
ELECTROTYPERS
and Manufacturers of Electrotpe Machinery
444-446 Pearl Street New York

ADVERTISING MEDIA

ILLINOIS.

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

NEW YORK.

THE BUFFALO EVENING NEWS
is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON

THE SEATTLE TIMES
The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
CIRCULATION—DAILY, 84,741; SUNDAY, 34,908.

WEST VIRGINIA.

10 LEADING DAILIES IN WEST VIRGINIA

in Wheeling, Parkersburg, Huntington, Charleston, Fairmont, Clarksburg, Grafton, Elkins, Morgantown and Sistersville. Will cover the State's most populous centers almost as thoroughly as a house to house canvass. Let us submit circulation, population, etc. **SMOOT ADVERTISING AGENCY**, Parkersburg, West Virginia. Newspaper, Street Car and Outdoor Display all over West Virginia.

THE BLACK DIAMOND Chicago-New York-Pittsburgh, for 30 years the coal trades' leading journal. Write for rates.

Press Clippings

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

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

"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 St. N.Y. Tel. 6900-4 Beekman

Have you seen "Flaneur"? It's the best feature for editorial pages in America. Manz's Sunday cartoons are something new. Best daily Washington letter.

Samples of all of these for a postal card. If your paper is not represented in Washington write us.
AMERICAN TELEGRAPH PRESS, District National Bank Building, Washington, D. C.
Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

Let our Mr. Louis A. Hoffmann quote you on his line of proven Newspaper Supplies, especially for the "Stereo" dept.

INTERNATIONAL PUBLISHERS SUPPLY CO.
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

AFTER 18 YEARS

CHARLES W. KNAPP, President

The St. Louis Republic,

writes under date of December 2, 1911:

A New Dress

From Machines

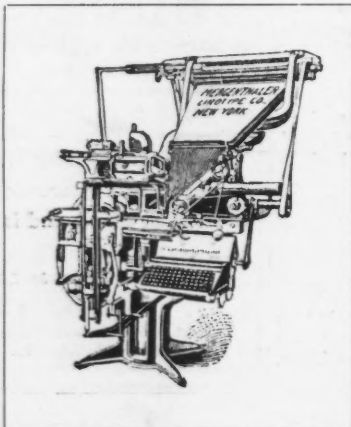
Bought in 1893

"I am sending you by mail today a copy of The Republic of this morning which was completely set with the new two-letter matrices we have just introduced. We have changed all of our machines without difficulty and are working with entire success under the new method.

"It will interest you, in connection with the change we have just made, to learn that the matrices we have just discarded were, in large part, the matrices provided when we first put in our batch of Linotypes in 1893. They have, therefore, been in use continuously for almost exactly 18 years, the installation having been made December 24, 1893.

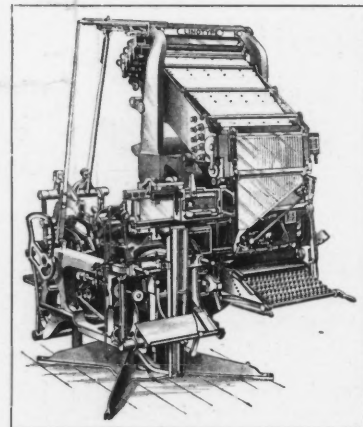
"Perhaps I should add that the 20 Linotype machines we installed in December, 1893, are in every essential particular in perfectly good order today, and can undoubtedly be counted upon to render efficient service for another 18 years if necessary."

THE LINOTYPE OF
18 YEARS AGO



This is a glowing testimonial to our manufacturing methods. No limit has yet been set on the life of the LINOTYPE. Properly operated and cared for, it may "run on forever."

THE LINOTYPE OF
TODAY



The Linotype Way Is the Only Way

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 Limited, 35 Lombard Street

