

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 12, No. 43

NEW YORK, APRIL 12, 1913

10 Cents a Copy

PAPER ON FREE LIST.

NEW TARIFF BILL INTRODUCED IN CONGRESS APPROVED BY NEWSPAPER MEN.

Places Wood Pulp and Paper on the Exempt Schedule—Its Probable Effect on the Publishing Industry Discussed by Prominent Men—Details of the Measure Making for Downward Revision at Extra Session.

(Special Correspondence.)

WASHINGTON, April 10.—The new tariff bill as introduced in the House on Monday puts upon the free list many articles that are extensively used by editors and publishers. This includes typewriters, typesetting machines, wood pulp, newspapers, periodicals and printing paper. The items in the bill referring to these articles of interest to newspaper owners and publishers are as follows:

FREE LIST.

Mechanically ground wood pulp, chemical wood pulp, unbleached or bleached: Provided, That if any country, dependency, province, or other subdivision of government, shall impose an export duty or other export charge of any kind whatsoever, either directly or indirectly (whether in the form of additional charge, or license fee, or otherwise) upon printing paper, mechanically ground wood pulp, chemical wood pulp, or wood for use in the manufacture of wood pulp, the amount of such export duty or other export charge shall be imposed as a duty upon chemical wood pulp when imported directly or indirectly from such country, dependency, province, or other subdivision of government; and if any country, dependency, province, or other subdivision of government shall prohibit the exportation of printing paper, mechanically ground wood pulp, chemical wood pulp, or wood for use in the manufacture of wood pulp, there shall be imposed a duty of 1-10 of 1 cent per pound upon such chemical wood pulp when imported directly or indirectly from such country, dependency, province, or other subdivision of government.

Newspapers and periodicals; but the term "periodicals" as herein used shall be understood to embrace only unbound or paper covered publications issued within six months of the time of entry, devoted to current literature of the day, or containing current literature as a predominant feature, and issued regularly at stated periods, as weekly, monthly, or quarterly, and bearing the date of issue.

DUTIABLE LIST.

Printing paper (other than paper commercially known as handmade or machine handmade paper, japan paper, and imitation japan paper by whatever name known), unsized, sized, or glued, suitable for the printing of books and newspapers, but not for covers or bindings, not specially provided for in this section, valued above 2½ cents per pound, 12 per centum ad valorem: Provided, however, That if any country, dependency, province, or other subdivision of government shall impose any export duty, export license fee, or other charge of any kind whatsoever (whether in the form of additional charge or license fee or otherwise) upon printing paper, wood pulp, or wood for use in the manufacture of wood pulp, there shall be imposed upon printing paper, when imported either directly or indirectly from such country, dependency, province, or other subdivision of government, an additional duty equal to the amount of such export duty or other export charge

(Continued on page 9.)



JOHN C. SHAFFER,

PUBLISHER OF THE CHICAGO POST AND FOUR OTHER IMPORTANT NEWSPAPERS.

Heavy Decrease in Print Paper.

A heavy decrease in news print paper production, with a small decrease in stocks on hand, are features of the February statistics of the American Paper and Pulp Association, filed at Washington Monday. The production, 92 per cent. of the computed full capacity, was 94,786 tons, a decrease of 14,878 tons from January. The average daily output was 3,949 tons. Shipments were 95,664 tons, a decrease of 14,920 tons from January. The excess of shipments over production caused a decrease of 840 tons in stocks, which at the end of February were 37,334 tons. Importations of news print paper amounted to 12,669 tons, of which 11,269 tons came in free of duty.

Paper Blown Through Window Pane.

A remarkable feature of the recent storm devastation in Omaha, Neb., was the driving of a neatly folded newspaper through a horizontally cracked windowpane without breaking the glass. The tornado left but one undestroyed window in a house owned by a Mrs. Stafford, and it was in this window that the newspaper was lodged.

Swindler Sells Ads for City Paper.

Mayor Gaynor has begun an investigation of the charge that someone has been trying to sell advertising space in the City Record. David Ferguson, supervisor of the municipal paper, told the Mayor last Tuesday that he had received several complaints from merchants that a man had been going around

saying that the law had been changed to permit of advertising in the city's publication, and had tried to collect money from them, guaranteeing them preferred position, "next to reading matter."

Printing Court News Held as Libel.

An important decision was handed down by the Supreme Court of Colorado on Monday, in which it held that a newspaper was liable for damage to reputation resulting from the publication of charges filed in court and testimony given on the witness stand. The decision resulted from a suit against a Denver newspaper. The publishers asserted that the articles had been based on court records, but the court ruled that newspapers were not privileged to print the charges set out in a lawsuit, unless their publishers knew the charges to be true.

Editor Fined for Libeling a Mayor.

A. E. Georgian, editor of the St. Paul New Times, a socialist newspaper, was last week found guilty of criminally libeling Mayor W. G. Nye, of Minneapolis, and fined \$75 by Judge C. L. Smith. A stay of sentence to April 17 was granted for appeal.

Canadian Pulp Men Organize.

Representatives of the leading pulp and paper makers of Canada met at Montreal last week and organized the Canadian Pulp and Paper Men's Association. C. Riordon was elected president of the new organization.

PLAN UNIFORM AUDITS.

PROMINENT PUBLISHERS AND AD MEN CONFER ON STANDARD CIRCULATION RECORDS.

Committees Representing Leading Newspaper and Advertising Associations Seek Agreement on Meaning of Word "Circulation"—Simple System of Recording Recommended—O. C. Harn, Chairman.

Uniform circulation audits was the subject of an important conference of men appointed as committees by the leading associations of publishers, advertising agencies and advertising managers of the country at the Aldine Club, New York, April 2. The meeting was held at the invitation of the Association of National Advertising Managers, of which L. C. McChesney, advertising manager of the Edison Co., is president.

The express purpose of the conference, as detailed in the call sent out by the A. N. A. M., follows:

To assist in the working out of a uniform plan for making circulation audits, this plan at the option of the publisher to take the place of all other forms of making examinations now in vogue.

The Association of Advertising Managers believes that publishers, agencies and advertisers should arrive at an understanding as to the meaning of the word "circulation" when applied to the several classes of publications carrying advertising.

We believe that a uniform and simple system of keeping circulation records by publications should be devised so that audits may be made more quickly and at minimum cost.

We believe that designation should be made of a sufficient number of high grade chartered accountants to make audits of all publications willing to co-operate with the proposed movement. These accountants should be located in all of the large cities.

In our opinion publishers should, at their own expense, have an official audit made at least once a year, the findings of such audits to be automatically sent to all associations representing agencies and advertisers.

We realize that a plan of this kind would put the expense of making audits upon publishers, but we believe that publishers who are willing to permit examination at all would gladly pay the cost if a uniform plan of procedure could be worked out and officially adopted by agencies and advertisers.

The meeting was very successful. It was called to order by L. C. McChesney and O. C. Harn was made chairman of the combined conference. General discussion took place, in the course of which the meeting was addressed by Messrs. Wm. H. Field, Richard H. Waldo, William H. Ingersoll, Bert M. Moses, G. B. Sharpe, A. W. Erickson, Thomas F. Barrett, H. M. Swetland, William H. Ukers, S. Keith Evans, Henry C. Wilson, Harry Tipper, Q. C. Harn and F. R. Davis.

It was resolved that the chairman, Mr. Harn, appoint a committee made up of one man from each association represented in the conference to meet and bring in a plan to the conference at a later date. The individual committees of the associations will then present the recommendations of the conference to their respective associations for approval.

The following publishers, advertising agents and advertising managers attended the conference:

Wm. H. Field, of the Chicago Tribune, and G. M. Rogers, of the Cleveland Plain Dealer, representing the American Newspaper Publishers' Association; Richard H. Waldo, Good Housekeeping Magazine, New York, and Wm. H. In-

gersoll, of Roht. H. Ingersoll & Bro., New York, representing Geo. W. Coleman, President of the Associated Advertising Clubs of America; A. W. Erickson, of the A. W. Erickson Advertising Agency; Frank H. Little, of Geo. Batten Co., New York, and O. H. Blackman, of Blackman-Ross Co., New York, representing the Association of New York Advertising Agents; Thomas F. Barrett, of the Orange Judd Publications, New York, and Chas. F. Jenkins, of the Farm Journal, Philadelphia, Pa., representing the Farm Press Association; H. M. Sweetland, The Automobile, New York, President, and M. C. Robbins, General Manager, David Williams Co., New York, representing the Federation of Trade Press Associations; Wm. H. Ukers, President, and F. M. Barrett, American Grocer, New York, representing the Grocery and Allied Trade Press Associations; S. Keith Evans, American Magazine, New York, Henry C. Wilson, Cosmopolitan, New York, and H. R. Reed, Christian Herald, New York, representing the Quoin Club; Harry Tipper, The Texas Co., New York, President; O. C. Harn, National Lead Co., New York; F. R. Davis, General Electric Co., Schenectady, N. Y., and Arthur Haller, American Locomotive Co., New York, Secretary, representing the Technical Publicity Association; L. C. McChesney, of Thomas A. Edison, Inc., Orange, N. J., President; G. C. Hubbs, United States Tire Co., New York, and G. B. Sharpe, DeLaval Separator Co., New York, representing the Association of National Advertising Managers.

President Emery Mapes, of the Association of American Advertisers, was unable to appoint an official committee in the short time at his disposal, but the association was represented unofficially by ex-President Bert M. Moses.

NEW HOME OF 'FRISCO CALL.

Quarters in 25 Story Structure Will House Model Newspaper Plant.

The San Francisco Call is to make its new home in that city's finest and tallest office building, a twenty-five-story steel and reinforced concrete structure to be erected at Fourth and Market streets by John D. Spreckels, who recently purchased the property for \$1,100,000. The structure is to be known as the Call building, and will cost \$1,500,000.

The quarters which the Call will occupy will house one of the finest newspaper plants in the world. The Market street frontage will be 100 feet by 200 feet in Fourth street and 100 feet in Stevenson street. Work will begin at once on the new home and the Call expects to move into its quarters about June, 1914.

The expansion of the new Call calls for more commodious and more modern quarters than are now available in the Claus Spreckels building. That building was not constructed primarily as a newspaper home, but the new building will be adapted first to the purpose of a modern metropolitan newspaper. Mr. Spreckels announces that the building will be complete in every detail of modern construction and equipment designed to provide for the convenience and safety of its occupants.

The plans for the Call building are being prepared by Reid Bros., architects, San Francisco. The first six stories will cover the entire area of the property, a ground space of 100 by 200 feet, extending from Market to Stevenson street along Fourth. Rising above the Market street pavement for twenty-five stories, but not extending over the full depth of the lot, will be the main portion of the structure, crowned with a dome.

Brooklyn Press Club Burned Out.

Fire swept the rooms of the Brooklyn Press Club on the third floor of 365 Fulton street, causing \$5,000 damage. The club, of which Walter M. Oestreich is president, was organized last June. The rooms were fitted up by the members at a cost of more than \$1,000. A number of much-prized autographed photographs were destroyed by the blaze, as well as two pianos and a billiard table. A special meeting of the club was held Tuesday night and plans for a benefit theater party were decided on. It was reported that the club's loss would be largely covered by insurance in force.

The O'Shaughnessy Advertising Co., Chicago, has removed to the Westminster building, Monroe and Dearborn streets, Suites 1401-3.



RICHARD V. OULAHAN.

CHAIRMAN OF THE STANDING COMMITTEE OF WASHINGTON CORRESPONDENTS.

PACIFIC COAST NOTES.

Bill Prohibiting Manufacture and Sale of Cigarettes Defeated in the California Legislature.

(Special Correspondence.)

SAN FRANCISCO, April 9.—A. H. Sawyer, secretary and literary critic of the Seattle Post-Intelligencer, is registered at the St. Francis Hotel. Mr. Sawyer will be in this city about two weeks, when he will leave for an extended visit in the southern part of the State.

At the regular weekly luncheon of the advertising association of San Francisco Seneca Beach, of Portland, delivered an illustrated address entitled "The Early Days of the Art of Printing." Mr. Beach has collected some highly interesting data and photos of the first commercial printing shop in the world, which was operated in the fifteenth century.

The San Francisco Examiner, one of Hearst's newspapers, has adopted the eight-column page. The first issue in that makeup was issued on March 31.

Col. D. C. Collier, of San Diego, well known in advertising circles and president of the Panama-California Exposition, to be held at San Diego, is registered at the Palace.

The Johnston Ayres Co. are placing 312 inches of Sanchez Haya cigar advertising in the San Francisco papers. It is expected that the campaign will be extended throughout the Coast.

A bill introduced for the purpose of prohibiting the manufacture and sale of cigarettes in the State of California has been defeated. A number of cigarette campaigns which were temporarily suspended on account of the bill will be immediately resumed.

"In Memory of Edward H. Rothrock, First in Athletics, First in Journalism, 1912." Such is the inscription on a bronze tablet hung in the gymnasium of

the Spokane Amateur Athletic Club as a memorial to the late Edward H. Rothrock, who was city editor of the Spokane Chronicle.

W. H. Miller, "official humorist of the lumbermen" and formerly editor of the Ottawa (Ill.) Free Trader, has accepted the position of managing editor of the Western Retail Lumberman, to be published monthly in Spokane.

Lee Odgers, for years editor of the Davenport (Wash.) Tribune, has left for Portland, Ore.

N. W. Durham, formerly managing editor of the Spokane (Wash.) Spokesman-Review, is chairman of a committee of the Spokane Chamber of Commerce appointed to exploit the apple.

LAFFERTY BILL INTRODUCED.

Measure to Regulate Press Associations Now Before Congress.

(Special Correspondence.)

WASHINGTON, April 10.—A bill to regulate press associations engaged in interstate commerce has been introduced in the House of Representatives by Congressman Lafferty, of Oregon. The introduction of this bill was forecasted in THE EDITOR AND PUBLISHER several weeks ago, and an interview with Mr. Lafferty was published at the same time explaining the purposes of the measure. The bill reads:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all persons, companies, corporations, associations, or cooperative concerns engaged in the transmission of news by letter, telegraph, telephone, or otherwise between the several States, or between any State or Territory and any foreign nation, or between any State and any Territory, or within any Territory, for hire or for any consideration or thing of value whatsoever, intending that the news so transmitted shall be printed in any newspaper, are hereby declared to be common carriers and hereby made subject to all the provisions of the Act entitled "An Act to regulate commerce," approved Feb. 4, 1887, as amended.

WASHINGTON TOPICS.

Newspaper Women Take Part in Reception to Mrs. Woodrow Wilson—Mr. Morrison on the Difficulties of Organizing Writers—Richard V. Oulahan's Career as a Journalist.

(Special Correspondence.)

WASHINGTON, D. C., April 10.

The women writers of Washington took a very prominent part in the national welcome breakfast extended to Mrs. Woodrow Wilson and the wives of her husband's cabinet last Saturday by Washington women. Virtually all of the prominent women writers in the National Capital attended the affair, which was the first of its kind ever given the wife of a President.

At the free-lance writers' table were Mrs. Thomas B. Rhodes, hostess; Mrs. William R. Davidson, Mrs. Robert L. Howe, Mrs. M. Anderson, Mrs. John Cummings, Mrs. Anna Sanborn Hamilton, Miss Elizabeth Brown, Mrs. George H. Brown, Miss Mabel L. White, Mrs. F. Carl-Smith; while at the press table were Miss Helena McCarthy, hostess, Washington Star; Miss Virginia Peacock, assistant hostess, Washington Post; Miss Noyes, Washington Times; Miss Lincoln, Washington Herald, Mrs. Pickett-Harris, New York Tribune; Mrs. Wingrove Bathon, Baltimore American; Mrs. Hobart Brooks; New York Sun; Mrs. de Pastor, New York Herald; Miss Elizabeth E. Poe, New York American; Miss Roberta Bradshaw, New York, Chicago and Pittsburgh papers.

The Women's National Press Club and the League of American Pen Women were well represented.

The unionization of news writers has been tried several times, but, according to Frank Morrison, secretary of the American Federation of Labor, this has not been successful because of a lack of interest displayed by those concerned.

Mr. Morrison alluded to the recent meeting at the Cooper Union in New York, held under the auspices of the New York Newspaper Writers' Union No. 4, in which the organization of news writers was discussed. He said that it had been difficult to keep the news writers organized because so many of them did not look upon the business as a permanent lifework.

"At present there are regularly organized unions of news writers in Boston, Scranton, New York and Milwaukee," said Mr. Morrison. "Their effectiveness varies according to the conditions in the locality where they are located. They belong to the Typographical Union." Mr. Morrison said that he believed that the organization of news writers could be made effective, and probably would be beneficial to the members if consistently carried out.

Richard V. Oulahan, chief of the New York Times bureau, who has just been elected chairman of the Standing Committee of Washington Correspondents, is one of the most popular members of the Washington corps. He has had over twenty-six years' experience in Washington. He was for a time Washington correspondent of the Roanoke (Va.) Times and Roanoke Telegram. Afterwards he was on the staff of the United Press.

Mr. Oulahan was with the New York Sun for fifteen years, serving in turn as Washington correspondent, publisher of the Sun and London correspondent. He returned to Washington in 1912 as the correspondent of the New York Times. Mr. Oulahan is an ex-president of the famous Gridiron Club and a member of the Cosmos and National Press clubs. For many years he has paid special attention to political, international and naval questions. He has covered several national conventions and reported the events of seven Presidential inaugurations.

The chairmanship of the Standing Committee is the highest gift in the hands of the Washington correspondents.

CHICAGO NEWS NOTES.

New Organization to Fight Anarchy and Discontent in Foreign Language Papers—Marriage of Virginia Brooks, Suffragist—Libel Suit Against Publisher Glenn—Movement to Stop Caricaturing Jews.

(Special Correspondence.)

CHICAGO, April 12.—An organization has just been formed for the purpose of waging a fight against publications in foreign languages which seek to spread doctrines of anarchy and discontent among Polish and other foreign-speaking citizens. A meeting of young Polish-American business and professional men in Chicago, stirred by an article which appeared in the Polish National Daily News, was held. The article, which praised the anarchists hanged for the famous Haymarket riot outrage, and portrayed them as martyrs and models to be followed by the foreign-born citizens, was denounced by all present.

Virginia Brooks, suffragist and militant reformer, and Charles S. Washburne, manager of the photography bureau of the Chicago Tribune, were married last week. The incident is particularly interesting because of the fact that Miss Brooks announced, two months ago, that she would not marry the best, the worst or any other sort of man. She was wedded, she said, to her work. Washburne, then a reporter, assigned himself to prove the fallacy of that assertion. He scored a clean scoop over scores of rivals, millionaires with "cave-man" tactics, cranks with petitions and poets with sonnets.

Two new warrants have been issued for John M. Glenn, publisher of the Manufacturers' News, on charges of criminal libel. The complaint was made by A. M. Lawrence, editor of the Chicago Examiner, and warrants were issued by Judge George Kersten. Mr. Glenn was notified by telephone and appeared at the Criminal Court building to accept service. The charges are the same as were dismissed by Chief Justice Olson, of the Municipal Court. It was expected the case would be taken to the Grand Jury.

Invitations have been sent out by the Chicago Press League for a beefsteak breakfast in the Saratoga Hotel "garret."

Miss Mollie Osherman, manager of the Chicago Israelite, a Jewish publication, has begun a fight to stop caricaturing Jews on the local stage. A recent editorial written by her follows: "We appeal to the amour propre of the Jews of Chicago to protest and resent the coarse jests and slurs to which they are subjected by the commercialized playwright, in keeping away from those houses that stage the productions of these literary hyenas."

Michael Kruszka, publisher, and four directors of the Polish National Daily, 1072 Milwaukee avenue, were acquitted Saturday night by a jury in Judge Burke's court of a charge of having criminally libeled Right Rev. Paul P. Rhode, auxiliary bishop of Chicago, and the only Polish ecclesiastic of his rank in this country. The case grew out of an article printed in the Polish paper in December, 1910, concerning Bishop Rhode after the latter had attacked the paper for printing alleged obscene matter. Indictments followed.

Pulitzer School Criticism Lectures.

A course of five lectures on newspaper criticism will be given Monday afternoon at Columbia University under the auspices of the Pulitzer School of Journalism, beginning Monday. The first lecture will be by Edwin Slosson, managing editor of the Independent, on "Science and Journalism." Dr. Brander Matthews will speak on "Literary Criticism for the Newspapers;" W. J. Henderson, of the New York Sun, on "Musical Criticism;" Clayton Hamilton, of the Bookman, on "Dramatic Criticism," and Dr. Talcott Williams on "Art Criticism."



GEORGE M. BRADT,

PUBLISHER OF THE HAVANA (CUBA) DAILY POST NOW VISITING THIS COUNTRY.

FREE PUBLICITY IS JOLTED.

University of Missouri Hoists a Press Agent with His Own Petard.

J. B. Powell, instructor in advertising at the journalism school of the University of Missouri, recently received a letter from T. C. Runkel, of Newark, N. J., in which an attempt was made to secure free publicity. Mr. Runkel's attempt to "put across" his press agency stunt did not work out quite as he expected. He was caught with "the goods on him," as ex-Chief Devery used to phrase it, and the answer Runkel got from the university, as will be seen, is interesting. It was in substance as follows:

The article, I am returning to you herewith, as it is not available for publication in the University Missourian, or any of the other publications of the University of Missouri or of Columbia.

In the advertising and journalism instruction at the University of Missouri we teach that if an article is worth advertising at all it certainly is worth paying for advertising space. In our opinion, there are two kinds of newspapers. If we printed your advertising article as pure reading matter, we would be in the class the Post Office Department refuses the second class mail privilege.

I am glad you sent this article, for it furnished the best possible subject and example for a lecture on the press agent evil. There are about 200 students in advertising and journalism in the Missouri School of Journalism here. I don't think any of them will have any trouble in detecting this kind of free advertising when they go out into practical work.

Golf Moves Into New Quarters.

Golf, Max H. Behr, editor, and Clifford L. Turner, advertising manager, has moved into its new offices at 286 Fifth avenue. John L. McCurdy, formerly with P. F. Collier & Son, has joined the staff as circulation manager.

HAVANA POST EDITOR HERE.

George M. Bradt Owns Cuba's Only American Paper.

George M. Bradt, editor and owner of the Havana Daily Post, who arrived in New York last week, was formerly a resident of Chattanooga, Tenn. Nine years ago he purchased the paper he now conducts. The Post is the only daily newspaper published in Cuba that is printed in English.

Mr. Bradt has done more to make Havana a tourist center than any other individual. He has persistently boomed and boosted his adopted city and the result looms large when it is understood that the total number of tourist visitors was less than 3,000 at the time Mr. Bradt first came to Havana. This year the total has increased to more than 60,000.

Mr. Bradt's interest in public affairs is keen, and he has taken a leading role in the political activities of Cuba. The Post under his direction is progressive and stands for civic morality, impartiality and cleanness. The paper easily takes first place in point of general influence throughout the island. Mr. Bradt paid five thousand dollars not long ago for McCurdy's flight by aeroplane from Key West (Fla.) to Havana.

Healdsburg Tribune to Be Revived.

The plant of the Healdsburg (Cal.) Tribune, owned and edited by F. W. Cooke, is being installed in new quarters. Mr. Cooke was one of the heaviest loser in the \$50,000 fire in that city last month, when his building and newspaper plant were almost totally destroyed. He is planning new equipment and additions to the mechanical department.

MISSOURI JOURNALISM WEEK.

Notable Speakers to Address Annual Meeting of Newspaper Workers.

Half a dozen press associations of Missouri will meet at Columbia during Journalism Week at the University of Missouri. The program of speakers, as announced by President A. Ross Hill, includes a long list of leaders in various fields of journalism.

The opening address, May 12, will be by Edwin Craighead, managing editor of the Mobile (Ala.) Register, on "The Profession of Journalism." Governor James M. Cox, of Ohio, owner of the Dayton News and Springfield Press-Republic, will speak on "The Newspaper and the Public," and Barratt O'Hara, Lieutenant-Governor of Illinois, on "How the Reporter May Help."

Charles H. Grasty, owner and editor Baltimore Sun, will discuss "The Newspaper in Its Relation to the Public"; James Keeley, editor Chicago Tribune, "The Journalism of Public Service"; Robert Minor, St. Louis Post-Dispatch, "Newspaper Illustration—the Cartoon"; Dante Barton, Kansas City Star, "The New Editorial Page"; E. F. Cutter, Associated Press, "The Associated Press and Its Service"; C. A. Shamel, editor Orange Judd Farmer, "The Newspaper and the Farmer"; Col. B. B. Herbert, National Printer-Journalist, "A Cost System for a Country Newspaper."

Advertising will be discussed by M. I. Hunton, newspaper representative, New York; Jules Schneider, advertising counselor of the Chicago Tribune, and others. Miss Clara C. Thomas, Minneapolis Tribune, will speak on "City Journalism for Women"; S. E. Kiser, Chicago Record-Herald, on "Humor in the Newspaper." E. N. Smith, city editor Kansas City Post, will discuss "The News as the City Editor Sees It," and Caspar Yost, St. Louis Globe-Democrat, "Some Special Features."

NEW INCORPORATIONS.

PEORIA, Ill.—Herald-Transcript Co.; capital, \$100,000; general publishing and newspaper business; incorporators: F. T. Buffe, Fred A. Stowe, Roy R. McSkimin.

CLEVELAND, O.—Szabadsag Publishing Co.; general printing and publishing; capital, \$1,000; Bertha Kohanyi, Hugo E. Varga and others.

OLYMPIA, Wash.—Washington State Daily Democrat; capital, \$45,000; incorporators: J. H. Brown, P. M. Troy and others.

OWENSBORO, Ky.—The Searchlight Publishing Co.; capital, \$1,000; incorporated by Mrs. C. G. Stuart, R. M. Stuart and others; general printing business and publication of a newspaper.

MUSKOGEE, Okla.—The Department Record Co.; capital stock, \$1,000; incorporated by W. S. Cochran, M. C. Sells and others.

CHICAGO, Ill.—Polish Daily News Co.; capital, \$2,500; publication of a newspaper;—Edwin M. Dzyniewicz, A. J. Mikitynski and others.

BETHLEHEM, Pa.—The Globe Publishing Co.; capital, \$100,000.

Will of Charles H. Jones Is Filed.

The will of Col. Charles H. Jones, one of the organizers of the American Newspaper Publishers' Association, who died in Italy on Jan. 26, was filed last week for probate in the Surrogate's Court, New York. It appears from the papers filed that Colonel Jones and his wife, Lily Emerson Jones, who lives in this city, had made mutual wills. Mrs. Jones receives thereby eighty shares of stock in the Lockwood Trade Journal Co., a combination of three of the old Howard Lockwood publications. The bequest is subject to several legacies.

Old Newspaper Suspends.

The Tipton (Ind.) Weekly Times, established in 1855, suspended last week, the subscription list being transferred to the Daily Times.

AMERICA'S LEADING CARTOONISTS.

James H. Donahey

Of the Cleveland (O.) Plain Dealer.

In a little village of Tuscarawas County, O., way back in the hills, where on a clear day, if you would listen carefully, you could hear the railroad engine whistle, and perhaps see the spires of the several churches in the township, a farmer boy was doing his day's chores. These led him through the fields and

strange figures and forms, which he explained were things and scenes he had observed in his daily toil. Little by little the youth grew in mind and body, always showing a keen interest in what he saw and drawing from the fields and the godly country about him inspiration and a philosophy all his own.



JAMES H. DONAHEY.

along rivulets and past mighty hills, and as he walked along he oftentimes listened to the whispering of the flowers, the songs of the birds or tried to fathom the great blue mystery above.

He found much delight in defacing the walls and fences with all sorts of

The farm folks of the village took very kindly to this remarkable youth and encouraged him to continue his picture making. Then came the supreme moment of his life, when the good old doctor, whose duty it had been for many years to illustrate the Sunday school blackboard in colored chalk shifted the honor of this inspirational work to the young artist.

Such were the early beginnings of James H. Donahey, the cartoonist of the Cleveland Plain Dealer. His first published drawings were cut from the back of large wood type with a jack knife, while "Jim" was devil on a country weekly, and were made to illustrate the stories of the foreman, who had a bent for local humor.

After attending art school in Cleveland Mr. Donahey spent three years on the Cleveland World, doing chalk plates and utilizing large hunks of space that the news gatherers were unable to fill. Then he joined the forces of the Plain Dealer, with which paper he has been connected for the past twelve years.



MILITANCY GONE MAD.

—From the Cleveland Plain Dealer.

Mr. Donahey believes that a picture writer, remaining in one community for a long period, becomes a habit. The habit is forced upon the community, which unknowingly falls in line with it. Whether this habit tends to elevate or bear down the man who draws the pictures should carefully consider. His power for good or evil is great, for his appeal is a direct one. All who see must feel it.

The influence of Mr. Donahey's cartoons has been as wholesome as it has been effective. He only draws the things he sees, and tries to see the healthy life, the love, the hope and joy of living. Mr. Donahey's philosophy wrought from his experiences on farm, in village and in city, is best expressed in his own words: "I love my fellow man; he is weak, and I picture his weakness, knowing how weak I am myself."

NEW PUBLICATIONS.

BLYTHEVILLE, Ark.—The Daily Herald-News is a new paper published by H. C. Lawhorn.

FAIRBURG, Neb.—P. J. George is the editor of the People's Advocate, a new paper to appear this week.

OBERLIN, La.—A recent addition to the newspaper field is the News, published by Max J. Abribat.

TOSTON, Mont.—T. E. Sheppard is manager of the newspaper to be launched April 10. It is to be a four-page, six-column paper, and will be independent in politics.

ALVIN, Tex.—The Daily Sun, a new enterprise, was launched last week by Mrs. C. B. Bailey, publisher of the Weekly Sun.

VIDALIA, Ga.—The Glenwood Sentinel made its first appearance last week. A. B. Cargyle is the editor, and the paper will be printed at the Advance office, in this town.

BOIS D'ARC, Mo.—The initial number of the Progress, William J. Halley, owner, and James D. Salts, publisher, appeared on April 1. Mr. Halley was for a time publisher of the Everton Journal.

FLORENCE, Ore.—A special first edition of the new weekly, the Siuslaw Pilot, made its appearance last week.

OXFORD, N. C.—The Granville County Publishing Co. is to publish a weekly paper in about a month. J. W. Hester has been appointed editor, and will also serve as secretary and treasurer of the company.

CLEARFIELD, Pa.—H. A. Reed, of Mahaffey, is to have the management of a new paper to be launched as the organ of the Progressive party.

KENTWOOD, La.—The New Era has made its appearance, with J. N. Wolff & Sons as proprietors.

CLD ORCHARD, Me.—Surf Echoes is a new journal to be published by Frank A. Elliott, who was for some years with the New York World, and has as its managing editor I. F. Ferris, formerly on the staff of the Newark (N. J.) Advertiser.

PORTLAND, Me.—The Opportunity Advertiser, published by Robert S. Tyler Co., is a new monthly periodical that made its appearance last month. It is announced as "a magazine for busy men," and will have many items of interest to advertisers and advertising men.

Henry Sells Spartanburg Journal.

Charles O. Hearon, editor of the Spartanburg (S. C.) Herald, has bought a controlling interest in the stock of the Spartanburg Journal from Charles H. Henry, general manager of the Atlanta Georgian, and Charles P. Calvert, editor of the Journal. At a meeting of the directors of the Journal Publishing Co. Mr. Hearon was elected president, succeeding Mr. Henry, and Captain Charles Petty, associate editor, was elected editor. The mechanical departments of the two papers will be combined, and both will be issued from the Herald office, but will be independent of each other in their editorial departments, it is stated.

Newstand Bill Now in Senate.

Senator Pollock's bill regulating the issuing of permits for newsstands was advanced out of its order to the third reading in the Senate Wednesday. Mayor Gaynor recently vetoed the Levy bill, which authorized the Board of Aldermen to issue licenses for newsstands in streets in which the stoop lines were eliminated. Senator Pollock's bill, it is said, overcomes the objection of the Mayor by providing that the Board of Aldermen may authorize the Bureau of Licenses to issue the necessary permits.

An Unparalleled Record for 1912

THE BOSTON HERALD

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

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

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

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

THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

There is only
ONE SURE WAY
to cover

Chester and Delaware County

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

CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.
Chester, Pa.

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

A SITUATION THAT IS ABSOLUTELY UNIQUE!
IN THE STATE OF CONNECTICUT

The Hartford Times.

A THREE CENT NEWSPAPER

Leads all its competitors, regardless of price, in circulation by many thousands

This is a situation that exists in no other State in the Union

THE HARTFORD TIMES maintains its proud position by printing a great newspaper—a newspaper so broad in policy, liberal in expenditure and enterprising in news gathering that no other journal in its territory attempts to follow its lead. The Times is given the preference by all advertisers who are honest with themselves and the people for whom they buy space.

There is no other "buy" comparing with it

Average paid Circulation for first three months of 1913 was **21,852**

A GAIN OVER 1912 OF 1176

Net circulation for same period was 23,091. Analysis showing distribution will be sent to anyone upon application.

KELLY-SMITH COMPANY

Representatives

220 FIFTH AVENUE, NEW YORK

PEOPLES GAS BLDG., CHICAGO

NEW DISTRIBUTION SCHEME.

Mr. Hearst Cuts Loose From News Companies and Will Use His Own Organization.

Beginning with the May issues, the *Cosmopolitan*, *Good Housekeeping*, *Hearst*, *Motor Boating* and *Motor* will be distributed through the Hearst newspaper organization. If the experiment, which will be confined at the start to New England, is satisfactory, the plan will be extended all over the country.

If the Hearst newspapers and magazines can find enough business in a town to occupy one man's entire time, there is no question that sooner or later they are going to insist on an arrangement of that sort. That will mean that a great many present distributors will lose the Hearst connection unless they confine themselves exclusively to the Hearst publications.

This new move is not viewed with unalloyed pleasure by the *Curtis Co.*, the *Publishers' News Co.* (*Butterick's* and *Everybody's*) and *Munsey*. At the present time many of the independent agents for these publications are also agents for the Hearst papers. Of course, it is not likely that war is going to break out very soon. Those who are familiar with the Hearst methods, however, cannot help but realize that sooner or later Hearst methods of newspaper building are going to be applied to the magazine game, and if Hearst swings into the field with a big weekly, as it is rumored he intends to do, he is going to have an organization set up that will be a tremendous force with which to combat the *Saturday Evening Post*. With all of the thousands of boys throughout the country who now handle the newspapers at his disposal, and with a daily paper to hold that organization together through the week, Hearst is going to have an unsurpassed organization for selling a weekly paper.

The *Woman's Home Companion* for

some months have been making arrangements with independent distributors throughout the country for boy sales of their magazine. This has now reached a point where practically every large city in the country has an independent wholesaler supplying boys with copies which they are to deliver from house to house. In many cases they also supply dealers who are not already supplied by the *American News Co.* or its branches.

WEDDING BELLS.

Frederick F. Morse, a member of the *Lynn (Mass.) Telegram* staff, and Miss B. M. Pereaue were married at Boston last week.

Kenneth B. Stiles sprang a surprise on his newspaper friends in Brooklyn, when they learned from an announcement last week that he had been married November 26 last year to Miss Ida Wehmeyer. Belated congratulations are now pouring in. "Kent" Stiles was formerly connected with the news departments of the *World*, *Eagle* and *Sun*. At present he is with the *Associated Press* and also contributes to the *Evening Mail* humor column.

Miss Helen Roe, of *Wilkesbarre, Pa.*, was married to Ralph E. Turner, of the *Youngstown (O.) Telegram* in the former city on March 24.

Miss Bertha Grether, for several years a member of the *Spokesman-Review* staff, became the bride of George A. Walker, of *Spokane*, recently.

Mr. Kohlsaet Improving Rapidly.

H. H. Kohlsaet, editor and publisher of the *Chicago Inter-Ocean*, who has been ill at the *Holland House*, this city, since March 17, with a slight hemorrhage of the brain, will probably return to his home on April 15. Mr. Kohlsaet has been improving rapidly and in the past week has enjoyed frequent automobile trips.

PRESS FEAST ON NEW TRAIN.

Newspaper Men Dine While Pacific Limited Makes Trial Trip.

Fifty newspaper men, representing papers in *Chicago*, *Elgin* and *Milwaukee*, were the guests of the *Chicago, Milwaukee & St. Paul Railroad* March 31, when the "Pacific Limited" made its trial trip. This train runs from *Chicago* to the *Pacific Coast* and marks a new era in Western railroading.

The "St. Paul" gave a banquet to the press on board the train the night before it started on its first regular trip across the continent. After being shown through the various sleeping and observation cars, the guests assembled in the dining cars, where the dinner was served. During the eating the train was pulled out to *Elgin, Ill.*, a distance of forty miles, and back. Music by "Johnny" Hand's orchestra helped enliven the trip for the party. A quartet was also on hand and the newspaper men gave them ample assistance.

Flash light pictures were taken of the party when the train started and a copy of a completed photograph was given to each member of the party long before the trip was over.

The menu cards were particularly unique, being made up of the conglomerated title lines of the various publications whose representatives were members of the party. Those who acted as hosts to the party were *Passenger Traffic Manager F. A. Miller* and *General Passenger Agent Geo. B. Haynes* and others prominent in the affairs of the "St. Paul" road.

Among the newspaper men from *Chicago* were: *J. Livingston* and *E. W. Parsons*, *Tribune*; *A. D. Mayo*, *H. B. Chamberland*, *Herbert Waters* and *A. P. Johnson*, *Record-Herald*; *W. E. Moore* and *H. Daniels*, *Inter-Ocean*; *A. M. Lawrence* and *A. S. Andrews*, *Examiner*; *Geo. F. Gifford*, *News*; *A. W. Dahl* and *Frank Dunn*, *Journal*; *Harriison Parker*, *Fred Crawford* and *Tom Murray*, *American*; *A. F. Lorenzen*,

Pittsburgh Post; *J. R. Holliday*, *Atlanta Constitution*, and *J. R. Kathrens*, *Lesan Agency*.

E. Von Schleinitz represented the *Milwaukee Germania*; *A. M. Black*, the *Elgin (Ill.) Advocate and News*; *Frank P. Hanafin*, the *Elgin Courier*, and *W. A. Smith*, the *Railway and Engineering Review*.

Author's League Meets.

The first annual meeting of the *Authors' League of America*, which includes in its membership a number of newspaper men, was held at the *Hotel Astor* on April 8. The meeting was concerned with a consideration of a uniform system of royalty accounting and other matters that interest writers. The moving picture rights were also discussed. The league has a membership of more than 700. Among those present were *Rex Beach*, *Gillett Burgess*, *Franklin P. Adams*, *Porter Emerson Brown*, *Harvey J. O'Higgins*, *Rupert Hughes*, *John O'Hara Cosgrave*, *Hudson Maxim*, *Mary Stewart Cutting*, *Jesse Lynch Williams*, *Cleveland Moffett*, *Thomas Dixon*, *Will Irwin* and *Ellis Parker Butler*.

New York Commercial to Move.

The *New York Commercial* will move to the *Evening Post* building, 20 Vesey street, the latter part of this month. The business office will be located on the ground floor and the mechanical department the sixth floor, with a private elevator service. *Mercer P. Moseley*, publisher of the *Commercial*, is fitting up a model business office in the new quarters.

Departments for Moving Pictures.

The *New York Sun* and the *New York Journal* have instituted regular departments relating to the moving picture field. This innovation on the part of these newspapers will doubtless be followed by the establishment of similar departments in other progressive papers.

HONOR IN JOURNALISM.

Mr. Trigg Holds a Brief for the Newspaper Profession and Declares That the Press Is the People's Only Attorney.

Fred Trigg, dean of the editorial writers on the Kansas City Star, emphasized the honorable character of the newspaper profession in an address last week before the University of Kansas Department of Journalism. He said in part:

"The newspaper profession is the most honorable profession of any. At least, it is equal in honor to law, medicine or pedagogy; for I believe that you will find more honor among the reporters and fewer blackmailers than in any other calling. I believe you will find fewer newspapers ready to sell their space than you will find lawyers ready to sell their ability, and these newspapers have less influence in the community than the crooks of any other profession. A newspaper that departs from the path of righteousness is as easily spotted by the public as a preacher who goes astray or a man with a black eye.

"No profession touches the public so closely as ours, and it is for this reason that the first principle that newspaper men most require is knowing that they must be honorable and square with the public. No newspaper has ever successfully sold itself to the vice elements without the people knowing it.

REPORTER A GREAT FACTOR.

"The important factor in any newspaper is the reporter, not the editorial writer. The Kansas City Star no longer employs editorial writers. It believes that a man should start work on the paper in a reporter's position. The first qualification for a reporter is that he tell the truth and tell it to some purpose. There is a way of telling the truth for the purpose of enlightening the public.

"A newspaper that is not of some use to the public should not exist. Because he is merely a parrot, the reporter, who contents himself with merely telling the cold truth, is of no value to the paper. As an instance, take the case of a street car accident. A reporter who rushes up and gets the name of the injured man and number of the car, the time of the accident, the location, the motorman's name and the extent of the injuries and then rushes back and gives these facts alone is merely a gossip. He should in addition to these bare points do his part in enlightening the public. He should point out the cause of the accident; the minute that he helps to show the public that it should take more care in getting on and off a street car or shows it that public service corporations are conducting their affairs without considering the safety of the people, does he become of value to the newspaper. The reporter who is a news gatherer alone is a failure.

SHOULD CENSOR NEWS AND ADS.

"I hold that the newspaper should not print all the news, because a lot of the news does not benefit the public. We are all familiar with the twenty-four and thirty-two page journal, which fills its columns with every detail of municipal happenings, but the modern trend of the newspaper is to the smaller size and to the fine discrimination as to what news would make for the public welfare. A newspaper has no business to come

THE DAYTON NEWS

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

THE SPRINGFIELD NEWS

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

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

Combined circulation for February 44,480.

Combination Rate, 6 cents a line flat.

News League of Ohio

DESK N, DAYTON, OHIO

New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

into the home carrying stories that might endanger morals.

"The same policy should be extended to the advertising department. A newspaper that prints advertisements of saloons, for instance, is almost as degrading as the saloon which it advertises. If it exploits in its columns fake mining schemes or any other shady plan of deluding and robbing the public, the newspaper stands in the same class as the disreputable promoter. Let me emphasize my belief that in our best papers there should be rigorous discrimination in both the news and advertising columns.

"The newspapers are to blame for a large part of our political corruptions. Not all newspapers, of course; I am referring to the partisan class of newspaper, a type which is practically extinct to-day. It was behind the partisan newspaper that the boodler hid. Because of its relation with a political party, this yellow dog newspaper felt called on to defend the rogues of the party. Partisan politics is inherently dishonest. An editor who feels that he owes obligations to a political party above the public is conducting a dishonest paper. He cannot serve two masters.

PRESS AS PEOPLE'S ATTORNEY.

"The greatest menace to journalism to-day is the corporation-owned newspaper. Formerly the corporations controlled the newspaper through party organization. Since the old partisan papers have so largely died out the corporations have been quietly buying up stock in the papers themselves. To-day when a question comes up in which the interests of that corporation and the public clash, the paper for business reasons must take the side of the private interests.

"A newspaper should be the attorney for its readers. Every subscriber pays it a retainer's fee to represent the people against those who would prey upon them. The only way that a newspaper can be successful is by representing the individual who pays it a retainer's fee of ten cents a week or whatever the subscription price may be. The people have no other lawyer."

OBITUARY NOTES.

WILLIAM C. DARCY, for many years a reporter on the New York Press, the Brooklyn Standard-Union, the City News Association and formerly editor of the Fishing Gazette, died suddenly on Sunday at his home in Brooklyn. Of late years he had been a probation officer.

JAMES V. MAGUIRE, of the advertising firm of Hatfield, Maguire & Co., died April 2 at his home in the Bronx. He was thirty-eight years old.

ISAAC TUCK, fifty-four years old, owner and publisher of the New York Produce Bulletin, died at his home in Brooklyn April 3. He was the founder of the Fruit Trade Journal and the Produce News.

MAJOR MAXWELL E. DICKSON, sixty-five years old, died at Chicago last week. He was a special correspondent of the New York Tribune during the Civil War and later joined the Pittsburgh Dispatch-Tribune. Since 1870 he had worked in Chicago on the Times, Inter-Ocean, Journal, Record-Herald, Tribune, Chronicle and Examiner. For the last twelve years he had been with the Examiner, and was in the advertising department when he died. Major Dickson was a member of the Chicago Press Club.

ROBERT H. PHILLIPS, associate editor of the Greensboro (N. C.) Daily News, died of heart failure at his country home near Carthage, N. C., last week. He aided in the establishment of the Greensboro Telegram in 1896 and was later city and associate editor of the Raleigh Post and editor of the New Bern Sun.

B. F. SCHWEIER, for forty-three years editor and proprietor of the Mifflinton

Baseball Has Arrived

and already many wide-awake newspapers have made a great success of the 16 CENT SEMI-AUTO-PLATE DRY MAT.

Some "scrapped" steam tables months ago, others are now doing so, and are using WOOD DRY MATS for all molds. Dozens of others are impatiently awaiting shipments.

Case lots 1,000 SEMI-AUTOPLATE DRY MATS \$160, spot cash, f.o.b. New York. Sample package of 25, \$6.50, cash with order.

Semi-Autoplate Machine Wood Dry Mat Exhibition

GRAND CENTRAL PALACE, NEW YORK

Week of April 19th-26th

Also there will be shown the historic implements of old-fashioned stereotyping—the HAND CASTING BOX and the STEAM TABLE.

WOOD FLONG COMPANY

1 MADISON AVENUE, NEW YORK

(Pa.) Sentinel and Republican, died at his home in that city, aged seventy-five years. He was well known in newspaper circles throughout Pennsylvania.

F. R. BRODHEAD, advertising manager of the Akron (O.) Beacon-Journal, died in that city last week. He was formerly advertising manager of the New Haven (Conn.) Register and went to Akron in 1901, since which time he had been connected with the Beacon-Journal.

Journalists May Join Trade Union.

At a conference of the National Union of Journalists held at Manchester, England, recently, a resolution was strongly supported, though ultimately defeated, for affiliation with the trade union organization. The first journalist organization in Great Britain was the Institute of Journalists. The National Union represents a revolt from the older institution, which is said to devote its principal energies to arranging cheap annual outings. The National Union aims at establishing itself on a regular trade union basis. The first step is being taken by negotiating an agreement for joint action with the printers' union.

Women Only to Publish This Paper.

The City Islander, a weekly newspaper to be edited entirely by women and devoted to the interests of City Island, was issued last week. Mrs. Henry C. Appleton is the editor-in-chief and publisher. Miss Helen Pell, Miss Frieda Springer and Miss Marion Cochrane, all prominent socially on the island, are members of the staff. The publication is the only one conducted by women alone which is not devoted to the woman suffrage cause and will carry all the departments of a regular newspaper. If the venture succeeds, Mrs. Appleton says she will erect a \$40,000 newspaper plant and issue a daily.

New Washington Correspondent.

Assured that the Cumberland (Md.) Press, which he founded a few months ago, now is established on a firm foundation as a prosperous afternoon newspaper, George Garner has disposed of his interest and returned to the Munsey forces as Washington correspondent of the New York Press. Mr. Garner went to Cumberland last fall from Baltimore, where for several years he had been connected with the Sun and the Evening News, the latter one of the Munsey group of newspapers. He also has seen wide service in the newspaper field, more especially as a political reporter, having worked on some of the best papers of the East and the Times-Democrat and the Picayune in New Orleans. The Press has won a high place in its field and is recognized by the people and the advertisers as a permanent institution and a modern, progressive newspaper.

"Paterson has always been A Dark Egypt

as regards the newspaper situation."

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

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

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

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

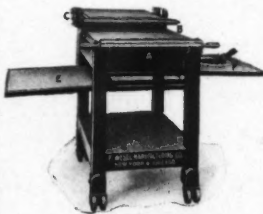
Paterson Press—Sunday Chronicle

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

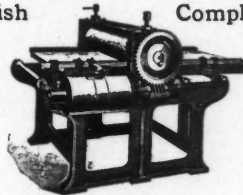
WESEL STEREOTYPE EQUIPMENT

(WHAT WILL IT DO?) (THE QUESTION YOU ASK.)

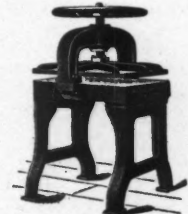
We can tell you more in detail what each of these machines will do if you will ask. We furnish Complete Stereotype equipment.



MATRIX TISSUE HOLDER
Puts Backing, Paste and Tissue together smoothly and easily



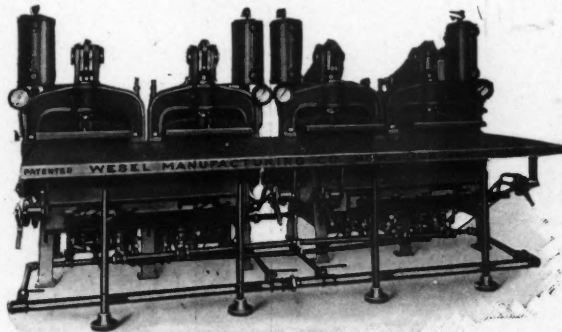
MATRIX ROLLER
Applies powerful, even pressure without drag



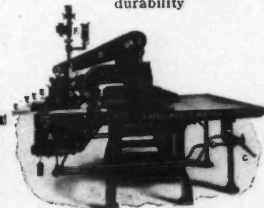
MATRIX TABLE
Gives standard service and durability



MATRIX DRYER
Scorches quickly, evenly, thoroughly



WESEL PNEUMATIC MATRIX TABLES
Compress and Dry Matrices in the quickest and most efficient way possible



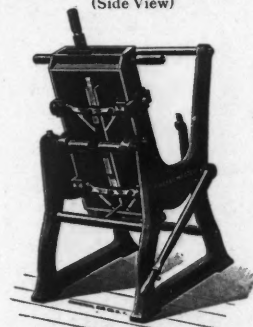
PNEUMATIC MATRIX TABLE (Side View)



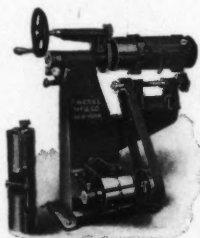
STEREOTYPE FURNACE
Works with standard efficiency and economy



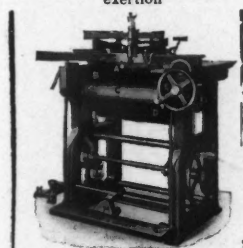
STEREOTYPERS' SAW TABLE
Cuts accurately under severe usage



UNIFORM LOCKING CASTING BOX
makes good plates with least exertion



IMPROVED TAIL CUTTER
Cutstail and bevels in one operation—Cylinders for different diameters



COMB. FLAT AND CURVED ROUTER—Facilities of two machines in floor space of one

WE WILL EXHIBIT
At the National Exposition in April

F. WESEL MANUFACTURING CO.

PRINTERS' AND PLATEMAKERS' EQUIPMENT

Main Office and Works, 70-80 CRANBERRY STREET, BROOKLYN, N. Y.

NEW YORK, 10 SPRUCE STREET

CHICAGO, 431 SO. DEARBORN STREET

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

The Louisville Courier-Journal and The Louisville Times

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

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

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

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

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

The Seattle Times
STILL MAKING HISTORY

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

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,800 lines of foreign advertising.

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

THE NEWS
BUFFALO, N. Y.
Circulation for Year, 1912
99,565

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

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try *The New Age Magazine*,—*The National Masonic Monthly*.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.

Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

**HERE'S A GOOD BUY—
THE READING NEWS**

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

CONSOLIDATION PLANS.

Annual Meetings of the Daily Newspaper Association and the National Newspapers to Take Place April 22 at Which Final Action Will Be Taken—Jason Rogers Discusses Some of the Points at Issue.

The annual meeting of the Daily Newspaper Association will be held at the Waldorf at 12.30 noon, April 22. The annual meeting of the National Newspapers (not incorporated) will be held at the Waldorf at 2.30 p. m. the same day.

It is thought that both organizations will ratify the plans submitted by the officers and executive committees for a consolidation of these organizations with the United Newspapers and that committees with full authority to act will be appointed to meet with the officers of the United Newspapers on the morning of April 23. If the plans are ratified and a complete agreement is reached, the annual dinner of the Daily Newspaper Association the evening of April 23 will be made a real love feast, a "get-together" meeting, and it is said that the newspaper propaganda in behalf of "all newspapers" will be launched at that time with great enthusiasm.

ADAMS TO BE MANAGER.

It is understood that J. W. Adams, the general manager of the Daily Newspaper Association, will be placed in charge of the New York office of the consolidated organization, and that W. A. Thomson, who is now in charge of the United Newspapers, will have charge of the outside work. It is thought that the first year's budget will approximate at least \$50,000, and the total number of newspapers contributing to the plan will be close to 500 dailies. It is expected that in a short time a Chicago office in charge of competent executives and able newspaper solicitors will be opened.

Jason Rogers, publisher of the New York Globe and president of the United Newspapers, in talking with a representative of THE EDITOR AND PUBLISHER, gave some valuable information with reference to the plans for the consolidation of these different organizations. "Daily newspapers can, by combined effort, develop many million dollars' worth of advertising, and secure many million dollars' of business which in the past has been diverted from them by other mediums, such as magazines, weekly papers, bill boards, lighted signs, etc. This was the idea back of my organization of the United Newspapers, which now has a membership of over 200 dailies in cities throughout this country and Canada.

WHERE OTHERS FAILED.

"The same thought was back of the old Daily Newspaper Club and the National Newspapers, but they were so organized that they could never attract the co-operation of the many small town dominant papers, which are really more important toward winning recognition than any group of big city papers. Until a newspaper organization can offer advertisers the use of space in every community in the country where they have distribution or want sales, it can never successfully prove its superiority.

"The recent meeting between Hope-well L. Rogers, of the Chicago Daily News, representing the National Newspapers; Louis Wiley, of the New York Times, representing the Daily Newspaper Club, and myself, representing the United Newspapers, will, I earnestly hope, result in a consolidation of interests into one great big effective organization which will eventually include in its membership every worth-while newspaper in this country and Canada.

"Pending the outcome of the meeting of directors and members of the different organizations, nothing definite regarding the details of the reorganization can be stated.

"The only possible bone of contention between the three organizations, so far as I can see, is the solicitation 'for a list' embodied in the regulations of the National Newspapers. These papers pay

on an average one thousand dollars each, and some few of them at least desire direct solicitation as a list. This principle is contrary to the thought which has actuated the formation of the other two bodies, and exactly how we are going to reconcile the diverse opinions I cannot see, but it probably will be done.

THE ANNUAL DUES.

"The Daily Newspaper Club plan, with dues of \$100 per year as a minimum, never could get the co-operation of a large body of papers for the reason that the small city publishers naturally demanded an equitable basis of assessment, pro rated on their advertising rates, the population of the cities, or on circulation. In organizing the United Newspapers we recognized this factor and made rates ranging from two dollars a month up to forty.

"So far as I can see, there is no material point of contention between the Daily Newspaper Club and the United Newspapers, and no reason why they cannot be consolidated, pending the adjustment of internal affairs in the National Newspapers.

"All that any of us really wants is the production of a single organization that can be said to represent all of the newspapers. Every newspaper in the land should be not only willing but glad to contribute its mite toward sustaining such an organization. Such support should not be a matter of cold dollars and cents, but rather the practical support of a correct business principle.

DIRECT RESULTS FOR ALL.

"Every member of such an organization will get direct results from such work; as advertising secured or built up by it reaches their territory. Through the facilities of its bureaus in New York and Chicago, advertisers will be able to secure disinterested information regarding newspapers and business conditions in hundreds of cities at the present time unobtainable. Each of its bureaus will gradually grow into a center for advertising information, where newspaper special representatives can secure and exchange the sort of information that means business.

WIDE SCOPE OF INFORMATION.

"Through the members of the organization we can economically gather and index the sort of information which, under ordinary trade conditions, would cost the manufacturer in any line thousands of dollars to collect. Through this information we can interest any manufacturer who wishes to sell his product. Our representative will not be selling goods, but will be ready to give disinterested advice as to a campaign or campaigns that will increase sales. We should be ready to prepare copy and give the sort of advice that manufacturers will readily appreciate is accurate and reliable.

"No single newspaper or small group of newspapers can do this work as effectively as a large organization such as we now have. We want to get for the newspapers, say, fifty millions a year of advertising that has been going into other classes of mediums. We want to get for the newspapers other millions of money from manufacturers who have never seen the light in an advertising way.

"The newspapers are now coming into their own and, through small contributions for dues, can put forth such a strong and convincing campaign that our friends on the so-called general mediums will rapidly drop further and further behind in the procession. The movement is well worthy of the support of every newspaper in the country."

Farming Editors Plan Organization.

Plans for the organization of the National Agricultural Editorial Association were discussed at a meeting of twenty-two editors of rural and agricultural newspapers and periodicals, who met at Chicago, Tuesday night, presided over by Col. F. P. Holland, of Dallas, Tex. A committee was chosen to formulate a constitution and by-laws and to issue a call for the permanent organization of the association.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

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

THE PITTSBURG PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
L. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

THE DETROIT NEWS
(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning) (Sunday)
Over 23,000 Over 100,000

All Net Paid Circulation

NEW YORK OFFICE: Metropolitan Tower
L. A. KLEIN, Manager

CHICAGO OFFICE: Peoples Gas Bldg.
JOHN GLASS, Manager

A Combination Hard to Beat



One that covers the entire morning and afternoon field for Pittsburgh and Western Pennsylvania. Puts your advertising in right in this territory.



THE POST
(Every Morning and Sunday)

THE SUN
(Every Afternoon Except Sunday)

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

The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune	19,889
Times-Democrat	22,400
States	29,357
Item	44,752

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

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Leads All

Daily AND Sunday

The Omaha Daily News

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

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

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

New York, 366 Fifth Ave. J. F. ANTISDEL S. W. DEBOIS A. K. HAMMOND	Chicago, 1110 Boyce Bldg. E. B. SPICER S. R. ARRIES E. N. CRAWFORD E. R. LANDIS
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IN KANSAS CITY, OSCAR DAVIES.

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.
Kindly remember it next morning!

LIVE AD CLUB NEWS.

Jest and satire, burlesque and good fellowship, contributed toward making the annual dinner of the Syracuse Advertising Men's Club last week the most successful in the history of the organization. Current events of city, State and national life were caricatured in the "Stuntfest," a series of laughable skits which began with the arrival of the 350 guests and continued until their departure. Lincoln L. Cleaves, president of the club, acted as toastmaster and stunt leader. Among the speakers were former Fire Chief Edward F. Croker, of New York; Edward T. Shay, president of the Baltimore Ad Club; Mayor Edward Schoeneck and D. C. Cox.

Tim Thrift, advertising manager of the Multigraph Sales Co., addresses the members of the Cleveland Advertising Club at their weekly luncheon on "gingering up" sales forces. Mr. Thrift used a number of slides to illustrate his remarks on the methods used by his company in securing the greatest degree of efficiency in its salesmen. He told of the many contests which have been used and carried to a successful completion by the firm.

Three Seattle ministers, the Rev. W. A. Major, the Rev. Mark A. Matthews and the Rev. Francis J. Van Horn, were guests at the Seattle Ad Club's weekly luncheon. The ministers discussed the topic, "How and Why the Church Should Advertise." Each was fixed in the conviction that dignified advertising is not only permissible but desirable, and all united in the declaration that the daily newspaper is the best advertising medium.

Three things are the matter with St. Louis, as outlined by H. S. Gardner, president of the Gardner Advertising Co., before the ad club of that city last week. Mr. Gardner said there was too much jobbing with too little manufacturing, too much conservatism and too little appreciation of the principles of advertising. St. Louis manufacturers, he declared, sometimes take fliers in advertising and place advertisements in the newspapers for a single day, but they have no idea of the value of constant and persistent advertising.

Manley M. Gillam, E. D. Gibbs and C. W. Post were the notable speakers at the Boston Publicity Association last week. Caroll J. Swan, the president, introduced the speakers. Mr. Gibbs, former advertising manager for the National Cash Register Co., paid a tribute to President John H. Patterson, of that concern, for rescue work during the Dayton flood, and said he was one of the pioneers in the work that had made advertising the institution it is to-day.

For the purpose of waging a fight against the trading stamp system and against all forms of fraudulent advertising, the Springfield (Ill.) Ad Club at its weekly luncheon appointed a legislative committee, whose duty it will be to prepare and carry before the legislature a petition for a State law on advertising. Tentative plans were laid for a big meeting to be held during the latter part of this month, at which Governor Dunne and other prominent men will be asked to speak.

The Pittsburgh Publicity Association devoted the Tuesday noonday meeting April 7 to the formation of an "On to Baltimore" organization. Lantern views of places of interest in Baltimore and Washington were shown through the courtesy of J. P. Taggart, transportation agent of the B. & O. R. R., which included a lecture by T. P. Lowes, of Baltimore. It is the intention to have a full train from Pittsburgh for the Baltimore convention of the A. A. C. of A.

The Fort Myers (Fla.) Daily Press will move into a new home next week.

PAPER ON FREE LIST.

(Continued from page 1.)

imposed by such country, dependency, province, or other subdivision of government, upon printing paper; wood pulp, or wood for use in the manufacture of wood pulp.

Pictures, calendars * * * placards, and other articles composed wholly or in chief value of paper lithographically printed in whole or in part from stone, metal, or material other than gelatin (except views of American scenery or objects, music, and illustrations when forming part of a periodical or newspaper, or of bound or unbound books, accompanying the same, not specially provided for in this section) shall pay duty at the following rates: If printed in whole or in part in metal leaf, 30 per centum ad valorem; booklets, books of paper or other material for children's use, not exceeding in weight 24 ounces each, fashion magazines or periodicals, printed in whole or in part by lithographic process, or decorated by hand, booklets, decorated in whole or in part by hand or by spraying, whether or not lithographed, 12 per centum ad valorem; and all other articles than those hereinbefore specifically provided for in this paragraph, 20 per centum ad valorem.

When the provisions of the proposed tariff bill were made known considerable opposition developed in trade circles. The Paper Trade Journal voiced this protest editorially when it said:

PAPER INDUSTRY HARD HIT.

"The paper industry has been hard hit by the tariff bill presented to the House. There has been a general reduction in practically every grade, and in some instances these have been quite radical.

"If the bill now before Congress becomes a law the news print industry will suffer severely. It is questionable if several of the smaller concerns can stand the strain, and it is feared that there will be a general closing of mills through failures."

John Norris, of the Committee on Paper of the American Newspaper Publishers' Association, in a published interview stated that "the practical effect of the proposed Tariff bill upon news print paper and pulp will be to admit news print paper and mechanical pulp free of duty from all the world, without qualification of any sort. Chemical pulp is also admitted free of duty from all nations, with this exception, that chemical pulp must pay \$2 per ton from those Canadian provinces which prohibit the exportation of pulp wood."

MR. HASTINGS' STATEMENT.

Arthur C. Hastings, president of the American Paper and Pulp Association, in discussing the bill said: "Manufacturers of newspaper printing papers, which are made entirely from wood pulp, feel that a great injustice has been done them. In the first place, printing paper is placed absolutely on the free list, and, in the second place, there is no retaliatory provision, in that Canada, our most powerful competitor, is given our market entirely free of any duty, and at the same time retains the duty on print paper shipped into her territory, which is 15 per cent., or \$6 on each ton sent into Canada. Then there is no provision in the Underwood bill allowing us access to Canada's Crown land woods.

"It is not possible to consider the question of American mills being driven or moved to Canada. We must face, however, the fact that the increase or growth of business will be in Canada, and that before many years have passed the principal supply of news print paper will come from Canada, and the mills in the United States now making paper will, as fast as the change can be made, reorganize to manufacture other grades of paper, or else use their water power sites for other purposes.

"The paper industry was never more than a modern beneficiary of our protective system. As a matter of fact, the duties on most of the products of this industry have always been kept at a revenue basis."

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

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

Three Months

In the first three months this year **THE NEW YORK TIMES** published 2,280,439 lines of advertisements, compared with 2,128,351 lines in the corresponding period of 1912, a gain of 152,088 lines.

THE NEW YORK TIMES has a net paid daily sale greatly exceeding 200,000 copies, and its net paid daily city sale exceeds the combined daily city sales of five of the seven other New York morning newspapers.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

38—

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

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

Albany, N. Y.

The Elizabeth (N. J.) Times

Only Democratic daily

in Fifth Congressional District

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

CHICAGO OFFICE: 115 S. Dearborn St., GEO. L. HISCHE, Mgr.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands:

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, April 12, 1913

If you do not receive your copy of THE EDITOR AND PUBLISHER regularly you will do us a special favor in letting us know of it. Subscribers are entitled to every copy issued during the period for which they have paid. Missing copies will be gladly sent on request.

WHAT FREE PAPER MEANS.

If the provision of the new tariff bill placing wood pulp and paper on the free list becomes a law it will meet the hearty approval of the newspaper publishers of the country. Many of the leaders in the newspaper industry have been urging the passage of such a measure for several years but without success. While it is hardly possible that the removal of the tariff will result in a very material reduction in the price of paper it will increase the sources of supply and remove all danger of monopoly.

In passing, emphasis should be placed on the fact that the reduction in the tariff will benefit the public as much as the publishers. Owing to the increased cost of production it has been obvious for some time to many owners of newspapers that are sold for one cent, that an increase to two cents in the near future would be imperative, if circulation was to produce its share of revenue. The placing of paper on the free list will undoubtedly have the effect of delaying the event in most cases for many years.

The American manufacturers of paper are naturally opposed to the removal of the duty because it will break their control of the market and the supply and drive the smaller mills out of existence.

It is a matter of fact there can be no readjustment of tariff schedules without working at least a temporary injury to some one. As a rule, tariff changes are made to benefit the many rather than the few.

PLACE THE BLAME WHERE IT BELONGS.

The indifference of many advertisers as to the cause of the failure of an advertising campaign to produce such results as they had a right to expect, has been often remarked by those who have to do with publicity. A concern spends, let us assume, \$50,000 in exploiting its goods. For some reason the campaign falls flat, not enough goods being sold to pay one-quarter of the expense. The balance of the amount is a dead loss.

The manufacturer is disgusted. Advertising doesn't pay and he is sorry he was such a fool as to waste his money on it. Don't talk to him, he says, about the great returns that can be secured by publicity. It's all bosh. Doesn't he know it? Doesn't his bank account show it?

Ask him why his campaign was a failure and he will unhesitatingly tell you that it was the fault of the advertising. Had he made a careful investigation to find out whether or not he was right in his opinion? No, he had not. He had been told that advertising would increase the sales of his goods; he had engaged a well-known advertising agent to plan the campaign, select the media and write the copy. So far as he knew, the work had been done in a most satisfactory manner, and yet the result was, practically, a failure. What's the use of investigating? Plainly advertising doesn't pay.

This is the attitude of nine-tenths of those whose advertising experience has been unsatisfactory. If these same manufacturers had spent a little time in making a critical examination of the subject they might find that it was not the fault of the advertising that a failure had been scored, but that the trouble lay in imperfect distribution; in a disregard of local conditions that existed in the territory in which the advertising was done; in the failure of salesmen to back up the campaign with intelligent service, or in neglecting to ascertain beforehand whether the article offered is better than others that have been on the market or can be sold at a lower price.

Wouldn't it be a good plan for merchants, manufacturers or others who employ publicity to treat all expenditures in the same way they would money spent for materials or merchandise. If the investment does not pay they should endeavor to ascertain the reason. In other words, the blame should be placed where it belongs.

Certain Socialists and Anarchists are continually alleging the violation of the "freedom of speech and the right of public assembly" clause of the Constitution. From a letter written to the New York Times by Ralph M. Easley, director of the National Civic Federation, it now appears that in nearly every case where these issues have been raised it was found to be a part of the regular propaganda of these Socialists or Anarchists. They have, in fact, openly boasted in their journals of the great advertising value of contests instigated by them on both of the above mentioned Constitutional points that recently led to serious rioting at Little Falls, N. Y., and San Diego, Cal. The abuse of advertising and the debasement of it to win contributions of cash for illegitimate uses cannot be too strongly condemned, and Mr. Easley has done a public service in directing attention to such misapplication of advertising principles.

The Association of American Advertisers has shown commendable zeal in its efforts to audit circulations as they should be audited—accurately, fearlessly and impartially. Circulation audits of some kind or other have been made for a number of years. That many of them have failed to be satisfactory to advertisers is known to nearly everybody who has bought space. The A. A. A. has been making circulation examinations ever since it was organized, but often under such conditions that it was impossible for its auditors to verify statements made to them by the publishers. Recently it has adopted a new set of rules governing all circulation examinations, which, if lived up to by its auditors will, in our opinion, furnish advertisers the most satisfactory information on this subject they have yet been able to secure. Hereafter the audits of the association will be made on the twelve months immediately preceding the date of the examination. No audit will be undertaken unless the publisher agrees in writing to furnish the representative of the association access to any books, papers or records that will assist him in determining the facts. Elsewhere in this issue will be found a complete list of the conditions under which the examinations will be made. Hereafter

the certificates issued to publishers will have a greatly enhanced value and for that reason will be much more eagerly sought by the newspapers than formerly.

The American Journalism issue of the EDITOR AND PUBLISHER to be distributed at the joint meetings will be the most notable publication ever issued in our field. The History of Journalism, richly illustrated, which will be the special feature of the edition, will command wide attention. Copies of this number will be placed on file in public libraries, in clubs and elsewhere. The advertising value of such a number is unusual, and many publishers will be represented in its pages.

UNDER THE EVENING LAMP.

Experience has shown that the best way to convince a person that a certain course of action is a desirable one to pursue is to tell him of the actual results secured by those who have followed it.

Dan A. Carroll, the New York special representative of the Washington Star, Indianapolis News, Philadelphia Bulletin and Montreal Star, has applied this principle to the preparation of a bulky booklet that he has just brought out for private circulation among a selected list of general advertisers and manufacturers, as a part of the promotion work of his organization, for the purpose of showing what may be accomplished through the use of newspaper advertising. Instead of making a lot of general statements on the subject and expecting them to move prospective advertisers to action, Mr. Carroll has assembled a group of notable examples to prove his contention.

"Concrete Data on the Working Plan of Important Sales Building Newspaper Campaigns," as its name implies, is not devoted to the delineation of advertising pipe dreams, but to the recording of definite results that have been obtained through the intelligent use of newspaper exploitation. In the compilation of the data, Mr. Carroll has had the practical cooperation of F. George Frederick, of the Business Bourse.

Mr. Carroll discusses his subject under the following divisional heads, each statement made being backed up by several carefully selected illustrations taken from the experiences of well-known general advertisers:

1. Newspaper campaigns that succeeded in getting distribution for an article.
2. Newspaper campaigns that succeeded in getting better dealer cooperation.
3. Newspaper campaigns that successfully rounded out distribution.
4. Newspaper campaigns that successfully met competition.
5. Newspaper campaigns that are building up new propositions.
6. Newspaper campaigns that build and maintain sales in Canada.
7. What newspaper campaigns cost; some examples and figures.
8. Some interesting city markets.

It will be readily seen from the above that Mr. Carroll has discussed practically all of the points upon which a general advertiser seeks enlightenment. The illustrations employed are so convincing that even the most skeptical must be convinced. Without doubt the writer has produced as convincing proof of the efficiency of newspaper advertising as has yet been presented.

AN APPEAL TO PRESS AGENTS.

THE DAILY JOURNAL,
MIDDLETOWN, O., April 4, 1913.

THE EDITOR AND PUBLISHER:

Won't you please carry something in your next issue asking all of the pikers who are earning their living by working newspapers for free space, to cut Ohio off their mailing list for a few months?

We have been getting a little mail for two days, but this morning we were inundated with a mass of stuff, the bulk of which was from press agents who, make their living by wheedling newspapers out of free space under one pretext or another.

Those of us who are able to do business at all down here are pretty well shot to pieces with our own troubles, without being annoyed by the importunities of grafters.

G. A. MURPHY,
Editor and Manager.

PERSONALS.

William Randolph Hearst, on last Monday, was given a luncheon at the Chicago Club by Harrison M. Parker, publisher of the Chicago American. About thirty of the prominent merchants of Chicago had the pleasure of meeting Mr. Hearst at the luncheon and reception that followed.

Thomas Tapper, associate editor of the Philadelphia Evening Telegraph, has been appointed a contributing editor of the American Leader, the official organ of the American Association of Foreign Language Newspapers. Mr. Tapper was formerly editor of Musician, Boston.

Linn A. E. Gale, formerly of the editorial staff of the Norwich (N. Y.) Sun and the Oneonta Star, has become editor of the Edmeston (N. Y.) Local.

G. Ashley Tomlinson, of Duluth, Minn., former Detroit newspaper man, is now the owner of the second largest fleet of freighters on the Great Lakes.

Charles Brewer, formerly editor of the Fargo (N. D.) Forum, has been appointed by Governor Hanna a member of the State Game Board of Control.

John R. Burton, owner of the New York Curb, is an active candidate for appointment as Ambassador to Mexico. Mr. Burton is assistant secretary of the Democratic National Committee.

Ernest F. Eilert, vice-president and manager of the Blumenberg Press, was appointed a member of the Board of Education on Wednesday to succeed the late Patrick F. McGowan.

Otto Block, formerly proprietor of the Newville (Pa.) Star and Enterprise, has returned from an extended trip to Europe and become editor of the Shippensburg (Pa.) News.

GENERAL STAFF NEWS.

C. A. Cain, managing editor of the Topeka State Journal, was recently made a member of the Kansas State Textbook Commission.

A. T. Griffith, city editor of the Peoria (Ill.) Herald-Transcript, has returned from a trip around the world.

D. E. Town, business manager of the Chicago Post, has returned to his duties after a long vacation in Arizona.

"Eck" Biss, formerly of the Kalamazoo (Mich.) Gazette staff, is now assistant night editor of the Grand Rapids Herald.

George Cates, Associated Press operator at the office of the Bay City (Mich.) Tribune, is to be transferred to Saginaw.

S. O. Burgdorf, formerly in the advertising department of the Bay City (Mich.) Tribune, but until recently publisher of the National Farmer, has been appointed general manager of the Tribune Co. to succeed F. W. Martin.

T. C. Ashcroft, for twenty-five years correspondent of the Associated Press at Memphis, Tenn., has resigned, to devote his attention to his business interests in that city. He is succeeded by Milton F. Ailes, formerly of the A. P. office in Chicago and Atlanta.

Ann M. Simpson, who succeeded Miss Hallmark (Ann Rittenhouse) as fashion editor of the Philadelphia Public Ledger, has resigned to take up outside writing.

George F. Lounsbury, one of the best known newspaper men in Wisconsin, has been appointed managing editor of the Milwaukee Daily News.

E. L. Rainey, editor of the Dawson (Ga.) News, is a newly appointed member of the Georgia Prison Commission.

IN NEW YORK TOWN.

J. Edwin Murphy, managing editor of the Press, who has been ill for the past two weeks with pneumonia, is reported to be considerably improved.

S. S. Fontaine, financial editor of the World, celebrated his twenty-second anniversary on the staff last Wednesday. He came to the World from the Louisville Courier-Journal in 1892.

T. J. Buttikofer, of the local office, Associated Press, has resigned to join the advertising department of System. Mr. Buttikofer was formerly with the United Press Association.

George Seymour, of the Evening Sun, is on several weeks' vacation.

Hamilton Owens, of the Baltimore News has joined the Press staff as rewrite man.

Cesare, the cartoonist of the Sun, returns to the staff of the World, with which he was formerly connected.

Percy Cushing, formerly of the Globe, has settled down on his own farm at Amityville, L. I., where he is doing freelance work.

Grover Kempson has resigned from the staff of the Evening Post to become editor of the Home News, Maplewood, N. J., in which he has acquired a half interest.

S. J. Keator is a new recruit on the staff of the Evening Post.

Carrington Weems, of the Sun, has joined the editorial staff of the Post.

William P. Evans, assistant city editor of the Evening Mail, is making a "sentimental" journey through South Carolina as a member of the party of Yale '85 men, who are guests of E. W. Robertson, the banker.

WASHINGTON PERSONALS.

E. H. Lockwood, for three years chief operator for the telegraph system of the Washington Times, and connected with the Western Union Telegraph Co. for seven years, left both organizations last Monday to enter the government service. Mr. Lockwood, who holds the Washington record for handling press copy, is now located at the Navy Yard.

Charles A. Cotterill, who was with the Associated Press for twelve years and resigned two years ago to engage in business, has re-entered the newspaper business as a representative of the National News Association at the Capitol.

S. M. Williams, formerly of the New York World, who retired from that paper about three years ago to be associated with the Western Union Telegraph Co., is now located with the Washington bureau of the New York Evening World.

M. E. Foster, the publisher, and Jesse E. Jones, editor of the Houston (Tex.) Chronicle, were in Washington this week.

Peer Strommer, of the Grand Forks (N. D.) Normanden, witnessed the opening of Congress from the press gallery of the Senate.

Victor Kauffmann, Sunday editor of the Washington Star, has been drawn as a juror to serve in the Police Court for the next three months.

George A. Mosshart, correspondent for the Omaha World Herald and formerly of the Washington Times, is now with the National News Association.

George B. Laughlin, Robert Dougan and L. P. Browne were on the battleship Wyoming during target practice off the Virginia Capes recently, when the twelve inch guns were fired on the oc-

cas-ion of the visit of Secretary of the Navy Daniels. This is said to be the first time newspaper men have been present on a battleship when guns of this caliber were used in target practice.

C. I. Hambro, of the Christiania (Norway) Morgenbladet, who is touring the United States, visited the press galleries of Congress on the opening day.

Senator Gilbert M. Hitchcock, owner of the Omaha World Herald, has introduced a bill to reform the currency.

Robert Watson, of New York, has joined the International News Service in Washington.

Frost Spent Three Months Abroad.

Chas. H. Frost, manager of the Plainfield (N. J.) Courier-News, has just returned from a three months' tour of Europe, where he journeyed with his father, George H. Frost, the owner of the paper. They visited Egypt and saw



CHARLES H. FROST.

many places of interest in northern Africa. They crossed the Mediterranean to Gibraltar and traveled through Spain and France and England. There were many agreeable surprises that greeted Mr. Frost on his return to the Courier-News, for in his absence an extensive circulation and advertising campaign had been put in force, which showed a remarkable improvement in the paper.

A Man of Many Activities.

On the front page of this issue will be found a picture of J. C. Shaffer, owner of the Chicago Evening Post, the Indianapolis Star, the Louisville Herald, the Muncie (Ind.) Star and the Terre Haute Star, made from his most recent photograph. Mr. Shaffer is not only a successful newspaper publisher but is also one of Chicago's leading business men in other lines. He is president of the J. C. Shaffer Grain Co., which is said to be the largest cash grain dealing concern in the world; president of the Frank Parmelee Transfer Co., and president of the Chicago Grand Opera Co. Mr. Shaffer possesses an intensely active mind, an abundance of physical energy and a will power that usually makes things come his way.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

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

\$40,000 BUYS

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

DO YOU WANT THIS SUCCESSFUL NEWSPAPER ADVERTISING MANAGER?

This is a high-class, straightforward, clean-cut, clean-living advertising manager—who is accustomed to fair dealing and to meeting and mixing with business men. He is able to gain and keep the business as well as the respect and confidence of all advertisers. Young, married, reliable, energetic and an enthusiastic worker. This is not the typical dyed-in-the-wool advertising man whose motto is: "Do and say any old thing to get the business." This man can profit the newspaper and the advertisers. Has good position and has been exceptionally successful in increasing the advertising for metropolitan daily, but as field is limited would change where future is bright. Possesses sound business judgment and a forceful, agreeable personality. No bad habits. All answers confidential. Address "CLEAN-CUT," D. 1007, care THE EDITOR AND PUBLISHER.

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

CIRCULATION MAN.

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

BUSINESS MANAGER.

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

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

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

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.
51 Cliff St.

SHORT STORIES WANTED

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

BUSINESS OPPORTUNITIES

EDITORIALS,

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

MUST BE SOLD before we move at great sacrifice: Two Campbell two-revolution presses now running in one of the best printing offices in New York; will print sheet 33x46; weight, 9,000 lbs.; floor space, 9x14 feet over all; 3-horsepower required; have front delivery, plate distribution, slitter and counter. Now doing first-class work. Cost, new, \$2,400; our price for immediate removal, \$300 each. Write for appointment for demonstration to CAMP-BELL, care THE EDITOR AND PUBLISHER.

CIRCULATION AUDITS.

Rules Adopted by the Association of American Advertisers Under Which It Is Believed Reports Passing Actual Value Will Be Possible.

One of the most difficult things the general advertiser encounters in preparing for a campaign is to secure accurate and intelligent circulation statements from publishers. Those furnished him by the newspapers are, in many instances, incomplete and unsatisfactory. The same assertion may also be made concerning the audits made by some of the several advertising organizations.

In appreciation of the above facts the Association of American Advertisers, which makes circulation audits for its members, has thoroughly revised its rules governing the work of its examiners. Heretofore its auditors have in many cases been handicapped in their work by the refusal of publishers to give them access to books and records by which their statements could be verified.

1. Examinations will be made for the 12 months immediately preceding the date of the commencement of said examination. Explanation: In case part of the 12 months has been previously covered, data can be taken by the examiner from previous examination.

2. Before said examination shall commence, the examiner shall be furnished in writing with an agreement that any and all books, papers, etc., considered by said examiner as necessary to ascertain the facts as regards the circulation of the said publication, shall be placed at the command of the examiner, and that he shall have ready access thereto. Also an agreement that the publisher will submit to a re-examination as provided in Paragraph 8, if necessary.

3. If at any time during the process of the examination such access to necessary books and papers shall be denied, the examiner will immediately cease work, making notation of the reason for so ceasing on his notes, and the matter shall be referred to the general manager of the association.

4. Upon completion of the examination, and before the report shall be forwarded to members of the association, a copy of same shall be delivered to the publisher, and he shall be given five days in which to either accept or demur to said report. In case the publisher shall demur to the correctness of the report, and cannot satisfy the examiner that his demur is well founded, he (the said publisher) shall be entitled to a re-examination upon the following basis and terms: The publisher shall select an auditor from any reputable firm of public accountants who shall be mutually satisfactory to both the publisher and the association. The public accountant, as representative of the publisher, and the representative chosen by the association, shall thereupon proceed to make a re-examination, being accorded by the publisher the same privileges as were originally accorded to the examiner for the association.

5. The findings of this examining board shall be considered and accepted as final by both the publisher and the association.

6. The expenses of the re-examination shall be borne by the publisher if the original findings are correct within three per cent.; otherwise by the association.

7. The publisher shall be entitled to a copy of both or either of the reports above mentioned, and shall be entitled to publish the findings if he chooses.

8. In case any rival publication shall, at any time within three months after the original examination of any publication, question the correctness of the findings of the examiner, a re-examination will be made by the association, said re-examination being made by a different accountant from the one making the original examination. The party requesting such re-examination shall, however, bear the cost of said re-examination depositing with the association, prior to the commencement of said re-examination, a sum sufficient to cover all expense.

9. Should the publishers in any city so desire and agree, it is their privilege to appoint an auditor or representative of their own to observe the work of the examiner, and thus to further satisfy themselves as to its accuracy and absolute fairness.

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO. **GEO. H. ALCORN**
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

United Sunday Newspaper Magazines

New York World Magazine
St. Louis Post Dispatch Magazine
Boston Globe Magazine
Philadelphia Inquirer Magazine
Pittsburgh Press Magazine

Indianapolis Star Magazine
Milwaukee Free Press Magazine
Des Moines Register and Leader Magazine
Denver Times Magazine
San Francisco Call Magazine

Chicago Inter-Ocean Magazine
Seattle Post Intelligencer Magazine
New Orleans State Magazine
Shreveport, La., Times Magazine

"NIKOLA"
REGISTERED

Bathing Compound Will Reduce Your Weight and Improve Your Health

BEWARE OF IMITATIONS

Full Treatment 21 BATHS \$3.00

BEWARE OF IMITATIONS

The merit of "NIKOLA"

can only be appreciated by its use. That it is appreciated is shown by its daily increasing sale throughout the country—not through newspaper advertising—but through the recommendations of those who have benefited through its wonderful success. One treatment has been known to reduce 18 pounds. The effect is almost immediate—Nikola is absolutely harmless, the formula has been tested and approved by an eminent New York City physician before being placed on the market.

How to Use "NIKOLA"

Dissolve one package of Nikola each day in a full hot bath. Remain in it 15 minutes or more, dry thoroughly and watch results. The hot bath will open the pores and the action of Nikola is to draw the fat and uric acids out through them. You can see the fat float. Any questions regarding this treatment cheerfully answered.

For Gout, Rheumatism and Kidney Trouble

"NIKOLA" is most efficient. It removes the cause of the trouble—namely uric acid, drawing it out through the pores and giving quick relief. This use of Nikola was discovered by the users themselves, many of whom have written to us how much it has helped them. Remember we do not claim to help you if your trouble arises from causes other than uric acid in the blood.

Leading Physicians recommend

"NIKOLA" Eminent medical men, here and abroad, have unhesitatingly approved Nikola for the reduction of weight and the relief of uric acid diseases, especially gout and rheumatism. We have also on file in our office many testimonials from people prominent in the theatrical and social world, who have found Nikola what we claim for it—a positive weight reducer.

These Druggists and Shops Will Supply You

<p>AMSTERDAM AVENUE. J. E. Branigan's, 161 Amsterdam ave. Small Roller, 874 Amsterdam ave. Chas. H. Lewis, 741 Amsterdam ave. Geerting Pharmacy, 529 Amsterdam ave. Louis Klein, 474 Amsterdam ave. Hermann Appel, 1044 Amsterdam ave. Jacob N. Rose, 1119 Amsterdam ave.</p>	<p>BROADWAY. Cartwright Co., 662 Broadway F. Fetschmann, 484 4th and Broadway Rahmy's Pharmacy, 84th st. and Broadway C. L. Pope, 1189 1st. and Broadway John F. Kilip, 821 Broadway Castle Court Pharmacy, 8th and Broadway Chas. A. Bernstein, 818 Broadway Doeb Drug Co., 811 Broadway J. C. Keogh, 818 Broadway C. H. Halper, 818 Broadway</p>	<p>BROADWAY (continued). Halper's, 656 Broadway Eli's Pharmacy, 1150 Broadway J. & A. Cohen, 620 Broadway</p> <p>COLUMBUS AVENUE. A. J. Bauer & Co., 166 Columbus avenue Ira M. Hatley, 518 Columbus avenue F. Nicklas, 656 Columbus avenue Henry Buch, 661 Columbus avenue Dora's Prescription Pharmacy, 876 Columbus avenue Chas. A. O'Connor & Co., 709 Columbus avenue</p> <p>MICHIGAN AVENUE. Kalah Pharmacy, 4th ave. and 82d st. Siegel-Cooper Greenhut Co., 4th ave. and 13th st. All Riker-Higman Stores, 6th ave. Bonaparte Pharmacy, 16th st. & 4th ave.</p>	<p>MADISON AVENUE. Kalah Pharmacy, 89th st. & Madison ave. M. Behm, 1066 Madison avenue Morris Parla, 1528 Madison avenue Henry Parla, 1718 Madison avenue Newmark's Pharmacy, 1515 Madison ave.</p> <p>SIXTH AVENUE. Marlborough Hall, 646 6th avenue Candoy & Co., 641 6th avenue David Costello, 616 6th avenue</p> <p>SEVENTH AVENUE. Alex. Hildant Pharmacy, 1050 3d ave. Meyer Bros., 1210 3d avenue Goldust Pharmacy, 1586 6d avenue Otto Frotswein, 1650 5d avenue</p> <p>SEVENTH AVENUE. Alex. Hildant Pharmacy, 1050 3d ave. Meyer Bros., 1210 3d avenue Goldust Pharmacy, 1586 6d avenue Otto Frotswein, 1650 5d avenue</p> <p>SEVENTH AVENUE. Alex. Hildant Pharmacy, 1050 3d ave. Meyer Bros., 1210 3d avenue Goldust Pharmacy, 1586 6d avenue Otto Frotswein, 1650 5d avenue</p>	<p>BROOKLYN. Fred'k O. Aspinall, 1147 Fulton street Frank E. Downie, 741 Nostrand avenue J. J. Kling, 486 Nostrand avenue Plater & Bittersley, Fulton cor. Nostrand Paddock Drug Co., Gates, cor. Nostrand E. Burkhart, 131 Broadway Fred A. Sandman, 1579 Myrtle ave. Whitson's Drug Store, 885 Court st. O. F. Buschert, 712 Nostrand avenue</p> <p>WHOLESALE DISTRIBUTORS. Barry, E. J. Frazer, Ritchey & Co. Commons Bros. Crittenden, Chas. N. Co. Halper, H. Lehn & Pink. McKesson & Robbins. New York Consolidated Drug Co. Schiffilin & Co.</p>
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Or NIKOLA CHEMICAL CO. Inc., 449 WEST 52D STREET, NEW YORK

To The Editor and Publisher:
This advertisement is a reduced reproduction of a half page advertisement of Nikola Bathing Compound that we inserted in the New York World Sunday Magazine, April 6th. It increased our business 100% and was the principal means by which we have made Nikola the chief of all bathing compounds.

*Nikola Chem. Co.
N. Petrusci Sus.*

CLUBS AND ASSOCIATIONS.

The first beefsteak dinner of the Brooklyn Press Club was held in its quarters Feb. 3, just two days before the building was gutted by fire. The affair was unanimously voted the best ever held by the organization. An excellent entertainment had been arranged, no small part of which was an exhibition of a series of moving pictures showing members of the club as actors. The troubles of a cub reporter, who finally "puts one over on the bunch," and scores a beat for his paper, were depicted, together with another sketch, entitled "The Derelict Reporter." The newspaper men shone brilliant as actors.

Separate meetings of the daily and weekly newspaper publishers of Pennsylvania will be held at Harrisburg April 16 to effect two organizations, both of which will be affiliated with the Pennsylvania State Editorial Association. The daily publishers will meet with the intention of forming the Associated Dailies of Pennsylvania, and the weekly newspaper publishers will convene for the purpose of organizing the Associated Weeklies of Pennsylvania.

The editors of Oklahoma will be shown "the time of their lives" at the annual State Press Association meeting

at Bartlesville, May 9 and 10. The speakers scheduled are President George A. Smith, Chandler Tribune; A. L. Lindbeck, Medford Star; John McCutcheon, Pawnee Courier-Dispatch; J. J. Burke, Norman Transcript; W. M. Erwin, Pauls Valley Enterprise; Roy B. MacDonald, Cordell Beacon; Ed Ingram, Kingfisher Star; Lea M. Nichols, Bristow Record; Horace W. Shepard, Altus Times.

Sidney L. Morse told the members of the Buffalo Ad Club at their weekly dinner of the high plane upon which the newspapers of the country are conducted. He stated further that it is the universal opinion held among big business men and advertisers that all papers have conscientious men for their heads, who are striving to keep the publication up to as high a standard as possible.

What is claimed will be the largest public auditorium in western Canada is to be built by the Edmonton Ad Club. Preliminary plans are to erect a building capable of seating at least 3,000 persons. F. G. McDermid, president of the organization, has appointed a committee to make a detailed report regarding the project. H. A. Roth, Fred V. Hollands and George T. Barney were appointed

to investigate advertising frauds and to ascertain what steps should be taken to effect the passage of a measure in the legislature making the publishing of fraudulent advertising a punishable offense. The club has opened rooms at 401-402 Moser-Ryder building, the furnishings being donated by merchants at Edmonton.

ST. LOUIS STAR'S PROGRESS.
Remarkable Business Record Under the Paper's New Management.

The St. Louis Star, which last September passed into the hands of Frederic B. Warren as editorial director and Fred C. Veon as business manager, has already made a notable record.

In six months, by means of well-directed efforts, the St. Louis Star has risen from obscurity to a point where it is attracting national attention.

The announcement in our columns last week set forth that in March of this year there was a gain of 173,702 agate lines of advertising over the corresponding month of 1912. For the six months ending March 31 the Star made a total gain of 627,161 agate lines over the corresponding period of the previous year. Messrs. Warren and Veon take a pardonable pride in such a record.

SPHINXES ELECT OFFICERS.

E. D. Gibbs, of Philadelphia, Is the New President.

The last dinner of the Sphinx Club at the Waldorf on Tuesday evening, April 8, was devoted to honoring the seven men remaining of the original sixteen who founded the organization.

F. James Gibson, general manager Harlem News; Artemas Ward, of Ward & Gow; Manly M. Gillam, advertising counselor; Will Philip Hooper, who conducts an advertising service; Wolstan Dixey, of the J. Wallace Armstrong Co., of Philadelphia; E. D. Gibbs, sales manager Ketterlinus Lithographic Co., of Philadelphia; Newcomb Cleveland, of the A. W. Erickson Advertising Agency.

President Collin Armstrong, of the club, acted as toastmaster, and with good-natured comments on the antiquity of his victims brought six of the founders to their feet, Mr. Hooper being unfortunately unable to attend.

It was one of the largest attended meetings of the club this season. The speaking was preceded by the annual election of officers, which resulted as follows: President, E. D. Gibbs; vice-presidents, Collin Armstrong, Barret Andrews, Preston P. Lynn and O. J. Gude; secretary, Justin McCarthy, Jr., re-elected; treasurer, K. F. R. Huntsman, re-elected; executive committee, W. R. Hotchkiss, James O'Flaherty, Samuel Brill, George Ethridge, J. I. Romer, Samuel Moffitt and John Hawley.

Newspaper Association's Dinner.

Arrangements for the joint dinner at the Waldorf-Astoria on April 23, in which the members of the National Dailies, the United Newspapers and the Daily Newspaper Association will participate, are nearly completed.

WESEL COMPANY'S EXHIBIT.

Gigantic Lead-Moulding Press to be a Feature at Printing Exposition.

The story of how the Kaiser placed his watch confidently upon the anvil of a giant steam hammer in the Krupp Works, and of how the operator as confidently shattered the crystal to a thousand pieces without otherwise damaging the watch, may be recalled by those who inspect the 2,000-ton hydraulic lead moulding press that is to form the chief feature of the F. Wesel Manufacturing Co.'s exhibit at the approaching exposition at Grand Central Palace.

In a number of the largest electrotyping plants in this country and abroad presses of this type are handling their daily work in a manner less spectacular but not less remarkable than that of the machines which, in Essen, rain thousand-ton blows upon white hot steel.

but six feet by four, and is only eight feet in height.

This will be the central feature in a very interesting display at booth No. 77 at the exposition. A Wesel pneumatic matrix drying table, designed to dry matrices, will flank the hydraulic press. A powerful Wesel matrix roller, motor driven and controlled at a touch by a Monitor electro-dynamic brake that gives positive stop at a given point, or instantaneous reversal from full speed, is another point of interest.

A Wesel electric proof press will show how readily a hundred proofs can be supplied to the advertising manager of a department store. Jig saw, drill, saw sharpener and the standard routing machines will furnish interest for the engraver, while cases showing modern plate mounting bases, sectional furniture, brass rule, etc., will be at hand to hold the attention of progressive printers.

MARCH ADVERTISING RECORDS.

Table with columns for City (New York, Chicago), Newspaper Name, and Advertising Figures for 1912 and 1913.

Table with columns for City (Minneapolis and St. Paul), Newspaper Name, and Advertising Figures for 1912 and 1913.

Table with columns for City (Minneapolis and St. Paul), Newspaper Name, and Advertising Figures for 1912 and 1913.

Some March Figures.

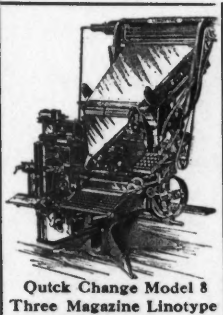
Table with columns for Newspaper Name, Reading, Ads., and Pages for SUNDAY ONLY and DAILY ONLY.

*No Sunday edition.

Atlas Club Follies Great Success.

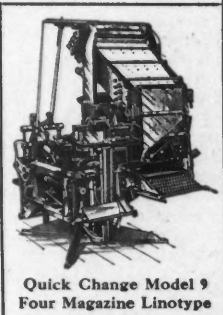
"The Advertising Follies of 1913," presented by the Atlas Club of Chicago on April 1, was the most successful annual "All Fools' Frolic" held in the history of the club.

ALL RECORDS SMASHED



Quick Change Model 8 Three Magazine Linotype

166 STANDARD LINOTYPES



Quick Change Model 9 Four Magazine Linotype

ORDERED DURING THE MONTH OF MARCH

The Buyers of These 166 Machines Say with Us The Linotype Way Is the Only Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company.

Mergenthaler Linotype Company

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

Ad Class Students Dine.

The spring term of the advertising course of the Twenty-third Street Y. M. C. A., of which Frank L. Blanchard is instructor and H. W. Doremus is assistant instructor, came to a close on Wednesday evening, April 2, with a dinner at the Union Square Hotel which was largely attended by both old and new graduates.

Undertakers to Use Newspaper Ads.

The Undertakers' Association of Washington, D. C., at a meeting last week decided that advertising by undertakers, except through the newspapers, was unprofessional.

Metal Economy

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

BARNHART Steel Composing Room Furniture

is built like a modern steel building, rigid, durable, fire proof, sanitary—the ultimate answer to the question: How may a composing room be fitted up to turn out the most work for a given expense? BARNHART BROS. & SPINDLER

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

THE OUT-OF-TOWN MAN.

Biographical Notes from the Career of a Country Reporter Who Made Good in Trade Press Correspondence—Practical Methods He Adopted—Actual Figures Showing Gains in Income for Six Years.

In almost every country newspaper in the United States there is at least one young man in the news room who is known as the "out-of-town" correspondent. He may be working for a smaller salary than some of his companions, but it is generally known that his monthly receipts total something more than any of the others. The successful correspondent, however, does not content himself with merely sending news by mail and wire to his city papers every day, but he constantly is on the watch for trade news, and stories about local manufacturing plants, which make good reading for trade publications.

It is this point in correspondence that many country newspaper men and even city correspondents overlook, and yet the field is always an inviting one. Trade newspaper correspondence, to be held and maintained successfully, must be truthful, and it must always "be news."

Direct statements from the owner of a manufacturing plant; a statement from the head of a department or a statement from the manager of the sales department, nine times out of ten, when properly presented as news, will prove salable to the trade paper in that particular line of industry. The mention of the name of the department head, either on the condition of business, regarding some unusual sale plan, the improvement of the plant, which tends to lessen the cost of production, or the increasing of the capacity of that particular plant, generally finds a ready sale. However, there are tricks in all trades, and there are many which the inexperienced country newspaper correspondent has to learn.

BEGAN ON \$10 A WEEK.

When I went into an Ohio town about seventeen years ago, I did not know much about even "country reporting." I kept my eyes and ears open, however, remembered the "call downs" my city editor had handed me, and worked hard for \$10 per week. The owner of the small evening newspaper for whom I worked wanted someone to mop up the front office. I took on this job, in addition to the one I already had, and received the large salary increase of 50 cents per week. A few weeks later the boy who acted as the mailing clerk quit, and I was called into the "front office" and offered \$1 per week to put up the mail. I took it. My salary was then \$11.50 per week. The city editor was drawing \$15, and my fellow reporter was receiving \$12.

"Why don't you act as correspondent for some of the city papers?" a friend said to me some time afterward.

"Don't know anything about the business," I replied.

Then I began to see opportunities. I looked around, meanwhile keeping my thoughts to myself, for it seemed to me that, should my plans become known in the office, I might be working against myself. I went to the office one night and sent a few letters to some city papers. In consequence of this labor, I "connected with two papers."

CORRESPONDENCE GREW.

What with reporting, cleaning the office and mailing, things went along pretty well for a year or so. Presently correspondence commenced to grow, and finally I quit the janitor's job and also the mail room. The boss said I should keep on, but I would not do it. I wanted more time on the street—more time to visit the manufacturing plants.

During the first two years I was with this Ohio newspaper my salary never exceeded \$12. It was when I was

STATEMENT OF EARNINGS JANUARY, 1906, TO JANUARY, 1913.

	1906.	1907.	1908.	1909.	1910.	1911.	1912.
January	\$108.68	\$194.87	\$219.14	\$230.54	\$246.14	\$276.82	\$334.53
February	116.77	153.83	252.14	206.83	219.05	229.72	204.35
March	164.35	165.14	223.21	208.74	359.54	332.66	345.82
April	123.01	164.73	178.07	227.06	269.16	317.88	296.85
May	132.33	134.26	209.05	189.59	240.61	290.40	268.00
June	104.81	191.68	246.80	215.70	353.40	250.34	251.82
July	123.40	176.32	288.02	280.96	290.10	314.37	260.69
August	139.71	228.91	206.72	252.15	279.51	291.45	347.31
September	110.31	215.36	241.67	262.58	283.02	337.70	241.16
October	111.76	198.65	300.71	299.61	326.47	322.90	262.40
November	147.65	187.87	206.96	348.42	241.84	281.07	242.53
December	211.72	164.11	228.52	275.94	263.12	254.16	221.27
Total	\$1,594.50	\$2,175.73	\$2,797.01	\$2,993.12	\$3,352.26	\$3,449.47	\$3,336.73

"drawing" \$11.50 per week, however, that I married. People told me I had my nerve with me when I married on that amount of salary, but I thought I was the best judge of my own business and let it go at that. I found my wife to be a willing helpmate, and we got along very well, in our four rooms, with \$11.50 coming in every week, and paid something to the furniture man from time to time on our debt to him for over \$400.

It is at this point I got into the out-of-town correspondence game, and inside of two years I had paid for all of our furniture and was free of debt to any person. The fact that my cash account was less than \$25 did not worry me. After working up a good string of newspapers I noticed that no news was being sent to trade papers about the factories in the locality I was working. I immediately go busy. Calls were made on this firm, and that, inquiring what trade papers they read. In this way I secured the names of a lot of publications about which I had never before heard.

LANDING THE STORIES.

In making the rounds of these offices, one factory owner told me that: "We never have had any news sent out about our plant, although we have considerable news from time to time." He then gave me "his story." He also was kind enough to suggest the name of a paper to which I could sell the item. That evening at home I wrote this news in long hand, for there were no typewriters in the local newspaper office. The following morning this, my first trade news story, was mailed. In two weeks I received a check from the Eastern office for \$3. Then I rewrote the same story, and it was used by my local paper. I was complimented for turning in such a good yarn.

My eyes had been opened, and they have been kept open ever since. Visions of a larger city came to me. My wife and I talked over the opportunities in a larger field almost every night. Finally I picked up enough courage to resign, with nothing in sight but good health, nerve and the clock turned toward the wall.

I went to Columbus, O., and in a few days secured a job at reporting. When things were running along nicely for me, I suggested to the managing editor that a good feature might be run daily as a "business news column." He told me to go and see what I could do. I must have made good, for the department is still "running" and I have not been in Columbus for many years.

WORKED UP STRING OF PAPERS.

Finally I "connected" with a large Eastern trade paper. In visiting factories and sales offices in this particular line of trade I could not help but notice that trade newspaper work was clean and attractive. Then I proceeded to work up a string of trade papers, and I found that I had made a good move when I "resigned" my position of reporting in the country newspaper office. Besides merely sending news of the various trades to the trade papers, I am now representing, experience has taught me that some corking good Sunday newspaper feature stories are frequently hidden within the walls of the factories. Once a trade newspaper man has established a "confidential relation" with the owner or factory manager, and it has been found that these confidences have been respected, there is nothing within reason that the trade newspaper man cannot get from these men.

I have always made it a point to retain the confidence of the people with whom I come in contact. Some "good news" has had to be "passed up" as a result, but only for the time being. In one instance I was given some excellent news "in confidence," and I knew at the time that I was merely being tried out. Soon afterward, however, the factory owner who talked to me "in confidence" admitted that he was only putting me on trial, and since then I have got a dozen or more good stories from his office, for which I have found a ready sale in as many trade publications.

KEPT BUSINESS ACCOUNT.

For several years after I went into the trade newspaper business the checks arrived with frequency, but I never kept a record of these until January, 1906. It was then that I bought a small ledger, and when a check was received I entered it under the name of that particular trade paper as follows:

STONE AGE PUB. CO.

1906.
Jan. 7—Check No. 4326.....\$10.50

On a special page in the back of this little book, under the month of January, I entered every check received during that month. In a year I filled twelve pages—one page per month. By this method I could tell at a glance how much I received from each individual publication, and how much I received during that particular month. It requires but a moment to make these entries, and I will have to admit that my wife finds pleasure in "keeping the books."

Elsewhere on this page is a true copy of the business I have done in the trade newspaper "game" since January, 1906, when I started to keep a record, up to January of this year.

Close application to my business has caused receipts to increase annually. When a trade newspaper has sent me \$1 for an item, when I thought it should have been worth \$2, I have never complained, for I have learned that the less objections one offers to the amount of his check, except of course when a real mistake has been made, the higher is the esteem in which he is held in the home office.

I have managed to save money, some of which is being put into real estate. I have always been kept busy, day and night. When occasion arises that matter is to be sent off to "catch this week's issue," I always do it—and I have found that it pays.

PENDENNIS.

Fine Specimen of Linotype Product.

The Mergenthaler Linotype Co. has issued a new catalogue descriptive of all its present standard models. The book contains fifty-two pages, composed on the linotype and printed direct from slugs in the printing department of the Mergenthaler factory at Brooklyn. It is an excellent specimen of linotype product and marks the latest word in the development of the Mergenthaler machines.

Elmira Telegram Soon to Re-build.

The Elmira (N. Y.) Telegram has received \$42,000 insurance on the loss the company sustained in the recent fire which wrecked its plant. The Telegram will also have any salvage that may be obtained from the wreck. Harry S. Brooks, proprietor of the paper, is laying plans for the rebuilding of the plant and is considering the former site on Market and Exchange streets and several sites on State street as probable location for the new structure.

CHANGES IN INTEREST.

LEXINGTON, Ky.—Mrs. Anna Trout Roberts has taken up the task of editing the Leader, published by her husband, Samuel Judson Roberts, for nearly a quarter century up to the time of his death a short time ago. Mrs. Roberts, in a signed announcement issued to the staff, stated there would be no changes for the present.

MIDDLESBORO, Ky.—The Thousandsticks, a Republican weekly newspaper, of which H. C. Chappell was editor, has been purchased by Judge Charles E. Herd, one of the pioneer Eastern Kentucky Progressives. He will give the Thousandsticks a new name and, while the paper will be devoted principally to boosting the resources and industrial activities of that section, politically it will be Progressive.

MENDON, Mich.—John S. Hanneker, a well-known Detroit printer, has purchased the Globe-Leader from W. A. Carpenter.

CORNELL, Wis.—The Courier has been sold by George W. Deuel to A. W. Hepburn, of Prairie Farm, who takes immediate charge.

DALTON, Ga.—The Record has purchased the Argus, a publication which suspended about a year ago, and will be published by the Clark Publishing Co. under the name of Argus.

INDEPENDENCE, Kan.—H. G. James has sold the Daily Reporter to Clyde Knox, of Sedan, who took over the property last Monday.

ELMWOOD, Ill.—The Gazette, which for almost thirty years has been owned and published by M. H. Spence, was recently sold to Thomas A. Cooley and Earl T. Horsely. There will be no change in the policy of the paper.

MONTICELLO, Ill.—The Bulletin, which went into the hands of a receiver about a year ago, has been sold by Homer Shaw to James L. Hicks and Mrs. Bettie Kelley.

VERNON, Ind.—J. H. McGuire has disposed of the Republican to Calvert Klingner, owner and editor of the Plaindealer, who will consolidate the two papers.

HICKORY, N. C.—It is announced that E. V. Morton has purchased the Democrat from H. A. Banks. R. G. Mace will be the general manager of the paper.

SANBORN, Ia.—C. E. Foley, owner of the Pioneer, announces the sale of his paper to Richard Crossen, who takes possession immediately.

NORTH YAKIMA, Wash.—The Herald, published by George N. Tuesley, was taken over last week by a stock company, of which James Leslie, former business manager of the Republic, is president; W. W. Robertson, owner of the Republic, vice-president, and H. P. Barrett, former city editor of the Republic, secretary and treasurer. The Herald is a morning and the Republic an afternoon paper.

WINNER, S. D.—The Journal, formerly one of the properties of the Rosebud Publishing Co., has been purchased by a stock company of Democrats, among whom are M. K. Nolan, C. W. Owen and J. W. Shevlin.

MASON CITY, Ia.—R. V. Lucas, former publisher of the Bedford Free Press, has purchased the controlling interest in the Times and will take active management this week.

N. Y. Ad Women Analyze Newspapers.

The daily newspapers of New York were analyzed from all angles as to their pulling powers for household commodities at the regular monthly meeting of the League of Advertising Women April 8 at the Prince George Hotel. Mrs. Fannie E. Garrison, of C. Ludwig Baumann & Co., Brooklyn, and Mrs. Amy M. Y. Peverley, of R. H. Macy & Co., were the speakers of the evening, and were well prepared with statistics of their personal experiences in comparing the various newspapers. Their figures and data showed conclusively which publications they found best for the \$3.98 articles, the three piece parlor suits or five piece parlor suits.

BARGAIN SALES O. K.

Spirited Reply to H. R. Drummond's Attacks on Their Legitimacy—Such Sales a Commercial Necessity With Gainful Features—Advertising Manager Shows How Such Sales Make for Business Efficiency.

By J. K. GROOM,
Advertising Manager Aurora (Ill.) Beacon News.

Mr. Drummond in his attacks upon bargain sale advertising, as published in your columns, contends that bargain offers in advertising teach the people to wait for the bargain sales that are sure to be "pulled off" and teach, as he puts it, "trading down to price instead of up to quality."

In this I am in sympathy with Mr. Drummond's idea, but contend that he is too sweepingly comprehensive in his denunciation of all bargain offers.

First—Because it is not true that the things promised cannot ever be fulfilled.

Second—Because the bargain sale is not an unmixed evil.

Third—Because it is an absolute impossibility for the successful local retail merchant to entirely eliminate the bargain sale, even if he would like to.

I read about everything that is published on advertising. We get eight or ten advertising papers at our office, and I go through them all. In this way I get a pretty good idea of what the rest of the world is thinking about, and I am convinced that most of the writers either do not have the papers published in local communities in mind at all, or they do not have any conception of the thing they write about.

CITY AND COUNTRY CONDITIONS.

What I have to say here is of local communities only, for I confess as much ignorance of metropolitan conditions as the other fellows display about local conditions.

Mr. Drummond says that all the bargain sale offers are fraudulent, and the offers cannot be made good.

A good many articles, because of the brief season in which they are really salable, are worked for 100 per cent. profit. The remnants of the season's stock can be marked down fifty per cent. and the dealer still gets cost out of them—and he better do it.

A fifty per cent. profit is not excessive in these days. So on the ordinary goods thirty-three and a third per cent. reduction can be made and cost can still be obtained.

Only staples are sold regularly at thirty-three and a third per cent. profit, and even these can be marked down twenty-five per cent. without loss on invoice cost. This class of goods is not as frequently offered at bargain sales as are the more perishable lines, because there is not the same need to get rid of them; but they are sometimes of-

fered as bait to get the customer in the store, when the merchant can get a chance to sell something else.

I don't know what they do in New York, but I do know that many merchants in a dozen towns in which I have lived, of from 10,000 to 100,000 population, have made good on these bargain promises.

THEORY OF BARGAIN SALES.

Here is an illustration Mr. Drummond will recognize, for I put it in one of my letters to him.

We will say, for illustration, that a merchant has bought \$1,000 worth of a perishable line of goods. He marks a fifty per cent. profit on it, and when the end of the season comes he finds he has sold \$1,000 (retail price). Although he has sold that much out of it he has not made one dollar on that invoice yet. Every dollar of profit is still on his shelves. In another month it will be worthless junk. From now on every dollar he gets from that line is profit and represents all the profit he can possibly get from that investment.

What would you or any sensible man do?

You would do just what the retail merchant does. Mark it down and advertise it to beat the band, for all the profit on that \$1,000 investment is represented in what he can get above the cost of advertising. He still has \$500 worth (retail price), and if he only gets \$200 for it, it is that much more than nothing. If he decides that he must cut it to half price to make it go, and that it will take fifty dollars' worth of advertising to do it at that, I ask you if there is anything dishonest in doing that very thing? I maintain there is not, and the man is a fool who would cumber up his storeroom with \$500 (retail price) worth of goods when by marking it down one half and expending fifty dollars for advertising he can get \$200 net out of it.

ADVERTISING MUST BE HONEST.

Now, it is mostly just such goods on which the big bargain prices are made, and they are real bargains to those people who can use them. There are many people in every community who cannot afford to buy at regular prices, just for style, but who do want something of good quality, even if it is a little antiquated in style.

At that, I will admit to Mr. Drummond that not all sales are honest, and that there is no defense for the liars.

I have run across just one store, in all my over thirty years' experience, that advertised itself to death, and that one did so by never making good its advertised promises. The time speedily came when it could not draw a corporal's guard into its store, no matter what it promised. The sheriff subsequently advertised some real bargains.

One can get the reputation for being a liar fast enough without paying to have prevarications published in the newspapers, and when you see a store grow steadily year by year you can bet it's making good its advertised promises, no matter how preposterous they may seem.

And this gets to the third objection to Mr. Drummond's attitude.

If a retail dealer never holds a "Sale" it will not take many seasons for him to get his entire surplus tied up in worthless, out-of-date and unsalable junk. When his creditors ask for money due them he will not have it. All he can show the assignee, trustee or referee, as the case may be, will be a lot of stuff piled high under counters, in basement and in attic. And all that officer can do will be to say, "Mr. Sheriff, see how much you can get out of it at auction."

The retail dealer, big or little, cannot entirely eliminate the "bargain sale" even if he would.

The Elmira (N. Y.) Advertiser has purchased the copyrights, contracts, equipment and good will of the Roberts Brothers Co. Elmira Directory.

PAGE MATS

Not the ordinary, every-day kind—but equal to, if not better than, those turned out in your own shop. Headlines matched exact.

Cost may be a trifle more—but your readers and advertisers will appreciate the difference—to say nothing of stereotyper and pressman.

The International Syndicate - Baltimore, Md.

The Special Service Co.



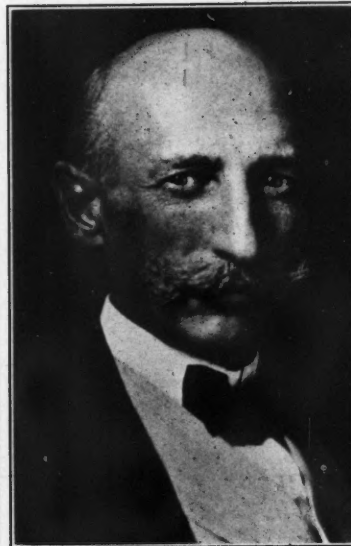
Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

WILLIAM N. GATES.

William N. Gates, senior member of the advertising firm of W. N. Gates & Co., Cleveland, who died at Elyria, O., March 23, was one of the notable men of the Western Reserve. His public services to Elyria, his native city and his home, were many and he was a con-



WILLIAM N. GATES.

spicuous figure in Cleveland business. His career there began in 1878, when he founded the firm which bears his name. It was the first advertising company in Cleveland and one of the first to be started in the United States. He was born in Elyria Oct. 17, 1857, and went through Elyria high school. His father was mayor of the town for eighteen years. In 1897 Mr. Gates married Miss Ada Laura Cook, of Buffalo. During the past few years he passed over the active management of the advertising business to his brother, Fred H. Gates, who will continue the business as heretofore.

Arthur Capper Heads Flower Club.

Over 3,000 boys and girls came to the office of the Topeka Daily Capital last week and enrolled as members of the Juvenile Flower Club. Short addresses were made by the superintendent of the Topeka schools and other prominent citizens. By a unanimous vote they elected Arthur Capper president of the club. Each boy and girl was given a supply of flower seeds, which they promised to plant and cultivate. They also promised to take flowers to sick people this summer. Mr. Capper is at the head of the movement to beautify Topeka. Seven years ago he started the Juvenile Flower Club, and has given over 100,000 packages of flower seeds to the children of Topeka.

EDITOR AND PUBLISHER only \$2 a year.

It is a fact that Without exception

THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate
45 West 34th Street, New York City

The very best

New Daily Comic

on the market

"AH YES!

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

International News Service
200 William St., New York City

If you could see the art work—the embellishments—the styles depicted—and the lingerite, too—all in pretty line effects accompanying snappy, topical chatty talks which catch and hold the women readers—you'd send 10-day for proofs of our brand new feature

CHATTER CHATS

It's a two column, four times a week mat service. Entirely different. A splendid interest stimulative for the editorial or woman's page. The mats are three to nine inches deep and two columns. Send for sample set.

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

"Pepper Talks"

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

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

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

The Adams Newspaper Service

NEW YORK CHICAGO
Fifth Avenue Building Peoples Gas Building

THE BEST MATRICES

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

GET
Today's News
Today
"By United Press"

General Office:
WORLD BLDG., NEW YORK

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

WIRE  **WRITE**

THE LAMARS IN NEW YORK.

No Truth in the Rumor That Company's Business Will Be Handled by Agents.

Among the prominent visitors drawn to New York by the annual session of the American Newspaper Publishers' Association are Mr. and Mrs. Walter D. Lamar, of Macon, Ga., both of whom are widely known to newspaper men. Mr. Lamar is president of the Swift Specific Co. and of the Bradfield Regulator Co., two national advertisers of Atlanta, Ga.

The preparations put up by these two well known houses are found on the shelves of nearly every drug store in the country. Mr. Lamar is a firm believer in printers' ink, and the companies of which he is the directing head spend fortunes every year in keeping them before the public.

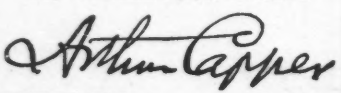
Mrs. Lamar is pleasantly remembered as one of the society belles of Washington. Her father, the distinguished Congressman from Georgia from 1872 to 1893, was the special representative of President Cleveland to Hawaii, who made it possible for the folds of Old Glory to be flung to the breeze over our Pacific Island possessions. Her brother has equally distinguished himself by his work in the Philippines and Polynesian Islands.

The Lamar family for half a century has been foremost in the drug trade of Georgia and adjacent States. Mr. Lamar's father, the late Col. Henry J. Lamar, established jobbing houses in Atlanta, Macon and other Southern cities during the reconstruction days, and it was his guiding hand that brought the Swift Specific Co. and the Bradfield Regulator Co. to a most important standing in the commercial world.

Mr. Lamar is quiet and reserved in manner, but possesses the dignity and cordiality for which the southerners are so justly famous.

In some unaccountable way there is current a rumor to the effect that the Swift Specific Co. and Bradfield Regulator Co. would in the near future place their advertising contracts in the hands of a well known agency. Mr. Lamar states there is no truth in the report, for he has found in an experience of thirty years that the present method of making contracts and placing advertising is the most satisfactory for all concerned. W. S. Eakin, the popular advertising manager, will continue to handle the propositions for both companies as he has always done.

THE DAILY ADVOCATE
 2 cents a Copy **Stamford, Connecticut** 2 cents a Copy
 A telling medium for your advertising because of the quality as well as the quantity of its circulation.
 New York Representative
O'FLAHERTY'S NEW YORK SUBURBAN LIST
 150 Nassau Street New York City

Topeka Daily Capital
LEADS IN TOPEKA AND KANSAS
 Average Net Daily Total Circulation in March **33,820**
 Net Average in Topeka in March **9,558**
 It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.
 Only 7-day-a-week paper in Kansas.

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

THE RISE OF "JIM" F. PAGE.

Starting as a Newsboy He is Now Circulating Manager of Chicago American.

From selling newspapers on the street when a boy to circulation manager of the Chicago Evening American is the record of James F. Page, who is known from the Atlantic to the Pacific as one of the best circulators in the United States.

"Jim" admits being thirty-five years of age, but he still wears the boyish smile that sold so many papers for him when he stood on the street corners



JAMES F. PAGE.

yelling "Uxtra!" His youth, like his smile, is of the "don't-come-off" variety.

His connection with the Hearst newspapers began with their introduction in Chicago. He sold copies of the American and Examiner when they were first published in 1900. His ability was soon discovered by B. Yokel, at that time circulation manager of both these newspapers, who made him a driver. "Jim" had not been a driver very long when he was taken into the subscription department as a canvasser. In a short time he worked himself up to manager of that department and was sent out on the road.

His success was so great that in 1908 he was taken over by the New York American as its traveling representative. During the next three years there was hardly a town in the United States overlooked by the energetic circulator.

In 1911 Mr. Page became the personal representative of W. S. McDonald, circulation manager of the Chicago Examiner, his love for his home drawing him back to the Windy City. He went on the road again for six months, and was then appointed division superintendent of the city circulation department of the Evening American by Harry Starkey.

When Starkey resigned February 1, 1913, to go to Cleveland, Page was named his successor. In the few months he has been in charge he has had remarkable success, as the Evening American is now said to have the largest circulation of any newspaper west of New York.

To Write Herald Sermon Editorials.

At the personal invitation of James Gordon Bennett, John Haynes Holmes, pastor of the Church of the Messiah, 34th street and Park avenue, will write for the New York Herald the sermon editorials which have been a distinctive feature of the Sunday edition of this newspaper for many years. His first editorial appeared in the Herald on April 6. Mr. Holmes is regarded as one of the foremost preachers in the metropolis at the present time. His church is crowded every Sunday with people who are interested in the vital topics of the day, which Mr. Holmes so ably discusses.

47 YEARS ON THE LEADER.

Gribbin's Notable Record and Moffett's Third Anniversary.

John L. Gribbin on April 1 celebrated his forty-seventh year on the Pittsburgh Leader. W. E. Moffett, the advertising manager, celebrated his third year on the same paper.

Mr. Gribbin, or, as he is addressed by the thousands who know him, "John,"



JOHN L. GRIBBIN.

during his long service on the Leader has had many ups and downs. Such sudden changes don't come to John any more, for besides having something like a half million of those big round things with a head on one side and a tail on the other, he is also the burgess of the thriving town of Sharpsburg, Pa.



W. E. MOFFETT.

Mr. Moffett, as advertising manager of the Leader, didn't overlook any bets when he gained the confidence of John, for through this friendship he has gained many valuable pointers, for John comes pretty close to knowing something about the fellows and things that count for an advertising manager's success.

Mr. Gribbin is still bringing in copy, and keeps his shoulder to the wheel with the best of them.

The Leader is fortunate in having on its staff two such loyal, faithful and enterprising men—the old 'un and the young 'un—who are making for its up-building.

Waterbury Republican's New Officers.

At the annual meeting of the Waterbury (Conn.) Republican, Inc., the following officers and directors were elected: President, C. L. Holmes; treasurer, William J. Page; directors, William J. Page, C. L. Holmes and C. A. Dikeman.

\$200,000

available for the purchase of a daily newspaper property in any good growing city of the United States having at present over 100,000 population. All correspondence confidential.

HARWELL, CANNON & MCCARTHY

Brokers in Magazine and Newspaper Properties
 200 Fifth Ave., New York City

TURNER'S BULLETIN

Turner's Definition of CITY CIRCULATION

is used exclusively, thereby making the Audit just as valuable to the LOCAL Advertiser (which represents 90% of the whole) as the Foreign!

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

Press Clippings

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

BURRELLE

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

TAKE IT TO
POWERS
 OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
 ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
 154 Nassau St. N.Y. Tel. 4899-4 Bookman

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

SEND FOR SAMPLE

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

NOTICE

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

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

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

PRESS CLUB'S OLD GUARD.**James Pooton Elected President of Unique Organization.**

The Old Guard of the New York Press Club was fully organized at its first formal meeting on March 29. The organization was brought about in response to a call issued by James Pooton, chairman; David A. Curtis, secretary; T. Gorman, David Healey, Richard M. Bruno, George Spinney, Edward H. Warker, John W. McDonald, J. R. Abarbanell, Edward Lyman Bill, committee.

The objects to be attained are the promotion of the interests of the Press Club and the maintenance of its dignity, together with the preservation of whatever will prove advantageous to the club socially and otherwise.

After considerable discussion a constitution was adopted, the principal condition of which provided that "any member of the club in good standing, who shall have joined the said club twenty or more years ago, prior to his application for membership in the Old Guard, shall be eligible and shall be entitled to such membership on the payment of the regular dues."

Meetings are to be held quarterly—in January, April, July and October, and will consist of an old-time love feast, while the October meeting will be an annual one, to which guests may be invited.

James Pooton, the first president of the Press Club, which was organized in 1872, was chosen president of the Old Guard; David Healey, treasurer, and George P. H. McVay, secretary.

N. Y. Globe's First Annual Dinner.

The first annual dinner of the editorial and business staffs of the New York Globe was held Saturday night at the Marlborough-Blenheim Hotel. Eighty diners were seated at one long table, and the chief souvenir at each place was a miniature newspaper called The Even-

ing Globule. F. D. Taintor, managing editor of the Globe, was the toastmaster, and among the speakers and guests were Jason Rogers, Dr. Frank Crane, Judge Hughes, F. G. Bailey, Allan Dawson, S. P. Booth, Hutchins Hapgood, P. J. Roosevelt, James Tole, Alfred W. McCann, Charles P. Losee, Louis Sherwin and H. P. Staten.

COLLEGE JOURNALISTS MEET.**News and News Methods Discussed at Pulitzer School Conference.**

Representatives of thirteen eastern college newspapers took part in a conference at Columbia University last Saturday for the purpose of bringing about co-operation among the papers. Dr. Talcott Williams, director of the Pulitzer School of Journalism, welcomed the visiting newspaper men at a luncheon.

News and news methods were among the subjects discussed. H. H. Laughlin, editor of the Daily Princetonian, spoke on "News Service and Methods"; H. Gilchrist, editor of the Williams Record, took as his topic "The Editorial Column." Other speakers were R. C. Welling, of the Yale Daily News, and J. K. Lasher, of the Columbia Spectator. Inspection tours of New York Newspaper plants followed the luncheon.

The college editors were entertained at a dinner at the Kaiserhof, where they listened to talks by Don C. Seitz, business manager of the World; George B. Mallon, formerly of the Sun, and Robert A. MacAlarney, of the Pulitzer School of Journalism formerly city editor of the Evening Post.

The Mabin Advertising Co. has discontinued the Detroit office and D. Minard Shaw has been transferred to the Chicago office.

The Hartwell (Ga.) Sun is erecting a handsome building on Depot street.

GIRL GOT REPORTER'S JOB.**Though Handicapped by Her Sex She Made Good on the Paper.**

Size does not always count in newspaper work. The same is true of sex. Both these statements are borne out by the experience of one Ethel Heydon, a little mite of a fair-haired young woman, affectionately termed "The Atom" by her intimates.

This girl lived in St. Thomas, Ont., where she worked as a proofreader for \$3.50 a week.

Finally she made up her mind that it was of no use working "like a little pack horse," as she expressed it, at that wage. So she answered a want advertisement for a reporter on a Medicine Hat paper. Nothing was said in the ad about sex, but in her answer she signed "E. M. Heydon."

The unsuspecting Medicine Hat editor wired transportation, but looked disconcerted when the fair "Atom" appeared. He promised to try her out for three weeks, however, in order to get his money back, if possible. Ethel surprised him by making good. She never felt quite at home in an office where women were regarded with aversion, so she soon took a position on the Calgary Albertan, where she is now doing excellent service as city hall reporter.

It does not seem to worry her that her work lasts from early morn until late at night, because her heart and soul are in her work quite as much as is the case with any of the male reporters.

May Be Appointed to Office.

Herman Bernstein, of the Sun staff, who was recently excluded from Russian territory, is being considered for the post of Commissioner General of Immigration, with headquarters at Washington, D. C. Mr. Bernstein had charge of the immigration matters during the recent campaign, and was in

charge of the propaganda for familiarizing aliens with naturalization procedure, and is thus familiar with Woodrow Wilson's views on the subject with special reference to the Russian attitude towards it.

Dayton's First Paper Since the Flood.

The first copy of the first newspaper to be published in Dayton since the flood was on exhibition at the Church of the Messiah, 34th street and Park avenue, on Sunday. The Rev. Dr. Holmes, pastor of the church, had received it from a friend in the stricken city, to whom the church had sent contributions in cash and clothing. The paper consisted of a single sheet, printed on one side, and was issued by the Dayton News. The paper was set up and printed at the plant of the National Cash Register. The leading editorial was entitled "Courage." The news matter was, of course, confined almost entirely to the conditions that obtained in the city on the day of publication.

More Time to Answer Pulitzer Suit.

Magistrate Kernochan has granted a few days more to Stephen Baldwin, counsel for Mayor Gaynor, in which to prepare his brief opposing the effort of Ralph Pulitzer, publisher of the World, to institute criminal libel proceedings against the Mayor for expressions regarding the late Joseph Pulitzer. The magistrate says that he will not give consideration to the case till April 15, when he will have ten days of freedom from court duties and intends to spend that period in a study of the two briefs.

All Pittsburgh papers have gone to a non-returnable basis and are allowing a discount of three per cent. if the bills are paid by the 15th of the month.

The Birchwood (Wis.) News plant was destroyed by fire last week.

DON'T MISS THE BIG Printing, Publishing, Advertising and Allied Trades Show IT OPENS APRIL 19th

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

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

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

For further information apply to

HARRY A. COCHRANE, President

200 FIFTH AVE., NEW YORK CITY

Telephone, Gramercy 724

TIPS FOR THE AD MANAGER.

George Batten Co., Fourth Avenue building, New York City, is handling the advertising for the Lewy Chemical Co., "Deadline," 51 West Third street, New York City.

The Beers Advertising Agency, New York and Havana, is placing 5 in. s. c. ads in the leading Spanish papers in Cuba for the Postlam Co., of New York.

Goldsmith Co., 207 Market street, Newark, N. J., will place the advertising of the Newark Shoe Co. in cities where it has dealers.

J. Walter Thompson Co., the Rookery, Chicago, Ill., is making 400 in. 1 yr. contracts with Mississippi papers for the Davis Milling Co., "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

H. H. Walker, 200 Fifth avenue, New York City, is reported to be placing part of the advertising of the Mark Cross Co., "Mark Cross Safety Razor," New York City.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is asking rates in New York State papers on 42 l. 24 t. orders for Herman Ricker & Sons, "Poland Water," 1178 Broadway, New York City. It is also reported to be issuing contracts for the Lash Bitters Co., 1721 Mission street, San Francisco, Cal., and 721 Washington street, New York City.

W. F. Simpson Advertising Agency, 38 Park Row, New York City, is making contracts with some New York State papers for James P. Smith & Co., "Antonin Olive Oil," 90 Hudson street, New York City.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is placing some extra copy on contracts for B. F. Allen & Co., "Beecham's Pills," 417 Canal street, New York City. It is also issuing orders to a selected list of papers for L. C. Page & Co., publishers, 53 Beacon street, Boston, Mass.

H. W. Kastor & Sons Advertising Co., Mercantile National Bank building, St. Louis, Mo., is sending out 60 l. 8 t. orders to Mississippi papers for Morris Morton Drug Co.

Crockett Agency, Maison-Blanche building, New Orleans, La., is making contracts with Southern papers for the Dunbar Molasses & Syrup Co., New Orleans, La.

J. W. Morton, Jr., 21 Irving place, New York City, is renewing one-time orders for Kops Bros., "Nemo Corsets," 120 East Sixteenth street, New York City.

C. Brewer Smith Advertising Agency, 85 Devonshire street, Boston, Mass., is handling some advertising of the Peerless Knitting Mills Co., "Peerless Underwear," Mattapan, Mass.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., has placed contracts with papers in Baltimore, Denver, Philadelphia, Pittsburgh and Washington, D. C., for Clarissa Harlowe Co., 2245 Thompson street, Philadelphia, Pa.

F. Wallis Armstrong Co., North American building, Philadelphia, Pa., is issuing orders generally for the Victor Talking Machine Co., Camden, N. J.

W. W. Sharpe & Co., 99 Nassau street, New York City, are placing 28 l. 3 month orders with a list of Eastern papers for the Anchor Line S.S. Co., 19 Broadway, New York City. It generally places Eastern business for the Western office of Charles Touzalin Agency, Chicago.

George L. Dyer Co., 42 Broadway, New York City, is sending out orders on contracts for the Gillette Sales Co., "Gillette Safety Razor," Boston, Mass. It is also reported that orders will shortly be sent to a selected list of papers for the Union Metallic Cartridge Co., Bridgeport, Conn., and M. Hartley & Co., 299 Broadway, New York City.

Frank Presbrey Co., 456 Fourth avenue, New York City, is making 100 l. 3 t. contracts with New England and New York State papers for Fiss, Doerr & Carroll, horse dealers, 153 East Twenty-fourth street, New York City. It is also contracting special 140 l. 7 column copy with large city papers for the American Tobacco Co., "Bull Durham Tobacco," 111 Fifth avenue, New York City.

W. H. H. Hull & Co., Tribune building, New York City, have placed with a selected list of papers the advertising of Stern Bros., West 23d street, New York City.

Barkas Advertising Agency, 1531 Broadway, New York City, is issuing 5 in. d. c. 12 t. orders to Pennsylvania papers for the Spalding Plaster Co., 1531 Broadway, New York City.

Andrew Cone General Advertising Agency, Tribune building, New York City, is sending out 3,000 l. contracts to New Jersey papers for Stormfeltz Loveley, Neville Co., 30 Church street, New York City. It is also making contracts with New Jersey papers for C. M. Decker, "Formacone," Orange, N. J.

Frank Presbrey Co., 456 Fourth avenue, New York City, is reported to be preparing a new list for the General Baking Co., 62 Cedar street, New York City.

Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is making 16 in. 10 t. contracts with large city papers for David Adler & Sons, "Adler's Men's Clothing," Milwaukee, Wis.

J. P. Muller & Co., 1570 Broadway, New York City, is placing small contracts with New York State and Connecticut papers for Miller-Kendig Real Estate Co., Fuller building, New York City.

Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is issuing 4,000 l. contracts to Eastern papers for the Tobacco Products Corporation, "Rameses Cigarettes," Studebaker building, Broadway and Forty-eighth street, New York City. It is also placing 28 l. t. f. orders with a large list of papers for Van Zandt, Jacobs & Co., Troy, N. Y.

Albert Frank & Co., 26 Beaver street, New York City, are sending out orders to a selected list of papers in the South and Southwest for the Cunard Line, 24 State street, New York City.

Williams & Cunningham, 59 East Madison street, Chicago, Ill., are making 10,000 l. contracts with Western papers for Selz, Schwab Shoe Co., "Selz Shoes," Chicago, Ill.

Fernberger & Raby, Empire building, Philadelphia, Pa., are placing 168 l. 16 t. orders with a selected list of papers for Frank C. Gillingham & Son, "Utility Wall Board," East Norris street, Philadelphia, Pa.

Wylie B. Jones, Binghamton, N. Y., is issuing 28 l. 6 t. orders to mail order papers for G. H. Bratley, London, England.

J. B. Haines, Bailey building, Philadelphia, Pa., is sending out orders to some Southern papers for the Gartside Iron Rust Soap Co.

Tobias Bros., 258 Broadway, New York City, are making 28 l. 78 t. contracts with some New Jersey papers for Charles Gulden, "Gulden's Mustard," 48 Elizabeth street, New York City.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing orders with Southern papers for the J. B. Clark Remedy Co. It is also sending out 56 l. 6 t. contracts to a few selected cities for the Frontier Asthma Co., 462 Niagara street, Buffalo, N. Y.

M. Volkman Advertising Agency, Temple Court, New York City, is making contracts for 31 l. 12 t. orders with a selected list of papers for the Empress Manufacturing Co., 16 East Seventeenth street, New York City, and is also placing orders with Syracuse, N. Y., papers, in which city they have opened a store, for the Goodlow Corporation Clothing, Norfolk, Va.

The Gardner Advertising Co., Kinloch building, St. Louis, Mo., is issuing orders to large city papers for Fownes Bros. & Co., "Fownes' Gloves," 119 West Fortieth street, New York City.

W. H. H. Hull & Co., Tribune building, New York City, are issuing 1,000 l. 1 t. orders to a selected list of papers for Lord & Taylor, New York.

George L. Dyer Co., 42 Broadway, New York City, is placing 5,200 l. contracts with Middle West papers for the Roxford Knitting Co.

H. W. Kastor & Sons Advertising Co., Mercantile National Bank building, St. Louis, Mo., is sending out 50 l. 41 t. orders to Middle West papers for J. Rieger & Co.

Levan Advertising Agency, Chicago, is issuing 222 l. contracts to a few papers for Lucile Kimball.

E. H. Clarke Advertising Agency, Inc., 112 Dearborn street, Chicago, is making 214 l. 10 t. contracts with Kentucky papers for the M. I. S. T. Co.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is making 400 inches, 1 yr. contracts with Mississippi papers for Davis Milling.

H. W. Kastor & Sons, Chicago, Ill., are issuing 60 l. 8 t. orders to Mississippi papers for the Morris Morton Drug Co.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

ARIZONA.	
GAZETTE—Av. Cir. Feb., 6,339....	Phoenix
CALIFORNIA.	
ENTERPRISE	Chicago
RECORD	Los Angeles
TRIBUNE	Los Angeles
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	
INDEPENDENT	San Barbara
BULLETIN	San Francisco
CALL	San Francisco
ORCHARD AND FARM IRRIGATION	
San Francisco	
The leading Farm Journal of the Pacific Coast and the Irrigated States.	
RECORD	Stockton
Only newspaper in Stockton that will tell its circulation.	
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
ATLANTA JOURNAL (Cir. 54989).....	Atlanta
CONSTITUTION	Atlanta
CHRONICLE	Augusta
LEDGER	Columbus
ILLINOIS.	
POLISH DAILY ZGODA.....	Chicago
SKANDINAVEN	Chicago
HERALD	Joliet
NEWS	Joliet
HERALD-TRANSCRIPT	Peoria
JOURNAL	Peoria
STAR (Circulation 21,589).....	Peoria
INDIANA.	
LEADER-TRIBUNE	Marion
THE AVE MARIA.....	Noirs Dame
IOWA.	
REGISTER & LEADER.....	Des Moines
THE TIMES-JOURNAL.....	Dubuque
KANSAS	
CAPITAL	Topeka
KENTUCKY.	
COURIER-JOURNAL	Louisville
TIMES	Louisville
LOUISIANA.	
DAILY STATES.....	New Orleans
ITEM	New Orleans
TIMES-DEMOCRAT	New Orleans
MARYLAND.	
THE SUN.....	Baltimore
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	
MICHIGAN.	
PATRIOT (Morning).....	Jackson
Daily (Except Monday)	
Average, Year of 1912	
Daily.....	10,589 Sunday..... 11,629
MINNESOTA.	
TRIBUNE, Morn. & Eve.....	Minneapolis

MISSOURI.	
GLOBE	Joplin
POST-DISPATCH	St. Louis
MONTANA.	
MINER	Butte
NEBRASKA	
FREIE PRESSE (Cir. 128,384)....	Lincoln
NEW JERSEY.	
PRESS	Asbury Park
JOURNAL	Elizabeth
COURIER-NEWS	Plainfield
NEW MEXICO.	
MORNING JOURNAL.....	Albuquerque
NEW YORK.	
KNICKERBOCKER PRESS.....	Albany
BUFFALO EVENING NEWS....	Buffalo
BOLLETTINO DELLA SERA, New York	
EVENING MAIL.....	New York
STANDARD PRESS.....	Troy
OHIO.	
PLAIN DEALER.....	Cleveland
Circulation for March, 1913.	
Daily	110,365
Sunday	143,525
VINDICATOR	Youngstown
PENNSYLVANIA.	
TIMES	Chester
DAILY DEMOCRAT.....	Johnstown
DISPATCH	Pittsburgh
PRESS	Pittsburgh
GERMAN GAZETTE.....	Philadelphia
TIMES-LEADER	Wilkes-Barre
GAZETTE	York
SOUTH CAROLINA.	
DAILY MAIL.....	Anderson
THE STATE.....	Columbia
(Cir. July, 1912, S. 20,986; D. 20,956)	
TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
STAR-TELEGRAM	Fort Worth
Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
CHRONICLE	Houston
WASHINGTON.	
POST-INTELLIGENCER	Seattle
WISCONSIN.	
EVENING WISCONSIN.....	Milwaukee
CANADA.	
ALBERTA.	
HERALD	Calgary
BRITISH COLUMBIA.	
WORLD	Vancouver
ONTARIO.	
FREE PRESS.....	London
QUEBEC.	
LA PATRIE.....	Montreal
LA PRESSE Ave. Cir. for 1912, 114,371	Montreal

New Orleans States
32,000 Daily.

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

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

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces results always.

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

AD FIELD PERSONALS.

Allan C. Hoffman, for several years advertising director of the Leslie-Judge Co., will become advertising manager for Munn & Co., May 1, having charge of the Scientific American and American Homes and Gardens. C. B. Nichols, Western advertising manager of Leslie's, succeeds Mr. Hoffman as advertising director.

Edward A. MacManus, who represents the promotion department of McClure's and the Ladies' World, is on a trip to the Pacific Coast.

J. E. M. Roley has resigned from the Green-Roley-Lucas Agency, of which he was one of the organizers, to become president of the American Advertising Agency, of that city, newly organized.

H. S. Hodes, advertising manager of the Prang Co., has resigned, to join Reuter's Advertising Agency, New York.

Russell Gray, formerly with N. W. Ayer & Co., and later with the Gray Advertising Service, Philadelphia, will resign as advertising counsel for the Philadelphia Record, to join the staff of the Fowler-Simpson Agency, Cleveland.

Edward M. Carney is now with the advertising department of Collier's.

E. J. Hemington, formerly advertising manager of the Goodyear Rubber Co., Akron, O., has opened an agency of his own in that city, where he will handle retail and national advertising.

R. A. McLaughlin, formerly connected with the Lumber Trade Journal and the Beaumont (Tex.) Journal, has become publicity man for the Ad League of that city.

Ernest F. Clymer, formerly advertising manager of McClure's Magazine, is now associated with Wyckoff Advertising Co. at central office in Buffalo as vice-president and general manager.

Bank Ad Men Form Association.

About thirty officers and managers of publicity departments of New York banks and trust companies met last week and established a temporary organization, the purpose of which is to increase advertising efficiency and economy and to develop the social advantages of association. E. B. Wilson, manager of the advertising department of the Bankers' Trust Co., was elected temporary chairman, and E. A. Bennett, assistant cashier of the American Exchange National Bank, was chosen temporary secretary.

Two Kansas City Ad Agencies Merge.

A consolidation of advertising firms was effected at Kansas City last week by which the Henry Schatt Advertising Agency and the Ferry-Hanly Advertising Co. are united to form the Ferry-Hanly-Schott Advertising Co., an incorporated concern that is to be one of the largest advertising agencies in the West. Henry Schott is president of the new company, Wallace J. Ferry is vice-president and C. P. Hanly, secretary.

Correspondents' Club Sends Warning.

The Correspondents' Club of New York, H. E. Whiting president, has sent out a list of its members to the press of the city as a check upon irresponsible persons who have, from time to time, falsely represented themselves as correspondents of out-of-town papers and as such have attempted to secure favors or in some other manner brought legitimate correspondents in disrepute. The members of the club are daily telegraphic news correspondents in New York of daily newspapers published in other cities and are not regularly employed by any daily paper published in New York.

Fire of unknown origin recently destroyed the plant of the Norfolk (Va.) Ledger-Dispatch.

PAGEANTRY IN ADVERTISING.

Symbolic Floats a Feature of the Baltimore Convention.

An advertising pageant will be a feature at the June convention of the A. A. C. of A. as planned by the Advertising Club of Baltimore. It is proposed to apply the Mardi Gras carnival idea to this pageant and there will accordingly be an exhibition of advertising on wheels.

The pageant is scheduled for June 9, following the services to be held in thirty Baltimore churches on the preceding Sunday, when lay sermons will be delivered. According to present intentions there will be 100 advertising floats in line, 150 uniformed clubs will be represented and 10,000 men will march and counter march. Twenty bands of music will play sweet music, and there will be a street carnival a la New Orleans.

Advertising symbols will come and go; the folk lore of advertising will be represented, and the pictorial side will be made to stand out as never before attempted. In short, the Baltimore meet will advertise advertising as advertising has never been advertised.

Boys' Paper Launches Big Boom.

The Boys' Paper for May, the "only juvenile political magazine in America," published at New York by Robert Tarlau, aged fourteen, launches a boom for the election of Borough President George McAneny as Mayor of New York. Young Tarlau is an avowed Progressive and has done valiant service for the Bull Moose cause through his publication. The May issue is a municipal campaign number, containing among other things a biography of "Our Next Mayor" and a letter to "My Fellow Progressives" over the signature of Paul Block.

Meeting of Pittsburgh Publishers.

The Pittsburgh Newspaper Publishers' Association held its annual meeting April 8 and elected the following officers for the ensuing year: Edward S. Hope, president and treasurer; Emil M. Scholz, vice-president, and Elmer A. Stoll, permanent secretary. The establishing of a permanent office in one of the large office buildings has been effected during the past year and all the Pittsburgh papers are working in harmony on labor and other matters of mutual interest.

Showgirl Newsies Netted Over \$300.

Twenty showgirls from a local theater sold copies of the Milwaukee Sentinel last week for the benefit of the Ohio flood sufferers. The sale of the paper for one day netted over three hundred dollars. The girls found ready response from citizens accosted on downtown streets, and they were ably seconded in their efforts as newsies by managers and attaches of their company.

Ran Half Page Ad in Swedish.

A new precedent was established recently in newspaper advertising when Charles S. Peterson, the new publisher of the Hemlaudet, a Swedish paper in Chicago, printed a half-page ad in Swedish in the Record-Herald of that city. It excited considerable comment and probably proved to be about the best method of advertising a foreign newspaper that could be devised. The Hemlaudet now contains twenty pages, and is fast growing in popularity.

Fallon Heads Publishing Company.

John P. Fallon and Thomas P. Comfort, well-known advertising experts, have incorporated the Auto-Mercury Publishing Co., of New York, with a capital of \$100,000. The concern is to publish in de luxe style an expert book entitled "What Every Owner Should Know About His Automobile." Mr. Fallon, who heads the enterprise, was formerly advertising manager for the Adam, Meldrum & Anderson Co. Department Store, Buffalo, and more recently advertising counselor and sales expert with the New York Globe.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- GRIFFITH, HARRY C.**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.**
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.**
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

Advertising Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND-GARDINER-FENTON**
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,**
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY**
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

New Kind of Full-Page Proof Press.

The Scott Manufacturing Co., of Detroit, is marketing a "quick-action dry full-page proof press" that embodies a new and original idea. It takes proofs on the same principle as the galley press, without the necessity of sliding the form. This is accomplished by wheeling the make-up table into the press frame, the type form becoming the bed of the press. Some of the newspapers that have installed this press are the New York World, Providence Journal, Washington Herald, Toledo News-Bee, Detroit News and Toronto Telegram.

Allen & Ward, publishers' representatives, of New York and Chicago, will shortly move their Chicago office from 30 North Dearborn street to the new Advertising building.

CIRCULATION NOTES.

The Troy Times has just finished a European Tour Contest under the management of W. L. Betts, whereby twelve women will enjoy a two months' trip

abroad this summer. The party will leave Hoboken, N. J., by the Hamburg-American Line on June 26.

The Richmond Times-Dispatch has been conducting a \$20,000 subscription contest under the direction of Frank S. Adams, which began on February 24 and closes to-day. The prizes include automobiles, Victrolas, diamond rings, watches, kitchen cabinets, ponies and outfits, eight bicycles and trips costing \$200 each to Europe, California or Panama.


What is claimed to be the biggest "Shower of Gold" contest ever conducted by any newspaper is now in progress on the Times-Tribune of Waterloo, Ia. The contest is for babies of Blackhawk and adjoining counties. Gold prizes to the amount of \$1,325 in gold are given to babies receiving the largest number of votes. This is divided into various amounts, the first grand prize being \$500. The campaign is in charge of Frank Hicks, general manager of the United Contest Co., of Cleveland, O. More than 300 are enrolled.



A cartoonist once made a big hit by drawing a *distorted* map of the United States. He crowded the west and middle west into a grotesquely small space, giving all the rest of it to the east. He labeled it "An *easterner's idea of the relative importance of Uncle Sam's various parts.*"

The truth from which this exaggeration grew is *proved* by the fact that you are *neglecting* one of America's richest and *best buying* people.

You are smugly satisfied that you are reaching the whole United States with your advertising, when as a matter of fact you are catering to a *few of your neighbors* and nobody else. The Chicago territory contains fifteen million *buying* people. Chicago advertisers select The Chicago Tribune as the *best* medium to reach these untold riches. You probably didn't know either of these facts. Write today and we'll tell you *more*. The map you use as a guide is a cartoon. *Let's get down to facts!*

 The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.
Association of American Advertisers
No 2288 Whitehall Bldg. N. Y. City

The Tribune prints far more advertising than any other Chicago newspaper

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Office, 1207 Croisic Building, 220 Fifth Ave., New York City

