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BIG CHICAGO SHAKE-UP.

MANY CHANGES REPORTED IN BUSINESS DEPARTMENT OF THE RECORD-HERALD.

J. S. Seymour Resigns to Go with the Crowell Publishing Co.—A. D. Mayo Succeeds Him as Publisher—A. P. Johnson, Late of Grand Rapids, Becomes General Manager—E. Scholz to Be Business Manager.

(Special by Wire.)

CHICAGO, March 28.—It is rumored that James S. Seymour, publisher of the Record-Herald, has resigned in order to take general charge of one of the publications of the Crowell Publishing Co., of New York. He remains a director of the Record-Herald Co.

Mr. Seymour has been with the Record-Herald eight or nine years. He came to the paper from the New York Globe, of which he was business manager at the time. During his connection with the Record-Herald Mr. Seymour has won a high place in the esteem of the newspaper publishers of Chicago. His conduct of the Record-Herald's publishing department has been notably successful. During the pressmen's strike of last year he showed marked ability in handling a difficult situation.

Just what position Mr. Seymour will have with the Crowell Publishing Co., which publishes the Woman's Home Companion, Farm and Fireside, and a number of other periodicals, is not made public.

It is said that Mr. Seymour's successor on the Record-Herald will be A. D. Mayo, the present business manager, who has been with the paper since 1901, when it was organized, and prior to that with the Times-Herald. Before he became business manager, Mr. Mayo had charge of the foreign advertising of the paper.

Mr. Mayo will be succeeded as business manager by Ernest Scholz, the circulation manager.

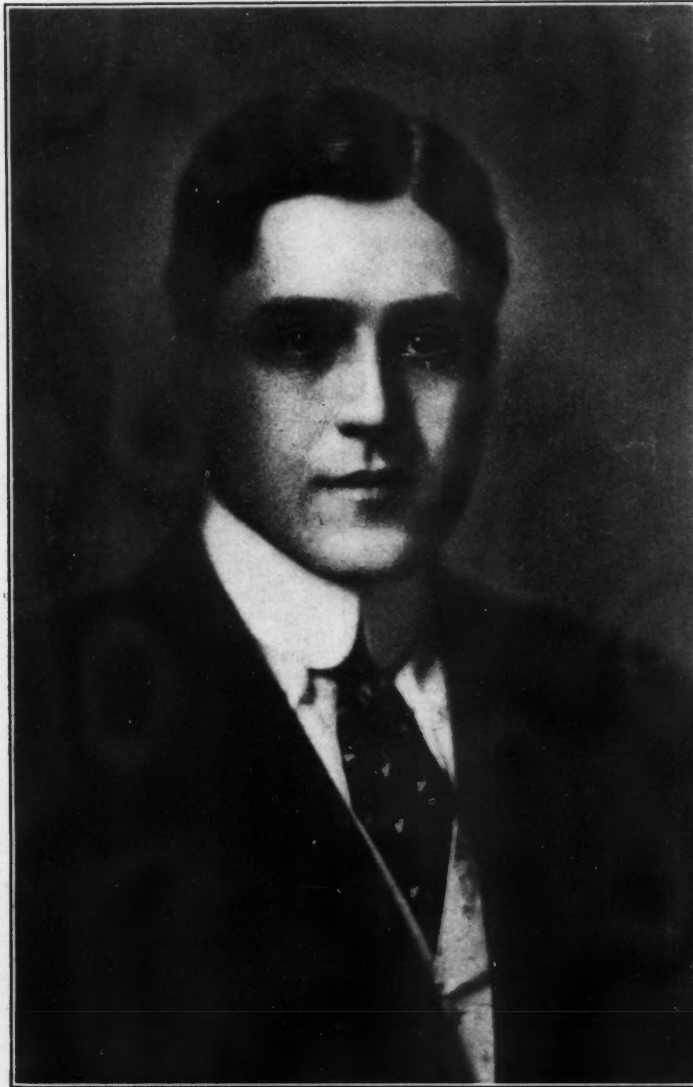
A. P. Johnson, owner of the Grand Rapids (Mich.) News, who recently returned to the Record-Herald after several years' absence, has been appointed general manager.

Imprisons Reporter in Back Yard.

Alva Johnston, a reporter for the New York Times, was sent early Sunday morning for an interview with David Dows, in response to a telephone invitation from the latter, in regard to Mr. Dows' alleged riding of the trick mule at the circus Saturday night. When the reporter reached the Dows home he was set upon by two men, wrapped in a blanket and carried to a rear courtyard, from which he was unable to escape for more than half an hour, while neighboring residents came near treating him as a burglar. Mr. Dows was summoned on a charge of assault, but owing to illness of his counsel the case was postponed by Magistrate Murphy until next Tuesday.

White Going to London for Munsey.

Frank A. Munsey gave a dinner on March 26 at the Union League Club to Matthew White, Jr., sometime editor of the Argosy and dramatic critic of Munsey's Magazine. Mr. White, after twenty-six years' service for the Munsey organization, is to be literary representative of their various publications in London. Among those present at the dinner were W. Hammill, R. H. Tithering, C. H. Tate, Isaac F. Marcossan, John Grant Dater, James L. Ford, Herman Suter, Ervin Wardman.



A. D. MAYO.

NEW PUBLISHER OF THE CHICAGO RECORD-HERALD.

GERMAN NEWSPAPER MERGER.

The Passing of the Reading (Pa.) Adler, 117 Years Old.

On March 22 the oldest German newspaper in America, the Reading (Pa.) Adler, generally known as the "Bible of Berks," after 117 consecutive years, went out of existence, and with it the Reading Post, an evening paper, and the only German daily at Reading, both owned and published by John Weiler.

The German Daily Gazette Publishing Co., of Philadelphia, has bought them and added their circulation to the already large circulation of their own publications—the Philadelphia Morgen Gazette, Sonntags Gazette and Pennsylvania Staats-Gazette. The publishers of the German Gazette consider this new addition a very valuable one, as the Germans of this part of Pennsylvania are known as exceedingly thrifty and wealthy.

The Sentinel Printing Co., of Bloomsburg, Pa., publishers of the daily which went into voluntary bankruptcy recently, will continue to publish the paper. The company has reorganized.

King Alfonso At Newspaper Plant.

King Alfonso recently visited the new offices at Madrid of El Imparcial and took luncheon with the editor, Señor Lopez Ballesteros, and the editorial staff. Among the guests were Marques de la Torreçilla, the Premier, Conde de Romanones; Señor Alba, Minister of Public Instruction; Señor Don Lopez Munoz, Señor Don Mendez Alami's and Señores Don Rafael, Don Eduardo, Don Ramon, Don José and Don Ricardo Gasset, members of the family of the late Don Eduardo Gasset y Artune, founder of the Imparcial. During his call King Alfonso inspected all the departments of the newspaper.

Atlanta American Is Incorporated.

A charter has been granted to the Atlanta American Publishing Co. for the purpose of running a general newspaper at Atlanta, Ga. The incorporators are Bernard Suttler, A. B. Caldwell and John T. Pugh. It is set out in the petition for the charter that the company is to have an authorized capital of \$10,000 worth of common stock and \$40,000 preferred stock. The new paper is expected to appear early next month.

NO PAPERS AT DAYTON

GREAT FLOOD SWEEPS THE CITY. AND PUTS NEWSPAPER OFFICES OUT OF BUSINESS.

All Wires Down and No Definite News as to Condition of Plants—Fire in Newspaper District—The News, Owned By Governor Cox, the Journal and Evening Herald Affected—How Omaha News Was Got.

For the first time in the history of journalism in Ohio, all the papers of a metropolitan city have been completely out of commission. Dayton's three newspaper plants were submerged under fifteen feet of water during the great flood which overwhelmed the valley of the Miami on Tuesday, inundating the city and wiping out a score of towns in Ohio and Indiana, with an estimated loss of 3,000 lives. The buildings and plants are in the center of the flooded district of the city.

George F. Burba, secretary to Governor Cox, and former editor of the News, who is looking after the rescue work at Dayton, sent this message to the Governor on Wednesday: "Deaths may run as high as 2,000. Property loss, \$10,000,000. River four miles wide. Difficult to get anywhere near center of city. Water up to second story of Phillips House. Worst calamity in the country since Galveston."

ALL WIRES WERE DOWN.

The city was completely cut off from the rest of the world, all wires being down. From as close to the stricken districts as the telephone wires could be operated, such news of conditions in Dayton as could be gathered was transmitted by telephone from Phoneton, six miles north.

The Daily News, owned by Governor James M. Cox, is at the corner of Fourth and Ludlow streets. The Journal is at 40 South Jefferson street, and the Evening Herald at 113 East Fourth street. These buildings are grouped within an area of one block, and have therefore suffered alike in this calamity.

Fire, which started Wednesday afternoon, is reported to have consumed the territory bounded on the north by First street, on the east by St. Clair avenue, on the south by Third street and on the west by the Boulevard, a district nine blocks long and two blocks wide. Governor Cox has been informed that the flames leaped across Third street and attacked the square bounded by Third, Fourth, Jefferson and St. Clair streets, the district within which the newspaper buildings are situated. Whether these have been wrecked by the fire is not known.

REPRESENTATIVES WITHOUT NEWS.

At the offices of the John M. Branham Co., 225 Fifth avenue, local representatives of the Journal and the Evening Herald, it was stated that they had not had any kind of communication with either the Journal or Herald staff. H. D. La Coste, 45 West Thirty-fourth street, who represents the Dayton News here, made a similar statement.

Mr. Burba had a narrow escape from death when he crossed the bridge which spans the Scioto River near Chillicothe, fifty miles south of Columbus. The automobile in which he and several correspondents were speeding toward Dayton had scarcely struck ground when the bridge crashed into the water behind them, and was swept away.

The Russell Apartments, West Third street and Boulevard, built and owned by the Cincinnati Inquirer's local rep-

representative, was wrecked by fire and water on Wednesday.

The three-story brick building of the Sharon (Pa.) Herald was wrecked Wednesday afternoon, the entire building being swept away in the five-foot-deep flood that raged through the city. The machinery of the printing plant was destroyed or carried down the river with the building.

An epoch-marking recognition of the semi-public function of a press association occurred on Monday of this week, when the American Telephone & Telegraph Co., with but a single wire operating into the tornado-stricken city of Omaha, turned this wire over to the United Press exclusively.

The action of the A. T. & T. was the more remarkable by reason of the fact that they themselves had suffered tremendous financial losses and were naturally anxious to get into touch with their own officials and workmen in the storm-swept district. The statement of General Commercial Superintendent H. S. Brooks, explaining the action of his company, was as follows:

We were besieged with requests by commercial houses for even a few minutes' use of the one wire we had working with Omaha, but we were forced to deny all these, and turned the wire over to the United Press exclusively, on the theory that through their channels the news would reach every section of the country, the Government officials and executives of adjoining States, who could be counted upon to take the necessary action looking for the relief of the stricken city. We even set aside our own very natural desires to communicate with our own people in Omaha, in the belief that the United Press, serving the public more directly in a time such as this, was entitled to consideration ahead of any commercial consideration.

The United Press obtains its entire system of leased wires from the A. T. & T. It is the only press association that uses an A. T. & T. wire into Omaha. As a result, the U. P. scored an unusual feat on the Monday story from Omaha, its manager in that city, Hal O'Flaherty, working in connection with the staff of the Omaha Daily News, having a virtual monopoly on the outgoing details of the situation.

Killed at Omaha by Cyclone.

George J. Duncan, who was the only newspaper man to appear in the lists of the killed in the Omaha tornado, was the oldest advertising department employe of the Omaha Bee. His career on that paper began as a school boy when he was a carrier. He was about twenty-eight years old and unmarried, living with his mother and sister at the corner of Forty-first and Farnam streets—in the direct path of the cyclone. George Duncan was of the type of advertising men who do big things and make big money, but he denied himself larger opportunities to devote himself to an invalid mother. He worked for and purchased a valuable piece of residence property and was one of Omaha's most useful, as well as most used, citizens. His ability was of the highly constructive sort, and though his worldly activities have ceased his genius will serve the Omaha Bee for many years to come.

The house of E. W. Hunt at 3329 Cumming street, in the path of the tornado, was demolished. Mr. Hunt is professor of agriculture at the University of Nebraska at Lincoln and editorial writer on the Twentieth Century Farmer.

J. H. Wootan, exchange editor of the Omaha Bee, lost his property at 4102 Lafayette avenue.

Hawthorne Now Edits Prison Paper.

Julian Hawthorne, son of the famous novelist, and Dr. F. S. Morton, began serving their sentences for misuse of the mails in the Federal prison at Atlanta, on Tuesday. Hawthorne is now known as No. 41,435. Both men seemed to be in good spirits. "This is not so bad," said Hawthorne, after he had taken the bath required of all prisoners, and donned a dark blue convict uniform. He will work as editor of Good Works the prison paper, the former editor having gained his freedom.



HOME OF THE DAYTON NEWS.

TO SUPERVISE PRESS.

Representative Lafferty in an Interview Discusses His Proposed Bill to Make Press Associations Common Carriers Under the Jurisdiction of the Interstate Commerce Commission—Charges a Big Monopoly.

(Special Correspondence.)

WASHINGTON, March 27.—Representative A. W. Lafferty, of Oregon, who has announced it as his intention to introduce a bill at the next session of Congress to put the press associations under the jurisdiction of the Interstate Commerce Commission, gave the following interview to a representative of THE EDITOR AND PUBLISHER in explanation of his bill:

"My bill putting the Associated Press, the United Press, International News Service and all other press associations squarely under the jurisdiction of the Interstate Commerce Commission, defining them as common carriers, and making it mandatory that they shall furnish their news service to all newspapers desiring the same upon equal terms and at equal price, will be introduced at the opening of the extra session next month. I hope to secure its passage at the December session, if not at the extra session.

"If the bill becomes a law it will be effective from the start. The associations cannot legally plead future fulfillment of 'existing contracts,' under the clause of the constitution which prevents Congress from passing any law impairing the obligation of contracts, because these contracts are with members of the associations themselves, and are not with third and innocent parties.

"That the passage of my bill will not be easy, owing to the power of the press associations affected, I fully realize. But in this, as in all other fights affecting the share of the great majority of common people, I expect support to come to members of Congress from the rank and file that will overcome the power of the big newspapers.

"Furnishing news service to independent newspapers at a reasonable price, and the consequent furnishing of reading matter to the public at a reasonable price, is not my sole object in offering this bill. While those considerations are important, an equally important consideration is that of making absolutely independent all newspapers not in the news trusts. To-day the newspapers using the service of these trusts are afraid to sneak out and give their own opinions. They feel dependent upon the news trust for outside news, and naturally they are leary about antagonizing the policies of the service that is being furnished to them. They fear that the service may be taken away

from them and given to a rival. Under this law all papers will get the service on demand, and upon equal terms, just as all persons have the right to purchase railroad tickets upon equal terms.

"My investigations as a Congressman have convinced me that the news trusts are under control of the money power, and that they do not give vital facts to the public which the public ought to know. For example, while the wealth of the United States is \$125,000,000,000, making us the richest country in the world, it is also true that fifty men own forty per cent. of this wealth. It is further true that 200,000 men own seventy per cent. of this wealth, leaving only thirty per cent. for 91,800,000 people. This deplorable condition has been brought about by special privilege. The money power has controlled elections for fifty years and has controlled legislation and enforcement of laws after elections. This would be impossible if we had a free and untrammelled dissemination of news. To bring about this revolution is the object of my bill. The money power to-day controls the dissemination of news, and indirectly exercises powerful influence upon the editorial policy of all newspapers. This power will be broken if my bill becomes the law, and the press of the country will be set free. Then the common people will have their inning in the election of officers, in the passage of laws, and in the enforcement of laws. Then special privilege will be eliminated, and every man who works will be able to buy with his earnings a comfortable living for himself and family take a vacation of at least thirty days each year in the mountains or at the seashore, and lay by a little for his old age besides."

Will Investigate Fake Newspapers.

Acting upon complaints made to him against the character of some of the so-called newspapers designated to print the session laws at advertising rates, Governor Sulzer has asked John A. Hennessy, executive auditor and former managing editor of the New York Press, to look into the question and ascertain the number of papers which have no circulation or standing. It is asserted that in certain instances the papers exist solely to procure the advertising patronage which political leaders are able to send them.

The Mayor and Mr. Curran Make Up.

The \$100,000 libel action against Mayor Gaynor, begun by Alderman Henry H. Curran, has been settled out of court. The alleged libel was based upon charges of newsstand graft which Alderman Curran repudiated. The nature of the settlement was not disclosed. Each litigant will pay his own costs.

PUT BAN ON FRAUDULENT ADS.

Pennsylvania, Washington and Minnesota Pass Prohibiting Measures.

The Minnesota Legislature has passed the Nolan bill, a measure to suppress fraudulent advertising, and it now awaits the signature of the Governor. Ad men of the State are planning a campaign for the discovery and punishment of persons guilty of infringement of the new law. The Minneapolis Advertising Forum, which has investigated all offerings and singled out several cases of misrepresentation, is entitled to the credit for the adoption of the law. Under the act the owners of proprietary medicines will be prohibited from publishing exaggerated and untruthful descriptions of their nostrums, and all advertisers will be limited to the publication of the absolute truth in describing their merchandise.

The signature of Governor Lister on March 6 made the fraudulent advertising measure a law in the State of Washington. The bill was fostered by the Spokane Ad Club and was introduced by Harry Rosenhaupt, a legislator member of that organization. When the new law goes into effect the issuing of any kind of advertising matter that misrepresents will be punishable by fine or imprisonment or both. It puts the ban on "bankrupt," "wreck" or "damaged" stock sales that are not exactly what they are said to be. If goods are represented to possess a certain quality, be sold at wholesale prices, or if other extravagant claims are made, the dealer must be able to substantiate his statements.

Governor Tener of Pennsylvania has signed the Bigger bill, prohibiting the publication in newspapers, periodicals or other publications of false or misleading statements or assertions regarding merchandise, securities or services. The new act provides a fine of not more than \$1,000, or imprisonment for sixty days, or both, as a penalty for violations of the law. The act goes into effect immediately. It was presented at the instance of the Pittsburgh Publicity Association.

The New Jersey assembly has passed Bill No. 584, prohibiting fake advertising. The measure makes it a misdemeanor, punishable by a fine of \$100 to \$500 or County Jail imprisonment from one to twelve months, for falsely advertising any "mark-down" or other special sales of merchandise.

PACIFIC COAST NEWS.

(Special by Wire.)

SAN FRANCISCO, March 26.—Mr. and Mrs. W. R. Hearst are making a brief visit here. Mr. Hearst's mother, Mrs. Phoebe Hearst, gave a luncheon on Tuesday for her son and his wife at their country place at Pleasanton, "The Hacienda." A special train conveyed the guests from the city.

At the weekly luncheon of the San Francisco Advertising Association, J. P. Thompson, of the Thompson Co., importers of Oriental arts and crafts, delivered an interesting address on "Mail Order Advertising." Mr. Thompson believes that a great deal of his success is due to sentiment on the part of his patrons, owing to the worldwide reputation which this city enjoys as the "Gateway to the Orient." He brought out the fact that a great many other lines, typical of San Francisco, might be exploited just as successfully through advertising.

Continued interest is shown in the "On to Baltimore" movement. A baseball team is being signed up to play a team from the Oakland Association, and representative business men are displaying their interest by offering prizes to the man making the most runs. These, together with the proceeds from the game, will be turned into the "On to Baltimore" fund.

The annual convention of the Louisiana Press Association will be held at Shreveport on May 6, 7 and 8.

CHICAGO HAPPENINGS.

Lawrence Libel Suit—Second Annual Press Club Scoop—Chicago Chronicle Co. Loses Suit and Is Mulcted \$3,000—Proposed Zone Postal Rates—Birchler Now Manager of the Chicago Heights Signal.

(Special Correspondence.)

CHICAGO, Ill., March 26.—John M. Glenn, defendant in the criminal libel case brought by Andrew M. Lawrence, pending before Judge Scully in the criminal branch of the Municipal Court, has filed, through Colin C. H. Fyfe, attorney for the Illinois Manufacturers' Association, nine technical reasons why he should not be held to the grand jury by Judge Scully. In a motion to quash the complaint filed the defendant contends that the language used was not intended to libel Andrew M. Lawrence or Lieutenant Governor Barratt O'Hara. On account of the absence in Springfield of Fyfe, Glenn requested the State's attorney to grant another week's continuance on the hearing of the defendant's motion to quash the complaint. State's Attorney Hoyne granted the continuance of one week additional for the preliminary hearing, with the understanding that the technical motion shall be disposed of early so that the decks may be clear for the main hearing on Friday, March 28.

Plans for the second annual Press Club scoop April 26 have proceeded so that the books for the different parts are now in the hands of the members. A rehearsal was called Friday night. The first part will be a scene at the Press Club, showing one of the famous Press Club stags. In addition to the merry lines and business of members, cabaret numbers will be introduced by leaders of the profession. An olio of specialties will include an elaboration of last year's rapid-fire cartooning. Some of Chicago's best cartoonists will illustrate the topics for which they are best known. The scoop will close with "The Wilson Inaugural as It Really Happened," which is a burlesque showing prominent officers and would-be officers of the country, suffragettes and their friends, the Washington police, college students and military. Oscar Eagle, a pupil of Belasco, has been selected to stage the show.

Mrs. Minnie Phillips, complainant in a \$25,000 libel suit against the Chicago Chronicle Co., was awarded \$3,000 by a jury before Judge Bowles in the Circuit Court. Mrs. Phillips tried her own case, which was not defended by the company. A number of witnesses were examined by Mrs. Phillips in lawyer-like style and she produced a copy of the story complained of by her, which she read to the jury. The case has been in court since 1904.

Zone postal rates similar to those of the parcel post system were advocated in resolutions adopted last week by the Inland Daily Press Association, which held its annual meeting and election of officers at the Hotel La Salle. The resolutions will be sent to Representatives and Senators. A diminishing rate was urged for near-by deliveries of newspapers and periodicals, under a stamp or permit system such as is now used for third-class mail matter, and marked in accordance with the distance to be traveled. Following are the officers elected: H. H. Bliss, Janesville Gazette, president, and William V. Tuford, Clinton, Ia., secretary and treasurer.

Thomas Birchler, late city editor of the Joliet, Ill., News, and for a number of years an active worker in the Joliet newspaper field, has accepted the position of editorial and business manager of the Chicago Heights Signal.

Ralph Ellis, a Chicago newspaper man, has been named as the successor of J. A. Sanford, secretary of the Legislative Voter's League. Mr. Ellis will enter on his duties at once. With his appointment the bulletin service of the league relative to the session of the State Legislature, which was discontinued

temporarily following Mr. Sanford's resignation, is to be resumed at once. Mr. Ellis will remain in Springfield during the remainder of the legislative session.

"The Advertising Follies of 1913" will be presented for the first time at the April fool's frolic of the Atlas Club in the gold room of the Congress Hotel on the evening of April 1. Seventy Chicago advertising managers, advertising agency solicitors and publishers' representatives will do the "lid lifting," which, it is promised, will spare nobody's advertising fads and fancies. The performance will follow their annual banquet. J. A. Dickson is the interlocutor of the show, with Guy C. Pierce musical director. E. C. Patterson, Harry Dumont, N. H. Smith and H. E. Patterson are end men.

RECENT EUROPEAN JOTTINGS.

Adolf Heine's printing and publishing firm at Wilhelmshaven, Germany, has been reorganized through the admission as partners of Frau Talea Heine, Heinrich Eilert and Adolf Heine.

The Castrop (Prussia) Tageblatt has gone into liquidation, the sole liquidator being Dr. Albert Bournot, hitherto business manager.

A limited company has been incorporated to take over the publication of the Industrie-Warte (Industrial Observatory) of Munich. The capital equals \$12,500. Herr Moritz Zuelzer is business manager.

The Saxonia art publishing house of Leipzig has been acquired by Herr Karl Hugo John, whose name will in future appear in the title of the firm.

The printing and publication of the journal Enköpings Tidning of Enköping, Sweden, was taken over by Herr K. Oestlund, on March 1.

Frau Katharina Heinrich has been registered in Frankfurt-on-Main as publisher of the Bornheim Volksblatt.

The semi-monthly organ of the Finnish book trade, Bokhandelstidning für Finland, is now being published by the recently organized central committee of that branch.

F. A. Günther & Son, the Berlin printing and publishing company, have again paid a dividend of 18 per cent. This concern publishes the Electro Technischer Anzeiger, one of the leading German technical journals.

By a resolution adopted at the recent general meeting of the company publishing the Berliner Tageszeitung, the capital is to be increased by the equivalent of \$90,000.

Owing to the large number of applications from intending exhibitors at the Leipzig International Book and Graphic Exposition of 1914, it has been found necessary to form groups of exhibits. A recommendation for the formation of collective displays has been issued by the executive committee of the exposition company and it is required that notice of intended exhibits must be received by June 30, 1913.

Mr. McCartney Joins Insurance Co.

James S. McCartney, for many years general manager of the Philadelphia Record, has become associated with Messrs. Lockyer & Rhawn, Inc., of that city, life insurance underwriters, as vice-president. Mr. McCartney enjoys an extensive acquaintance among newspaper and advertising men, and his experience in business circles should make him an invaluable member of the firm.

Colonel Mann Sued by Son-in-law.

Two suits for \$100,000 each were filed in the Supreme Court Thursday against Col. William D. Alton Mann, owner of Town Topics, by ex-Senator Albert A. Wray, his son-in-law. One of the suits is for alleged alienation of the affections of Col. Mann's daughter from Wray, and the other demands damages for slander, alleging that in the presence of divers persons the Colonel called the plaintiff "brute," "loafer," and "drunkard."

NEW YORK'S PRINTING OUTPUT.

City Furnishes One-fourth of Entire Product of the Country.

In 1910 the printing and publishing industry of New York ranked third among the manufacturing enterprises in the city, according to the Merchants' Association Bulletin, describing the printing and publishing business of New York. The value of the product is put at \$183,000,000, or approximately 7 per cent. of the total value of the city's manufactured articles.

There were 2,883 establishments connected with the printing business in 1910, with a capitalization of more than \$123,000,000, and an annual cost of wages amounting to \$35,000,000, which gave employment to 48,320 persons. The output here was one-fourth of the entire product of the country, double that of Chicago, and three times greater than that of Philadelphia.

"In newspaper and periodical publishing," says the Bulletin, "which furnishes 75 per cent. of the printing and publishing business based on a comparative study in 1905, out of a total aggregate circulation for the United States of 122,000,000 copies New York furnished 34,000,000 copies, or 26 per cent. of the entire circulation, as compared with 11,000,000 for Chicago and 7,000,000 for Philadelphia.

"New York's great advantage in the newspaper business is its large population and the demand for advertising space which arises from the needs of such a population. In the newspaper and periodical business the city presents the largest local demand for dailies and is a natural center for the distribution of monthly publications, at the same time creating that supply of advertising which has been the necessary adjunct in the building up of the periodical publishing business throughout the country."

MORE SIMPLIFIED SPELLINGS.

New Orthographic Rules Make Striking Changes in Familiar Words.

The Simplified Spellers have not yet died the death. Hardly, when they have just issued a "Fourth List of Simplified Spellings." Some of the changes now advocated are more noticeable than any previous ones, since they affect words in more common use than those in the three already issued.

The Simplified Spelling Board considers it needful to urge the readers into whose hands their circulars may chance to fall, not to be "too much inflexible by the 'od' appearance of the word. Any change must look odd at first. Consider," it says, "rather, whether the change would bring a real gain if the public should accept it. Consider whether the change is in the right direction—the direction of simplicity, economy, regularity, reason."

Among the affected words are the following: Folloing, publisht, alreedy, speld, preferd, thruout, cald, wer, practis; extensiv, hav, orthografic, wel, spred, alfabet, formd, shal, ar, wil, executiv, definit, determind, od, catalog, serius, fysicians, dout, themselvs, givs, previus, varius, digrafts, anomalus, alterd, characteristic, filologic, ful, clas, enterd, anser, frend, morgage, yoman, obviusly, paragrafs.

Democratic State Editors Meet.

Governor Sulzer was the principal speaker at the annual dinner of the State Democratic Editorial Association in Albany, March 25. About 150 editors and guests were present. The Governor made a plea for County autonomy and political independence, and declared that he was the Democratic leader of the State and would brook no interference from political quarters. He also paid a tribute to the influence of the press. Lieutenant-Governor Glynn, who is editor and publisher of the Albany Times-Union, sent a letter calling upon party leaders to "quit squabbling over pap," and give a thought to principle. Chester C. Platt, editor of the Batavia Times, presided.

O'DONNELL TURNS LECTURER.

Business Manager Philadelphia Press Will Tour Europe.

Hugh O'Donnell, who has just resigned as business manager of the Philadelphia Press to become a travel lecturer, was tendered a dinner by the staff of the Press on March 26, when his former associates presented him with a beautiful silver plate, handsomely engraved with a pretty sentiment. John B. Townsend, publisher of the Press, touching upon Mr. O'Donnell's personality and popularity, commented in part:

"I know of no man in my experience who in the short time he has been a resident of Philadelphia, has made so many friends, has become so well known and has such great personal popularity. I am sure I voice the sentiment of each and all of us when I say, he has our best wishes in his new venture, and it is also my belief that he will be most successful."

He leaves immediately for Panama and later Europe, from where he will return early in the fall to lecture in each of the larger cities of the United States.

Mr. O'Donnell, known as "the King" among the clubmen of Philadelphia, is a member of the Racquet, Manufacturers and Poor Richard Clubs. In that city he has met with probably more popularity in less time than any other newspaper man. The good will is not based on magnetic personality alone, but on his ability as a writer, thinker and orator of rare merit.

After his university course he spent all of a half dozen years in continuous travel simply as an "addition to a liberal education," after which he was engaged for some time in each of the larger cities of the United States. He has been connected in a managerial capacity with the St. Paul-Pioneer Press, the Minneapolis Tribune, the Chicago Record-Herald, the Minneapolis Journal and the Philadelphia Press—his newspaper experience running the gamut from dramatic critic to news editor in the editorial department and from circulation manager to general manager in the business end.

Mr. O'Donnell has associated with him Ralph Turnquist, of Minneapolis, as business manager, and C. H. Graves, of Philadelphia, in charge of the art department. A company was recently formed under the name of Hugh O'Donnell, Inc., with headquarters at 26th and Parkway, Philadelphia. The lecturer's friends are predicting that the "O'Donnell-logues" will prove superlative among travel talks, as Mr. O'Donnell has an interesting intelligence, a carrying voice—clear and ringing—and the Irish eloquence of wit and earnestness.

Putnam and Randall Join Forces.

C. F. Putnam and David J. Randall, both well known special representatives in the eastern field, with headquarters in New York, have formed a partnership under the firm name of Putnam & Randall, with offices at 45 West 34th street. This list of papers includes the Davenport (Ia.) Democrat, Des Moines (Ia.) Register and Leader-Tribune, Fargo, N. D., Courier News, Fort Worth (Tex.) Record, Glens Falls (N. Y.) Post-Star, Vancouver (B. C.) World, Moline (Ill.) Dispatch, Rock Island (Ill.) Argus, Waco (Tex.) News, Galveston (Tex.) Tribune, Tacoma (Wash.) Tribune, Toledo (O.) Times, Vancouver (B. C.) Sun. Mr. Putnam was formerly a space buyer for the C. E. Sherin agency and Mr. Randall was for ten years the representative of the Scripps-McRae papers. Fuller & Henriques, of Chicago, will represent the new agency in the western field.

The Hoosier Publishing Co., at Cumberland (Ind.) is threatened with insolvency. The moving cause is a bill of \$69.68 for paper which the company has not paid.

AMERICA'S LEADING CARTOONISTS.

William Kemp Starrett,

Of the Albany (N. Y.) Knickerbocker Press.

William Kemp Starrett, the cartoonist of the Knickerbocker-Press since 1912, is a man who finds joy in his day's work. He draws because he likes to do so. "When a boy he attended the public schools in Brooklyn and later entered a business college. He found it impossible to become interested in arithmetic, and was dismissed from several schools because of his insistent caricaturing.

Mr. Starrett and office work were

rett's cartoons at Christmas time was chosen as a text for a sermon by Bishop Doane, and much of his work was used in the form of lantern slides during the three-cornered presidential campaign of 1912, in which Mr. Starrett's cartoons exercised unmeasured influence. Magazines and newspapers throughout the country paid tribute to Mr. Starrett's ability by copying these lantern-slide cartoons. Mr. Starrett covered both the



WILLIAM KEMP STARRETT.

likewise antithetical. Like water and oil, he and the conventional occupations utterly failed to mix. He turned rather to drawing, and by means of his pencil he found the solace that things scholastic failed to provide. In 1906 Mr. Starrett attended what he now refers to as a "near-art" school in New York. The instruction he got there failed to awaken his enthusiasm, and he soon seceded, to pursue his studies independently.

It was not long before Mr. Starrett gravitated into the art department of the Brooklyn Eagle. His salary at the beginning was represented by zero, but nothing daunted, he continued for three months the daily production of political cartoons which were regularly published. The Eagle finally put him on its pay roll and he was established as a cartoonist from choice rather than from necessity.

Mr. Starrett remained with the Eagle about two years, and in 1908 began freelancing. He did comics, ad work, drew for a Western syndicate, contributed to the Evening World, the Sun, the Telegram, Puck, Judge, and, in fact, took any commissions he could get until 1911, when he joined the staff of the Rochester (N. Y.) Democrat and Chronicle.

Mr. Starrett's work there was largely concerned with sport cartoons. A year later he joined forces with the Albany Knickerbocker-Press. Here his work instantly became popular. One of Star-

rett's cartoons at Christmas time was chosen as a text for a sermon by Bishop Doane, and much of his work was used in the form of lantern slides during the three-cornered presidential campaign of 1912, in which Mr. Starrett's cartoons exercised unmeasured influence. Magazines and newspapers throughout the country paid tribute to Mr. Starrett's ability by copying these lantern-slide cartoons. Mr. Starrett covered both the

State and National conventions for the Knickerbocker-Press in 1912. The work done in his chosen field by Mr. Starrett has the lighter side constantly to the fore, but in its technical treatment he strives to tell his story as simply and as powerfully as may be. He is, of course, a close student of current events, and his work reflects this with accuracy. His lines are telling, forceful, pleasing and refined.

Mr. Starrett is a very young man, having been born in New York on Oct. 6, 1888. His father was a doctor. He is married and enjoys home life.

CENSUS TAKER'S TROUBLES.

Frank H. Waldorph, the veteran field man of the Hudson (N. Y.) Morning Republican, who probably knows more of his subscribers than most circulation men, was recently engaged in taking a newspaper census of his territory. In summing up his experiences he says:

"Was told that it was none of my business what papers they took, 22 times

"Was told that all the papers they did have were 'bought and paid for,' 19 times.

"Was asked if I was paid for doing this, 30 times.

"Was asked if my employers didn't have anything else for me to do, 12 times.

"Was asked if that was what I got them down three flights of stairs for, 24 times.

"People telephoned for the police, 9 times.

"Got pushed off the stoop, 11 times.

"Chased out of the yard by dogs, 17 times.

"Told not to come around again, 16 times.

"Fell down stairs in dark hallways, 8 times.

EXPENSE ACCOUNT.

Rubbers \$1.00
Shoes repaired 1.00
Refreshments to keep up nerve.. 7.50

Total \$9.50

"Who would not be a newspaper man?"

JOURNALISTIC RESPONSIBILITY.

Editors Are Attorneys-at-Large for the Entire People, Says Williams.

"He serves his newspaper best who serves his community best," said Dean Walter Williams, of the School of Journalism of the University of Missouri, in an address at the University of Texas. "There is no surer test of the earning capacity of a newspaper than the measure of its public service. There is more in journalism than bread and butter—necessary as that is—or than dividends upon shares of stock. Journalism has a nobler mission. It is pre-eminently the profession of public service.

"The newspaper, small or large, is the greatest public utility. While all other public utilities have been regulated by law, the newspaper, in a special sense, must be its own regulator. It voices, even when it does not create, the public opinion to which itself must answer.

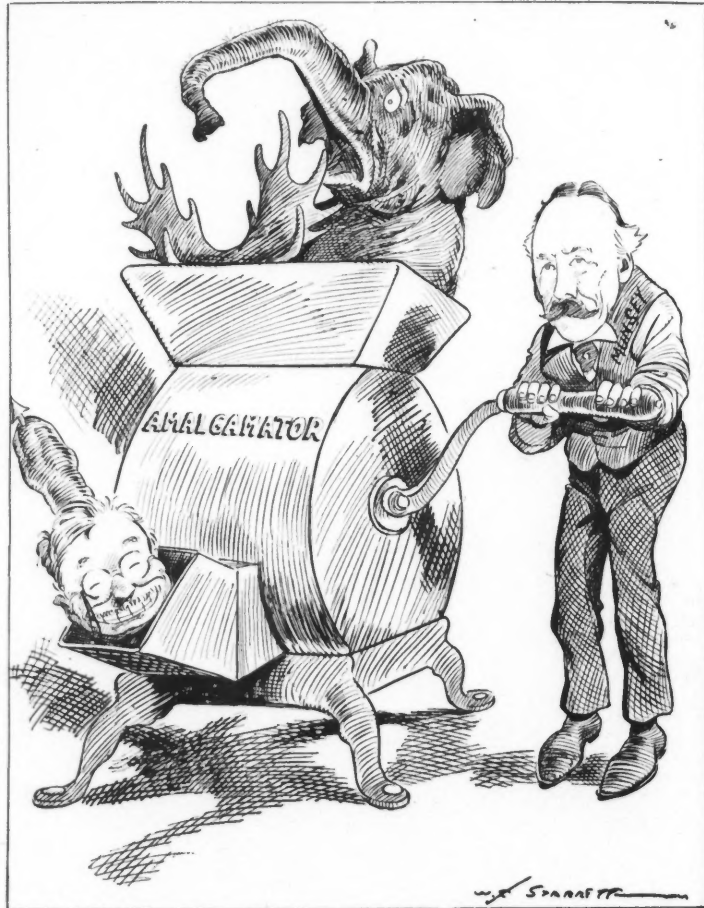
"Peculiar responsibility, therefore, rests upon journalism to recognize its mission as a public servant and to meet the responsibility as it should be met. The newspaper which secretly serves personal interests while ostensibly serving the public, betrays the public and

Poised as Jamea Gordon Bennett.

Arthur Newton, a well-known solicitor, appeared in the Bow Street Court, London, recently, to answer the charge of conspiring with Berkeley Bennett and "Count Audor Festetics" to defraud Hans Forsch, a wealthy young Hungarian. After hearing the evidence the magistrate increased Newton's bail to a total of \$45,000 and refused to renew Bennett's bail. The counsel for the prosecution said that Forsch believed Bennett, about whom nothing much is known, to be James Gordon Bennett, the proprietor of the New York Herald. "But I suppose it was thought," added the counsel, "that he would be found out, and Bennett said, 'I hope you don't think I am the great Gordon Bennett; he is my uncle.'"

Pilgrims Hear the Postmaster.

Postmaster Mansfield, of Boston, addressed about one hundred members of the Pilgrim Publicity Association at its regular noonday luncheon, March 18, on the subject of the "Parcel Post." He was introduced by the newly appointed election commissioner, Tilton S. Bell, who is one of the most active members of the Pilgrim Publicity Association.



MUNSEY, THE GREAT AMALGAMATOR.

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—Sunday exceeds 100,000
Circulation booklet sent upon request.
Address "Desk F," New York Office.
Nothing better in New England for profitable publicity.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

brings shame and discredit upon newspapers everywhere. A newspaper may legitimately and properly serve any personal interest, but it cannot in fairness to the public commit deception while doing so. It may not, and remain honorable, pretend to public service while prostituted to private ends. The chief end of the practise of all good journalism is helpful public service. The good journalist is the attorney-at-large for the people, the unsworn conservator of the public peace. He must remain the attorney for the people, the conservator of the peace, whatever individuals here and there speak against him or however selfishness or ingratitude dim his enthusiasm, grime his deals, or weaken his faith."

There is only
ONE SURE WAY
to cover
Chester and Delaware County
with its 117,000 people, by newspaper advertising, and that is to use the
CHESTER TIMES and the MORNING REPUBLICAN
These two papers cover the morning and evening fields more completely than all the other papers combined.
Write for rates.
Chester, Pa.
F. R. NORTHRUP, 225 Fifth Ave., New York Representative.

WASHINGTON TOPICS.

Interstate Commission Defines "Magazines Should Pay First Class Mail Rates—American Embargo on Canadian Wood Pulp Not Lifted—Mrs. Wilson Entertains.

(Washington Special Correspondence.)

A case of vital importance to publishers has been decided by the Interstate Commerce Commission, by which the word "magazine" is clearly defined and the question of the rate of transportation of Sunday supplements is decided. The case was that of the Denver News-Times Publishing Co. vs. the Atchison, Topeka & Santa Fe Railroad Co. et al.

The publishing company filed suit against the railroad to recover \$4,342.97, which amount it alleged the railroad had overcharged it for the transportation of the Sunday magazine which the Denver Rocky Mountain News supplied to its readers as part of the News.

The court held that the Sunday magazine, while published as part of a newspaper, is in form and general appearance not distinguishable from magazines of the larger size; that it is not folded, and that it is sewed or stitched with wire, and therefore, while the publication was used solely as a supplement to certain newspapers, its character as a magazine was not thereby lost or destroyed, and that in the absence of proof that the rate charged was unreasonable or discriminatory, the complaint should be dismissed.

SHOULD PAY FIRST-CLASS RATES.

The commission further held that the Sunday magazine should be included in the classification of freight known as "first class" and should pay transportation rates accordingly. The rates from New York to Denver differ materially. The newspaper, or second-class rate, is \$1.91 per hundred pounds, while that of the magazine, or first class, is \$2.34 per hundred pounds.

The record showed that the supplements in question were printed only to be folded in with the news edition of several newspapers, and that they were never sold or distributed directly in single copies. The total number printed was shown to be 1,450,000. The outside cover was printed in lithographic colors and on better paper than is usually used for newspapers. The publication was stitched, and its pages were folded like those of a book. The printing was all done in New York three weeks in advance of the date for which each issue was to be used.

CHARACTER OF SUPPLEMENT.

The supplement contained no matter that could be classed as news, but its space was devoted to essays, fiction, short stories, and novels, verses, cartoons, anecdotes and advertising.

Official announcements from the Treasury Department set forth that the embargo against wood pulp, pulp wood and print paper has not been lifted by the Province of Quebec, despite advices from Canada to the effect that Premier Jules Allard has publicly announced to the contrary.

Premier Allard is credited with the statement that any company manufacturing pulp and paper in the Province would be accorded the same privileges as the four companies now using material cut upon the Crown lands in the Province in the same industries.

EMBARGO NOT LIFTED.

Whatever may be the truth regarding the announcement of the acting Premier of Quebec, it is not true that the American embargo upon the wood products of Canada has been lifted. As late as Feb. 28 a special order was sent out from the Treasury Department instructing collectors and other officers of the customs to continue to assess duty upon all pulp, paper or paper board manufactured from the Crown lands of Quebec. During the present month a similar order was sent to the collector at Detroit, Mich., to make similar assessments of duty upon the same products made from

the woods on the Crown lands of Ontario.

Meanwhile the whole question of the assessment of duty upon this class of products coming from Canada is awaiting decision before the United States Court of Customs Appeals in the case of the Cliff Paper Co. vs. the United States, which was submitted to the court on briefs Feb. 21 last. The matter has not yet approached settlement, although if the court should hand down its decision without waiting for additional briefs from the Government, it would do much toward clearing up the question.

The Cliff Paper Co., in a test shipment of wood pulp imported at Buffalo from Canada, raises the question of the validity of Section 2 of the Canadian Reciprocity Act, and contends that Congress intended no part of this act should take effect until Canada adopted all the reciprocal legislation provided for by the agreement. As the treaty failed of ratification by the Dominion, it is contended that no portion of it is in operation.

WANT DECISION REVERSED.

When the Collector of Customs admitted the company's test shipment free of duty a protest was made asking that duty be assessed and the matter be referred to the Board of General Appraisers, which upheld the collector. The Customs Court has been asked to reverse that decision. The Government has filed briefs to sustain the decision of the board and maintains that the intent of Section 2 was to permit the great pulp mills of the country to obtain as much of the wood of Canada as possible in view of the fast disappearing American forests. The Government asked the court to consider the question of validity and the question of European treaty rights jointly.

The Bureau of Navigation, Navy Department, is clamoring for more space and to this end is seeking to have the "war correspondents" ousted from the Navy Press Room. The correspondents, however, believe that the Secretary of the Navy, as a former newspaperman, will look after their needs in case a change is decided on.

President Wilson invited the newspaper men for a second conference with him at the White House last Saturday afternoon. He told them that he believed the newspapermen could be of great assistance to good government.

MRS. WILSON ENTERTAINS.

The women correspondents were given a special reception at the White House by Mrs. Wilson on Thursday afternoon. It is known that Mrs. Wilson objects to personal publicity, but she has made it clear that she holds the newspaper women in high esteem.

As soon as the gravity of the floods in the West became apparent the Associated Press sent several of the members of the Washington staff to the scene of the disasters. Grafton Wilcox went to Dayton, Ohio, E. R. Sartwell, to Columbus and Robert Dougan, who has the White House assignment, went to Pittsburgh.

A. Johnson, formerly a Washington correspondent and now a member of Congress from the State of Washington and owner of a paper on the coast, appeared last Monday before the Senate Committee which is investigating the suffragette parade matter.

Legislative Dinner a Real Circus.

The annual dinner of the Legislative Correspondents' Association at Albany, entitled this year "The Sulzer One-Ring Circus and Legislative Side Show," was held at the Ten Eyck Hotel Thursday night. A large number of State officials and legislators gathered to hear themselves made fun of and to see what the reporters really think of them. The dinner was a real circus from start to finish. Canvas sides and ceiling transformed the banquet hall into an actual tent. The speakers were Governor Sulzer, United States Senator O'Gorman and Job Hedges. Former Governors John A. Dix and Benjamin B. Odell were among those present.

BROWN ON TRANSCRIPT STAFF.

Leaves the Washington Post to Take an Important Position on the Boston Paper.

George Rothwell Brown, whose paragraphs in the Washington Post have attracted nation-wide interest, has joined the editorial staff of the Boston Transcript. Mr. Brown, who is one of the brightest newspapermen in the profession, first attracted attention by his "border life" stories, which were published in the El Paso, Tex., papers. Com-



GEORGE ROTHWELL BROWN.

ing East he worked on newspapers in New York. In 1902 he wrote a western story, "Sonora Slim's Senorita," which was published by the Munsey Magazine. Since then he has contributed fiction to the magazines, mostly adventure or political stories about Washington. He is now writing a series of buceaneer stories for Adventure.

The latter part of the year 1902 Mr. Brown joined the reportorial staff of the Washington Post. It was he who made Dr. Harvey W. Wiley famous. When the doctor began his pure food experiments, using government clerks as human subjects for testing various preservatives, Mr. Brown was assigned to the story.

Mr. Brown also wrote a series of humorous stories for the Post in 1903 about Professor Langley's airship experiments at Tidewater, Va. These stories cost Prof. Langley dearly, for largely because of them Congress refused him an appropriation, and he died with his aeroplane dream still unfulfilled. Mr. Brown remained with the Post until 1905 when he joined the Washington bureau of the Boston Herald. In 1910 he returned to the Post to become paragrapher.

While at the Capitol writing stories for the Post he became a close friend of Senator William A. Stewart, of Nevada, and when the Senator retired Mr. Brown persuaded him to write his reminiscences. He assisted with this work, writing much of the matter himself.

WEDDING BELLS.

Miss Bertha Grether, for the last three years a member of the staff of the Spokane (Wash.) Spokesman-Review was married March 12, to George A. Walker of that city.

J. B. Powell, instructor in advertising, in the University of Missouri Journalism School and Miss Martha Hurton, were married at Hannibal, Mo., March 20. Mr. Powell was formerly advertising manager of the Hannibal Courier-Post.

Lorie C. Quinn, Jr., one of the publishers of the Crisfield (Mr.) Times, and Miss Nellie E. Neville, were married last week in Keyser, W. Va.

The marriage of Bert E. Barnes, formerly political writer on the New York Press, and now connected with the Boston Herald in the editorial department, took place on March 10.

David Weinstock, of the circulation department of Das Deutsche Journal, and Miss Anna Foufa, were married in New York on March 22.

Miss Mabel E. Mavity, for the last four years on the editorial staff of the Linton (Ind.) Daily Citizen, was married to M. C. Duncan last week.

Bridgeport Standard Changes Hands.

It is announced that the Bridgeport (Conn.) Standard, which has been owned by the family of the late John D. Candee, former editor and publisher, has passed into the hands of a New York man whose name is not disclosed. George C. Waldo, who on April 1 will have been connected forty-one years with the paper, will continue as editor. Edward Morrison, who for the last twelve years has occupied various editorial positions on the Chicago Record-Herald, becomes managing editor. Contracts have been made for the installation of new machinery and improvements upon the old. The policy of the paper will be conservative, of Republican tendencies.

Women Ran Waltham News for a Day

Members of the Women's Equal Suffrage League had charge of the Waltham (Mass.) News on Monday, turning out everything from general court reports to locals and advertising. The editor, C. A. Pierce, and staff took the day off. Mrs. Nora S. Smiley was the editor-in-chief for the day.

Winston-Salem's Enterprise.

The Winston-Salem (N. C.) Journal of March 16 is called the Easter Historical and Trade Edition. A feature of the issue is a twenty-six-page supplement, wherein the story of Winston-Salem is ably told and the town's building and certain local celebrities are pictured. The enterprises and products are effectively exploited, and much historical and descriptive matter is presented.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF

The Editor and Publisher and Journalist
Published Weekly at New York, N. Y. Required by the Act of August 24, 1912

NAME OF	POST OFFICE ADDRESS
Editor, FRANK LEROY BLANCHARD,	105 East Fifteenth Street, New York City
Managing Editor, MICHAEL KLEY,	1956 Bathgate Avenue, Bronx, New York City
Business Manager, GEORGE P. LEFFLER,	1253 St. Nicholas Avenue, New York City
Publisher, JAMES WRIGHT BROWN,	234 Valentine Lane, Yonkers, N. Y.
Owners (If a corporation, give names and addresses of stockholders holding 1 per cent, or more of total amount of stock):	
THE EDITOR AND PUBLISHER COMPANY, Park Row Building, New York City.	
JAMES WRIGHT BROWN	234 Valentine Lane, Yonkers, N. Y.
GEORGE P. LEFFLER	1253 St. Nicholas Avenue, New York City
T. J. KEENAN	Keenan Building, Pittsburgh, Pa.
FRANK LEROY BLANCHARD	105 East Fifteenth Street, New York City
J. B. SHALE	255 West 108th St., New York City.
Known bondholders, mortgages and other security holders, holding 1 per cent, or more of total amount of bonds, mortgages, or other securities: None.	
JAMES W. BROWN, Publisher.	
Sworn to and subscribed before me this 19th day of March, 1913.	
FREDERICK L. CAMPBELL, Notary Public, Kings County, Certificate filed in New York County. (My commission expires March 30, 1913.)	

"REPORTERS--ALL FINE"

Li Hung Chang's Memoirs Give His Estimate of the American Newspaper Man, Whom He Enjoyed Meeting.

(From the Memoirs of Li Hung Chang, published in the New York Sun.)

I have met that great and everywhere person known as the American newspaper man and I have enjoyed him. Also, I guess, he has enjoyed me, for I have been told more funny things by the reporters than I ever heard in all my life before. They are a jolly lot of fellows, and I think a regiment of them would make the biggest army (enemy) laugh so much that they either could not fight or would not want to shoot such clever chaps.

When we came sailing into New York Bay, before indeed we had really left the mad ocean behind us, there were many water craft coming to meet us, smoke from their funnels and white steam and noise from their whistles. Ahead of all the rest were two or three handsome tugs making for our ship as if they would run us down. I thought these must be the official boats, and I went far forward on the ship and looked ahead to the oncoming vessels.

ALL FINE FELLOWS.

There were no ladies on these first boats, and I surely thought they must be the carriers of the officials. But I soon learned my mistake, for these were the tugs of the American press. Our big ship slowed down—for the press is all powerful in the United States—and a lot of men scrambled aboard. They were clean, fine-looking fellows, like young diplomats or secretaries in a foreign office.

At first I was somewhat nonplused at their familiarity, for they neither bowed nor hung back, but came straight to our party and began introducing themselves and shaking hands. It was impossible to be offended, although, as I have said, I was at a loss just what to do or say. But soon I got used to the fine fellows and took them as far forward on the deck as we could go.

When I had them there I said: "Now, gentlemen, I have come to see America and not to be the distributor of information. I want to learn things. Therefore, please tell my secretaries all about the points of interest as we go up the harbor." And they did it, too.

ALWAYS AT HIS SIDE.

From that morning to this I have not been—I was going to say an instant—an hour in my waking life without the company of my newspaper friends. At Washington, with the officials, on the trains, at all the receptions and meetings, even waiting for me at the hotels when I wanted to retire, and again looking for me before I had partaken of the first morning meal; they are wonderful and tireless, and deserve to earn a great deal of money.

I saw them hobnobbing with the President and with Governors just as if the former were only respectable tax gatherers. Still it all told me that his country was, indeed, the democracy of the world. That great lesson I learned from the actions of the American newspaper men, and I bless them for it.

A JOURNALIST HIMSELF.

One young reporter laughed long when I told him I was a newspaper

man, too, and that he surely did not expect me to give him all the information I had gathered. He had been asking me questions like a rapid-fire gun, and I saw he was new at his profession and I pitied him.

"You say, Mr. Li Hung Chang, that you are a newspaper man?" he asked when I appeared serious.

"Yes," I replied. "I have written a great deal that has been published in our Chinese papers and which the editors did not dare refuse."

"How was that?" he inquired.

"They were decrees from the throne," I told him.

Evidently that was all he needed for his article that day, for he left me immediately, after offering me a cigar, and the next morning I read in one of the New York papers that "Li Hung Chang is a writer who uses an axe on any man who dares blue pencil his stuff."

JOURNALISTS IN POLITICS.

Many Newspaper Men Now Associated with the Administration.

(Special Correspondence.)

WASHINGTON, March 27.

Newspapermen have figured largely in appointment as secretaries to prominent men under the new administration. Manton W. Wyvell, who is secretary to Secretary of State William Jennings Bryan, is president of the Allegany Publishing Company of New York, proprietor of the Canaseraga (N. Y.) Times.

Ed. A. Smith, confidential secretary to Postmaster General Burleson, was formerly of the Baltimore American and the Washington Post.

Howard A. Banks, editor and owner of the Hickory (N. C.) Democrat, and formerly associate editor of the Charlotte (N. C.) Observer under the late J. A. Caldwell, has been made secretary to Secretary of the Navy Daniels. Mr. Banks was at one time on the editorial staff of the Philadelphia Record, and has had experience in the Press Gallery of Congress. He is a college graduate, a writer of remarkable ability, and in all relations he has been recognized as a gentleman of the highest character.

Mark Thistlethwaite, formerly a Philadelphia newspaperman, and since then secretary to Governor Marshall, of Indiana, was the first man appointed to office under the new administration. Mr. Thistlethwaite was appointed secretary to the Vice-President as soon as the returns were heard on election night.

Mr. Thistlethwaite was connected with the Indianapolis News when he first attracted the attention of Governor Marshall during the gubernatorial campaign. When Mr. Marshall was elected Governor he appointed Mr. Thistlethwaite secretary, which position he has filled with satisfaction.

The South American Is Launched.

The South American, a New York semi-monthly periodical of sixteen pages, made its first appearance last week. It is a highly creditable production, well printed and properly illustrated. Wing B. Allen, editor and manager of the publication and president of the publishing company, describes the paper's mission as a "journal for all interested in South American affairs." The first number contains articles booming Latin America as a field for American capital and enterprise, a talk on the opportunities offered by Brazil, a compilation of the vast business of the republics and a sketch of the Republic of Colombia. L. A. Allen is secretary and treasurer and P. O. Hagen advertising manager.

The issues of several Vienna newspapers were confiscated by the Austrian Government last week because they published accounts of the sailing of an Austro-Hungarian fleet to make a demonstration off the coast of Montenegro.

The Manawa (Wis.) Advocate will presently erect a new home and equip its plant with a power press.

"What Will It Do?"

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

The WESEL MATRIX ROLLER

(To be Shown at the Exposition)

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

F. Wesel Manufacturing Co.

Printers' and Platemakers' Equipment

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

New York, 10 Spruce Street

Chicago, 431 So. Dearborn Street

NEW INCORPORATIONS.

KENNEBEC, Me.—The Journal Co.; to do a general publishing and printing business; capital, \$96,000; incorporators: Edwin C. Burleigh, Charles F. Flyrt, Lewis F. Burleigh.

ST. PAUL, Minn.—Reporter Newspaper Co.; capital, \$50,000; incorporated by H. A. Guilford, J. M. O'Connor and J. O. Reilly.

PORTLAND, Ore.—Interstate Publishing Co.; capital, \$50,000; incorporated by J. W. Maloney, George Guthrie and C. MacCormac Suoco.

INDIANAPOLIS, Ind.—The Indiana Socialist; capital, \$10,000; publishing business; J. E. Craig, A. B. Toll and F. Dillon.

COSMOPOLIS, Wash.—Cosmopolis Publishing Co.; \$1,200 capital; incorporated by J. L. Neubert, A. E. Heaton and others.

NEWPORT NEWS, Va.—Daily Press Publishing Co.; increase in maximum capital from \$25,000 to \$50,000.

BAYONNE, N. J.—The Evening Times Co.; capital, \$15,000; publishers; incorporated by Leon Lazarus, Max M. Hart and others.

BISMARCK, N. D.—The State Publishing Co.; capital stock, \$25,000. Incorporators: Ben G. Whitehead, Laura W. Whitehead and others.

WHARTON, Tex.—Spectator Printing Co.; capital stock, \$8,000; incorporated by B. R. Taylor, F. W. Shannon, W. L. Hall.

NASHVILLE, Tenn.—Women's Publishing Co.; capital stock, \$12,000; R. L. Burch, P. E. Hooton, T. J. Nance.

BETHUNE, Ga.—The Observer Co.; \$1,000 capital; D. T. Yarborough, president, and others.

Raises Subscription Price.

The Charlotte (N. C.) Evening Chronicle raised its subscription and sale price on March 1 from one to two cents or ten cents a week delivered by carrier. Only a few subscribers were lost because of the advance.

Couldn't Keep the Poor Things Out.

The Southern Christian Advocate, of Greenville, S. C., blossomed out last week in an "original poetry edition." Verses on a great variety of subjects by all sorts and conditions of people, that have been accumulating in the office of the Advocate for years, were published. Stephen A. Nettles, the editor, says in a preface, "We gathered together every piece of original poetry we could put our hands on and, without daring to attempt any criticism or correction, we gave them into the tender care of the linotyper. It is especially appropriate that this poetry should appear at the vernal equinox."

A six-page folder recently issued by the Mergenthaler Co., contains extracts from letters written by multiple magazine linotype owners, expressing thorough satisfaction with the new models eight and nine.

"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 newsdealers, 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

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.

PASSING OF LATIMER.

A Country Editor Who Wrote Learnedly on Scientific Subjects and Dismissed News Events with a Mention.

By GEORGE D. LOWE,
Editor of the Concrete Age, Atlanta, Ga.

It was one of the tragedies of life that when the end of all things came, so far as he was concerned, between the turned rules that bordered the story of his death his name was spelled wrong. Adrian W. Latimer was editor of the Lumpkin (Ga.) Independent for thirty years; he read proof with a glass that magnified many diameters and was a stickler for accuracy, but I find in the story of his death in his own paper that he goes down to history as "Adrain." The battered type in the old office should have refused to stand for such desecration, and the Country Campbell should have sulked until the error was found.

I saw him some weeks ago for the first time in many years. Aged and gray, he was facing death without a tremor. Two of us who had worked under him as boys were in the old town on a sad mission, and made it a point to call at his dingy room behind the printing office and bid the old man farewell. Without chick or child or woman-kind the aged bachelor lay calmly awaiting the end, dependent upon associates for ministrations and upon the occasional visits of friends for companionship. He died, March 13, as he had lived, among the litter of a country shop and with the mingled odor of flour paste and printing ink permeating the atmosphere of his living and dying quarters.

SUCCESSFUL MEN STUDENTS UNDER HIM.
In the old days there was always a devil in the office, and many a man who is now successful in other lines learned the gentle art of sticking type on the Independent. With some of us the bite of the fabled type louse produced an infection from which we have never recovered. Scattered throughout the country there must be a dozen or so printers, editors and the like who got their start in the old shop.

When Adrian Latimer was born seventy-four years ago the old field log cabin schoolhouse was the only available educational institution. It educated thoroughly so far as it went, but the curriculum was limited. With a bit more early advantages in his case the country would have had one more great scientist. The old field school and four years on scant rations in the Confederate army were poor preparation for a scientific career, and after tackling several occupations for a time he drifted into newspaper work as editor and proprietor of the Lumpkin Independent, published at Lumpkin, Ga., in the county of his birth. This was some thirty-odd years ago.

LATIMER'S CONCEPTION OF NEWS VALUES.

In his paper the deaths and births in an old town whose sons and daughters are scattered throughout the world were recorded for their benefit. A fire was good for a paragraph of bald statement with a few words of sympathy for the loser, but an eclipse of the sun or moon or some other astronomical phenomenon brought out a column that would have graced the most serious review in the

land and have proven informative even to the editor thereof. His story of a cyclone would deserve a place in the archives of meteorology, but it never occurred to him to run down the details of losses suffered. The change of the seasons always brought out short bits of description that exchange editors of big dailies invariably caught. His knowledge of the fauna and flora of his native State was encyclopedic. He was an entomologist, a botanist, an ichthyologist, an ophiologist and an astronomer. In his prime he was an accomplished angler and something of a pisciculturist as well. He was a keen sportsman and an excellent shot.

About twenty years ago a thoughtless youth killed Mr. Latimer's favorite hunting dog, which was also his constant companion and reputed bedfellow. The old man paid a tribute to the dog that eclipsed Senator Vest's famous oration, and wound up the article with a denunciation of the man that would have commanded the admiration of John Randolph, who is reputed to have invented invective. He blasted that poor young man with a series of polysyllabic curses that ran the gamut of damnation without repetition or profanity and gave his readers a new idea of the possibilities of the English language in the hands of a man who got his education from the old Blue-Back Spelling Book. That chap was of good family and had means then, but his luck turned right away and he has been in the port of missing men these many years now. Some of those curses evidently stuck.

His paper was like none other I have ever known, nor in a wide acquaintance with the profession that is admittedly full of freaks, have I found a man at all like him. His news bump was a depression and his knowledge bump a mountain peak. He cared nothing about money and never had any that was not paid without solicitation. In recent years he has had some managerial and news-gathering assistance, and the paper has been very different from the old days. Now it will be very different indeed, but some of us will regret the change. There was not another like it in all the realm of journalism.

OBITUARY NOTES.

FRANK S. BLACK, former Governor of New York, died at his home in Troy last Saturday, at sixty-two years of age. After graduating from Dartmouth College Mr. Black took up journalism while he studied law. He was on the staff of the Johnstown (N. Y.) Journal and later worked as a reporter on the Troy Whig and the Troy Times. He soon turned his attention to politics and after a term in Congress was elected Governor of New York in 1896. Mr. Black was a staunch friend of the press and refused to sign a bill, sponsored by the late Senator Platt, which prohibited the publishing of cartoons by the newspapers.

PAUL SELBY, veteran Illinois editor, died March 19, at Riverforest, near Chicago, in his eighty-ninth year. He was the last of the Illinois editors who issued the call for the Decatur meeting, which led to the formation of the Republican party in that State. Mr. Selby was at one time editor and owner of the Illinois State Journal at Springfield.

GEORGE H. GORDON, forty-two years old, a newspaper man who had worked for the New York Globe, the Sun and other papers and was at one time managing editor of the Chicago Daily Press, died Tuesday night in the Coney Island Hospital of pneumonia, after an illness of less than a week. Mr. Gordon, as reporter for the Globe, accompanied Cardinal Farley to Rome when the American prelate received the red hat.

MARC A. BLUMENBERG, president of the Musical Courier Co., and the Blumenberg Press, died Thursday at his home in Paris, aged 62. At the age of 20 he allied himself with newspapers as a

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writer and critic of music and art. After an unsuccessful mining venture in Alabama, Mr. Blumenberg came to New York and acquired the Musical Courier and other papers.

GEORGE W. PEARCE, at one time editor of Shipping Illustrated, and formerly connected with the Portland (Me.) Sunday Telegram and the Daily Argus, died at Boston on March 21.

CLINTON H. SCHULTZ, well known newspaper proprietor and editor, died Wednesday, at the home of his son, R. T. Schultz, at Morsemere, N. J. Mr. Schultz, who was sixty-two years old,



CLINTON H. SCHULTZ

was formerly proprietor of the St. Joseph, Mo., News and the Tacoma Washington Ledger. He had also been managing editor of the Minneapolis Tribune and general manager of the Judge Company, New York. Besides his son, he is survived by a widow and a daughter.

SAMUEL J. ROBERTS, editor and publisher of the Lexington (Ky.) Leader, died in that city at the age of fifty-five years. He began his newspaper career on the staff of the Cleveland Leader and Herald, then became circulation manager of the Canton Repository, and in 1888 founded the Lexington Leader, a Republican paper. Mr. Roberts was collector of internal revenue for the Seventh District of Kentucky, from 1897 to 1910.

DAVID B. HARRIS, connected with the editorial staff of the Mobile (Ala.) Register, and at various times employed on the Montgomery Advertiser, the New Orleans Picayune and other Southern papers, died at Mobile last week.

P. COLE STANTON, aged fifty-six years, a writer on the Newburgh (N. Y.) News, died in that city March 18.

Adams Features

"SNOODLES"

is a precocious baby boy—just full of Old Nick—the creation of Hungerford, who has a lively sense of humor. You'll like Snoodles. It's clean, wholesome fun—which accounts perhaps for the big demand for this seven-column comic feature in mats.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

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Today's News Today
"By United Press"

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

WIRE  WRITE

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

The very best
New Daily Comic
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**"AH YES!
OUR HAPPY HOME"**
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They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

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 3,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

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

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

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

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

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r
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**To General Advertisers
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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.

PROPOSED PRESS PARLIAMENT.

**Mr. Brittain's Plan to Bring English
and American Journalists To-
gether in Conference.**

The forthcoming celebration of the Anglo-American Peace Centenary has special interest for journalists on both sides of the Atlantic because of the proposal to hold either in New York or in London a representative Anglo-American Press Conference. Nothing of the kind has been attempted before, but if the plan is successful something on the same lines would be attempted at more or less regular intervals. The proposal



HARRY E. BRITTAIN.

of such a conference, which was made at the New York Press Club at a dinner given in his honor, by Harry E. Brittain, will be considered at a meeting to be held this month in New York, which will be attended by American, British and Canadian representatives of the Peace Celebration Committees. Mr. Brittain has lately been visiting the United States and Canada as a representative of the executive committee of the British Association for the Celebration of the Hundredth Anniversary of Peace among English-speaking Peoples.

Mr. Brittain believes that some misunderstandings might be removed and a feeling of more cordial relationship established between American and British journalists, if representatives of the two countries could meet in conference, say, in London or New York. Details, of course, still remain to be discussed and worked out.

Mr. Brittain, who is prominent in England in law, journalism and business organization, is at least no visionary, but a practical, broad-minded, far-seeing man. He was described by Percy S. Bullen, who presided at the Brittain dinner, as "combining the bulldog pertinacity of the Englishman with the resourcefulness and hustle of the modern Yankee business man"—a powerful combination, whether for peace or for war.

The great Imperial Press Conference in London in 1909, attended by 100 delegates from all parts of the British Empire, was devised and organized by him. It was feared that the enterprise would miscarry. To collect from the uttermost ends of the empire in one party violent partisans of opposite political faiths, to keep them together for a month, to carry them all over England and Scotland, to take them everywhere and introduce them to everybody was a task which might have overstrained the energies and exhausted the patience of any man, or, indeed, any set of men. But Mr. Brittain, according to W. T. Stead, carried it through without a hitch. No one quarreled, no one was offended, no one was neglected. His tact was as flawless as his energy was miraculous. He knew everyone, foresaw everything, made all arrangements and smoothed down all wrinkles, and every

editor went home full of amazement and gratitude.

The newspapers of Great Britain presented Mr. Brittain with his portrait, painted by W. Orpen, A.R.A., which is now being exhibited in the Royal Academy. Lord Rosebery has referred to Mr. Brittain as a "consummate deviser, a fertile, original, energetic manager."

It will be seen, therefore, that the Anglo-American Press Parliament of 1914, however visionary it may appear to some, is at least in good hands.

JERRY MATHEWS, OF THE SUN.

**His Political Predictions That Came
True in Last Campaign.**

One of the brightest newspaper men in Washington is Jerry A. Mathews, of the Washington bureau office of the New York Sun, who is now receiving the congratulations of his friends upon a notable piece of newspaper work—the exclusive prediction which appeared in the Sun early in November last, of the selection of Bryan, Daniels and Burleson as members of President Wilson's cabinet.

Mr. Mathews also predicted immediately after the Baltimore convention that Wilson would carry at least forty States and that Taft might not carry any, and in any event would carry only Utah and Vermont. This forecast, was made in the presence of Joe Sinnott, doorkeeper of the House of Representatives.

Mr. Mathews reports the proceedings of the U. S. Senate and the Supreme Court for his paper. He was especially complimented by Attorney General Wickersham and Frank B. Kellogg for his summary of the arguments of the Standard Oil and Tobacco Trust cases before the Supreme Court. He is also the correspondent of the Toledo Blade and Milwaukee Journal.

Mr. Mathews was offered, but de-



JERRY A. MATHEWS.

clined, an important position in the management of the Roosevelt campaign of last year. He was private secretary to Vice-President Fairbanks for four years. Mr. Mathews is a native of Indiana, where he still retains a voting residence. He was for seven years Washington correspondent of the Indianapolis News. He is now, in addition to his newspaper work, a practicing attorney, being a member of the law firm of Breckons, Mathews & Mathews, patent attorneys. He was married in May, 1904, to Miss Emma Watson, of Winchester, Ind., niece of Hon. James E. Watson, and has two children, Louise and Jerry A., Jr.

Pittsburgh Papers Show Independence

The Pittsburgh newspapers as a body refused to comply with the new postal law compelling publishers to file statements of ownership, circulation, etc. This action was taken, it is said, because the publishers believed that the Supreme Court would declare the law unconstitutional.

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Philadelphia
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Local and General
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IN PITTSBURG**

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(Evening)

Over 140,000

**THE DETROIT
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(Morning)

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Over 23,000 Over 100,000

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I. A. KLEIN, Manager

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Every Morning and Sunday

WHY NOT ASK US and see how profitably we can serve you.

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Foreign Representatives,

NEW YORK. CHICAGO.

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Picayune 19,882

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States 29,257

Item **44,752**

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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

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Get the best results.

THE NEW YORK EVENING JOURNAL

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

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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!

The plant of the Greenwich (Conn.) News, a weekly, was destroyed by fire last week.

PRESS ASSOCIATIONS.

The Niagara (N. Y.) Press Club was organized last week with the following officers: President, Orrin E. Dunlap, advertising manager of the Acheson Graphite Co.; first vice-president, William E. Tuttle, publisher of In the Mist; second vice-president, Col. David Isaacs; secretary-treasurer, Ray M. Van Vagnen, secretary of the Gazette Publishing Co.

The San Francisco Press Club is making arrangements to have a building on the World's Fair grounds. It has been decided to put up a structure striking in design and one that will have ample accommodations not only for local members of the club, but for visiting newspapermen and press representatives from all over the world. There will be every convenience for newspaper work in the building, and a direct wire will be leased, so that dispatches may be filed to all parts of the world direct from the grounds.

Eastern Iowa newspapermen met at Davenport last week and discussed the use of premiums, circulation problems, office methods and other business pertinent to publishers. Among those at the meeting were: L. M. Michelson, Clinton Herald; Woodworth Clum, Advertiser; C. F. Skirvin, Keokuk Gate City; C. E. Warwick, Constitution-Democrat; A. W. Petersen, Waterloo Courier; Will Parrott, Reporter; J. L. Miller, Cedar Rapids Gazette; Charles Maggart, Republican; Frank Throop, Muscatine Journal; Thomas Brannon, News-Tribune, and D. W. Norris, Jr., and George F. Thayer, Marshalltown Times-Republican.

The thirty-fourth annual convention of the Louisiana Press Association will be held at Shreveport, May 6-8, and among the interesting features will be an address by George Letch, author of the famous "Siwash" stories and well-known newspaper humorist. William F. Roy, president, and L. E. Bentley, secretary, have issued the call for the meeting.

By the largest vote cast in the Seattle Press Club in three years, J. Fred Braid, advertising manager of the Times, was elected president of the club recently. Other officers for the ensuing year are: A. S. Taylor, Post Intelligencer, vice-president; C. A. Player, Post Intelligencer, second vice-president; N. E. Helland, Times, treasurer. The first "Ladies' Night" under the new administration was given last week. Dancing, with several entertainment features from the stage, was the order of the evening.

The San Jose (Cal.) Press Club has passed its first year and is growing rapidly in membership and influence. At the annual meeting of the club the following officers were chosen to serve for the ensuing year: President, Frank Willard Kimball; vice-president, J. William Bowman; secretary, Russell B. Tripp; treasurer, Ira B. McMahill.

The Lake Superior Press Association assembled at Marquette, Mich., recently for its annual election, with the following results: President, W. E. Smith, Mohawk; vice-president, Homer A. Guck, Houghton; secretary and treasurer, M. W. Young, Calumet.

The Houston Press Club has arranged for the publication of a handsome and thoroughly authentic biographical history of Houston and South Texas. Several thousand volumes will be printed and mailed to all the leading newspapers in the United States.

The Canadian Women's Press Club will hold its triennial convention at Edmonton, Alta., the middle of June. The delegates, including women authors and newspaper writers from various parts of the dominion, will be entertained by the Women's Press Club, the newspapers

and the Ad Club of Edmonton. Mayor William Short will present the freedom of the city to the visitors.

The annual elections of the Toronto Press Club, held last week, were attended by about 100 newspaper men. A stiff campaign of two weeks' duration resulted in the election of the following officers for 1913: President, William Banks; first vice-president, D. Epes; second vice-president, A. Lowe; secretary, Clarke Locke; treasurer, J. Pritchard.

COULDN'T DOWN FOSTER.

Editor of the Houston Chronicle Wins a Hard Fought Campaign.

It has been said that the province of the newspaper man is to wait until some one does something in the world and then write a story about it for his paper. That this is not always so is evidenced by the case of M. E. Foster, president of the Houston Chronicle.

Mr. Foster was recently made an "issue" in a most interesting campaign in Houston. In it he was charged by the Mayor with the crime of being "curly-headed," of being morally degenerate and with having a financial worth of \$900,000.

Vilification, incrimination and personalities were features of the campaign which closely resembled that of Senator Bailey some years ago in Texas when he attacked those who opposed him with insinuations and even slander.

Mr. Foster's party finally went out, however, which indicates that he had the confidence of a majority of the voters.

The Chronicle and its editor who fought gallantly for municipal honesty and straightforwardness, and against an administration that had increased the city's bonded indebtedness from \$3,000,000 to almost \$9,000,000 in one term, have scored and the popularity of both are now greater than ever.

Mrs. Longstreet May Edit Paper.

Mrs. Helen Longstreet, widow of the famous Confederate general, may re-enter the journalistic field, if she loses the postmastership at Gainesville, Ga. Mrs. Longstreet has been conferring with publishers and planning either a weekly or a small daily paper for Gainesville, where there are already three weeklies. She was editor of the Carnesville Advance many years ago, and later of a paper at Griffin. She wields a vigorous pen and should produce a paper that will attract more than local attention. Mrs. Longstreet is a Progressive in politics.

Qualifications of a Newspaper Man.

Edgar B. Piper, managing editor of the Portland Oregonian, recently addressed students of the Oregon Agricultural College on "The Novice in Journalism." To give aspiring young journalists a model after which they might fashion their stories while striving for simplicity of style and perfect description, the speaker read a chapter from the Bible and showed wherein it fulfilled every essential of a well-written modern newspaper story. "A newspaper man," concluded Mr. Piper, "should have a great human curiosity, a deep interest in affairs, a fair knowledge of history and economics, sociology, industry and a steadfast desire to be successful."

Daniels Is Popular in Washington.

Joseph Daniels, the new Secretary of the Navy, who was editor of the Raleigh News and Observer before his appointment to the official family, has become one of the most popular members of President Wilson's Cabinet. He has proven by his democratic ways that he will make a very efficient and capable Cabinet officer. He has constantly been in demand as a speaker at banquets, and a number of dinners have been tendered him. He has represented the President at a number of out-of-town engagements.

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.

Annual Real Estate Review

The New York Times
SUNDAY, APRIL 6

Articles of interest to buyers, brokers and others identified with Real Estate; review of metropolitan activities, growth of real estate securities, interviews with prominent real estate men on different phases of the realty field. Developments in and around Greater New York, new territories opened by railroad lines, heating and ventilation.

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.

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It's a great sight to see the people in the Union Station at Albany, N. Y. You, who know, realize what a great travel center Albany is. A strategic point to carry many an advertising campaign.

THE KNICKERBOCKER PRESS—Albany's morning newspaper continues to break records. Its circulation is now 33,300.

The Elizabeth (N. J.) Times

Only Democratic daily

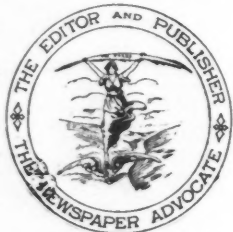
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FOR NEWSPAPER MAKERS, ADVERTISERS
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THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

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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, March 29, 1913

THE NEWSPAPER REPORTER.

Some day the newspaper reporter, let us hope, will be given due credit for his work. At present he is the "unknown quantity," as far as the public is concerned, in daily journalism. Once in a great while his name appears in print because of a brave deed—perhaps the rescue of a child from a burning building, the bringing of aid to a shipwrecked crew, or the snatching of a woman from certain death in front of a recklessly driven automobile. These are the limelight incidents of his career. His other deeds, performed in the pursuit of duty, some of which are even more worthy of public notice, are unknown outside of his own office, and frequently not even there.

The reporter is a human electric wire for the transmission of news from its place of origin to the office in which he is employed. It is his duty not only to tell on paper what he sees and hears with the accuracy of the camera and the phonograph, but he must also be able to sense out news that is not revealed either to his eyes or his ears. This sixth sense is as important to his success as all the other qualifications. If he does not possess it he is usually a flat failure.

He must have good health in order to endure the physical strain under which he frequently works. He must possess an alert mind—one that can grapple important news problems and solve them rapidly and unerringly. He must possess common sense and a broad knowledge of human nature. He must have the keenness of a detective, the tact of a diplomat, and the aggressiveness of a soldier in battle.

The experiences of the reporter are more varied in character than those encountered by men in any other occupation. He must be prepared to interview the society belle in her boudoir or the thug in his favorite brothel. This morning he may report a sermon, this afternoon a Friedmann clinic, and to-night a murder in the slums. His hours are irregular. He eats and sleeps when he can. He gets soaked in the storm that rages the coast while seeking the details of a wreck. He risks his life in visiting the hiding place of a fugitive murderer.

The reporter often writes his story with benumbed fingers by the light of a lantern on a jolting baggage or freight car. No matter how weary he

may be, how water soaked his garments, or how famished for food, he must land the important news in his office in time for publication. He suffers all, endures all—not alone for the meagre pay he receives, but for the unexpressible satisfaction it gives him to know that he has met and overcome all obstacles and has given his story to the public. His work is so fascinating that in spite of its hardships, its exactions, its indifferent financial reward, he rarely gives it up for another occupation.

The American reporters are the best in the world, and because of this fact the American newspaper is the newsiest, the most enterprising and the most aggressive of them all.

The presence of the Easter season is suggestive of sunshine, flowers and gladness. The owners of the Wall Street Journal, in order to provide joy in abundance for their employes on Easter Monday, distributed nearly \$12,000 in cash among them, and in addition announced a substantial increase in salaries all around. These gifts are not only an evidence of appreciation on the part of the publishers of the paper, but are certain proof that the Wall Street Journal is enjoying a most satisfactory degree of prosperity under its present management.

There's no nonsense about Minnesota ad club men. They worked tooth and nail recently to secure the passage of a bill to prevent fraudulent advertising, and when it finally became a law they did not go to sleep and leave its enforcement to indifferent State officials, but immediately gave notice that they were going to see that the law was obeyed. The Vigilance Committee of the Minneapolis Advertising Forum took the lead in the matter by printing and sending out to every advertiser in Minnesota a copy of the new law. In addition, the committee secured the donation of a page of space from every newspaper in the city in which to call attention to the law and invite the public to co-operate with it in securing its enforcement. Although the law went into effect only a little more than two weeks ago, the committee has already investigated fifty alleged violations and has raised a fund of \$1,000 to carry on the work. If the clubs in other States where similar laws have been adopted will follow the example of the Minneapolis organization, fraudulent advertising will soon be as rare as the eggs of the Great Auk.

Mayor Gaynor, of New York, who never misses an opportunity to roast the newspapers of the metropolis, is now engaged in publicly apologizing for rash and ill-tempered remarks that he has made concerning a number of citizens. He has been compelled to take this action in order to head off a number of libel suits.

AMONG THE NEW BOOKS.

HOW TO ESTIMATE ON PRINTING. By Harry M. Basford. Cloth, 8 vo. Pp. 100. New York. Oswald Publishing Co.

Notwithstanding the present-day prevalence of the efficiency idea there are many print shops in which estimates on printing are made in a haphazard manner. This would seem to indicate that there is ample room for missionary work among these offices, if the general printing industry is to be elevated to the high plane which the leaders in the field hope it will soon attain.

It is to help these careless ones, and to keep them from turning out a job at a loss as well as going to the other extreme and overcharging, that the present book has been written. The systematic way of doing estimating that makes for efficiency, that eliminates error and means a legitimate profit on the job when finished, is pointed out from the standpoint of an expert; of the man who has had the work of estimating to do. This is by no means as easy as it might appear, since no two jobs are exactly alike and many men are notoriously lax in the specifications they furnish. The chapter heads will give a fairly comprehensive idea of the plan and scope of the book. These are as follows:

What Is an Estimate, Theoretical and Actual Cost,

Profits from Printing, Estimating on Stock, Estimating Composition, Costs in the Pressroom, Costs in the Bindery, Miscellaneous Items of Cost, Advice for Young Estimators, Estimator and Salesman, Forget-me-nots for Estimators, Tools and Tables.

GOSPEL OF GIVE AND TAKE.

By GEORGE MATTHEW ADAMS.

No man in all this world ever rightfully gets more than he gives. And if he does he is just a plain thief—a discredit first to himself, then to everybody else. The equal division is always the just division—half to you and half to him. In other words, on the basis—50-50.

Be glad to give as much as you take.

You, who are an employe, are you sure you are giving in service as much as you are taking in money, experience, inspiration and training from your employer? Right now, take invoice. Do the results look like—50-50? If not, start this plan into action—

Be glad to give as much as you take.

This plan of 50-50—rightly interpreted, means death to whiners, to the disgruntled, and to the assassins of success. They can't live in the atmosphere of it. The air is too invigorating.

Be glad to give as much as you take.

Every dispute in this world is traceable to the lack of the 50-50 principle. The broken-up homes, the disintegrated businesses, the abandoned friendships, the wasteful armies of the world. There is need of this principle in every phase of life. But never will it become a rule of every day action until YOU, in your place, begin to apply—50-50.

Be glad to give as much as you take.

ENGLISH NEWSPAPER CIRCULATION.

LONDON, E.C., March 10, 1913.

THE EDITOR AND PUBLISHER:

As a constant reader of your admirable newspaper, I wish to take exception to the statement which appeared in one of your recent issues to the effect that our friend and neighbor, the Daily Mirror, is "the paper of the people, having the largest circulation in London." Our friend, the Mirror, claims only 800,000, whereas the certified circulation of the News of the World is considerably over 2,000,000 per issue. I know that THE EDITOR AND PUBLISHER circulates widely among American advertisers, and please be good enough to insert this correction.

EDGAR FIFOOT, Manager.

A VALUABLE TABLE.

NEW YORK, March 17.

THE EDITOR AND PUBLISHER:

A chronological table of the duration of service, as editor-in-chief, of those journalists who have been attached to the leading New York morning papers would be both instructive and interesting and a valuable addition to the reference file of every newspaper.

JAMES POOTON.

"THE EDITOR AND PUBLISHER AND JOURNALIST, Park Row, New York, is the Bible of the American newspaperman. The publication is to the craft what the London Times is to an Englishman."—William Lord Wright in The Moving Picture News.

DEMISE OF A BAD BILL.

LITTLE ROCK, Ark., March 12, 1913.

THE EDITOR AND PUBLISHER:

The Arkansas Senate recently passed a bill under the provisions of which newspapers of this State would be compelled to give the same display to complaints on articles as to the articles themselves and requiring newspapers to publish statements from all parties who might feel themselves aggrieved by any publication made in the paper.

The bill would require all newspapers to become public utility corporations and to be under the direction of the State Tax Commission. It had drastic penalties and would have been a great protection to crooks and all violators of the law, as newspapers would not be allowed to criticize public officials; in fact, would not be allowed to criticize anything.

The bill, having passed the Senate, was submitted to the House, but when it was called up in the House was voted down by practically a unanimous vote of that body. The Legislature will not bring it up again, and there is no chance for its passage or for the enactment of any similar law.

ELMER E. CLARKE,
Publisher Arkansas Democrat.

PERSONALS.

H. H. Kohlsaet, editor and publisher of the Chicago Inter-Ocean, who was stricken with cerebral hemorrhage last week at the Holland House, New York, is improving rapidly.

Oswald Garrison Villard, proprietor of the New York Evening Post, is secretary of the committee of prominent citizens who are planning a \$100,000 memorial to the late John Bigelow.

Sir George Armstrong, proprietor of the London People, one of the most important Sunday newspapers in England, who has been in Canada, sailed for England Saturday on the Majestic.

John A. Sleicher, editor-in-chief of Harper's Weekly, and president of the Leslie-Judge Co., is taking a vacation on the Pacific Coast.

Alfred B. Williams, editor of the Roanoke (Va.) Times, and for a long time editor of the News Leader, has become contributing editor of the Richmond Virginian.

Alfred S. Valle, assistant editor of the Diaria de Centes America, a leading daily newspaper of Central America, published in Guatemala City, is on a tour of this country, studying modern newspaper plants.

John Moore, editor of the Elmira (N. Y.) Telegram, has been elected regent of the University of the State of New York, to succeed the late Daniel Beach.

GENERAL STAFF NEWS.

W. L. Ledwige has resumed his duties as circulation manager of the Boston Journal. Mr. Ledwige had been circulation manager for fifteen years, but for the past year has been New England representative of the Publishers' News Co.

A. C. P. Quimby, formerly editor of the Bristol (Pa.) Daily News, is now engaged in an editorial capacity on the Philadelphia Record.

A. K. Moore has resigned as business manager of the Grand Rapids (Mich.) News, with which he has been connected for a number of years, to join the Triplex Sales Co.

F. J. McLaughlin, for five years periodical manager of the New England News Co., Boston, has resigned to become New England representative of the Publishers' News Co., which is the distributing organization of the Butterick-Ridgway publications.

Charles H. Betts, editor of the Lyons (N. Y.) Republican, has become an associate editor of the Grayslake (Ill.) Searchlight, a political newspaper in opposition to insurgency.

J. M. Padgett, former manager of the Trinidad (Col.) Advertiser, is now State editor with the Denver Times.

Wayne Burton, formerly telegraph editor and later city editor of the Nashville Tennessean, has become assistant custodian in the custom house at Nashville.

John J. Keane, a member of the Cheshire (N. H.) Republican, has been appointed private secretary to Congressman Stevens.

Harlow C. Clark has resigned as city editor of the Syracuse Journal to become editor of the Aera Magazine, at New York.

Herbert E. Collier, of the editorial staff of the Chattanooga (Tenn.) Times, has been appointed secretary to Mayor Thompson, of that city.

H. F. Sweatland, who, it is reported, nearly doubled the circulation of the

Wisconsin State Journal in six months, has resigned to enter the Contest field. He is succeeded by Leroy Thayer, his assistant, who has been connected with the State Journal for several years.

Thomas Birchler, city editor of the Joliet (Ill.) Daily News, has been made manager of the Chicago Heights Signal, one of the oldest and best known suburban papers in the Chicago field. He took charge of the paper on March 24.

Paul J. Feely, for several years automobile editor of the Portland Oregonian, has joined the sales staff of the Gerlinger Motor Car Co.

George B. Wathen, who has been assistant city editor of the San Antonio Express for several months, has resigned to become publicity agent for the San Antonio Chamber of Commerce.

J. Wilbur Ward is doing marine and Alaska specials on the Seattle (Wash.) Sun.

Walter R. Agard has been elected one of the editors of the Amherst (Mass.) College Monthly. A lyric in the February issue from his pen has been characterized as one of the best ever printed in that publication.

Jay Cairns, a newspaper man, was initiated by tribal ceremony and made a member of the Blackfeet tribe of Indians at the Press Club Sunday.

WASHINGTON PERSONALS.

W. S. Forrest, of the Washington bureau of the United Press, has gone to Raleigh, N. C., to establish a pony bureau for his association.

Charles P. Higgins, sergeant-at-arms of the United States Senate, was formerly an Associated Press telegraph operator, and at one time worked the St. Louis end of the Globe Democrat wire from Washington.

J. H. Adams, editor-in-chief of the Baltimore Sun, was a visitor in Washington this week.

H. H. Smith, of New York, formerly of the New York World bureau of this city, has been here for several days.

Robert W. Woolley, formerly of the Washington New York World bureau, and a member of the publicity bureau of the Democratic campaign, is slated for the position of Assistant Secretary of the Treasury.

Chas. M. Greenway, General manager of the Saginaw Michigan News, and Flint Journal, was a visitor in Washington this week. Mr. Kline, editor of the News, accompanied Mr. Greenway.

IN NEW YORK TOWN.

Ira H. Crist, of the St. Louis Republic, editor of Farm Progress, a weekly issued by that paper, has joined the staff of the Press as assistant Sunday editor.

Carrington Weems, formerly of the Sun, is a new member of the Evening Post.

Hy Mayer, the Times cartoonist, is a headliner in a local vaudeville theater, where he draws amusing pictures and explains how the cartoonist's art may be learned in a few hours. Nothing in it with Hy as Queen Victoria!

Squire Stevens, superintendent of the American News Co., accompanied by Mrs. Stevens, left last week for an extended trip to Australasia.

Harold P. Stokes, of the Evening Post, has gone to Dayton and the flood district.

Arthur L. Drew, of the City News Association, who was formerly on the

Press, has returned to the staff of that paper.

J. Edwin Murphy, managing editor of the Press, has been ill for the past week.

W. T. Zeltmacher, recently of the Philadelphia Press, who has had considerable experience as a newspaper man, is a new member of the rewrite staff of the Press.

William M. Houghton and William A. Orr have been sent to cover the flood in the Miami Valley by the Tribune.

Alfred W. Pierce has returned to the Evening Sun after several months' absence on the Pacific Coast.

Byron R. Newton, formerly of the New York Herald, has been appointed secretary to Secretary McAdoo, of the Treasury Department at Washington.

Arthur La Hines is chairman of the arrangements committee in charge of the annual get-together of the lobe family, which takes place at the Marlborough-Blenheim, April 5. Other members of this committee are: Walter St. Denis, David A. Morrissey, Frederick L. Long, David A. Carson, Carl Downing and John T. Cooper.

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.

HELP WANTED

MANAGING EDITOR WANTED

for leading daily of its State in the southwest—one who is willing to invest from \$5,000 to \$15,000 in stock of company. Address "SOUTHWEST," care THE EDITOR AND PUBLISHER.

WANTED.

first class News Editor for work in New York, familiar with handling telegraph, acquainted with needs of out of New York newspapers. Must have some executive ability as well as news judgment. Good future for right man. Answer "E. G. S.," care THE EDITOR AND PUBLISHER.

FOR SALE

FOR SALE.

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

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

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

EDITORIALS,

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

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York. 51 CHE ST.

\$50,000 CASH

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

C. M. PALMER

Newspaper Broker

277 Broadway New York

SITUATIONS WANTED

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

Energetic man of experience and judgment open for responsible position. Age 40. Good executive. Expert on makeup and typing. Eighteen years' experience as Sunday editor. Managing editor and general manager of large city newspapers. Best of references as to personal habits and business ability. Address BOX 338, care THE EDITOR AND PUBLISHER.

GIVE A NEW MAN A CHANCE.

Young man (22), educated, studied journalism, has business experience, learns quickly, seeks position as newspaper reporter or assistant editor on trade journal; good references. KIRSCHNER, 113 Ridge St., New York.

CIRCULATION BUILDING BY NEW IDEAS.

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

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

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

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

EDITORIAL WRITER.

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

CIRCULATION MAN.

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

DO YOU KNOW A PUBLISHER

who needs a wideawake business or advertising manager? We know of such a man, whose services are available. He is young and ambitious, of best habits, and absolutely dependable. His work covers nearly 12 years with good daily papers of 5,000 to 40,000 circulation. He has made changes that broaden his experience, but stayed with each employer long enough to establish a record of success. He understands modern circulation and advertising business building methods. He is a worker. If you know of an opening for such a man at \$50 a week, write "M. C. WILLIAMS," 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.

AGENCY OFFICE MAN,

experienced in figuring estimates, rates, billing, bookkeeping, etc.; married, age 26, wishes to connect with first-class advertising or special agency. BOX 9, care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

MR. EDITOR: WILL YOU SELL

interests or all daily evening, city 15,000 to 30,000 population to good business or editorial manager. Write J. LEHNERTZ, Manager Weekly World, Toledo, O.

\$20,000 WILL BUY

weekly devoted to one of the artistic professions. Established thirty years, leader in its field. Yearly income about \$10,000. Harris-Dibble Co., 71 West 23d street, New York.

OUR LONDON CORRESPONDENTS.

They Are Selected with Great Care for Their Ability, Tact and Gentlemanly Qualities—Brief Sketches of Those Who Represent New York and Chicago Newspapers—Their Social Position.

By JOSEPH LEWIS FRENCH.

When a journalist arrives at the delightful stage of his career that he is appointed London correspondent of his paper, he has achieved a position that implies that he possesses three desirable characteristics: tact, the ability to know and write news, and the refinement and bearing of a gentleman.

As the representative of a great American daily—one of the great newspapers of the world—he is the peer socially of almost any man in England, and is eligible at once to all but the most exclusive functions. Clubdom, which he has probably not known at home, except the atmosphere of the local Press Club, opens its doors to him. He will, of course, get into the London Press Club, a very comfortable and dignified institution, at once, and not long after he will be proposed at the Savage, the great wit's club of civilization, and the true home of the men of the quill since Thackeray's day.

Other clubs—and London is full of them—will court him, but when he has got as far as the Savage, which he will almost inevitably do by sheer force of his position within six months of his arrival in London, he may look down upon his former associates at home from an assured height of social and professional prestige which they can only envy him.

THEIR INDEPENDENT POSITION.

By all odds a journalist is a gentleman when he gets as far as the management of the London Bureau of his paper. He is his own master, and, like the Centurion, "a man in authority having men under him." He holds a fine berth, and is living in easy circumstances in London, which is distinctively a "gentleman's town." Though a derby had been his favorite headwear on Park Row, he soon finds himself coming down to the office in a shining "topper," carefully balancing a cane. He seldom gets as far as a pronounced English accent, and has never been known to assume the monocle. But he *does* become quite the conventional gentleman in public; well dressed, carefully groomed and conservative of speech and manner to a degree that generally astonishes himself after a year or two.

The men who occupy these topnotch positions in London are, of course, but a comparative handful, for the position not only carries a liberal salary, but involves heavy office expense for rent, assistants, salaries, cable tolls, etc. Of all the great American dailies only the New York Herald, Times, Sun, World, American and Journal, and Tribune, and the Chicago Daily News, have London offices and salaried representatives.

TUOHY DEAN OF FRATERNITY.

There are, of course, the two general news agencies, the Associated Press in Old Jewry, and the United Press, in Whitefriars, but they are no part of this story.

The dean of the little fraternity of special correspondents in London is John M. Tuohy, who has looked after the interests of the World for more than a decade. Tuohy's position is unique in that he has the general supervision of all Europe. He keeps a watchful eye over the whole continent and has the general direction of the World men at all points. If the home office wants anything special anywhere in the European field the order goes through Tuohy.

He is a rather small man, quiet, with a fine, easy courtesy that won his way to the presence of potentates and prime ministers. There is a sense of reserve about this modest little Irishman that gives one the impression of a great deal of latent power. After a talk with John M. Tuohy you feel that there is practically nothing that he could not carry through for his paper. He directs the

European affairs of the World from his quiet home in Warwick Gardens, Kensington, where half a dozen rooms of his spacious house are devoted to his staff—never more than three or four.

MARSHALL OF THE TIMES.

Tuohy is a thoroughbred Irishman, with an ardent supporter of the National (Home Rule) party, who began his journalistic career in Dublin on the Freeman's Journal, whose interests he still looks after in London. His own copy is said in the home office in New York to be a model of its kind, and his executive capacity is rated equal to his ability as a writer.

Ernest Marshall, of the Times, ranks next to Tuohy in length of service. He is a long, lanky, nervous fellow—a confirmed bachelor and clubman, with chambers in one of the swellest parts of the town, who may be found any evening about midnight inditing cable copy with the help of a long gold-tipped amber cigarette holder, in which reposes the very choicest growth of Egyptian tobacco.

Marshall is a bit of an exquisite, very conventional, very strict, although his men always like to work with him, and one of the best posted men on European affairs in journalism. He is an Englishman who had a long training on both sides of the water, before he won his present position. He spent several years on both the Times and Herald in New York, and was for five years in the service of Bennett on his Paris paper. He became the London man for the Times six years ago.

THE HEARST REPRESENTATIVE.

John L. Eddy, a quiet, self-contained little man, with a kindling eye and a Van Dyke beard, has charge of the Hearst papers, with offices at the bottom of Fleet street, just around the corner in Ludgate Circus. Eddy has been with the Hearst forces some fifteen years and came to London a little over two years ago. He has the name down on William street of being the best city editor the morning American ever had. He was promoted to the managing editorship of the Boston American and then brought back here and given the same job on the Evening Journal. He went abroad partly for his health, which has improved greatly. Eddy has a shrewd turn for politics, and a natural bent for political news that keeps him keenly on the scent of all that is transpiring in State affairs throughout the Continent. He is conceded to be the most valuable and reliable man Hearst has yet had in London. Eddy owns a fine fruit ranch in Colorado and some day he hopes to retire there with his family far from the turmoil of cosmopolitan journalism.

"Sam" Chamberlain (S.S.) another old Hearst war-horse, has charge of the Budget, Hearst's Sunday paper in London. Sam is pretty gray now and a little bent in the shoulders as he walks down Fleet street of an afternoon. He was once managing editor of the New York Herald, and away back in the dawn of American journalism somewhere he was secretary to James Gordon Bennett. Afterward he worked on Hearst's Examiner in San Francisco.

Nothing delights him like the gathering a bunch of the boys about him and the talk of old times. He has an international reputation as a raconteur. Sam has an easy berth with the Budget, a liberal salary, and is spending his "old age" in comfort and peace.

The interests of the New York Sun, with quarters in Effingham House, Arundel street, Strand, just above Fleet street, are in the hands of Fred Grundy, who is said to be a relative of Sidney Grundy, the well-known playwright. Mr. Grundy is the typical Englishman, of middle age, suave of manner and

conservative of speech, and is the only one of our London representatives who sports a monocle. The American reporter fresh from our shores who is ushered into Mr. Grundy's sanctum and comes face to face with this monocle certainly gets one of the novel sensations of his life.

THE SUN'S LARGE STAFF.

The Sun, by the way, has a larger working staff than any other American paper and goes into topical stories and special articles full of local color which are mailed over for the Sunday issue.

Isaac N. Ford, one of the old-time journalists who had represented the Tribune in London for nearly twenty years, passed away last summer after an illness which had been growing upon him for eighteen months. At the beginning of his breakdown the Tribune picked out a young man with an all-round experience on the paper running back to his early manhood, who was just then filling the role of "star reporter," and sent him over for a try-out. He was promptly taken up by his conferees on account of his social and personal qualities and naturally grew into the job to which he was duly appointed on Mr. Ford's decease. R. L. Pitney is a thoroughbred, all-round journalist, than whom Park Row has not turned out a better man in his own time, running a dozen years back, at least so they will tell you at the Tribune offices. Furthermore, everybody on the paper was glad when he got the London office, and the boys of the staff gave him a farewell dinner. He is barely thirty-five, and the youngest of our London specials, but his work is rated as thoroughly satisfactory at headquarters. His most brilliant work on the Tribune was done as an outside man, as he is a born reporter. He is said to have taken with him a very keen idea of just what the Tribune wanted from abroad, and he has developed it to perfection. He is looked upon in the home office as a fixture.

BELL OF CHICAGO NEWS.

R. M. Bell, of the Chicago Daily News, is the only typically western newspaper man in the British metropolis. Not that he wears a sombrero and totes a gun, for he is a rather dapper young gentleman, but his speech bewyeth him, and always will.

Bell was trained with George Ade and S. E. Kiser on the News among the brilliant group that came in after Eugene Fields' time. An exceedingly clever writer, he does occasional short stories of western life for which he gets big checks from the Strand and like magazines in London. Good fiction portraying our real western life is at a premium in London.

So Bell gets his hand in readily several times a year as his active duties allow, and his work on account of its originality and freshness commands a figure that only writers in the "top-hole" class of fiction get over there. He showed me a check for £50 (\$250) which had just come in from the Strand for a five-page western story one morning when I called on him. Bell is a pleasant-faced young fellow of open breezy western manners who takes the train at the station across Trafalgar Square every afternoon for a pretty spot fifteen miles away from London, where he dwells with his young family, in whom he is very much interested.

The Daily News is the only American paper in London, by the way, that does things as visiting Americans feel they ought to be done. It has splendid offices in Trafalgar Square, one of the noblest parts of downtown London. A great golden sign, which can be read blocks away, bids the traveler welcome—especially if he comes from Chicago. There are spacious lounging and writing and retiring rooms, besides Mr. Bell's own quarters, furnished with all the leading American periodicals, big easy chairs, and every possible comfort and convenience—even elegance. This, the visiting American feels is as it should be, and if he is a Chicagoan, being a long way from home, he breathes a benediction on Victor F. Lawson.

\$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

All Circulation Examinations by
C. GODWIN TURNER

are for one year and all carry a Signed Proof Chart.

Just what all Advertisers will require when they realize what it means!

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. 4000-4 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

VALUE OF A "MORGUE".

New York World's Collection Contains Ten Million Newspaper Clippings—Of Inestimable Worth to Editorial Department—Difficulty to Fix Intrinsic Value for Appraisal—Views of New York Newspaper Men.

Replying, after a lapse of nearly three centuries, to Butler's query in "Hudibras,"

"For what is worth in anything But so much money as 'twill bring?" I venture to say that to a newspaper a well-equipped biographical department, or "morgue," is worth much more than it would ever bring in money if it were sold. Indeed, so greatly disproportionate are the financial and first-aid-to-the-editor values of a large and varied collection of "clips" that perhaps comparison is unfair. As an example of this I will cite a few facts concerning what is probably the largest and most varied collection of newspaper clippings in existence—that of the New York World.

The World's biographical department was started nearly twenty-five years ago. To-day it contains 10,000,000 clippings. These are filed in 175,000 envelopes, representing perhaps 150,000 different names and subjects. These treasures are classified and kept on 6,000 running feet of shelving in metal cases and in a fireproof room.

CONSTANTLY IN USE.

A staff of a dozen experts is employed to mark papers, do the cutting and filing and attend to the calls of the World's editorial and business force for clips. In the last twelve months there were 22,000 such calls. I have heard, and the statement seems plausible, that the World fixes a value, for appraisal purposes, of \$200,000 upon the contents of the biographical room, which sum represents a rough estimate of one dollar per envelope and also includes the costly fittings of the big apartment.

I do not doubt that it has cost the World \$500,000 to bring its files of cuttings to their present state of splendid efficiency, and I am equally certain that a million in cold cash would not induce the World to part with those precious envelopes. Yet, if sold at auction, what would they bring?

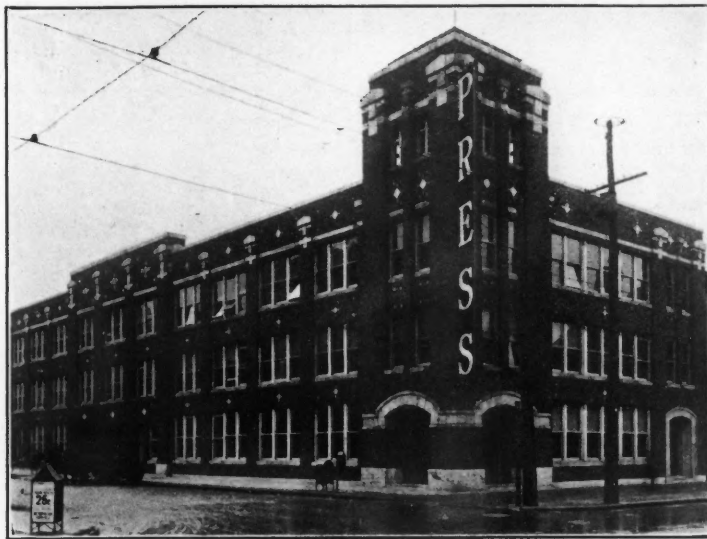
So then, who can answer the question as to what is the financial value of a newspaper "morgue"? To maintain one costs a lot of money, for unless the collection of clippings be up to date it is comparatively useless. It is the live folk, more than the dead ones, with whom newspapers deal and to keep the "clips" up to the minute for a big daily newspaper much expensive labor, as has been shown, must be constantly employed.

SOME EXPERT OPINIONS.

I recently asked some business managers of New York dailies what they thought about attempting to place an intrinsic value, even for purposes of appraisal, upon a biographical department. C. T. Dixon, of the Press, said: "It is a very difficult matter to decide and I do not feel that my opinion on the matter would be worth consideration." Don C. Seitz, of the World, said he did not care to be quoted regarding such an intricate question. The New York Herald business office declined to make a statement. The Boston Globe would not venture to be quoted.

Frank A. Munsey, of Munsey publications galore, expressed "regret that he had not the time to properly analyze the biographical department of a newspaper or to give an intelligent idea of its value as an asset."

Adolph S. Ochs, publisher of the New York Times, said he did not think his opinion on the subject was worth publishing. Louis Wiley, the business manager of the Times, was induced to say: "The importance and value of a biographical department depends largely on its age and the efficiency with which it has been kept up. While a complete department of this kind is of great value to any newspaper, it would be a difficult



NEW HOME OF THE CLEVELAND PRESS.

thing to estimate that value in dollars and cents."

Condé Hamlin, business manager of the New York Tribune, gave this opinion, after declaring that he found it difficult to arrive at a definite conclusion: "I presume that if a large paper were taking an inventory and cared to do so, it might put in the value of the 'morgue' at about what it cost the paper in salaries for help to clip and index the articles. Were a paper to sell such a collection and were fortunate enough to receive an offer for it, I suppose it would be worth just the amount that the would-be purchaser was willing to pay for it. In other words, it is worth to anybody whatever its useful value would be. In the case of many papers of ordinary resources and equipments the 'morgue' is of little or no value, excepting so far as biographies have been accumulated of local personages, because the Associated Press usually furnishes with the notice of death a sketch of any prominent person which is sufficient for the average newspaper, unless, as indicated above, the deceased is a personage of local importance."

One expert, with long experience in a biographical department, said: "No definite value can be fixed for the simple reason that an ordinary clipping, which might never in the natural course of events be called for, might suddenly assume a worth of thousands of dollars if needed in a libel suit, or to prove some important contention. When 'clips' are wanted they are wanted badly. It is against contingencies that they are kept. Moreover, they relate to thousands of people and subjects not referred to in books. Undoubtedly, there are a lot of folk in high society and the underworld alike who would be very glad to pay a stiff price for the removal from biographical pigeonholes certain newspaper cuttings relating to past performances. But it would not be wise to approach a self-respecting newspaper with a proposition to buy those 'clips.'"

It is barely possible that a good "morgue," purchased at a fair price, might be utilized as a commercial venture and pay fair dividends on the investment, but obviously the older and bigger the collection the more it would cost to buy, with a continuous additional expense of running it. A very long list of patrons would be required to make a "morgue" outside of a newspaper office worth as much as it is inside of one.

A. C. H.

An Advertising Necessity.

J. E. Hurst, president of the Democrat Publishing Co., publishers of the Ohio Democrat and Times, and the Daily Times at New Philadelphia, in sending in a renewal of his subscription to THE EDITOR AND PUBLISHER, says: "I can hardly see how an editor or advertising man can afford to get along without it."

CLEVELAND PRESS BUILDING.

Model Plant Installed in Three-Story, Fireproof Structure.

The Cleveland Press has recently moved into its new three-story, fireproof building, located at the corner of East Ninth street and Rockwell avenue, one-half block from one of the principal arteries of the city. The building occupies a frontage of sixty-six feet on East Ninth street and 185 feet on Rockwell avenue, and is "L" shaped, the wing running back to Theresa court, fifty-two feet wide and 100 feet long.

Five new straightline, five-deck Goss presses were installed, each with a capacity of 600 twenty-pages per minute, or 36,000 per hour. New machinery practically throughout the plant, and of the most modern design, gives the Press an equipment not surpassed by any newspaper between New York and Chicago.

The entire building, with a floor space of over 65,000 feet, is occupied exclusively by the Press plant and offices. To commemorate the opening of its new home, the Press reproduced the editorial page of the Penny Press, of Cleveland, Nov. 2, 1878, its initial issue, and gave a history of the development of the paper to the present day.

Newsboy Gets \$2,000 Federal Job.

Joseph E. O'Toole, twenty-one, formerly newsboy of Wilmington, Del., who on his own initiative started the movement for young men's Wilson clubs during the last campaign, has been appointed assistant sergeant-at-arms of the United States Senate. The salary is \$2,000. He was connected with the Democratic National Committee in New York, and formed these clubs and college organizations throughout the country.

Flint Journal's Thirtieth Year.

The Flint (Mich.) Daily Journal recently celebrated its thirtieth birthday by reproducing the four pages of the first number as a supplement. The paper was founded by the late George McConnelly. The present Journal, of which Ralph H. Booth is president, is a consolidation of the Journal, the News and the Globe.

Remington Estate About \$250,000.

An estate estimated at \$250,000 is disposed of by the will of Edward P. Remington, the head of the Remington Advertising Agency, who died at Philadelphia March 9. The will was protested last week and letters testamentary were issued to his widow, Elizabeth G. Remington, and William Hall as executors, who are empowered to carry on the advertising business. To Joseph Weil \$2,000 is given and to Louis Wolfe \$1,000. Both were Mr. Remington's employees. The will directs that \$100,000 be placed in the care of the Union Trust Co., William M. Hall and Mrs. Remington as trustees, from which the income shall be paid to Mrs. Remington for the support of herself and son.

William Randolph Hearst has sold his former residence, at the northeast corner of Lexington avenue and Twenty-eighth street, to a real estate dealer, who will alter the building for business uses.

Topeka Daily Capital

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

Arthur Capper
TOPEKA, KANS. Publisher

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

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

BARNHARTALL-BRASS GALLEYS

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

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

BARNHART BROS. & SPINDLER

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

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

SHAY, OF BALTIMORE.

Some Interesting Facts About the President of the Ad Club That Will Entertain the Big Convention Next June.

Among the advertising men who have come to the front during the last few years there is one who has attracted considerable attention, especially during the last twelve months because of his aggressive and winning personality.

He first came into notice in the general ad club field at the Boston convention in 1911 as one of the earnest advocates of Baltimore for the 1912 convention. The Baltimore delegation was one of the best organized band of hustlers at the Hub and put up a splendid fight, but the Texas crowd carried too many guns and Dallas won the prize.

The Baltimore chap who took the lead in the campaign was one Edward J. Shay, a short, good looking young man, at that time advertising manager of one of Baltimore's big commercial houses. He made friends among the delegates in other States and was so popular with the members of his own club that they later elected him president of the organization as a recognition of his ability and service to the club.

WOULDN'T STAY LICKED.

Mr. Shay was not disheartened at Baltimore's defeat for the 1912 convention. Although licked once, he did not intend that Baltimore should stay licked. Another city would have to be selected for 1913. Why not Baltimore?

During the summer and winter of 1911 Shay worked like a Trojan to build up and strengthen the club of which he was now president. He appointed committees to organize for the convention campaign at Dallas.

Baltimore sent to Texas the best looking, the best organized and most aggressive delegation at the Dallas convention. As commander-in-chief Mr. Shay was on the job every minute. He corralled bunches of delegates from other cities, wherever and whenever he could, and made speeches to them in favor of Baltimore as the next convention city.

When the 1913 convention was won for Baltimore at Dallas the activities of Mr. Shay, which had contributed so much to this result, were by no means relaxed, but rather intensified. En route home, President Shay left the special train and its alluring social attractions at St. Louis and the same evening addressed the Ad Men's League on the subject of the "1913 Advertising Convention." Subsequently he visited Cincinnati, Detroit, Cleveland, Chicago, New York and Boston for the purpose of enlisting co-operation looking for the success of this year's convention.

RESIGNATION NOT ACCEPTED.

On his return to Baltimore Mr. Shay tendered his resignation as president of the local ad club, but it was not accepted.

The following week he left home for a foreign tour in the interest of the Baltimore convention. During his stay abroad he visited sixteen different countries. He aroused the universal interest of publishers, advertising agency men, advertising clubs and others in the forthcoming convention.

The speeches he delivered were well received, particularly the one before the Thirty Club of London, which was reproduced verbatim in thirty papers in Great Britain alone, as well as in the local papers of Baltimore.

The president of the Advertising Club of Baltimore has had a varied experience. He has been a truckman, a sailor, a stenographer, a bookkeeper, a broker, a real estate salesman, a summer hotelkeeper, and a promoter of carnivals. He worked with George V. Hobart, the playwright and humorous writer; he was on the staff of the National Cloak & Suit Co.; he was editor and advertising manager of Elbert Hubbard's magazines at East Aurora, N. Y. Finally he came to anchor in Baltimore as advertising manager of one of the

largest wholesale houses in the Middle South.

Mr. Shay possesses a Celtic wit that always wins with those who hear him speak. He has the gift of arousing in others the enthusiasm which he himself feels, and is thus able to sweep away any opposition that may develop. He is frank, absolutely fearless, and his speech is incisive. Mingled with all these various attributes is also that of diplomacy that makes Mr. Shay a good mixer.

During the last month Mr. Shay has become president of the Merchants Advertising & Addressing Co., an organi-



EDWARD J. SHAY,
PRESIDENT OF THE ADVERTISING CLUB OF BALTIMORE.

zation heretofore known as "The Merchants Addressing, Writing and Advertising Co."

Philadelphia Times Big Number.

The Philadelphia Evening Times, of which Herman Suter is general manager, on Sunday, March 16, issued the largest number in the history of the paper. It contained thirty-six pages, and 151 columns of advertising. The interesting point about this is that the Philadelphia Evening Times is a Sunday evening paper and makes no pretext of issuing a large Sunday paper, and confines itself closely to the presentation of news and news features. The large issue of last Sunday was due to the large increase in spring advertising.

Intertype on Exhibition.

The International Typesetting Machine Co. will have two Intertypes on exhibition at the Waldorf-Astoria Hotel, Fifth avenue and Thirty-fourth street, New York City, during the A. N. P. A. convention week, April 21 to 26. The machines will be set up in the large room adjoining the convention hall where, for the first time, the delegates will have an opportunity to inspect them. The exhibition will be open to all who are interested in printing machinery whether delegates or not.

THE CONVENTION PROGRAM.

It Provides for a Five-day Session of Ad Clubs at Baltimore.

Douglas N. Graves, chairman of the program committee of the Associated Advertising Clubs of America, which will hold its annual convention at Baltimore June 9 to 13, inclusive, announces the following general program:

Sunday, June 8.—Lay sermon in thirty churches by advertising men. Mass meeting 2 p. m.

Monday, June 9.—9 a. m. to 12 m. ad-

THE PRINTING EXPOSITION.

Some of the Features to Be Seen at Grand Central Palace.

Every stage of printing, from Babylonian bricks to the largest press in the world will be shown in exhibits at the National Printing, Publishing, Advertising and Allied Trades Exposition in Grand Central Palace from April 19 to 26.

Copies of the Peking Gazette, the oldest newspaper in the world, printed centuries before this country was discovered, will be shown. There will be news letters in cuneiform characters on clay that were dug from the ruins of Persepolis; books printed by Gutenberg and Caxton, and every type of press from the handpress of Gutenberg's time to the last word in the huge intricate presses of to-day.

One interesting feature will be the reproduction of the little offices where Franklin, Greeley and Mark Twain learned to set type, and these offices will be fitted out with the kinds of type they used to set.

An exhibition of cubist and futurist posters and advertising from Europe will also occupy a large space. Dr. George Frederick Kunz, will lecture during the exposition on imperishable records in connection with the exhibit of indestructible recording material made by Tiffany's. Mr. Kunz is the head of the American Scenic and Preservation Society and desires to impress upon the printers and publishers the necessity of some form of everlasting material for preserving records of value to posterity.

NEW PUBLICATIONS.

GALVESTON, Tex.—The first issue of the Labor Dispatch made its appearance March 15. J. W. Young is the editor and manager of the new paper, which will be devoted to the cause of organized labor.

BELLEVILLE, O.—The Journal is the name of a newspaper published by E. C. Patello, that appeared last week.

GUTHRIE, Kan.—J. H. Hubbard, editor of the Meridian Sun, has purchased the Searchlight printing plant, and will launch another weekly.

UTICA, N. Y.—La Nuova Babelonia, a new paper devoted chiefly to humor and caricature, is being published by Joseph Galone.

BALTIMORE, Md.—The Metropolitan is the name of a new Catholic paper that will appear soon, and in which prominent Catholic clergymen are interested. It is said that the Rev. Dr. C. F. Thomas will be the editor of the publication.

CULLISON, Kan.—The first issue of the Times appeared this week under the editorship of John A. Connor, who for several years past has published the Mul-linville Tribune.

GIRARD, Kan.—The Crawford County Enterprise is a new paper started by H. W. Tucker, as publisher.

LITTLE FALLS, N. Y.—The Herkimer County Independent, a Progressive paper, made its initial appearance last Saturday.

HECLA, Ia.—S. W. Dolan will edit the Brown County Independent, which will be launched May 1.

MANAWA, Wis.—A printing plant is being installed for the new paper which is soon to be published in this city.

IOLA, Kan.—The first issue of the Daily Journal, an independent Progressive paper, appeared March 17. It is published by Will P. King.

PLATTEVILLE, Col.—The Times has been started by James Donovan, who has been editor of the News and the Gilcrest Advertiser.

MCRAE, Ga.—The District Messenger is a new paper edited by L. A. Hill.

SPOKANE, Wash.—A. L. Porter, secretary of the Western Retail Lumbermen's Association, is planning to found a lumber trade journal which will cover the entire field of trade activity. W. H. Miller, now editor of the Ottawa (Ill.) Free Trade, will probably be the managing editor.

Baylor University Paper.

The class in journalism at Baylor University, Waco, Tex., has issued a four-page paper, entitled the Baylor Times, to show what the students can do as a result of the instruction they have received. It contains matter that is characterized by variety, timeliness, human interest and news. Miss Dorothy Scarborough, who is director of the journalism class, has been unusually successful in training the students.

AD MEN DISCUSS FASHIONS.

Speakers Advocate American Supremacy at League Dinner.

The Advertising Men's League of New York departed from its usual custom at its dinner on Wednesday evening at the Aldine Club, by admitting ladies, and in spite of inclement weather 301 members and guests were present.

The function was termed a "Trade-Mark Dinner," as each item on the menu consisted of a trade-marked product. These included seventeen items, ranging from Ward's Tip Top bread and Knox Gelatine to Campbell Soup and Worcester salt.

At the conclusion of the dinner an exhibit of thirty original trade-mark fashion designs were shown. Of these only two were of French origin. The remaining 28 were American, alike in design, fabric and manufacture.

President Ingersoll announced that in some of the costumes shown all the materials "even to the thread and buttons" were trade-marked products.

The speaking was begun by Lionel Kremer, textile merchant specialist. His subject was "Unmoral Distribution," and his remarks were addressed particularly to the woman.

Mr. Kremer was followed by Hiram Mallinson, president of the M. C. Migel Co., silk manufacturers. His contention was that quality counted in merchandise and that advertising was the medium through which a knowledge of the merchandise was spread.

Edward Bok, editor of the Ladies' Home Journal, wrote expressing his sympathy with the quality and trade mark principles and set forth his belief that American designers and manufacturers were fully able to produce products comparing favorably with those of foreign make.

President Ingersoll next introduced Herbert Casson, advertising and efficiency expert, who delivered an able, forceful and eloquent address and his quaint contrasts and humorous points produced much merriment.

A manufacturer in a recent quest for

a new manufacturing site received 231 letters from various localities, offering inducements for locating there, but not one letter from New York had reached him. To convey an idea of the magnitude of New York he quaintly spoke of the city as ten times Rome and sixty times Jerusalem.

"Advertising," concluded Mr. Casson, "is a short cut to greatness. It gives living men a chance for fame while they are still alive."

CHANGES IN INTEREST.

MINNEAPOLIS, Minn.—The Irish Standard, for twenty-eight years owned by Edward and John D. O'Brien, has been sold to James J. Regan and George D. Flynn.

INDEPENDENCE, Ore.—W. J. Clarke, of Iowa, has bought the Enterprise and will head the new publishing company which has been incorporated to take over the paper.

HALLETTVILLE, Tex.—A. C. and E. R. Meitzen have again become the owners of the New Era, which they sold last January to B. L. Morris.

LA CROSSE, Wis.—Negotiations are being made to consolidate three of the Crawford County's newspapers, the Prairie du Chien Union, the Soldiers' Grove Kickapoo Scout and the Gay Mills Independent, and publish them at Gay Mills, under the management of A. Jamison, present editor of the Independent.

LIME SPRINGS, Ia.—The Sun Herald is now the property of Ivan C. Sheets, who has bought the paper from C. J. Zook.

WESTBROOK, Minn.—O. M. Quigley, editor of the Sentinel, has disposed of his plant to E. J. Hoagland, of St. Paul, who will continue the business.

LE ROY, Ill.—Ralph B. Parker, of Bloomington, has sold his interest in the Journal to M. A. Cline, of this city.

LIBERTY HILL, Tex.—The Index has been bought from F. O. Hefner by A. D. Barton, who will assume control April 1.

SHELDON, Ia.—The Mail has changed hands, C. M. Stearns, editor and proprietor, having sold to C. C. Button and W. A. Eddington.

EDMONTON, Alta.—F. H. Higgins, for many years with the Chicago Drivers' Journal, has bought a controlling interest in the Canada Homestead.

Religious Ads in Baltimore.

The activities of the Baltimore News in the field of religious advertising, some mention of which appeared in our issue of February 22, are being continued with increasing vigor. A recent achievement on the part of Arthur G. Turner, the manager of classified department, which includes such ads, was a four-page religious section in the News. This is perhaps the first time so large an amount of space has ever been devoted to religious matters in a purely secular paper.

Harmony of Eagle Ads and News.

During the nendency of the signing of the Brooklyn Subway contract an opportunity for enterprise occurred to the management of the Brooklyn Eagle which was quickly improved. A careful canvass of the local advertising field was made, the co-operation of certain advertisers having been secured, ads incorporating the advantages of the new subways were prepared and these were published on the day when the contracts were signed, simultaneous with news matter telling of the signing.

A jury recently returned a verdict in favor of the Hammond (Ind.) Lake County Times in the suit for \$10,000 by one Koontz, a lawyer, whom the paper accused of unprofessional conduct. The Times' plea was justification.

The Bastrop (Tex.) Advertiser closed its sixtieth year with the issue of last week, having been established in 1853 by Thomas C. Cain, father of the present editor.

LIVE AD CLUB NEWS.

O. F. Dwight, president of the Dwight Paper Co., addressed the Milwaukee Advertisers' Club at their weekly luncheon, taking for his subject "The Art of Paper Making." He described the manufacture of paper from the time the tree is cut to the finished product, and explained the various processes involved. Mr. Dwight said there are 800 paper mills in the country in constant operation, representing a capital of \$30,000,000, and that the material used amounted to over \$42,000,000 a year.

The weekly meeting of the Dallas Ad League was addressed by Charles G. Woods, owner and publisher of the New Bedford (Mass.) Times, who urged the members of the league to keep up an active interest in municipal and State affairs from the standpoint of securing improvements along general lines. His talk was partly in a humorous vein and received much applause from the 100 members present.

The Lincoln Ad Club members heard an illustrated lecture on "Co-operation of Manufacturer and Dealer," at their weekly meeting. The lecture showed the advantages of co-operation and the results that have been obtained in nearly every line by the plan of dealer and manufacturer working together. There was a large attendance, and the discussion which followed proved most interesting.

The Sedalia (Mo.) Admen's Club has been organized and will affiliate with the national association. J. E. Harsh, business manager of the city light and traction company, has been elected president, and J. T. Seymour, advertising manager of Archais Garden and Farm Journal, secretary.

George W. Coleman, president of the A. A. C. of A., was the principal speaker at last week's luncheon of the Buffalo Ad Club, and took for his subject "The New Day in Advertising." Mr. Coleman said that modern business men are waking up to a just sense of what advertising is, and are learning that it is wedded intimately to business as a whole. He gave illustrations of the new spirit, and characterized it as the use of advertising for universal ends of benefit to the public at large.

There was a good attendance at the weekly luncheon of the Utica (N. Y.) Ad Club. Charles D. Blackman, of Rochester, gave an interesting talk on methods of conducting sales and advertising campaigns. He gave facts taken from actual experience, and his talk contained much valuable information.

The advantages of California have been emphasized by the Los Angeles Ad Club in a very novel manner. Under commission from the Los Angeles club two pretty girls, Grace L. Brown and Marguerite Scarborough, started out on March 17 to deliver a message on foot to the San Francisco Ad Club, 500 miles north. Along the way the fair messengers will stop at points of interest, and will doubtless be much observed as blooming samples of California products. The letter which they carry reads in part:

This letter is being written not with doors and windows closed, with the heat turned on, and with snow outside, but by an open door and with open windows, with the 360 days a year California sunshine streaming in, and an ocean breeze blowing. It will go to you carried by messengers, not walking over snow and ice and through slush, but along the shores of the balmy Pacific, through mountains covered with flowers and trees, through valleys streaming with sunshine and bearing fruits of the earth.

Plea for originality in advertising was made by Manley N. Gillam, of New York, in an address to the Newark (N.

J.) Advertising Men's Club last week. He said that the successful man in any line of business has a trait which has lifted him from the rut, he has individuality. The large amounts spent for advertising each year, the speaker declared, was one of the reasons for an unrest among ad men that was causing them to organize in the development of ideas that would make the appeals to the public more efficient.

RELIGIOUS PERIODICALS.

Reasons Why They Are Not as Popular as Formerly.

Dr. Walter Rauschenbusch, professor in the Baptist Theological Seminary in Rochester, N. Y., spoke on "Baptist Polity" to the Columbia School of Journalism recently.

Dr. Rauschenbusch compared the Baptist Church in its organization and government to our State governments, and the Catholic and Episcopal church governments to European monarchies. He showed how the spirit of American democracy was paralleled and given expression to in the Baptist Church.

The Baptists generally feel some resentment at the poor reporting their National and State conventions get. The National convention calls the representatives of several million persons together. Often they get only a column or two. The reason is they furnish no spectacular material. Nothing happens from the point of view of the newspaper man. If they were remarkable for millinery or for the color of their robes they might create more of a stir. We feel resentful about this. It looks as if we were being punished for our Americanism.

"It is the democracy of the Congregational, Unitarian, Universalist, and Baptist churches that accounts for their remarkable growth. In a diagram showing the relative strength among the Protestant bodies we see that the Methodists and Baptists are stronger than all the other Protestant churches together.

"There is a considerable string of Baptist periodicals, but they are not as prosperous as they used to be. Various things have contributed to their relative decline, the competition with other weeklies and magazines, the fact that advertising has turned elsewhere and, principally, the fact that denominational enthusiasm is waning. Men are not so fanatically Baptist or so enthusiastically Methodist as they once were. More and more we have the idea of the fraternity of all Christian workers."

English Officials Win Libel Suit.

The libel action brought in London by Herbert L. Samuel, the Postmaster General, and Sir Rufus Isaacs, the Attorney General, against the Paris Matin, in connection with the paper's charges that they had speculated in shares of the British Marconi Co., ended in judgment for the plaintiffs, with indemnity for costs, last week. Sir Rufus denied in the witness box that he had ever bought Marconi stock at any time, but volunteered the statement that he had purchased 10,000 shares of the American company, which is an entirely separate concern from the one in London.

Leads All

Daily AND Sunday

The Omaha Daily News

Daily Average February - 77,446
Sunday Average February - 44,105

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

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

New York,
366 Fifth Ave.
J. F. ANTISEL
S. W. DUBOIS
A. K. HAMMOND

Chicago,
1110 Boyce Bldg.
E. B. SPICER
S. R. CARRIES
E. N. CRAWFORD
E. R. LANDIS

IN KANSAS CITY, OSCAR DAVIES.

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

NEWSPAPER ADS PULL.

Nothing Compares with Them for Developing Local Business and in Getting Direct Results, Says Mr. Carroll.

In an address on "Newspaper Advertising" delivered by Dan A. Carroll before the Worcester Publicity Association on March 12, Mr. Carroll spoke in part as follows:

"My interpretation of the true function of newspaper advertising and the service it renders the manufacturer is that this great medium of publicity offers certain exclusive features. When properly understood, and used accordingly, local newspaper advertising has no competition.

"A trade mark has no value until the public knows about it through good advertising, and associates it with good merchandise. The public cannot know all about a trade mark until they know it intimately by buying and using goods on which this mark is stamped. Therefore the advertising of a trade-marked specialty broadcast without first getting distribution so that people who read the advertising and are interested and can see and buy the article advertised in their own local stores, is wasteful.

BUILDING SALES OF UNITS.

"Now suppose you work the other plan and build sales and advertising by units. Here is where the newspaper effectively fits in with the sales and advertising plans of the manufacturer of a trade-marked specialty. This idea of starting to-day with a trade mark unknown to the consumer with practically no distribution, and blossoming out tomorrow as a national advertiser, is not founded on common sense.

"A manufacturer who is marketing a new article can get better value for his money by concentrating his selling and advertising energy in such territories as he can work adequately and intensively, each season. This requires local advertising. If you market a trade-marked specialty that has a peculiar demand in cities of over 25,000, concentrate your advertising in these centers. If the article is preferable for small towns and rural distribution, there is where the advertising energy should be massed.

SELECTING THE SECRETARY.

"It is a well-known fact that there are certain specialties which sell better in the larger cities than in the smaller communities. Take the case of the corset manufacturer. You will find to-day practically all corset advertising is confined to newspapers in the larger cities and towns. This is because corset sale possibilities are larger in the population centers than they are in the smaller towns. What daily newspaper advertising is doing for the corset manufacturer can likewise be done for many other lines. It is understood that Julius Kayser & Co., the largest silk glove manufacturers in America, spend \$150,000 in newspaper advertising every year.

CONCENTRATING ADVERTISING.

"The largest laundry soap business in this country is kept at high sales efficiency by the exclusive use of newspaper advertising, plus good demonstration and sampling work.

"The automobile manufacturers are gradually concentrating their advertising

in the cities where they have salesrooms and distribution points.

"Last fall the P. Lorillard Co. brought out a new smoking tobacco in a five-cent tin, which was in a sense an experiment, as no tobacco manufacturer had ever before put out smoking tobacco at five cents except in an ordinary cotton bag. Stag mixture started advertising in New York, Philadelphia, Washington and Boston newspapers, backed up by good sales work. Later other cities were included and the sales on Feb. 1 showed a business of over 10,000 pounds per day on this one product.

"The Salada tea people have built up a business of three million packages annually in New England alone, through concentrated newspaper advertising.

"Newspaper advertising is no magic wand that can transform a poorly managed business or insure an inferior article enormous sales. But a well-planned campaign in one city can shake the misfit out of your selling and advertising plan in one week's trial if you go at it right.

"It is sometimes claimed that newspaper advertising is too costly. It is not so if it is operated on the right lines. You can spend just as much or just as little as your sales possibilities in a selected locality will warrant. If you have a popular article of general and quick consumption, it is the repeated copy two or three times a week that clinches the sale and keeps reminding the buyer after the first purchase.

"A local application will serve to illustrate. In the city of Worcester there are 30,000 homes. At least three-quarters of these are potential prospects for an advertised article. You can divide these homes into grades, and any manufacturer could know just how many of his goods should be sold there through the retail channels of his distribution. Now, if your consumer sales are not as large as they should be, apply the efficiency test and find out why. Is the merchandise right? Is the dealer profit adequate? What are your competitors doing? How are you assisting the local dealers in moving your goods?

"If a magazine advertiser, how many Worcester homes are actually reached, and how often? If a street car advertiser, can you tell your story effectively in the standard space allotted? If you use billboards, how many people read your billboard advertising?

BACK UP YOUR ADVERTISING.

"Back up your newspaper advertising with window displays and other sales work during your active campaign, and you will have an advertising investment that will be a live wire of sales energy. The same plan can be carried out in Springfield, Hartford, Boston and other New England cities.

"You can buy a contract covering 10,000 lines in the leading home newspapers in the following ten Eastern cities: Baltimore, Boston, Buffalo, Newark, Philadelphia, Pittsburgh, Providence, Rochester, Washington, Worcester, for a little over \$14,000. If you want a larger campaign you can select the leading home newspaper in the twenty-five principal jobbing centers outside of New York city, using papers like the Washington Star, the Philadelphia Bulletin, the Indianapolis News, the Montreal Star, etc. These cities represent a metropolitan population of over 12,000,000 people. The circulation of the

twenty-five papers is over 3,255,167. This strong list, on a basis of 10,000 lines, will cost you \$36,350. In other words, \$3.63 per line for over 3,000,000 circulation. Figuring on this basis, the newspaper cost for service is low."

Chicago Atlas Club's Ad Frolic.

"The Advertising Follies of 1912," to be presented by the Atlas Club, of Chicago, at its April Fool's Day frolic is well under way, according to Director Guy C. Pierce, Western manager, Associated Sunday Magazines. The performance will follow the annual banquet, which will be attended by several hundred Western advertising men.



THE LID LIFTERS.

Seventy Chicago managers, agency men and publishers' representatives will do the "lid-lifting," which, it is promised, will spare nobody's advertising fads and fancies. A poster, displaying the accompanying cartoon, announces that there will be a "merciless mauling of the multifarious methods of men and mediums" and guarantees a laugh a minute, subject to audit of A. A. A. The players include John A. Dickson, Western manager, Youth's Companion; E. C. Patterson, vice-president and general manager, P. F. Collier & Son, Inc.; Harry Dumont, manager, Pacific Coast Borax Co.; H. E. Patterson, Western manager, Pearson's; M. R. Ebersole, J. Walter Thompson Co.; A. E. Chamberlain O'Mara & Ormsbee; J. Stewart Weston, Collier's; Murray Springer, Everybody's.

Mercury-Vidette Still on Deck.

F. E. Langworthy, editor and publisher of the Spring Valley Mercury-Vidette, writes us that his paper has not suspended publication although THE EDITOR AND PUBLISHER in its issue of March 15 announced that it had. We are glad to make the correction. Mr. Langworthy's paper is twenty-three years old and occupies an influential position in its territory. Its suspension would be a serious loss to the community it serves.

Unrebuked.

"Sir" she exclaimed, when he kissed her; "you forget yourself."
"Possibly," he replied calmly; "but I can think of myself any old time. Just now you are occupying my undivided attention."—Boston Transcript.

THE EDITOR DIDN'T BITE.

Is Not Anxious to Advertise Photo Plays Without Pay.

Fred. W. Sherman, editor of the Santa Barbara, Cal., Independent, sends us a letter he had received from the Kalem Company, New York, which he brands "the most brazen request for free publicity that has come to my attention."

The letter states that in a few weeks the Kalem Company will rehearse a large motion picture production in three parts entitled "Detective William J. Burns in the Exposure of the Land Swindlers." The company has paid Mr. Burns "what is undoubtedly the largest sum ever paid an individual for appearing in a photo play." The company offers to furnish plates on instances in the subject, "if you are interested in preparing an article on the subject."

Jewish Newswriters' Return to Work.

The striking newswriters of New York Jewish papers went back to work last week on the basis of an agreement signed by H. N. Kellogg for the American Newspaper Publishers' Association, representing the Morning Journal, the Wahrheit and the Daily News, and by James M. Lynch, representing the reporters' union, which says that the newswriters may return to work, may retain their membership in the union and are not to be discriminated against in any way. There is nothing in the agreement in regard to an advance in wages or the submission to union rules by the publishers, two of the demands presented by the reporters when the strike began about two months ago on the Jewish newspapers.

Evening Wisconsin in Tabloid.

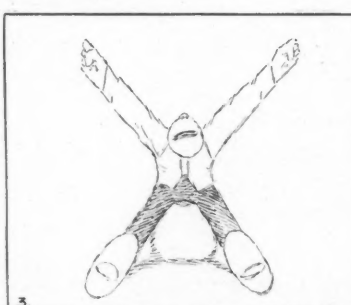
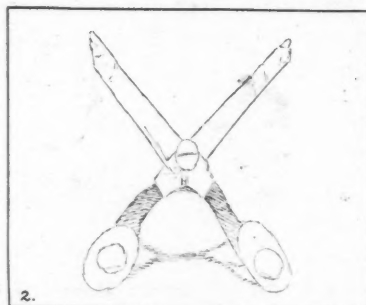
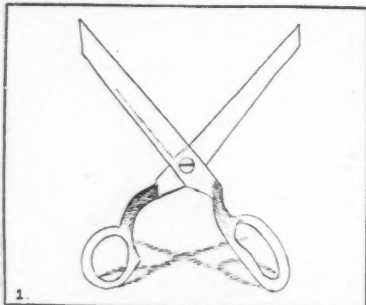
The Milwaukee Evening Wisconsin has launched a house organ called the Evening Wisconsin in Tabloid. It consists of eight pages, is printed on a fine quality of paper and is typographically attractive. The first inside page carries pictures of the foreign offices of the paper and the men who conduct them. John W. Camosie, the editor, in the letter-press pages presents a lot of interesting facts about the Wisconsin that should appeal to advertisers.

An Enterprising Havana Newspaper.

F. D. Caruthers, assistant business manager of the New York World, who recently returned from a trip to Cuba, is sending to his friends copies of the Tourist edition of the Havana Post, the only daily newspaper published in English on the island. The brochure contains valuable historical and descriptive matter about Cuba, with pictures in color and printed on calendered paper. An interesting feature of the booklet is the account of the raising of the Maine, illustrated by pictures, each a full yard in length.

Times-Dispatch in New Home.

The Richmond, Va., Times-Dispatch held a reception in its new building at 10 South Tenth St., that city yesterday afternoon, to which several thousand guests were invited.



THE EVOLUTION OF A COUNTRY EDITOR.

TOM JACKSON'S PRIMER.

Second Lesson Prepared by the Humorist for the Benefit of Those Who Want to Become Journalists.

MANAGING EDITOR.

What is a managing editor, and what are his duties?

A managing editor is a man possessed of the idea that he is managing all the other editors. It is his duty to look wise and try and solve problems. When they are solved they are generally too late to be used in that day's issue. As he does much less work than any of the other editors, he draws a much greater salary.

NIGHT CITY EDITOR.

What does a night city editor do? When he first comes in he looks at the schedule of the city editor, puts it on his desk, and later on rips it all to pieces. He listens to space men saying "I've got a corking story—worth a page," and to reporters on salary saying "Nothing in that yarn—worth about thirty lines." Then he says to the space men, "Make a stick out of it," and to the salary man, "Write three columns." Once in a while—when it is a dull night—he goes out to lunch four times.

ASSIGNMENT.

What is an assignment? On a morning paper it is generally a clipping from an afternoon paper, and on an afternoon paper it is generally a clipping from a morning paper.

FAKE.

What is a fake? A fake is a piece of news that the other paper has and yours has not.

THE PUBLISHER.

What is a publisher? A publisher is the man who owns the paper, and who has a policy which scarcely any one who works for him agrees with. If the paper makes any money he gets it. If it does not, he must make good. In the latter event, a publisher is very necessary to a newspaper.



With apology to Maurice Ketten.

THE EDITOR'S DAY OF REST.

MUSICAL EDITOR.

What does a musical editor do? He attends the opera and concerts, and comes back to the office full of "motifs." Sometimes—when he attends a Saengerbund—he comes back full of other things too. A musical editor should possess a fine ear for harmony and a dress suit. Very few people understand what he writes about, but it looks good, and even a newspaper has to make a front.

THE SPORTING EDITOR.

What are the duties of a sporting editor? A sporting editor has to describe disputes between men, chickens, and dogs. He has to receive gentlemen with dislocated noses, remnants of ears and wrong font faces, for whom he always makes corrections. His Social Register contains names like "The Harlem Gouger," "The Hoboken Rat" and "The

Brooklyn Weasel." Sometimes he gives a friend a tip on a horse in Juarez—and the friend does not ride home in a taxicab. The sporting editor is the only man on the staff whom the office boy does not consider a "dub" and a "boob," because all office boys, some day, expect to become prize fighters.

SPACE MAN.

What is a space man? A space man is a person who receives so much per column and thinks that the rates should be doubled. If everything a space man wrote was published he would be a witness before the Money Trust Investigating Committee. A space man can make a holocaust out of one Dago killed in an excavation. Space men are always told to keep their stories down, but they never do. Sometimes, on pay day, a space man will buy a beer for a copy reader, but it never does any good.

EXCHANGE EDITOR.

What kind of work does an exchange editor perform?

An exchange editor looks through about seven hundred papers every day, out of which he gets three items indorsing something his paper is advertising. These three items are put in big type, in a box over which is a two column headline reading somewhat like this: THE NATION AROUSED!!!

DEMANDS BAZOO'S BILL!!!

The exchange editor also clips out recipes for making tomato ketchup for the woman's page.

THE SUNDAY EDITOR.

What does a Sunday editor occupy himself with?

The Sunday editor is a very busy man. He has to get four or five shovelfuls of cuts for the Sunday Society Page. If he can make the Sunday Magazine Section look like an old fashioned dime museum he is extremely happy. He does not even care for the old masters, who never painted double-headed snakes, or pigs who could write with their feet. The Sunday editor wants action. The earth being hit by a comet, or the Turkish army being doubled up with cramps is right in his line.

Newspaper Men Act in Photo Play.

Some fifty newspaper men went down to the studios of the Vitagraph Co., in Flatbush, Saturday afternoon, and ran off "The Cub Reporter," a skit of newspaper life, written by Francis H. Deane, before the moving picture cameras. The films are to be shown privately at the dinner of the Brooklyn Press Club, April 3. The technical men of the studios enjoyed the experience of working with the journalist-actors, and there was lots of good humor throughout the performance. The first scene of the play showed a court room in which an important story develops, with the consequent difficulties of the reporters in getting the story to their offices. The second illustrated the gentle art of hazing a cub.

Printing Advertising and EXPOSITION
Publishing Allied Trades

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

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

A. B. CONNOR, RIGHT

Concerning Chocolate Eclair Backbones

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

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

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

The Size of Space and the Sighs for Space

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

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

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

HARRY A. COCHRANE, President.

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

TIPS FOR THE AD MANAGER.

John H. Rennard Co., Wheeling, W. Va., is sending out quarter and half-page advertisements to the Literary Digest, System and a number of other publications for the Isenberg Cigar Co., advertising four brands of Wheeling stogies and a clear Havana cigar.

Taylor-Critchfield Co., Fuller building, New York City, and Brooks building, Chicago, Ill., is making 42 1. 18 t. contracts with a selected list of papers for the White Enamel Refrigerator Co., "Bohn Syphon Refrigerator," St. Paul, Minn., and 59 West Forty-second street, New York City.

The Washington Advertising Agency, Washington, D. C., is issuing 5,000 l. contracts to a selected list of Southern papers for the Red Dragon Sales Co., "Red Dragon Seltzer," Washington, D. C.

F. Wallis Armstrong Co., North American building, Philadelphia, Pa., is reported to be extending the list of papers used by the Joseph Campbell Co., "Campbell's Soups," Camden, N. J.

Moss-Chase Co., 110 Franklin street, Buffalo, N. Y., and Syracuse, N. Y., it is said, will use 5,000 l. in twenty-seven days for the spring campaign of the Larkin Co., Soaps, 680 Seneca street, Buffalo, N. Y., in New York State papers.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are reported to have charge of the advertising of the Franklin Auto Co., Syracuse, N. Y. Magazine space only will be used.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, will place orders with Pennsylvania papers for the Bromo Lithia Co., "Bromo-Lithia," Philadelphia, Pa. It is also making contracts with a selected list of papers for the Weir Stove Co., "Glenwood Stoves and Ranges," Taunton, Mass.

The J. Walter Thompson Co., 44 East Twenty-third street, New York City, is renewing contracts for the Hudson Navigation Co.'s People's and Citizens' Lines, Pier 32, North River, New York City.

George Batten Co., Fourth Avenue building, New York City, has placed one time orders for the Regal Shoe Co., "Regal Shoes," in cities where they have stores.

George Bricka Co., 114 East Twenty-eighth street, New York City, is sending out contracts for the Irving Hat Co., 36 East Twenty-third street, New York City, to cities where they have stores.

Van Cleve Co., 250 Fifth avenue, New York City, is making annual contracts with papers in principal cities for the Wilson Distilling Co., White Rock Water, 303 Fifth avenue, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, it is reported, will shortly place orders with newspapers for the Hydrox Chemical Co., 11 Cliff street, New York City.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, are placing orders for the Kaufman Hats, 123 West Forty-second street, New York City, in cities where they have stores.

Cowen Co., John Hancock building, Boston, Mass., and New York City, is making contracts with a selected list of papers for the advertising of the New England Lines, Boston, Mass.

Lord & Thomas, Mollers building, Chicago, Ill., are making 2,600 line one year contracts with Middle West papers for

the Mastic Wall Board & Roofing Co. They are also placing 5,000 line one year contracts with Mississippi papers for the B. J. Johnson Soap Co., "Palm Olive," and with Pacific Coast papers for Armour & Co.

H. W. Kaster & Sons Advertising Co., Steger building, Chicago, Ill., is placing copy with Texas papers for J. T. Milliken & Co., 316 Clark avenue, St. Louis, Mo.

Albert Frank & Co., 26 Beaver street, New York City, are issuing orders to a selected list of papers for the White Star Line, 9 Broadway, New York City.

Matos-Menz Advertising Co., Bulletin building, Philadelphia, is handling the advertising of the Grape Capsule Co., 106 Fulton street, New York City. It is also placing copy 36 t. generally for the Eckman Manufacturing Co., Philadelphia, Pa.

Dorland Advertising Agency, 303 Fifth avenue, New York City and Atlantic City, N. J., is sending to a selected list of papers six readers to run 1 t. a. w.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing orders to Sunday papers in Baltimore, New York City, Pittsburgh and Washington, D. C., for the Keystone Realty Co., "Atlantic City Real Estate," Philadelphia, Pa.

H. E. Lesan, Advertising Agency, Inc., Old Colony building, Chicago, Ill., is sending 10,000 l. one year contracts to Pacific Coast papers for the New York Central Lines.

New Advertising Agency.

Rowland Read & Co. is the name of a new general advertising agency established in this city on March 24. The firm's offices are in Aeolian Hall, 27 West Forty-second street. The members of the firm are Rowland Read, S. Louis Melliday and Samuel Dublirer, all formerly of Carpenter & Corcoran, Inc.

Value of Newspaper Advertising.

Frederick Abraham, vice-president of the Montreal Herald Co., in an address on "Newspaper Advertising" before the Publicity Association of that city, gave much practical information of value to the business men generally. He put the newspaper first as an advertising medium, and recommended trade papers as another important agency for publicity. Mr. Abraham declared that one big, bold advertisement was worth many small ones, and suggested that big space should always be used. The newspaper, he concluded, is getting the major proportion of advertising, chiefly because in that medium quick and decisive results alone are possible.

Commercial Tribune Enterprise.

The Cincinnati Commercial-Tribune recently issued a 24-page color automobile section in addition to 52 pages of news and feature matter, to commemorate the sixth annual automobile show held in that city. The cover was printed in four colors on calendered paper, and the contents of the section, both in news matter and advertisements, gave ample evidence of the commendable enterprise shown by the publishers. Rud K. Hynicka, president of the Commercial-Tribune, has received congratulatory letters from both advertisers and readers on the highly pleasing and effective appearance of this edition.

She Needed Proof.

It was after ten o'clock at night and the jury had been discharged.
A stout jurymen came over the reporters' table. He had a worried look.
"You're an Evening Post man, aren't you?"
"Yes."
"Are you going to report this case?"
"Yes."
"For to-morrow's paper?"
"Yes."
"Would you mind putting in a line saying that the jury was out until ten o'clock?"
"I'll mention it, if you wish."
"I certainly hope you will. You have no idea how much I want you to. You're a young man and probably you're not married yet, but some day you'll have a wife and then you will understand."

ROLL OF HONOR

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

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339.... Phoenix	GLOBE Joplin
CALIFORNIA.	POST-DISPATCH St. Louis
ENTERPRISE Chico	MONTANA.
RECORD Los Angeles	MINER Butte
TRIBUNE Los Angeles	NEBRASKA
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	FREIE PRESSE (Cir. 128,384).... Lincoln
INDEPENDENT Santa Barbara	NEW JERSEY.
BULLETIN San Francisco	PRESS Asbury Park
CALL San Francisco	JOURNAL Elizabeth
ORCHARD AND FARM IRRIGATION San Francisco	COURIER-NEWS Plainfield
The leading Farm Journal of the Pacific Coast and the Irrigated States.	NEW MEXICO.
RECORD Stockton	MORNING JOURNAL..... Albuquerque
Only newspaper in Stockton that will tell its circulation.	NEW YORK.
FLORIDA.	KNICKERBOCKER PRESS..... Albany
METROPOLIS Jacksonville	BUFFALO EVENING NEWS.... Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	EVENING MAIL..... New York
CONSTITUTION Atlanta	STANDARD PRESS..... Troy
CHRONICLE Augusta	OHIO.
LEDGER Columbus	PLAIN DEALER..... Cleveland
ILLINOIS.	Circulation for February 1913.
POLISH DAILY ZGODA..... Chicago	Daily 103,361
SKANDINAVEN Chicago	Sunday 141,174
HERALD Joliet	VINDICATOR Youngstown
NEWS Joliet	PENNSYLVANIA.
HERALD-TRANSCRIPT Peoria	TIMES Chester
JOURNAL Peoria	DAILY DEMOCRAT..... Johnstown
STAR (Circulation 21,589)..... Peoria	DISPATCH Pittsburgh
INDIANA.	PRESS Pittsburgh
LEADER-TRIBUNE Marion	GERMAN GAZETTE..... Philadelphia
THE AVE MARIA..... Notre Dame	TIMES-LEADER Wilkes-Barre
IOWA.	GAZETTE York
REGISTER & LEADER..... Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL..... Dubuque	DAILY MAIL..... Anderson
KANSAS	THE STATE..... Columbia
CAPITAL Topeka	(Cir. July, 1912, S. 20,986; D. 20,956)
KENTUCKY.	TENNESSEE.
COURIER-JOURNAL Louisville	NEWS-SCIMITAR Memphis
TIMES Louisville	BANNER Nashville
LOUISIANA.	TEXAS.
DAILY STATES..... New Orleans	STAR-TELEGRAM Fort Worth
ITEM New Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRAT New Orleans	CHRONICLE Houston
MARYLAND.	WASHINGTON.
THE SUN..... Baltimore	POST-INTELLIGENCER Seattle
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	WISCONSIN.
MICHIGAN.	EVENING WISCONSIN..... Milwaukee
PATRIOT (Morning)..... Jackson	CANADA.
Daily (Except Monday)	ALBERTA.
Average, Year of 1912	HERALD Calgary
Daily..... 10,589 Sunday..... 11,629	BRITISH COLUMBIA.
MINNESOTA.	WORLD Vancouver
TRIBUNE, Morn. & Eve..... Minneapolis	ONTARIO.
	FREE PRESS..... London
	QUEBEC.
	LA PATRIE..... Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

**New Orleans States
32,000 Daily.**

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

Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period.

THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

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

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

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

AD FIELD PERSONALS.

E. S. Babcox has resigned as advertising manager of Yawman & Erbe Manufacturing Co., Rochester, N. Y., to become advertising manager of the Firestone Tire & Rubber Co., of Akron, O. He will be succeeded by Roland Cole. Mr. Cole was formerly with the "Y & E" advertising department. He was subsequently advertising manager of the John C. Moore Corporation, Rochester, N. Y. He now returns to his first love with a record of having, in 1907, organized the "Y & E" system department. E. H. Gilman will continue in charge of this department.

C. H. Osborne, formerly assistant to E. M. Weeks, advertising manager of the Regal Shoe Co., has been given his chief's place.

The solicitation of ads by wireless is a recent novelty. The Julius Mathews Special Agency claims the credit of pioneers in this field of soliciting.

Fred L. Hall is the new president of the Oakland Advertising Association. Mr. Hall is the advertising manager of the Oakland (Cal.) Tribune.

Hattie B. Gooding was the first woman to join the St. Louis Ad Men's League. She conducts a general publicity agency in that city.

Lake Smith, sales manager for the Knox Hat Co., of this city, is an Atlanta boy who has made good in the ad field. He recently visited his home town, where he was hailed as a celebrity.

E. C. Griffith, who has been advertising manager of the Times and Herald, of Grand Forks, N. D., for the past year, has resigned, to take up work as traveling solicitor for a Minneapolis firm. Julius F. Bacon will succeed him.

Fritz Kuhn, of the firm of Kuhn Bros., at Ottawa, Can., has withdrawn from his partnership to take charge of the promotion department of the A. McKim Agency, of Montreal. The Ottawa Ad Club gave him a farewell dinner at the Laurentian Club previous to his departure. A gold locket was presented to Mr. Kuhn as a mark of the club's good will.

Welch Now With Morton Agency.

William J. Morton, president of the W. J. Morton Co., special representatives, has appointed J. E. Welch as assistant to Elmer Wilson, who has been in charge of the Chicago office for the past twelve years. Mr. Welch has been on the advertising staff of the Springfield (Mass.) Republican for many years and has an extensive acquaintance among general advertisers. The Chicago office will move from the Hartford to the Tribune building the latter part of April.

Dinner to E. H. Randolph.

A farewell dinner to E. H. Randolph, late advertising manager of the New York Press, and for thirteen years associated with that paper, was given at Rector's on March 22 by members of the Press organization, headed by Ervin Wardman. No one has yet been appointed to fill the vacancy caused by Mr. Randolph's resignation. A manager from one of the other Munsey papers will give the Press attention for the present. On his return from a brief vacation, Mr. Randolph will be associated with the Hearst organization, and will represent the Evening Journal.

The Carriers' Number of the Alliance (O.) Leader is a little four-page sheet, containing, among a number of good things, several burlesque tales, a comic by McManus and humorous paragraphs pointed at the newbies. The paper was gotten up by the Leader newsboys.

THE NEW CHICAGO AGENCY.

Something About Messers Knill and Chamberlain Who Conduct It.

A. E. Chamberlain, who has joined Charles P. Knill in conducting a new special representative agency in Chicago, known as Knill & Chamberlain, Inc., as noted in these columns last week, has a wide acquaintance among advertisers in the Western field. For eight years he was manager of the



A. E. CHAMBERLAIN.

Chicago office of O'Mara & Ormsbee, during which period he traveled extensively in the Middle West. He has served as president of the Newspaper Representatives' Association and the Advertising Association of Chicago. It was largely through his efforts that the latter association undertook the erection of the first building ever constructed solely for advertising men.

C. P. Knill has been in the advertising business for many years, having been advertising manager of the Chicago Tribune for five years and advertising manager and publisher of the Chicago American for six years. His later position as general manager of the Association of American Advertisers for about two years brought him in close touch with the largest national advertisers in the country, who make up its membership.

ILLUSTRATED LECTURE COURSE.

Talks to Be Given by Advertising Masters on Various Themes.

The Advertising Men's League has arranged with the National Educational Committee of the Associated Advertising Clubs of America for their Lantern Slide Lecture Course on Advertising.

The lectures will be given weekly at the Twenty-third street Y. M. C. A. building, on Tuesdays. The opening lecture by William H. Ingersoll, president Advertising Men's League, will be given April 1. His subject is "The Reasons for Advertising." President Ingersoll will be followed on the same evening by Herbert S. Houston, vice-president of Doubleday, Page & Co., and the chairman of the National Educational Co mmittee, on "The New Applications of Advertising."

The other lectures, with subjects and dates, are as follows: April 8, "Retail Advertising Successes," by S. Roland Hall, principal School of Advertising, International Correspondence Schools, Scranton, Pa.; April 15, "A Complete Advertising Campaign," by Ernest E. Calkins, of Calkins & Holden; April 22, "Retail Advertising," by Manly Gillam, of the Gillam Service; April 29, "Co-operation of the Dealer with the Manufacturer," by W. P. Werheim, advertising manager of Pratt & Lambert, Buffalo, N. Y.; May 6, "Service to Customers," by Paul Terry Cherington, author of "Advertising as a Business Force"; May 13, "The Personal Qualifications of the Advertising Man," by George French, publisher of The Inde-

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37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

pendent; May 20, "National Advertising Successes," by Llewellyn E. Pratt, sales manager Passaic Metalware Co.; May 27, "Preparing an Advertisement," by Gerald B. Wadsworth, advertising counselor the McKelvey Co., and "Human Interest and Timeliness in Advertising," by F. A. Wynne, of Crockett Advertising Agency, of Dallas, Tex., and A. L. Shuman, of Fort Worth Star-Telegram, Fort Worth, Tex.

These lectures will be free to members of the league. To non-members the charge will be \$5. To members of Y. M. C. A. advertising classes and other advertising classes the cost will be \$2.50. The tickets are obtainable of the instructor at the Twenty-third Street Y. M. C. A. building.

Newspaper Women to Meet.

The Missouri Women's Press Association will meet in Columbia May 12 to 16, during Journalism Week. The program arranged includes talks by Miss Clara Chapline Thomas, of the Minneapolis Tribune, on "City Journalism for Women"; by Miss Junia C. Heath, editor of the Walnut Grove

(Mo.) Tribune, upon "Country Journalism for Women," and by Mrs. Emily Newell Blair, of Carthage, Mo., upon "The Field of the Special Writer." Miss Thomas ("Quentin") was a feature writer in New York, but more recently has been doing similar work in the Northwest.

Ruthrauff & Ryan are distributing an attractive little booklet on "Analytical Advertising," which deals with some of the sales campaigns that they have conducted. It contains incidental sidelights on the general subject of advertising.

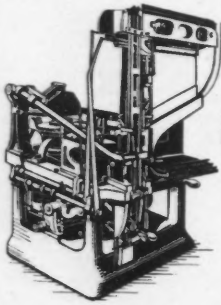
The O'Sullivan Rubber Co. is now campaigning for Philadelphia business in the local newspapers of that city. The extension of this campaign to Baltimore is under consideration by the company.

Freeman S. Miller, publisher of the Pittsfield (N. Y.) Journal, filed an attachment recently against the salary of Mayor Moore, of that town, trusteeing it to the amount of \$600 for an alleged debt of \$250 for legal advertising.

ORIGINATORS

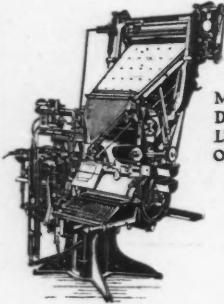
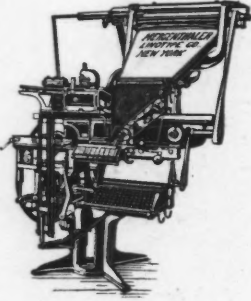
IMPROVERS

DEVELOPERS



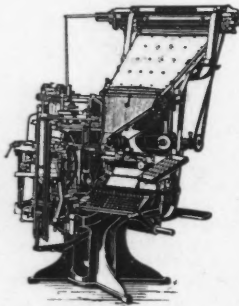
THE "BLOWER" MACHINE.
1886. ONE FACE. ONE
BODY. ONE MEASURE.

ONE LETTER MODEL 1
1892. ONE FACE.
ADJUSTABLE TO BODY
AND MEASURE.



MODEL 2, 1903.
DOUBLE MAGAZINE
LINTYPE. FOUR FACES
ON ONE MACHINE.

QUICK CHANGE MODEL 5
1906. LIGHT MAGAZINE
QUICKLY REMOVABLE.

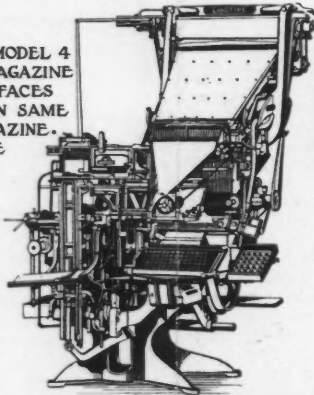


Every year for more than a quarter of a century has seen marked improvements in Linotype machines. From the earliest model to the present Quick Change Multiple Magazine Linotypes the growth and development of "the Linotype way" has always kept pace with and even anticipated the demands of the printing industry for composing machines adapted to its requirements.

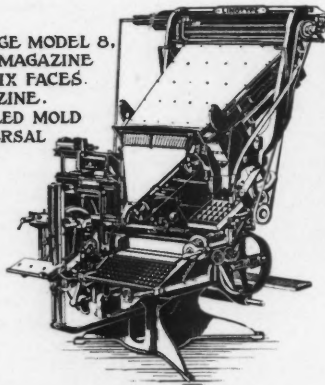
Step by step the Mergenthaler Linotype Company has improved and developed its machines until the acme of perfection has been reached in

MULTIPLE MAGAZINE LINTYPES

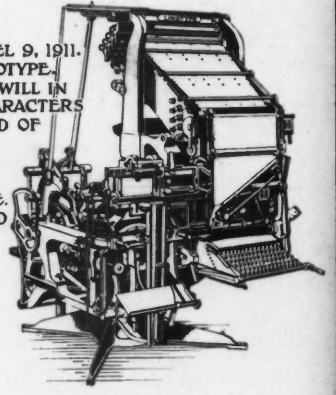
QUICK CHANGE MODEL 4
1906. DOUBLE MAGAZINE
LINTYPE. FOUR FACES
MIXED AT WILL IN SAME
LINE. LIGHT MAGAZINE.
UNIVERSAL KNIFE
BLOCK.



QUICK CHANGE MODEL 8,
1911. THREE MAGAZINE
LINTYPE. SIX FACES.
LIGHT MAGAZINE.
WATER COOLED MOLD
DISK. UNIVERSAL
EJECTOR.



QUICK CHANGE MODEL 9, 1911.
FOUR MAGAZINE LINTYPE.
8 FACES MIXED AT WILL IN
SAME LINE. 720 CHARACTERS
FROM ONE KEYBOARD OF
90 KEYS.
MAGAZINES INTER-
CHANGEABLE AND
QUICKLY REMOVABLE.
WATER COOLED MOLD
DISK. UNIVERSAL
EJECTOR.



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