

# THE EDITOR AND PUBLISHER

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## HANNA TAKES CHARGE.

**WRIGHT AND THALHEIMER  
LEAVE CLEVELAND LEADER  
AND MORNING NEWS.**

**William P. Leach Resigns from the  
New York Journal to Become General  
Manager—His Notable Career—  
Former Managers to Devote  
Their Attention to the Toledo  
Blade and Another Property.**

Dan R. Hanna, owner of the Cleveland Evening News and the Morning Leader, made the following signed editorial announcement in his papers on Wednesday, January 1:

N. C. Wright and H. S. Thalheimer retire to-day from the management of the Leader and the News to devote their time to their Toledo Blade and other interests together with another newspaper property, their purchase of which will shortly be announced. Our association has been a particularly pleasant one and is severed with much mutual regret.

Following the retirement of Messrs. Wright and Thalheimer I shall assume the personal direction of these newspapers and their policies, with the assistance of Mr. William P. Leach, of New York, as general manager.

D. R. HANNA.

Nat C. Wright has been the editor-in-chief of Mr. Hanna's properties in Cleveland since the purchase of the News from Mr. Otis in March last, prior to which he was the editor of the Leader. Mr. Wright has a host of friends in the profession, and is popular as an after-dinner speaker. He was particularly active as a Progressive in the recent political campaign.

Before going to Cleveland, Mr. Wright was associated with the Indianapolis Journal and prior to that with Samuel E. Morse, of the Indianapolis Sentinel.

H. S. Thalheimer is well known among newspaper publishers. He has been associated with Mr. Wright for some years. Previous to Mr. Hanna's purchase of the News, Messrs. Thalheimer and Wright had an arrangement with Medill McCormick, the controlling owner of the Leader, which was in the nature of a lease, but it is understood that Mr. Hanna purchased their contract rights and that since March of this year they have had charge of the papers on salary basis.

Mr. Thalheimer has had a wide experience. He acted for some years as the New York representative of the Chicago Tribune and the Boston Herald. He was connected with the advertising department of the Philadelphia Record and was formerly business manager of the Baltimore Herald.

Messrs. Thalheimer and Wright have a lease on the Toledo Blade, and it is stated that their interest in that property paid \$60,000 last year.

Mr. Hanna, son of the late Mark Hanna, is a practical and successful business man, as was shown when he paid Mr. Otis, the former owner of The News, over a million dollars for the property, and calling to his aid in the solution of consolidation problems America's foremost expert on newspaper problems and values, Charles M. Palmer, the New York newspaper broker, who is said to have received a fee of three thousand dollars a week for his advice and counsel.

William P. Leach, the new general manager of The Cleveland Evening

News and the Morning Leader, has proved his abilities as a successful newspaper administrator in many fields and under many trying conditions. He will have complete managerial control of Mr. Hanna's properties.

Mr. Leach leaves the New York Evening Journal with an increase in advertising to his credit for 1912 of about \$400,000. He has been associated with Mr. Hearst for about eight years in charge of the Chicago American,

## 33 DYNAMITERS SENTENCED

**Their Activities Culminated in Destruction of Los Angeles Times.**

Imprisonment ranging from seven years to one year and a day in the Federal prison at Leavenworth, was the punishment imposed Monday on thirty-three labor officials out of thirty-eight convicted by a jury at Indianapolis of having engaged in the country-wide destruction of property by dynamite, which

## CYRUS H. K. CURTIS AND JOHN

**GRIBBEL BUY MR. OCHS'S  
PHILADELPHIA PAPER.**

**Will be Independent of New York Times' Editorial Policies, But to Continue Co-operation in News Gathering—George W. Ochs Remains Editor and Publisher, and Milton B. Ochs, Business Manager.**

Adolph S. Ochs, owner of the New York Times, has sold his entire stock interest in the Philadelphia Public Ledger to Cyrus H. K. Curtis and John Gribbel, of the Curtis Publishing Co., owners of the Ladies' Home Journal, Saturday Evening Post and Country Gentleman. The new owners took possession Jan. 1.

Mr. Ochs announces that the sale is in the best interests of his brothers, Geo. W. Ochs, who is to continue as editor and publisher, and Milton B. Ochs, who remains business manager of the paper. "By this transaction," he adds, "the Public Ledger passes from a non-resident ownership and becomes independent of the editorial policies of another newspaper. Moreover, the rapidly expanding business of the New York Times and plans for its further development are of such magnitude that they demand the concentration of my attention and energies."

The co-operative news-gathering and other arrangements between the New York Times and the Public Ledger will continue, and be greatly developed by the incidental relations that will arise with the Curtis Publishing Co., as publishers of the Ladies' Home Journal, Saturday Evening Post and Country Gentleman.

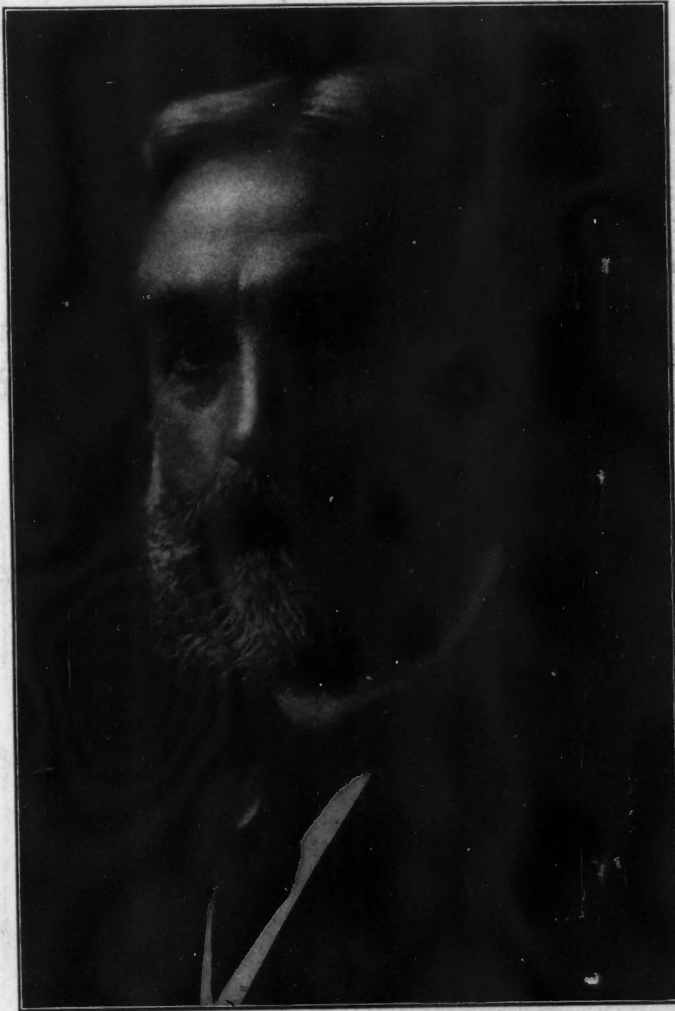
In concluding his public announcement of the sale Mr. Ochs says: "As the Public Ledger passes out of my control it has a much larger circulation and greater business than it ever had at any time in its seventy-seven years' existence, and I am confident that it never better deserved its reputation for trustworthiness or was more earnestly devoted to the general welfare."

Under the new management no radical changes in the character of the Ledger are contemplated, but the news service, the editorial page and the distinctive features will be materially strengthened. The general policy of the paper will be one of absolute independence. "It will be unprejudiced and non-partisan, but never spineless."

"For generations," say the new owners, "the Public Ledger has enjoyed the confidence of Philadelphians, and it is our wish to preserve its reputation as an institution of this city and to present to the public a journal that shall be a credit to journalism, in Philadelphia, and to the Nation."

The Public Ledger was practically established by George W. Childs, who was its editor and publisher from 1864 until his death thirty years later. During the latter part of Mr. Childs' editorship the Ledger was regarded as the leading newspaper in the Middle States and undoubtedly was the most prosperous. Mr. Childs was the nominal owner of the Ledger, but the controlling interest was held by Anthony J. Drexel, head of the banking firm of Drexel & Co., a partner of J. P. Morgan & Co., of this city.

Mr. Drexel accumulated a vast fortune during and subsequent to the Civil War, and it was understood that the profits of the Ledger went to Mr. Childs, who disposed of a large portion



CYRUS H. K. CURTIS,

WHO HAS PURCHASED CONTROL OF THE PHILADELPHIA PUBLIC LEDGER

Los Angeles Examiner and New York Evening Journal.

For a time Mr. Leach had charge of M. H. De Young's San Francisco Chronicle, preceding Mr. Hornick. He began his newspaper career in circulation with the Detroit News and went to the Washington Times from there. He built the Times up and was instrumental in selling it to Mr. Munsey. Mr. Leach is one of the biggest paid newspaper men in the country.

## Governor Osborn Going Abroad.

Former Governor Chase S. Osborn of Michigan, who retired from office on Jan. 1, will shortly leave for Europe, where he will travel extensively for six months. In his younger days Mr. Osborn was employed on the prominent daily and weekly newspapers.

## Dingley Starts New Paper.

E. N. Dingley, who has been identified with Kalamazoo journalism for many years and who, until recently, was editor of the Telegraph Press of that city, has started a new paper called the Progressive Herald, consisting of eight pages, six columns to the page.

of it through various benefactions. It is also understood that the Drexel estate holds \$2,000,000 bonds on the property, bearing interest at the rate of four and one-half per cent.

Directly after Anthony J. Drexel's death his heirs assumed an active interest in the paper, and on Mr. Child's death George Washington Childs Drexel became publisher.

The paper was subsequently purchased by Adolph Ochs, of Knoxville, Tenn., who previously had obtained a controlling interest in the Times of this city, and his brother, George W. Ochs, became editor and publisher. Under the latter's direction the Ledger regained much of its former prestige and prosperity.

It is learned from a gentleman familiar with the circumstances that it has been no secret that George W. Ochs has been for some time ambitious to have the Public Ledger freed from non-resident ownership, and made a strict Philadelphia institution—as it has been for nearly a century. Adolph S. Ochs was sympathetic, and made a condition precedent that his brother's new alliance should assure the preservation of the best traditions of the Public Ledger in the character and purpose of his successors, and Mr. Curtis ideally meets that condition. Under its recent ownership the Public Ledger has enjoyed great success, and its circulation and advertising are now greater than ever before in its history. Adolph S. Ochs, who was the original purchaser, has had no associates in the ownership of the Ledger other than his two brothers.

The Curtis Publishing Company on Thursday completed the purchase of a plot comprising about one acre of ground upon which it expects to erect a model newspaper plant for the Public Ledger. The plot is at the southwest corner of Sixth and Chestnut streets and includes the Ledger Building, acquired through the sale of the paper on January 1; the Washington Building adjoining on Chestnut street, the old building of the German Democrat, at 612 and 614 Chestnut street, and 116, 118, 120 and 122 South Sixth street, to the corner of Samson street.

It is understood that Mr. Curtis either will ask permission to close Sansome street between his properties or bridge the street high enough so traffic will not be stopped.

#### PARKER ON CHICAGO AMERICAN

##### Becomes Associated With Mr. Henderson in Its Management.

Harrison M. Parker, who recently sold his interest in the Stack-Parker Advertising Agency of Chicago to Mr. Stack, has been engaged by William Randolph Hearst, and will be associated with Charles T. Henderson in the management of Mr. Hearst's Chicago Evening American.

Before going into the advertising agency business Mr. Parker had charge for some years of the business department of the Chicago Tribune, at the time when Medill McCormick was in complete control of the property. Prior to that connection, Mr. Parker served the Philadelphia North American and Mr. Munsey's New York News in the capacity of advertising manager.

Mr. Parker has had a wide experience in newspaper work in the advertising and publishing ends of the business, and in 1902 and 1903 was the publisher of the Louisville (Ky.) Herald.

Mr. Henderson is the president of the Chicago Evening American Company. It is stated that the circulation of the Chicago Evening American is considerably more than 350,000 daily, and approaching the high water mark which was reached shortly before the strike. John F. Kelly, the advertising manager, is reputed to have increased the advertising rates of the American during the strike, and it is now carrying a greater volume of display advertising than ever before.

#### MR. REID'S BODY HERE.

##### British Warship Natal Arrived on Friday—Escorted to Anchorage by the Florida and North Dakota—Funeral Services at the Cathedral of St. John the Divine To-day.

The funeral services for Ambassador Whitelaw Reid will be held in the Cathedral of St. John the Divine at 11 o'clock this morning. Bishop Greer, assisted by Dean William Grosvenor, will officiate. President Taft, British

at which suitable resolutions were adopted and committees appointed to attend the funeral.

The New York Press Club's board of trustees, of which Mr. Reid was a life member, passed a resolution, setting forth briefly the principal events in the career of the dead diplomat and editor and concluding with this paragraph:

Resolved, That the New York Press Club adopts this minute in expression of its high sense of appreciation of his services in these varied public capacities, in all of which he acquitted himself with credit and success and with great and lasting profit to his fellow citizens, and particularly of his work in jour-

pathy at the loss both our countries sustained by the death of your revered Ambassador.

George T. Wilson, Chairman of the Executive Committee of the American Pilgrims, sent Mrs. Whitelaw Reid this dispatch:

By the death of your distinguished husband the Pilgrims of the United States lose a valued friend. Be assured of our deep sympathy.

The American Pilgrims had a wreath at the funeral services in Westminster Abbey, and will also have one at the funeral to be held in this city this morning. The following committee will represent the Pilgrims at the funeral: George William Burleigh, Nicholas Murray Butler, LL.D.; Joseph H. Choate, E. F. Darrell, William Curtis Demorest, R. H. Ewart, Samuel W. Fairchild, Lawrence L. Gillespie, John W. Griggs, Col. George Harvey, Louis C. Hay, Hamilton W. Mabie, J. Pierpont Morgan, Herbert Noble, Robert C. Ogden, F. Cunliffe-Owen, Alton B. Parker, R. A. C. Smith, James Speyer, George Gray Ward, Frederick W. Whitridge, Stewart L. Woodford, Hunter Wykes and George T. Wilson.

#### WASHINGTON TOPICS.

##### First Day of Parcels Post a Tremendous Success Says Postmaster-General Hitchcock—Installation of New Officers of National Press Club—Mr. Preston's Suggestion.

(Special Correspondence.)

WASHINGTON, Jan. 2.—"Tremendous success" is the way Postmaster-General Hitchcock described the first day's workings of the parcel post system. Mr. Hitchcock inaugurated the new service here by sending the first package which contained a loving cup, to Postmaster Morgan, of New York. He mailed the initial piece of mail under the new system at midnight of December 31. Photographs and moving pictures were taken of the Postmaster-General as he placed the package in the mail. The silver loving cup will be preserved, and when properly engraved will be placed among the Post Office relics in the National Museum here.

Notice has been received from Gary, Indiana, that the first matter mailed under the new law from the post office there was one thousand cement bricks, each one wrapped in a separate package and properly stamped. The total weight of the bricks was 6,000 pounds and a large dray was necessary to haul them to and from the post office. Virtually anything weighing under eleven pounds and not over 72 inches in length and breadth can be sent by parcels post.

The newly-elected officers of the National Press Club of Washington were installed in their new positions Friday night. The annual meeting of the club is always held the first week in January, when all of the important business of the club is transacted, such as adopting amendments to the constitution and changing the by-laws.

At the meeting which was largely attended, John T. Suter, of the Chicago Record Herald, was inaugurated president for the ensuing year with the pomp and enthusiasm such as is accorded presiding officers of large governing assemblages.

The others who have just been elected and were installed were: Vice-president, Theodore H. Tiller, of the Washington Times; secretary, Edward Austin Cunningham, of the San Antonio Express; treasurer, Henry L. Sweinhart, of the Associated Press, and financial secretary, George W. Summers, of the Wheeling Register.

The idea of James D. Preston, superintendent of the Senate Press Gallery, to hold an inaugural reception in the Capitol Building instead of an Inaugural ball in the Pension Building, looks as if it will be adopted, for many Congressmen have declared that they will not permit the Pension office to be used and the work of the office stopped by this festivity.



WILLIAM P. LEACH.

NEW GENERAL MANAGER CLEVELAND LEADER AND NEWS.

Ambassador Bryce, and many members of the diplomatic corps will be present, and the Associated Press, New York Press Club, American Newspaper Publishers' Association and the Lotus and other clubs, will be represented by special committees. A full account of the service will be given in these columns next week.

The British cruiser, Natal, bearing the body of the late Ambassador, escorted by the United States battleships Florida and North Dakota and four destroyers, reached its anchorage off Ninety-ninth street, North River, yesterday morning. The body of the Ambassador was then transferred to the Florida, from which it was borne to the Cathedral of St. John the Divine.

During the transfer of the body of Mr. Reid a company of marines from the North Dakota acted as escort, under the command of the senior marine officer of that vessel. Eight chief petty officers from the Florida were the pallbearers.

During the week special meetings of the press and social organizations to which Mr. Reid had belonged were held

nalism, in which he was enterprising as a newsgatherer, scholarly as a critic, sagacious as a leader, helpful and inspiring as a colleague, and invariably an exponent of the highest ideals of his chosen calling; and in expression, also, of its profound sense of the loss which journalism, the nation and the world have sustained in his death, though at a time when he was "full of years and honors."

A meeting of the representatives of the newspapers of New York was held at the office of the Staats Zeitung on Monday, at which this resolution was adopted:

Resolved, That the press of New York City, by this committee of its representatives, desires to pay its tribute of respect to the memory of Whitelaw Reid, and to express its sense of the loss and the sorrow which his death brings to the men of the newspaper calling of which he was during so many years of his life an active and distinguished member.

Joseph H. Choate, president of the American Pilgrims Society, has received this cable dispatch from Field Marshal Earl Roberts, London, England:

All here deeply lament death of American Ambassador and condole with United States upon your loss.

Harry Brittain, Honorary Secretary of the British Pilgrims, sent this cable message:

British Pilgrims offer your heartiest sym-



**HELPFUL CO-OPERATION**

**How the Daily Newspaper Association Seeks to Assist Both Local and National Advertisers for Securing Results.**

The following letter from J. W. Adams, general manager of the Daily Newspaper Association, is self-explanatory:

THE DAILY NEWSPAPER ASSOCIATION.  
NEW YORK, Dec. 23, 1912.

THE EDITOR AND PUBLISHER.  
I was glad, indeed, to see the extended announcement made in last week's issue of EDITOR AND PUBLISHER in regard to the Daily Newspaper Association, and I thank you for it. The announcement appeared under the caption, "Split in the 'Unit' Plan."

The second part of the head was misleading—unintentionally so, of course. I refer to the lines: "Daily Newspaper Associations Unable to Agree on Proposed Merger."

**NOT UNFRIENDLY.**

This might, at least inferentially, create the impression that an attempt to effect a merger has been made and abandoned, and the impression that there is an unfriendly spirit between the two organizations. Either of these impressions would be for from correct.

The two associations have as their objective in common the promotion and the direct solicitation of advertising for newspapers. They differ in methods. Each has a conception as to the proper method of procedure, but, with a common aim there should be no irreconcilable interests, nor even the appearance of such.

**ADVOCATES ONE ORGANIZATION.**

The Daily Newspaper Association believes that the good of the whole newspaper advertising field would best be subserved by one strong organization, rather than by two organizations, since such division of energy would mean a consequent lack in economy of energy. Therefore, if a merger, to which a reference was made in your headline, could be achieved without relinquishment of any essential principal of the Daily Newspaper Association plan, this association would consider it a "consummation devoutly to be desired" for the benefit of the whole newspaper advertising field.

With all good wishes for this holiday season and for all time,

Very truly,  
J. W. ADAMS,  
General Manager,

The Daily Newspaper Association. In speaking to a representative further about the work the organization hopes to accomplish, Mr. Adams said: "The Daily Newspaper Association plan is for the educational and general promotive work in behalf of newspaper advertisers, as well as for the direct solicitation of advertising accounts for newspapers in accordance with the distribution of commodities, or the particular need of an advertiser."

**LOCAL CO-OPERATION SERVICE.**

"One interesting phase is local co-operation service to advertisers. This does not mean, of course, the actual merchandising of goods for an advertiser—but it does mean hearty and careful assistance so that an advertiser's merchandising may most intelligently and successfully be adjusted to meet specific conditions in any given community."

"The Daily Newspaper Association will recommend that an advertiser employ newspaper advertising only when and where it can be employed with judiciousness and probable profit. Each particular advertiser's problem will be analyzed and recommendations made absolutely in the advertiser's interest. This is not only the most profitable and desirable policy from the advertiser's point of view, but also ultimately from the newspaper's point of view."

"Since the Daily Newspaper Association articles of agreement were sub-

mitted to newspapers for signature, sufficient time has not elapsed for all the newspapers to have responded. Nevertheless a considerable number of newspapers already have signed the articles; and, although it is impossible to predicate what action any given newspaper will take, there would seem to be no reason why any newspaper publisher should hesitate fully and enthusiastically to endorse the Daily Newspaper Association plan."

**CREELMAN WITH THE MAIL.**

**Becomes Associated With Henry L. Stoddard in Its Management.**

James Creelman, until Jan. 1 president of the Municipal Civil Service Commission, has been made associate editor of the New York Evening Mail.

Henry L. Stoddard, editor of the Mail, has known Mr. Creelman for thirty years. They were reporters together in



**JAMES CREELMAN,**

NEW ASSOCIATE EDITOR OF THE NEW YORK EVENING MAIL.

**EDITORS WANT MORE NEWS.**

**Representatives of North Carolina Afternoon Papers Form Association.**

A number of representatives of North Carolina afternoon papers met at Durham last week for the purpose of forming a North Carolina circuit for press reports. Among those present were: Owen G. Dunn, of the Newbern Sun; J. L. Horne, Jr., of the Rocky Mount Telegram; J. M. Reece, of the Greensboro Record; J. F. Hurley, of the Salisbury Post, and S. J. Flickinger, of the Durham Sun.

The association organized by electing Owen G. Dunn, president, and J. L. Horne, Jr., secretary. The different phases of the press service were discussed at length, and plans for getting an improved service were gone into.

Mr. Dunn was elected the representative of the association and will have full charge of the arrangements. He will visit Washington and New York at an early date and make such contracts that will give to the afternoon dailies of the State a much better press service than they have had.

It was announced at the offices of the United Press on Thursday that a contract had been made with the association to take its press service, and that individual contracts with each paper would be signed shortly.

the early eighties and the friendship that sprang up between them then has lasted until now.

The new associate editor will take an active part in the management of the paper, it was said, sharing in the direction of its policy and contributing special articles under his signature.

Mayor Gaynor appointed him first as a member of the Board of Education and later as president of the Civil Service Commission.

Mr. Creelman, who has been one of the best known newspaper men in this country, was born in Canada in 1859. He was educated in the public schools and began his newspaper career on the New York Herald as a reporter in 1887. In 1890 he was editor of the Paris edition of the New York Herald. Mr. Bennett made him editor of the Evening Telegram in 1892, which position he held two years. He represented the New York World as correspondent in the Sino-Japanese War of 1897, the Graeco-Turkish War of 1897, the Spanish-American War in 1898 and the war in the Philippines in 1899. At the battle of Caney he was dangerously wounded.

Later Mr. Creelman joined the staff of the New York American and had charge of the editorial page. He has interviewed many famous persons, including Pope Leo XIII, Prince Bismarck, Tolstoi, Kossuth, President Faure, of France, and Henry M. Staelev. He is also the author of several books.

**GROCERY PRESS CONVENTION.**

**Some Interesting Features of the Attractive Program Arranged for the Fourth Annual Meeting.**

The fourth annual meeting of the forty papers included in the membership of the Grocery and Allied Trade Press of America, is to be held at the new McAlpin Hotel, New York, Jan. 27, 28, 29, 1913.

An unusually attractive program has been arranged for the three days' sessions, ending with a banquet on Wednesday evening, Jan. 29, and invitations are being extended to food manufacturers, advertising men, sales managers to meet with the trade paper publishers at any or all sessions.

Addresses will be made at the regular sessions by John W. Lux, president, and John A. Green, secretary of the National Association of Retail Grocers of the United States; also by Past President T. P. Sullivan, of Chicago.

J. R. Moorehead, secretary of the National Federation Retail Merchants, will address the members on "Co-operation the Hope of the Retailer," and John A. Lee, managing director of the Canned Foods Week Committee of the Canners and Grocers' Associations, will speak on the "Canned Foods Propaganda."

Among other addresses scheduled for the daily sessions are:

- "The Editor and Advertiser," by Leroy Fairman, editor of Advertising and Selling.
- "What the Editorial Columns of a Trade Paper Have to Do With Its Advertising," by J. George Frederick, vice-president of the Business Bourse.
- "Some Problems in Circulation," by H. M. Swetland, president, the Federation of Trade Press Associations in the United States.
- "The Ideal Circulation Department," by M. C. Rohms, general manager, the David Williams Co., New York.
- "The Postal Situation," by E. R. Shaw, chairman of the Postal Committee of the Federation of Trade Press Associations.
- "The Advertising Manager's Viewpoint," by L. C. McChesney, president, Association of National Advertising Managers.
- "The Responsibilities of the Trade Paper Publisher," by Charles G. Phillips, of the Root Newspaper Association, New York.
- "What Should be the Attitude of the Trade Paper Towards Manufacturers," by Frank LeRoy Blanchard, editor, THE EDITOR AND PUBLISHER and Journal Journalist.
- "The Efficiency of the Dealer," by Harry Tipper, president of the Technical Publicity Association.
- "Price Maintenance," by William H. Ingersoll, president, Advertising Men's League of New York, and sales and advertising manager of Robt. H. Ingersoll & Bro.
- An address by O. C. Harn, manager, advertising department of the National Lead Co.
- "Trade Papers, the Text Books of Business," by R. L. Houston, assistant advertising manager, National Cash Register Co.
- "The Trade Mark as a Constructive Force," by Clowry Chapman, counsel to the Association of National Advertising Managers and to the Advertising Men's League of New York.
- "The Discovery of the Trade Papers," by T. A. DeWeese, director of publicity, the Shredded Wheat Co.
- There will be editorial, news, subscription and advertising symposiums participated in by the members, many of whom have prepared ten-minute papers on these topics.
- At the annual banquet on Wednesday evening, Jan. 29, there will be: A talk by Fred Mason, general manager of the Shredded Wheat Co., Niagara Falls, N. Y., and the following speeches:
  - "Fine Feathers," by John Clyde Oswald, editor of the American Printer.
  - "The Trade Paper in the Open," by Alfred W. McCann, chairman of the Vigilance Committee, Advertising Men's League of New York City.
  - "Getting the Money," by Richard H. Waldo, advertising manager, Good Housekeeping Magazine.
  - "The Poetry of Business," by Capt. Jack Crawford, the Poet Scout, by Elton J. Buckley, of the Philadelphia Bar.
  - "Honest Advertising," by William C. Freeman, of the New York Evening Mail.

**London Times Free for Press Club.**

The National Press Club at Washington has the distinction of composing the sole free list of the London Times. Lord Northcliffe, its proprietor, in a letter received by the club on Saturday, stated that for 120 years the Times had never had a free list, but a copy would be sent regularly to the club, beginning Jan. 1. He stated this will be the only instance where the publication is thus supplied. Lord Northcliffe is a member of the National Press Club.

## CHICAGO HAPPENINGS.

**Outcault Advertising Company Cuts a \$20,000 Melon—Examiner Raises a \$10,000 Christmas Fund—Suburban Weekly Papers Take a Holiday—Daily News Distributes Turkeys Among Its Employees.**

(Special Correspondence.)

CHICAGO, Jan. 2.—A \$20,000 melon was cut by eighty representatives of the Outcault Advertising Co., of Chicago, at a family Christmas dinner held at the Congress Hall Saturday night. Richard Outcault presided and presented the prizes, representing rewards for business efficiency during the year 1912. The first prize, \$1,000 in gold, was presented to Edward Watson, and the second, \$700 in gold, to L. L. Latour, of Atlanta, Ga.

Chicago may yet have another Socialist daily paper as the South Slavic Socialists of America are planning to convert one of its three weekly papers published here into a daily.

The Inter-Ocean is being greatly improved under its new management and has adopted a number of ideas used by other papers, such as index of news on first page, and a society page with fuller reports of society and women's club news. The new ownership is booming the paper considerably.

The big dailies having recovered from the newspaper strike are again turning their attention to booming their circulation here and elsewhere. Just now the Examiner is running page ads in small dailies just outside Chicago to increase its circulation in neighboring towns.

The Daily News made its annual Christmas distribution of turkeys to its employees last week.

The Tribune again conducted its Good Fellow Christmas stunt and as a result brought joy to many a poor family.

The Examiner raised a \$10,000 Christmas fund by subscriptions and entertainments which was expended in giving food and clothing to many poor families.

L. D. Bland, editor of the Union Leader, the street railway employees' official journal, was suddenly taken ill last week and is threatened with pneumonia. Now that the World is dead the Daily Press is advertising itself as the only union paper in Chicago.

Some of the Chicago suburban weekly papers take a vacation Christmas week. They are the Crystal Lake Herald, Marengo Republican-News, Barrington Review and Wauconde Leader.

### WILL EDIT GERMAN JOURNAL.

**Theodore Sutro, Long Prominent in Public Affairs in New York, the Paper's New Head.**

The German Journal, of New York City, announces that on New Year's Day, Theodore Sutro became president and editor of that newspaper.

Mr. Sutro is so well and favorably known to the German public of this city and country, that he needs little introduction to our readers.

In addition to his active practise in the legal profession since 1874, he has been prominently before the public in various directions, particularly in mat-



THEODORE SUTRO,

NEW EDITOR OF THE NEW YORK GERMAN JOURNAL.

ters affecting the interests of German-Americans. He is the author of articles, pamphlets and works on corporation law, taxation, medical jurisprudence, mining, general literature, art and poetry, and is recognized as an able writer and forceful speaker in both the English and German languages.

Mr. Sutro was Tax Commissioner for this City from 1895 to 1898. For many years he has been president of the German-American Alliance of the State of New York and the United German Societies of this City, of which he was elected honorary president on Friday evening last, and is also a vice-president of the German-American National Alliance.

Mr. Sutro, as editor, will have the energetic and efficient co-operation of the following staff of newspaper experts:

Managing editor, Gustav Schweppendick; city editor, Emil Helfrich; night editor, Arnold Fueredi; musical editor, Arthur Schoenstadt; dramatic editor, Hans Adam von Wedell; magazine editor, Curt Thiersch; woman's department, Rosa Sprunk; art director, Otto Sandreski.

### B. J. to Four Young Women.

Four young women are members of the senior class of the School of Journalism of the University of Missouri and will receive the degree of Bachelor of Journalism in June.

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

### The Louisville Courier-Journal and The Louisville Times

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

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

It is clean, reliable and influential; its circulation the most desirable in quantity and quality; its management honest and straightforward; its rates reasonable and one price to all.

Appealing to all classes, the Louisville Times, published in the afternoon, stands without a peer in this community, and is the highest type of the popular newspaper. It is the hand-staking, good fellowship brand that finds favor with the people, for it tells in terse, attractive form the story of the world's affairs, without bias or prejudice, and tells it first.

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

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

## IN 1912 The Paterson Press and Sunday Chronicle

made greater gains in circulation and advertising than all of the other papers in the city combined—

### Why?

Just compare the Press and Chronicle with the other Paterson papers and you will see—

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

W. B. BRYANT, Gen. Mgr.

PAYNE & YOUNG, Foreign Representatives,  
New York and Chicago.

## \$50,000

in cash available for first payment upon newspaper property. All negotiations treated confidentially.

HARWELL, CANNON & McCARTHY

Brokers in Magazine and Newspaper Properties

200 Fifth Ave., New York City

### The Biggest Value in New England

A Quality and Quantity Combination that Cannot be Exceeded.

**THE BOSTON HERALD**

(Morning)

**THE BOSTON TRAVELER AND EVENING HERALD**

Combined Circulation Morning and Afternoon exceeds 280,000 copies per day.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH SPECIAL AGENCY

(Sole Foreign Representatives)

New York Chicago St. Louis

### THE DETROIT NEWS

(Evening)

Over 140,000

### THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

### The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

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

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

### THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 5024 Metropolitan Bldg.  
CHAS. H. EDDY, Representative.  
Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg.  
EDDY & VIRTUE, Representatives.  
Telephone, Central 2486.



# The BOSTON POST IN 1912

## CIRCULATION

Average Daily Circulation for 1912 **399,701** | Average Sunday Circulation for 1912 **323,463**

GAIN Over 1911, An Average of 49,722 Copies Per Day | GAIN Over 1911, An Average of 23,140 Copies Per Sunday

## LAST THREE MONTHS OF 1912

DAILY AVERAGE **413,426** | SUNDAY AVERAGE **320,336**

## TEN YEARS WITH THE BOSTON POST

YEAR	DAILY	SUNDAY	<i>Note the General Regularity of the Growth of Circulation</i>	YEAR	DAILY	SUNDAY
1903	178,308	160,421		1908	255,534	238,846
1904	211,221	177,664		1909	277,947	248,563
1905	230,427	191,914		1910	323,220	266,476
1906	237,848	228,072		1911	349,979	300,323
1907	243,980	226,763		1912	399,701	323,463

## DISPLAY ADVERTISING

During 1912 in Boston Newspapers Having Daily and Sunday Editions

AGATE LINES

<b>Boston Post</b>	<b>5,894,529</b>	<i>POST LED Globe by Over Half a Million Lines</i>
Boston Globe . . . . .	5,351,330	<i>POST LED American by Over Nine Hundred Thousand Lines</i>
Boston American . . . . .	4,986,569	<i>POST LED Herald by Nearly Two and a Half Million Lines</i>
Boston Herald . . . . .	3,406,513	

(These comparisons are confined to Display Advertising, and do not include "Wants" or "Classified," of which the Post does not make a specialty.)

### Local Display Advertising

For 1912 in Boston Newspapers Having Daily and Sunday Editions

	Agate Lines
Post . . . . .	3,688,322
Globe . . . . .	3,440,307
American . . . . .	3,286,919
Herald . . . . .	2,115,864
Post Led Globe by	248,015
Post Led American by	401,403
Post Led Herald by	1,572,458

### Foreign Display Advertising

For 1912 in Boston Newspapers Having Daily and Sunday Editions

	Agate Lines
Post . . . . .	2,206,207
Globe . . . . .	1,911,023
American . . . . .	1,699,650
Herald . . . . .	1,290,649
Post Led Globe by	295,184
Post Led American by	506,557
Post Led Herald by	915,558

### Automobile Display Advertising

For 1912 in Boston Newspapers

	Agate Lines
Post . . . . .	361,054
Globe . . . . .	349,706
Transcript . . . . .	280,166
American . . . . .	251,218
Herald . . . . .	249,645
Post Led Globe by	11,348
Post Led Transcript by	80,878
Post Led American by	109,836
Post Led Herald by	111,409

The Boston Post led all Boston newspapers in Local Display Advertising as well as Foreign Display Advertising every month in the year

Eastern Representative—Kelly-Smith Co., 220 Fifth Ave., New York.

Western Representative—C. George Krogness, Marquette Bldg., Chicago.

## PITTSBURGH NEWS.

**Vicious Assault on a Reporter by a Policeman Arouses Much Interest—Opening of New Publicity Association Quarters—Press Club Gives a Festival for Poor Children on Christmas Eve—Personal Notes.**

(Special Correspondence.)

PITTSBURGH, Pa., Jan. 2.—Pittsburgh newspaper men have had for discussion a topic of real interest to the profession. It concerns an assault by a policeman on a newspaper man. On the morning of Dec. 13 at the big Library place fire Frank R. Boyd, a reporter for the Tri-State News Bureau, was on duty. He had telephoned some information to his office and then wanted to pass through the fire lines to get further information. He displayed his badge to Mounted Officer Joseph Keally who, at this particular time, was attached to the patrol wagon and was guarding the fire line.

This badge is issued by the Department of Public Safety under an ordinance of the council and is issued only on the written request of the managing or city editor. Each badge is numbered and a record kept as to whom issued. The reporter deposits \$2 with the Department of Public Safety, which amount is to be returned when the badge is turned in. Fines are provided for those using a badge to which they are not entitled.

Keally refused to recognize Boyd's badge. The assistant superintendent of police ordered Keally to let Boyd through the fire lines. Later Keally beckoned to Boyd and Boyd thinking Keally wanted to make an explanation about his refusal to recognize the badge approached Keally, whereupon the latter plied vile epithets to Boyd and when the latter remonstrated he struck him and arrested him. Boyd defended himself and after Keally and the other wagonmen had placed Boyd in the patrol wagon Keally beat Boyd with a handy billy and his fists. Boyd's nose was fractured and he was otherwise injured.

A police lieutenant put up a forfeit for Boyd's appearance and the assistant superintendent of police took him in his automobile to a specialist to have his injuries dressed. At a hearing Boyd was discharged on the charge of disorderly conduct preferred by Keally, the police magistrate holding that there was no case against him. The publishers of the Pittsburgh daily newspapers authorized the Tri-State News Bureau to take up Boyd's case. Keally was suspended and called before the police trial board and on Monday, Dec. 23, the board heard the evidence and recommended Keally's dismissal. The Mayor has yet to approve the recommendation, but he will likely do so.

However, it may be there will be further criminal prosecution and also a civil suit. That will depend on the advice of the attorney, Warren I. Seymour, formerly prosecuting attorney for Allegheny County. Keally was formerly

a prize ring devotee and has been in considerable trouble before but has usually gotten out of it.

The Pittsburgh Publicity Association is now installed in its handsome new quarters in the Keenan building. The formal opening on Dec. 19 was marked by the presence of members of the council and Chamber of Commerce, and men prominent in civic affairs. Elbert Hubbard delivered an address on "Clean Advertising." At the noon-day luncheons of the association interesting talks on matters connected with advertising by those well posted on the subject are given.

The Pittsburgh Press Club went out of the beaten path on Dec. 24 when it had a Christmas tree and music and a well-filled table for a number of poor children. The affair was conducted by the members of the club and their families, including the children. A dozen women engaged in settlement work brought from five to eight children each, boys and girls, to the club rooms in the May building. There was a real turkey dinner and gifts of clothing, toys, candy and fruit for each little visitor. The committee in charge was J. M. Hazlett, L. M. Cadison, M. F. Knapp, A. B. Hay, Jr., H. B. Laufman and I. H. Steimer.

On Monday evening, Dec. 30, there was "Night in Bohemia" at the Press Club. A special program was arranged to which members were asked to bring their wives, sisters or sweethearts. Local talent and actors from various theaters furnished the entertainment and a Dutch lunch was served.

Emil M. Scholz, general manager of the Post and of the Sun, spent the Christmas holidays visiting his mother in Chicago.

Jackson D. Haag, the well known dramatist and dramatic critic, of the Post, left Tuesday morning for a six months' vacation in the Southwest, Arizona and New Mexico. Mr. Haag goes in search of rest and recuperation, and all his Pittsburgh friends sincerely hope he may speedily find both.

The engagement of Andrew W. Crawford, a former Pittsburgh newspaper man, to Miss Ada Marie Simpson, a daughter of the Rev. E. C. Simpson, of Cambridge, Mass., is announced. Mr. Crawford became an agent for the Carnegie Hero Fund Commission about a year ago. The marriage of Andrew Rowley, formerly with the Associated Press and later with the Post, was announced when Mr. Rowley came here for the Christmas holidays. His bride is a charming widow of Texas in which territory Mr. Rowley is an agent for the Carnegie Hero Fund Commission. Hero hunting seems to make Cupid active.

### Readers Wrote Christmas Section.

The New York Evening Sun of Dec. 24, published a special Christmas section of five pages, the matter for which was provided by volunteers from among the readers. Some 2,300 manuscripts and drawings were submitted for publication, out of which 100 were selected. The Sun paid regular space rates for the accepted contributions, with double rates for the best picture, article, story and copy of verses. Considerable talent was shown by the non-professional writers who gave ample evidence of the high literary ability possessed by many of the Sun's readers.

### To Issue Periodical for Hoboes.

A monthly periodical for hoboes is to be published at Chicago by Jeff Davis, the new president of the International Brotherhood Welfare Association. It will be known as the International Hobo Review, and, according to President Davis, the contributors will include James E. How, of St. Louis, "Millionaire Hobo" and founder of the organization; Jack London; James Seymour, the hobo poet; Walter Maillard and Robert Hunter. The hobo is "a man who is always looking for work but frequently cannot find it; he is not a tramp or a bum."

# 150 Dominant Newspapers United to Give Advertisers Efficient Service

Every day this month the following group of clean, honest and reputable daily newspapers will publish a talk "Advertising the Advertiser." These talks will make millions of consumers more responsive to advertising and more familiar with the quality, value and reliability of advertised goods.

Each newspaper publishing these talks will thereby afford the greatest possible measure of service to its advertisers.

### List of Papers Now Using "Advertising the Advertiser."

Albany (N. Y.) Times-Union.  
Altoona (Pa.) Journal.  
Altoona (Pa.) Mirror.  
Augusta (Ga.) Herald.  
Ardmore (Okla.) Ardmoreite.  
Aurora (Ill.) Beacon-News.  
Berkeley (Cal.) Gazette.  
Binghamton (N. Y.) Press.  
Birmingham (Ala.) Ledger.  
Buffalo (N. Y.) Evening News.  
Burlington (Vt.) Daily News.  
Bridgeport (Conn.) Post.  
Bridgeport (N. J.) News.  
Butte (Mont.) Inter Mountain.  
Camden (N. J.) Post Telegram.  
Canton (Ill.) Register.  
Chattanooga (Tenn.) News.  
Charleston (S. C.) News and Courier.  
Charlotte (N. C.) News.  
Cincinnati (Ohio) Times-Star.  
Colorado Springs (Col.) Telegram.  
Columbus (Ga.) Ledger.  
Council Bluffs (Iowa) Nonpareil.  
Davenport (Iowa) Times.  
Dayton (Ohio) Herald.  
Dallas (Texas) Times Herald.  
Danville (Va.) Bee.  
Denver (Col.) Times.  
Detroit (Mich.) News.  
Des Moines (Iowa) Capital.  
Duluth (Minn.) Herald.  
Durham (N. C.) Sun.  
El Paso (Texas) Herald.  
Elgin (Ill.) Daily Courier.  
Elmira (N. Y.) Star Gazette.  
Erie (Pa.) Times.  
Everett (Wash.) Chronicle.  
Fort Dodge (Iowa) Daily Messenger.  
Fort Smith (Ark.) Times-Record.  
Fort Worth (Texas) Star-Telegram.  
Freeport (Ill.) Standard.  
Gadsden (Ala.) Journal.  
Galesburg (Ill.) Republican Register.  
Goldfield (Nev.) Tribune.  
Grand Forks (N. D.) Times-Herald.  
Grand Rapids (Mich.) Press.  
Harrisburg (Pa.) Telegraph.  
Houston (Texas) Chronicle.  
Huntington (W. Va.) Advertiser.  
Hutchinson (Kan.) News.  
Jackson (Mich.) Citizen-Press.  
Jackson (Miss.) News.  
Janesville (Wis.) Gazette.  
Joliet (Ill.) Herald.  
Joplin (Mo.) News-Herald.  
Kansas City (Mo.) Star.  
Key West (Fla.) Citizen.  
Knoxville (Tenn.) Sentinel.  
La Crosse (Wis.) Leader-Press.  
Lafayette (Ind.) Daily Courier.  
Lansing (Mich.) State Journal.  
Lawrence (Kan.) Journal-World.  
Leavenworth (Kan.) Post.  
Lexington (Ky.) Leader.  
Lima (Ohio) News.  
Little Rock (Ark.) Democrat.  
Los Angeles (Cal.) Express.  
Lynn (Mass.) Item.  
Macon (Ga.) News.  
Madison (Wis.) State Journal.  
Manchester (N. H.) Union.  
Mansfield (Ohio) News.  
Marietta (Ohio) Journal.  
Marion (Ind.) Chronicle.  
Memphis (Tenn.) News-Scimitar.  
Meriden (Conn.) Journal.  
Meridian (Miss.) Star.  
Milwaukee (Wis.) Journal.  
Minneapolis (Minn.) Journal.  
Moline (Ill.) Dispatch.  
Montgomery (Ala.) Journal.  
Nashville (Tenn.) Banner.  
Newark (Ohio) Advocate.  
New Bedford (Mass.) Standard and Mercury.  
New Brunswick (N. J.) Home News.  
New London (Conn.) Day.  
New Orleans (La.) States.  
New York (N. Y.) Globe.  
Norfolk (Va.) Ledger-Dispatch.  
Ogdensburg (N. Y.) Republican Journal.  
Ogden (Utah) Standard.  
Oklahoma City (Okla.) Times.  
Omaha (Neb.) World-Herald.  
Ottumwa (Iowa) Courier.  
Owensboro (Ky.) Inquirer.  
Paducah (Ky.) Sun.  
Parkersburg (W. Va.) Sentinel.  
Pawtucket (R. I.) Times.  
Pensacola (Fla.) News.  
Pittsburg (Va.) Index Appeal.  
Philadelphia (Pa.) Bulletin.  
Pittsburgh (Pa.) Chronicle-Telegraph.  
Pittsburg (Kan.) Headlight.  
Plattsburg (N. Y.) Star-Republican.  
Port Huron (Mich.) Times-Herald.  
Portland (Me.) Express.  
Portland (Ore.) Journal.  
Portsmouth (Va.) Star.  
Portsmouth (Ohio) Times.  
Pottsville (Pa.) Republican.  
Richmond (Ind.) Palladium.  
Richmond (Va.) News Leader.  
Rochester (N. Y.) Democrat-Chronicle.  
Rutland (Vt.) Bee.  
Sacramento (Cal.) News.  
Saginaw (Mich.) News.  
Sioux Falls (S. D.) Argus-Leader.  
St. Joseph (Mo.) News-Press.  
St. Paul (Minn.) Dispatch.  
Salem (Mass.) News.  
Salt Lake (Utah) Telegram.  
San Antonio (Texas) Light.  
San Francisco (Cal.) Post.  
Schenectady (N. Y.) Union-Star.  
Scranton (Pa.) Times.  
St. Louis (Mo.) Tribune.  
South Bend (Ind.) Tribune.  
Springfield (Ill.) News.  
Springfield (Mass.) Union.  
Springfield (Mo.) Leader.  
Springfield (Ohio) News.  
Sterling (Ill.) Evening Gazette.  
Tacoma (Wash.) Tribune.  
Terre Haute (Ind.) Tribune.  
Toronto (Ontario) Star.  
Trenton (N. J.) Times.  
Troy (N. Y.) Record.  
Vancouver (B. C.) World.  
Waco (Texas) Times-Herald.  
Walla Walla (Wash.) Bulletin.  
Washington (D. C.) Star.  
Watertown (S. D.) Public Opinion.  
Watertown (N. Y.) Standard.  
Wichita (Kan.) Beacon.  
Wilkesbarre (Pa.) Times-Leader.  
Williamsport (Pa.) Sun.  
Wilmington (Del.) Journal.  
Winnipeg (Manitoba) Free Press.  
Winona (Minn.) Republican-Herald.  
Winston-Salem (N. C.) Sentinel.

The "Advertising the Advertiser" Campaign Was Inaugurated by

**The Globe**  
AND Commercial Advertiser.  
NEW YORK'S FOREMOST EVENING NEWSPAPER.

New York's Foremost High-Class Evening Newspaper

## STEREOTYPE SPECIALISTS

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

### F. WESEL MFG. CO.

Printers' and Platemakers' Equipment

70-80 Cranberry Street, Brooklyn, N. Y.

New York, 10 Spruce St.  
Chicago, 431 So. Dearborn St.



# Save Your \$1,000 Early

By ordering your "INTERTYPES" now you will secure an early date of shipment. This means \$1,000 net saving, plus 30 per cent. on all extras and supplies,  
**PLUS AN IMPROVED MACHINE**

## GUARANTEE

**WE AGREE** to defend at our own cost and expense any infringement suit brought under any letters patent of the United States by reason of the use by a purchaser of any machinery or supply parts purchased from us, and to pay the amount of any final judgment that may be obtained in such suit.

## WARRANT

**WE WARRANT** all Composing Machines and supplies purchased from us to be of the best material and workmanship, to be as interchangeable as any such goods are interchangeable, and to fully perform the work for which they are recommended. We will replace or refund the money for any that prove defective in any of the above particulars.

**We think that about covers the ground**

Orders for matrices, spacebands and other supply parts for Linotype Machines are now being filled by us. All Prices 30 per cent. off list.

⌘ INTERNATIONAL ⌘  
TYPESETTING MACHINE CO.

FACTORY:  
Foot of Montague Street  
BROOKLYN, N. Y.

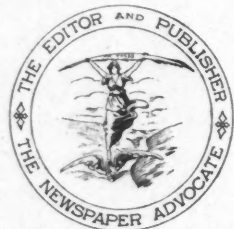
NEW YORK OFFICE:  
182 William Street  
P. O. BOX 2072

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER CO., 13 to 21 Park Row,  
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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.

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

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

New York, Saturday, January 4, 1913

### A GLANCE FORWARD.

The New Year was welcomed by the usual glad acclaim—the tooting of whistles, the ringing of bells, the drinking of toasts, and general felicitation. But now that the celebration is over and we are back to hard pan, once more the question that suggests itself is "What is going to happen in 1913?"

One need not be a prophet or the son of a prophet to predict that it will be a prosperous year. Some of the politicians may try to make us believe that Congressional action on the tariff is going to upset the business bread basket; some of the professional labor agitators will doubtless throw a scare or two into the breasts of weak-kneed employers; a lot of pessimists who glory in gloom will keep on saying that grim war will devastate the Continent of Europe. But don't you believe a single one of them.

The United States of America is going to have a great year of business activity. Ask any manufacturer of a staple commodity what the outlook in his line is and he will tell you that it is unusually promising.

It's the newspaper and advertising business, however, in which the readers of THE EDITOR AND PUBLISHER are specially interested. The reports from the daily and weekly press show that 1912 was a better year than 1911, and the prediction is freely made by nearly all of them that 1913 will be better still.

One of the subjects that will receive much attention this year among publishers is economic efficiency. Men of brains are trying to increase the productive power of their plants without materially increasing the cost. Much of the waste motion and unnecessary expense can and will be eliminated.

Much new business in the advertising field is going to be developed through the intelligent enterprise of the newspaper advertising managers. The latter are in a better position to talk to business men about their mediums than they were a few years ago, because they know more, and have a better understanding of what is necessary to achieve advertising and, therefore, commercial success.

The handsomest Christmas issue of any periodical that reached us this year was that of the Toronto Globe. It is doubtful if there was ever printed in this country such an artistic number of a newspaper in magazine form. Every page was either ornamented with skillfully designed borders or il-

lustrations. The page illustrations were of the highest order of merit. In delicacy of coloring and in grace of design they were extremely pleasing to the eye. Of these the "Crystal Grove," "Summer" and "Will He Bite?" were the most effective.

Cyrus H. K. Curtis, who has purchased the Philadelphia Public Ledger, is the Quaker City's most prosperous publisher and one of its foremost citizens. His entry into daily journalism meets the warm approval of his contemporaries.

### UNDER THE EVENING LAMP.

ILLUSTRATED SOUTH AMERICA—A Chicago Publisher's Travels and Investigations in the Republics of South America, with 500 Photographs of People and Scenes from the Isthmus of Panama to the Straits of Magellan, by W. D. Boyce, publisher of the Chicago Saturday Blade and the Chicago Ledger. Rand & McNally & Co., New York and Chicago, Publishers.

One of the peculiarities of many books of travel is that they do not tell the reader what he wants to know about the countries and peoples visited. Their authors waste pages and pages on historical data that might be omitted or at least condensed into a few paragraphs. They write so much about what they didn't see and describe what they did see with so little photographic accuracy that the reader loses interest and turns to something else.

Mr. Boyce's book on South America does not belong to this class. It is the product of a man with newspaper training who has a clear idea as to what people want to know about a country they have never seen, and can tell his story entertainingly and yet with a strict regard for the facts. In all this book of nearly 700 pages there is not a dreary page. It is an entertaining record made by a man who sees things as they are, and who can make you see them, too.

Mr. Boyce has given us what the writer believes to be the most comprehensive and attractive work on the great continent to the south of us that has been brought out.

He is a good guide, is this man Boyce, with his hearty and breezy style of writing and his ability to make things interesting. We have altogether too few travelers like him.

ESSENTIALS IN JOURNALISM. A Manual in Newspaper Making for College Classes. By H. F. Harrington, Director of Courses in Journalism at Ohio State University, and T. T. Frankenberg, of the Ohio State Journal. Ginn & Co., Boston and New York, publishers.

There are three ways of teaching a subject in the classroom—one by lectures, one by the use of text-books and the third by combining the first two. Lectures are a popular form of instruction in colleges and universities, where the students are old enough to absorb rapidly the knowledge thus imparted. Text books are absolutely necessary in the earlier years of instruction, because they present in concrete form basic facts, expressed in simple language, that must be committed to memory by the students. They are books of record in which a large amount of knowledge is systematically arranged for the convenience of both teacher and pupil.

The teachers of journalism, because the subject has only been taught in the schools four or five years, have been obliged to worry along without text-books prepared specifically for the purpose. Therefore nearly all instruction given has been presented in the form of lectures founded on the experiences of the teacher or the general practice of newspaper offices. Text-books that have any value cannot be turned out like novels. Their production requires long and careful preparation, especially when the subject is a brand new one to the classroom and the author has no other text-books to guide him.

During the last year several serious works on the

subject have made their appearance, but "Essentials of Journalism," by Messrs. Harrington and Frankenberg, is by all odds the most complete and the best adapted to classroom use. In the preface the authors make clear the purpose and province of schools of journalism in the following paragraph:

"Preparation in journalism now being undertaken in colleges is in no sense antagonistic to the established canons of the newspaper. Such instruction does not attempt to substitute classroom work for actual service on an exacting daily under skilled and experienced direction. It does not aim to turn out full-fledged newspaper men. It merely endeavors to make the road to the practice of journalism the easier by removing many of the difficulties in the path, and it does this by teaching the young aspirant some of the things he will be expected to do and the best methods of doing them."

With these thoughts in mind the authors have taken up their task and carried it on in a practical and logical manner. Part I is devoted to "The Collection and Writing of News," under such heads as "Journalistic Style," "The Structure of the News Story," "What Is News?" "Gathering News," and "Types of News Stories." Part II deals with "The Work of the Staff," and includes "The Reporter," "The City Editor" and "Other Desk Positions," "Interviews," "Dramatic and Other Criticisms," "Editorials, Paragraphs and Bureaus." Part III, on "Making a Newspaper," takes up "Head Writing and Make-up," "Getting the Paper Printed."

Part IV treats of "The American Press; Its History and Problems." The Appendix presents a large amount of valuable information that is especially helpful to beginners in journalism.

Messrs. Harrington and Frankenberg have arranged the exercises with due consideration of the natural method of developing a newspaper writer as practised in newspaper offices. The illustrations presented for the guidance of the students are admirably selected.

### GIVING THE AUTHOR CREDIT.

New York, 113 Madison Avenue.

THE EDITOR AND PUBLISHER:

The practice of many newspapers of this country in printing clipped matter, poems, etc., from other newspapers and magazines and only recognizing the publication from which they clipped and not the author, is something that, in my humble opinion, should be rectified.

It takes up no more space to print the original author's name than as at present, and it is only fair to the author that this be done by the newspapers. I do not believe that the papers would object to this being done in fairness to the writer and my brethren in the trade, and your mentioning the matter in the columns of your valuable publication would be a great favor and help to the author.

RUSSELL E. SMITH.

[The point made by Mr. Smith is well taken. Exchange editors are and have been in the habit for years of crediting the paper and not the author of an article or poem clipped from another publication. Perhaps this is done because the paper is better known than the writer, and therefore when used gives the article a greater prestige.—Ed.]

### BACKS UP HIS OPINIONS WITH CASH.

THE TOLEDO TIMES,

TOLEDO, O., Dec. 27, 1912.

THE EDITOR AND PUBLISHER.

Our sincerest congratulations on your new work and the splendid success which you seem to be making. I am reading your publication with greater pleasure and profit than ever before. We are enclosing you check for \$6, for which you may send us two copies for a period of three years, one to the Toledo Times office and one to my home address, 2283 Ashland avenue, Toledo, O. Wishing you a happy and prosperous New Year and many returns, I am, ever sincerely,

GEORGE W. DUN, Publisher.



**PERSONALS.**

Josephus Daniels, editor of the Raleigh (N. C.) News and Observer, received a pair of young terrapins as Christmas gifts from William Jennings Bryan.

A. S. Taylor, president of the Post-Intelligencer Co., of Seattle, spent Christmas with his mother in Milwaukee. Before returning home he will visit Chicago and New York.

Roy W. Howard, chairman of the executive committee, and general news manager of the United Press Association, is the proud father of a baby girl. The happy event occurred last Friday night. Mother and daughter are doing well.

S. J. Duncan Clarke, editorial writer for the Louisville (Ky.) Herald, will leave that field on or about the first of March to undertake similar work in behalf of the Indiana Star League, the Louisville (Ky.) Herald, and the Chicago Evening Post, with headquarters at Chicago.

Sophie Irene Loeb of the New York World staff, sent the second bundle at the moment of the parcels post inauguration at twelve, midnight, Jan. 1. It contained china, weighed forty-six ounces, and was addressed to Governor Sulzer, of New York. Miss Loeb bears the unique distinction of being the first woman to send a package through the parcels post.

Perry F. Powers, editor and owner of the Cadillac (Mich.) News, who has been State Commissioner of Labor under Governor Osborn, quit office Jan. 1.

F. W. Worcester, versatile newspaper manager, who has handled big newspaper properties in metropolitan cities, from the City of Mexico to Memphis, Tenn., is enjoying a well earned vacation at Tacoma, Wash., and during the past two weeks killed within ten miles of Tacoma, one cougar and a bob-cat. "Talk about fishing," he writes, "it's fine."

Arthur W. Stace, dramatic editor of the Grand Rapids (Mich.) Press, is seriously ill with pneumonia.

George L. Saunders has resigned from the West Chester (Pa.) Star to become editor and manager of the Bluffton (Ind.) Banner.

George F. Burba, editorial writer on the Dayton News, who has attracted much attention for his Burba's Barbs column, has been appointed private secretary to Gov. James M. Cox, who is the publisher of the Dayton and the Springfield News.

Charles P. Garde, city editor of the Philadelphia Ledger, was one of the judges of the Mummies' parade, which was held in that city on New Year's morning, and at which \$5,000 in prizes was offered for the best fancy dress.

Omar D. Gray, editor of the Sturgeon (Mo.) Leader, and part owner of the Columbia (Mo.) Statesman, is an applicant for chief clerk of the next Missouri General Assembly.

Victor H. Schoffelmeyer, formerly of the Minneapolis (Minn.) Journal, has been appointed editor of the Southwest Trail, an agricultural publication at St. Joseph, Mo.

George M. Cook, who has been with the Associated Press for several years, has been appointed Indiana manager of the service at Indianapolis.

E. H. Davenport, for several years sporting editor of the Louisville (Ky.) Herald, has been appointed sporting editor of Mr. Shafers papers, with head-

quarters at the Chicago Post. Mr. Davenport created for the Herald some unique characters, the interest in which he was able to sustain remarkably well, such as the "Man In the Smoking Compartment," "Giddy Gwendolyn," and "Elder Berry," quite popular with Louisville sports and fans.

E. Hazzard Wells is to be the editor-in-chief of the Seattle Sun, the new evening paper to be launched in that city Feb. 1.

Thomas Wood, formerly well known in New York as a magazine subscription man, is now publisher of the Toronto (Can.) Realty Journal.

The Rev. P. N. MacDonald has resigned the pastorate of the Cowan Avenue Presbyterian Church, Toronto, to become editor of the Westminster Magazine and Presbyterian, published in that city.

Edwin O. Shaw, publisher and owner of the Newaygo (Mich.) Republican since 1869, is ill with pneumonia.

S. C. Brock, editor of the Dowagiac (Mich.) Daily News, resigned Jan. 1 to become business manager of Moon's Weekly, published in that city.

George F. Burba, editor of the Dayton Daily News, has been officially appointed private secretary to Governor James M. Cox, of Ohio.

James M. Ross, for the last five years news editor of the Lexington (Ky.) Leader, resigned on Jan. 1 to become managing editor of the Kentucky Trotting Horse Record, a new turf journal.

Alvin T. Steinel, who for several years has been editor of the Southwest Trail, resigned the first of the year to take charge of the agricultural department of the Rocky Mountain News, of Denver, Col.

**IN NEW YORK TOWN.**

George Henry Payne has gone to Albany as legislative correspondent of the Mail.

Jules A. Goldberg has resigned as managing editor of the Newark (N. J.) Star, to take an executive position with the Hearst newspapers.

James McBride, formerly on the staff of the Globe, has joined the Press editorial force.

John E. Nevin, of the New York Bureau, United Press, is the father of a twelve-pound boy, making the third youngster in his family.

Haywood Broun has resigned from the staff of the Tribune to re-enter the theatrical field.

Preston Goodfellow, who has had considerable experience on Brooklyn newspapers, is a new recruit on the staff of the Mail.

Charles R. Sanderson, formerly of the Elmira (N. Y.) Telegram, and more recently of the Brooklyn Eagle, has become a member of the Press business staff.

William Mason, who has been recovering at Atlantic City from a short illness, is back at his desk on the Evening World.

**Employees Receive Pulitzer Bequest.**

The executors of the estate of Joseph Pulitzer, just before Christmas, distributed the \$20,000 bequest which the late publisher had left to the oldest and most faithful employes of the St. Louis Post-Dispatch. This money was in addition to the usual Christmas gifts which the management of that paper has made to the employes for a number of seasons.

**WASHINGTON PERSONALS.**

George M. Cook, of the Associated Press, has returned to Indianapolis to resume charge of the office there. John Tiedemann, who was temporarily in charge of the Indianapolis bureau, will succeed Mr. Cook.

E. R. Sartwell, of the Associated Press, spent the holidays at his home at Elmhurst, L. I.

W. J. Showalter, of the Haskin's Syndicate, has been decorated by Mexico with the Order of Bolivar.

Horace Epes, of the Associated Press, enjoyed his Christmas holidays at his home in Newport News, Va.

Jackson S. Elliott, superintendent of the Eastern division of the Associated Press, is visiting in the city.

Paul Weir, of the Associated Press, has just returned from his home in Wilkes-Barre, Pa.

Percy Thomas, manager of the National News Association here, has returned from a business trip to New York.

Francis J. Dyer, of the Portland Journal, and Mrs. Dyer have returned from a visit to New York.

Clyde H. Torenner, Representative-elect from Illinois, formerly of the Scripps-McRae League, and now financial clerk of the House, will be next to the youngest member of the Sixty-third Congress. Representative Torenner is just passed thirty.

Isaac White's newspaper story in last Sunday's World has received many favorable comments from the correspondents here.

John Snure, of the New York Globe and Munsey papers, received as a Christmas present an eleven-pound baby boy.

Mr. and Mrs. Carl N. Odell had a baby born to them Christmas evening. Mr. Odell is police reporter for the Washington Herald.

Recent accessions to the staff of the Washington Times include Card D. Groat, formerly of the Springfield (Mass.) Union, who has joined the reporter staff; Nelson Robins, formerly of the Times-Dispatch, Richmond, Va.; J. Knight, formerly of the Detroit Free Press, who is now head of the Times copy desk; Hugh O'Neil, formerly of the Denver Post, who is head of the editor writers' staff; W. L. Ormerod, formerly of Pittsburgh papers and secretary to W. L. Garford, Progressive candidate for Governor of Ohio.

Marion H. McIntyre, makeup editor of the Washington Times, spent the Christmas holidays with relatives in Kentucky.

Theodore H. Tiller, House representative of the Munsey newspapers, has been ill with bronchitis.

**Changes on Montpelier Journal.**

Walter H. Crockett has resigned as editor of the Montpelier (Vt.) Journal to take the office of official reporter of the House of Representatives, succeeding Col. John G. Norton, who has become secretary to Congressman Frank L. Green. Mr. Crockett has been editor of the Journal since the paper started, something over three years ago. He will be succeeded by Thomas H. McElroy, who has been night editor for two years and a half, and who was formerly connected with the Worcester (Mass.) Telegram and Providence (R. I.) Journal.

D. D. Moore, manager of the New Orleans Times-Democrat, says that THE EDITOR AND PUBLISHER is worth all of \$2 of any man's money.

**SUCCESSFUL EASTERN**

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

**C. M. PALMER**

Newspaper Broker  
277 Broadway, New York

**SITUATIONS WANTED**

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

**CLASSIFIED PROMOTER**

T. A. Brown, classified promoter, now open for a proposition. Best of references furnished. Address THE EDITOR AND PUBLISHER.

**PRESSMAN**

experienced in all kinds of newspaper presswork, desires position as foreman. References given. Address Pressman, care THE EDITOR AND PUBLISHER.

**MANAGER**

Who has been highly successful in upbuilding newspaper properties, seeks connection on a strictly contingent basis, preferably with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers that are not earning satisfactory profits. American; age 38; good executive; careful and economical manager, with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Address "H. H. H.," care THE EDITOR AND PUBLISHER.

**MANAGING EDITOR.**

Young, absolutely first-class man in every respect, desires change; fully able to direct successfully every department of publication; best references; now in charge of prominent afternoon paper. Address "P. M. G.," care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**TO PUBLISHERS:**

Successful special representative Eastern field has approval of present employers to add another high grade daily or daily with weekly to present connection. Commission or salary. Good knowledge business conditions East and West. Confidential correspondence invited. Address "SOLICITOR," care THE EDITOR AND PUBLISHER.

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

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

**LINOTYPE MACHINES**  
All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.  
RICH & McLEAN,  
51 Cliff St., New York.

**ILLUSTRATING AND CARTOONING**  
neatly done. Submit your proposition and I will gladly furnish prices. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

**FOR SALE**

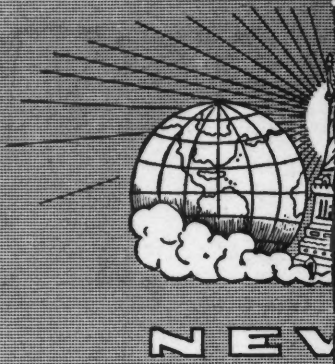
**FOR SALE.**  
3-DECK PRESS. Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price.  
4-DECK PRESS. Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt.  
ONE FLAT-BED PERFECTING PRESS. Prints 4, 6, 8 pages. Will be overhauled and rebuilt.  
THE GOSS PRINTING PRESS CO., Chicago, Ill.

**BUSINESS OPPORTUNITIES**

**NOW IS A GOOD TIME**  
to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 32d St., New York, lah district.

**First in  
Advertising!**

**The**



**1912—BREAKS ALL FORMER**

**1,56**

Separate World Advertisements

**72**

More Than the New York Herald

**19**

More Than ALL THE 5 OTHER New York

**34,373** More than

**READERS!**

**RELI**

**THE CIRCULATION OF THE WORLD IN NEW YORK  
THAT OF THE NEW YORK HERALD, TIMES, SUN**





# The World

NEW YORK

**First in  
Circulation!**

## ADVERTISING RECORDS—1912

# 3,557

Pages Were Printed Last Year.

# 2171

Pages Printed by the World's Nearest Competitor.

# 962

Pages Printed by Morning and Sunday Newspapers COMBINED.

Pages Printed by the World Printed in 1911.

# QUALITY!

# RESULTS!

ADVERTISING REVENUE ON MORNINGS AND SUNDAYS, IS GREATER THAN  
ADVERTISING REVENUE ON WEEKDAYS AND PRESS ADDED TOGETHER

## THE GREATEST SENSATION IN COMICS IN YEARS!

### Four Color Comic Page

By R. L. GOLDBERG  
the most talked of cartoonist in America

## "MIKE AND IKE, THEY LOOK ALIKE"

To be Released in February

Wire for Options Now!

# The McClure Newspaper Syndicate

45 West 34th Street  
NEW YORK CITY

### AD MANAGERS MEET.

NATIONAL ASSOCIATION HOLDS  
ITS SEMI-ANNUAL SESSION  
IN CHICAGO.

**Committee on Resale Price Regulation Presents an Exhaustive Report in Which It Condemns Oldfield Bill—Resolution Adopted Insisting That Publishers Should Guarantee a Minimum Net Paid Circulation.**

The semi-annual meeting of the Association of Advertising Managers held Dec. 13 and 14 in Chicago was attended by seventy-one members and six others from the companies represented. It was one of the most successful in the history of the organization, both in the importance of the discussions held and the action taken.

A few of those present were: Tim Thrift, of the American Multigraph Sales Co., Cleveland; E. St. Elmo Lewis, of the Burroughs Adding Machine Co., Detroit; M. C. Meigs, of the J. I. Case Threshing Machine Co., Racine, Wis.; L. B. Jones, Eastman Kodak Co., Rochester, N. Y.; L. C. McChesney, of Thomas A. Edison, Inc., Orange, N. J.; James A. Morley, of the N. K. Fairbank Co., Chicago; J. S. Sleeper, the Firestone Tire & Rubber Co., Akron, O.; Peter Henderson and F. H. Cole, Peter Henderson Co., New York; M. R. D. Owings, of the International Harvester Co., Chicago; W. G. Snow, of the International Silver Co., Meriden, Conn.; R. O. Eastman and J. L. Meyer, of the Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

The report of the Committee on Resale Price Regulation, which was submitted by William H. Ingersoll, the chairman, and adopted by the association, read in part as follows:

"This is one of the most difficult problems confronting advertisers and has received a great deal of study by the committee since its appointment. At the secretary's office there was already a considerable accumulation of data bearing on the subject and since then a thorough search has been made of trade papers and elsewhere for additional data.

"The important, practical need of a large number of our membership for some method of preventing the very demand which is created by advertising from being turned against the advertised products, has been demonstrated at every A. N. A. M. convention, where the need of maintaining prices has cropped out in relation to various merchandizing problems, and has been discovered in the independent investigations of various committees.

"The need thrust itself forward more frequently than almost any other topic of common interest as is instanced, for example, in the report submitted at the annual meeting in June by the report of the committee on dealer co-operation. On page four, in answer to question No. 3, fifty-eight out of ninety-seven members answered that they do attempt some form of price regulation. Again on page nine, in the summary of re-

(Continued on page 16.)

### WITH WILSON AT STAUNTON.

Correspondents Unusually Well Cared  
for by the Citizens.

(Special Correspondence.)

WASHINGTON, Dec. 31.—The newspaper correspondents who accompanied President-elect Wilson to Staunton, Va., last week had a most enjoyable experience. They were welcomed with open arms by the citizens of that place. Their every want was anticipated. Automobiles and typewriters were provided in abundance and the telegraph companies provided a sufficient number of wires and operators to promptly handle all the messages sent to the newspapers.

H. M. Opie, of the Staunton Leader, had charge of the press arrangements and no detail was overlooked. The press badges provided gave entree to every place that the correspondents desired to visit and many of the writers were heard to say that if some of the larger cities were half as considerate and thoughtful of the visiting press men as Staunton there would be few complainants.

Those in the President-elect's party were: John T. Suter, Chicago Record-Herald; David Lawrence, Associated Press; O. P. Newman, United Press; J. W. Hamer, National News Association; Don Martin, New York Herald; Walter Miller, New York Sun; Isaac Russel, New York Times; William F. Keohan, New York Tribune; Raleigh C. Smith, Baltimore News; Arthur J. Sinnott, Newark News; Roscoe C. Mitchell, New York World; Carl Downing, New York Press; W. J. Showalter, Haskin's Syndicate; Harold C. West, Baltimore Sun, and Ralph Smith, Atlanta Journal. Most of the correspondents who accompanied Mr. Wilson on this trip will remain with him in Trenton and Princeton until his inauguration.

The Staunton Leader, in an editorial on the newspaper men who visited Staunton with the President-elect, spoke in highest terms of them. "They have captured our people," said the writer.

### A BEAR'S CLAW FROM CANADA.

Manitoba Free Press Sends Christmas Gift Typical of Northern Country.

For the past eleven years the Manitoba Free Press at Winnipeg has marked the Christmas season by gifts representative of the resources and business interests of Canada.

In previous years the Press has sent to its friends a gopher's tail, a pen made from a Canadian wild goose quill, a pipe of peace, a package of caviar, a beaver's tooth, a miniature roll of news print, a bronze buffalo mounted on a buffalo hide and a sacket of reindeer pemmican! A little booklet, accompanying each article, gave diverse and interesting information about that particular Canadian product or animal.

This year the Christmas gift of the Press consisted of a black bear's claw, properly mounted, a fit pendant for a watch chain. A little booklet fully gave the interesting story of the great bear family, salient facts about Canada in general, and no less important notes regarding the Manitoba Free Press, which has shown a wholesome, steady growth this year, having now reached a daily circulation of over 60,000 copies.

In placing your feature orders for

## 1913

you cannot afford to overlook our Company, now in its 14th year, and which has stood always for the best.

### The International Syndicate, Baltimore, Md.



## The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

### OUR GROWTH IS REMARKABLE

During the past month we have added a record-breaking number of new clients. This is due to the fact that we have the sort of illustrated news features, cartoons, comics, humor and woman's page features that the newspapers find practical and desirable. We couldn't grow if we failed to satisfy.

THE CENTRAL PRESS ASSOCIATION, Cleveland  
VIRGIL V. MCNITT, Gen. Mgr.

The very best

## New Daily Comic

on the market

## "THE NEARLYWEDS"

By GEORGE McMANUS

Write for details

National News Association  
200 William St., New York City

## Adams Features

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

WIRE



WRITE

### Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

## Chess, Bridge, Auction Bridge

Exclusive rights given. No contract

### Arizona Gazette Building New Home.

Work will be commenced this week upon the construction of a new home for the Arizona Gazette, at Phoenix, where it will occupy quarters in a four-story, reinforced concrete building to be erected by the first of August. The business offices, editorial rooms and composing room will occupy most of the first floor, giving it about 5,200 square feet of floor space. The paper will also have about 3,500 square feet of space in the basement, to be used by the press room, mailing room and department for carriers in the delivery service. The Gazette quarters will be especially built for the paper and will be modern in every way, containing all the latest conveniences.

## GET Today's News Today

## "By United Press"

General Office:

WORLD BLDG., NEW YORK

## Special Edition Pages

FURNISHED IN

## MAT FORM

Something Worth While

World Color Printing Company

ST. LOUIS, MO.

Established 1 00

R. S. Grable, Mgr.

### NEW YORK HERALD SYNDICATE

Cable and Feature Service

Address

Herald Square  
New York City

Canadian Branch  
Desbarts Bldg., Montreal



**MUST WORK TOGETHER.**

**The Advertising and Sales Manager Can Secure Best Results Through Co-operation, Says R. W. Floyd at Y. M. C. A. Ad Class Dinner—The Successful Man Wins Through the Same Course of Action.**

The advertising class of the Twenty-third Street Y. M. C. A. concluded the first half of its series of lectures with a dinner last Wednesday evening. After the good things to eat had been enjoyed, Frank Leroy Blanchard, director of instruction, briefly outlined the work for the coming season, and introduced the speakers of the evening: R. Wentworth Floyd, of the promotion department of the Woman's World, and A. C. Monagle, secretary of the American Specialty Manufacturers' Association. In discussing the relation of the sales manager to the advertising manager, Mr. Floyd said:

"The function of the sales manager is to secure distribution; that of the advertising manager to secure demand. Distribution fills the shelves, and advertising empties them. Too often the sales manager believes the advertising manager to be a theorist; and the advertising manager, in turn, believes the sales manager to be only a 'low-brow'; and too often the beliefs are justified.

"Co-operation, then, is lacking; and yet nothing is more essential to success than co-operation between the sales and advertising departments. No man knows so much that he can learn nothing from another man. Everyone knows something, and we should strive to learn that something from every man with whom we come in contact.

"Experience in the sales and manufacturing branches of any industry are of utmost value to a man after entering the advertising field. The man with an all-around experience is by far the more intelligent and efficient advertising adviser, other things being equal. The reason why such large sums of money are spent in advertising campaigns to no purpose is that people who are pure theorists without practical experience have attempted things beyond their power.

"It is surprising how many manufacturers believe an advertising man to be a sort of magician who can take an antiquated plant and machinery, salesmen long 'in the rut,' and business run under methods of years ago, and by mere advertising transform the organization."

Mr. Monagle's talk was an inspiring appeal to better efforts and greater co-operation. He spoke of the charm of the seemingly impossible and how, through ages, this fascination has led men on to the accomplishment of great things.

"In America," Mr. Monagle said, "we were able until recently to stand much wastefulness without noticing it. The natural resources of our country made

it possible. The result has been that men have entered business and made great successes in their chosen fields without giving due consideration to the efficiency of the manufacturing, selling, and advertising plans that were promoting the enterprise. Now we have reached a point where the old adage, 'Let well enough alone,' has no place in our maxims. Well enough is not well enough if something better can be found. To-day the manufacturer, once content with fair returns, is scrutinizing closely every department, eager for opportunity for improvement.

"And so it has been with advertising. The time when advertising copy was a statement of things for sale is past, and to-day I believe it has reached a point where the standard is higher than has ever before been demanded.

"The world gives its acclaim now not to the man who can do that which nobody else can do, but to he who does best that which multitudes do well. And every man who has reached this point and stepped into the front has gained success because of co-operation; because at some time he was one of a group. That is why I like the spirit of co-operation."

**CHANGES IN INTEREST.**

GEORGETOWN, Tex.—The Granger News has been sold to R. A. Alford, who has for nine years edited the Leander Record.

UDALL, Kan.—The Times has been bought by A. Hughes, who takes possession immediately.

RINGSTED, Ia.—A. L. Anderson, of Jewell Junction, has purchased the Dispatch from M. Magner and will take possession of the plant on Jan. 1. Mr. Magner is the new owner of the Calumet Independent.

MAPLEWOOD, Ia.—The Press has been bought by C. E. Blanchard, of Onawa, from W. C. Hills.

SOUTH BEND, Ind.—The sale of the New Era, a weekly newspaper started many years ago by Senator B. F. Shilvey, to E. M. Lucas, of Terre Haute, is announced. The new management will conduct the paper along progressive lines.

DELPHI, Ind.—The Daily Herald has been sold by George F. Heise and C. A. Gregory to Francis N. Smith.

ROCKY FORD, Col.—The Tribune, a Democratic organ, has been sold to L. T. Stanley, of Lovington, Ill.

NORDEN, S. Dak.—Don Osbon, publisher of the Hayti Herald, has purchased the Observer and will take possession immediately.

MANHATTAN, Kan.—C. A. Kimball, who for the past seven years has been managing editor of the Mercury and Republic, has sold his interest to his brother, Ned. W. Kimball, who will publish the paper hereafter.

**600 Newsies Enjoy Christmas Feast.**

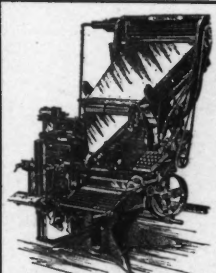
More than 600 New York newsboys were fed at the annual Christmas dinner begun by the late William M. Fliess and continued in his memory by his son, William M. Fliess, Jr., in the Newsboys Lodging House at 14 New Chambers street. J. M. Fisher, superintendent of the lodging house, was in charge. He said that to feed the newsboys required 400 pounds of turkey, a barrel of potatoes, two crates of cranberries, a crate of celery, sixty quarts of ice cream, 125 mince pies, 1,000 rolls, one tub of butter, a half barrel of turnips and half a barrel of onions, and that each diner got an orange and a half pound box of candy.

**Alcorn New Eastern Representative.**

Franklin P. Alcorn, newspaper representative, 33 W. 34th street, New York, has been appointed Eastern representative of the Boise (Idaho) Capital-News. F. W. Henkel, People's Gas building, Chicago, who has represented the paper in Western territory for the past two years, will continue in that capacity.

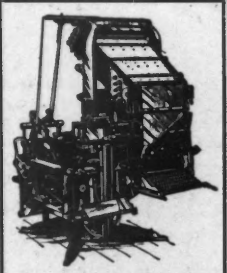
**Machines With a Reputation**

Absolutely dependable, every day, year in and year out. Built on honor, of the best materials.



Quick Change Model 3 Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**



Quick Change Model 9 Four Magazine Linotype

Are proving their worth in the ad rooms of the leading newspapers. More than 700 in daily use. They should be in your composing room.

**The Multiple Linotype Way Is the Modern Way**

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

**Mergenthaler Linotype Company**

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 849 Baronne St.

TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

**Editor May Well Be Thankful.**

In closing the fifty-eighth volume of the Seneca Falls (N. Y.) Reveille and the fifty-fourth year of his service, the editor says: "It is a long period of time in the life of a newspaper and, seemingly, in the continuous service of man in any calling or profession. These years in our course of life have been years of solicitude, anxiety, trial and care, but not without their compensating pleasures, enjoyments and triumphs. The closing year finds the Reveille in a prosperous condition, and its editor in unusually good health. What more could we ask?"

**Bridgeport Newspapers Raise Price.**

The four daily newspapers of Bridgeport, Conn.—the Telegram, morning; the Farmer, the Standard and the Post, evening—have raised the price of single copies from one to two cents. All the papers have been selling at one cent for more than a decade. The reasons for the change offered by each paper are substantially the same as that given by the Telegram: "The half cent for which the newsdealers obtained each copy does not even pay for the white paper upon which the news is printed, and there is the choice between increasing the price or lessening the paper in size."

**TURNER'S BULLETIN**

Wishing the Publishers of the U. S. A. and Canada

**A Happy New Year**

C. GODWIN TURNER

DATA C. A. CO., NEWARK, N. J.

A Happy New Year and a Prosperous One, is the wish of

*Thomas Wilder's Sons*  
NEW YORK



There isn't a newspaper in any English-speaking country in the world that cannot increase its local advertising patronage with the help of Fisk Interlocking Advertising Service.

Write for sample.  
Henry Stirling Fisk, Pres.  
**FIK PUBLISHING COMPANY**  
356 So. Hamlin Ave.  
Chicago

**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.



**THE CUB IN FICTION.**

**A Plea for Realism in the Characterization of That Highly Abused, Though Innocent, Member of the Craft.**

BY RUSSELL E. SMITH.

The average writer of fiction, when he sits down to his typewriter to grind out a story dealing with the newspaper reporters and editors, immediately conjures up a picture of a slender, sharp featured man with a note book in each hand and a thick layer of dandruff on his coat collar. He is depicted as employing most of his time rolling hand-made cigarettes and resting his feet on the keys of his typewriter, while he talks of the scoops he has made and the utter worthlessness of the life he is leading in the newspaper office. He is shown with large rolls of copy paper sticking out of every pocket, while his eyes denote the keenness and perspicacity which every reporter is known to possess in great plenitude—in fiction!

His city editor is described as a sharp-tongued, crabbed crank with a vocabulary of cuss words that would turn the air blue, and which do, on occasions when the staff does not turn up a good story or allows some other paper to score a beat. He bullies the staff right and left and never by any chance shows a kindly feeling for anybody except himself.

He is always shown with a rank butt of a poor cigar in the corner of his mouth, which he chews incessantly, only pausing in his attacks on some poor, luckless reporter to emit a spurt of tobacco juice at the spittoon, which it never reaches, or else with an old corn-cob pipe, puffing huge clouds of smoke.

Why is this so? Why do the fiction writers insist on putting into their yarns such matters which they should know never exist? Why do they run a long series of guff about a "cub" reporter who always "makes good" with his city editor and gets a raise and good assignments?

They seldom or never do in real newspaperdom. The cub seldom gets a chance to do anything better than "obits" and routine meetings of the Ladies' Aid Society or Local School Board, and if he does have the luck to fall over a good story, he either does not see that there is one "breaking," or else—if he has sense enough ("news sense," that is)—to 'phone it to his office, his city editor will probably send a good man out on the story to get the facts and write it.

In the big offices, the man that turns up the story seldom gets a chance to write it, it being turned over to a star rewrite man if it is a big story; yet the fictioneer always describes the cub as sitting down at his typewriter and tearing off yards of copy, which the city editor, with grunts and growls of approval, grabs off one at a time and shoots them upstairs to the composing room, while the rest of the staff sit about or stand behind the cub as he bangs the daylight out of his machine.

At the conclusion he always—in fiction—falls over the typewriter in a dead faint across his desk, while the city editor hands him a drink and the sob sister of the staff tenderly massages his fore-

head. All very nice, O! fiction writer—but did you ever see it done?

No wonder the editors won't look at a newspaper yarn any more! If the fiction writers would only write a yarn wherein the cub is shown up for what he really is—an incompetent, blundering, news-senseless "dub"—until he has had the rudiments of the game knocked into him by hours of pavement pounding in the routine of the cub's first weeks in the business, they would be doing the newspaper man a great favor.

**SOUTHERN PRESS CONVENTION.**

**Dates Changed to Jan. 16 and 17 to Permit Trip to Panama.**

The New Orleans meeting of the Southern Newspaper Publishers' Association will be held on Thursday and Friday, Jan. 16 and 17. The 16th was added so as to allow for two full days for the business sessions.

The original dates agreed upon were Jan. 17 and 18. It was later found,

of the Daily States, last week. Other newspaper men present were: Col. J. M. Thomson and A. G. Newmyer, both of the Item; Thos. G. Rapier, Harry McEnery and Y. P. Nicholson, all of the Picayune, and D. D. Moore, of the Times-Democrat, who is also president of the Southern Association of the Associated Press. Victor H. Hanson, of the Birmingham News, is president of the Southern Newspaper Publishers' Association.

**QUICK AN AGRICULTURIST.**

**Former Editor of La Follette's Magazine to Edit Farm Magazine.**

Herbert Quick, formerly editor of Farm and Fireside, has secured a large interest in the Farm Magazine of Omaha, Neb., and on Jan. 1 he will take charge of that publication as editor and publisher, controlling it in every department.

Mr. Quick is one of the best known of the agricultural writers of the country. He was prominently mentioned as a probable candidate for Secretary of Agriculture in President-elect Wilson's Cabinet, but Mr. Quick prefers to remain in his chosen field of activity.

Mr. Quick was born on a farm in Grundy County, Ia., in war times, his parents being pioneer settlers on the prairie. He grew up on the farm, taught district school, read law in Sioux City, of which town he afterward became the mayor. He has written numerous novels and plays and an exhaustive treatise on American inland waterways, as well as hundreds of papers dealing with scientific, political and agricultural subjects. He is an effective public speaker, and was the first editor of La Follette's magazine.

**Desk Book for Newspaper Men.**

The School of Journalism of the University of Missouri has issued the Desk Book, a booklet of forty pages, containing valuable data for the use of newspaper editors and writers. The information presented is written in terse paragraph form and arranged under the heads "General Instructions," "Preparation of copy," "Capitalization," "Punctuation," "Quotations," "Figures," "Abbreviations," "Titles," "Compounds," "Spelling," "Miscellaneous," "Local Style," and "Missourian Headlines." Any reader of THE EDITOR AND PUBLISHER can obtain a copy free by writing to Dean Walter Williams, University of Missouri, Columbia, Mo.

**Ad Talks to Advertisers.**

The business department of the New York World is sending out a notable series of advertising talks to advertisers in the interest of the Sunday World Illustrated Magazine and Story Section. The letters are written by F. D. Carruthers, assistant business manager, and are accompanied by photographs, one each week, of the twenty best pictures from the art galleries of the world. No advertiser who receives one of these pictures will fail to admire it.

**1913 World Almanac Outdoes Itself.**

The World Almanac for 1913 has outdone its previous records for completeness of information and ease with which any desired fact or figure may be found. It is more elaborate this year than ever before—1,024 pages of matter—and is replete with new features of general and particular interest. This book continues to hold its place as an indispensable ready reference encyclopedia of necessary knowledge, compact, handy and at all times the first and last resort for the solution of thousands of perplexing problems. No live newspaper or business office can afford to be without a copy of the 1913 edition.

G. E. Secour has been made manager of the Press Publishing Co., publishers of the Forest Grove (Ore.) Press, and editor of that paper. The Christmas number consisted of twenty pages, advertising filling large space.



HERBERT QUICK,  
NEW PUBLISHER OF THE NEBRASKA FARM MAGAZINE.

**Approve Pulitzer Fountain Site.**

The executors of the estate of Joseph Pulitzer, who left \$50,000 for a fountain in Central Park, have announced that the city authorities had approved a site on the Plaza, south of the Fifty-ninth street entrance, and that a limited competition for a design had been started. Those who will take part are Carrere & Hastings, M. Van Buren Magonigle, McKim, Mead & White, John Russell Pope and Arnold W. Brunner. Each competitor will receive \$1,000, irrespective of who wins. The plans are to be ready on Jan. 15.

The Lincoln (Ill.) Morning Star has changed to an evening publication.

however, that no session could be held on Saturday the 18th, on account of the early departure of the steamer Colon. The earlier date will give ample time for the work of the association, and the trip to Panama, which many members expect to take.

The convention will bring together the brains and talent that make the Southern newspapers. Representatives from Virginia and south of the Potomac and Ohio rivers, west of the Mississippi river, Texas and Arkansas, will attend.

Committees to work out the details of an entertainment program for the visitors were appointed at a meeting of the New Orleans Publishers' Association held in the offices of Col. Robert Ewing,

**THE NEWS**

BUFFALO, N. Y.

Circulation for 11 Months, 1912

**99,200**

The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.

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

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

**THE New Orleans Item**

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune ..... 19,882  
Times-Democrat ..... 22,400  
States ..... 29,257  
Item ..... 44,752

THE JOHN BUDD COMPANY  
Advertising Representatives

New York Chicago St. Louis

**Detroit Saturday Night**

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

Foreign Advertising Representatives

H. L. SELDEN & CO. GEO. H. ALCORN  
Peoples Gas Bldg. Tribune Bldg.  
CHICAGO CHICAGO NEW YORK



**PRESS ASSOCIATIONS.**

The annual meeting of the Baltimore Press Club was held last week in the quarters of the club and the following officers were elected for the ensuing year: John B. Musgiller, president; Clinton L. McCabe, vice-president; Harry W. Neepier, treasurer; E. L. Muller, financial secretary and manager. The business meeting, at which plans were made for a series of entertainments during the winter, was followed by refreshments and several vaudeville acts.

One of the most interesting of the many New Year's celebrations was held by the Brooklyn Press Club. Besides the specially prepared dinner for that occasion there was music and a cabaret show at which a number of well-known entertainers of New York appeared. The committee that had charge of the successful affair included Francis H. Deane, Sig. Cederstrom and John F. Lane.

The Houston Press Club is planning several important meetings during January, among others a debate on the burning question, "Are Bowlegs or Knock-knees the Greatest Impediment to Navigation?" A quartet of astute and able orators, two on each side, is preparing for this occasion, and a well-known arbitrator has been engaged to sit in judgment upon the debate. Apparently the ad club does not intend to be ruled by the recent decision on that subject from Washington.

At the meeting of the Kentucky Press Association in Louisville on Dec. 26, Mayor W. O. Head delivered the address of welcome, which was responded to for the association by M. O'Sullivan, Shelby Sentinel. Among the papers read were "The Society Editor of the Country Newspaper," by Mrs. Hardy Ripy, Anderson News; "Is Politics What Jewell Said It Is?" by W. S. Kaltenbacher, Louisville Times. The members of the association were guests at a performance of the "Balkan Princess" during the evening.

The annual meeting of the Iowa Associated Dailies, of which E. T. Adler, publisher of the Davenport Times, is president, and Lefe Young, Jr., business manager of the Des Moines Capital, secretary, will be held in Des Moines on Jan. 28 and 29. James Keeley, editor and publisher of the Chicago Tribune, has accepted an invitation to attend the sessions. Nearly all the daily papers of the State are members of the association, and a number of questions of special interest will be discussed.

The fifteenth annual Christmas entertainment of the Pen and Pencil Club, Philadelphia, was held on Dec. 27 at the clubhouse, and gave great delight to the assembled children of newspaper men. Ralph Bingham made a very fine Santa Claus and unloaded a huge pack of presents, which he distributed to the children. A number of theatrical people added to the entertainment, which was voted a great success.

The Portland (Ore.) Press Club held a Children's Day on the afternoon of Dec. 28, when it was the host of the younger element. There were special entertainment features provided, and Santa was there, of course, with heaps of toys, which were distributed to the children.

**An Eight Page Advertisement.**

The Pittsburgh Leader in a recent issue, carried an eight-page section advertisement of Spears' Store. This is one of the largest single advertisements ever printed in Pittsburgh. Its appearance in the Leader is good proof of that paper's standing with both advertisers and the public in the Smoky City.

**To Advertisers and Agents:**

On November 26 I disposed of my entire interest in the Knoxville Sentinel and will hereafter devote my time exclusively to the Chattanooga News and to the Weekly News and Farm Journal, which papers I have also controlled for the past four years.

I have already ordered new machinery to improve the mechanical equipment of the News, have strengthened its staff in every department and the results are already being manifested. The general advertiser is pretty well acquainted with what I have done in newspaper building in Knoxville in the past seventeen years. I am confident of making an even better record in the larger field of the News.

Chattanooga is the little giant of the New South. No city in Dixie of its size is making more rapid progress. From historic Lookout Mountain, center of a panorama of siege and devastation in the 60's, one may look down on a valley dotted with 400 factories and containing a city of 100,000 population. In the territory of the News are some 2,000,000 people and it is as prosperous a region as is found anywhere in the United States. The News already stands first in this territory. I also expect to make the Weekly News and Farm Journal a strictly agricultural paper with a circulation centered in the states of Tennessee, Alabama and Georgia. The most marked improvement in the South is in methods of agriculture, and I believe this field to be one of the greatest in journalism.

I thank the advertisers and agents for their long extended appreciation shown for all publications with which I have been connected and I invite their continued patronage, as our merits deserve.

G. F. MILTON.

Chattanooga, Tenn., January 1, 1913.

**NEW PUBLICATIONS.**

**BROOKLYN, N. Y.**—A newspaper devoted to the interests of the Italian population appeared with its first issue on Dec. 22. It is called La Luce Del Popolo (the light of the people), and is edited by Roswell J. Bartoletti, who will conduct the paper along independent lines.

**ESTHERVILLE, Ia.**—The Daily Tribune will soon be launched, with Charles T. Wakefield as editor.

**SOUTH BEND, Ind.**—The Saturday Enquirer is the new name under which the New Era, founded and edited for the past five years by Charles Weidler, made its appearance last week. The paper, which is edited by Edward M. Lucas, will support the Progressive party.

**ROGERS, Ark.**—C. H. Christopher will start at the beginning of this month a new paper to be called the Sun.

**HOPE, Idaho.**—The Herald is a new paper that appears this week, under the editorship of W. P. Vardrip, formerly owner of the Bridgeport (Wash.) Republican.

**BELEU, N. M.**—The first issue of the News appeared last Saturday. It is edited by P. A. Speckman, who was formerly owner of the Estancia News.

**FREEMONT, Tex.**—Two new papers will be started early this month. Col. O. O. Nation will publish the World and Thomas H. Bell will launch a paper, to be known as the Freemont Facts.

**KIMBALLTON, Ia.**—G. R. Osborn is to launch a new weekly early this month.

**RESERVE, Kan.**—The Reporter appears this week as a new newspaper under the management of A. G. Huff.

**WALTON, Kan.**—The Advertiser has made its appearance under the editorship of H. G. Hammond.

**OWENSMITH, Cal.**—R. M. Lamoreaux is the editor of the Gazette, which was launched last week.

**Will Edit C. L. & W. Bulletin.**

Cone, Lorenzen & Woodman announce the appointment of J. B. Dignam to the soliciting force, with headquarters in the Chicago office, effective Jan. 1. It is the purpose of this special agency to issue the C. L. & W. Bulletin as a medium of communication between its clients and their advertisers. Mr. Dignam will act as editor of the Bulletin, having had a large experience in the editorial work recently as the editor and publisher of Jobs, a monthly advertising journal which attained some popularity on account of its bright, pithy and breezy paragraphs about advertising men.

**CIRCULATION PERSONALS.**

H. F. Norton, for the past seven years circulation manager of the Toledo (O.) News-Bee, is now circulation manager of the Detroit Journal.

O. E. Jones, former circulation manager of the New Haven (Conn.) Times-Leader, has succeeded H. G. Zimmerman as circulation manager of the South Bend (Ind.) Times and News, the latter going to the Chicago Inter-Ocean in a similar capacity.

**OBITUARY NOTES.**

**FRAZIER C. WHITCOMB**, forty-one years old, who was for a long time city editor of the Amsterdam (N. Y.) Morning Sentinel, died in that city on Sunday.

**EUGENE SMITH**, editor-in-chief of the Aquarium, a periodical published by the aquarium societies of the country, died at his home in Hoboken, N. J., on Dec. 27.

**FRANK LONG**, editor and proprietor of the Sturgeon Bay (Wis.) Advocate, and one of the oldest newspaper men in point of service in the State of Wisconsin, died Dec. 27 after a long illness with Bright's disease. He was born in Germany in 1847 and came to this country when a small boy.

**DANIEL PRITCHARD**, seventy-seven years old, who has been a publisher for fifty years, died at the home of his daughter in East Orange, N. J., on Dec. 24.

**GEORGE H. TYLER**, who at a time, commencing 1882, was one of the owners of the Columbus (O.) Times, and later established the Chillicothe Leader, died a week ago Sunday in New York City.

**CLYDE FULLER**, of the Cadillac (Mich.) News, died in that city Dec. 25, as the result of an attack of appendicitis.

**WILLIAM H. STINER**, who as a war correspondent for the New York Herald reported the Monitor-Merrimac fight and the inauguration of Jefferson Davis as President of the Confederacy, died on Dec. 25, at his home in Great Neck, L. I., in his seventy-ninth year.

**JOHN WEIMANN**, Sunday editor of the German Journal, New York, died of heart trouble at his home on Dec. 27. Mr. Weimann was born in Berlin in 1849, and was at one time art and theatrical critic of the New York Staats-Zeitung. He wrote much prose and verse and several plays from his pen were produced on the German stage.

**WILLIAM E. HUGHES**, until recently editor and proprietor of the Fulton (N. Y.) Times, died at his home in that city on Dec. 24.

**LOUIS M. DUVAL**, formerly business manager of the Baltimore News, died on Dec. 26, at his home in that city.

**Wilmington Newspapers to Merge.**

Beginning this week the Wilmington (O.) Journal and the Clinton (O.) Republican will be issued as one newspaper, called the Wilmington Journal-Republican. A new company is being formed to consolidate these properties, by C. R. Fisher, W. G. Fisher, Albert I. Bailey, Thomas M. Bales and Thurman Miller, with a capitalization of \$50,000. Colonel C. R. Fisher, who, with his brother, W. G. Fisher, has owned and managed the Journal for the past thirty years, will be the president of the new corporation. Thurman Miller, at present editor of the Clinton Republican, will be editor of the consolidated paper. tising carried, the increase over last year and the many bad points of the opposition paper.

**GENIUS!**

**By Farmer Smith.**

It's cold and kinder lonesome,  
The folks have gone to bed;  
The writer-man is searching  
For an idea in his head.

His fountain pen is broken,  
The inkwell's empty, too;  
The baby's chewed his pencil;  
What can the poor man do?

Never mind the pencil,  
Never mind the chill.  
The poem was accepted  
He got a dollar bill!

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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

The Circulation of  
**THE BOSTON AMERICAN**  
IS OVER  
**400,000**  
DAILY and SUNDAY  
THE LARGEST IN NEW ENGLAND

## ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

## GET THE BEST ALWAYS

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

## AD MANAGERS MEET

(Continued from page 12.)

plies received from dealers, forty-three out of fifty one dealers desire price protection, and a poll of the trades represented by several of our members showed a ninety-eight per cent. preponderance of dealers in favor of price regulation. Again on page fourteen, under "Remedial Suggestions," clause six reads: "Wherever possible, manufacturers should establish uniform resale prices and insist on their strict maintenance. Such prices should be not only fair to the consumer, but the net price to the dealer always such as to enable him to make a liberal profit."

As to general conditions which are the common knowledge of business men, we find this situation:

That as soon as we have created a demand for goods, some price-cutter in each community, for his personal advantage seizes our product, sells it without profit, depreciates its value in the public mind, makes it possible for other dealers to sell it at a profit and thus undoes the work of our advertising by hampering the distribution of our goods. If our products had never been advertised and made known to the public, there would have been no glory in cutting the price. Thus we see that this form of price cutting is a direct blow at advertising.

### UNDERMINES ADVERTISING.

It undermines the results of the advertising manager's work and every advertising man as a matter of professional interest as well as of practical need, should give attention to overcoming the evil. This price cutting practice is in reality a form of unfair trading, because it is done for ulterior purposes, not for the sake of giving the public the benefit of lower prices, but for attracting trade to whom other goods will be sold and for the purpose of bolstering a pretense of underselling the market on other things, the value of which has not been made known to the public by advertising. This leads directly to substitution. The price-cutter does not really want to sell the goods which he offers without a profit to himself, yet he prevents others from doing so.

Considered as a matter of public policy alone, such a practice is to be condemned, because when distribution is interfered with, it means that people are prevented from getting goods which they ought to have, and it actually imposes a restraint on trade as is shown by the injury suffered by the advertiser.

### TRADING DIRECT WITH MAKER.

There is an underlying principle, which may not have occurred to some of our members, namely, that when the consumer buys an advertised, trade-marked article, he is in effect trading direct with the maker of that article. He buys on his knowledge of the reputation, integrity and ability of the maker. He knows it to be the same whether bought at one store or another. In principle and by right, therefore, the maker should be enabled to determine the price which the user pays for goods of this description.

Having thus shown the need of most of our members for some protection against abuses and unfair competition, particularly in the retail market, the question arises as to what can be done. The committee finds a number of methods now in use by various concerns, adapted to the varying conditions confronting them for regulation of the resale prices of their products. It ought to be well understood that patented goods are exempt from the price cutting abuse if manufacturers take the precaution to use their patents to protect their prices by some sort of a license system.

The subject is too broad to be treated specifically in one paper for all members and the committee has decided, therefore, that its greatest service can be rendered by handling the problem of each manufacturer by itself and giving the individual member the benefit of

our research and our knowledge of the subject, particularly adapted to the conditions which he will describe to us as bearing on his business.

The committee is, therefore, sending out a referendum as above mentioned to all members, not only announcing its readiness, after Jan. 1, to give assistance to those who desire it, but also asking for further information both as to the methods of protection and as to instances of price cutting injuries which have been sustained by members in order that we may be fortified with data when we are called upon to show the actual need of protection from unfair price cutting.

The committee is also endeavoring to get the advice of the legal departments of as many members as possible as to the legality of the systems now in use and those contemplated for recommendation to inquiring members.

### REGULATING RESALE PRICES.

The New York members were constituted a sub-committee to classify the systems now in use by business concerns for regulating resale prices. It can be generally stated that the systems vary for goods that are patented and those that are not patented and for houses that sell direct to retail dealers or through their own agents from those who sell through jobbers. The referendum which is being sent out calls for the essential information if members desire assistance.

The committee will endeavor to place its information as convincingly as possible before the members of Congress and State Legislatures, prominent lawyers, judges, manufacturers, retailers, advertising clubs and publishers of newspapers and magazines as well as chambers of commerce and boards of trade in order to create a public sentiment. The assistance and practical service of the committee, however, will be at the disposal of members after Jan. 1 in helping them with the immediate problems at hand in their own businesses.

Since the meeting on Nov. 9, the committee has formulated a referendum blank, which is now to be sent out; has studied ways and means for members to protect themselves, and has, through its chairman, addressed several conventions of retail dealers, advertising men and manufacturers, both for the purpose of setting forth our viewpoint and ascertaining the sentiment of others.

The chairman has also prepared an article to appear in the January issue of Leslie's Weekly discussing the need of uniform prices from the standpoint of the public.

The committee has also made arrangements to bring to trial at practically no cost in New York or Chicago for the benefit of any member who is suffering from malicious price cutting for the purpose of trying to establish a precedent against price cutting purely on the ground that it is unfair trading and in restraint of trade.

### AGAINST OLDFIELD BILL.

The report recommended the adoption of a resolution condemning the Oldfield bill now before Congress because if it becomes a law it will have a disastrous effect upon all systems of price regulation now in force and would be a blow to advertising. A resolution to this effect was adopted.

The report of the Committee on Postal Affairs after pointing out the difficulty of securing an agreement on a number of questions relating to postal matters, owing to the divergence of business interests represented by the members, went on to say:

We believe that this organization of ours is much more interested in a high efficiency and the maximum service than in any special classification of reduction of cost, believing that the first having been secured the latter will be adjusted to the satisfaction of all.

(Continued on page 17.)

## The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:  
1100 Boyce Bldg.

Philadelphia:  
924 Arch St.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

# 1912

In 1912 the New York Times published 8,850,464 lines of advertisements—the greatest volume in its history—a gain of 720,000 lines over 1911.

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

## THE DEMOCRAT Nashville, Tenn.

Going to advertise in Tennessee? Find out about The Democrat.

ASK

THE JOHN BUDD CO.

New York Chicago St. Louis



**LIVE AD CLUB NEWS.**

A. T. Loyd, of the Browne-Loyd Co., was the speaker at the weekly meeting of the Dallas (Tex.) Ad Club, the subject being "Outdoor Advertising." The Goodfellows' Club of the organization fitted up a Christmas tree for the newsboys of the city and during Christmas Eve a number of the members of the club played the role of Santa Claus.

About seventy-five advertising men attended the first noon-day luncheon of the Pittsburgh Publicity Association in the new club rooms in the Keenan building last week. A. H. Buck, of the Ivan N. Nordham Co., delivered an interesting talk on "Poster Advertising," in which he spoke of bill-board displays in connection with advertising campaigns.

The Denver Ad Club at its recent meeting unanimously endorsed a bill which will be introduced in the next Legislature and will have for its purpose the abolition of fraudulent adver-

tising. The bill was prepared by the vigilance committee, appointed by President John L. Hunter several weeks ago. The members of the committee declare that the people of Colorado are defrauded of thousands of dollars every year through fake advertising and they purpose to save this money through proper legislation.

The members of the Salt Lake Ad Club decided to change the name of the organization to the Salt Lake Advertising Club at their meeting last week. The committee in charge of the preliminary work of changing the constitution and by-laws reported, various features in the report being discussed and referred back for further consideration. The meeting was presided over by E. S. Woodruff, the newly elected president of the organization.

The election of officers of the Portland (Ore.) Ad Club resulted as follows: President, C. H. Moore; first vice-president, C. F. Berg; second vice-president, Fred T. Hyskell; secretary-treasurer, W. D. Whitcomb. Although the election was strict in its regularity, the ad men apparently could see no reason for making it an occasion of deep seriousness, and in consequence there was much fun during the balloting. One member filed a petition "In accordance with the provisions of the corrupt practices act," giving an account of his campaign expenses.

At the annual election of the Houston Ad Club George McCormick, advertising manager of the William A. Wilson Co., was elected president; George W. Hawkins, vice-president, and Herbert C. May, re-elected secretary. A report in favor of an Ad show at the auditorium in Houston next spring was read and met with favor. The club has now an enrollment of 125 members and is in splendid financial condition.

"Human Interest in Advertising" was the subject at the meeting of the Lincoln (Neb.) Ad Club last week. The lecture was illustrated by lantern slides depicting various instances which the human interest feature has proven its worth in advertising campaigns. There was a large attendance of business men on this occasion.

Carl H. Fast, of New York, addressed the members of the Cleveland Ad Club at their luncheon last week on "Some Ways and Means of Cutting Out Wasted Advertising Outlay." The lecture proved highly interesting to the members and brought forth a number of practical questions. The Ad Club held a successful Christmas celebration on Dec. 27, which was well attended.

The Joliet (Ill.) Advertising Club held its first regular meeting on Wednesday, Dec. 18. Julius Schneider, advertising counselor of the Chicago Tribune, opened the business session with an address on "Retail Advertising." His remarks were enthusiastically received. The election of officers followed, and H. E. Baldwin, advertising manager of the Daily News, was elected president. Other officers elected were: Eugene A. Dinet, vice-president; Wm. Redmond, treasurer; Earl C. Hasey, secretary.

**Ship News Men Elect Officers.**

The annual meeting of the Ship News Reporters' Association of New York, was held at the Ship News office in the Municipal Ferry building, Dec. 27. The following officers were elected: President, T. W. (Skipper) Williams, of the Times; vice-president, R. D. Whytock, Evening World; secretary, Seabury Lawrence, Evening Sun; treasurer, C. H. M. Jones, American. Mr. Jones, who retired as president to take up the arduous duties of treasurer, succeeded the late C. C. Boucher, the first president of the association. It was decided at the meeting to hold the annual dinner on Washington's Birthday.

**OBEYING THE NEW LAW.**

**The Editor of the Boonville Democrat Shows Its Effect.**

Judging from an article appearing in the columns of an esteemed contemporary, the new postal law providing that all matters must be marked advertising for which a valuable consideration is received, looks like this:

"The editor wishes to extend his thanks [adv.] to his old-time friend, Bill Jones [adv.] for a half bushel of seed potatoes [adv.]. These potatoes are of the famous pumpkin variety [adv.] for which Bill is noted for miles around [adv.]. While Bill claims all the credit [adv.] for raising these famous [adv.] potatoes, yet we have a feeling that Mrs. Jones' [adv.] watchful care had much to do with the large crop [adv.]."—Boonville (Ark.) Democrat.

**AD MANAGERS MEET**

(Continued from page 16.)

We believe that no change should be made in rates or classification that will endanger the efficiency of the operations of the Post Office Department, or that will make further improvements improbable or impossible. What we recommend, therefore, is that this association record its insistence upon quality in postal service rather than quantity and cost—efficiency of the highest order.

To accomplish this we suggest that there should be a national postal commission for the study of the whole question, taking into consideration all facts—the purposes of this department of Government and the rights of all interested, including publishers, manufacturers, merchants, individuals, public and private citizens. We believe that such a commission of students, business men and experts, appointed by the President or by Congress, would accomplish such a readjustment of postal affairs and methods as would quickly make possible every improvement desired and at the same time give to us generally lower rates of postage.

Considerable discussion was had on the subject of "Guaranteed Circulation," in which many of the members took part. The circulation committee presented the following resolution on the subject, which was adopted:

It is the sense of this meeting of the Association of National Advertising Managers:

- 1—That we believe in the principle that the publisher should guarantee a minimum of net paid circulation to his advertisers.
- 2—That the publisher should be expected to refund to his advertiser for any shortage in the guaranteed circulation during the period of the advertiser's contract.
- 3—That the publisher should furnish to the advertiser a detailed statement of net paid circulation covering any period of the advertiser's contract.
- 4—That such circulation statements should be made on the basis of an audit made at least once a year by established auditing concerns of known good reputation.

A motion was carried that a copy of that resolution be sent to all publishers of advertising mediums and advertising journals. That will be done after Jan. 1, when the 1913 circulation requests are made of publishers.

A comprehensive report on behalf of the Committee on Questionable Advertising was presented by the chairman, Harry D. Robbins, advertising manager, N. W. Halsey & Co., New York. The recommendations made in the report were referred to the executive committee for action, and a motion was adopted that the president appoint a special committee to work within the organization against undesirable and fraudulent advertising and for the purpose of conferring and advising with similar committees of other advertising organizations.

Resolutions were passed pledging the association to continue its policy not to recognize special editions and program advertising, and providing for the appointment of a retailers' committee to co-operate with similar committees of other organizations. President McClesney presided at the several sessions, and Secretary W. A. Martin, Jr., looked after association details.



**To the Citizens of Adland, GREETING:**

At this calendar pivot point, may Dame Fortune enter your personal contract for preferred position in the columns of Good Luck, Daily, Sunday or Weekly edition, t. f.

**Looking backward—**

We congratulate Adland on the general adoption of the "Known Circulation" principle.

We thank the many advertising helmsmen who—despite their crowded days—gave us of their precious moments to partake of our feasts of facts.

These thanks are none the less profound because we have always tried to deserve these audiences—

—by using words to an end, rather than words without end;

—by taking care that each statement of each of our salesmen be, not simply his story, but history;

—by dedicating our efforts to the service of Opportunity-in-Advertising; in whose name we gently, though perseveringly, knock at your doors;

—by seeking business only from those to whom we can give "value received."

This brief halt on the business march would be less refreshing, if it did not include our public expression of appreciation of our staff for the loyalty with which each member is serving our customers—and thereby ourselves.

**THE JOHN BUDD COMPANY**

Advertising Representatives  
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

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

**THE EVENING MAIL'S**

**policy of accepting only clean advertisements is a winning one.**

**203 Broadway - New York**

**38—**

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

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

**Albany, N. Y.**

**The last official examination of the circulation of the San Diego newspapers gives The Sun double the circulation of its evening contemporary, and a greater circulation than the morning paper, proof of what The Sun has always claimed.**

**YOU MUST USE THE**

**LOS ANGELES EXAMINER**

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

**The Elizabeth (N. J.) Times**

**Only Democratic daily**

**in Fifth Congressional District**

**TIPS FOR THE AD MANAGER.**

J. W. Horton, Jr., 23 Irving place, New York, is placing orders for Kops Brothers Nemo Corsets, same address. This advertising is to start after January 1st.

The Earnshawlent Company, 18 Maiden Lane, New York City, are making contracts for Vichy Company, Vichy Celestius, 220 Broadway, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing twelve hundred inches in daily papers for Maull Brothers, St. Louis.

The Massengale Advertising Agency, Candler Building, Atlanta, Ga., is sending out orders of three hundred and fifty-seven inches to be used within one year for the Allen Manufacturing Company, Nashville, Tenn.

The J. Walter Thompson Company, 44 East Twenty-third street, is placing 35 lines 104 times in middle west papers for the Horlick Food Company, Horlicks Malted Milk, Racine, Wis.

The A. R. Elliott Advertising Agency, 62 West Broadway, New York, is renewing contracts for John Duncan's Sons, Lea & Perin's Worcestershire Sauce, 392 Canal street, New York.

The Hotel Publicity Association, 34 East Twenty-eighth street, New York, is placing orders for the Hotel St. Andrew and the Hotel Bon Rey, New York, on an exchange basis. This agency is also placing orders for the Tower Hotel, Niagara Falls, N. Y., in New York State and Pennsylvania papers on an exchange basis.

John H. Rennard Co., advertising agents of Wheeling, W. Va., is preparing to place 1,500 to 2,000 inches in principal Ohio and West Virginia dailies for the Marietta Paint & Color Co. It will advertise Spar-ana, Spartan Art Wood Stains and Aurora Paints. And will also place full pages in certain furniture and wood craft journals.

The Fuller & Smith Advertising Agency of Cleveland will shortly open a branch office in Detroit, with Carl S. von Poettgen as manager.

**WHY HE BELIEVES IN THE EDITOR AND PUBLISHER.**

INTERNATIONAL PUBLISHERS' SUPPLY Co., 117 John Street, New York. Dec. 26, 1912.

THE EDITOR AND PUBLISHER: I have your circulation letter of the 12th to New York. Well, I guess THE EDITOR AND PUBLISHER is worth the increase. While you were at it you could just as well have asked three dollars per year, and I feel that everyone who subscribes to THE EDITOR AND PUBLISHER does so because he wants it, knowing well that its contents must be before them weekly to keep them posted with what is doing in the daily newspaper world. This is why I subscribe to it, as I need it in my business. When I phoned for your advertising solicitor a year ago to call for an advertising contract, I did so because I found in my many trips throughout the United States, your paper on the desk of the "big noise" of nearly every plant I visited to present my goods. This fact led me to believe that in getting my business before the "field" I would be making a very judicious expenditure if I placed an advertisement in THE EDITOR AND PUBLISHER columns. My business to-day speaks for itself, as it is known to every successful publisher who wants proven newspaper supplies. With best wishes for 1913, the next and forever, I am, yours truly,  
LOUIS A. HOFFMANN,  
General Manager.

**St. Paul's Greatest Newspaper**  
**The St. Paul Daily News**  
Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.  
**November 70,679 net increase of Circulation 11,136 copies**  
The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.  
FOREIGN ADVERTISING DEPARTMENT.  
C. D. BERTOLET, Mgt.,  
1110 Boyce Building, Chicago.  
J. F. ANTISEL, O. G. DAVIES,  
366 Fifth Avenue, 306 Gumbel Bldg.,  
New York City, Kansas City.

**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.

<b>ARIZONA.</b>		<b>MISSOURI.</b>	
GAZETTE-6228.....Phoenix		GLOBE.....Joplin	
<b>CALIFORNIA.</b>		POST-DISPATCH.....St. Louis	
ENTERPRISE.....Chico		<b>MONTANA.</b>	
RECORD.....Los Angeles		MINER.....Butte	
TRIBUNE.....Los Angeles		<b>NEBRASKA</b>	
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		<b>NEW JERSEY.</b>	
BULLETIN.....San Francisco		PRESS.....Asbury Park	
CALL.....San Francisco		JOURNAL.....Elizabeth	
EXAMINER.....San Francisco		COURIER-NEWS.....Plainfield	
ORCHARD AND FARM IRRIGATION San Francisco		<b>NEW MEXICO.</b>	
The leading Farm Journal of the Pacific Coast and the Irrigated States.		MORNING JOURNAL.....Albuquerque	
RECORD.....Stockton		<b>NEW YORK.</b>	
Only newspaper in Stockton that will tell its circulation.		KNICKERBOCKER PRESS.....Albany	
<b>FLORIDA.</b>		BUFFALO EVENING NEWS....Buffalo	
METROPOLIS.....Jacksonville		BOLLETTINO DELLA SERA, New York	
<b>GEORGIA.</b>		EVENING MAIL.....New York	
ATLANTA JOURNAL (Cir. 55,117) Atlanta		STANDARD PRESS.....Troy	
CHRONICLE.....Augusta		<b>OHIO.</b>	
LEDGER.....Columbus		PLAIN DEALER.....Cleveland	
<b>ILLINOIS.</b>		Circulation for October, 1912	
POLISH DAILY ZGODA.....Chicago		Daily.....109,946	
SKANDINAVEN.....Chicago		Sunday.....140,114	
HERALD.....Joliet		VINDICATOR.....Youngstown	
HERALD-TRANSCRIPT.....Peoria		<b>PENNSYLVANIA.</b>	
JOURNAL.....Peoria		TIMES.....Chester	
<b>INDIANA.</b>		DAILY DEMOCRAT.....Johnstown	
LEADER-TRIBUNE.....Marion		DISPATCH.....Pittsburgh	
THE AVE MARIA.....Notre Dame		PRESS.....Pittsburgh	
<b>IOWA.</b>		GERMAN GAZETTE.....Philadelphia	
CAPITAL.....Des Moines		TIMES-LEADER.....Wilkes-Barre	
REGISTER & LEADER.....Des Moines		GAZETTE.....York	
THE TIMES-JOURNAL.....Dubuque		<b>SOUTH CAROLINA.</b>	
<b>KANSAS</b>		DAILY MAIL.....Anderson	
CAPITAL.....Topeka		THE STATE.....Columbia	
<b>KENTUCKY.</b>		(Cir. July, 1912, S. 20,986; D. 20,956)	
COURIER-JOURNAL.....Louisville		<b>TENNESSEE.</b>	
TIMES.....Louisville		NEWS-SCIMITAR.....Memphis	
<b>LOUISIANA.</b>		BANNER.....Nashville	
DAILY STATES.....New Orleans		<b>TEXAS.</b>	
ITEM.....New Orleans		STAR-TELEGRAM.....Fort Worth	
TIMES-DEMOCRAT.....New Orleans		Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
<b>MARYLAND.</b>		CHRONICLE.....Houston	
THE SUN.....Baltimore		<b>WASHINGTON.</b>	
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		POST-INTELLIGENCER.....Seattle	
<b>MASSACHUSETTS.</b>		<b>WISCONSIN.</b>	
THE HERALD.....Boston		EVENING WISCONSIN.....Milwaukee	
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.		<b>CANADA.</b>	
<b>MICHIGAN.</b>		<b>ALBERTA.</b>	
PATRIOT (Morning).....Jackson		HERALD.....Calgary	
Daily (Except Monday)		<b>BRITISH COLUMBIA.</b>	
Average First Nine Months, 1912		WORLD.....Vancouver	
Daily.....10,613 Sunday.....11,639		<b>ONTARIO.</b>	
<b>MINNESOTA.</b>		FREE PRESS.....London	
TRIBUNE, Morn. & Eve.....Minneapolis		<b>QUEBEC.</b>	
		LA PATRIE.....Montreal	
		LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal	

**NEW INCORPORATIONS.**

HOUSTON, Tex.—Free Telegram Publishing Co.; capital stock, \$15,000; purpose, to do a publishing business; incorporated by J. F. Wolters, J. R. Montgomery and R. H. Spence.

GUTHRIE, Okla.—Co-operative Publishing Co.; capital, \$25,000; incorporators, W. R. Welch, J. E. Peck and others.

NEWPORT, Wash.—Press Publishing Co.; capital, \$5,000; Arthur H. Shoemaker, May K. Sherlock and others.

MILWAUKEE, Wis.—The Trade Publishing Co.; capital, \$8,000; incorporated by M. I. Stevens, B. F. T. Nichols and others.

WILMINGTON, O.—The Journal-Republican Co.; capital, \$50,000; to publish a newspaper and general printing; incorporators, Charles H. Fisher, Neuman Miller and others.

MODESTO, Cal.—The Gazette Publishing Co.; capitalized at \$30,000; to publish a newspaper; incorporators, O. R. Morgan, S. T. Morgan and E. B. Ewing of Oakland, Cal.

JERSEY CITY, N. J.—Coxe Publishing Co.; capital, \$100,000; incorporated by B. S. Mantz, L. H. Gunther and J. R. Turner.

NEW YORK, N. Y.—McGraw Publishing Co. of Manhattan; capital, \$200,000; incorporators, Louis W. McGraw, Herbert S. Mallalieu and John T. Deimott.

SPRINGFIELD, Mass.—Light Publishing Co.; capital, \$5,000; incorporators, Dora E. Nolsan, John A. Simons, A. M. Furcolo.

SEATTLE, Wash.—Socialist Publishing Association; capital, \$10,000; incorporated by C. J. Jacobs, George W. Scott and others.

**BOOTH DINED BY WORKERS.**

**Circulation Manager of New York Globe Receives Hearty Ovation.**

Samuel Paul Booth, circulation manager of the New York Globe, was tendered a banquet by the employes of his department at the Kaiser-Hof, Monday night. It was an exceedingly enjoyable affair, and bespoke the good will and friendship that prevails in his department. The menu was handsomely gotten up and contained among other good things, a picture of Mr. Booth, caricature sketches of some of the guests and a number of striking paragraphs "touchin' on and pertainin' to" the joyful occasion.

Those "around the table" were: R. G. Anderson, H. Bernstein, Frank Brill, Tobias Burke, B. F. Chadsey, W. F. Corcoran, G. Dolinsky, Jack Eagen, Leo Epstein, J. Farley, Harry Fisher, W. Flanagan, P. Guise, M. Hanan, H. Hecht, J. Higgins, J. Hoertz, Earl Jones, Stephen Jones, James Longmore, Dave Lubnick, George Luther, R. Malcolm, J. McAdams, M. McAloon, S. Mercer, Jack Meyer, N. Meyer, R. Meyer, Max Munt, Nat. Munt, P. O'Brien, P. O'Donnell, P. O'Neil, W. O'Neil, F. Peifer, Wm. Peifer, J. Powers, M. Roth, Dave Ruth, J. Schweers, G. J. Southwick, Harry Spence, W. St. Dennis, J. Stolz, S. Walters, F. Wheeler and Fred Wolf.

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

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Nov. 4 to 10, inclusive, The States led The Item by 11,078 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. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., was recently elected to serve on the organization committee of the National Conference on Vocational Guidance, the purpose of which is to study the question of making efficient men by determining early the kind of work they are best fitted for, and training them along that line.

William C. Freeman, advertising manager of the New York Evening Mail, and Mrs. Freeman and Miss Freeman, spent the holidays at Pinehurst, N. C.

W. A. Martin, Jr., has resigned as secretary of the Association of National Advertising Managers, to take effect Feb. 1, when he will become associated with the Chalmers Knitting Co., Amsterdam, N. Y., manufacturers of "Poros-knit."

Herbert Watson, manager of the service and sales department of the System magazine, on Jan. 1, became manager of the sales and copy department of the Chas. H. Fuller Co., of Chicago.

James F. Ryan, for many years with Lord & Thomas and the Taylor-Critchfield Co., has purchased a controlling interest in the Johnson Advertising Service Co., of Chicago.

F. W. Thurnau, for several years the Western advertising manager of Home Life, is a solicitor with the Dunlap-Ward Advertising Agency, of Chicago.

Frank W. Lovejoy, formerly with the Wallace C. Richardson Co., and the J. Walter Thompson Co., of New York City, on Jan. 1, became advertising manager of the Wisconsin Agriculturist, of Racine, Wis.

R. T. Heed, formerly of the Hummert Advertising Co., has joined the business development department of the Nelson-Chesman Agency, St. Louis.

R. A. Ward, of the Chicago office of Allen & Ward, special representatives, was in New York this week in the interest of the papers represented by that agency.

George H. Alcorn, Tribune building, New York, has been appointed Eastern representative of the Bay City (Mich.) Tribune.

R. J. Sherman, of the Detroit office of the Charles H. Fuller Co., of Chicago, has been appointed manager of the Detroit branch of the H. K. McCann

Co., New York. Previous to going to Detroit Mr. Sherman was the advertising manager of two big national advertising concerns.

Clyde Davis, for the past five years advertising manager of the Detroit Times, is now advertising manager of the Abend Post, same city.

Adolph T. Schmidt, advertising manager of the Seattle (Wash.) Star, has been appointed advertising manager of the Seattle Evening Sun, the new paper that begins publication Feb. 1.

Paul C. Gerhart, manager of the Gerhart-Edwards Advertising Service, Dallas, Tex., and for three years ad manager of the Dallas Dispatch, has been appointed advertising manager of Wertheimer-Swarts Shoe Co., St. Louis, Mo.

**Changes in U. S. Motor Co.**

E. LeRoy Pelletier, advertising manager for the United States Motor Co., and Paul J. Smith, sales manager, are reported to have tendered their resignations at Detroit on Saturday. The receivers for the company have recommended Berry Rockwell, formerly advertising manager for the Maxwell Brisco Motor Co. to succeed Mr. Pelletier. Albert B. Barkman, who has been in San Francisco, as the manager of sales on the Coast, has been instructed to come East, and it is reported he will be put in charge of sales. Messrs. Rockwell and Barkman will have their offices in Detroit.

**Let the Good Work Go On.**

In renewing his own subscription and in sending in three new ones, D. J. Hanlon, circulation manager of the Atlanta Georgian, writes to THE EDITOR AND PUBLISHER as follows:

"The enclosed subscriptions resulted from a peek at my copy of your paper by some of the fellows with me here. They concluded that their education couldn't be complete without THE EDITOR AND PUBLISHER. Your issue of Dec. 21 was a hummer."

**AD FIELD NOTES.**

Donald Muehleman, New York; Herbert E. Latter and William J. Maloney, both of Wilmington, Del., have paid the State of Delaware a State tax of \$1,650 fees, for the incorporation last week of the Standard Motor Co., of New York City, incorporated, with a capital stock of \$31,000,000. The business of the company is to construct, maintain and operate automobiles, locomotives, wagon trucks, motorcycles, flying machines and other motor vehicles and appliances. Also to sell, deal in and with all kinds of motor vehicles.

Publisher W. R. Orr, of the Detroit Saturday Night, has appointed F. S. Kelly & Co., People's Gas building, Chicago, Western representative, succeeding H. L. Sedden & Co.

**Publishers Advertising Talks.**

The Spokane (Wash.) Spokesman-Review is running on its front page a series of talks showing the advantages of newspaper advertising over other forms of publicity. One of the recent talks was headed "The Cheapest Channel of Communication Known." It showed that there is no way of reaching the public so effectively and so economically as through the daily newspaper.

**640009**

**Advertising Agent Bankrupt.**

An involuntary petition in bankruptcy was filed Dec. 23, 1912, against Edmund Bartlett, an advertising agent of 131 East 23d street. The liabilities were \$11,659; the assets, \$2,111. He is not recognized by the Publishers' Association or the American Newspaper Publishers' Association.

The Marysville (Cal.) Spokesman, a morning paper established by Major J. F. Corriere, has suspended publication.

**DIRECTORY OF ADVERTISERS AIDS.**

**Advertising Agents**

- ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOGUET ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252
- HOWLAND-GARDINER-FENTON**  
20 Broad St., New York  
Tel. Rector 2573
- KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

**ILLINOIS**

- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**  
64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**  
1710-1715 5th Ave., New York  
Majestic Theatre Bldg., Chicago.

**CUBA, PORTO RICO and WEST INDIES**

- THE BEERS ADV. AGENCY**  
37 Cuba St., Havana, Cuba  
N. Y. Office, 11th Floor, Fuller Bldg.

**Allen & Ward to Move.**

Allen & Ward, special representatives, of 25 West Forty-second street, New York, will, on Feb. 1, move to more commodious quarters in the Brunswick building, Fifth avenue and Twenty-sixth street. This agency had a prosperous year in 1912, and is making preparations to handle a larger volume of business in 1913.

**WE ARE PIONEERS**  
in the manufacture of a hundred printing office specialties and particularly of STEEL COMPOSING ROOM FURNITURE.

EVERY month since we began making it has seen some improvement some increased convenience, some money-making idea added to the product. We are in the front rank, leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively we believe the use of our specialties will cut off 10 to 15% of the cost of producing printed matter. Some say 20 to 25% of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin. We sell Type too—hundreds of tons a year.

**Barnhart Bros. & Spindler**  
Chicago New York Washington St. Louis  
Dallas Kansas City Omaha St. Paul Seattle

**Publishers' Representatives**

- ALLEN & WARD**  
25 W. 42nd St., New York  
30 N. Dearborn St., Chicago
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., New York  
Mallers Bldg., Chicago  
Tel. Madison Sq. 6380
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis  
Tel. Madison Sq. 6187
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN,**  
Brunswick Bldg., New York  
Mallers Bldg., Chicago  
Gumbel Bldg., Kansas City
- GRIFFITH, HARRY C.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
Tel. Madison Sq. 6556  
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
200 Fifth Ave., New York  
Tel. Mad. Sq. 6723
- PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214
- PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,200; Sunday, 84,350—40% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**Press Clippings**

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

**BURRELLE**

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

**Country Weekly Enterprise.**

The Richmond Review, of which Henry F. Harris is editor, was the first country weekly in Michigan to print a Parcels Post Zone Map, a bit of enterprise that the Review's readers deeply appreciate.

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

SEND FOR SAMPLE

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

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
4 Nassau St. N.Y. Tel. 6960-4 Beekman

# A Promise and—A Performance

One year ago, on January 1st, The Pittsburgh Post took its readers into its confidence and told of its aims and hopes for 1912.

The success which has come to THE PITTSBURGH POST during the last twelve months has come by fair means.

We have made as good a newspaper as we knew how, fair in its politics, fair in its policy, clean and generous in its news columns and *clean in its advertising columns*. Many newspaper readers do not fully realize what it costs a newspaper to be clean in its advertising columns and forego the money its contemporaries not only accept, but seek. Other Pittsburgh newspapers print advertising *not one line of which could appear in THE PITTSBURGH POST under any conditions, no matter what the price.*

January	gain,	16,086	Agate Lines
February	"	23,352	" "
March	"	28,854	" "
April	"	61,096	" "
May	"	82,572	" "
June	"	78,806	" "
July	"	63,098	" "
August	"	90,048	" "
September	"	94,542	" "
October	"	132,314	" "
November	"	138,544	" "
December	"	107,254	" "

One Year's Gains, **916,566** Agate Lines

But there is a reward—the success which THE PITTSBURGH POST has made almost incredible. In 1912 THE PITTSBURGH POST gained over the previous year

## 916,566 agate lines of paid advertising

Let those who will, say the public is unappreciative. We know better. To those who helped our 1912 success we say this, "All that we did in 1912 we shall do in 1913—and more."



## The Pittsburgh Post

EMIL M. SCHOLZ, General Manager

CONE, LORENZEN & WOODMAN  
Special Foreign Advertising Representatives

Brunswick Building, New York      Maller Building, Chicago

The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.  
Association of American Advertisers  
No. 1109 Whitehall Bldg. N. Y. City



