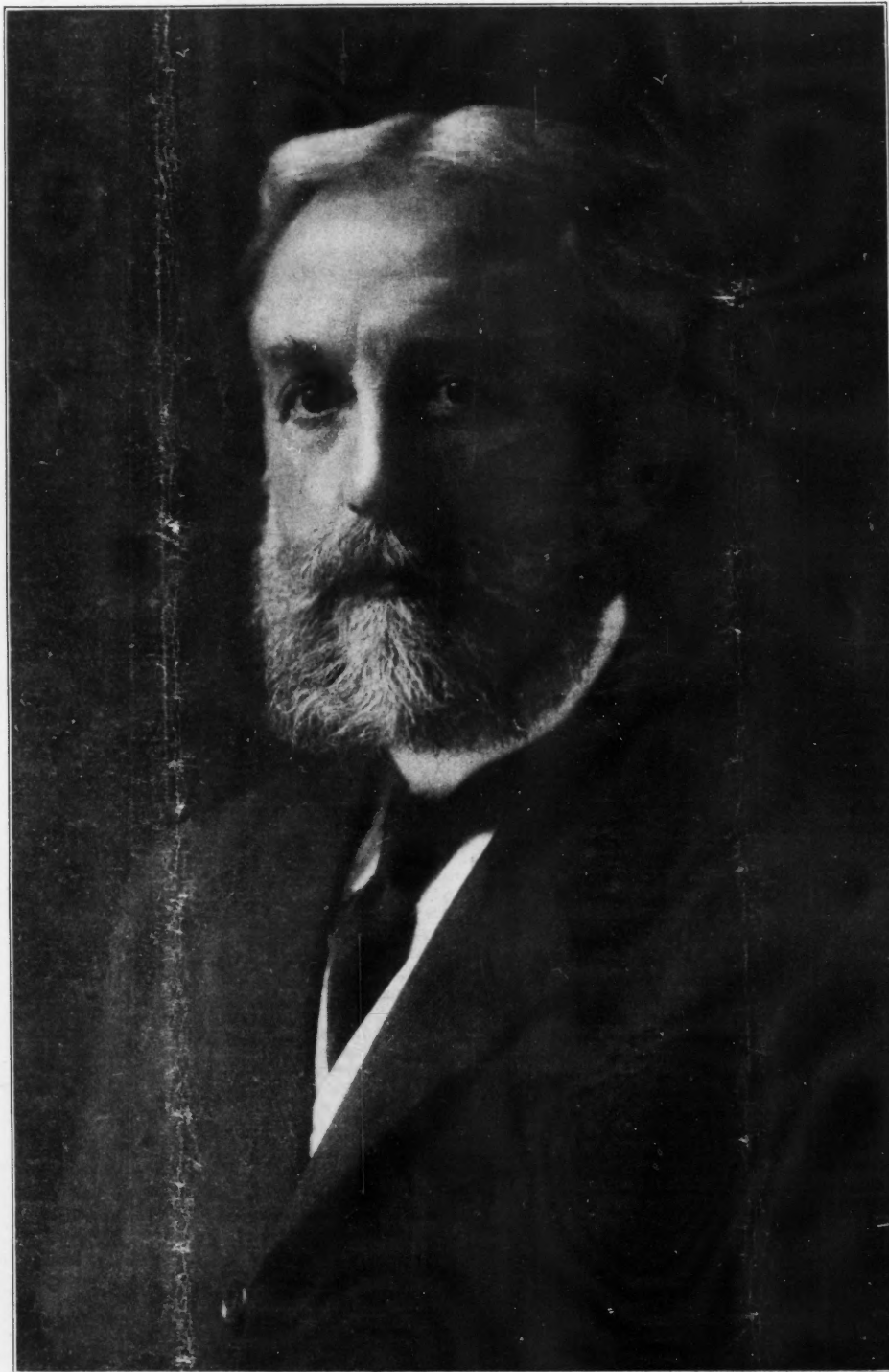


# THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 11, No. 38

NEW YORK, MARCH 16, 1912

5 Cents a Copy



CYRUS H. K. CURTIS,  
PRESIDENT OF THE CURTIS PUBLISHING CO., OF PHILADELPHIA.

## WILLIAMS HEADS PULITZER SCHOOL.

EDITOR PHILADELPHIA PRESS CHOSEN FOR IMPORTANT POSITION.

Prof. J. A. Cunliffe, of University of Wisconsin, His Associate—Committee of Nine to Have Administrative Charge of the Institution—First Term Opens Sept. 12—New Building to be Ready in 1913.

Talcott Williams, editor of the Philadelphia Press, has been appointed head of the Pulitzer School of Journalism at Columbia University. Associated with Mr. Williams will be Professor John W. Cunliffe, now head of the English Department of the University of Wisconsin.

For the present the directors of the school will be in the hands of an administrative board of nine, consisting of President Nicholas Murray Butler, Mr. Williams, Prof. Cunliffe, Dean Frederick P. Keppel, of Columbia College, and Profs. William Peterfield Trent, Henry Rogers Seager, James Thomas Shotwell, Ashley H. Thorndike and Charles Austin Beard, all of whom are members of the present teaching staff of the university.

As the new building, which is being erected at the corner of Broadway and 116th street for the school, will not be ready for occupancy before September, 1913, provision will be made for the accommodation of the several classes in other department buildings the coming fall when the school opens.

### DR. WILLIAMS' CAREER.

Talcott Williams, the head of the institution, is one of the best known journalists in the country. He is not only an experienced journalist but has a reputation as a scholar and public speaker. He was born in Turkey where his father was a missionary. He was fitted for college at Phillips Academy, Andover, Mass., and was graduated from Amherst College in 1873.

Coming to New York he obtained employment on the World, which at that time had not come under Mr. Pulitzer's ownership, and was placed on the regular city staff as reward for having secured an interview with Harry Hill on the career of John C. Heenan. He was associated in his work as a reporter with Blakeley Hall, Julian Robb, Ballard Smith and S. Merrill Clarke, now of the New York Sun. He was Albany correspondent of the World in the winter sessions of 1875-76, and after service as assistant night editor and night editor he was sent to Washington as the World correspondent. He became afterward Washington correspondent of the New York Sun; in 1879 editorial writer on the Springfield Republican, and in 1881 was chosen associate editor of the Philadelphia Press, a position he has held ever since.

### DRAMATIC AND ART CRITIC.

In addition to his editorial work, Dr. Williams has written art and dramatic criticisms, and for twenty years has been a contributor to magazines. During his service on the Philadelphia Press he

## NOTICE

The name of the corporation heretofore known as Wilberding-Hand Co. having been changed to

## J. C. Wilberding Co.

you will please hereafter address all communications accordingly, and also kindly make such changes on your lists as necessary so as to avoid possible confusion.

J. C. WILBERDING CO.  
February 28th, 1912.

Delta Phi graduate chapter and fraternity, of which he was for two years president.

In New York he is a member of the University Club and of the Alpha Delta Phi Club.

EMPLOYED BY THE SMITHSONIAN.  
He has twice collected anthropological

undertaken. Informal conferences indicated that the new school will be of an undergraduate nature and that no particular specializing will be attempted until the last two years of the four years' course. It is certain that history, politics and economics will constitute a very important part of the course. It is expected that definite announcement of the plan and scope of the work will be made after the April meeting of the trustees.

### THE TEACHING STAFF.

The professors of Columbia University who have been selected to direct the affairs of the Pulitzer school are all known to the public through the work they have done in their various fields. President Butler has an international reputation as an educator. Dean Keppel is the youngest member of the board. Being the academic head of the college, he is in a position to contribute whatever a course in liberal arts affords for the benefit of the new school. Prof. Seager, who lectures on economics and is an authority on his subject, has served the public and the State in many capacities.

Prof. Trent is one of America's foremost historians. He was born in Richmond, Va., and was graduated from the University of Virginia in 1884. Since 1900 he has been connected with Columbia. To-day he is head of the history department of the university.

Prof. Shotwell, the other historian on the board, although a much younger man than his colleague, has a reputation as a lecturer and speaker. He has been at Columbia since 1900 and has acted as an associate editor of the Encyclopaedia Britannica.

### OTHER MEMBERS OF THE BOARD.

Prof. Thorndike, who is an instructor of English, has been connected with Columbia since 1906. He is an author and editor and has contributed to the magazines and other periodicals.

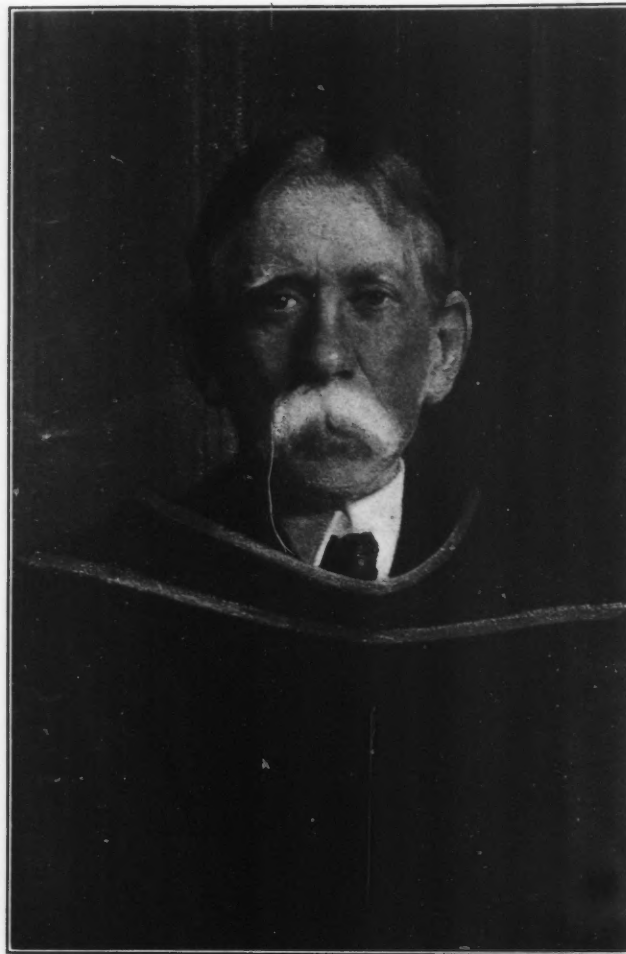
One of the ablest members of the advisory board is Prof. Charles A. Beard, head of the department of politics. Prof. Beard is an authority on the subject of direct primaries, has made an exhaustive study of the subject in the States of Wisconsin and Oregon, and is a personal friend of former Gov. Hughes, whom he helped to frame the Hinman-Green Direct Primaries bill which the Republican machine defeated two years ago.

### Dr. Wiley to Become an Editor.

It is reported that Dr. Harvey W. Wiley, Chief of the Bureau of Chemistry in the Department of Agriculture, will resign his office to become editor of Good Housekeeping. Dr. Wiley refuses to confirm or deny the report.

### Plan Chain of Dailies.

S. J. Foste, editor of the Cleveland (O.) Mediator, and W. A. McDermit, of New York, are securing options, it is said, on newspaper plants in a number of towns and cities throughout Ohio.



TALCOTT WILLIAMS,  
HEAD OF THE PULITZER SCHOOL OF JOURNALISM.

was its managing editor for three years.

He is a trustee of Amherst College, a member of the executive committee of the National Civic Federation on the part of the public, a manager of the Archeological Museum of the University of Pennsylvania, a manager of the Free Hospital for Poor Consumptives, the White Haven Sanatorium, vice-president of the Pennsylvania Society for the Prevention of Tuberculosis, vice-president of the Pennsylvania Society for the Suppression of Social Diseases, vice-president of the Armstrong Association, a member of the financial committee of the College Settlement, a member of the advisory board of the Legal Aid Society and of Mercy Hospital.

### HIS SOCIAL ACTIVITIES.

He is a member of the City History Club of New York, of the American Philosophical Society, of the American Academy of Political and Social Science, of the American Historical Association, of the American Statistical Society, of the American Oriental Society, to all of which he has contributed papers, and a member of the Washington Academy of Sciences.

He is a member in Philadelphia of the University Club, the Contemporary Club, and was for twenty years a member of the Clover Club, of the Amherst Alumni Association, and of the Alpha

material in Morocco for the Smithsonian Institution and the Archeological Museum of the University of Pennsylvania, and for many years was a member of its committee on Babylonian Research. He has published a number of papers on Morocco and its language.

### PROF. CUNLIFFE'S LIFE WORK.

Prof. Cunliffe, who will be associated with Dr. Williams in the management of the school, comes from a well-known English family of journalists and authors. He was born in 1865, and at the age of seventeen became a reporter. Later he studied at the University of London and the University of Manchester. He went to Canada soon after leaving college and became attached to the staff of the Montreal Gazette. While holding this latter position he was also professor of English in McGill University. Prof. Cunliffe has been at the University of Wisconsin since 1906, where he has gained the reputation of being one of the most successful teachers of written English in the United States.

### SCHOOL OPENS SEPT. 12.

The Pulitzer School of Journalism will open September 12. Dr. Williams, President Butler, Prof. Cunliffe and their colleagues will meet in the near future to confer on a curriculum and the actual line of work to be

## Greatest Achievement in Newspaper Art

Edwin A. Abbey's fifteen famous paintings of the Quest of the Holy Grail, now in the Boston Public Library, reproduced in the actual colors used by the great Royal Academician, in the Easter Number of The New York Times, Sunday, March 24. An edition of 200,000 copies will be issued.



**FIVE MILLION MERGER.**

**TWENTY BIG PUBLISHING AND ENGRAVING PLANTS TO BE COMBINED.**

**Concerns Are Located in New York, Philadelphia, Albany and Other Large Cities—Purpose Is to End Destructive Competition and Effect Economies in Production—Present Managers Are to Be Retained.**

The International Press is the name of a new syndicate that has been formed to take over twenty of the largest printing, engraving and electrotyping establishments in the United States. The contracts with the latter have been signed and the names of the firms will be given out in three weeks.

William J. Morrison, an English promoter, representing Baron von Oelgar, who has been in this country since October working on the proposition, sailed on the Oceanic on Saturday after bringing his mission to a successful close.

The combination has been effected for the purpose of restricting undue competition, placing prices on a stable footing and economizing by reducing the cost of production.

Samuel H. Waddell, the syndicate's American legal representative, said that when Mr. Morrison sailed on Saturday he carried with him contracts for the purchase of the plants of firms located in New York, Albany, Philadelphia and other cities, the amount of money involved being in the neighborhood of \$5,000,000.

**PLAN AT FIRST REJECTED.**

When Mr. Morrison arrived here he presented his plan of consolidation to the printing trade at a meeting held at the Fulton Club. A committee of seven appointed to consider the plan reported adversely upon it and favored instead the plan of an American promoter. On examination, however, the latter was found to be impracticable, and Mr. Morrison's was accepted by twenty of the largest concerns in the country.

By the terms of the contracts the publishers agree to sell their plants and good will at a price to be based upon the net receipts during the last three years. One-half of the amount is to be paid in cash and the balance in 5 per cent. debenture bonds, 6 per cent. preferred shares, and common stock.

The owners of the selling firms will be retained as branch managers of the International Press and will be paid substantial salaries. In return they agree not to engage in the publishing business east of the Mississippi River, except in the State of Florida, while they are in the employ of the syndicate, or for ten years thereafter. They also agree not to transfer the syndicate stock for two years.

**WHAT THEY HOPE TO ACCOMPLISH.**

"It is the belief of the English promoters and American business men that the formation of the syndicate will be of



MEMBERS OF THE ADMINISTRATIVE BOARD OF THE PULITZER SCHOOL OF JOURNALISM.

vast benefit to publishers and the public generally," said Mr. Waddell. "Up-to-date business methods will be employed and the cost of production will be greatly decreased. It will be possible to buy stock in much greater quantities, and therefore at reduced cost, and orders can be placed much more advantageously than under the present method.

"At the present time there is no such

thing as stability as regards prices and competition is most severe. A publishing house will take an order at an actual loss to prevent it going to a rival, and will then attempt to make up the deficit by charging some unsuspecting customer an exorbitant price for some, inexpensive job. The trade has been greatly unsettled because of these facts, and the publishers welcomed an opportunity to combine.

"A firm of expert accountants has been engaged to examine the books of the selling concerns and determine from their net receipts the amount each is to be paid. As soon as this work is finished a public announcement will be made."

**Marconi to Be Publishers' Guest.**

Señor Marconi, the inventor of the wireless telegraph, will be one of the guests of honor at the annual dinner of the American Newspaper Publishers' Association and the Associated Press on April 25.

**NEW BLOOD IN TOWN TOPICS.**

**Colonel Mann Engages Two Young Men to Lighten the Burden of Management.**

Announcement was made this week that Col. W. D. Mann, one of the oldest editors in the country, and, incidentally, the senior colonel of cavalry now living, had recently decided that his occupancy of the editorial tripod since he bought the Mobile Register immediately after the close of the war entitled him to relief from the active duties required in the publication of Town Topics.

With this end in view, he has secured two men to perform the active managerial duties which for the past twenty years have devolved upon the veteran proprietor and editor. Both of these men have acquired substantial minority holdings in the stock of Town Topics Publishing Co., the majority still remaining in the hands of Colonel Mann, who will continue as editor-in-chief. The additions to the company are F. B. Miller and Will N. Hudiburg. The former has been made vice-president and the latter business manager.

Mr. Miller comes to Town Topics from Chicago, and has had wide experience in the publication field. He has been connected with big newspapers in various parts of the country in positions ranging from reporter and feature writer to Sunday editor, and also with the advertising and business management in the farm paper, class paper and trade paper field. He will be in general charge of the publication.

Mr. Hudiburg comes to Town Topics from the South, having been engaged in the daily newspaper field in that section for the past fifteen years. Twelve years of this time he was with the Chattanooga News in various positions. For many years he had charge of the foreign advertising department of the News, and spent considerable time in visiting the large advertisers and agencies throughout the country. When Milton B. Ochs and associates purchased the Nashville (Tenn.) American, Mr. Hudiburg was made business manager. He will have charge of the circulation and advertising of Town Topics.

McARTHUR, O.—The McArthur Tribune and Vinton County Republican, published here, have been consolidated and will be issued under the name of the Republican-Tribune.

**1911—BIG YEAR  
GERMAN DAILY GAZETTE  
Philadelphia, Pa.**

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

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

**Total** ..... 5,121,866 Lines

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

The paper that is recognized as the "Home Favorite" is always the best advertising medium. That is why all the leading merchants of

**MILWAUKEE**

use "full copy" daily in the paper they know is read by the class of people they are desirous of securing as buyers. That paper is

**The Evening Wisconsin**

The paper of the HOME—of the PEOPLE.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY  
Metropolitan Building, New York City

EDDY & VIRTUE  
Peoples Gas Building, Chicago

**WASHINGTON GOSSIP.**

**The New Congressional Directory Year Book of National Press Club Out March 25—Senator Works' Ideas on Journalism—Big Demand for Seats at Democratic Convention — Apply to Mr. Preston.**

*(Special Correspondence.)*

WASHINGTON, D. C., March 13.—Announcement is made that a new edition of the Congressional Directory will be issued about April 1. Any changes in the membership of the press galleries should be sent in at once, directed to James Preston, superintendent Senate press gallery. Requests for copies should also be sent to Mr. Preston.

Oscar King Davis, chief of the Washington bureau of the New York World, has detailed Hal Smith, who made a record here on the Baltimore Sun, to cover the proceedings of the House during the session.

The new Year Book of the National Press Club, which will be issued about March 25, will excel in many respects any similar work ever before put out. In addition to a list of the various classes of members, the Year Book will contain a chronological history and a great deal of information of a general character for the benefit of members.

From a newspaper standpoint the coming Baltimore Democratic Convention will surpass anything that has occurred in years, both as to interest and attendance. From the number of applications for press seats coming in every day, from widely separated localities, it is apparent that the attendance will break all records. The local committees in Baltimore are very busy. They have long lists of places where persons who attend the convention can be put up aside from the regular hotels and boarding houses. Many persons who make it a practice to shut up their houses in the summer have placed their homes at the disposal of the committee for the accommodation of strangers.

Hon. John D. Works, United States Senator from California, is an avowed member of the Christian Science Church. Recently there was held in the First Church of Christ, Scientist, in Washington, a big meeting to consider "clean journalism," and after a representative of the Christian Science Monitor of Boston, Albert E. Miller, had discussed the aims and policy of that paper, Senator Works made an address, in which he said that a great many newspapers are doing an immense amount of good for humanity, but he declared that if some law could be enacted and enforced that would make it a criminal offense to publish the details of crimes and accidents and various other things that people ought not to read, and to thereby compel all of the newspapers to come to that standard of journalism, it would be a great benefit to the press.



JOSEPH J. EARLY,

PRESIDENT OF THE NEW YORK LEGISLATIVE CORRESPONDENTS' ASSOCIATION.

**EARLY HEADS ASSOCIATION.**

**Legislative Correspondents to Hold Annual Banquet March 21.**

Joseph J. Early, of the Brooklyn Standard Union, has been chosen president of the Legislative Correspondents' Association. As head of the newspaper writers who report doings at the State capital, Mr. Early will preside at the annual dinner of the association, which is to be held at the Ten Eyck, Albany, on the evening of March 21. This is the big event of the year among the legislative writers, and it is always an event worth while. The attendance promises to be unusually large.

Among the guests who have promised to attend are Governor Dix, United States Senator James O'Gorman and Controller William A. Prendergast. A number of clever "stunts" have been under preparation for some time, and some surprises are scheduled. There

are on the waiting list more than 200 requests for seats.

Mr. Early has been at Albany for the Standard Union for the past eight years, and enjoys a wide acquaintance among public men in the State. This is the first time in fifteen years that a Brooklyn man has been made the head of the association.

The other officers include Fred W. Wose, the New York World, first vice-president; George W. Franklin, Troy Record, second vice-president; Edward R. Anker, Associated Press, treasurer, and Frank A. Tierney, Albany Times-Union, secretary. Directors: J. J. Judd, United Press; Willard A. Marakle, Rochester Democrat and Chronicle; John C. Crary, Albany Evening Journal; Charles H. Armitage, Buffalo Evening News; Frederick G. Cardoze, National News Association; H. C. McMillen, New York Evening Mail; John F. Treman, Associated Press, and C. S. Hand, New York World.

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

The  
**San Diego Sun**  
Covers San Diego  
County like the dew. It  
guarantees the largest  
circulation of any  
paper published in San  
Diego.

**THE NEWS**  
BUFFALO, N. Y.  
Circulation for January, 1912  
**96,359**  
The Leading DISPLAY and  
CLASSIFIED Advertising  
Medium in New York State  
outside of New York City.  
EDWARD H. BUTLER, Editor and Prop'r  
C. F. KELLY & CO., Foreign Representatives  
Chicago New York City  
People's Gas Bldg. Metropolitan Bldg.

THE  
**DEMOCRAT**  
Nashville, Tenn.  
carries more local advertising than any  
other Nashville newspaper  
The JOHN BUDD CO., Representative  
New York Chicago St. Louis.

**Sun Advertising Grows Steadily!**  
During February, 1912, the steady  
progress of The Pittsburgh Sun is  
indicated by the Splendid gain of  
**4955 Inches**  
in Paid Advertising over the corresponding  
month of 1911.  
January Gain, 4957 Inches  
February Gain, 4955 Inches  
**Two Months' Gain, 9912 Inches**  
Let Your Business Grow in the Newspaper That Grows!  
The Sun Grows Greater Day by Day.

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

**The Elizabeth (N. J.) Times**  
On account of increase in circula-  
tion and advertising is installing  
Semi-autoplate and will enlarge  
pages from 7 columns to 8 columns.

**The News Scimitar**  
OF MEMPHIS, TENNESSEE  
is the leading afternoon newspaper in the  
Mississippi Valley south of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

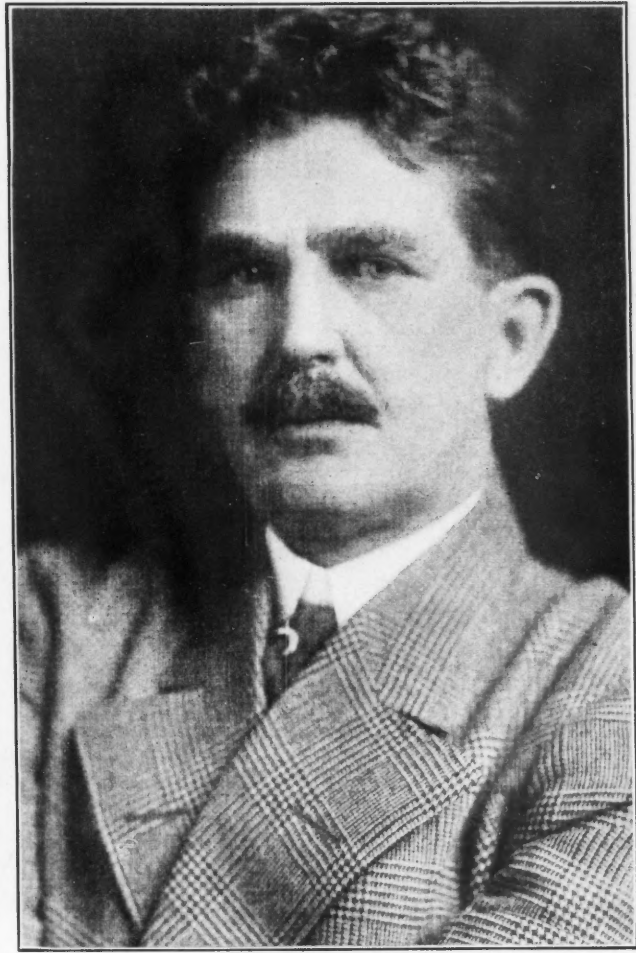
YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 120,000

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





H. H. TAMMÉN,  
PRESIDENT OF THE DENVER POST.



F. G. BONFILS,  
SECRETARY AND TREASURER OF THE DENVER POST.

**MAKERS OF THE POSTS.**

**How Messrs. Tammén and Bonfils Have Built Up Their Denver and Kansas City Newspapers—Some New Ideas That Contributed to Their Success—Fighting the Coal Trust.**

For the last three weeks publishers and advertising men the country over have been laughing at the newspaper war in Kansas City and the claim of the Post to have gotten the "goat" of the other daily papers. The growth of the Post in two years is said to be surprising. From practically nothing to a claimed circulation of over 105,000 is going some, and furnishes an interesting story.

Twelve years ago H. H. Tammén and F. G. Bonfils bought for \$12,500 the Denver Post. To-day it's estimated value is \$2,000,000 or more.

The experience of Messrs. Tammén and Bonfils had in building up the Denver Post undoubtedly aided them in making the wonderful success they have had with the Kansas City Post, but there must have been some need on the part of the public and the advertisers that it met.

**TAMMÉN'S HUMBLE START.**  
Harry Tammén is to-day one of the best judges of "what the people want" in the publishing world. Starting a poor boy as a bar porter he has all his life had to study human nature in all its phases until it has become second nature to him to estimate the value of men and things from the viewpoint of the many, to know what will please the masses and to anticipate their wants and supply them.

F. G. Bonfils is in many ways the direct opposite of Tammén. He has been for years a rich man, polished, traveled, quiet and conservative. He has always believed in the education of the masses and has done much to improve the public schools. Moreover, he is charitable and has extended substantial help to the poor and needy.

Working together Messrs. Tammén and Bonfils have developed the one idea which is mainly responsible for the success of the Denver Post and Kansas City Post. That idea is, "Please the subscribers first, last and all the time. Have no personal likes or dislikes, no political ambitions, no axes to grind. Please your readers by giving them always the kind of paper they want. Judge every news item, special feature, funny picture, everything that goes into the paper from the readers' standpoint.

Anticipate their wants. Be first always with anything new."

**A PERTINENT ILLUSTRATION.**

Put two grocery stores side by side—one refusing to sell tea or coffee because its owner does not like or use them; and the other selling coffee, tea and everything else his customers might want or need. Which store will do the business? The one, of course, that pleases its patrons.

Another idea which the publishers originated was the repeating of the headline (name of the paper) on the back page in the same type used on the front page. No advertising is allowed on either the front or the back page. The paper in this way advertises itself everywhere. This idea is being copied by many papers. Ten years ago Mr. Bonfils originated the scheme of selling coal to Denver Post's subscribers. At the time the coal trust in Denver charged \$5 a ton for coal. The same coal hauled through Denver sold in Lincoln, Neb., for \$4.50 per ton. The Post leased a mine and sold its subscribers coal for \$4 per ton, thus saving the people of Denver over \$6,000,000 on their coal bills during the last decade. The Kansas City Post is now doing the same thing.

The Denver Post of five years ago was as yellow as the so-called yellow newspapers of other large cities. Today the Post has toned down, because its reading public apparently does not want that kind of a paper. The Kansas City Post claims it has never been yellow and has always avoided sensationalism, but it has been continually fighting somebody or for something. It

claims, however, that it has never attacked any one who was not able to fight back, and has never fought for anything for itself, but always for the people.

**Italians Present Tablet to Herald.**

In recognition of the New York Herald's accurate reports of the Italo-Turkish war, prominent Italian-Americans of the city presented a bronze memorial tablet to the Herald last week. The tablet, which was suitably inscribed, was placed upon the easterly wall of the front portico of the Herald building in Thirty-fifth street. The ceremony of unveiling was performed by Signor Leopoldo Bracony, an eminent Italian sculptor of this city, in the presence of a large assemblage.

A resolution was introduced in the Covington (Ky.) City Council last week taking the city advertising out of the hands of the City Attorney and placing it at the disposal of the Mayor.

**THE PITTSBURG PRESS**

Has the Largest

Daily and Sunday

**CIRCULATION IN PITTSBURG**

Foreign Advertising Representatives

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

**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**

## A PUBLISHING PALACE.

### NEW HOME OF THE CURTIS PUBLISHING COMPANY, OF PHILADELPHIA A PERFECT PRINTING PLANT.

**Description of the Building—Its Beautiful Reception Hall and Editorial and Administration Offices—One Hundred and Fourteen Presses Required to Turn Out the Company's Publications—Some Interesting Figures.**

Fronting Independence and Washington squares in Philadelphia rises the splendid new home of the Curtis Publishing Co., owners of the Ladies' Home Journal, Saturday Evening Post and the Country Gentleman. Externally it might be mistaken for a modern, first-class hotel. The entrance, with its fourteen marble pillars, its short flight of marble steps, its heavy plate glass swinging doors, and its beautiful reception hall, strengthen this impression. And yet it is only a publishing plant, but the finest ever built anywhere in the world.

The picture of the building appearing on this page will give the reader some idea of its impressive character. Its location could not be better as it stands on two open squares within two blocks of one of its busiest thoroughfares and is therefore easily accessible. The style of architecture employed is the Colonial, which the designers have applied with commendable success. The first story is constructed of white marble, and the other nine of red brick.

#### BEAUTIFUL RECEPTION HALL.

The spacious reception hall, which the visitor enters on passing through the outer doors, is impressively beautiful with its white Grecian marble walls and pillars, its Turkish rugs and its artistic benches and chairs. The Southern wall was to be covered by a great mural painting by the late Edwin E. Abbey, but his death made it necessary to engage another artist who has not yet completed his work.

The editorial and administrative offices of the company are located in the eastern end of the building and so far away from the mechanical department that no noise or vibration of whirring presses penetrates their walls.

The office of Cyrus H. Curtis, the president of the Curtis Publishing Co., is located on the fourth floor. The reception room and the office is furnished in rich Italian walnut, and the furniture is made of the same wood. On this floor is also located a beautiful private dining room in which Mr. Curtis entertains distinguished guests. The chairs

are covered with tapestry, and the chandeliers are of cut-glass. In the small reception room stands an exquisitely carved Italian marble round topped table that is greatly admired by visitors. The stone is as white and as spotless as new fallen snow. Even when examined with a magnifying glass not even a hair line or a needle point of color can be found on its surface.

#### MR. BOK'S PRIVATE OFFICE.

Edward W. Bok, the editor of the Ladies' Home Journal, and his staff oc-

cupy the seventh floor. Mr. Bok's private office is panelled in Italian walnut, the walls being hung with replicas of two of Rembrandt's masterpieces. Mr. Bok was born in Holland which, perhaps, explains his fondness for the work of the great Dutch painter. The editorial rooms of the Saturday Evening Post and the Country Gentleman are located on the sixth floor. The office of George Horace Lorimer, the editor of the Saturday Evening Post, is furnished in white and mahogany, and offers a pleasing contrast to the others which are finished in dark woods. To adequately describe all of the departments of this great publishing house would require many pages of space in this issue of THE EDITOR AND PUBLISHER. Brief mention can therefore only be made of some of their most striking features.



NEW HOME OF THE SATURDAY EVENING POST AND THE LADIES' HOME JOURNAL.

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#### HANDLING THE CORRESPONDENCE.

The clerical work involved in handling an output of 9,500,000 periodicals each month is prodigious. In the subscription and sales departments over a thousand young women are employed. In taking care of the correspondence 162 phonographs are employed. These departments are so thoroughly systematized that the work is carried on with less trouble and with much greater ease and efficiency than in small establishments.

The sales division of the circulation department occupies the fifth floor. When one realizes that the company has 40,000 agents in the field selling Saturday Evening Posts he gets a faint idea of the amount of work involved in keeping track of their sales. The country is divided into twelve sections, each of which has a district manager who is responsible for the sales in his territory. Thousands of agents are school boys selling from ten to a thousand copies a week.

#### THE MECHANICAL DEPARTMENT.

While the editorial and administration departments are highly interesting objects of study to the visitor, it is the mechanical department, in the Southern

Down in the basement are stored 4,500 tons of paper, and elsewhere in Philadelphia are warehouses containing enough paper to supply the firm for several months. It takes a dozen mills to feed the presses during the year. The wasted paper produced each month, consisting of trimmings from the magazines and spoiled sheets, amounts to thirty tons.

#### LABOR-SAVING DEVICES.

In no printing establishment in the world are so many labor-saving devices employed. The loaded mail bags as soon as packed are dumped into a constantly moving sectional elevator that carries them to the floor above where they drop upon a moving belt that conveys them to the shipping room.

A machine has been installed that folds, wraps and addresses the magazines ready for mailing. A new binder has recently been introduced that uses no wire and delivers the magazines so bound that they lie flat when opened. Automatic carriers take the magazines, when trimmed, from the workman's hands and carry them to the packers in a distant part of the building.

Much attention has been given by the company to the comfort and health of the employees. A seemingly perfect system of ventilation has been installed that changes the air of the room every twelve minutes. A commodious and cheerful restaurant is located on the top floor for the young women workers, 1,200 of whom lunch here every day. That the food is furnished at cost is shown from the menu of March 6, which follows:

Tomato soup, 4 cents; country sausage, mashed potatoes, 10 cents; cold corn beef with salad, 10 cents; macaroni with cheese, 4 cents; stewed tomatoes, 4 cents; tongue sandwich, 5 cents; cheese sandwich, 5 cents; cinnamon bun, 1 cent.

Cup custard, 5 cents; rice pudding, 6 cents; caramel ice cream, 5 cents; vanilla ice cream, 5 cents; apples, oranges, 2

cents; bananas, 1 cent; hot chocolate, whipped cream, 3 cents; tea or coffee, 2 cents; bottled milk, 3 cents.

The average expenditure for lunch is from 10 to 12 cents.

On this floor is also located a big, breezy lounging or sitting room for the exclusive use of the young women. It is furnished with comfortable easy-chairs and lounges, the walls are hung with pictures, and pots of foliage plants are scattered about the room. In another wing of the building is a large

dancing hall, containing an automatic piano, that furnishes music during the noon hour.

#### SOME BIG FIGURES.

According to the statement made to the writer by John C. Martin, secretary to Mr. Curtis, who has charge of the outgoing advertising of the company, the circulation of the several Curtis publications is as follows:

The Ladies' Home Journal, above 1,750,000 copies; the Saturday Evening Post, above 1,900,000, and the Country Gentleman, above 90,000.

The enormous business of the company has been built up through the genius of its president, Cyrus H. Curtis. The story of his rise in the publishing business has already been told in these columns and need not be repeated here. No such success as his has ever been achieved by any periodical publisher in the world.

#### Churchman in New Hands.

The Churchman, of New York, which was sold recently by the Mallorys for \$50,000, was transferred to its new owners on Friday. Benjamin W. Wells, for several years a member of the staff, will have editorial charge of the Churchman until a new editor is appointed. The general management is, for the moment, in the hands of a committee of stockholders, of which George Zabriskie is chairman and F. C. Huntington secretary.

#### THE WILLIAMSPORT NEWS

WILLIAMSPORT, PA.

A Modern, Progressive Daily Newspaper

Published Every Evening Except Sunday

NET PAID SWORN

CIRCULATION 9,000

copies per day and growing. Detailed statement on application. Circulation books showing details of distribution open to advertisers.

S. G. LINDENSTEIN, Inc.

Sole Foreign Advertising Representatives  
118 E. 28th St., New York City Chicago, Ill.

## IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

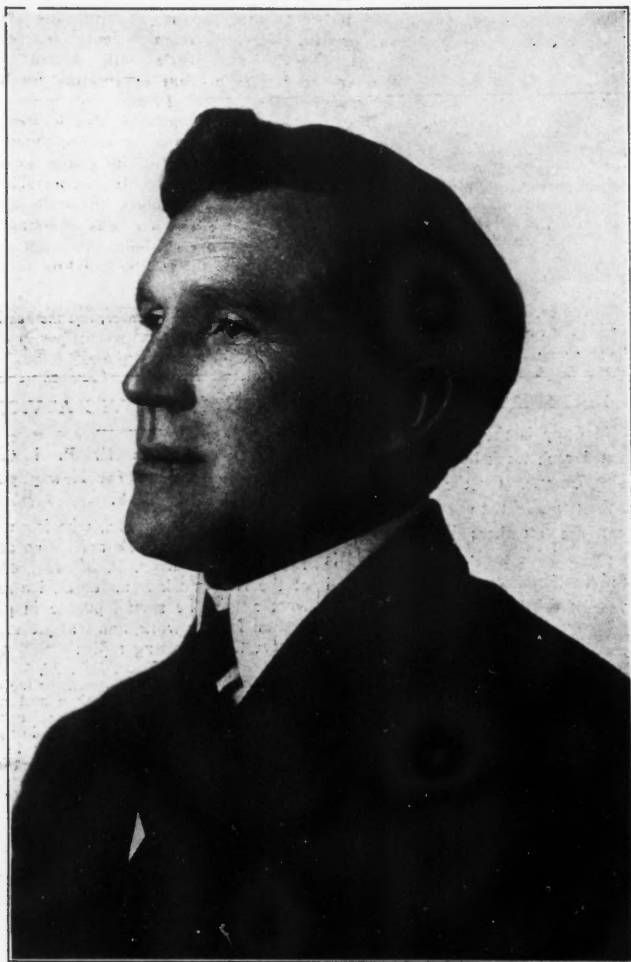
### Topeka Daily Capital

guarantees a circulation in excess of 22,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper  
Publisher

Wm. T. LAMB, Flatiron Bldg., N. Y. City.  
J. C. FREELY, Hartford Bldg., Chicago.





GEORGE HORACE LORIMER,  
EDITOR OF THE SATURDAY EVENING POST.



EDWARD W. BOK,  
EDITOR OF THE LADIES' HOME JOURNAL.

**BUYS INTEREST IN MAIL.**

**George W. Perkins, Former Banker, Acquires Large Block of Stock.**

George W. Perkins, former partner of the banking house of J. P. Morgan & Co., recently acquired a considerable interest in the Mail and Express Co., publishers of the New York Evening Mail, it became known this week. It is understood, however, that Henry L. Stoddard, president of the company, still retains a controlling interest.

A report also became current during the week that Mr. Perkins had purchased an interest in the New York Press, but this was denied by Henry T.

Einstein, president of the New York Press Co. While the disclosure in reference to the Evening Mail created some interest in publishing circles, it is understood upon good authority that Mr. Perkins has long been financially interested in that paper.

**A SOLICITATION LIST.**

**Daily Newspaper Club Prepares Data of Great Value to Members.**

There are 169 general advertisers at present employing the magazines, but not the daily newspaper, according to a solicitation list just compiled by the Daily Newspaper Club, and now being sent out to members of that association.

In order to make the information contained in the list more readily available it is presented alphabetically, under three classifications, as follows: Advertisers, Commodities, Localities. Under the latter classification there appears complete data as to the address of each advertiser, the name of the advertising manager and the name of the agency placing the business.

**First New York Suffrage Paper.**

The Woman's Cause, the first weekly newspaper devoted to the political interests of women ever printed in New York State, made its appearance last week in the Borough of the Bronx. Mrs. Helena Secor Tonjes is behind the project.

Legal steps may be taken in Ogden, Utah, to enforce payment of a newspaper license tax.

**NEW INCORPORATIONS.**

**NEWBURYPORT, Mass.**—News Publishing Co. Capital, \$15,000. Directors: Edward H. Higgins and Edward E. Hicken.

**LOGANSFORT, Ind.**—Reporter Publishing Co. Capital, \$20,000. To publish newspapers and books. Directors: Lindley R. Sutton, Inez Sutton, Psyche R. Sutton.

**ATHENS, O.**—The Athens Tribune Co. General printing and publishing. Capital, \$10,000. E. E. Baker, C. E. Fennell, E. C. Woodworth, D. R. Richards, W. J. Warrenner.

**MARION, Ind.**—Chronicle Publishing Co. Capital, \$75,000. Directors: G. B. Lockwood, A. H. Laidlaw and E. C. Watkins.

**EVANSVILLE, Ind.**—Review Publishing Co. Capital, \$10,000. To publish newspapers. Will B. Carleton, W. C. Bussing, Anna May Carleton and Alice Bussing.

**JACKSONVILLE, Ill.**—Jacksonville Courier Co. Printing and publishing. Capital, \$50,000. Incorporators: Hattie Doying, William D. Doying, George E. Doying.

**NEWARK, N. J.**—The Newark Home Publishing Co. Capital, \$25,000. Incorporators: C. J. Brotherly, M. B. Hausman.

**FARGO, N. Dak.**—The Courier-Forum Publishing Co. Capital, \$250,000. The directors are: O. M. Hatcher, of Grand Forks; M. N. Hatcher, A. M. Baker and W. F. Cushing, of Fargo.

**PRINCETON, W. Va.**—Mercer Printing Co. Capital, \$10,000. To publish a newspaper and do job printing. Incorporators:

E. W. Hale, W. B. Honaker, J. H. Gadd, J. H. Lilly and C. B. Hedrick, Princeton, W. Va.

**MEMPHIS, Tenn.**—Memphis Social Democrat. Capital, \$5,000. To publish a newspaper. The incorporators are: Edwin Dahlstrom, H. G. Terlisner, W. A. Weatherall, Cornelius Simon and A. H. Gowling.

**Five Millions for Advertising.**

Brazil is planning to spend \$5,000,000 in advertising her resources, according to José da Villa, a prominent Brazilian banker now in New York.

**Bargains on Printing Presses**

**FOR SALE**

Two, three and four-deck presses taken in trade for larger machines, are offered at half price—thoroughly overhauled and rebuilt, also some presses of other makes, of various sizes and styles. Tell us what you want and we will try and fit you out.

Now is the Time to Buy  
**THE GOSS PRINTING PRESS CO.**  
16th St. and Ashland Ave., Chicago, Ill.

**Sporting News**

Every run, every put out, every race, every sporting event of any kind by direct wire **ON THE SECOND!** Why not connect with

**A LIVE WIRE?**

National News Association  
200 WILLIAM ST., New York City

The New Strip Comic  
**SCOOP THE CUB**  
**REPORTER**  
THE INTERNATIONAL SYNDICATE  
Features for Newspapers: Baltimore, Md.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

J. B. SHALE, Editor FRANK LEROY BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

## ADVERTISING RATES:

Display, 15 cents per agate line

Reading Notices, 25 cents per agate line

25 per cent. discount on yearly contracts

Classified, 1 cent per word

NEW YORK, SATURDAY, MARCH 16, 1912.

### MR. WILLIAMS' APPOINTMENT.

The advisory board of the New Pulitzer School of Journalism at Columbia University could not have selected a man better qualified for the position than Talcott Williams, whose appointment as head of the institution has just been announced. He is not only thoroughly experienced in every department and phase of newspaper work but possesses a broad and comprehensive knowledge of many subjects that are to-day engaging public attention.

Mr. Williams is an authority on art and has twice visited Morocco to gather anthropological material for the Smithsonian Institution and the Archaeological Museum of the University of Pennsylvania. For many years he was a member of the latter's committee on Babylonian research.

Few journalists, either here or abroad, have taken such an active interest in so many different societies and organizations having for their object the benefit of mankind. Mr. Williams is an impressive and eloquent public speaker and is much sought after to make addresses at dinners and on other occasions.

Moreover, he possesses a pleasing personality and readily makes friends, two desirable qualifications in the head of an educational institution. Mr. Williams inspires confidence and arouses ambition in those with whom he is associated. He is not a pedant, a dreamer, or a faddist, but rather a fine specimen of a live, aggressive, well-poised journalist.

Mr. Williams' coadjutors are men of distinction in their several lines of work and eminently fitted to give students instruction in subjects that are deemed necessary to the equipment of a newspaper man.

It is gratifying to learn that although the new building which is to be the home of the school will not be completed until next year, there is to be no delay in the opening of the institution this fall. The curriculum, which has been tentatively adopted, offers instruction on many topics, not the least important of which will be the writing of good English.

Thus far the advisory board has shown great wisdom in working out

the ideas of Joseph Pulitzer, and there is every reason to believe that the institution he so generously endowed will fulfill its mission in a manner that will be of permanent value to the entire world of journalism.

### THE AMUNDSEN STORY.

The entire journalistic world has expressed its admiration of the enterprize of the London Chronicle in securing the exclusive right to publish Captain Amundsen's story of his expedition to the South Pole. The New York Times in purchasing from that newspaper the sole right to publish it in the United States showed that it was far more alert to its opportunities than its neighbors.

The Amundsen story was copyrighted in both countries. In England no newspaper copied or paraphrased it when it appeared in the Chronicle. On the same morning that the original story appeared in the New York Times an article that had been prepared from the London Chronicle's story and cabled to this country was printed in all of the New York morning newspapers with the exception of the Herald. The Times paid a large sum of money for its exclusive right to the original story; the only expense incurred by its neighbors in printing the paraphrased story was the cable tolls on the message.

There is no international copyright law. The English copyright on the Amundsen story thoroughly protected the Chronicle in its property rights in it so far as Great Britain was concerned. It could not, however, prevent its being cabled to newspapers outside of that country.

The New York Times has brought suit against the New York newspapers that printed the rewritten Amundsen story for violation of its copyright. The defendants will, of course, contend that as they secured their report from London before the original story was printed by the Times in New York, and as it appeared at the same time, they had not legally infringed on the latter's rights.

We believe this is the first time the courts have been called upon to rule on this question, which is an important one and affects the entire American press.

## THE GIANT OF THE AGES.

By Arthur Elliot Sproul.

[This poem was first published a number of years ago.—Ed.]

I came. Instant, upon man's midnight burst midday.  
The whole round world I survey with my tireless orbs. No act escapes.  
Lightnings I harness to my ponderous car, and the earth quakes beneath the onset of its wheels.  
In wrath I strip the glittering rags from hypocrites high placed, who naked cower in the all-searching light;  
Yet I have tender moods, when my great heart throbs fast with sympathy for the oppressed of earth.  
Sweet is it, too, to me to breathe a benediction on the head of him who—thinking of God the while, not self—pours out his bounty to uplift his race.  
Power immense is mine. The puny strivings of a king I make my jest. My word is law.  
Feared am I, hated oft, loved seldom—yet I would not evil do, but good.  
Imperfect yet, alas! despite my strength and lofty aims, because I human am and never else can be. Yet I may come near to Christ by patience and endeavor, like the humblest.  
I am what I am made—not what I would be, and may yet become.  
I am The Press.

## EDITORIAL COMMENT.

O-K'd Copy is the title of the bulletin issued each week by the Dallas Advertising League. On the first page appears the name of the speaker who is to address the members at the weekly luncheon and his topic. The second is devoted to the discussion of a live ad topic. The third page is given over to "Editorials," and the fourth to anything the editor wants to write about. Because it is printed in black ink on dark purple paper it is hard to read. Why not use a lighter colored paper and thus relieve the strain on the eyes of those who peruse it?

Are you preparing to attend the American Newspaper Publishers' Convention in New York next month? If you are a member and cannot get out of its sessions information that will exceed fivefold in value the cost of the trip then there is something radically wrong with you.

You should get out of your head the idea that money spent in finding out how other men are dealing with the same business problems you encounter is money wasted. It often proves an investment that pays extraordinary dividends.

Clean advertising columns will not alone make a clean newspaper. Clean news columns are equally important.

A reporter who cannot tell the truth with his pen should have no place on the staff of a decent newspaper.

### Mr. Hapwood Corrects a Report.

COLLIER'S,  
THE NATIONAL WEEKLY,  
416 West Thirteenth Street,  
New York.

MARCH 13, 1912.

EDITOR AND PUBLISHER:

I observe that in your issue of Feb. 24 you say that I selected three newspapers and called them the three best American newspapers. I am sorry to have this statement go about the country. What I did was to describe a certain kind of journalism which I called the most valuable kind, and then to select three papers illustrating aspects of that type. From the form which the statement takes it is unfair to many smaller publications all over the country.

NORMAN HAPWOOD.

## SUN EDITOR GIVES ADVICE.

### Maine Youth Asks E. P. Mitchell How to Prepare for Newspaper Work.

A youth of Bath, Me., who is considering newspaper work as his vocation, recently wrote to E. P. Mitchell, editor of the New York Sun, for advice as to what studies he should pursue in preparation for the work, and was pleased to receive the following reply:

New York, Feb. 26, 1912.

The only advice that occurs to me concerning what should be taken and what omitted in the regular college course, with reference to an intention to do newspaper work, is that every study in the course will count for you in journalism; even to pure mathematics.

I should put all my extra time into the practice of actual writing—writing not only the college themes but also on all sorts of subjects, even if only for your own satisfaction and education; and the balance of my spare time I should certainly spend in the college library.

With best wishes for your four years at Brunswick and to your success thereafter, believe me,

Very truly yours,  
E. P. MITCHELL.

### Sam H. Dixon Honored.

The Gulf Coast Nurserymen's Association and prominent orchardists of Texas petitioned the State Commissioner of Agriculture to send Sam H. Dixon, editor of Texas Farm and Fireside, of Houston, Texas, to California to investigate conditions there and secure reliable information in regard to the damage and effects of the recent freeze to the orchards and citrus fruit industry of the State, and the practices and methods employed by the growers there in the culture and protection of the trees and crop. Mr. Dixon, who is recognized as one of the foremost authorities on Texas horticulture and agriculture, left for California March 1.

### Miss Brazier with Boston Traveler.

Miss Marion Howard Brazier has resumed her pen work for the Boston Traveler, in the Saturday edition of which she conducts a signed department devoted to social, club and patriotic societies news. Miss Brazier's long experience as a magazine and newspaper writer, and her extensive list of acquaintances and friends, especially fit her for the work she has undertaken.

She is founder of the newest club in New England, the "Ex-R" Club, made up of former regents in D. A. R. chapters, and is a member of many other clubs and societies, including Boston Women's Publicity Club, which gave a banquet last night at the Thorndike Hotel.

The Eau Claire (Mich.) Leader Publishing Co. has increased its capital stock from \$30,000 to \$80,000.



**PERSONALS.**

Thomas A. Lowery, financial editor of the Chicago Tribune, and at present representing the industrial bureau of that paper, is touring the South in the interest of a southern advertising edition of the Tribune.

George H. Hazen, president of the Crowell Publishing Co., publishers of the Woman's Home Companion, and J. S. Phillips, president of the Phillips Publishing Co., which prints the American Magazine, are members of a party at present touring California.

B. Edgar Bradley, manager of the St. Louis Post-Dispatch, has just received \$5,000 as his share of the profits of the Post-Dispatch, under the dividend policy established by the late Joseph Pulitzer, and provided for in his will.

A. B. McClure, head of the McClure Newspaper Syndicate of New York, is visiting in California.

Wm. J. Kline, editor of the Amsterdam (N. Y.) Recorder, and William B. Collins, editor of the Gloversville (N. Y.) Leader-Republican, are pitted against each other for Republican State committeeman.

Edward Porritt, the well-known British journalist and special correspondent of the London Times in this country, spoke before the University Club at Providence, R. I., last week on "The House of Commons from the Reporters' Gallery, 1886-1911; the Changes of a Quarter Century."

Clement L. Pollock, of the Boston American staff, told the members of the Portsmouth (N. H.) Lodge, B. P. O. E., and their guests, recently, of the impressions created by characters of national importance with whom he had become intimate in his twenty-five years of newspaper work.

E. M. Funk, editor of the Rogers (Ark.) Democrat, is a candidate for nomination to the legislature on the Democratic ticket.

James Gray, of the Minneapolis Journal, addressed the students of the University of Minnesota last week on "Journalism as a Career."

Charles D. McShaire, well-known newspaper man and advertising expert of Philadelphia, is a candidate for the senatorial nomination in the Forty-third district.

Charles H. Lathrop, for many years editor of the Carbondale (Pa.) Leader, celebrated his eighty-fifth birthday last week. Mr. Lathrop enjoys remarkable health and can be found at his desk every day.

J. L. Dobell, editor of the Butte (Mont.) Miner, is spending some time in Florida and on the Gulf coast looking after property interests.

George Seibel, literary editor of the Pittsburgh Gazette-Times, discussed "Socialism Pro and Con," before and Men's Brotherhood of the Highland Presbyterian Church, Pittsburgh, last week.

Dr. E. M. Wells, editor of the Whiting (Ind.) Scott County Journal, who left for the South in a gasoline launch last October and was given up for lost by his relatives, has been discovered working as a newspaper reporter in New Orleans. The boat was wrecked near

Memphis and it was believed that Wells was drowned.

"Dick" Sears, photographer for the Boston American, delivered an interesting and entertaining illustrated lecture before Central Club of Somerville, Mass., last week.

State Senator John M. Tanner, editor of the Nebraska Daily Democrat at South Omaha, Neb., is a candidate for re-election. He has already served two terms in the Senate.

E. F. Baldwin, editor of the Peoria (Ill.) Star, delivered an address before the congregation of the Universalist Church last week on "Race Prejudice."

Tom Ballentine, formerly one of the most widely-known newspaper men in Central Illinois, and now a wealthy ranch owner of Colorado, spent some time in Peoria recently, visiting old friends.

Theodore Wall, editor of the Osceola (Ia.) Democrat, is a candidate for the nomination for Congress in the Eighth district.

Miss Elizabeth Kelly, of the Denver (Col.) Post staff, lectured before the Department of Journalism of the University of Colorado last week on "Phases of a Newspaper Woman's Life." Miss Kelly is the only woman who has ever been invited to address the students.

J. H. Dillon, for many years editor of the Lafontaine (Ind.) Herald, has announced his retirement from newspaper work and will become an evangelist.

C. L. Dotson, editor of the Sioux Falls Press, addressed the students of the University of South Dakota last week on the "Economic Value of the Efficient Man."

Howard C. Kegley, formerly editorial paragrapher of the Pasadena (Cal.) Daily News, and well-known as a magazine writer, is back, following an extended trip through Death Valley, where he went to secure local color and photographs for an article.

Thomas Augustin Daly, editor of the Catholic Standard and Times, addressed the faculty and students of St. Joseph's College, Dubuque, Ia., last week.

Chas. M. Morgan, for the past two years general manager of the Indianapolis Sun, has resigned.

H. B. Laufman, financial editor of the Pittsburgh Leader, discussed "The Work and Pastime of a Newspaper Man" before the newspaper class of the University of Pittsburgh Monday evening.

John P. Gavit, superintendent of the central division of the Association Press, was tendered an informal luncheon at the Chicago Press Club Wednesday.

I. C. Squier, who was with the Campbell Printing Press Co. before it became the Autoplate Company of America, and who has been with the latter ever since, covering in all a period of thirteen years, has severed his connection with the Autoplate company. After a brief vacation Mr. Squier expects to be back in the printing industry field again, but with what firm he has not yet fully determined.

Edwin W. Booth, editor of the Grand Rapids (Mich.) Press, returned to that

city after a three weeks' visit to Atlantic City.

A. B. Tucker, editor and manager of the Canadian Mail, published in London, England, is now touring Canada gathering material for a series of articles for his publication.

**\$10,000 CASH**

Balance deferred, buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business \$30,000. Will pay 10 per cent. on investment. Proposition C. V.

**C. M. PALMER**

Newspaper Broker  
277 Broadway New York

**IN ILLINOIS**

Several extraordinary daily and weekly newspaper properties in Illinois privately offered for sale. Prices right. Ask for confidential information.

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

**NEW YORK HERALD SYNDICATE.**

Special Services of all Kinds for Newspapers  
Herald Square New York City  
Canadian Branch  
Desbarats Bldg., Montreal

**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, 84,741; Sunday, 84,203—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**THE BLACK DIAMOND** Chicago - New York - Pittsburgh, for 29 years the coal trades' leading journal. Write for rates.

**FOR SALE**

**FOR SALE.**  
Scott Potter Stereotyping Press, prints 4 and 8 pages, with full stereotyping outfit. Also 39-inch Victor paper cutter with two knives. PEERLESS TYPE FOUNDRY, Winona, Minn.

**LINOTYPE FOR SALE.**

One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. FRANKLIN PRINTING CO., 430 West Main St., Louisville, Ky.

**LINOTYPE MACHINES**

All models, bought and sold. Large line of presses and supplies on hand for immediate shipment.  
RICH & McLEAN, New York.  
51 Cliff St.

**FOR SALE.**

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

**FOR SALE—NEW NO. 4 MODEL**  
Linotype, complete with motor, four magazines, 6, 8, 10 and 12 pt. matrices, Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

**LINOTYPES FOR SALE.**

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

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**ADVERTISING SOLICITOR.**

American, 43 years of age, 20 years' experience; honest, energetic and knows how to get the business. If interested, write "L. W.," care THE EDITOR AND PUBLISHER.

**BUSINESS MANAGER.**

backed by 10 years' record of results, seeks new connection with good daily where there is an opportunity for a man who does things. Address BOX 44, care THE EDITOR AND PUBLISHER.

**LINOTYPE OPERATOR,**

Set over 5,000 ems, 8-point an hour; young, unmarried, good habits; state terms. G. RUI, Waynesboro, Pa.

**CARTOONIST**

would like position with progressive newspaper, or will contribute two or three times a week. Political cartoons my specialty. Did you ever notice how interested people are in a newspaper with a good cartoon? "I'll make it interest!" Will send samples upon request to responsible parties. J. N. DELISLE, 617 Charles Street, St. Paul, Minn.

**BUSINESS MANAGER**

with 15 years' experience in every department, having sold his interest in successful paper, desires to take charge of paper after April 1. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

**YOUNG MAN**

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

**MAN WITH**

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

**BUSINESS MANAGER.**

High grade, clean-cut young man with sound publishing and advertising experience, wants position as business manager of good live daily. A man of energy, good judgment and ability to get business. Understands also the various mechanical departments, and can get the highest degree of efficiency at the lowest cost. A hustler that will increase profits from the start. Address, "Business Manager," care THE EDITOR AND PUBLISHER.

**WOMAN FEATURE WRITER**

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

**MISCELLANEOUS**

SEND FOR "BULLETIN 1912."  
Publishing Business Opportunities. Values from \$5,000 to \$5,000,000. HARRIS-DIBBLE CO., 46 W. 24th St., New York.

**DAILY NEWS.**

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

**EDITORIAL CONTROL**

of afternoon paper in middle west or south wanted by an aggressive, resourceful and capable newspaper worker now connected with large eastern daily. Not particular about size of city, but community must be growing one. Address "WORKER," care THE EDITOR AND PUBLISHER New York City.

**HELP WANTED**

**POSITIONS OPEN.**

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

**WANTED—TEN CONTEST**

managers; only those who have had practical experience and can furnish clean record for square dealing with contestants. Positively no drinking men need apply. Address "CONTEST," care THE EDITOR AND PUBLISHER.

**WANTED—EXPERIENCED**

Advertising Solicitor, on daily paper in town of 40,000, from 25 to 35 years of age; good chance for advancement. State salary expected. Send references. BOX 597, Joplin, Mo.

**KAHLERT JOINS C. F. KELLY & CO****Takes With Him His List and Becomes Partner in the Firm.**

C. C. Kahlert, who for some time has been the Eastern representative of the Chicago Evening Post and Louisville Herald, with headquarters in New York, and who has recently taken over the representation of the Indiana Star League, consisting of the Indianapolis Star, the Terre Haute Star and the Muncie Star, all owned by J. C. Shaffer, of Chicago, has merged his interests with C. F. Kelly & Co., the well known firm of special agents, and has become one of the partners, taking with him his list of papers.

Mr. Kahlert is a Southerner, being a native of Louisville, Ky., where he started in business as a partner with his father. Three years later he decided to enter the advertising field, which seemed more attractive to him than the work in which he was then engaged, and became a solicitor for Lord & Thomas in Chicago. Here he learned the methods that have made this agency such a success, and which later on he employed in building up his own business.

Finding after a while that newspaper rather than agency work appealed to him more strongly, he joined the local staff of the Chicago Post, having as his special work the creating of new local accounts for that paper. In this connection he had cause at various times to look after the several branches of advertising on the paper and became thoroughly acquainted with the strong points of the Post, which afterward proved of value to him in soliciting business in New York.

A year later Mr. Kahlert was selected to represent the paper in the foreign field because of his knowledge of the Post's value as an advertising medium and local business conditions. When he had represented the Post about a year Mr. Shaffer bought the Louisville Herald, Mr. Kahlert's home paper, and this was also turned over to him to represent.

Mr. Kahlert has now been in the East three years as representative of these two papers, and his success has been such that when Mr. Shaffer came into control of the Indiana Star League he was informed that these papers would be given him when the contract with the present representatives expired.

During Mr. Kahlert's residence in the East he decided that although special representation of one paper was a good thing, an organization was absolutely necessary. After a careful consideration of the various special agents, he decided that the firm of C. F. Kelly & Co., composed of Messrs. C. F. Kelly and W. H. Smith, possessed the qualifications necessary for successful advertising solicitation, and more especially as representatives of his five papers. These gentlemen were approached in the matter, and after a number of conferences negotiations were concluded whereby it was decided that after the



C. C. KAHLERT,  
SPECIAL REPRESENTATIVE, WHO BECOMES MEMBER OF C. F. KELLY & CO.

taking over of the Star League on March 15 from the present representatives the firm was to be incorporated and Mr. Kahlert was to have a financial interest and become an officer of the corporation.

**CHANGES IN INTEREST.**

**SALISBURY, Md.**—The Courier, the Republican newspaper in this county, has been purchased by Raymond Allen, until recently managing editor of the Organ.

**UNIONTOWN, Ky.**—Madden Green has purchased the Uniontown Telegram from Noel A. Berry. Mr. Berry will go to Paducah to look after his interests in the Daily News of that city.

**COLVILLE, Wash.**—L. O. Ives has purchased the Colville Advertiser and will continue the publication as a semi-weekly.

**NAMPA, Ida.**—The Record Publishing Co., of this city, has been taken over by the Intermountain Publishing Co., of which A. D. Clark, of Boise, is president. The consideration is \$15,000.

**PANORA, Ia.**—The Guthrie County Vedette, recently purchased by C. C. Vail from H. H. Hiatt, was last week resold to A. C. Rowan & Son, of Grundy Center.

**FORT BIDWELL, Cal.**—The Fort Bidwell Gold Nugget has been sold by E. O. and G. A. Franklin, and will be issued in the future as the Fort Bidwell News under the management of George Ayres and Leon Hickerson.

**LYONS, Ind.**—R. A. Lee, for the last eight years editor and publisher of the Lyons Herald, has sold his interest to J. W. Sappenfield.

**MINTO, N. D.**—W. G. Mitchell is now the sole owner of the Minto Journal.

**DUNSMUIR, Cal.**—Charles R. Hodgkin, former editor and proprietor of the Dorris Advocate, has purchased the Dunsmuir Dispatch and will take possession at once. Hodgkin has sold the Dorris Advocate to Mark L. Burns, of Dorris.

**POWELL, Wyo.**—J. R. Baird has purchased the Powell Tribune from S. A. Nelson and has taken possession.

**CHICKASHA, Okla.**—J. W. Kayser has again assumed control of the Star publishing plant, which formerly published the Daily Journal.

**CUCAMONGA, Cal.**—Mrs. J. W. Griffiths, owner of the Cucamonga Times, has sold the publication to H. S. Bowers, an experienced newspaper man, recently from Berkeley.

**State Can't Buy Newspapers.**

Attorney General Bancroft of Wisconsin has ruled that departments of State have no authority to purchase newspapers and literary periodicals for their departments out of the funds of the State.

**BUSINESS NOTES.**

Cone, Lorenzen & Woodman, New York and Chicago, have been appointed Western representatives of the Chicago Evening Post.

Col. I. L. Stone, president of the Duplex Printing Press Co., Battle Creek, Mich., has closed a contract for a twenty-page tubular press with the New Haven (Conn.) Times-Leader.

## New York World FEATURES

### Are Circulation Makers

Sunday magazine pages, comic pages, the weekly joke book, "Fun," etc.

Daily service of comics, sporting cuts, special articles, etc., for morning and evening papers.

Address  
New York World Syndicate  
Pulitzer Building New York

## The UNITED PRESS

BEST Telegraph News Services  
for Afternoon and Sunday Morning Papers.

General Offices, World Building  
NEW YORK

### Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY  
Weekly articles on

Chess — Bridge — Auction Bridge —  
Puzzles

Exclusive rights given. No contract.

### "GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service  
9 E. 26th Street, New York, N. Y.

### "Abe Martin"

This is but one of a score of famous "Adams Features" that are building circulation in the successful papers of America. Write or wire to-day for prices and sample sets to

The Adams Newspaper Service  
Peoples Gas Building, Chicago.

### The New Strip Comic SCOOP THE CUB REPORTER

THE INTERNATIONAL SYNDICATE  
Features for Newspapers: Baltimore, Md.

## The Wm. L. Betts Co.

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

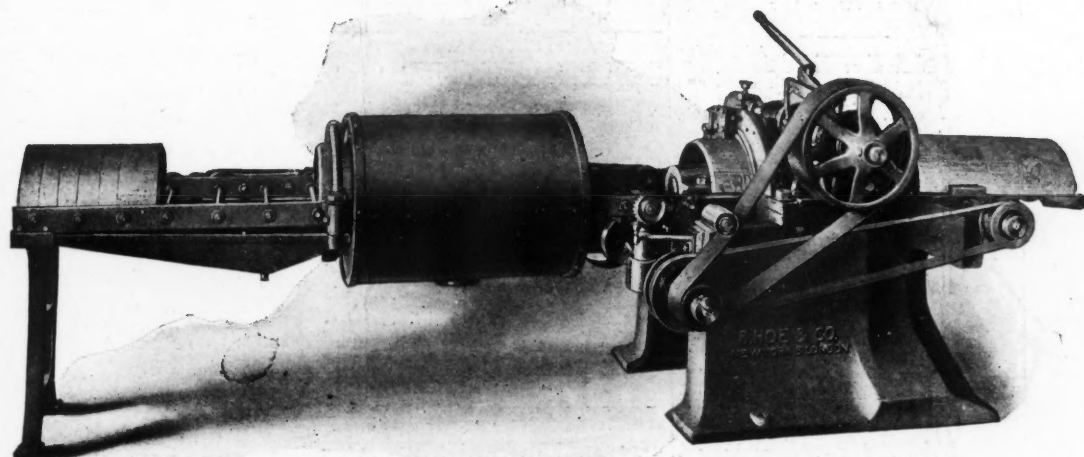
### Newspaper Contest Experts

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



# Time, Labor and Money Saving Stereotyping Machinery

## HOE AUTOMATIC PLATE FINISHING MACHINE OVER 50 ALREADY IN USE



Moderate Priced,  
Simple,  
Reliable and  
Efficient.

Turns out the  
best plates  
in the quickest  
possible time  
and the  
most economical  
manner.

One operator can handle a plant equipped with our Automatic Plate Finishing Machine, Pump Metal Furnace and Equipoise Curved Casting Mould.

*THE MOST EFFICIENT OUTFIT FOR MAKING PERFECT PLATES QUICKLY,  
ACCURATELY AND ECONOMICALLY.*

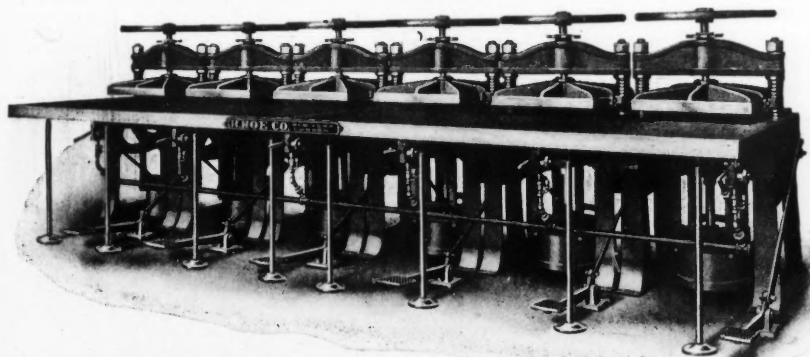
Absolutely reliable and devoid of complicated mechanism.

Plates carried through the cooling and drying operations by positive mechanically-driven mechanism—not by gravity.

Plate receiver stops automatically for each plate—no timing cams or springs to get out of order and cause delay.

Inside and outside surfaces of plate cooled simultaneously.

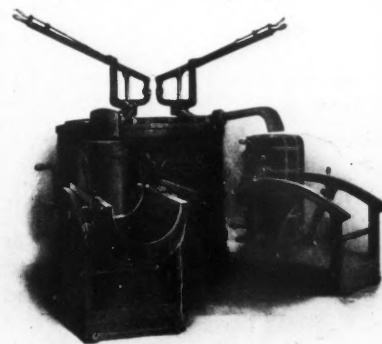
*REASONABLE FIRST COST—EXPENSE OF MAINTENANCE SMALL.*



### HOE PNEUMATIC MATRIX DRYING PRESSES

Heated by Steam or Electricity

Better Mats—Increased Output—Time Cut in Half. Over 250 Already in Use



### HOE METAL FURNACE

With Pumps and Equipoise  
Casting Moulds

## R. HOE & CO.

504-520 Grand Street, New York City, N. Y.

7 Water St., Boston, Mass.

7 South Dearborn St., Chicago, Ill.

109-112 Borough Road, London, S. E., England

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making contracts for 3,000 lines, to be used within one year, with eastern papers, for the Robinson Manufacturing Company.

The Gardner Advertising Company, Kinloch building, S. Louis, is placing orders for 3,000 lines, one year, with southern papers, for the Frisco Lines, Chicago.

The Hicks Advertising Agency, 132 Nassau street, New York, is sending out orders for twenty-one lines, eight times, to southern papers, for Thomas Cook & Son, New York.

E. E. Vreeland, 113 West Thirty-first street, New York, is placing orders for twenty inches, four times, with Pacific Coast papers, for Batcheller & Co., Reno belt corset, New York.

The Cartright Metal Roofing Company, Philadelphia, is sending out orders for six inches, thirty-nine times, to southern papers direct.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is making 5,000-line contracts, one year, with eastern papers, for the Hartford Suspension Company.

The E. J. Goulston Advertising Agency, 18 Tremont street, Boston, is placing orders for 4,000 lines, to be used within one year, with southwestern papers, for the American Cigar Company.

P. H. Solger, 59 Broad street, New York, is sending out orders for eighty-six lines, three times, and two lines twenty-seven times, to eastern papers, for Charles Vonder Brack, Park Place, New York.

The Tracy-Parry-Stewart Agency, Philadelphia, is placing orders for three inches, eight times, with southwestern papers, for the Pennsylvania Iron-Works, Philadelphia.

The American Sports Advertising Agency, 21 Warren street, New York, is sending out fifty-line orders, twenty times, to Pacific Coast papers, for A. G. Spalding, New York.

The Massengele Agency, Candler building, Atlanta, Ga., is making contracts for 1,000 lines, one year, with southern papers, for the Clinchfield Fuel Company, Spartanburg, S. C.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, will shortly place orders again with southern papers for the Purify Extract & Tonic Company, Senaleo, Chattanooga, Tenn.

The George Batten Company, Fourth Avenue building, New York, is placing orders with a few selected papers in New York State for Ostermoor & Co., 116 Elizabeth street, New York City.

Wendel P. Colton, 220 Broadway, New York, will place all of the advertising this year of the Hudson River Day Lines, New York.

W. Montague Pearsall, 203 Broadway, New York, is arranging for five column real estate advertisements to go to dailies throughout New England, New York, Pennsylvania, Ohio and the Middle West States. Two inch copy for Farson, Son & Co., bond brokers, New York, is being placed in list of dailies throughout Connecticut. Other States to be taken up later. Two inch copy for the Exchange Clothing Co. is being used in weekly and monthly mail order periodicals.

## THE New Orleans Item

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

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

The Cowen Company, John Hancock building, Boston, it is reported, will place the advertising hereafter of the P. Lorillard Tobacco Company, Jersey City, N. J. The advertising of the New England Lines (New York, New Haven & Hartford, Boston & Maine and Maine Central Railroads), Boston, Mass., will also be placed through the above advertising company.

The George L. Iyer Company, 42 Broadway, New York, is sending out orders to a large list of papers for the United Shirt & Collar Company, Lion brand, Troy, N. Y.

Faller & Smith, Engineers' building, Cleveland, O., will place the advertising of the Peerless Motor Car Company, Cleveland.

The Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, will shortly place new orders with Texas and New England papers for the American Cigar Company, Cremona cigar, New York.

R. Guencher, 115 Broadway, New York, is sending out orders to mail order papers for Dr. Edward Gardner, 38 West Thirty-third street, New York.

Hatfield, Maguire & Co., 160 Broadway, New York, are making contracts for 1,000 lines, to be used within one year, with some southern papers, for J. F. Pierson, Jr., & Co., 74 Broadway, New York.

Humphrey's Homeopathic Medicine Company, Humphrey's 77, 156 William street, New York, is placing some one-time orders with a selected list of papers.

Lord & Thomas, Trade building, Chicago, are making 5,000-line contracts with middle west papers for the Hudson Motor Car Company, Detroit, Mich.

The Robert M. McMullen Company, Cambridge building, New York, has charge of the account of the F. F. Dalley Company, Ltd., Two-in-One shoe polish, Buffalo, N. Y., and Hamilton, Can. Their salesman is traveling in the south placing orders to be charged to the above advertising company.

The MacMann Company, Ford building, Detroit, Mich., it is reported, will place the advertising of the Warren Automobile Company, Detroit.

The William S. Parry Company, Manhattan building, Chicago, is sending out fifty-six-line orders, four times, to some western papers, for the Standard Earth Auger Company, Chicago.

The Frank Presbrey Company, 456 Fourth avenue, New York, is now placing orders with papers in selected sections of the country for the Michelin Tire Company, Milltown, N. J. This company is also placing 378 lines, one time generally, for the Equitable Life Assurance Society, New York, with same list of papers as last year.

The Regal Shoe Company, 109 Summer street, Boston, is placing orders with papers in cities where they have stores. The advertising agency will be selected later.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is making contracts for 15,000 lines, as a test campaign, with Rhode Island papers, for Rockwood & Co., cocoa, 88 Washington street, Brooklyn, N. Y. This agency is also extending contracts with Ohio papers for B. Fischer & Co., Hotel Astor coffee, Franklin and Greenwich streets, New York.

The W. F. Simpson Advertising Agency, 38 Park Row, New York, is sending out copy on contracts with a few large city papers for James P. Smith & Co., Robinson's patent barley, 90 Hudson street, New York.

The Sautzler Advertising Company, Hearst building, Chicago, is placing orders with Pennsylvania papers for the American Croxone Company, Chicago.

P. H. Solger, 501 Fifth avenue, New York, is placing orders with papers in twenty-one of the principal cities for Charles Von Der Bruck, 61 Park place, New York.

# ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

ALABAMA.	OHIO.
ITEM ..... Mobile	PLAIN DEALER ..... Cleveland Circulation for January, 1912
CALIFORNIA.	Daily ..... 96,823
INDEPENDENT ..... Santa Barbara	Sunday ..... 130,455
BULLETIN ..... San Francisco	VINDICATOR ..... Youngstown
CALL ..... San Francisco	PENNSYLVANIA.
EXAMINER ..... San Francisco	TIMES ..... Chester
RECORD ..... Stockton	DAILY DEMOCRAT ..... Johnstown
Only newspaper in Stockton	DISPATCH ..... Pittsburgh
that will tell its circulation.	GERMAN GAZETTE ..... Philadelphia
FLORIDA.	PRESS ..... Pittsburgh
METROPOLIS ..... Jacksonville	TIMES-LEADER ..... Wilkes-Barre
GEORGIA.	GAZETTE ..... York
ATLANTA JOURNAL (Cir. 53,163) Atlanta	SOUTH CAROLINA.
CHRONICLE ..... Augusta	DAILY MAIL ..... Anderson
LEDGER ..... Columbus	THE STATE ..... Columbia (Cir. August, 1911, S. 17,969; D. 17,614.)
ILLINOIS.	TENNESSEE.
POLISH DAILY ZGODA ..... Chicago	NEWS-SCIMITAR ..... Memphis
SKANDINAVEN ..... Chicago	BANNER ..... Nashville
HERALD ..... Joliet	TEXAS.
HERALD-TRANSCRIPT ..... Peoria	RECORD ..... Fort Worth
JOURNAL ..... Peoria	CHRONICLE ..... Houston
INDIANA.	WASHINGTON.
NEWS-TRIBUNE ..... Marion	POST-INTELLIGENCER ..... Seattle
THE AVE MARIA ..... Notre Dame	WISCONSIN.
IOWA.	EVENING WISCONSIN ..... Milwaukee
CAPITAL ..... Des Moines	SENTINEL ..... Milwaukee
REGISTER & LEADER ..... Des Moines	CANADA.
THE TIMES-JOURNAL ..... Dubuque	ALBERTA.
KANSAS.	HERALD ..... Calgary
CAPITAL ..... Topeka	BRITISH COLUMBIA.
KENTUCKY.	WORLD ..... Vancouver
COURIER-JOURNAL ..... Louisville	ONTARIO.
TIMES ..... Louisville	FREE PRESS ..... London
LOUISIANA.	QUEBEC.
ITEM ..... New Orleans	LA PATRIE ..... Montreal
TIMES-DEMOCRAT ..... New Orleans	LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal
MARYLAND.	TRADE PAPERS.
THE SUN ..... Baltimore	NEW YORK.
has a net paid circulation of 124,000	RETAIL BAKER ..... New York
copies daily, 80,000 of which are	Williams & Cunyngnam, Heyworth
served in Baltimore homes.	building, Chicago, are making 6,500-line
MICHIGAN.	contracts with papers in selected sections
PATRIOT ..... Jackson	of the country for Kaho Corset Com-
The Six Months Average Was	pany, Chicago.
A.A.A. Figures ..... D. 10,366; S. 11,289	Wood, Putnam & Wood, 161 Devon-
Patriot Figures ..... D. 10,331; S. 11,235	shire street, Boston, are sending out
MINNESOTA.	orders to a few large city papers for the
TRIBUNE, Morn. & Eve. .... Minneapolis	Royal Worcester Corset Company, Bon
MISSOURI.	Toa corsets, Worcester, Mass.
DAILY & SUNDAY GLOBE ..... Joplin	Proof of Supremacy
POST-DISPATCH ..... St. Louis	During the year 1911 The Daily
MONTANA.	States carried 594,251 lines of local
MINER ..... Butte	advertising more than any other New
NEBRASKA.	Orleans paper. The reason is that the
FREIE PRESSE (Cir. 128,384) .... Lincoln	man on the ground knows the States
NEW JERSEY.	gives the best results, and that's where
PRESS ..... Asbury Park	he prefers to put his money.
JOURNAL ..... Elizabeth	What's good for the local man should
TIMES ..... Elizabeth	be good for you.
COURIER-NEWS ..... Plainfield	DAILY STATES NEW ORLEANS,
NEW MEXICO.	LA.
MORNING JOURNAL ..... Albuquerque	THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK.	Sole Agents—Foreign Advertising
BUFFALO EVENING NEWS ..... Buffalo	New York Chicago Kansas City
BOLLETTINO DELLA SERA, New York	
EVENING MAIL ..... New York	
STANDARD PRESS ..... Troy	
RECORD ..... Troy	



**ALONG PARK ROW.**

**Press Club Scene of Two Happy Functions in Honor of Sherman Morse and George Carter.**

Believing that they can give Hayden Talbot's newspaper comedy, "The Truth Wagon," a real newspaper atmosphere, a number of sure-enough newspaper men and women will give a special performance of the play at the Bijou Theater some time during the present month. The production will be under the direction of Herbert Bayard Swope, of the World. The cast is as follows: Foster, Sam Fisher, World; Bruce Forbes, Frank O'Malley, Sun; Francis Sullivan, George McManus, Sunday World; Henry Drew, Tom E. Powers, American; John Ross, T. A. Dorgan (Tad), Evening Journal; Lillian Drew, Ethel Lloyd Patterson, Globe; Mrs. Drew, May Martin, World; Ethel Ross, Nell Brinkley, Evening Journal; John Ross, Jr., Herbert Bayard Swope, World; Vincent Drew, Irvin S. Cobb, Evening World; Helen Dean, Florence Patek, World; William Dean, Franklin Matthews, Sun; Saunmy, Charles Somerville, World.

Sherman Morse, formerly city editor of the New York World, was tendered a dinner at the New York Press Club early Sunday morning by more than fifty members of the editorial and reportorial staff of the New York World. Morse has bid farewell to newspaper work in order to devote his energies to a farm he owns in Canandaigua. The members of the staff presented Morse with an incubator and expressed a fond hope that they might be allowed to share in the product later. The dinner was arranged by the reporters, and many impromptu speeches were made toasting Morse, who enjoys the reputation of being one of the best-liked city editors the World has had in many years.

George Carter, who recently resigned from the New York Press after a connection of many years in order to become editor of the Wilmington (Del.) Evening Journal, was the guest of honor at a luncheon Wednesday tendered him by his friends on the staff of the Press. The affair was held at the Press Club, and the occasion was one long to be remembered. Few men break up old associations with more good wishes for future success, health and happiness than did Mr. Carter. A feature of the luncheon was the menu, on the front cover of which was a cartoon of Mr. Carter at the helm of the Wilmington Evening Journal. The inside pages were a miniature reproduction of the Evening Journal, with the news columns

full of entertaining things about Carter. On the last page there was a parting word and godspeed from each member of the staff. Following the luncheon Mr. Carter was presented with a gold watch and gold fountain pen.

John Temple Graves, editor of the New York American, and John McNaught, of the New York World, were among the speakers at the annual dinner of the California Society held last week.

William Berri, editor of the Brooklyn Standard Union, will probably be the fourth New York delegate at large to the Republican National Convention.

The article on sleeping out of doors by C. W. Murran, well-known newspaper writer and correspondent, which appeared in the New York World recently resulted in a rush of letters making suggestions as to the best adaptation of city dwellings to open-air sleeping.

The first monthly luncheon of the C X M Club of the New York World was held at Moquin's Restaurant, Fulton street, Saturday afternoon at 1 o'clock. The affair was well attended.

Stanley Arthur, who covers the Bronx for the New York Evening Journal, has written a 45,000-word detective story which will shortly appear in the Popular Magazine.

**NO MORE SOLICITORS.**

**San Francisco Publishers' Association Agrees to Dispense with Them.**

An agreement to do away with all solicitors, both advertising and circulation, beginning with to-day, has been signed by the members of the San Francisco Publishers' Association, which includes in its membership every daily newspaper in the city. All union solicitors were discharged on last Saturday and the non-union men were let go to-day.

The lockout will be fought bitterly by the Advertising and Subscriptions Union No. 12766, American Federation of Labor. It leaves about 150 solicitors, both advertising and subscription, out of employment.

**OBITUARY NOTES.**

GEORGE A. WILSON, a well-known newspaper man, died in Denver last Sunday of tuberculosis. He was thirty-seven years old and was a native of East Orange, N. J. He served in various capacities on the Schenectady (N. Y.) Union, the Albany Argus and the Washington Herald. From 1905 until 1908 he was on the New York staff of the Associated Press. Last July he re-entered the Associated Press service at Denver.

CHARLES S. DANA, nephew of the late Charles A. Dana, and for several years connected with the New York Sun, died in Ashland, Minn., last Saturday, of heart failure.

CHARLES E. THACKER, formerly owner of the Newport (Va.) News Daily Press, died in Petersburg, Va., last Saturday. He was thirty-nine years old and had been in poor health for two years. He was unmarried.

MRS. MARION TONEY LYMAN, wife of Hart Lyman, editor of the New York Tribune, died last week in Atlantic City. Besides her husband she is survived by two daughters and a son.

MRS. ELLEN M. STAPLES, "Sunshine Editor" of the Newark (N. J.) Evening News, and a member of the New York Women's Press Club, New Jersey Women's Press Club, Women's Club of Hoboken and other organizations, died last week after a short illness. She was sixty-four years old.

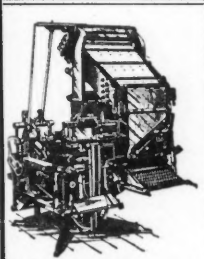
**FIGURE IT OUT YOURSELF**

Four Body Sizes

Eight to Twelve Faces

Four Measures

All at the instant command of the operator on a



Quick Change Model 9 Four Magazine Linotype

**Quick Change Model 9 Four Magazine LINOTYPE**

Enable you to set your display ads on one machine—one handling of the copy—and

**Close your advertising forms an hour later**

*The Linotype Way Is the Only Way*

**Mergenthaler Linotype Company**

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

WILLIAM M. ABBOTT, founder and for nearly thirty years editor and proprietor of the Annapolis (Md.) Evening Capital, the only daily published in the city, died last week from asthma. He was seventy-two years old.

HENRY HOOVER, for many years editor of the Shamokin (Pa.) Daily News and widely known in that section of the State, died last week. He was seventy-eight years old, and was a veteran of the Civil War.

J. E. CHILD, for many years editor of the Waseca (Minn.) Herald, and one of the oldest newspaper men in the State, died at his home in that city last week.

E. P. MAYO, for many years engaged in newspaper work in various parts of Maine, and postmaster of Fairfield, died in that city last week.

DAVID K. LARIMER, news editor of the Sioux City (Ia.) Tribune, died in a hospital in that city last Saturday.

A. N. SWAIN, newspaper man and politician, of Bellows Falls, Vt., died in that city last Saturday. He was eighty-three years old. He established the Bellows Falls Times in 1856.

W. H. CHAMBERLAIN, former correspondent of the Associated Press in Cincinnati, Ohio, died there last Monday. Mr. Chamberlain had been identified with the Associated Press for twenty-eight years prior to September,

1906, when he retired. He was seventy-seven years old and a veteran of the Civil War.

SHERMAN LIEBMAN, part owner of the Brooklyn Standard Union and a pioneer dry goods merchant, died Sunday at his home in Brooklyn. He was sixty-five years old.

**Founder of La Prensa Dead.**

Señor Paz, founder and director of La Prensa, of Buenos Ayres, died at Monte Carlo on Sunday of pneumonia. He was sixty-nine years of age. His son, Ezequiel Paz, will take up the direction of the paper.

Buenos Ayres, where La Prensa is published, has the distinction of having the most polyglot collection of newspapers in the world. There are 472 publications in various languages in the city. Twenty-two of these papers are Italian, eight French, eight English, eight German, and one Arabic. Señor Paz was recognized as the dean of the journalists of South America, and also as a leader of progressive thought and constructive journalism. His family has been identified with the fortunes of the Argentine Republic since the beginning of the last century.

La Prensa is one of the most enterprising journals in the world. Its office building is one of the show places of Buenos Ayres.

**\$35,000 CASH**

Balance deferred, will buy big net earning evening newspaper in city of 25,000 population in Lake section of the Central North. Only daily in its field, removed from competition of larger cities, growing territory, splendid development opportunities.

**HARWELL, CANNON & McCARTHY**

Brokers in Newspaper and Magazine Properties that are not "hawked."

200 Fifth Ave., New York

**The New Strip Comic SCOOP THE CUB REPORTER**

THE INTERNATIONAL SYNDICATE Features for Newspapers: Baltimore, Md.



**THE WARD SYSTEMS CO.**

Operators of

**The Ward Paid-in-advance Contest System**

(The Sure System)

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

## POEM WORTH READING.

"The Old Wash Place," a Composition of Which Judd Mortimer Lewis Is the Author, Causing Wide Comment in Texas—People of State Pronounce It a Masterpiece.—Sketch of the Writer.

Judd Mortimer Lewis, who conducts a column of verse and humor in the Houston Post, wrote a poem recently called "The Old Wash Place." Texas calls it a masterpiece and Lewis has been showered with telegrams and letters of congratulation. The poem was written at the editorial suggestion of the Texarkana Four States Press. It follows:

## THE OLD WASH PLACE.

She was such a little mother, so absurdly young,  
That while Tears are trembling on my lashes at her memory I smile  
At the very youngness of her; just a little girl she seems,  
Smiling at me from the distance, singing to me in my dreams



JUDD MORTIMER LEWIS,  
Editorial Staff Houston Post.

Lullabies we all remember; but I mostly see her face  
Smiling through the clouds of steam that almost hide the old wash place.

Sometimes in my dreams a dogwood blossom glimmers in her hair,  
And I hear a redbird whistle, and the dream is free from care—  
Then a man comes in the picture like a dream, and goes away,  
Waving to the little mother from the ranks of men in gray;  
And from then the dogwood blossoms never glimmer any more,  
And the redbird sings no longer 'round the wash place as of yore.  
Three of us—and just the little bit o' mother to the brood!  
Singing while her heart was breaking in the woodland solitude  
With the homely tubs and kettle and the soap gourd and the stick—  
The old battling stick! The memory catches at my throat so quick  
That I scarce can choke the sob back, at the picture of the face  
Smiling bravely from the distance through the steam of the wash place.

Yes, I carried water for her, while the baby went to sleep  
With the songs that sister sung her where the wash lay in a heap,  
And I sought dry sticks and piled them 'neath the kettle—all my joy  
In the dreams that come back to me is that I was born a boy,  
And could help the little mother, and was glad to help her, too,  
In the tasks about the wash place where there was so much to do.

Can wee babies understand it—when a heart's about to break?  
We were babies, but we seemed to know, somehow, for mother's sake  
We must help to bear a burden which we could not comprehend,  
And our puny arms about her seemed to strengthen her and lead

Her a strength no little bit o' mother could have got elsewhere,  
As she toiled about the wash place with her heart bowed down with care.

Some days tasks seemed overdreary, and the hours seemed overlong—  
But she'd catch our eyes fixed on her and would tremble into song,  
But the world of heartbreak throbbing through the counterfeited joy  
Somehow would play on the heartstrings of the little girl and boy  
And the little baby sister, and we'd single face to face,  
Heart to heart, her arms about us, kneeling at the old wash place.

Then one morning came a message—came in with the morning's gleam—  
How it came is lost or hidden in the shadows of the dream,  
But with it hope went out from her, and she seemed to hark no more  
For a voice across the distance, for a footstep at the door;  
And she kneeled there in the wash place, kneeled with sister girl and me,  
And I know now that that moment was her soul's Gethsemane!

Then the washings came more often, there were other heaps of clothes;  
Day by day the clouds of sudsy steam from the old kettle rose,  
Day by day her love grew stronger—in the worry and the smart  
Of her heartache she would rush to and would clasp us to her heart,  
And she'd strive to coax her lips to curve into a snatch of song—  
But the wash place called and called her, and its tasks were hard and long.

Not long since I heard a woman say, in sneering tones and low:  
"Hub! his mother did our washing, my own mother told me so!"  
Whiter than the dogwood blossom—sweeter than her'er could be—  
Shone the truth of that vile whisper, for she did it all for me,  
And for sister girl and baby! Oh, the whisper—it was base!  
But a soul was born to heaven from that lowly old wash place.

Why, it doesn't seem that mother was quite grown up when she died!  
Such a little bit o' mother! Oh, the years are long and wide  
Since she went away and left us, with the old smile on her face,  
Leaving us but just a memory of the homely old wash place:  
I know father beckoned to her—by the look that overcast  
Her sweet face—but we still miss her, shall as long as life shall last.

## LEWIS A BIG BOY.

Judd Mortimer Lewis was a stereotyper, and a stereotyper is a working man—a trained athlete who does the work of a giant with the speed of a race horse. Education, however, is not necessary to stereotyping, and the education Lewis took into the stereotyper room was rudimentary. But in the intervals of beating in matrices, casting, trimming and routing plates he read the matrices. The more he read the more he wanted to read. Then he became a patron of the public library and read more and more. Then (he was holding down a stereotyping job in Houston, Tex., at the time) he penned some verses which he sent to a local paper. Upon receiving the third contribution the editor wrote Lewis that he considered his work equal to that of Riley and Field, and he hoped that his paper would get more of it.

Then Lewis quit the melting pot and the casting box and took a desk on the Houston Post, where he has been conducting a column of verse and humor under the title "Tampering with Trifles" for the past ten years.

Lewis is just a big boy. He regularly visits the schools of the city and tells the children fairy stories. He gathered up 500 little folks one Saturday morning when there was no school and marched them down Main street to a moving picture show which he thought would appeal to children. Texas loves him and swears by him. It buys his books and brings its griefs and joys to him and he shares them both, honestly and sincerely.

The magazines have used a great deal of his writings, and the entire country knows his verse, but the poet himself belongs to Texas.

## POLE STORY INJUNCTION.

New York Times Obtains Order Preventing Use of Amundsen's Narrative.

The New York Times Company on last Saturday filed suit in the United States District Court against the Press Publishing Company, the Sun Printing and Publishing Association, the New York Press Company and the Star Company alleging infringement of a copyright covering the story of the discovery of the South Pole by Roald Amundsen.

The complaint sets forth that the New York Times Company secured the sole and exclusive rights under a copyright obtained by the United Newspapers, Limited, to publish Amundsen's narrative in the United States and Canada. The complaint alleges the defendants on March 8 printed a narrative taken from the London Daily Chronicle reporting Amundsen's discovery.

Judge Holt granted temporary injunctions, directing the defendant corporations to show on Friday why they should not be restrained and enjoined from publishing or disposing of, verbatim or otherwise the account.

## ASSOCIATED NEWSPAPERS MEET.

Managing Editors Gather at Kansas City for Exchange of Ideas.

For the purpose of getting together and exchanging ideas a number of the managing editors of the Associated Newspapers met at the Hotel Baltimore, Kansas City, Mo., last week. Following the meeting the editors inspected

the plant of the Kansas City Star and later were the guests of Colonel Nelson at dinner at his home.

Those present included Victor F. Lawson, editor and publisher Chicago Daily News; W. R. Nelson, editor and owner Kansas City Star; Jason Rogers, publisher New York Globe; E. B. Lilley, editor and publisher Cleveland News, and the following managing editors: R. E. Stout, Kansas City Star; F. B. Taintor, New York Globe; Charles E. Schull, Philadelphia Bulletin; C. W. Danziger, Pittsburgh Chronicle-Telegraph; J. S. Cohen, Atlanta Journal; J. S. McLain, St. Paul Dispatch; W. C. Jarnigan, Des Moines Capital; W. R. Watson, Omaha World-Herald; H. W. Brundige, Los Angeles Express, and J. S. Chambers, Sacramento Bee.

## Paper for Boy Scouts.

The Boy Scouts' Review and Aeronautical Bulletin is the name of a small eight-page newspaper launched in New York by Norman L. Sper, a seventeen-year-old lad who is attached to the office of the Daily Newspaper Club. A picture of Robert Baden Powell, of England, chief scout of the Boy Scouts, appears on the front page and a half-tone portrait of Editor Sper on the second page. The paper is brimful of matter of interest to boy scouts.

## Will Present Latin-American Views.

The Latin-American World is the name of a new periodical scheduled to make its appearance in New York early next month. J. P. Santamarina, the well-known Argentine journalist, will be in editorial charge. The new publication will aim to present the Latin-American viewpoint and to foster better commercial and other relations between North and South America.

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Tel. Rector 2573

**KIERNAN, FRANK & CO.,**  
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**LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 8214-15

**NAMROD ADVERTISING AGENCY**  
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**MEYEN, C., & CO.**  
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**World Boost Club.**

E. A. Pratt, of the New York World, is organizing a "New York World Boost Club," the object of which is first, as its name indicates, to boost the World, and second, to boost the Pulitzer Building. The World's 1,700 employees will be invited to join. There will be no dues or initiation fees. Meetings will be held from time to time in the assembly room of the Pulitzer Building.

**Advertising Its Own Advertising.**

A \$25,000 campaign to advertise its own advertising has just been launched by the Chicago Tribune. Space is being

**Publishers' Representatives**

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

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

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

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

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

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

**GRIFFITH, HARRY C.,**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154

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

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

**NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042

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

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

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

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

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

used in the Chicago afternoon papers and also in the Tribune. Form letters and enclosures are being used to supplement the advertising.

**Celebrates Opening of Branch Office.**

The establishment of the Canadian office of Hoguet Advertising at 20 Vesey street, New York City, was celebrated by a dinner given by Henri A. L. Hoguet and Richard A. Charles, the resident manager, to a number of prominent business men at the King Edward Hotel, Toronto, on Friday evening, March 1.

**Forearmed.**

Terence appeared at the club the other day with a radiant, contented smile. "What's the joke?" asked a friend. "Well, yez see," explained Terry. "O'Brien is always slappin' me on the chest and breakin' me cigars. But Oi'll be even with him this mornin'." "How?" asked the friend. "Oi've a stick of dynamite in me cigar pocket," said Terry; "Oi'll fool him this toime."—Exchange.

**AD FIELD PERSONALS.**

Harry Kline and Peter Robin Rizer have joined the staff of Rodenbaugh & Morris, publishers' representatives, 118 North La Salle street, Chicago.

W. J. Fawcett, well known advertising man of New York, has succeeded Harry B. Johnson as advertising manager of the Montgomery (Ala.) Advertiser.

Charles V. O'Donnell, with offices at 41 Park Row, has been appointed to direct and manage the advertising department of the Messenger of the Sacred Heart, New York City.

Charles W. Staudinger, advertising manager for the Anheuser-Busch Brewing Association, of St. Louis, who has been seriously ill from grip and hemorrhage of the nose, is reported much improved.

S. O. Landry, who has been office manager for Charles W. Hoyt, of New Haven, has accepted a similar position with Messrs. Street & Finney, general advertising agents of New York. Mr. Landry was formerly with the Chambers Agency, of New Orleans.

Manley M. Gillam, advertising counselor for the New York Herald, is scheduled to address the convention of the Central Division of Associated Ad Clubs at Toledo next June.

K. S. Fenwick, president of the Quebec (Can.) Advertising Club, was the principal speaker at the regular meeting of the Ottawa Ad Club last week.

James Townsend, of the Chicago office of the Butterick Publishing Co., and Arthur Acheson, Western advertising manager of the Christian Herald, addressed the Advertising League of St. Louis last week.

Major Patrick F. O'Keefe, proprietor of the P. J. O'Keefe Advertising Agency, Boston, has been elected exalted ruler of Boston Lodge No. 10, Benevolent and Protective Order of Elks.

John Lee Mahin, the Chicago advertising agent, returned to that city after a business trip to New York. It is said that Mr. Mahin procured the advertising account of a large advertiser during his visit.

Jess E. Trower, formerly advertising manager of the Louisville Herald and later with the Washington (D. C.) Post, has accepted the position of advertising manager of the Pittsburgh Morning Post and Evening Sun.

Charles R. Woodward, who has charge of the Chicago office of the Woman's Home Companion, was in New York this week on business connected with that paper.

A. J. Meister, for twelve years advertising manager of the Siegel Cooper Co., the Simpson-Crawford Co. and other department stores, will conduct a general advertising service, with offices at 45 West Thirty-fourth street.

Charles J. Boyle, New England manager of the Butterick publications, has been appointed Eastern advertising manager of the Christian Herald.

**Will Syndicate Fleishman's Ad Talks.**

Jerome P. Fleishman's advertising talks that have been running in the Baltimore Sun the past year and a half are to be syndicated by Robert S. Grable, president of the World Color Printing Co., of St. Louis. Mr. Fleishman's ad talks are worth reading. They deal with the everyday problems and are written in such a way as to hold the attention while they drive home the lesson Mr. Fleishman seeks to impart.

**Catholic Papers Will Unite.**

The Catholic Press Association, to include all the Catholic papers in the United States, has been incorporated in Rhode Island. The corporation is the result of a meeting held in Columbus, O., last August. The president is Edward J. Cooney, of Providence, R. I. The head office will be in New York.

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