

THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

CANADA'S ADS FALSE.

THAT IS THE CHARGE MADE BY
CORTLAND SMITH BEFORE
SENATE COMMITTEE.

**American Press Association President
Says Canadian Government Spends
\$250,000 a Year to Lure Our Farm-
ers to Emigrate to that Country—
Blames Western Newspaper Union
—Tells About Beet Sugar Copy.**

In an address delivered before the Senate Lobby Probe Committee at Washington on Saturday, Cortland Smith, of New York, president of the American Press Association, which supplies several thousand daily and weekly newspapers with plate matter, charged the Canadian Government with paying \$250,000 a year for "false advertising matter" to induce farmers to emigrate from the United States to Canada.

Most of the matter, Mr. Smith said, is furnished in the form of "patent sheets." He declared that J. A. Joslyn, of Omaha, president of the Western Newspaper Union, which furnishes plate sheets to 5,000 weekly papers, could corroborate his statement, as his association uses the Canadian matter.

Mr. Smith said his own association had been offered the Canadian Government matter.

SOME GLARING COPY.

He produced a copy of a weekly paper printed in Des Moines carrying a column story containing the "story" of an Iowa farmer who had "almost starved in America and is now in Canada hoarding wealth." "It is a crime for the United States to permit the mails to carry such false matter," said Mr. Smith. "Canada would suppress such a paper if it were printed there, and lied in that way about Canada. It has been running for fifteen years. He said that 300,000 farmers had been induced to go to Canada by such advertising matter."

Senator Nelson declared that 6,000 farmers had gone from Minnesota, but many of them are coming back.

Mr. Smith also testified that he had been paid \$1,200 by "the United States Beet Sugar Industry" for a page on sugar beets that he had furnished to 1,200 of his patrons free of charge after they had expressed a desire to have it.

STARTLING REVELATIONS.

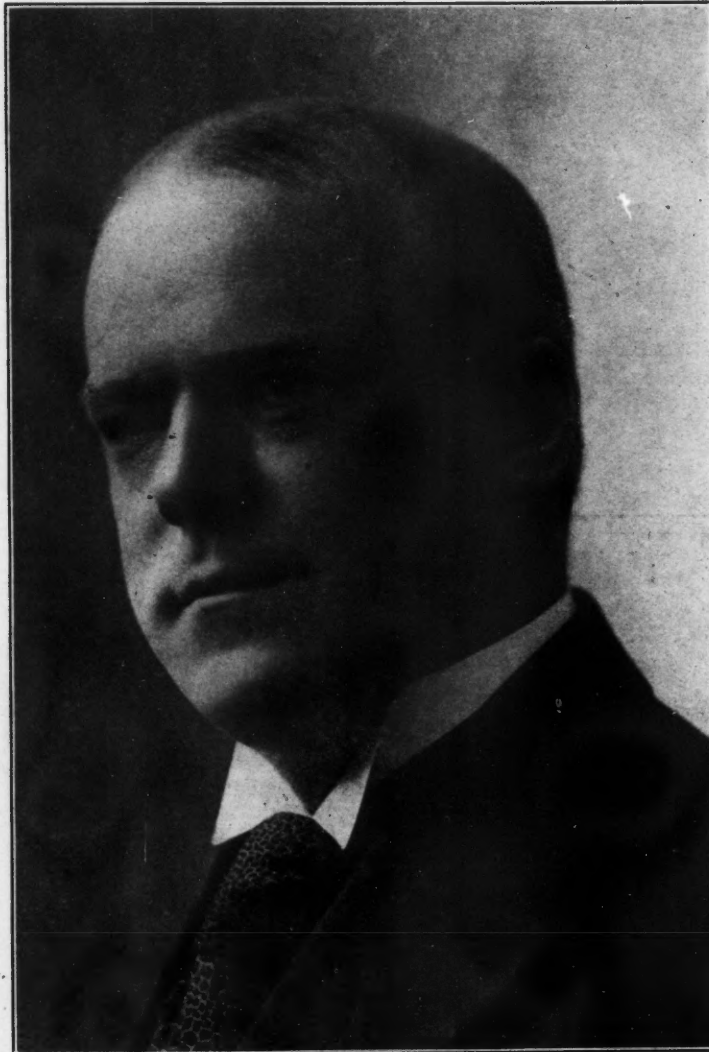
Senator Cummins suggested that the statement about the Canadian government being responsible for the articles was so startling to him that he wished the committee would call Mr. Joslyn. Senator Nelson and Chairman Overman agreed upon that course.

During Mr. Smith's testimony he suggested that the country needed a law which would require papers to accept advertising without discrimination as to the person offering it or as to rates.

"Evidently the witness' idea is that the newspaper is a public utility and should not discriminate and I have a great deal of sympathy with that view" declared Senator Cummins.

Mr. Smith testified that in accordance with an arrangement with the United States beet sugar industry, with headquarters in Washington, he sent out to weekly papers proof sheets of a page of matter dealing with the beet sugar industry. About 1,000 of these papers accepted the offer to print this matter without cost. Mr. Smith said the beet sugar people paid him \$1.25 for each paper printing the material.

(Continued on page 628.)



AUGUSTIN J. POWERS.

PRESIDENT OF THE POWERS PHOTO ENGRAVING COMPANY, WHO HAS BEEN ELECTED
PRESIDENT OF THE PHOTO ENGRAVERS BOARD OF TRADE.

MONTREAL PAPER SOLD.

**Sir Hugh Graham, Owner of the Star,
Takes Over the Herald.**

(Special Correspondence.)

MONTREAL, Jan. 21.—Sir Hugh Graham, owner of the Montreal Star and the Montreal Telegraph, has purchased the Montreal Herald from D. L. McGibbon.

At this writing Sir Hugh has not made known what he intends to do with the Herald, and there is much speculation as to its disposition. Some say that he is going to merge it with the Star; others with the Telegraph.

The heads of departments on the Herald feel that their services will no longer be required when the reorganization is effected and are getting ready to leave. Edward Beck, the editor-in-chief, resigned on Monday.

The Montreal Herald is an independent liberal, evening newspaper which was founded in 1811. Ayers Newspaper Annual of 1913 gives it a sworn circulation of 26,608.

Several months ago D. Lorne McGibbon, the owner of the Herald, brought suit against Sir Hugh Graham for \$100,000 damages for libel. Mr. McGib-

bon alleged that Sir Hugh had done everything possible to injure the Herald and was endeavoring to control the newspaper situation in Montreal. "Wait and see," was Sir Hugh's answer at that time.

De Witt General Manager of Herald.

E. D. De Witt, for many years advertising manager of the New York Herald, has been appointed general manager of that newspaper. The appointment comes to Mr. De Witt after twelve years' service in the employ of James Gordon Bennett, owner of the Herald and the Evening Telegram.

Menter & Rosenbloom Co. Assigns.

The Menter and Rosenbloom Co., operating 59 instalment stores in various cities, with headquarters at Rochester, has placed its affairs in the hands of a committee of its largest creditors. Assets are placed at \$605,000; liabilities at \$326,000.

The nomination of Henry M. Pindell editor of the Peoria (Ill.) Journal, to be Ambassador to Russia, was ordered favorably reported Thursday by the Senate Foreign Relations Committee.

AUDIT CONSOLIDATION.

ADVERTISING AUDIT ASSOCIATION AND BUREAU OF VERIFIED CIRCULATIONS UNITE.

**This Ensures One Big Organization
Having the Support of All Advertising
Interests—Permanent Offices
in New York and Chicago—Russell
R. Whitman to Be General Manager—\$100,000 Fund to Be Raised.**

As a result of meetings held in this city last week between the representatives of the Advertising Audit Association and the Bureau of Verified Circulation the two organizations were consolidated. The new company will be known as the "Advertising Audit Association and Bureau of Verified Circulation." Russell R. Whitman, late publisher of the Boston American, will be the general manager and permanent headquarters will be established in New York and Chicago.

The Advertising Audit Association was organized last month in Chicago by western advertising agents, the Association of American Advertisers, western publishers and a number of national advertisers. It was designed to take over the circulation audit work of the A. A. A. which that body had carried on for several years. Russell R. Whitman was made general manager, with headquarters in Chicago.

ASSOCIATION'S REPRESENTATIVE.

The Bureau of Verified Circulation was organized a few months ago by representatives of the following associations: the American Newspaper Publishers' Association, the Periodical Publishers' Association, the Association of New York Advertising Agents, Federation of Trade Press Associations, Technical Publicity Association, Association of National Advertising Managers, and Associated Farm Papers.

Both of these associations have been working for some time along the line of forming a national plan for verifying and auditing circulations.

Experienced advertising men who have recently given the matter much thought came to the conclusion that there was no need of having two large, and necessarily expensive organizations, to do work that could be done by one. All that was needed was a single association that would have the active support and confidence of advertisers, advertising agents and publishers.

CONFERENCE IN NEW YORK.

Finally prominent members of the two associations mentioned above suggested that they be consolidated, first because of the great saving in the cost of carrying on the work and second because of a tremendous saving of time and effort. Letters were exchanged between the two bodies, and as a result on Thursday, Jan. 15, a conference between their representatives was held at the Aldine Club, in New York, at which twenty prominent advertising men were present, including Stanley Clague and Russell R. Whitman, of Chicago. Emery Mapes, of Minneapolis, and C. M. Rogers, of Cleveland.

A committee in temporary organization, of which A. W. Erickson was chairman, was appointed to consider and if advisable draw up a plan for the consolidation of the Advertising Audit Association and the Bureau of Verified Circulation. This committee submitted its report at a meeting held on Saturday. The report favored consolidation and made certain recommendations.

(Continued on page 621.)

WASHINGTON TOPICS.

Senator Henry F. Ashurst Delivers a Classic Address on the Contest for a Free Press—Changes on the Washington Times Staff—National Press Club Committees for Coming Year—Albert Now Manager World Bureau.

(Special Correspondence.)

WASHINGTON, Jan. 21.—In a speech in the Senate on Wednesday, advocating Woman's Suffrage, which was described by his colleagues as a classic, Senator Henry F. Ashurst cited the strenuous contest the English speaking people have made for a free press. The Senator said in part as follows:

"The privileges which the English speaking people hold to be of inestimable value, to wit, suffrage—based upon patriotism and integrity instead of upon property—a free press, and freedom of religion, have not been easily acquired or easily maintained. The contest for a free and untrammelled press has been just as keen and intense as the contest for a free ballot.

"In England, until the expiration of the licensing act, May 3, 1695, it was by no means certain that the publication of a newspaper was not illegal.

"A fair sample of the unfriendly attitude of the aristocratic classes toward the newspapers at this time is well disclosed by Sir Roger L'Estrange, who, in May, 1680, in first exercising his authority as licenser and censor of the press, and in explaining the attitude of the privileged and ruling classes, amongst other things, said:

A newspaper makes the multitude too familiar with the actions and councils of their superiors and gives them (the multitude) not only an itch, but a kind of colorable right and license to be meddling with the Government.

"Even the Congress of the United States once passed a law—act of July 14, 1798—which declared it to be a crime to publish any false, scandalous article concerning Congress or the President, and making it unlawful to stir up sedition against the United States."

It is difficult to estimate the number of prosecutions conducted under this section law, but sufficient it is to observe that each prosecution still further served to swell the tide of indignation against it and its authors, and the heat of popular resentment against the sedition law was undoubtedly one of the features of the campaign which promoted the triumph of Thomas Jefferson and the defeat of John Adams in 1800.

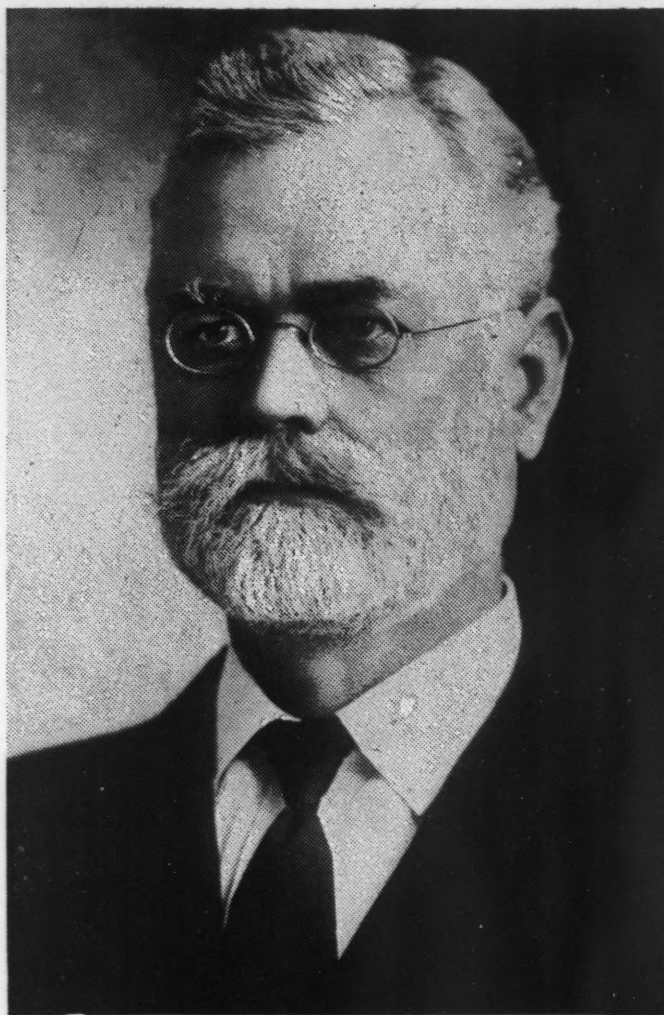
"Of course it will be remembered that 'liberty of the press' does not mean that anyone is thereby licensed to print false scandals of other persons, but it simply means that all persons have the right to speak and print their opinions upon any subject whatever, without any prior restraint on or any subsequent penalty for publishing, so long as they do not injure another in his or her person, reputation, or property, and do not attempt forcibly to subvert the Government."

The Senator was warmly congratulated at the conclusion of his able argument.

There has been a general change on the Washington Times staff. Marvin Hunter McIntyre, former makeup man has been made city editor. Albert H. Lovett, who until recently was the city editor has been made the dramatic editor and S. Bert Repasz, has been changed from the head of the copy desk to his old job of makeup man. William Doyle has been promoted from the rim of the copy desk to head of the desk and Tom Kirby and Mike Flynn have been added to the copy desk.

Ralph A. Collins, better known as "Spike" has been taken from departmental work and is now signing his name to general feature news stories. John A. Stringer is a recent addition to the Times staff. Leigh Wilson continues acting managing editor until a definite decision has been made in regard to this important position.

Charles S. Albert, for many years



C. R. PENDLETON.

EDITOR MACON TELEGRAPH WHO DIED JANUARY 16.

a member of the New York World bureau, is acting manager of the bureau since the death of Harry Dunlap. Mr. Albert is one of the most prominent members of the Washington correspondents and was for several years chairman of the Standing Committee of Washington Correspondents, a position which is regarded as one to be held by the ablest and most popular member of the corps of correspondents.

Whitehead Klutz, formerly of the New York American bureau of this city, has been appointed secretary of the International Boundary Commission, succeeding L. White Busby, who was formerly of the Chicago Inter-Ocean. Mr. Busby will assist Uncle Joe Cannon in his preparation of his book of reminiscences.

Committees to act during the coming year have been appointed for the National Press Club. The chairmen are as follows:

Executive committee, Frank B. Lord; house committee, W. L. Crouse; membership committee, Morton M. Milford; auditing committee, Donald A. Craig; committee on fixed events, Frederic J. Haskin; entertainment committee, Robert J. Patchin; library and art committee, A. J. Jacobson; publicity committee, Earl Godwin; charity committee, Louis Garthe; eligibility committee, Fred A. Emery; finance committee, O. F. Schuette, chairman and Ashmun N. Brown, treasurer.

Petition Against the Pensacola News.

A petition in involuntary bankruptcy has been filed against the Pensacola (Fla.) News, the oldest newspaper in Western Florida. The proceedings were the outcome of a civil suit for the recovery of payment on notes said to amount to approximately \$8,000. The News was established more than thirty years ago. H. A. Felkel is editor.

DEATH OF C. R. PENDLETON.

Charles Rittenhouse Pendleton, for fifteen years editor and part owner of the Macon (Ga.) Telegraph, died from acute Bright's Disease on January 16, following an illness of four weeks.

Mr. Pendleton was held in high esteem throughout the south, many of his admirers ranking him next to Henry Watterson, and like him he was given the title of "Colonel." He, however, preferred no title whatever.

He was born on a farm in Effingham County, Ga., on June 26, 1850, being the fifth child of Philip C. Pendleton, who established the Southern Post, and other papers. His education was derived from the public schools and from a private master.

In hinting a love for printers' ink, he engaged in journalism as a young man, and became editor of the Macon (Ga.) Daily Telegraph in 1896. He was interested in politics and had been a member of the Macon Board of Education since 1905.

Funeral services, conducted by his youngest brother, Bishop N. D. Pendleton, of the New Church of the New Jerusalem, Pittsburgh, Pa., were held at the home of the dead editor on Sunday. The entire Board of Education acted as honorary pall bearers, while the active pall bearers were chosen from the employees of the Telegraph. Governor John M. Slaton, of Georgia, was present at the funeral service.

Many tributes were paid to the memory of Mr. Pendleton and a large number of them were printed in the Telegraph. He was always considerate, gentle, charitable and kind, but firm. He was a man who stood in the breach and filled up the gap. He had strong convictions and a virile pen. Back of these he had character and love of the right which accounts for much of his power as an editor.

PITTSBURGH BUDGET.

Large and Juicy Plums Fall into the Laps of Local Newspaper Men—Schooley of the Chronicle-Telegraph, Secretary to Mayor Armstrong—Members of the Carnegie Fund Commission—Other Changes.

(Special Correspondence.)

Pittsburgh, Pa., Jan. 22.—The municipal plum trees has been shaken, with the following results for newspaper men: Roy D. Schooley, of the Chronicle-Telegraph staff, secretary to Mayor Joseph G. Armstrong, at \$3,600 a year; John B. Townley, political writer of The Press, head of the bureau of publicity, at \$2,400 a year; T. H. B. Patterson, confidential secretary to Charles Hubbard, director of the Department of Public Safety.

Of course while the plums were being handed out to those fortunate ones lemons were being distributed to others, but these had already arranged for other good positions. Jack Bailey, who was director of the Department of Public Safety and former managing editor of the Post, is now business manager of the Pittsburgh baseball club of the National League, known as the Pirates, Chester D. Potter, who was head of the Civil Service Commission, and former political editor of the Dispatch, has taken a position with a big corporation. Burd Patterson, who was secretary of the Civil Service Commission, has a busy job looking after the Ohio and Lake Erie ship canal and the Historical Society of Western Pennsylvania. Some more plums and some more lemons are in view as far as newspaper men are concerned.

APPOINTMENTS FOR NEWSPAPER MEN.

Austin Beach, who had been city editor of the Dispatch for over two years, has been appointed news editor of that paper by C. A. Rook, the publisher and editor of the Dispatch. This position on the Dispatch carries with it the duties of managing editor.

N. J. McBride, auditor of the Dispatch, is convalescent from a severe attack of laryngitis.

Fred J. Splitstone, of Leslie's has been visiting his parents at Linesville, Ohio. He was a well known newspaper man in Pittsburgh.

Walter F. Dunn, of the sporting department of the Public Ledger, of Philadelphia, was home for the holidays.

W. H. French, the Pittsburgh agent of the Associated Press, who was in the West Penn Hospital for some weeks because of an attack of rheumatism, is now at Mt. Clemens, Mich., where his condition is improving.

Among the former newspaper men who are now agents for the Carnegie Hero Fund Commission, and who were home during January, are the following: John Benitz, C. L. McMurtry, William Harris, James S. McGill and Andrew Rowley. R. S. Fendrick, another Pittsburgh newspaper man, has been appointed an agent of the commission and started out this week on his new duties.

Lawrence M. Dorris has been appointed city editor of the Post; L. C. Carson, city editor of the Dispatch, and H. Colberry, city editor of the Leader.

Miss Alice M. Quinn, who for several years held an executive position with the Tri State News Bureau, was on January 1 married to John G. Gibb, of Sewickley. The wedding took place at the bride's former home in Salem, Ohio. Mr. and Mrs. Gibb are living on Frederick avenue, Sewickley. Miss Quinn was remembered with several handsome presents from her newspaper associates.

London Mirror Cuts off Early Copies.

The New York newspaper correspondent in London is now persona non grata with the Daily Mail. The early copy of that newspaper, long supplied to American correspondents, has been cut off. The papers struck from the Mirror's "visiting list" include the Herald, Times, Tribune and Sun.

CHICAGO HAPPENINGS.

Boyce Optimistic on Second Honeymoon Trip with First Wife—Suit Against Trend Magazine on Newspaper Subscription Scheme—Bars City Seal on Reporter Badges—Value of Press in Keeping Watch.

(Special Correspondence.)

CHICAGO, Jan. 21.—The third honeymoon of William D. Boyce, found the publisher of the Chicago Ledger and Saturday Blade, globe trotter and lion hunter, as hopeful and optimistic, as did any of his preceding ones. Mr. Boyce set forth from New York last week on a belated honeymoon trip with his third wife, who also was his first wife, that will take them around the world, accompanied by his son and daughter-in-law, and Miss Happy Boyce, his daughter. In 1884 Boyce first married his present wife, and was divorced in 1908. He married Miss Virginia D. Lee, of Oak Park, who divorced him two years later. On June 14, 1913, Boyce remarried his original wife, and the reunion, it is said, has contributed greatly to the happiness of his family.

Bertram C. Mayo has filed suit for \$20,000 against the Trend Magazine Publishing Company, John C. Eastman and Robert Jackman. Mayo has a suit pending in chancery in which an injunction has been asked to restrain the defendants from using his plan for the sale of lots in connection with a newspaper subscription scheme.

REPORTER'S BADGES.

Chicago newspaper reporters wearing badges bearing the city seal are violating the law, according to Chief of Police Gleason. "There is an ordinance forbidding the use of the city seal," said the chief. "If the reporters who have stars with the seal on will return them to the company from which they purchased them I will see that they get their money back. I have already made arrangements for this. I believe, however, that newspaper men should have a recognized insignia of authority. It seems as though a fire badge is within the reach of any one. I am in favor of a card with the owner's photograph on it and the name of the paper where he is employed."

The value of a newspaper in keeping watch on politicians and the manipulators of government was detailed by John F. Delaney, newspaper man and twice candidate for Congress in the Third district, who spoke recently before the students of St. Cyril's College. Mr. Delaney told of some of the big campaigns and crusades which had been undertaken by Chicago newspapers and of the reforms which resulted. He told of the dangers encountered daily by reporters and investigators for the big newspapers. "Chicago would be invested with graft, vice and crime were it not for the watchful eyes of the newspapers," said Mr. Delaney.

While fixing the furnace at his home the other evening, Frank P. Hassler's pocket-book containing \$35 fell into the coal-bin and was unwittingly shoveled into the fire along with a scoop full of coal. When noticed burning it was too late to recover the money, and the well-known newspaper man was so much out.

The Chicago Dramatic Society held its third salon last week on Friday evening at the residence of Mr. and Mrs. George T. Houston, 4931 Lake Park avenue. O. L. Hall, dramatic critic of the Chicago Journal, lectured on "The Technique of Modern Drama."

Henry J. Allen, the Wichita, Kansas, publisher, addressed the Progressive Club here late last week.

Editor of Labor Organ Indicted.

Edgar Williams, editor of the Mine Workers' Journal, was arrested at Indianapolis, last week, on a grand jury indictment returned in Denver, charging him with conspiracy in restraint of trade. It is charged that he conspired to prevent Colorado operators from shipping coal out of the state unless union men were employed.



CHARLES H. SCHOLZ.

THE NEW BUSINESS MANAGER OF THE NEW YORK TRIBUNE.

TRIBUNE'S NEW MANAGER.

Charles H. Scholz, of the Milwaukee Sentinel, Now on New York Paper.

Charles H. Scholz, of the Milwaukee Sentinel, who was this week appointed business manager of the New York Tribune, was born in Chicago, and his newspaper experience extends over a period of twenty years. He started in the newspaper business on the old Chicago Record and Daily News, in the early '90's, and went through the various departments, covering the advertising, circulation, and mechanical departments. His experience in the mechanical departments qualified him as a pressman and stereotyper, not in theory but in actual practice.

After finishing his course in the mechanical departments, he returned to the advertising department, and thence to the circulation department of the Chicago Record-Herald. He subsequently became assistant circulation manager of the Philadelphia Press, where he was associated with his brother, Emil M. Scholz, for a number of years.

Mr. Scholz wife's failing health took him to the Pacific Coast four years ago, where he was connected with the Sacramento Bee. Returning East, he became connected with the Milwaukee Sentinel, where he has been for the past year, during which time he succeeded in increasing the circulation of the Sentinel over 25 per cent.

His appointment as business manager of the Tribune brings out the fact that there are three brothers who are business managers, namely, Ernest A. Scholz, of the Chicago Record-Herald, and Emil M. Scholz of the New York Evening Post.

Rw Over Sale of Philadelphia Item.

The sale of the Philadelphia Item plant at auction last week realized \$11,406.74. It was sold in lots, as no bid for the entire property was offered. Har-

ington Fitzgerald, executor of the will of his father, the late Thomas Fitzgerald, who died in 1891, has been ordered to show cause why he should not enter security for the administration of the trust. The proceeds of the sale of the Item plant is now being held by the auctioneers, who await an order from the court permitting its payment to the proper parties.

Mark Sullivan Now Editor of Collier's

Mark Sullivan, who has been with Collier's since 1906 as a political writer, conducting the "comments on congress" department, has been appointed editor of the weekly. He will continue to write the "comments" in addition to his new duties. Robert J. Collier, head of the publishing corporation, has been editor since the resignation of Norman Hapgood in 1912. Mr. Collier with his wife sailed for Europe Jan. 15, to be gone six months or more.

Associated Press Offices Move May 1.

Officials of the Associated Press signed a lease on Wednesday for the entire second floor of 51 Chambers street, facing City Hall Park, between Broadway and Centre streets, into which the general offices will be moved about May 1. The Western Union Building, in which the Associated Press has been housed, ever since its organization, is to be torn down.

Re-elect Officers of St. Louis Globe.

At the annual meeting of the stockholders of the Globe Printing Company, publisher of the St. Louis Globe-Democrat, last week, the directors—D. M. Houser, Charles H. McKee, E. Lansing Ray, John C. Porter and William C. Houser—were re-elected. At a subsequent meeting of the directors the officers were re-elected as follows: D. M. Houser, president; Charles H. McKee, vice-president, and E. Lansing Ray, secretary.

ORGANIZE MUTUAL AID LEAGUE.

Missouri Associated Afternoon Newspapers to Better News Service and Ad Conditions.

(Special Correspondence.)

St. Louis, Mo., Jan. 17.—The Missouri Associated Afternoon Newspapers, an intrastate news and advertising association, intended not only to swell the dividends of the respective publications, but increase the efficiency of the news service in small towns, was organized at a meeting of twenty-five Missouri editors in this city yesterday.

By means of the intrastate news exchange the small dailies of the State will be supplied with all news affecting their neighborhoods each day from all portions of the State. Each member of the association will act as correspondent in his territory for all other dailies.

In this manner they expect to cover the State for news interesting to their own readers in a manner heretofore impossible. The exchange system is limited to afternoon papers and only one paper in each town will be favored with the service.

The association will be controlled by a commission of three members. These have been chosen as follows: L. M. White, Mexico Ledger, president; J. B. Powell, University Missourian, vice-president, and E. E. Swain, Kirksville Express, secretary. White will have general management, Powell will look after advertising and Swain will supervise the editorial end of the organization.

The news service will go into effect at once, but the business features will not be taken up until after a meeting to be held in Columbia, Mo., during Journalism Week, which begins May 17.

It is planned to consolidate the circulation of the papers interested in the enterprise and submit figures to every advertising agency, which has business to place in Missouri. By this the publishers believe the work of the advertisers will be simplified and the country papers will carry a larger amount of foreign advertising.

Among those attending the meeting were Fred Naeter, Cape Girardeau Republican; W. J. Sewell, Carthage Republican; F. L. Martin and J. B. Powell, University Missourian; William Southern, Jr., Independence Examiner; E. E. Swain, Kirksville Express; O. L. Preston, Marshall News; J. F. Hull, Maryville Tribune; L. M. White, Mexico Ledger; R. W. Mitchell, Nevada Post; D. L. Burnside, Poplar Bluff Republican; R. M. Thomson, St. Charles Banner-News, and Philip Ganez of Macon.

New Trial for Milwaukee Leader Suit.

Declaring that the award of \$17,500 damages by a jury in the \$50,000 libel suit of City Clerk P. F. Leuch against the Milwaukee Leader, a Socialist daily, was not supported by evidence of unusual circumstances, Judge Fritz granted a new trial in the case. The suit grew out of a publication charging the clerk with graft. The court said that the amount assessed was excessive and exceeded by \$7,500 the highest award as compensatory damages which the Supreme Court had yet sustained in an action for libel.

New York Tribune Ass'n Meeting.

The annual meeting of the Tribune Association, publishers of the New York Tribune, was held on Monday. The following officers were elected for the ensuing year: President, Ogden Mills Reid; vice-president, Donald Nicholson; secretary and treasurer, G. Vernor Rogers. Directors were elected as follows: Ogden Mills Reid, Donald Nicholson, G. Vernor Rogers, Ogden L. Mills, Frederick F. Ayer, Henry W. Sackett and Clinton W. Gilbert. Mr. Rogers is a brother-in-law of Mr. Reid, and was recently appointed general manager of the Tribune. James M. Barrett, who was treasurer of the association for more than twenty years, is now on a two months' vacation in Bermuda.

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

Chicago Evening American

Get the best results

The Circulation of the New York Evening Journal

is more than DOUBLE its nearest competitor in the evening field, exceeding it by over 400,000.

Net paid daily average for Sept. **775,923**

The Circulation of THE BOSTON AMERICAN IS OVER

400,000

DAILY and SUNDAY

The LARGEST in NEW ENGLAND

BEST PAPERS IN BEST TERRITORY

News League of Ohio

Dayton News
Springfield News
Daily and Sunday

HOME OFFICE, DAYTON, OHIO

New York—LaCoste & Maxwell, Menolith Building
Chicago—John Glass, Peoples Gas Building

Detroit Saturday Night

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

Foreign Advertising Representatives

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

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN **135,000**

POWERS, PRESIDENT.

**Photo Engravers' Board of Trade
Choose Him as Head and Listen
to Suggestions for the Im-
provement of Business.**

At the annual meeting of the Photo Engravers' Board of Trade held at 1 Madison avenue last week Augustin J. Powers, president of the Powers Photo Engraving Co., 154 Nassau, was elected president of the organization.

In the course of his speech of acceptance Mr. Powers urged the committee on labor to foster and maintain a spirit of co-operation and friendliness between capital and labor which should lead to the adjustment of any and all controversies by arbitration and conciliation. Continuing, he said:

"Any work which this organization does is a failure when it does not obtain the employe's good will and create a proper esprit de corps. Therefore, if there is no objection, I shall personally invite the president of the Photo Engravers' Union, No. 1, of New York City, to be present at our next monthly meeting as our guest of honor, and shall urge that at each succeeding monthly meeting this same courtesy be extended to a different individual member of the executive board of the labor union, so that at the conclusion of the year each of the twelve union executive members will have been our guests in order that they might individually and collectively know for themselves that our interests are mutual and that both organizations must and will be honest, frank and actively eager to help each other."

CO-OPERATION AND CONFIDENCE.

Mr. Powers then appointed the following labor committee: A. J. Powers, chairman; W. Hoffman, C. F. Browning, W. J. Wilkinson, George E. McConnell, F. A. Ringler, H. L. Walker, Chas. E. Sherman, A. W. Morley, Theo. Stendel, Adolph Schuetz, Courtland Smith.

"I am opposed to any combination upon the question of prices," continued Mr. Powers, "which might even indirectly be frowned upon by law or government. There is absolutely no hope of doing away with unjust competition, except by education, co-operation and confidence of our organization.

"It is impossible to determine the price of an article correctly without knowing the cost. Without the adoption of a cost finding system it is impossible to know the cost, and without the cost we continue in a state of uncertainty as to whether our prices insure a profit or entail a loss. This study of cost finding and price and the economic theories underlying them will require considerable analysis and the expenditure of energy, effort and time.

"Salesmen who involve their employes in the acceptance of low-price work because they do not understand the technical side of the engraving business should be educated, as they confuse the buyer and degrade the industry.

URGES USE OF PUBLICITY.

"Every successful organization now regards publicity and advertising as a legitimate necessity. Publicity will not only tend to hold our own organization intact, but will also serve to help and promote allied organizations.

"Acquaint your customers and the world at large with the standard of value that has been established, not only by the Photo Engravers' Board of Trade of New York, but also the International Association of Manufacturing Photo Engravers.

"Let the buyers of our product know their value by publicity and advertising, which will also assist our selling forces in upholding a consistent market value for our product.

"How much more would our industry be uplifted if instead of the cut rate and 'cheaper than cheapest' advertising of some of the present day engravers, there would appear several full page advertisements from the local or international association, setting forth as an illustration a square finished half-tone

from a well-made copper engraving and stating that the standard of value of this minimum half-tone is not less than \$2.50, and a minimum line engraving from a zinc plate, stating that the standard of value of this engraving is not less than \$1."

Mr. Powers said that the photo-engraving business was highly technical and involved the use of laws underlying the study of light, chemistry, photography, etc. He recommended that the committee on education assemble a library, consisting of books that might be of assistance to those engaged in the work. He also suggested that a plan for the education of apprentices by lectures be prepared and adopted. Mr. Powers favored a change in the ratio of apprentices, the rearrangement of their time schedule so that during the first two or three years of their apprenticeship they can take a half a day off each day to attend school, where they will be taught those subjects that pertain to the photo engraving business.

WILL FURNISH WIRELESS NEWS.

Young Men of Central Kansas Organize a Club to Give Free Service.

The Central Kansas Radio Club has been organized by young men interested in wireless telegraphy, for the purpose of furnishing the smaller newspapers of Kansas with news from neighboring towns.

The service will be given free by the wireless operators, who are seeking proficiency rather than money. In this way the less pretentious dailies will receive a service now denied them because of the cost of telephoning or telegraphing. Some of the operators have secured the Government license required and the others will apply for them.

It has been already decided to equip wireless plants in Salina, Abilene, Solomon, Bennington, Chapman, Minneapolis and Junction City. Other towns are arranging to get in.

The scheme is the outgrowth of the wireless enthusiasm of Henry Goodel, a high school boy of Topeka, and Lee Henry, a photographer at Minneapolis, Kan. They have been sending radiograms to each other for several weeks, increasing the length of their messages until now they can send news stories.

NEW PUBLICATIONS.

BLOOMINGTON, IND.—The Journal, a daily newspaper, will make its first appearance Feb. 1. The Journal Company recently took over the Newcastle Morning Star, owned by A. W. Tracy, who will be the editor and manager.

OSHKOSH, WIS.—It is rumored that this city is soon to have two new papers. It is said that W. G. Maxey will launch one, while J. N. Tittermore will start another.

WAUBAY, S. D.—The Advocate, formerly published by J. H. Maynard, and which was suspended about three months ago, has been revived, the new publishers being the Waubay Publishing Company, headed by R. W. Kimberly, who is in charge of the paper.

MELVIN, MICH.—The Gazette has appeared again after a suspension of 13 weeks, under the management of P. W. Harding, the former publisher.

NASHVILLE, TENN.—The Class Struggle, a new weekly publication, has been launched in this city by J. W. Eokin.

DENVER, COL.—The Colorado Progressive, a weekly newspaper, is a new enterprise, edited and published by S. A. Coston, W. O. Mier and J. M. Stewart, recently connected with the Alamosa Courier.

Cashier's Sweetheart Arrested.

After a long chase over France, Italy and Northern Africa, a woman known as Mme. Beauquesne, sweetheart of Ernest La Porte, who is in custody in London, charged with stealing \$25,000 from the New York Herald at Paris, was arrested at Monte Carlo Jan. 16, and transported to Paris for examination. The woman had \$7,000 in her possession.

R. J. BIDWELL CO.

Pacific Coast
Representative

Of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
Portland Telegram

Chicago Tribune
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

The Omaha Daily News

Begins the New Year with

A Daily Average
Circulation of **72,653**

December Averages

This circulation is 25% greater than that of any other Omaha newspaper. "Completely covers Omaha and Nebraska."

C. D. BERTOLET, Mgr.
General Advertising Department.

30 N. Dearborn St., Chicago, Ill. 366 Fifth Avenue, New York City.

THE HERALD

HAS THE

LARGEST MORNING CIRCULATION

IN

WASHINGTON

C. T. BRAINARD, President.

Representatives:

J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for 1913—

Daily, 67,080 Sunday, 86,877

This is the largest circulation of any daily or Sunday paper on the North Pacific Coast.

During the year 1913, The Times carried total space of 766,517 inches, leading the P. I. by 22,510 inches. The foreign advertising of the Times amounted to 77,269 inches, a gain of 3,516 inches over 1912. The P. I. carried 25,000 inches of foreign advertising less than the Times.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

A BIG ADVERTISER

recently decided to spend, through our Advertising Department, a large part of his 1914 appropriation in

The Country Papers of the United States

including practically all of the states.

This advertiser has not used the country papers heretofore. He has wanted to do so, but in trying to get into 5,000 to 10,000 country weeklies and small town dailies he found difficulties that seemed insurmountable.

We have taken this task off his hands. We are going to get him into the "home paper." We are going to introduce him to millions of people who have not known him heretofore—people with whom it is worth his while to get acquainted, because they have money to spend for the things he has for sale.

There are scores of advertisers like this one. We are here to help them.

Give us the opportunity, Mr. Advertiser, and we are at your service.

American Associated Newspapers

General Offices: Rand McNally Building, Chicago

New York Office: 150 Nassau Street

TIPS ON AUTOMOBILE ADVERTISING

Great Value of the New York, Chicago and Boston Exhibitions to Advertising Men—Companies That Will Spend Big Money This Year—Smaller Copy But More of It—Important Development in the Electric Field.

By James T. Sullivan

Automobile Editor of the Boston Globe.

"Why does the automobile show bring so many advertising men to New York?"

That is the question that was asked a few days ago when a visitor was looking over the names of the men at the show in the Grand Central Palace. When the boat show, or in fact other big exhibitions take place, very few advertising men are in attendance. But the automobile show brings a swarm of them. They comprise three classes. First there are the men who handle the advertising for the factories. Then there are the advertising agency representatives. Last comes the motor editor-advertising combination. The automobile industry, by the way, is the only one that has brought about the combination of the writer and the solicitor of advertising.

On many papers the one man does both. On other papers there is a division, and in a large number of instances where two men work together the man who does the writing is the dominant factor and often gets most of the business. He is in closer touch with the men that hand out the business because he has been with them on their big tours such as the Glidden; he has swapped matches for cigars with the makers of cars at Vanderbilt and Grand Prix races; he has written them up from time to time, and so he knows all the factory stars from the boss down. And when the big men of the industry land at New York for the motor show these writer-advertising men walk into their private rooms in the hotels where they are welcomed, and where they can

get real information for publication, or for themselves.

The New York show is the first of the three big exhibitions. The second takes place in Chicago and the third in Boston. There are a lot of minor shows in other cities. So New York as the starter draws the hustlers. From Chicago, Boston and the other cities swarm the newspaper men to get a line on what may be put out in the way of copy for their shows. Then for six days they are as busy as a lot of bees.

The old-timers go about the work systematically. The Chicago, Boston and New York men mingle and swap gossip. They are quartered at different hotels and in a day it is pretty generally known who is in town and where each one is staying. Then starts the round-up. The newcomer, not in touch with the situation, goes parading around the motor show looking for men like Henry Ford, Hugh Chalmers, C. T. Jeffery, H. O. Smith, Col. Clifton, John N. Willys, Windsor T. White, Henry Chapin, H. M. Joy, Howard Marmon or others equally prominent. He may find them, but they will be so busy discussing important motor affairs with other big men that they cannot find much time to talk newspaper gossip at the show.

The old-timer swings into a hotel about 10 a. m., where he knows he will find some of these men, and it is not long before he is chatting with them from table to table. At noon he gets to the show and starts to round up the factory advertising men. A number of these visit the press room, but those that do not can be located through the in-

quiry channel whose devious ways are known only to the inner circle.

AD MEN ON THE TRAIL.

"Any one seen Drysdale, of the Cadillac?" will be heard.

"He's going to meet me at 2 downstairs," the inquirer will be told.

"Pelletier and Coler are at the Knickerbocker," some one says.

"Frank Campbell, of Cartercar, gets in this morning," remarks another.

"Winningham will be here all week."

"Lee Anderson was here a few minutes ago; gone to Chalmers booth."

"Ned Jordan and Harry Ford are bottled up tonight by the Boston high-brows."

"Paul Bruske, Frank Mooney, Jake Newmark and Garrison are at the As-

(Continued on page 627.)

AUDIT CONSOLIDATION

(Continued from first page.)

The auditing system to be employed in carrying on the work is to be decided upon by the permanent Board of Control. Upon this point the prospectus says:

"That a thoroughly competent body of auditors or outside auditing firms or both, to be determined by the Board of Control, be employed under the guidance of a highly qualified paid official to justly and fairly investigate quantity and quality of circulation and to give such further information to the membership of the association as will further both the interests of advertisers and publishers."

The organization will maintain executive officers in New York and Chicago, Mr. Whitman, the general manager, dividing his time between them. The first work to be done will be to secure new members. These are divided into three classes:

Class A—Advertisers: Annual dues \$200, payable in equal quarterly installments in advance. Members in this class to receive all reports, data, bulletins, yearly statistical volume, or other

service rendered by the organization.

Class B—General Advertising Agents: Annual dues \$300, payable in equal quarterly installments, in advance. Members to receive same service as Class A.

Class C—Publishers: Annual dues based on circulation. Payable in equal quarterly installments, in advance. Publisher-members hereby grant the right to the organization to examine any and all bills, papers and other records considered by the organization necessary to ascertain the facts with regard to circulation, how distributed and how obtained. Annual audit by the organization is guaranteed the publisher-member with privilege extended to him of republishing organization's full report on his publication to any advertisers (whether members or not of this organization), also permit to republish full data sheets of the organization regarding advertising opportunities in his locality or section.

A fund of \$100,000, derived from membership fees, will be required to carry on the work of the association.

The general management will be under the charge of the Board of Directors, consisting of two advertising agents, two newspaper publishers, two magazine publishers, one farm journal publisher, one trade paper publisher and nine national advertisers.

The organization committee consists of the following well known men:

Louis Bruch, chairman, American Radiator Co., Chicago; Curtis Brady, Woman's World, Chicago; B. D. Butler, Prairie Farmer, Chicago; Stanley Clague, Clague Agency, Chicago; F. R. Davis, General Electric Co., Schenectady; A. W. Erickson, the Erickson Co., New York; O. C. Harn, National Lead Co., New York; S. E. Leith, New York; Emery Mapes, Cream of Wheat Co., Minneapolis; M. C. Robbins, David Williams Co., New York; C. M. Rogers, Cleveland Plain Dealer, Cleveland; Jason Rogers, New York Globe, N. Y.; E. C. Schulte, Interstate Grocer, St. Louis; G. Von Utassy, Cosmopolitan Magazine, New York; Lefe Young, Jr., Des Moines Capital, Des Moines.

PORTER'S CARTOONS.

Boston Journal's Artist a Vivid Craftsman Whose Strength Lies in Deep Knowledge, Simplicity and Big Punch.

The newspaper cartoonist stands as one of the most powerful factors in the

States, advocating the election of Woodrow Wilson. These cartoons had a daily reading of several million and ran for ninety days. They were syndicated by the Adams Newspaper Service. "Phil" is a deep student of literature and history, and his knowledge, especially of American history, and the growth of the American democracy, is exhaustive. If there ever was a man whose



PHIL PORTER.

moulding of public opinion. Long after the printed words on a page fade away and are forgotten, the story told by the artist in picture form, lingers in the memory. The graphic editorial creates, in a few lines, a definite, striking impression, which no amount of words can convey.

Among the premier artists of the country Phil Porter occupies a deserving place. His pictures appeal, they create thought, stimulate action, mould opinion. Their strength lies in the simplicity of treatment and Mr. Porter's ability to get down to the very heart of a subject. His idea is to put one great, big "punch" into a cartoon through some central figure, which in-itself makes the picture.

Mr. Porter is a young man in his early thirties. At the age of seventeen he was cartoonist on the Detroit Free Press, and his cartoons, even at this age of his career, were copied extensively by other papers. He rendered good service in the part he took during the McKinley-Bryan campaigns, and later became cartoonist on the Chicago Journal.

For about four years Mr. Porter worked for the Boston Traveler. So effective were his cartoons in this paper for the election of Mr. Bryan that the present Secretary of State wrote a personal letter commending his vivid characterizations.

Mr. Porter is now doing splendid work for the Boston Journal. The most notable work of his career was during the last campaign when he handled a cartoon service for about fifty newspapers throughout the United

sympathies are with the plain people, Porter is that man. His cartoons have a wholesomeness about them and delicacy of humor that well re-enforces the strength and conviction in the central idea which makes up each cartoon in its draws.

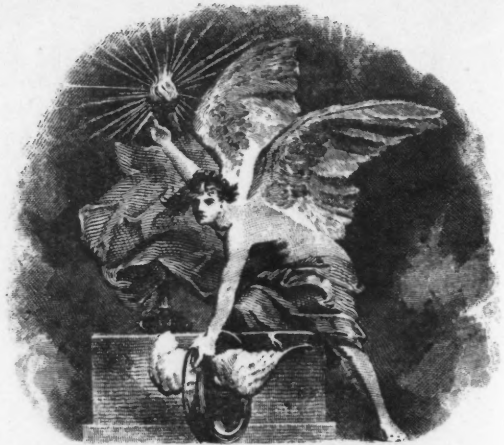
REID PURSUES BOLD BANDIT.

With G. V. Rogers He Rides Into Hold-Up and Both Trail Highwaymen Through Snow.

Ogden Mills Reid, editor of the New York Tribune, and who is also a deputy-sheriff, his brother-in-law, G. Vernon Rogers, general manager of the paper, surprised a masked highwayman last Sunday morning at Anderson Hill, near White Plains, N. Y., and started a pursuit that led them over the hills and through the woods of Westchester. The bandit was holding a pistol against the stomach of Arthur Bowcock, an employee of the Lawyers' Title Company, whom he was trying to rob.

Mr. Reid and Mr. Rogers were motoring toward Ophir Farm, the Reid country home, when, as they rounded the top of Anderson Hill, they caught sight of Bowcock, hands up, backing into the middle of the road. Confronting him with revolver levelled, was a roughly dressed man, masked with a red bandana handkerchief.

The machine was quickly stopped and Messrs. Reid and Rogers started unarmed after the highwaymen, who had taken to the woods after relieving Bow-



The Evening Bulletin

has pleasure in announcing that its net paid average circulation for the year 1913, was

291,868 copies a day

"A COPY FOR NEARLY EVERY PHILADELPHIA HOME."

*Philadelphia
January 5th 1914*

cock of \$10. The tracks of the bandit were plainly discernible in the snow. The pursuers followed the tracks for a mile or two and were later joined by Sheriff William J. Doyle and a posse. Early Monday morning, a suspect, Tony Carrali, was committed to the county jail at White Plains, to await action on a charge of highway robbery. The tracks made in the snow, when the bandit fled, led to Corrali's arrest. His walking boots fit the imprints made in the snow. He denies any connection with the hold-up.

"The Spirit of 1912"



ALONG THE ROW.

CAUSE AND EFFECT.

The copy reader wrote a head
Which brought forth lots of praise;
Then he put one upon himself
And stayed away two days.

NO ROCKEFELLER.

First Hack—"There is a book published which tells you of a thousand places where you can send manuscript. Why don't you get it?"

Second Hack—"Not for me. Heavens, think of the cost of postage for one thousand returns!"

FULL.

He sent his card to the City Editor, was admitted, and softly said: "I'd like a desk job—or something like that."
"I'm sorry," replied the City Editor, "but at present I'm full."
"Oh, very well," he returned, "I can call again some day when you are sober."

SO IT WAS.

"What building is that?" asked a visitor to a newspaper man who was showing him about, as he pointed to a dazzling white structure on the Row from which the odor of beans came with great force.

"That," answered the Scribe, "is the 'Sinkin' Building'."

LOSS AND GAIN.

The late Gen. Franz Seigel once owned a weekly paper in The Bronx called the "Tageblatt"—or something like that—and growing tired of it, sold it to a barber named Conrad who had literary ambitions. Several weeks after Conrad had purchased it a friend asked him how the Tageblatt was making out. "Fine," answered Conrad. "I lost two hundred subscribers last week." Then, seeing an amazed look on his friend's face, he added. "It was this way: They never paid, so now I'm saving money, for I don't print so many blatts."

GATHERING THE NEWS.

"I can't see," said the owner of a little German saloon patronized by newspaper men to one of the boys the other evening, "how it is that the papers get everything that happens—how they know about it so soon!"

"Oh, that's easy," said the scribe. "You see, it's like this: I cover Third avenue. Every morning I start from Harlem bridge and walk down to Cooper Union, stopping in all houses on both sides of the avenue to ask if anything has happened."

"Dot's a pretty long walk," said the saloon keeper, "but suppose something happens after you have gone?"

"In that case," explained the scribe, "I have to go back again."

WANTED REGULARS.

When the former Governor Dorsheimer was editor of the late lamented N. Y. Star he requested on one occasion his city editor to assign a certain reporter to a special story that he was interested in, but, unfortunately, the reporter had lingered too long on the Row the previous evening and was on the sick list. In some way Dorsheimer learned the cause of the man's illness, so he went to the city editor and said: "How often does this man get loaded?"

"Only about once in six months," replied the City Ed.
"Hum," replied Dorsheimer. "Hereafter only engage steady drinkers on the Star—men who get their little jag every evening and report for duty in the morning. The men who only hit it up once in six months are not to be depended upon."

FROM THE SKINNERSVILLE SIGNAL.

Henry Ford is to distribute ten million dollars among his workmen and has expressed the hope that other employers will do likewise. Right here we wish to announce that we do not intend to follow Ford's example. We have twenty reasons for not doing so, the first of which is that we have no profits, and the other reasons are crowded out for lack of space.

United Sunday Newspaper Magazines

NEW YORK WORLD

BOSTON GLOBE

ST. LOUIS POST-DISPATCH

PHILADELPHIA INQUIRER

SAN FRANCISCO CHRONICLE

PITTSBURG PRESS

CHICAGO INTER OCEAN

MILWAUKEE FREE PRESS

DES MOINES REGISTER & LEADER

INDIANAPOLIS STAR

SEATTLE POST-INTELLIGENCER

NEW ORLEANS STATES

SHREVEPORT TIMES

To "The Editor and Publisher":

The advertisement herewith is a reduced reproduction of a quarter-page advertisement of Burrowes Billiard Tables, which we inserted in the leading newspapers comprising the United Sunday Magazines. We consider this medium a most excellent one for reaching the great middle masses of the people, and the fact that we have renewed several times our orders shows what we think of the United Sunday Magazines.

Yours truly,

THE E. T. BURROWES COMPANY.

by H. H. Russell,

Secretary.

Jan. 20, 1914.

REHSE, WORLD CARTOONIST.

Macauley Dismissed After Nine Years Service Asks \$12,500 for Breach of Contract.

George W. Rehse is now drawing the leading cartoon which appears on the editorial page of the New York World. Charles R. Macauley, whose cartoons in the World during the past nine years, have given him international fame, did his last drawing for the paper on Saturday. Macauley brought action against the Press Publishing Co. in the Supreme Court Monday to recover \$12,500, which he alleges is due him on a breach of contract. Mr. Macauley says he was dismissed though he had fulfilled his part of the contract.

Mr. Rehse began his cartoon career on the Minneapolis Penny Press in the 90's on a salary that would make an office boy rebel. Later he joined the St. Paul Pioneer Press, where he did splendid service in the campaign against the ruthless destruction of the natural forests.

He tried St. Louis as a cartoon center for a short time, went back to the Pioneer, and then was lured to Paris, where he took a course in painting. After making some 8,500 quick flash sketches in one term, he returned to this coun-

try, well satisfied with himself as a cartoonist, and has been cartooning ever since.

Mr. Rehse takes his work seriously. The drawing of a cartoon is no easy task, he declares. A man in the cartoonist profession cannot be a repeater. Every day is a new job, and each new job must be a higher rung in the ladder of success, he says.

Mr. Macauley is one of America's best known cartoonists. He came to the World about nine years ago, from the New York Herald. Previous to that he was on the staffs of the Cleveland World, the Plain Dealer, the Leader and the Philadelphia Inquirer. During his long connection with the World his work has been of such a character as to win him world-wide recognition as a cartoonist and artist.

Plan National Newspaper Conference.

The executive committee of the Kansas State Editorial Association at its meeting in Topeka, Jan. 6, unanimously endorsed a plan to hold a four-day session of newspaper study at the University of Kansas, Lawrence, before going to the regular annual meeting at Manhattan, May 15 and 16. Simultaneously with the Kansas Newspaper Conference, a National Newspaper Conference will be held at which prominent State and

National editors will lead discussions on press problems. Four regular classes will be held in the mornings, sixteen classes in all, covering printing costs, advertising, news, and newspaper costs, accounting, and typography. The afternoons will be given up to a national newspaper conference, at which the vague and specific charges against the American press will be examined.

Country Editors Hurt by Ridicule.

At a meeting of the executive committee of the Missouri Press Association held at St. Louis Saturday, the following resolution was passed: "The press of the cities would render a great service and enhance the standing of country publishers as constructive forces in community affairs by devoting more space to items which advertise the progress being made over the state and less attention to grammatical errors or local matters which tend to bring ridicule upon the country press in particular and the rural districts in general."

Brown With N. Y. Deutsches Journal.

L. C. Brown, who has been on the advertising staff of the New York Evening Journal for several years, has been appointed advertising manager of the New York Deutsches (German) Journal.



\$1.00 DOWN

Play Billiards and Pool at Home

Every young man should know how to play Billiards and Pool, the most interesting, attractive and healthful of all indoor games.

Why not purchase a Burrowes Combination Billiard and Pool Table and become an expert at home?

Burrowes Billiard and Pool Tables

are used for home practice by some of the foremost professionals. They are beautifully constructed and scientifically correct to the smallest detail. They are adapted to the most expert play.

The most delicate shots, calling for skill of the highest order, can be executed with the utmost accuracy.

The Cost Is Trifling

You will be astonished to find how little it will cost to have your own Burrowes Billiard and Pool Table and how easy the purchase is made by our monthly payment plan.

Order a Burrowes Table and play while you are paying for it. Prices from \$15 up, on easy terms of \$1 or more down (according to size and style selected) and a small amount each month. Sizes range up to 4 1/2 x 9 feet (standard). Balls, cues, etc., free.

No Special Room Needed

THE BURROWES TABLE can be set on your dining room, library or living room table, or mounted on its own legs or compactly folding stand. A special system of adjustment insures a perfectly level table at all times. Only a moment is required to set up the Burrowes Table ready for play, or to take it down and set it out of the way. When not in use it occupies practically no room.

FREE TRIAL—NO RED TAPE

On receipt of first installment we will ship table. Play on it one week. If unsatisfactory return it and on the receipt we will refund your deposit. Write to-day or mail this coupon.

E. T. BURROWES CO.

22 Center St., Portland, Maine:

Please send catalog of Billiard Table offers.

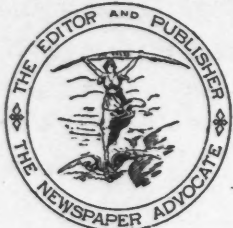
Name
Address

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By The Editor and Publisher Co., World Building, New York
City. Telephone, 4330 Beekman. Issued every Saturday. Sub-
scription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



The Journalist, Established 1884; The Editor and Publisher
1901. James Wright Brown, Publisher; Frank LeRoy Blanchard,
Editor George P. Leffler, Business Manager.

New York, Saturday, January 24, 1914

IS IDEALISM PRACTICAL IN ADVERTISING?

Many men in business still misinterpret the saying "Business is business" to mean that "Business" means getting the best of the man or woman on the other side of the counter.

Some of the better class business men pretend to deplore the fact that they cannot idealize their business; say they wish they could, but argue that it cannot be done. Here and there one finds big business, run by big men, in a big way, where ideals seem to dominate everything.

The biggest store in the world, almost double the size of the biggest store in New York, and doing fully twice as much business annually, is an organization of ideals much higher than any similar institution. This company operating it is called "The World's Greatest Merchandisers," and these merchandisers are idealists—particularly in their advertising. It pays them handsomely.

"The World's Greatest Newspaper," so styled, is very careful just what kind of advertising it accepts, and throws out enough business to support a great paper simply because of its ideals.

"The World's Greatest Weekly" is notoriously idealistic regarding its advertising, refusing to publish much "copy" that, were its ideals not quite so high, might be accepted.

"The World's Greatest Monthly," dominated by the same master mind, is so idealistic that it will not permit the use of the word "best" in an advertisement.

America's Greatest Jewelers are idealistic in advertising, and their advertisements, which are mere "space eaters" are considered jokes, by many, and still they do business.

Following ideals proves profitable if the follower is big enough to follow and live up to them. One of the greatest advertising men of whom we have a record is an idealist, and his idealism has been the cause of the success of many campaigns, as well as the failure of others. The failures were caused principally because his ideals were not lined up to or co-operated with by others.

No one who has ever tried to follow ideals will say that it is a "get-rich-quick" proposition, in advertising or any other line of human endeavor—but it is reasonably sure—if it is followed up.

It was a great many years ago that a young man from Vermont went west to grow up with the country. He "clerked" at first, and later went in with some other young fellows and began keeping store. In time the other "young fellows" dropped out, and he ran the business alone, according to his ideals.

Many years later another young fellow went to the same town and started another store. He was no idealist. Ideals were not in his way. He was "practical" and "Business is business" was interpreted in the old way.

Twenty years later the Vermont was dead and the other man had four stores, in three cities, and

the four stores combined sold as many goods as the Vermont's one store.

It happened that the New York papers, on Sunday, January 5th, 1914, contained an article regarding the annual report of the executors of the Vermont's estate, in which it was said to be worth \$200,000,000.00 and a notice that the other man's business was in the hands of receivers and the District Attorney was investigating things.

This story is being written with a pen manufactured by a firm of idealists, and they find it profitable.

Ideals are not a bad thing, provided they are the right ideals and are lived up to.

The failure of the Siegel Stores Corporation, owner of the Fourteenth Street Store and other establishments, calls to mind that the Fourteenth Street Store was last year convicted of fraudulent advertising at the instance of the Advertising Men's League of New York. The store had advertised \$90 to \$100 fur coats, Arctic seals, at \$47.50. It was proved in court that the fur was rabbit skin, sheared and dyed and was worth \$45.

THE LIBELING OF A KING.

In a letter to the New York Sun, George W. Wickersham, former Attorney General, expresses his profound regret that the United States Circuit Court of Appeals has decided that one who has been convicted of publishing a criminal libel is not guilty of a crime or misdemeanor involving moral turpitude within the meaning of the statutes of the United States which exclude from admission into the United States "persons who have been convicted of or admit having committed a felony or other crime or misdemeanor involving moral turpitude."

The case is that of Mylius, who, in a published article, charged the King of England with bigamy, a crime punishable by imprisonment, a fine of not more than \$500, or both. Mr. Wickersham states that the United States Supreme Court has declared that a crime punishable by imprisonment in a State prison or penitentiary is an "infamous crime." If a crime is infamous, contends Mr. Wickersham, it must involve moral turpitude.

"That the libel was published concerning the King of England and some of his family," he continues, "makes it none the less base. It is a somewhat novel thought that the King should be denied that protection of his reputation by law which is accorded to the meanest of his subjects."

WHAT NERVE!

Newspaper publishers who have announced their willingness to co-operate with advertisers and who have on numerous occasions, rendered valuable assistance in this direction, receive some novel and, at times, surprising requests. They are asked to run free readers, to canvass the local stores and find out whether Blank's Peerless Ice Cream Freezers are on sale, to solicit orders for goods from the merchants, to report upon the volume of sales made on a certain article, and to prepare and forward a list of people owning automobiles.

One of the nerviest ever made was recently sent to the newspapers by the Mahin Advertising Company, of Chicago, in behalf of the B. F. Goodrich Co., whose advertising it handles. It appears that the latter company had prepared a four-page sheet, newspaper size, filled with tire advertising under the title of "Goodrich Safety Tire News." In their letter of request for co-operation they say:

"We know you are out to give us the most efficient co-operation you can. Because, if possible, you want to prove yours the most profitable medium on the list. * * * Every automobile dealer in the territory in which the respective publication circulates should receive a copy of this Safety Tire News, and the best way we know of reaching them all is to get you to send these out for the B. F. Goodrich Co. We feel that each paper on the list should be able to take care of from 500 to 1,000 copies. How many will you send out without expense to the B. F. Goodrich Co.?"

Instead of using the columns of the several newspapers to reach the dealers in their respective

territories, which would, of course, cost money, the Goodrich Company wants the newspaper publishers themselves to distribute their advertising sheets, "without expense to the B. F. Goodrich Co." In other words they desire to secure the benefit of the publisher's knowledge and position in the community without paying for it.

Do you suppose there are many newspapers that will co-operate with the Goodrich Company to the desired extent? Doubtless there will be a few—those who are not running their business for the purpose of making a living but for the sake of passing away their time—who will distribute the advertising matter, and thus save the B. F. Goodrich Co. a considerable amount of money; but all the other publishers will either drop the request into the waste basket and forget all about it, or they will write a letter either to the agency or the B. F. Goodrich Company that will make its hair curl.

AS TO CIRCULATION IN CHICAGO.

Chicago Examiner, Chicago, Jan. 15, 1914.
THE EDITOR AND PUBLISHER:

On the editorial page of EDITOR AND PUBLISHER of January 10th appears an editorial which does a grave injustice to the Chicago Examiner. This editorial states that the Chicago Tribune's net paid city circulation was greater than the combined net paid city circulation of the other two morning newspapers. This claim of the Tribune is absolutely false.

As a matter of fact, the Chicago Examiner sells more newspapers in Chicago, every morning of the year than does the Chicago Tribune. Further, the Chicago Sunday Examiner sells in the City of Chicago at least 50,000 more newspapers every Sunday than does the Chicago Sunday Tribune.

The Chicago Examiner has invited the Association of American Advertisers to investigate our circulation, particularly our city circulation, as we intend to prove, once and for all, that we are supreme in this city in the morning field.

Up to the present time the Tribune has not accepted our invitation to open up its circulation books and records to the Association of American Advertisers at the same time we do, and it looks at the present time as if the Examiner will have to have the investigation all by itself.

A. H. MESSING,

Advertising Manager.

[The editorial to which exception is taken was based upon the statements presented by publishers in the same issue of THE EDITOR AND PUBLISHER, in which it appeared. Pains were taken by the writer to make it plain to our readers that we were discussing the records of achievements as set forth in the advertisements made by the newspapers themselves, and not upon the results of any investigations of our own.—Ed.]

EDITORIAL COMMENT.

The consolidation of the Advertising Audit Association and the Bureau of Verified Circulations under a joint title presents what is believed to be a most satisfactory solution of the hitherto vexatious circulation verification problem. It was senseless to have two organizations performing identically the same work. Now with only one in the field, and that receiving the hearty support of all persons whose interests are involved, the way seems clear for standard audits that will be received everywhere without question. The executive staff will be composed of experts and not of inexperienced auditors and the examinations made will be critical and exhaustive.

ADOLPH S. OCHS, proprietor of the New York Times, owns a valuable Pekingese dog, named Foo Foo. The other day Foo Foo strayed away from home and could not be found. Did Mr. Och's supinely sit down and bewail his misfortune? Not to any noticeable extent. He advertised the loss in his own paper and also in the Herald and got the dog back, slightly grimy, it is true, but still in excellent condition. The Herald claims the credit of finding Foo Foo and in an editorial declares that "no one shall kick Mr. Och's dog around if the Herald can help it." A vigilant policeman and an ash collector, however, have both filed claims for the offered reward for the dog's recovery.

PERSONALS.

William Randolph Hearst returned on Monday from a week's pleasure trip in Canada.

Melville E. Stone, general manager of the Associated Press, will address the members of the Southern Division at Mobile on Feb. 17. He is also scheduled to speak before the members of the Ohio State Dailies at their annual meeting in Columbus on Feb. 20.

E. A. Jonas, formerly publisher of the Henderson, (Ky.) Journal and for the last five years engaged in newspaper work in Louisville, has been appointed associate editor of the Louisville Herald.

Frank E. Langley, publisher of the Barre (Vt.) Daily Times, has announced his candidacy for Mayor in the coming election.

W. E. Fairchild has resigned as business manager of the Philadelphia Evening Telegraph.

John Temple Graves, editor-in-chief of the New York American, addressed the Rochester, (N. Y.) Chamber of Commerce last Wednesday. Mr. Graves is a leader of the Navy League of the United States and his address dealt largely with the navy.

Robert D. Towne, editor of the Scranton (Pa.) News, is a likely candidate for Congressman-at-Large on the Progressive ticket.

Charles A. Havens, for many years editor and publisher of the Kokomo (Ind.) Despatch, has been appointed postmaster of that city at a salary of \$3,200 a year.

Harvey Ingraham, editor of the Des Moines (Ia.) Register and Leader, has been re-elected president of the Great White Way Association of that city.

Kenton C. De Long has become editor and manager of the New Lexington (Ky.) Herald. He was formerly connected with the Crooksville (O.) Times-Record.

Rollo Oden, editor of the New York Evening Post, is an enthusiastic golf player. He was among those who recently foregathered at Pinehurst.

GENERAL STAFF PERSONALS.

Howard C. Kigley, who has been the Southern California feature writer of the Orchard and Farm, of San Francisco, during the past year, has resigned in order to devote more time to magazine specials, as a free lance writer. Mr. Kigley is a regular contributor to the San Jose, California Associated Farmer, the Western Empire, of Los Angeles, and a special contributor to the Los Angeles Times and the Los Angeles Examiner.

C. W. McMorran, a New York newspaper man, and a member of the New York Press Club, is in San Francisco for a few weeks, where his son, Russell, is a patient in the St. Francis Hospital.

James W. Foley, the South Dakota poet-humorist, who used to sell the Saturday Evening Post large wads of verse, is giving readings in Southern California, mainly for the purpose, it is surmised, of dodging the snow-drifts of his native heath.

Russell E. Smith, formerly of the Cavalier, and later with the New York World, is to take up his residence in Los Angeles, with his family, the last of the present month, where he is to write scenarios for the Mutual Film Company.

James T. Sullivan, who contributes to this issue a valuable article on the outlook for automobile advertising this

season, was formerly vice-president of the American Press Humorist's Association and at present looks after the automobile interests of the Boston Globe. Mr. Sullivan, who is a Harvard graduate, has taken an active interest in sports for ten years. He has been a boxer, starter, timer, umpire and referee.

E. A. Sproul, formerly advertising manager of the Pueblo (Col.) Chieftain and previous to that connected with the ad department of the Denver News-Times, has been appointed manager for Colorado of the United States Life Insurance Company.

T. A. Daly, poet and press humorist, of Philadelphia, was recently heard from at Detroit, where he addressed a large audience on "The New Neighbor," a philosophical discourse replete with merriment.

Homer Croy, the magazine and special writer, of New York, is expected to arrive in Los Angeles about Feb. 1 en route to China, where he is to gather material for a series of articles for Leslie's Weekly.

Edmund Vance Cooke, pencil pusher, and platform humorist, is making a lecture tour of the Northwest.

E. K. Leach has been made advertising manager of the Philadelphia Evening Telegraph. He was until recently with the Oakland Motor Company in a managerial capacity. He has also been connected with the Philadelphia North American.

Miss Anna Forsyth, a writer for Chicago and New York newspapers and author of "Seven Times a Servant," has been appointed a policewoman at Aurora, Ill., standing highest in a competitive examination.

William P. Helm, Jr., formerly with the Associated Press, and before that city editor of the Newark, N. J., Star, has been made editor of Pathe's Weekly, New York.

George Morris, for three years with the Memphis (Tenn.) Commercial-Appeal, is now on the editorial staff of the Nashville Banner.

IN NEW YORK TOWN.

Davison Brown, Jr., for many years in charge of the automobile advertising of the Sun, has resigned. He is succeeded by E. T. C. Sharpes, the automobile editor, who will also take charge of the auto advertising.

R. L. Goldberg, "I'm-the-Guy," cartoonist of the Evening Mail, was recently tendered a banquet at Atlanta, where he appeared at a local theatre. It was a great "blow out" and all the big news men of the city turned out to make "a little fuss about the good fellow."

G. S. Kaufman, who at one time assisted F. P. A. and his column in the Evening Mail, and later deserted to run one on his own account and responsibility in the Washington (D. C.) Times, has now joined the reportorial staff of the Tribune, where he will be in close touch with his maestro.

Miss E. N. Von Cleappe has joined the advertising staff of the Sun, in charge of the pictorial magazine section. She will also assist in the school and college department.

Julian Harris has been appointed Sunday editor of the New York Herald. He was formerly general manager of Uncle Remus' Magazine, and for several years on the editorial staff of the Atlanta Constitution.

Harold Phelps Stokes, of the Evening Post city staff, is now Albany correspondent of that paper.

WASHINGTON PERSONALS.

Gen. Robt. M. McWade, who is now the correspondent for a number of prominent Latin-American newspapers, has recently added the Cincinnati American and the St. Louis Star to his list.

John E. Smallwood, the popular city editor of the Washington Star, has been elected a member of the board of governors of the National Press Club.

Royal O. Roberts has come to Washington to represent the Kansas City Star and Times.

Henry L. Palmer, for fourteen years city editor of the Indianapolis News, has joined the Washington staff of the Associated Press.

Hugh B. Miller, of the Chicago Examiner, and Mrs. Miller have returned from an enjoyable trip to Panama.

Sumner M. Curtis, chief of the Chicago Record-Herald Bureau, has been elected a member of the famous Grid-iron Club.

James D. Preston, the efficient superintendent of the Senate press gallery, is compiling a complete history of the press galleries of Congress. His data goes back to 1802, when the press galleries were organized.

Philander Johnson, dramatic editor of the Washington Star, has added a new column to his paper entitled "Just Human Nature."

Oswald Shuette, correspondent of the Chicago Inter-Ocean, and Leslie's Weekly, has just returned from a two weeks' visit to the home office.

PUBLISHER'S NOTICE.

Advertising Rates: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 146 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

BUSINESS OPPORTUNITY

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-BIBBLE COMPANY, 71 West 23d Street, New York.

HIGH-GRADE NEWSPAPER PROPERTIES bought and sold. G. E. BARROWS, 141 Broadway, New York City.

MISCELLANEOUS

MANUSCRIPTS typewritten neatly at fifty cents a thousand words. Good work. Punctuation and spelling correct. HAZEL SAUVE, Iron River, Wis.

DAILY NEWS

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

LINE TYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

\$3,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

\$25,000 CASH

in bank, which will be used as first payment on most attractive New England, New York or Pennsylvania newspaper property offered. Proposition I. R.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

SITUATIONS WANTED

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

ONE OF THE BEST equipped and highly trained newspaper managers in the country would purchase small interest in daily newspaper with possibilities or would manage for owners. He is not only familiar with every editorial position but understands practical side of mechanical departments and has administered business office and circulation department of one of important publications in the nation. Knows most modern efficiency methods of publication. Is one of the hard workers in the field. Leaving present position, regarded as a most desirable one, because he thinks he can make more money. Possesses unusual ability as an executive and knows how to get value out of every dollar spent in operating expense. Not a cheap man, but wants to locate with publication where his efforts, energy, honesty and ability will become a large asset in the future. Is more interested in earning an interest in a good property than in working for a high salary. Address "WORKER," care *The Editor and Publisher*.

ANY PUBLISHER contemplating direct representation from the home office, and requires the services of a thoroughly experienced advertising solicitor, covering a period of over ten years among Advertisers and the Advertising Agents in the Eastern field. Address "C." care *The Editor and Publisher*.

DO YOU WANT a Circulation Manager who has a practical knowledge of delivery, distribution, mailing room, and the accounting department. Familiar with up-to-date promotion work. With Metropolitan papers eleven years. Ready to go to any city at his own expense. Address "D., 1163," care *The Editor and Publisher*.

YOUNG MAN, eighteen years old, good appearance, accustomed to meeting business people, wants a position in New York City. One year's experience in general advertising agency, worked in checking, shipping, forwarding and accounting departments, useful in either general, or special agency or newspaper office, or advertising department of mercantile house. Reference, present employers. Salary, \$10.00 a week. Address "D., 1161," care *The Editor and Publisher*.

DESIRE POSITION as Business or Advertising Manager, prefer paper that is in need of more recognition; will invest some money if necessary. Employed at present. Satisfactory references. Address "D., 1151," care *The Editor and Publisher*.

WANTED.—By a good sober, reliable married man, a position as stereotypier. Ten years' experience. Best of reference furnished upon request. Address B. 1166, care *Editor and Publisher*.

ADVERTISING MEDIA

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

FOR SALE

WRITERPRESS for sale at a great sacrifice. Cost, \$250 little over a year ago, and will sell it for \$75 if taken at once. In best of repair, has several extra fonts of type, almost a new ribbon, guaranteed to work. Apply to "D., 1162," care *The Editor and Publisher*.

The **GLOBE** offers you two margins over any other paper in the high-class New York evening field.

More **NET CASH CIRCULATION** (Yearly Average).

Less cost per thousand circulation.



The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns. If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

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

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item.....53,901
The Daily States.....32,532
The Times-Democrat.....25,242
The Picayune.....20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

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

THE FOLLOWING CIRCULATIONS have recently been certified by the audit of the American Newspaper Annual and Directory:

ALBANY, N. Y.

Knickerbocker Press, Daily, 32,820
Knickerbocker Press, Sunday, 25,343

PHILADELPHIA, PA.

Farm Journal, Monthly, 821,554

LIVE AD CLUB NEWS.

Election of officers for the year and discussion of plans for the coming meeting of the State Association occupied the members of the Dallas Ad League at its weekly meeting in the Oriental Hotel. With one exception all officers of the 1913 administration were re-elected. Richard Houghton was re-elected president; H. W. Kennard, first vice-president, and L. I. Lorch, second vice-president. The exception was in the office of secretary-treasurer held by W. R. Patterson. J. H. Payne was chosen as his successor. Dan G. Fisher was re-elected to the board of directors and W. C. Barrickman as a new member of the board. The league is in excellent condition financially and now has 230 active members.

E. E. Edwards, local manager for the Byron G. Collier Company, a street car advertising syndicate, was elected president to the Ad Club of New Orleans at a meeting of the board of directors last week. R. Du Montluzin was chosen vice-president and L. F. Beauvais, secretary and treasurer. The board of directors appointed at the third annual meeting of the organization recently are: Joseph A. Blythe, H. E. Graffman, Louis Reuter, Fred Meyers and M. Caldwell.

H. E. Beverage, advertising manager of the Armstrong Manufacturing Company, addressed the members of the Waterloo, (Ia.) Town Criers Ad Men's Club at their weekly meeting. His subject was "Constructing an Advertisement," and it proved highly interesting and instructive. All of the members present entered into a general discussion of advertising as especially applied to the local field at the conclusion of Mr. Beverage's address. Many valuable points were brought out for the benefit of Waterloo advertisers in this discussion.

Advertising men have accomplished more for honesty in advertising during the year just closed than has been done by men in any other profession, declared James S. Knox in an address before members of the Cleveland Advertising Club at their weekly luncheon. Mr. Knox spoke on "Advertising and Salesmanship." Complimenting the Cleveland advertising men upon their efforts to work with the sales organizations of their companies, Knox declared the failure of many business organizations could be traced to the failure to secure this relation. George W. Kinney presided.

"The newspaper is undoubtedly the best means of advertising," declared Miss Edith F. Robertson, secretary of the Lancaster Y. W. C. A., in an address before the Lancaster, (Pa.) Advertisers' Club. A number of women had been invited by the Ad Club to give their impressions of advertising and the ad writers received many good pointers: "Let your ads answer the questions that are put across the store counters every day to the clerks," said Miss Robertson.

Members of the Duluth (Minn.) Ad Club met last week, and elected officers for the ensuing year and laid plans for a campaign along educational lines. Greater vigilance will be used in judging ads during the coming year, accord-

ing to new officials. Felix Seligman is the new president of the association; W. B. Robinson, George Lorentz, C. H. Steele, vice-presidents; Lawrence Davis, secretary, and T. C. Clark, treasurer. J. R. Hamilton, retiring president, read his annual report, telling of the work done by the club during the season just passed.

Plans were completed by the Advertising Men's Club, of Elizabeth, N. J., at a meeting held last week for a big dinner to be held on Lincoln's Birthday, Feb. 12. It is planned to make this the most successful affair of the kind yet held by this organization. William Sef-ton, president of the club, will preside at the dinner. John Wetmore will probably act as toastmaster.

OBITUARY NOTES.

JAMES D. LANDIS, one of the owners and editor of the Lancaster (Pa.) New Era, died at sea Saturday of typhoid fever. Accompanied by his wife and niece, he sailed from New York two weeks ago for a trip around the world, expecting to return in May. He was not in good health, and it was believed that a sea trip would benefit him. Mr. Landis was active in Republican politics, and was a delegate to the National Convention in 1900. He was born in Lancaster 51 years ago.

SIR JOHN DUNCAN, J. P., part proprietor of the South Wales Daily News, South Wales Echo and Cardiff Times, is dead. He ruptured a blood vessel during an attack of seasickness while crossing the Channel recently. Sir John was born at Edinburgh in 1846. He was noted for the special interest he took in educational matters relating to Wales and Cardiff. He was a member of many boards and societies and was also identified with news gathering associations. He was a very extensive traveller and made several trips to the United States.

BENJAMIN BOWEN, 67 years old, formerly circulation manager of the Philadelphia Evening Telegraph, died at St. Joseph Hospital in that city, Jan. 10. C. F. W. Bowen, secretary and treasurer of the Evening Telegraph, is a brother.

DAVID HERBERT ALLEN, for years one of the best known editors of weekly papers in West Florida, died last week in Los Angeles, Tex., from a disease of the throat. He was president of the West Florida Press Association and editor of the Milton Gazette.

PROF. RUDOLF GENEZ, died at Berlin Monday. He was born in 1824. In 1859 became editor of the Danziger Zeitung, and in 1861, of the Coburger Zeitung. From 1865 to 1887 he lectured on Shakespeare's works in the leading university centres of Germany. Prof. Genez wrote extensive biographical and critical works on Mozart, Goethe, Bismarck, Schlegel and other prominent figures in German history.

MRS. HELENA FLYNN, the widow of Mr. Edward T. Flynn, formerly of the New York Herald and of the Evening Telegram, died Jan. 14, in her sixty-ninth year, of pneumonia.

BENJAMIN HOLT TICKNOR, formerly a member of the old-time publishing house of Ticknor & Fields, died at Boston, Jan. 16. Mr. Ticknor was born in 1842 and was graduated from Harvard in 1862.

JAMES A. KENNELTY, 44, foreman of the mail and delivery department of the Brooklyn Eagle, died Jan. 16, at his home in Brooklyn.

Publisher Brush Entertains Staff.

In observance of the 25th anniversary of The Salem (O.) News, Publisher L. H. Brush and wife entertained the entire force of the paper, from managing editor down to "devil," at dinner at their home Saturday evening, January 10. The honored guest of the evening was William Helman, foreman of the composing room, the only employe who has remained with the News during its entire 25 years of existence. An "anniversary extra," prepared by R. W. Hawley, news editor, was delivered at the banquet table as a complete surprise on the entire force.

THE PITTSBURG PRESS

Has the **Largest**

Daily and Sunday

CIRCULATION IN PITTSBURG

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

THE EVENING MAIL has shown a consistent gain in lines of advertising printed for a period of more than six years—this in spite of a strict censorship of advertising not maintained by other newspapers.

The Evening Mail

203 Broadway New York

482,503 Lines Gain in 1913

The New York Times is the only one of the five New York morning newspapers leading in volume of advertising which made a substantial gain in volume in 1913.

The New York Times's gain of 482,503 agate lines is equivalent in space to more than 1600 New York Times columns, or more than 200 pages the size of The Times.

A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. KANSAS CITY. CHICAGO.

Get the Best Always

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York
HORACE M. FORD,
People's Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST Circulation NET PAID

H. M. PINDELL, Prop.
CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

AUTOMOBILES AD TIPS.

(Continued from page 621.)

tor," settles the hunt for Studebaker, Hupmobile, Oakland and Auburn men. So the information is passed until one knows where to find Pete Willis, G. H. Bryant, John Kingman, H. H. Hower, and all the other live ones from the factories. Then the hunt is on to have a chat with them and get an idea of conditions. Many of these men were former automobile reporters, and they have not swelled up over their new jobs. So the men who are still in harness call them by their given names and they get the same greeting. The day may pass without locating some of them, and also the evening. But the hunt grows warmer when the theatres are out and the show is ended for the night. Then the big dining-rooms of the hotels fill up and a few places like the Astor and the Biltmore seem to catch the crowd.

THE NIGHTLY ROUND.

Midnight finds the motor writer first at one table, then another sipping with this fellow and that one sometimes in a night drinking with a dozen or so of those he is seeking. He is on the job until daylight, when he takes a taxi to his own hotel for a few hours' sleep to go all over it again. But when the week is ended he knows pretty well how many cars a company is going to produce this year; how much will be spent in advertising, and he does not have to worry much about his share—if he is one of the right sort—for he is remembered when the right time comes.

But there are a lot of new cars being brought out and they get an introduction at New York. Many of the men in these companies are fellows who were with others in past days, so it does not take long to get a line on the situation. Along about Friday a few of the good fellows get together for a "clearing house," as they term it, when they exchange their gleanings. If one man has missed seeing some one, the other fellow hasn't and tells him what was said. The game is played on the level and the tips exchanged are valuable. It costs the papers some money, of course, for these men are good mixers, and they have to do their part of the general entertaining. The motor officials also pay their share, so there is no case of sponging. It is worth the price, for not only do they get some idea as to the advertising, but also the companies handling it and even the men in the advertising agencies that look after the account. The Chicago men go back primed for their show and the Boston men begin work preparing for the last of the big exhibitions.

LESS BIG COPY IN 1914.

It is probable that there will be a falling off in some of the big chunks of copy this year, although local conditions may bring out some, as New York did with its full-page Lozier and Maxwell. Some of the makers intend to do more newspaper and less magazine advertising this year. There will be more small pieces of copy out. In other words advertising will be more continuous. The new Maxwell line will mean more copy; the Overland appropriation has been increased; the Jeffery account will be large; Chalmers is to spend more, and so will the Hudson. Studebaker has always been big and it will be so this year. The big increase in General Motors profits means much Cadillac, Buick, Oakland, Oldsmobile and Cartecar business. There will be more G M C truck copy. Abbott and Paige copy will be fairly large in 1914. The Lozier plans are not all settled, local conditions determining the size; and this is true of some of the Hupmobile ads.

There is more Haynes advertising than in the past, and the Regal will spend as much this year. The Imperial copy will be increased. The Mitchell account will exceed last year's, and the Jackson should be bigger. Ford's account will not diminish. The coming of the Saxon car means new copy, and it will be generous. The new Lincoln at

THE YEAR
The Evening Star
Washington, D. C.

CAUSE
Circulation

Net Daily Average Year 1913 . . .	65,641
Nearest Competitor December, 1913 . . .	41,569
Present Lead . . .	24,072

EFFECT
Advertising

	LINES
The Evening and Sunday Star . . .	10,753,741
2d Newspaper	6,282,468
3d Newspaper	5,752,242
4th Newspaper	3,465,865

"The proof of the pudding is in the eating"

<p>Dan A. Carroll Special Representative Tribune Bldg., New York</p>	<p>W. Y. Perry Special Representative 1st Nat'l Bank Bldg., Chicago</p>
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Detroit will spend some money, too. The Imp, one of the cyclecar contingent, is already being advertised. There are other cyclecars that are planning campaigns.

The Auburn car is getting into the factory advertising class. The new Lewis will soon be doing something. The Chevrolet will continue the start it made last year. The Chandler copy, now out, represents new business. The refinancing of the Cameron will place copy in the papers. The Case is increasing. The Kisselkar did well last year and it will do more in 1914. The Krit is now going better, which means more lines. Locomobile copy will be as good as usual. The new Marmon car will mean more lines, but placed locally. Metz has increased its appropriation as a result of winning the Glidden trophy. The Moline-Knight is a new motor adopted by an old company and its record-breaking test in New York provided additional new copy at the show. As soon as agencies are placed other cities will get some. The new National will bring increased business.

A good company to watch will be the Palmer Singer. Its new motor will be well advertised. The new motor on the Premier has been responsible for increased advertising now, with more to come. Peerless is always a consistent advertiser. So is Packard. The Partin-Palmer is a new comer that is advertising. The Reo campaign is going on now. Pierce Arrow copy is placed by local dealers. The Stearns made a lot of money last year and spent a good bunch in the papers, and it will do it again. Stevens Duryea is good for very

sizeable pieces of copy. The rotary valve motor on the Speedwell is being advertised now. Velie has plenty of money and some big chunks are being spent by it now in show numbers. The White will do more newspaper advertising this year than in 1913, stretching it over a longer period. So will the Winton. The Indian motorcycle is spending money more freely now. So is the Weed chain company. The big tire companies are not represented in the motor shows, and so their campaigns at show time will not be as big as a year ago when there were pages out, but the copy will be cut up and distributed over a longer period.

INCREASE IN ELECTRIC ADVERTISING.

One of the most promising fields is the electric. The formation of the Electric Vehicle Association of America, with its sections in New York, Chicago, Boston, Philadelphia and other places, has started the development of a field for pleasure cars and trucks of this power. Already the electric advertising has taken a jump some thousands of lines, and it is bound to do better, for the Edison Company is co-operating with the dealers in cars and trucks.

Another field bound to bring advertising is the commercial vehicles that are gradually worming their way into the business world. The motor business is settling down to a commercial basis where the competition is growing keener each year. This means a higher type of salesmen, quick-thinking factory officials and dealers, and regular advertising, not as it was in 1913, a year of phenomenal splurging by which the weaker companies were forced to drop out.

PRESS ASSOCIATIONS.

The North Texas Editorial Association held its annual convention at Greenville, Tex., Jan. 16 and 17. Addresses were made as follows: "My Method of Handling the Weekly Subscription List," Walter R. Wilson, McKinney Courier-Gazette; "The Value of an Ad League to the Newspaper," J. H. Akers, Greenville Herald; "The Value of Local News to the Weekly Newspaper," R. W. Fanning, Sulphur Springs Gazette; "How Do I Secure and Hold Live Country Correspondents?" E. B. Comstock, Bonham News. A "possum and tater" banquet followed the sessions.

Members of the San Antonio (Tex.) Press Club met last week, adopted amendments to the constitution that will promote the growth of the organization, appointed special committees and transacted other business. A luncheon was served. The meeting was presided over by President Vories P. Brown, while Secretary Charles G. Norton kept the minutes. It was the unanimous sentiment that the Dungeon, in which all the club's furniture and a valuable player-piano were destroyed by the flood, should be renovated and new furniture installed.

The mid-winter meeting of the New Jersey Press Association is to be held Feb. 2 at the Hotel Windsor, Trenton. Senator Albert B. Cummings of Iowa and Dr. Talcott Williams, director of the School of Journalism at Columbia University, will address the editors.

The Lancaster County (Pa.) Editorial Association met at Lancaster last week and after discussing newspaper problems elected the following officers for the ensuing year: President, Silas E. Bard, Denver Press; vice-president, W. O. Cake, Terre Hill Times; secretary-treasurer, Howard Reynolds, Quarryville Sun; executive committee, John G. Zook, Lititz Express; C. R. Martin, New Holland Clarion; H. C. Carpenter, Lancaster Intelligencer.

The Massachusetts Press Association met at the United States Hotel, Boston, last week and elected the following officers: Robert S. Osterhout of the Hudson News, president; William White of the Mansfield News, Albert Vittum of the Beverly Times, T. P. Wilson of the Winchester Star, vice-presidents; William J. Hefferman of the Spencer Leader, secretary; John Temperly of the Newton Town Crier, treasurer; J. Alex Lodge of the Manchester Breeze, auditor; Capt. C. C. Doten of the Old Colony Memorial of Plymouth, historian.

The Southern Oregon Editorial Association was organized last week at a meeting of editors at Roseburg. A committee consisting of J. K. Coe, of the Glendale News, Lee Wimberly, of the Roseburg Review, and Carl D. Shoemaker, of the News, was appointed to draft a constitution and bylaws. The next meeting of the association will be held at Grants Pass.

Uplift in newspaperdom will occupy the members of the Minnesota Editorial Association when they meet at Minneapolis Feb. 19 and 20 for the 48th annual gathering. Among addresses so far scheduled are: "Teaching Journalism in the University," President George E. Vincent, University of Minnesota; "What's the Matter With the Newspapers?" E. L. Clifford, advertising manager of the Minneapolis Journal; "How to Make a Better Newspaper," Allen D. Albert, the Minneapolis Tribune.

Illustrated News Co. Incorporates.

The certificate of incorporation of the Illustrated Current News of New Haven, Conn., was filed with the Secretary of State at New Haven last week. The company is capitalized at \$10,000 and will begin business with that amount. The incorporators are Frank Kenna, Edgar S. Brown and Robert E. McGrail, all of New Haven.

FLORIDA WEEKLY

In one of the most desirable residence towns of the State. Gross business of \$10,000 per annum, net earning of \$3,000. Good equipment. Price, \$10,000; half cash, balance easy terms.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

We can increase your business — if you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

The motto written on our banner is — RESULTS COUNT.

218 West 42nd Street New York

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPER PLANTS

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.

1 Madison Avenue, New York City, U. S. A.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

NEW HAVEN PUBLICITY BILLS.

C. W. Barron Explains Some of the Road's Advertising Expenses.

Certain expenditures of the New York, New Haven and Hartford Railroad were taken up at a hearing before the Public Service Commission at Boston last week. Clarence W. Barron, a publisher, who had charge of much of the railroad's advertising, was one of the witnesses called. He explained that payments of \$95,650 to the Boston News Bureau and \$63,477 to Doremus & Co. of New York, advertising agencies in which he was a partner, were for display advertisements in daily newspapers. On its so-called "Sail-from-Boston" advertising campaign the railroad spent \$40,000.

The employment by The Associated Press of E. W. Prescott was explained by Edward McKernon, the Boston correspondent of that organization, who had asked to be heard. At an earlier hearing Mr. Prescott, who conducted a news bureau at the State House, had testified that he had been employed by several newspapers, The Associated Press and the New Haven Railroad system.

Mr. McKernon said that Mr. Prescott's activities for the association were confined chiefly to notifying the office of spontaneous news at the State House in the absence of its regular legislative reporter. This was done by telephone. He said that Mr. Prescott had not written news articles for the association, and not a line of his matter concerning the New Haven ever had been used on its wires. The arrangement with him was terminated the day the office learned of his corporation affiliations.

Tribune Associates Dine Burdick.

George Burdick, who has been city editor of the New York Tribune for five years, and was transferred early this month to the Wall Street Bureau, was dined at the Press Club Saturday night by his associates on the paper. Ogden Mills Reid, editor of the Tribune, as toastmaster, paid a tribute to the industry, loyalty and high ideals of Mr. Burdick. Others who reviewed his work on the day city desk and wished him luck in his new field were William A. Orr, city editor; E. A. Fletcher, night editor; G. Herbert Daly, sporting editor; H. E. Krehbiel, musical critic; Royal Cortissoz, art critic; Willis Fletcher Johnson, editorial writer; G. V. Rogers, general manager, and Arthur S. Draper.

Woman's Suit Against Bennett Fails.

Juliette Schettler's suit against James Gordon Bennett, proprietor of the New York Herald, in which she asserts that she is Mr. Bennett's daughter, came up before the court at Nice, Wednesday. The court declared that it was not competent to deal with the case as Mlle. Schettler had brought a similar suit in the Paris courts and it was non-suited. The suit was brought at Nice, as Mr. Bennett's legal residence is given as Beaulieu.

Scranton Controversy Still Raging.

The controversy that has been raging between Robert D. Towne, editor of the Scranton (Pa.) Daily News, and Joseph Odell, editor of the Scranton Tribune-Republican, is growing warmer and more critical. Open letters in bold faced type, pro and con, have appeared in the opposition papers. In Saturday's issue of the News, Mr. Towne invites the creditors and receivers of the Tribune-Republican to meet George B. Markle, Thomas Robbins and Gifford Pinchot, as a committee to pass upon the entire matter.

First Pacific Coast Laundry Monthly.

The Pacific Laundryman, issued monthly, the only paper of its kind on the Pacific Coast, has been started by Albert G. Stamm, a former St. Paul newspaperman, more recently connected with Seattle trade journals. The publication will feature western laundry news and will be published at Seattle.

Senate Committee Unseats F. P. Glass.

The United States Senate Committee on Privileges and Elections, by a vote of 7 to 3, last Saturday, unseated Frank P. Glass, editor of the Birmingham News as Senator from Alabama. Mr. Glass was appointed by Governor O'Neal after the adoption of the Constitutional amendment providing for the popular election of Senators, to fill out the unexpired term of the late Senator Johnston.

Pulitzer Company Creditors Meet.

A meeting of the creditors of the Pulitzer Publishing Company, which published the Welcome Guest, was held on Jan. 16 at the office of Peter B. O'Neely, referee in bankruptcy, at 68 William street. Sixteen claims were filed and John A. Morrison was elected a trustee, with a bond of \$1,000.

Lincoln Steffens Wins \$500 Prize.

Andrew Carnegie, Jack London, and James Keeley, judges in the Metropolitan Magazine Shaw contest, have awarded a \$500 prize to Lincoln Steffens of this city for the best reply to Bernard Shaw's "The Case for Equality." It is announced that there were 3,000 contestants, and that in addition to the prize Mr. Steffens receives 15 cents a word for his winning letter.

Hot Contest Over Official Newspapers.

There is a hot contest in Harrison County, Ia., over official newspapers. Publishers of the different county papers submitted sworn statements as to circulation at Logan, Ia., last week before the supervisors to secure the county printing. The Woodbine Twiner gave a circulation of 1,206; the Logan Observer, 1,161; the Logan Gazette, 1,344; the Missouri Valley Times, 1,407. The publisher of the Observer filed a contest notice against the Logan Gazette, and in turn the Logan Gazette man filed contest notices on the Observer and Missouri Valley Times. The board will give the contestants a hearing there April 6.

CANADA'S ADS FALSE.

(Continued from first page.)

He testified that about 5 per cent. of the business of his association consisted of sending out matter to be printed free of cost to the publisher, but which was paid for by those interested in having it published. He said that all the political parties used this method and that the political committees managing the campaigns of Wilson, Roosevelt and Taft in 1912 used it.

"Is that regarded as legitimate, in view of the fact that there is no label to show who prepares it?" inquired Senator Cummins.

"Absolutely," responded Mr. Smith. "Otherwise papers would not have photographs of the candidates and would not print erroneous statements."

"It is imaginable that the friends of candidates might make erroneous statements in preparing matter, too," declared Senator Cummins.

Blake Robertson of the Canadian Immigration Department at Ottawa, in commenting on Mr. Smith's testimony, declared that no authorized information that was not true was published in an American newspaper, and that the department would be glad to give evidence before the Congressional committee. Mr. Robertson explained that a certain United States Railway, which owned and was trying to settle large tracts of land, had been conducting a war against the Canadian Immigration Department because of the number of settlers the latter had influenced to come to Canada.

To the Publishers:

We ask you to grant us permission to make a

DRY MAT DEMONSTRATION

at your own plant. Our Mr. C. A. Puget, a practical stereotyper, is now in the East for this purpose.

THE FLEXTYPE CO., 1570 WEST 3rd STREET, CLEVELAND, OHIO

Gentlemen:

Distinct, Individuality, Commands Instantaneous High Recognition of Merit. We claim these classifications for our 1914

AUTOMOBILE PAGE

as proof herewith enclosed.

Do You Want The Mats?

\$15.00 Key Mat Only.

\$20.00 Four Color Mats Complete.

Seven or Eight Column Mats Supplied.

Exclusive Territory.

Write or Wire today.

World Color Printing Company

ST. LOUIS, MO.

Established 1900 R. S. Grable, Manager

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service

200 WILLIAM ST., NEW YORK CITY

Have You Seen the Proofs?

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

Newspaper Feature Service

M. KOENIGSBERG, Manager

41 Park Row New York City

3 Daily Comics

Scoop, Foot of Fun, Daily Laugh

The International Syndicate

Features for Newspapers, Baltimore, Md.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

NEWSPAPER ADVERTISING RECORD.

[The following record of advertising printed in some of the newspapers in 1913 was prepared by the Mail Order Journal, of Chicago. Of the newspapers given only 11 show a decrease from the record of 1912.—Ed.]

	1912	1913	INCREASE.
Chicago Tribune	11,921,985	13,102,881	1,180,896
Chicago News	8,767,524	10,587,045	1,819,521
Chicago Examiner	7,142,271	7,382,505	240,234
Chicago Record Herald	6,706,107	5,789,667	*916,440
Chicago Journal	4,278,324	4,817,751	539,427
Chicago American	3,550,512	4,372,470	821,958
Chicago Inter Ocean	3,676,731	3,109,986	*566,745
Chicago Post	2,806,233	2,909,631	103,398
New York World	12,309,932	13,275,150	965,218
New York Herald	9,612,701	9,722,452	109,751
New York Evening World	6,464,461	6,720,450	255,989
New York Evening Telegram	6,388,620	7,033,000	644,380
New York Sun	4,408,196	4,234,825	*173,371
New York Evening Mail	4,757,429	4,938,891	181,462
New York Evening Post	3,331,248	3,376,900	75,652
New York Evening Sun	3,049,809	3,727,850	678,041
New York Press	2,266,819	3,234,583	967,764
Brooklyn, N. Y., Eagle	9,792,227	9,702,240	*89,987
Los Angeles Times	18,479,300	16,935,900	*1,543,400
Los Angeles Examiner	15,169,112	14,394,198	*774,914
San Francisco Chronicle	5,150,124	6,153,962	1,003,838
Oakland, Cal., Tribune	6,870,164	7,157,584	287,420
Philadelphia Inquirer	9,539,400	10,023,600	484,200
Scranton, Pa., Times	6,657,669	7,133,434	475,765
Boston Globe	8,642,511	8,334,750	*307,761
Boston Post (display only)	6,930,026	7,183,917	253,891
Boston Transcript	4,978,246	4,991,246	13,000
Worcester, Mass., Telegram	7,398,187	7,583,412	185,225
Washington Star	10,887,109	10,753,700	*133,409
Washington Post	5,934,125	6,282,400	348,275
Washington Times	5,784,548	5,752,200	*32,348
Washington Herald	4,243,362	3,465,800	*777,562
Albany Knickerbocker Press	4,213,174	4,716,418	503,244
Utica, N. Y., Press	4,541,145	4,769,591	228,446
Detroit, Mich., News and its Sun'ay issue			
Tribune	12,745,488	13,708,142	1,062,654
Detroit, Mich., Free Press	8,676,920	9,353,162	676,242
Detroit, Mich., Journal	6,801,648	6,975,346	173,698
Baltimore, Md., American	7,699,566	7,836,570	137,004
Baltimore, Md., Star	2,473,716	2,502,822	29,106
Memphis, Tenn., Commercial Appeal	8,983,618	8,679,749	*303,870
Minneapolis, Minn., Journal	10,130,428	10,125,766	*4,662
Minneapolis, Minn., Tribune	9,607,717	10,044,221	436,504
St. Paul, Minn., Dispatch and Pioneer Press	10,822,924	11,412,058	519,134
Minneapolis, Minn., News	4,559,030	4,615,716	56,686
Kansas City Star (including its morni g, evening and Sunday issue)	14,320,782	13,975,625	*345,157
St. Louis, Mo., Post-Dispatch	11,034,520	11,203,640	169,120
Houston, Texas, Post	7,766,528	8,674,120	907,592
Houston, Tex., Chronicle	7,415,632	8,530,074	1,114,442
Fort Worth, Tex., Star Telegram	6,026,629	6,064,531	37,902
Dayton, O., News	6,502,860	6,397,594	*105,266
Cincinnati Times Star (display only)	4,595,339	4,673,760	78,421
Columbus, O., Dispatch	8,122,540	9,443,610	1,321,070
Columbus, O., State Journal	4,366,300	4,575,350	209,050
Providence, R. I., Bulletin	7,229,838	7,133,234	*96,604
Providence, R. I., Journal	4,226,466	4,126,545	*99,921
Milwaukee, Wis., Journal	5,337,430	5,887,049	549,619
Milwaukee, Wis., Sentinel	4,936,682	5,101,608	164,926
Davenport, Ia., Times	4,673,984	4,950,092	276,108
Evansville, Ind., Courier	4,741,858	5,825,744	1,083,886
Terre Haute, Ind., Tribune	5,023,746	5,468,022	444,276
Atlantic City, N. J., Review	2,735,180	3,350,680	615,500
Manchester, N. H., Union Leader	3,468,612	5,336,044	1,867,432
Richmond, Va., News Leader	2,642,424	3,042,374	399,950
Winnipeg, Can., Telegram	7,846,690	7,169,610	*677,080

*Decrease.

AGENTS WANT TO KNOW.

Newspaper Publishers Requested to Furnish Full and Definite Data About Their Issues.

The J. Walter Thompson Co., of New York, has recently sent a letter to the newspapers with which they deal, requesting information that will enable them to intelligently approach prospective advertisers in their behalf.

"Our chief difficulty," says the agency, "in arguing for newspaper advertising is the absence of complete data regarding newspapers; whereas the magazine supplies full information on every conceivable topic affecting it to both agent and advertiser. The main points we want to have on record are covered in the attached list of questions, which we hope you will answer in full:

1. Name
2. Editor
3. Advertising Mgr.
4. Address
5. Business Mgr.
6. Politics
7. Price—per copy, per week, per month, per year.
8. How issued—Morn? Eve? Sunday? Weekly?
9. Average net paid circulation
10. Gross press run

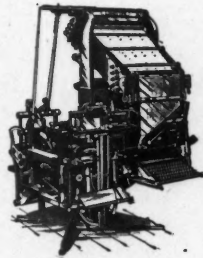
7. Net city circulation
8. Net outside circulation
9. How is circulation obtained?
10. What is your duplication with other papers?
11. When was circulation audited?
12. Is circulation among upper or middle classes?
13. What percentage to men? Women?
14. Have you woman's page or department?
15. Have you sporting page or dept?
16. Do you specialize on Financial News?
17. Do you specialize on Society News?
18. Do you allow Agency Commission advertisers direct?
19. Do you allow Cash Discount to advertisers direct?
20. Do rates for "local" advertising differ from "foreign" rates? If so, attach schedule of "local" rates.

SPECIAL—Enclose copy of latest rate cards showing commission and cash discount. Also latest circulation statement.

The West Fork (Tenn.) News suspended publication last week.

Latest Improvements

For twenty-five years, whenever a new idea or improvement seemed feasible, it was adopted for the Linotype. That's why



Quick Change Model 8
Three Magazine Linotype



Quick Change Model 9
Four Magazine Linotype

**MULTIPLE
MAGAZINE
LINOTYPES**

ARE SUPREME

From a standard keyboard of only 90 keys an operator gets from six to twelve different faces, in four bodies and four measures, without leaving his seat.

No other composing machine can even IMITATE these features.

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

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 South Wabash Avenue
SAN FRANCISCO: 638-646 Sacramento Street
NEW ORLEANS: 549 Baronne Street
TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

NEW INCORPORATIONS.

- ROCKFORD, Ill.—People's News Publishing Company; capital, \$10,000; to own and publish a newspaper, general printing and publishing; incorporators, Swan O. Widell, Edgar Eessman and Clarence O. Widell.
- DOVER, Del.—American Press Writers' Association; general printing and publishing business; capital \$100,000; incorporators, W. I. N. Lofland, W. P. F. Lofland and W. Boyd.
- NEW YORK, N. Y.—Central American Corporation, Manhattan; publishing; capital, \$100,000; incorporators, Edwin J. Johnson, Richard Krause and Ellis W. Leavenworth.
- ROCK ISLAND, Ill.—Register Publishing Company; capital stock, \$30,000; printing and publishing of the Tri-City Morning Register and general publisher and job printing business; incorporators, Edwin P. Brown, Ben A. Chapman, Charlotte A. Brown and Richard W. Carter.
- LOUISVILLE, Ky.—Saturday Publishing Company; capital stock, \$1,000; to issue a weekly newspaper; incorporated by H. I. Fox, J. E. Merrick and J. C. Armstrong.
- ANDERSON, Ind.—The Witness Publishing Company; capital stock, \$10,000; publishing business; directors, John C. Williams, Mary T. Williams and H. T. Hallam.
- SIoux CITY, Ia.—Swedish Monitor Publishing Company; directors, A. Hampusson and A. N. Verenius.
- CAMP POINT, Ill.—Journal Printing Company; capital stock, \$10,000; edition and publication of newspapers, printing business; incorporators, Elmer T. Selby, Cora E. Selby and Seneca Selby.
- CHICAGO, Ill.—The Gus G. Martin Newspaper Company; capital stock, \$15,000; publishing business, lithographing, electrotypers, engravers and advertising agents; incorporators, Gus G. Martin, Ross Martin and Karl J. Johnson.

For Sale, — Duplex Angle Bar Flat Bed Newspaper Press, prints 4, 6, 8, 10 or 12 page papers, page 22 1/2 in. long, 7 columns to the page, folded to half or quarter page size at a speed up to 4500 per hour. This press used for a short time on small editions.

Write for prices if interested.

Walter Scott & Co.
Plainfield, N. J.

\$7,000

Will buy two monthly trade journals, published in Eastern city, under one management—one devoted to motor interests, the other to transportation. Can be made big money-makers. Owner will sell separately, if desired.

American Newspaper Exchange
Rand McNally Building, CHICAGO

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
524 Nassau St. N.Y. Tel. 4900-4 Beekman

TIPS FOR THE AD MANAGER.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is handling the advertising account of the Marshall Chemical Company, "Cram-pine," 235 Mercer street, New York City.

The Freeman Advertising Agency, Mutual Building, Richmond, Va., will shortly place orders with Southern papers for the Astyptodyne Chemical Company, "Astyptodyne Healing Oil," 901 Front street, Wilmington, N. C.

The Van Cleve Company, 1790 Broadway, New York City, it is reported, but not verified, that the advertising account of the Thos. G. Plant Company, "Queen Quality Shoes," Roxbury, Mass., will be placed by the above agency.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are renewing propositions to newspapers for the National Biscuit Company, "Uneda Biscuit," of the same city. They are also reported to be placing orders with a few Texas papers for Mrs. Tucker's Shortening and for the Lambert Pharmaceutical Company of St. Louis, Mo., with Southern papers.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is forwarding 4,200 l. contracts to a few papers in Texas for the Interstate Merchants' Bureau, Business Men's League, St. Louis, Mo.

It is reported that the Philo Hay Specialties Company, "Hay's Hair Health," Verona and Clifton avenues, Newark, N. J., is getting up a list of newspapers.

M. C. Weil Advertising Agency, 38 Park Row, New York City, is issuing 5,000 l. contracts to a selected list of papers for the Crown Pharmaceutical Company, 108 Fulton street, of the same city.

The Lewis Agency, District National Bank Building, Washington, D. C., is handling the advertising account of the Du Fore Company, Face Powder, Washington, D. C.

J. Walter Thompson Company, 44 East Twenty-third street, New York City, is gradually extending the advertising of Edward Lassere, "Wincarnis," 400 West Twenty-third street, New York City.

H. W. Kaster & Sons Advertising Company, Lytton Building, Chicago, Ill., is sending out 56 l. 6 t. orders to weekly papers for the McLain Sanatorium, 915 Aubert avenue, St. Louis, Mo.

It is reported that the Peris M. Pomeroy Advertising Agency, 225 Fifth avenue, New York City, is preparing a list of newspapers for the Spring campaign of Warner Brothers, "Warner's Rust Proof Corsets," Bridgeport, Conn.

Greene Advertising Company, 530 Atlantic avenue, Boston, Mass., is forwarding orders to cities where salesmen will call for L. P. Hollander & Company, Ladies' Garments, 202 Boylston street, the same city.

MacManus Company, Detroit Journal Building, Detroit, Mich., is making 5,000 l. contracts with some Eastern papers for W. H. Hill & Company, "Hill's Cascara Quinine Bromide," 700 Cass avenue, of the same city.

Oppenheimer Advertising Agency, Fort Smith, Ark., is issuing 2 in. 34 t. orders to Mississippi papers for Bond Liver Pills.

Thomas E. Basham, Southern Life Building, Louisville, Ky., is putting forth 400 inches to be used in one year with Mississippi papers for the Williams Taylor Company, of the same city.

Julius Scheck Advertising Agency, Union Building, Newark, N. J., is placing orders on a trade basis generally for the Hotel Vendig, Philadelphia, Pa. It is also placing contracts with a selected list of papers in Michigan and Ohio for J. Lewis Cigar Manufacturing Company, "Carmen" Five Cent Cigar, New York City, and with a selected list of New Jersey papers which will be gradually extended to other cities for the Mo-Jo White Chewing Gum.

The Dennison Pharmaceutical Company, "Bingo Corn Salve," 111 N. Dearborn street, Chicago, Ill., is forwarding 298 inches to be used in one year to a few Western papers.

Parsons-Powers Company, 500 Hartman Building, Columbus, Ohio, is sending out contracts to a few Southern Zone papers for the Keeley Institute, of the same city.

Procter & Collier Company, Commercial Tribune Building, Cincinnati, Ohio, is issuing

orders to a few Western papers for the National Pretzel Co., "Star Brand Pretzel Meal," of the same city.

George Batten Company, Fourth Avenue Building, New York City, will shortly place orders with large city papers for the Niagara Silk Mills, "Niagara Maid Silk Gloves," North Tonawanda, N. Y., and New York City.

Chance-Clough Company, Merchants Bank Building, Indianapolis, Ind., is reported to be contracting orders with a selected list of Western papers for the Hoosier Remedy Company, Indianapolis, Ind.

J. Walter Thompson Company, 44 East Twenty-third street, New York City, is reported to be forwarding orders to a selected list of papers for W. J. Davies, "Dewar's Scotch Whiskey," 59 Bank street, New York City.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are again making up a new list of newspapers for M. Hemingway & Sons Company, "Hemingway Spool Silk," Water-town, N. Y., and 800 Broadway, New York City.

B. R. Sherwood, 367 Fulton street, Brooklyn, N. Y., is forwarding orders to Canadian papers for the A. B. See Electric Elevator Company, Union Course, Brooklyn, N. Y.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on the exchange basis for the Albany Hotel, Denver, Colo., Kennard House, Cleveland, Ohio, and the Commonwealth Hotel, Boston, Mass.

Street & Finney, 45 West 34th Street, New York City, are handling the advertising account of the Oakland Motor Car Company, Pontiac, Mich., and New York City.

The Beers Advertising Agency, Havana and New York, has signed up a contract with the Glidden Varnish Co., Cleveland, Ohio, for advertising their product Jap-A-Lac in seven of the leading Spanish papers and two English ones in Havana, Cuba. It is large copy, to be run once a week for one year.

H. W. Kastor & Sons' Advertising Company, Lytton Building, Chicago, Ill., is making 3,000 l. one year contracts with Western papers for the Anti-Kamnia Company.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is issuing a/097 l. schedule to Pacific Coast papers for the Royal Worcester Corset Company, Worcester, Mass.

F. A. Gray Company, Dwight Building, Kansas City, Mo., is placing 42 l. 6 t. orders with a few Sunday papers for Elders Sanitarium, and is also placing 3,000 l. 1 yr. contracts with a few selected papers for the Barbo Manufacturing Company.

Witt K. Cochrane Agency, Boyce Building, Chicago, Ill., is forwarding 910 l. one time contracts to a few papers for the Universal Film Company.

The Vick Chemical Company, Greensboro, N. C., is sending 5,000 l. 1 yr. contracts to Florida papers direct.

Nelson Chesman & Company, Chicago, Ill., are making 5,000 l. 1 yr. contracts for the Boettger Company.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is forwarding 10,000 l. 1 yr. contracts to Middle West papers for the American Radiator Company.

M. Volkman Agency, 5 Beekman street, New York City, is placing 28 l. 26 t. contracts with a selected list of papers for the John L. Thompson Sons & Company.

St. Louis Star Wars on Fake Doctors.

The corrective influence exerted by the press has recently been exemplified by the St. Louis Star. This paper assigned two extra healthy reporters to call on advertising doctors who were suspected of being quacks. These men asked for treatment after examination by a reputable physician and were given a clean bill of health. False diagnosis were made and payments in marked money followed. Various doctors were arrested through the St. Louis Star campaign.

Agate Club Elects New Officers.

The Agate Club of Chicago has elected the following new officers: President, James Townsend, Butterick, Ind.; vice-president, F. E. M. Cole, Independent and Etude; secretary, A. W. Sherer, Associated Sunday Magazines; assistant secretary, Frank Braucher, Scribner's Magazine; treasurer, Louis A. Hodges, Semi-Monthly Magazine.

M. I. Rubincam, who until recently conducted the Rubincam Advertising Agency in Philadelphia, has joined the advertising staff of the Philadelphia Evening Telegram, with which he was once connected.

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Cir. Oct., 5963, Phoenix	MONTANA. MINER Butte
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper. INDEPENDENT Santa Barbara BULLETIN San Francisco RECORD Stockton Only newspaper in Stockton that will tell its circulation.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield NEW YORK. BUFFALO EVENING NEWS Buffalo BOULLETTINO DELLA SERA New York EVENING MAIL New York STANDARD PRESS Troy OHIO. PLAIN DEALER Cleveland Circulation for Dec. 1913. Daily 113,881 Sunday 147,378 VINDICATOR Youngstown PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York SOUTH CAROLINA. DAILY MAIL Anderson THE STATE Columbia (Sworn Cir. June, 1913, D. 21,733; S. 21,560) TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913. WASHINGTON. POST-INTELLIGENCER Seattle CANADA. BRITISH COLUMBIA. WORLD Vancouver ONTARIO. FREE PRESS London QUEBEC. LA PATRIE Montreal LA PRESSE Montreal Ave. Cir. for 1912, 114,371
GEORGIA. ATLANTA JOURNAL (Cir. 54,989) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria INDIANA. THE AVE MARIA Notre Dame IOWA. REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque KANSAS. CAPITAL Topeka KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville LOUISIANA. DAILY STATES New Orleans ITEM New Orleans TIMES-DEMOCRAT New Orleans MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes. MICHIGAN. PATRIOT (No Monday Issue), Jackson Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n Member "Gilt Edge" Newspapers MINNESOTA. TRIBUNE, Mon. & Eve. Minneapolis MISSOURI. POST-DISPATCH St. Louis San Francisco Enterprise. The San Francisco Daily Journal of Commerce has taken the lead in the selection of a commission to visit Asia next spring to promote commerce be- tween the United States and that coun- try. The members are nominated by business men and voted for by the read- ers of the Journal of Commerce. This enterprising newspaper acts in the mat- ter mainly as business manager, but will pay the entire expense of the Com-	

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending October 4, 1913
32,532 DAILY
Per P. O. Statement
Carrier circulation averages over 19,000
per issue. We guarantee the largest car-
rier and the largest white home circula-
tion in New Orleans. It is less expensive
and easier to create a new market in a
limited territory by using concentrated cir-
culation. The States fills that position in
New Orleans.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

mission and publish its report on its re-
turn to San Francisco. The party, ac-
companied by a representative of the
paper, will sail on the steamship Mong-
olia March 5. One of the nominees
is F. J. Cooper, head of the Cooper
Advertising Agency.
The Norfolk (Va.) Ledger-Dispatch
has recently moved into its new home,
which contains one of the finest news-
paper plants in the South.

AD FIELD PERSONALS.

William Woodhead, president of the Associated Advertising Clubs of America, on Jan. 22 attended a banquet at Paso Del Norte Hotel, given by the El Paso Ad Club.

E. E. Wolcott, affiliated with the Clover Leaf Publications for about thirteen years, has become one of the organization's Eastern representatives. He left the advertising management of the St. Paul Daily News on this account.

Burton R. Freer, sometime Western representative of the Street & Smith Magazines and formerly Western advertising manager for Life, has resigned, effective Feb. 1.

I. V. Stapler, has joined the advertising department of the Bowker Fertilizer Company of Boston, Mass. Mr. Stapler has recently been with the advertising service department of the Philadelphia Record and the Tracy-Parry Advertising Agency of Philadelphia.

Ivon Lytton, advertising manager of the Simpson, Crawford & Co., for two years, has been appointed in charge of the Boston Store, at Milwaukee, Wis. For six years previously he was advertising manager of Rothenberg's Fourteenth Street Store, New York. Before taking this position he had been assistant advertising manager of Siegel, Cooper & Co. of New York, and of Henry Siegel's store in Boston.

Printers' Ink has two new staff members. The first of these is Austen Bolam, formerly assistant advertising manager of the B. F. Goodrich Company, of Akron, O., and who was for five years European sales manager at London, Eng., for the Postum Cereal Company. The second is J. C. Asplet, formerly with the advertising department of Swift & Co., and with the Addressograph Company of Chicago.

Priddy Heads Boston Ad Vigilance.

At the annual meeting of the stockholders of the Advertising Vigilance Association, Inc., held at Boston last week, the following officers were elected: President, J. Edward Priddy; treasurer, Charles A. Smith; clerk, Paul C. Cummings; directors, Frank W. Bailey, Edward W. Burt, Walter M. Hatch, Charles B. Marble, Frank W. Menrum, J. Edward Priddy, Charles R. Putnam, Theophile Schneider and Chas. A. Smith. Remarks were made by representatives of the Jordan-Marsh Company, William Filene's Sons Company, Henry Siegel Company, E. W. Burt & Co., Estey Organ Company, Thorp & Martin Company and others.

Ad Agents "Get Together."

The New York advertising agents held a "get together" dinner at the Aline Club last week and entertained as guests the following well known New York special representatives: M. D. Hunton, representing Mr. Hearst's Examiners; F. St. John Richards, representing the St. Louis Globe-Democrat; I. A. Klein of the Detroit News, the Cincinnati Enquirer, and other dominant newspapers; W. F. Halsted, of Paul Block, Inc., and Charles H. Eddy, representing the Providence Journal and Bulletin, the Boston Transcript and other successful newspapers. Many of the live, throbbing issues of the hour—issues affecting the agents and the special—were discussed in a friendly way.

Harold Slater Captures Ad Golf Title.

Harold Slater, of Fox Hills, won the championship of the Winter Golf League of Advertising Interests at Pinhurst, N. C., last week, winning in the final round of the annual tournament over R. M. Pudves, of Woodland, Mass., by a score of 8 up and 7 to play. George C. Dutton, of Belmont, won the consolation finals from J. D. Plummer, of Springfield, 3 up and 2 to play.

OHIO NEWS HAPPENINGS.

(Special Correspondence.)

Columbus, O., Jan. 24.—The eightieth general assembly of Ohio has finished its first week with such rapid fire action that the newspaper correspondents assigned to cover its deliberations are already praying for a speedy adjournment.

Jim Mercer is getting up a history of the two administrations of Judson Harmon as governor of Ohio, and embellishing it with copper plates of the newspapermen who infested the state-house during his incumbency. Each man is given a page and allowed to write his own autobiography. Needless to remark, there are some literary gems.

Leo Evans, "city reporter" for the Hunt administration in Cincinnati in 1912 and 1913, is back in the newspaper game with the Cincinnati Enquirer. Evans pulled down \$1,800 a year for making romances out of departmental reports.

Frank J. Ryan, legislative reporter for the Cleveland Press last year, has climbed up another rung on the ladder. The shift of Harry Hunt, manager-editor, to Washington as correspondent for the Scripps-McRae league, allowed Ryan to move up from city to managing editor.

Two papers are represented for the first time at the legislative session here. They are the Youngstown Telegram, with "Buck" Mason, and the Cincinnati American, with Francis McKinney.

The Cincinnati Post editorial force received a shaking up recently when Harry Brown, editor, resigned and was succeeded by Victor Morgan, managing editor. Charles Marsh, editor of the Akron Press, was sent down to take Morgan's place, and Larry Martin of the Cleveland Press became editor of the Akron Press.

F. H. WARD.

PREDICT ADVERTISING BOOM.

Speakers Tell Sphinx Club Members 1914 Will Break All Records.

Predictions that the volume of newspaper advertising for 1914 would break all records were made at the one hundred and thirtieth dinner of the Sphinx Club at the Waldorf Hotel Jan. 14. Among the speakers were H. C. Brown, J. W. Hopkins, P. B. Bromfield, Louis Wiley, H. Val Fisher and Paul Meyer. Mr. Hopkins gave reports submitted by big advertisers, including the manufacturers of this country and abroad, indicating that the consensus of opinion was that the total of advertising appropriations for 1914 is greater than that of any previous year in advertising history.

Mr. Bromfield emphasized the value of service. He declared that the service agency to-day is creating millionaires.

Mr. Wiley referred to the four great inventions that had given advertising its greatest impetus in this country in recent years. He said the outlook for 1914 could not be better.

Mr. Fisher said he had been impressed by the immense sums spent here by European advertisers.

Receiver Sells Athens Tribune Plant.

In the suit of E. E. Baker and Roy D. Williams against the Athens (O.) Tribune Company, C. H. Bryson, the receiver appointed by Judge Wood, reported through his attorney to the court last week that he had sold the physical property of the company to the Shortridge High School of Indianapolis, for the sum of \$3,300. The sale was confirmed by the court.

City Job for Rosenthal of N. Y. Mail.

Julian Rosenthal, City Hall reporter of the Evening Mail, has been appointed Chief of the Mayor's Bureau of Licenses, at a salary of \$3,500. Mr. Rosenthal has been with the Evening Mail for the past eight years. He is 35 years old and a Progressive in politics. Rosenthal is one of the best liked men at City Hall beat.

Directory of Advertisers Aids.

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

JOHN M. BRANHAM CO.
Brunswick Bldg., N. Y., Mallery Bldg., Chic.; Chemical Bldg., St. Louis.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER SP. AGENCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago

CONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465.

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.

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

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

O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago.
200 Fifth Ave., New York

PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377

STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago

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

CHANGES IN INTEREST.

TAYLOR, TEX.—The Herald, a well known German newspaper of this city, which has been edited and owned by its founder, A. A. Bogen, for the past 15 years and more, was sold last week by Mr. Bogen to Fritz Wolbrueck and Alfred Pehlke, who will continue the business.

HALLOCK, MINN.—The news has been sold to K. O. Sandland of Minneapolis. J. A. Norin of Minneapolis will be managing editor. Nelson Bros., the former owners, have been in control of the paper for the past thirteen years.

GRACE CITY, N. D.—Ralph Spink of Melville has purchased the Journal from E. R. Bradley, who established the paper several years ago.

WABPETON, N. D.—E. S. Cameron has sold the Times to W. E. Spencer. It is a Democratic paper. Mr. Cameron was county auditor prior to becoming owner of the Times five years ago.

SAGINAW, MICH.—Seeman & Peters have purchased the plant of the F. & C. Reitter Co., publishers of the Post-Zeitung.

AINSWORTH, NEB.—The Star-Journal newspaper and job plant has been sold to G. F. Williams, formerly of the Gordon Journal.

Advertising Agents

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector

BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.

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

HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573

LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago

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

ANKRUM ADVERTISING AGENCY
Specialists
431 Dearborn St., Chicago, Ill.

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

THE BEERS ADV. AGENCY
Lat. Am. Off., 37 Cuba St.,
Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

DAYTON, O.—George F. Gilbert, city editor of the Herald, has resigned to become associated with the Leipsic Free Press, as half owner and editorial director.

AMBRIDGE, PA.—H. Lee Goerman of the News-Herald has turned over the editorial and business management of that paper to his sons, Charles W., John L. and Henry S. Goerman.

"Omar, the Tentmaker."

"Omar, the Tentmaker," a Persian play by Richard Walton Tully, now on view at the Lyric, is a welcome relief from the tra-la-la comic operas and the depressing sea dramas that have made us tired during the present season. It has atmosphere, action and undeniable charm. Everybody who has read and admired the Rubaiyat of Omar Khayyam will find in Omar, the Tentmaker, as impersonated by Guy Bates Post, a character that deserves a high place in theatrical records. He makes the tentmaker stand out in bold relief from his environment and gives to his philosophical utterances a new weight. Jane Salisbury, first as Shireen, daughter of Omar, and later as the Eril Banou, possesses magnetism and pleases the eye. The play is beautifully staged and admirably acted.

SERVICE

In the year ending December 31, 1913, **THE CHICAGO TRIBUNE** printed 43,676.27 columns of advertising, with a gain of 3,936.32 columns over 1912, its biggest previous year.

This tremendous volume of advertising was greater than the amount printed by the first newspaper in New York, Boston or Philadelphia.

It was far greater than the amount of advertising printed in any other Chicago newspaper.

It was 45% of all the advertising printed by the four morning newspapers of Chicago.

It was within 10,597.52 columns of as much advertising as was printed by the three other Chicago morning papers *combined*, even though the total of these three other papers included nearly 4,000 columns of advertising that **THE TRIBUNE** refuses.

It was 77% in excess of the volume of advertising printed by the next Chicago morning newspaper.

THE CHICAGO TRIBUNE'S gain in advertising over 1912, its biggest previous year, was about five times as great as the gain of the only other Chicago morning paper to show any excess over last

year. The two remaining morning papers lost a total of 3,843.45 columns.

In circulation as well as in advertising **THE CHICAGO TRIBUNE'S** record is noteworthy, as a comparison of the statements to the Federal Government show:

Government Statement	Daily	Sunday
Six Months Ending September 30, 1913,	253,212	366,918
Six Months Ending September 30, 1912,	<u>220,500</u>	<u>304,325</u>
Increase - - -	32,712	62,593

Those familiar with **THE CHICAGO TRIBUNE** and its policies know that the overwhelming supremacy of this paper, both locally and nationally, is due to but one cause—Service.

Through the News, Editorial and Special Feature Departments, Service to the readers.

Through the Advertising and Promotion departments, Service to the advertiser.

To its readers and its advertisers, who, in appreciation of **THE CHICAGO TRIBUNE'S** service, have given their support and patronage, we extend our heartfelt thanks for this the most successful year in our history.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

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XI