

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 33

NEW YORK, JANUARY 31, 1914

10 Cents a Copy

CANADA'S LURING ADS

PAID THE WESTERN NEWSPAPER UNION \$42,000 ANNUALLY FOR WRITE-UPS.

Officials Testify Before Senate Lobby Committee as to Patent Insides Designed to Induce America Farmers to Emigrate—Dominion Spends \$70,000 a Year in U. S. and has Brought 800,000 Across Border.
(Special Correspondence.)

WASHINGTON, JAN. 28.—How Canada has paid the Western Newspaper Union \$42,000 a year for the last twelve years to circulate reading matter about the Dominion through the medium of "patent insides," which the union furnishes to newspapers, was told to the Senate Lobby Committee to-day by George A. Joslyn, of Omaha, president of the union, and Alfred Washington, its advertising manager.

Joslyn testified that the matter so circulated was marked "advertisement," and was designed to induce Americans to emigrate to Canada.

Washington testified under cross-examination that he did not think it unpatriotic or disloyal to his country to circulate such matter. Canada's Interior Department, he said, paid the Western Newspaper Union \$1 a column for all such material the newspapers used.

The most interesting exhibit was an alleged interview with a former Iowa farmer who told how he had migrated from Iowa, where he had endured poverty, to Canada, where he found prosperity from agricultural pursuits.

He admitted that the interview had appeared in 4,800 country newspapers in the United States. Senator Overman intimated that probably the Western Newspaper Union made the ready prints so attractive that the country editors were compelled to buy them in spite of the fact that a column of cleverly disguised advertising matter was injected therein.

Mr. Washington insisted that there was no disposition to disguise the advertising work of the Western Newspaper Union.

W. J. White, Canadian official in charge of immigration agencies in the United States, appeared voluntarily to say his Government spent \$70,000 a year for advertising Canadian lands among the farmers of the United States, with the object of inducing emigration to Canada.

More than 800,000 Americans have gone to Canada in the last ten years, he said, as the result of the advertising campaign. Last year about 140,000 crossed the border. Asked how many had come back from Canada, he said frankly that he did not know, as his interest ended when he landed them on the other side of the Canadian border.

Mr. White added that he did not disparage the United States in the advertising he handled.

Fire Destroys Bangor News Plant.

The plant of the Bangor (Me.) Daily News was destroyed by fire on January 28, with a total loss approximately of \$25,000, partly covered by insurance. The flames started in the press room, shooting up an elevator shaft and spreading through the building. The News, which is published by J. N. Towle, was established in 1889. The publication of the paper will be continued at the plant of the Bangor Daily Commercial, which has been placed at its disposal.



B. H. KROGER. (See page 644.)
OWNER OF CINCINNATI MORNING AMERICAN.

JACKSONVILLE NEWS QUILTS.

Paper Goes Out of Business After a Brief but Lively Career.

(Special Correspondence.)

JACKSONVILLE, FLA., JAN. 29.—The Jacksonville Daily News suspended publication yesterday. The supply houses that sold Hanson Brothers, the late owners, the machinery, are preparing to dismantle the plant. The suspension was due to poor business.

Pindell, New Ambassador to Russia.

Henry M. Pindell, editor of the Peoria (Ill.) Journal, who was appointed Ambassador to Russia by President Wilson, has been confirmed by the Senate and he will sail shortly for his new post of duty.

Waterloo Printers Get New Scale.

The union printers of Waterloo (Ia.) have signed a five-year contract with employers, which increases the day and night scale of \$18 and \$21 to \$19 and \$22 for job, ad, and floor men for one year, starting January 1, 1914. During the next two years a \$1 increase will be granted, and from 1917 to 1919 the rate will be \$21 and \$24. Machine operators' wages will range from \$22 and \$25 the first of the year to \$24 and \$27 during the years of 1917-1919.

BRIGHT OUTLOOK WEST

ROGERS TALKS ENTERTAININGLY OF A 12,000 MILE TRIP AMONG PUBLISHERS.

Newspaper Conditions Everywhere Indicate Returning Prosperity—Growing Feeling Against Certain Circulation Schemes—Advertisers Want to be Shown—Big Field for Development of New Business.

Jason Rogers, publisher of the New York Globe, returned home this week from a twelve thousand-mile trip which took him as far west as San Francisco and as far north as Tacoma. In talking with a reporter of the EDITOR AND PUBLISHER about his visit to Western cities, he said:

"Newspaper conditions pretty much all over the country show every sign of returning life and business activity. Many publishers are about to place orders for new presses and other equipment, which orders have been held up for a year or two owing to the general business stagnation.

"The Western country is just as prosperous and just as rich in business possibilities as ever, and gives every promise of enormous crops, thanks to a plentiful rainfall.

"During my 12,000-mile trip I called on newspaper owners in the interests of the Associated Newspapers and talked with business men of all classes. As a result I am particularly sanguine regarding the rapid resumption of commercial activity on probably a safer and saner basis than it has been at any previous time.

"There is an increasing conviction on the part of publishers that there is no successful substitute for the publication of a reliable and interesting newspaper for circulation progress and prosperity. Gift enterprise, guessing contests and various other schemes by which the newspaper is made the end product of some catch-penny device, are being side-stepped by wise newspaper men.

"Publishers who resort to these artificial stimulants are finding that our friends, the advertisers, are commencing to ask 'How did you get it,' when approached for business at higher rates based on temporarily stimulated circulation figures. The modern discriminating advertiser wants to see average figures covering several years back before he is sure he is buying solid goods or a puff ball.

"In many parts of the country, newspapers, in their quest for large circulation figures, are covering a wide area of territory with predated editions and otherwise at an expense which it would seem is largely out of proportion to what they can earn from general advertisers. A large part of the circulation must be waste from the standpoint of the local advertiser seeking direct and immediate returns. From the position of the general advertiser much of this widely scattered circulation is considered as mere thin duplication, for he must use local papers in nearly every town to properly reach all the people in any given section.

"The amount of money annually spent by the small city newspapers in trying to manufacture circulation figures out of proportion to the possibilities of their home fields in which they can give and get 100 per cent. efficiency from the proposition, must run up into the millions.

"There is a growing feeling on the part of many publishers that the nearer

SIR HUGH DENIES REPORT.

Paper Goes Out of Business After a Brief but Lively Career. Says He Has Not Purchased the Montreal Herald.

Sir Hugh Graham has written a letter to the EDITOR AND PUBLISHER denying the report that he had purchased the Montreal Herald.

All members of the staff of the Herald and Telegraph have received notices of dismissal. Soon after a bulletin was posted in the editorial rooms that they would be employed by the day only.

Beginning January 28 the Herald and Telegraph were consolidated under the title of the Herald-Telegraph.

Plan New Daily for Chattanooga.

The Chattanooga (Tenn.) Tribune Publishing Company has been incorporated for the purpose of issuing a daily Republican newspaper to be known as the Chattanooga Tribune. It will be under the management of A. G. Sharp. The promoters and incorporators of the new enterprise are Newell Sanders, I. B. Merriam, H. S. Chamberlain, M. O'Grady, T. J. Montague, D. J. Chandler, X. M. Wheeler, H. C. Evans, J. A. Hart, D. W. Hughes, M. Grant, H. W. Grant and Mr. Sharp.

All the weekly newspapers of Clearfield County, Pa., have advanced their subscription rates to \$1.50 a year.

they can hold down their circulation to 85 or 90 per cent. in their immediate town and its suburbs, the less the cost of production and the greater the profit to themselves and the advertisers who use their space. In other words, there is no profit in circulation unless it is valuable to both local and general advertisers.

"The old notion that a large volume of intensely local paragraphs from all towns within many miles around a city is being maintained by just a sufficient number of successful newspapers to make others try to attain similar results by the same process. As against this theory live newspaper men everywhere are getting out live, interesting publications which by utilizing big and important news to the limit in combination with entertaining features of interest to every member of the family circle, are meeting with remarkable success.

FEATURE SERVICE POPULAR.

"Practically every newspaper using the Associated Newspaper Feature Service has gained circulation and a stronger hold on its constituency. There is as much difference in the handling of features as there is in presenting news. The keynote of success is to make the newspaper appeal and hold its women readers. They are the people who respond to advertising.

"Human nature is practically the same in any two places, regardless of the opinion of a few narrow-minded editors to the contrary, and it is much more effective and economical to gain new readers and hold them through exclusive control of features which a competitor cannot borrow, buy or steal.

"The announcement of the preliminary organization of the Advertisers' Audit Association, in which are represented advertisers, advertising agents and publishers of newspapers and periodicals, which has developed out of the plan I submitted for the consideration of the Association of American Advertisers last June, and advocated last January at their Syracuse convention, is being gladly received by newspapers. The organization of a single authoritative circulation verification bureau, where findings will be accepted in the same way as the report of a bank examination, is going to mark a great step in advance for the effective buying and selling of advertising.

GETTING CAPITAL BY ADVERTISING.

"There is an immense field for the development of advertising in many sections of the Far West, where they want Eastern capital and people. A London newspaper recently took many thousands of dollars of display advertising for capital and people out of California. It is up to the newspapers to show these Western people that they can get all the capital they need by advertising in our big Eastern cities if their propositions are legitimate and will stand careful investigation.

"The San Francisco Exposition is coming on in fine shape, and George H. Perry, the New York advertising expert, who is in charge of the publicity and promotion end of the enterprise, is making good in a way to please the hearts of the San Francisco business men. Mr. Perry is a strong believer in newspaper advertising, and at the right time in the development will undoubtedly distribute some copy that will demonstrate the great pulling power of display space.

"On my return to New York I find a number of new applications for membership in the gilt-edge newspapers. The first quarterly summary which recently went out to all general advertisers and agents has elicited a response immensely favorable and satisfactory, indicating the wide use of the list in future campaigns."

Haas Sells Wabash Plain Dealer.

Charles S. Haas has sold the Wabash (Ind.) Daily Plain Dealer to Fred I. King and Will H. Adams, after being connected with the paper for 32 years. Mr. Adams was Republican candidate for secretary of state in 1912. The Plain Dealer was established as a weekly in 1859 and has been published as a daily since 1890.

WASHINGTON TOPICS.

Senator Overman Introduces a Bill Providing for the Publication of a Daily Bulletin of Public Hearings—How Correspondents Respect Confidences—Hearings on Postal Increase to Begin on February 9.

(Special Correspondence.)

Washington, D. C., Jan. 29.—Senator Overman, of North Carolina, who, as chairman of the committee on rules, has charge of matters pertaining to the press, in his usual generous way has introduced a bill which will greatly assist the newspaper men should it pass. The bill reads as follows:

That the Joint Committee on Printing is authorized and directed to publish, during the sessions of Congress, a daily bulletin of public hearings to be held by all committees and subcommittees of Congress, or congressional commissions, in such form and under such regulations as said joint committee shall prescribe. In addition to information concerning said hearings, the bulletin shall contain such other announcements relating to Congress, or either House thereof, or to the committees or commissions thereof, as the Joint Committee on Printing shall deem appropriate to publish therein.

Sec. 2. That all committees, subcommittees, and officers of Congress, and all congressional commissions are directed to assist in the preparation of said bulletin by furnishing promptly to the Joint Committee on Printing such information as it shall require relating to public hearings held or to be held by said committees or commissions, or to announcements which said joint committee shall deem appropriate to publish in such bulletin.

COMPLIMENT FOR CORRESPONDENTS.

The Washington corps of newspaper correspondents is justly receiving complimentary exploitation. Former President Roosevelt once said of the Washington newspaper men that they would keep his secrets for him. He said that when there was something to which he did not care to have publicity given, that he would call in the correspondents and tell them all about it and would ask them not to write about it. When the President had taken the newspaper men into his confidence they did not divulge the information given. The Rev. Clarence A. Vincent, pastor of the Mt. Pleasant Congregational Church, made mention of this fact in his sermon last Sunday.

Plans are under way in the House for an increase in the second-class postage rates. The subject has been taken up at various times by Postmasters General and Congressional committees, and Chairman Moon of the House Committee on Post Offices announced this week that the committee on Feb. 9 would hear all interested, with a view to gaining light on legislation contemplated to produce more revenue from the great bulk of second-class mail.

The Commercial Appeal Publishing Company, a Tennessee corporation, won the libel suit for \$20,000, brought against it by J. W. Cain of Mississippi. Cain sued in Mississippi for an alleged libel published in the Commercial Appeal. The suit was removed from the state to the Federal court, and there dismissed because the company had no agent to be served with the suit in Mississippi. Cain appealed to the Supreme Court of the United States on the ground that after the removal the company could not question the service.

CHILTON AND THE PAGES.

Senator William E. Chilton, owner of the Charleston (W. Va.) Gazette, is the fairy godfather of the United States Senate pages. He was once a page himself in the West Virginia legislature, and has a kind place in his heart for the youngsters. Last spring Senator Chilton took all the boys to the circus, supplying them with car fare, peanuts, and pink lemonade.

He supplied tickets one day last summer for the Washington-Cleveland baseball game. As the Senate was not in session, Col. Edwin Halsey and Joseph O'Toole, who are in charge of the Senate pages, chaperoned the delegation. No more lusty-lunged rooters were on the field as the Nationals trimmed Cleveland, 6 to 1.

NEWSPAPER INSTITUTE.

Forty Editors Attend Session at University of Washington.

The second annual Washington Newspaper Institute, under the joint auspices of the Washington State Press Association and the University of Washington, was held at the university in Seattle, Jan. 15, 16 and 17. Forty city and country editors, in addition to the 200 students in the Department of Journalism, attended the sessions.

The first day of the Institute was called Editorial Day. Reporting and editing were the topics of discussion. On the night of the first day a public meeting was held to consider "The Newspaper as An Agency for Social Service." Representatives of the metropolitan and country newspapers, social service, civic, political, business and scientific interests were represented.

The second day was devoted to a consideration of advertising and circulation. The questions of "Use of Suggestion in Advertising," "Developing the Foreign Advertising Field," "News Service as a Circulation Builder," and "Flat Rate or Sliding Scale" were discussed during the morning and afternoon sessions. Cost finding, efficiency, salesmanship and organization were the topics considered on the third day, devoted to printing.

The delegates to the Institute were entertained with a smoker, a banquet and a tour of inspection of the University of Washington.

JAPAN IN NEWS SERVICE PACT.

Reuter's Agency Said to Have Contract with Mikado's Government.

A dispatch from Tokio reports the organization of a "news trust" in Japan, by which the Japanese Foreign Office will control all news sent out by Reuter's agency. According to this report all news from Japan sent out to other parts of the world will be controlled by the National News Agency, of which half the stock is held by the Foreign Office.

James R. Kennedy for several years Associated Press correspondent at Tokio, will be managing director at \$15,000 a year salary.

This agency is said to have closed a contract with Reuter's agency in London, the agreement being signed at the Japanese Embassy in that city. This contract provides that the National News Agency of Japan shall pay Reuter's \$30,000 a year for a term of five years. All Reuter's telegrams received in Japan will be distributed by the National Agency, and the latter organization will, in turn, furnish to Reuter's all its news from Japan, Reuter's agreeing not to accept news telegrams from any other source.

Fire Destroys Mr. Pulitzer's Yacht.

Ralph Pulitzer, editor of the New York World, lost his steam motor yacht Mystery in a \$350,000 fire that completely destroyed a large storage building of the Stationary Marine Supply Co., on Manhasset Bay, near Port Washington. Mr. Pulitzer's yacht was built at a cost of \$40,000. He used the Mystery to carry him between his summer home at the upper end of Manhasset Bay and New York. Other boats destroyed in the fire were the Pandora, owned by Arthur T. Vance, editor of the Pictorial Review, and the Pall Mall, owned by J. J. Flaherty, Dry Goods Economist.

Syracuse Herald Rewards Employees.

The Syracuse (N. Y.) Herald observed the Thirty-seventh anniversary of its founding last week. The publishers distributed money presents to all Herald employes at the rate of 20 per cent. of each man's weekly wages.

Canadian Parcel Post Feb. 10.

The Hon. L. P. Pelletier, the Postmaster General, announced in the House of Commons, at Ottawa, Tuesday, that parcel post service would be begun in Canada on February 10.

TIMES ASSOCIATION DINNER.

Fun and Reminiscences Mark Annual Reunion of Staff.

The fourth annual dinner of the New York Times Association was held at the Hotel Knickerbocker last Sunday. Almost the entire staff of the paper and many old-timers were present.

The program ranged from Hy Mayer's cartoons in motion picture and his classic impersonation of Queen Victoria, to Cecil Cunningham, prima donna of the "Oh, I Say" company, who came over from Philadelphia to sing at the dinner. Adolph S. Ochs, proprietor of the paper, responded to the toast "The Times," and Gen. Howard Carroll and Col. Ashley W. Cole, spoke reminiscently.

Officers for the ensuing year were elected as follows: President, John F. O'Neil; vice president, Dr. Van Buren Thorne; Alumni vice president, Gen. Howard Carroll; treasurer, W. F. Fauley, and secretary, Donald Evans.

Among those who attended the dinner were: Col. A. B. Williams, Owen Johnson, W. J. Guard, Tom Lewis, Italo Cristalli, W. J. Henderson, William N. Penney, John A. Moroso, Frank N. Doubleday, Luther B. Little, Edward Rascover, Edward S. Luther, and J. B. Crandall. Col. M. B. Abrahams, as president of the association, presided.

Alleges Assault By Herman Ridder.

Herman Ridder, publisher of the New York Staats-Zeitung, and his son, Bernard, are the defendants in an action for \$10,000 damages which has been filed by Otto Luyties, a civil engineer. The complaint charges assault and further alleges that Mr. Ridder and his son, on September 19, "Struck and held Luyties and inflicted bodily injuries upon him."

Herman Ridder says he cannot understand why he has been sued. "In the first place, there was no assault. In the second, I was not even present at a quarrel my son had with Luyties," Mr. Ridder declares. "My son married a sister of Luyties and, as I understand it, they had a disagreement. No blows were struck. As a matter of fact, I had forgotten about the quarrel until I was notified of this action."

Moore Invites Oliver to Go Dry.

Alexander P. Moore, husband of Lillian Russell, and editor of the Pittsburgh Leader, has announced in an editorial that he would sign a life pledge with Senator G. T. Oliver, owner of the Gazette-Times and Chronicle-Telegraph, to refrain from the personal use of liquor. The offer was made after Senator Oliver's papers had announced that they would no longer accept liquor ads. The editorial reads in part: "George T. Oliver should publicly proclaim his intention to refrain from any personal use of liquor and banish it from his home. If he is willing to go this far the editor of the Leader offers to sign with him a life pledge not to taste liquor of any kind."

Buys Interest in Aberdeen American.

E. P. Neill, for the past two years advertising manager of the Aberdeen (S. D.) American, has purchased a half interest in the Daily Sunday and Weekly American. J. H. McKeever holds the other half interest. The Aberdeen American Company has been organized with the following officers: President, J. H. McKeever; vice-president, D. M. Neill, Redwing, Minn.; secretary-treasurer, E. P. Neill. Mr. Neill assumes full charge of the management of the papers, while Mr. McKeever is editor.

Brokers Sue for Commission.

Harwell, Cannon and McCarthy, newspaper brokers of New York City, have brought suit against Mrs. Anna T. Roberts, of Lexington, to recover \$5,000 commission which they claim is due them on the sale of the Leader. Mrs. Roberts claims that the brokers were in no way instrumental in making the sale to the present owners.

CHICAGO HAPPENINGS.

Ordinance Against Quack Doctors—Governor Dunne at Press Club—Wheeler Appointed Exposition Commissioner—Financial Writer Loses Coat at Bankers' Meeting—Cartoonist Briggs May Go to N.Y.
(Special Correspondence.)

CHICAGO, JAN. 28.—Publishers who sell advertising space to quack doctors are amenable to the law in Chicago now. An ordinance, resulting from exposure of advertising fakers, has just gone into force. It is modeled after laws of other States which have stood the test of the courts. Not only disreputable doctors, but the promoters of fake auctions, "bankrupt" and "fire" sales, now may be punished for misleading the public.

Governor Edward F. Dunne spoke at a luncheon given at the Press Club of Chicago last Thursday on "Why I Am Against Sex Hygiene." The club held its monthly cabaret dance Saturday evening. Several professional entertainers took part. Members also contributed to the programme.

Charles N. Wheeler, of the Chicago Inter-Ocean, has been appointed by Governor Dunne as one of twenty-four commissioners to represent the State of Illinois at the San Francisco-Panama Exposition next year. This commission will have the supervision of the State exhibit and the expenditure of the large fund appropriated by the Legislature for that purpose. Mr. Wheeler was only a short time before named as one of five persons to represent the State of Illinois at a patriotic centennial celebration in Baltimore this summer.

A local financial writer was rash enough to wear an \$80 overcoat to a meeting of bankers which he had to report last week. While busy with his work, the coat, which had been laid aside, mysteriously disappeared. The bankers, however, are not suspected.

It is reported that Briggs, the Chicago Tribune cartoonist, who, in his line, is the equal of McCutcheon, goes next month to the New York Tribune at twice the salary he is now getting.

Miss Ethel M. Colson, president of the Illinois Woman's Press Association, and Miss Magda Heuermann, have cards out for a reception on February 1, to meet the members of the Illinois Woman's Press Association and Mr. and Mrs. Oscar H. Gieberich, of New York.

Mrs. Siegfried Buttonmacker announces the engagement of her daughter, Sophie Sylvia, to Louis S. Berlin, the manager and editor of the Jewish society journal, the Sentinel. Miss Buttonmacker is the society editor of the paper.

William R. Humphrey, industrial commissioner of the Association of Commerce, died here last week. He was born in Huntsville, Ala., July 31, 1861, coming to Chicago in 1893, after a career as teacher, superintendent of schools and editor. He was engaged in fraternal newspaper work in this city for some time.

Meeting of A. N. P. A. Directors.

A meeting of the board of directors of the American Newspaper Publishers' Association will be held in New York on Feb. 24. The board is composed of Albert H. Baker, Cleveland Plain Dealer; Herbert L. Bidgman, Brooklyn Standard Union; John Stewart Bryan, Richmond News-Leader; William J. Patterson, F. P. Glass, Montgomery Advertiser; Harry Chandler, Los Angeles Times; J. F. MacKay, Toronto Globe; Hopewell L. Rogers, Chicago News; Charles H. Taylor, Jr., Boston Globe, and Jason Rogers, New York Globe. The executive committee, in charge of the Bureau of Advertising, will meet the same day. Members of this committee are: Mr. MacKay, Jason Rogers, Louis Wiley, Fleming Newbold, John Rathorn, Mr. Chandler, H. L. Rogers and D. B. Plum.

ALBEMARLE, N. C.—The Stanly Enterprise has been sold to W. D. Little of Oklahoma City, who takes immediate charge of the plant.

SCORES DRAMATIC CRITICS.

Marc Klaw Declares Some Write What They Do Not Believe True.

Dramatic critics came in for a sound drubbing at the hands of Marc Klaw, of Klaw & Erlanger, at the tenth annual dinner of New York Theatre Managers last Sunday night. Mr. Klaw, who was not announced as a regular speaker, took exception to the speech of Arthur Brisbane, editor of the New York Evening Journal, who had spoken in defence of the honesty and disinterestedness of dramatic critics.

"I recently said that I believe there are three or four dishonest critics in New York," said Mr. Klaw, "and I want to reiterate that charge as emphatically as I can. When a man writes of another man's property what he knows to be untrue, he is dishonest."

Mr. Brisbane also discussed the value of newspaper advertising to the theatre and told the managers that if they would get rid of press agents and make more use of newspaper space to get the value of their productions before the eyes of millions of readers every day the producers would be better off.

BOSTON GLOBE REDUCES PRICE.

Afternoon Paper to be Sold Hereafter At One Cent.

(Special Correspondence.)
BOSTON, Jan. 29.—Beginning Monday, Feb. 2, the price of the Evening Globe, now a two cent paper, will be reduced to one cent. The price of the Morning Globe will remain at two cents, the present rate. This move on the part of the Globe has been taken only after mature consideration. The Boston American is the only other Boston afternoon paper that sells for a cent.

Victor H. Hanson Not Interested.

Victor H. Hanson, principal and publisher of The Birmingham News, in a statement just given out, sets at rest any possible impression that he is or has been connected with newspapers in Pensacola and Jacksonville. His statement follows: "I have just learned, through the Associated Press, of the bankruptcy proceedings, instituted by Pensacola creditors, against The Pensacola News. The news item referred to states that Hanson Bros. recently acquired this property. This statement might be calculated to give my friends and the trade generally the impression that I was interested in The Pensacola News. As a matter of fact I never was and am not now financially interested in either The Pensacola News or The Jacksonville News and have never had any connection, either directly or indirectly, with either newspaper."
(Signed) Victor H. Hanson."

Candee Director of A. N. A. M.

A. M. Candee, advertising manager of the National Enameling and Stamping Company, Milwaukee, Wis., has been unanimously elected a director of the Association of National Advertising Managers. Mr. Candee was elected to succeed Roy B. Simpson, in consequence of the latter's resignation as a director, due to his having severed his connection as advertising manager of Roberts, Johnson & Rand, St. Louis, Mo., a member of the association.

New Privilege for Press Club Members

An arrangement has been made between the New York Press Club and the Vaudeville Comedy Club, 107 West Forty-fourth street, by which visiting privileges are to be exchanged. By this arrangement members of the Press Club gain the advantage of two club houses—one uptown and one downtown, without any extra amount for dues. Visiting members of both clubs must exhibit cards of membership showing they are in good standing in their own club. These cards will be issued four times a year on the payment of dues. The color of cards will be changed so that fully paid up membership may be seen at a glance and members not annoyed.

To the Newspaper Publishers who read The Editor and Publisher:

Every paper on our list had an increase in foreign business during 1913, as in 1912.

It was not luck or chance.

1913 was not a good year for business.

We have no special formula for selling space—no fetish, charm or abracadabra.

Plain hard work did it.

Just being always on the job.

How is your foreign business increasing? IS it increasing?

What are YOU doing to get new business—MORE new business?

We want to talk turkey to publishers whose foreign fields are fallow or not producing satisfactory results.

Nineteen publishers affirm our worth.

We have served them from three to eighteen years.

Can we serve you? Just write us about it, to-day—now.

E. Katz Special Advertising Agency

15-19 East 26th Street
New York City, N. Y.

Agency

Established 1888

Harris Trust Building
Chicago, Ill.

URNS TO DAILY ADS PUCK'S NEW BUSINESS MANAGER

General Roofing Manufacturing Co. decides to use 70 newspapers in leading cities of the country—May use press exclusively in the future—New account result of Advertising Bureau activity.

W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., in an interview with a representative of the EDITOR AND PUBLISHER yesterday, expressed himself enthusiastically about the results obtained by the newspapers with the General Roofing Manufacturing Company's advertising account.

"This concern," said Mr. Thomson, "became interested in the co-operative efforts of newspapers and decided to divert part of its appropriation from general mediums to the daily press. A group of about twenty of the larger cities was chosen for this test early in January. Under date of Jan. 17, George M. Brown, president of the company, wrote me as follows:

We have decided * * * to withdraw all advertising from the Saturday Evening Post.

This gives us a chance to greatly increase our newspaper expenditures which we are doing. You have seen the way we have conducted the matter in fourteen different states.

If you have any suggestions, please send them in promptly, and oblige.

"Under date of Jan. 29, Mr. Brown wired as follows:

You are at liberty to announce Saturday Evening Post matter. We will use weekly, beginning next Monday, about seventy newspapers in leading cities of United States. We hope to change our future advertising entirely to newspapers, and will be governed by our experience in this year's test. We will be glad to state the facts and comparisons of results at end of this year. Co-operation will help greatly in making this record up to our expectations.

"The Bureau will communicate specifically with the newspapers chosen by the General Roofing Manufacturing Company in regard to this campaign. In the meantime the newspapers that have been notified by the advertiser are earnestly requested to do everything within their power, and within the lines of their policy, to help the company enthruse its dealers to bring about window displays and the like.

"Mr. Brown's assertion that he hopes to use newspapers exclusively in the future, provided this liberal test comes out well, is most significant, and it indicates the desire of many big advertisers to use the daily press if we will only help them make the advertising one hundred per cent. efficient.

"Newspapers to-day hold the "whip hand," so to speak. A tremendous share of advertising is ours if we will reach up and get it.

"The Bureau is urging its propaganda of local co-operation as to the most effective means of working with advertisers to demonstrate the superiority of the newspaper. This propaganda needs the individual support of all live publishers.

"We cannot all get all the new business that is going out, but if we all work in a broad missionary spirit to make the daily press, as a medium, the best investment the advertiser can make we are all bound to profit eventually in real business.

"If you are asked to help the General Roofing Manufacturing Company, please fall in line. The Bureau is determined to obtain the maximum of efficiency for this account. It is a newcomer in the newspaper field, and it is a big one. Its 1913 appropriation for general mediums ran into six figures."

Taylor Guest of N. Y. Publishers.

Charles H. Taylor, Jr., of the Boston Globe, was the guest of the New York Publishers at their regular monthly luncheon at the Hardware Club on Tuesday. Among those present were: Don C. Seitz, of the World; J. C. Dayton, of the Journal; Bradford Merrill, of the American; Louis Wiley, of the Times, and E. A. Westfall, of the Evening Globe.

L. F. Reed, new owner of the Kingsley Courier, has changed the name to the Grand Traverse Sun.

W. G. Naylor, Publisher and Efficiency Expert, Put in Charge of Weekly.

Nathan Straus, Jr., who recently purchased Puck, the humorous magazine, has chosen William G. Naylor, of Chicago and New Haven, as business manager of the publication. Mr. Naylor is well known in Eastern publishing circles, having formerly owned the Lancaster Times and for over eighteen years been connected with Syracuse, Rochester and Buffalo papers in both editorial and business capacities. The past two years he has been engaged in general efficiency work, paying particular attention to the circulation and advertising departments, and he is known by publishers, both East and West, for his originality and success in that line of endeavor.

Mr. Naylor is a graduate of the old weekly print shop at Lyons, N. Y., from whence he went as a boy to Syracuse on the Herald business staff, later joining the Post-Standard, in order to take up college work. Since, he has served the Rochester Times, Olean Herald, Buffalo News, New Haven Times-Leader, and Chicago World.

Since associating himself with Puck a fortnight ago he has been busy reorganizing the circulation and advertising departments and is now planning a big circulation campaign that will be country-wide.

Mr. Straus has surrounded Mr. Naylor with the best artists and writers that money can buy, among them Hy Mayer, as art director, and Keppler, the well known cartoonist. Other members of the staff are: A. H. Folwell, editor; H. A. Somers, office manager, and Frederick Reddall, make-up man.

The extensive publishing, art plant and bindery of Puck, which occupies an entire block in Lafayette Street, is being thoroughly overhauled and made up-to-date. The paper itself is to be greatly enlarged, theatrical and Washington pages having already been added and a woman's page with weekly Paris letter and story pages are to follow.

BIG MARCONI-W. U. AGREEMENT.

New Combination Will Start With One-Third Cut in Cable Rates.

The Marconi Wireless Company of America and the Western Union Telegraph Company came to a working arrangement at San Francisco Monday. Within the next few months a complete trans-Atlantic and trans-Pacific wireless service will be started and, by linking up with the Western Union Telegraph lines, will effect an entirely new telegraph and cable service across both oceans.

The new service will be started with a thirty-three and one-third per cent reduction from the existing cable rates. Every Western Union office will be a Marconi wireless office, and the trans-Pacific wireless service will be operated in connection with the Western Union.

Vice-President Bottomley, of the Marconi Company, in this city in a statement says that the agreement will give the Postal Company competition west of San Francisco. It is likely that most of the first-class business will be carried by Western Union cables, while all other matter, including press and bulky work, will be taken over by the wireless system.

Press Staff Dines Fred Walther.

A banquet was tendered Fred Walther, the newly appointed advertising manager, by a number of the boys of the Press staff, at Kali's Restaurant, Jan. 24. Among those present were: R. A. Fletcher, manager of the foreign department of Munsey newspapers; Percy Smith, of the Morning Telegraph; William J. Crompton, of the Journal of Commerce, and also president of the Daily Ad Men's Club; C. M. Morgan, business manager of the New York Press, and Mr. Walther's associates on the paper. Speech making was indulged in by Messrs. Fletcher, Walther and Crompton. W. L. Sohl, of the Press, acted as toastmaster.

HEADS DAILY AD MEN'S CLUB.

W. J. Crompton of Journal of Commerce Elected President for Coming Year.

William J. Crompton, of the advertising department of the New York Journal of Commerce, was elected president of the Daily Ad Men's Club at the annual meeting on Monday, Jan. 19. Other officers were: William Barrett, Brooklyn Times, vice-president; Lynn



W. J. CROMPTON.

Dickie, New York American, secretary, and Edward Schafer, of Holbrook Schafer Agency, treasurer.

Mr. Crompton is probably one of the best known newspaper men in New York. He first started in the advertising business as one of the financial advertising men on the New York Times, where he made rapid headway. He later had charge of the financial department of the New York American, and after putting in three years of good constructive work for this newspaper, he joined the advertising forces of the New York Journal of Commerce.

Mr. Crompton's interest and work in the Daily Ad Men's Club and his personal popularity and recognized ability as an advertising man were responsible for his election, at the annual meeting, to the presidency of this organization.

A. P. Members Now Number 895.

The Associated Press has issued its membership list, as of Jan. 1. The service goes to 895 members, of which 341 are morning, 507 evening, and 47 Sunday newspapers. The total mileage of the leased wire system is about 22,000 miles a day, and 28,000 miles night service. The annual revenues approximate \$3,000,000, and the number of words handled daily is over 50,000, or about 35 columns of the average paper.

Would Abolish Office Held By Rival.

The office of commissioner of jurors in Schenectady county, N. Y., will be abolished if a resolution adopted recently by the Schenectady Board of Supervisors receives the endorsement necessary by enactment of the State Legislature. The office is held by Fred Roy Champion, city editor of the Schenectady Union Star. The resolution to abolish the office was presented by Philip Toll Hill, city editor of the Schenectady Gazette. The position pays \$1,200 a year and expenses of \$100.

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for last six months of 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 222,510 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.

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in December, 1913 - - - 33,428

Net Average in Topeka
in December, 1913 - - - 9,579

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

Arthur Capper

TOPEKA, KAN. Publisher

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

Deutsches Journal

The N. Y. German Journal
is America's
Greatest German Newspaper

Arizona Newspaper Circulation

SHOWING a most remarkable growth in clean circulation, due to increased news services and popular clean-up of the advertising columns of the

ARIZONA REPUBLICAN

THE BIG, clean, reliable and popular daily newspaper of Arizona, published in Phoenix.
Circulation Statement, as made to government, period April 1st to September 30th, 1913, average gross, 5497; net paid, 4751

Daily Average, December, 1913

Gross, 6931. Net Paid, 6221

CIRCULATION open at any time for verification by any one interested.
ANNOUNCEMENT. ALL PATENT MEDICINE, as well as fake, objectionable and disagreeable advertising, positively not accepted. (This factor has been the Republican's greatest circulation builder.)

THE PROOF of the PUDDING: 5,756,240 agate lines of advertising carried by the Republican in 1913. Write us or see

ALLEN & WARD, Representatives

New York, Brunswick Building

Chicago, Advertising Building

Compare the Per Capita Earning Power

of readers of The Globe against those of any other New York evening paper, and you will see for yourself why The Globe is the first paper for you to choose for your advertising campaign if you have a meritorious proposition.

There are many advertising campaigns running in other New York papers that cannot get space in The Globe, because they do not measure up to The Globe standard. Keeping up the quality seems to pay us, and the confidence our readers have in our honesty of purpose pays our advertisers.

It costs you nothing to try to get your advertising in The Globe—and if it measures up to our requirements it is immensely profitable. Better investigate.

Average net paid circulation for the year ended December 31, 1913—142,813.



O'MARA & ORMSBEE, Foreign Advertising Representatives
Brunswick Building, NEW YORK Tribune Building, CHICAGO

NOVEL CIRCULATION SCHEME.

St. Petersburg Independent is Distributed Free on Non-Sunshiny Days.

Every day that the sun does not shine upon its office up to the hour of going to press (3:30 p. m.) the St. Petersburg (Fla.) Evening Independent gives away its entire circulation—absolutely free to subscribers and everybody on the streets, without limit or restriction as to the number of extra copies required.

On "free days" the Independent pays its newsboys to go on the streets and run and yell to give away papers the same as they do to sell papers on other days. The result is that thousands of extra copies are given away. In big type on the first page and in other parts of the paper appears the announcement: "Free today; don't pay newsboys or newsdealers or anyone else for this paper; it is absolutely free to you, because the sun has not shone on St. Petersburg."

This remarkable offer has been in effect for three full years, and during that time the Independent has been called upon to give away its circulation only nineteen times. In other words, in three years there have been only nineteen weekdays when the sun did not shine on St. Petersburg. Thus has been established beyond question the fame of St. Petersburg as the "Sunshine City" and of the Independent as the "Sunshine Paper" that dares to gamble on the weather. It has cost the Independent a pretty sum of money, but it has proven a great advertisement for St. Petersburg, and the expense is cheerfully charged to "advertising."

When Lew B. Brown, editor and owner of the Independent, first announced this offer, even the most optimistic of the optimists of St. Petersburg prophesied that he would have to either "back down or go broke." He has done neither. The offer still stands. The Independent has quadrupled its business, installed a battery of three multiple

magazine linotypes, a twelve-page perfecting press, and other up-to-date machinery, and erected a handsome new building, two stories high and 50x110 feet in size. Much of this prosperity is attributed by Mr. Brown to his "Sunshine" offer and the linotypes which enable him to publish so good a newspaper.

Net Circulation in England.

The Associated Newspapers, Ltd., of London, is the first of English publishers to publish the net circulation of its several newspapers, which include the Daily Mail, Evening News and Weekly Dispatch. According to its advertisement the average net paid circulation of the Daily Mail in 1913 was 768,330; of the Evening News 455,554, and of the Weekly Dispatch, 522,509. The publication of those figures has created quite a stir in newspaper circles, as heretofore only average gross sales were given. It is believed that within the next few years the most of the daily newspapers will drop into line and follow the example of the Harmsworth newspapers.

Syracuse Journal Election.

At the annual meeting of the stockholders of the Syracuse Journal last week the following directors were elected: Alexander T. Brown, Charles B. Everson, Charles M. Crouse, Louis Will, T. E. Hancock, Harvey D. Burrill, Anthony Will, Edwin P. Lyman and W. Howard Burrill. The directors elected these officers: President, Louis Will; vice-president, Charles B. Everson; secretary and publisher, H. D. Burrill, and treasurer, N. V. Wright.

Some Kind of Rock.

"Say, waiter," said the editor to the hotel waiter. "what kind of chicken do you call this?"
"That's a Plymouth Rock, I believe," replied the waiter.
"I'm glad it has some claim to historical mention," said the man. "I thought it was just an ordinary cobblerstone."

BOOSTING THE CIRCULATION.

How the Jacksonville Metropolis Secured Public Interest.

When five months ago G. A. McClellan bought the Florida Metropolis at Jacksonville he cut out the quack doctors and other objectionable advertising, believing that it was good business as well as good morals. This caused a loss of lineage for the time being, but after showing a loss of lineage in August and September the advertising commenced to show a very healthy increase, the gain during October, November and December being 54,950 lines.

One of the biggest things ever done by a newspaper to boost its State was the inauguration of the "Booster Movement" by the Metropolis in October. Mr. McClellan printed 30,000 folders in six colors, presenting beautiful views of Jacksonville and Florida. They showed such growing crops as potatoes, tomatoes, celery, strawberries, citrus fruits and Florida scenery. It was announced that these folders would be sent to Metropolis readers who would furnish lists of five friends in other States, with their addresses, and the agreement on the part of the sender to mail the folders, with a personal invitation to come to Florida this winter. A fine list of 30,000 northern people was obtained in this manner, to whom folders were forwarded. These folders were accompanied by a message to the people receiving them to look out for the Booster edition, containing more information about Florida. The Booster edition then went out to this list of names. It was a big sixty-page paper crammed full of information about Florida.

The Boards of Trade of the State operated with the Metropolis and the plan was indorsed by every live organization in the State, as well as the State Board of Trade of Florida. As a result the Booster edition carried over \$10,000 worth of advertising, the largest

amount of money ever expended in a single edition of any Florida newspaper.

The booster movement has brought the Metropolis into touch with every live organization in the State and given it the widest publicity. The former owners of the paper did not make any hard canvass or effort for State circulation, but confined their operations to the city. Mr. McClellan, seeing the paper was delivered into practically every worth-while home in Jacksonville, went after State circulation, with the result that the Metropolis circulation is growing rapidly in Florida. At its present rate of growth in six months Mr. McClellan expects to be able to guarantee more circulation than any paper in the State has ever claimed.

Wisconsin's Course in Advertising.

A new course in newspaper advertising has just been added to the Course in Journalism at the University of Wisconsin. The work will be given by Prof. R. S. Butler, who has had practical experience in advertising, who has written a text-book on the subject and is on the educational committee of the Associated Advertising Clubs of America.

The purpose of the course is not so much to consider the technique of advertising soliciting as to give the student of journalism some idea of the merchandising principles that are the basis of good advertising. The point of view of the retail advertiser will be maintained throughout the work so that the future newspaper man, by looking at publicity problems from the standpoint of the advertiser, will be able to make his columns more valuable to the buyers of space.

Advertising Women to Meet.

The League of Advertising Women will give an advertising men's night at the Hotel Breslin, Tuesday, February 10. The subject to be discussed is "Things that Are Hard to Advertise."

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 Proof of Superiority—

The New York Evening Journal

prints month
after month

More Display Advertising

than any other newspaper in
New York.

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, Monolith 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**

GOLF AT PINEHURST.

What the Game Does for the Members of the Winter League, Admirably Told by Joseph H. Appel—Editors, Publishers, Advertisers and Business Men Spend a Glorious Week Together in Southern Links.

By JOSEPH H. APPEL.

It was the week of zero weather in the north—Jan. 12 to 18. At Pinehurst we had brilliant sunshine and two rounds of golf every day.

Do you wonder that I respond cheerfully when THE EDITOR AND PUBLISHER asks me to tell its readers what such a week does for the members of the Winter Golf League of Advertising Interests, an organization of men who write, publish, place or pay for advertising—and who play golf a little on the side.

Pinehurst in cosmopolitan. Everybody goes there, sooner or later. One day in a foursome, a physician, a clergyman, a lawyer and a business man were playing. They fell to discussing the various sides of golf.

VARIOUS PHASES OF GAME.

The physician said: "Golf is physical. It develops the body, keeps it in health and balks old age."

The lawyer said: "Golf is mental. It trains the mind, teaches concentration and strengthens the will."

The clergyman said: "Golf is spiritual. It develops character. It brings out the heart qualities in man. It puts him on his honor—makes him honest with his opponent, with himself, with the world."

"Yes," said the business man, "golf is all of these three things together. It is the one game that develops the whole man. See straight (which is physical), think straight (which is mental), and move straight (which is spiritual)—that is the gospel of golf."

Because golf develops the whole man it is a wholesome game. Have you ever stopped to think that whole and health are the same thing? Hale, healthy, whole, and heal all come from the same root. "Thy faith hath made thee whole" and "they that be whole need not a physician" are Biblical expressions.

ITS WHOLESOME PROPERTIES.

Whole and holy also have the same derivation. Originally holy meant to have health and happiness. So, you see, when I say that golf is a wholesome game, a whole man's game, or that it makes a man whole, I am strictly within the truth.

There were ninety-six of us who played in the tournament at Pinehurst. We were of all ages, from the twenties to the seventies. In our golf clothes we all looked alike—all were alike. The dignified head of the greatest jewelry business in the world, the owner of a great line of steamships, the scores of other great captains of industry; the staid, gray-haired editor, the wealthy publisher, the magazine man, the hard-working advertiser—one could not be distinguished from the other on the links. We were all boys.

There is no caste or class in these tournaments. Even the dub golfer may play with a star. There is rivalry; yes, keen rivalry, but good sportsmanship, and good fellowship in it all. This is one charm of golf—it levels—and elevates all who play it.

At Pinehurst, especially, where we are all thrown together in one big home-like hotel—as in a large house party—we all meet and talk and play as equals, as all real men should.

MAKES FOR NEW PERSPECTIVE.

Now what do you think this intensely human association does for a man who has the right stuff in him? It cannot help but develop that right stuff. I almost believe it will put the right soul stuff into a man, if he hasn't it there to begin with.

It gives him, first of all, a new perspective on his business affairs. It takes him away from the grind and lets

him see things with a fresh eye and a new point of view. Many a knotty business problem is solved at Pinehurst—without really knowing it. It takes a man out of himself, also. It banishes selfishness. It dissolves narrowness. It develops one's humanity.

One evening one of our members went about the hotel collecting a little money to buy a cork leg for an unfortunate individual, one of the "starters" at the tee, who had met with a railroad accident. In a few minutes a hundred and fifty dollars was in hand. That one human "touch" made us all better men.

The very air at Pinehurst seemed surcharged with kindness, friendship, nobility, when we were there—and I believe every visitor, whether one of the advertising golfers or not, feels the same tonic, no matter when he goes there.

It is not alone the crowd of bully good fellows, not alone the wonderful sunshine, not alone the peaceful surroundings, but I believe more than anything else it is the game of golf that brings about the sense of regeneration which we all feel after one of these tournaments at Pinehurst.

LEAGUE'S PICKED MEMBERSHIP.

The Winter Golf League of Advertising Interests is composed of "picked" men. We can say that without bragging because it is the truth. They are men who have "arrived" in their calling. Men who have done big things and are still doing them. They are leaders—every one of them; they have to be leaders to hold their big jobs in the highly competitive publishing, advertising and business world in which they live.

They are broad in their views and thus appreciate the value of the "get-together" spirit. They freely interchange ideas in their talks—each one being a gainer by listening to "the other fellow."

Measured by cold dollars I am safe in saying that we all come home vastly richer—in what we are able to earn with the new stimulus in our brains. Measured by the yardstick of health, we are all immeasurably richer. Measured by the "humanities," we reach new heights in our visions, and our outlook, and our daily association with our fellowmen.

We have now one hundred and sixty-three members in our association. We should have at least twice as many. Pinehurst, with its three championship golf courses, can accommodate three times our number.

EXTENDS GLAD HAND.

We are ready to welcome and greet new members. All who write, pay for, place or publish advertising are eligible.

As the retiring President I can vouch for the great pleasure and profit this League will bring to all who choose to become members, and on behalf of the new President, Walter W. Manning, of McClure's Magazine, I can promise a friendly and warm greeting.

"Pop" Freeman, the genial whole-souled expert on advertising, known to editors, publishers, advertisers and business men everywhere, promises to again "run" the tournament and to guarantee fair weather if we assemble in the "full of the moon—"

So here's hoping we may all meet again at Pinehurst next January with at least a hundred new members.

Red Roosters Dine at Pinehurst.

The Red Roosters of America, an association of ad men limited to those who individually either buy or sell more than one million dollars' worth of advertising annually, held their first annual banquet at Pinehurst, N. C., last week. Not only was the feast a delight, but the after-dinner speeches were a treat. The members present included Joseph H. Appel, William H. Rankin, Guy Pierce, F. E. Mann, F. L. E. Gauss, F. H. Ralsten, William C. Freeman, C. C. Vernam and Guy Osborn. Mr. Rankin presided as toastmaster.

The Sharon (Pa.) Telegraph is now established in its new brick home, where a model plant has been installed.

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.

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

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

CROY'S WORLD-GIRDLING TRIP.

Humorist to Visit China for Leslie's Weekly and Then Write a Book.

Homer Croy, the humorist, left this week on a trip around the world for Leslie's Weekly. Leslie's is the first magazine to send a humorist around the world.

Mr. Croy will go by way of San Francisco. On his way out he will stop at his boyhood home in Missouri for two or three weeks. He will spend



HOMER CROY.

some time in China, as he is to write a humorous book on that country for one of the publishing companies, outside of his weekly work for Leslie's. He plans to be gone about seven months. As he is not married, he will travel alone, wandering from country to country pretty much as he likes.

Mr. Croy has been connected with Leslie's Weekly on and off for three years, and is now doing a page a week for Judge under the title of "Watching Our Funny World Go By." Mr. Croy contributes humor to the different magazines and is soon to have a humorous novel on the market.

Homer Croy came to New York from St. Louis, where he was a reporter on the Post-Dispatch. While here he confined himself more to writing and publishing than to daily newspaper work.

The articles will not begin running in Leslie's until some time in April, as he will not send back much material until he reaches Japan.

Bank Publicity Men Hold Conference.

"How the Banking Journals and the Banking Institutions Can Co-operate" was the subject of a conference held between the Bank Publicity Association of New York and publishers of banking journals last week. Some of those who took part in the discussion were C. D. Steurer, of the American Banker; Anthony Stumpf, of the Daily Banker and Stockholder; F. W. Ellsworth, publicity manager of the Guaranty Trust Co.; N. P. Gatling, of the Chatham & Phoenix National Bank; P. H. Hudson, of the Empire Trust Co.; Horace Anderson, of the Title Guarantee & Trust Co. The conference was the first of a series which the association plans to hold, at which problems will be discussed concerning the mutual interests of the advertising banks and the various classes of publications. E. B. Wilson is president of the Association.

Praises Newspaper Enterprise.

Mrs. Susan H. Vollmer, of Huntington, L. I., who has just completed an automobile trip to Cocoa, Fla., has expressed her appreciation of the assistance rendered her party on the trip down by the signs erected along the route by the New York Herald and the Atlanta Journal. She was enthusiastic in her praise of the enterprise exhibited by the two newspapers in blazing the trail and thus pointing out the best roads and indicating distances.

WOMEN WRITERS' CLUB.

Philadelphia Workers Dine and Listen to Interesting Speeches.

More than fifty newspaper women, literary workers, and advertising writers attended the dinner given by the newly organized Women Writers' Club of Philadelphia, recently. It was the first of a series of similar functions planned by the new club and took place in the Palm Room of the Hotel Walton. Miss Agnes Repplier 2d, a writer of more



CAROLINE B. KING.

than local distinction, chairman of the dinner committee, was the toastmistress; and an address of welcome was made by the president, Mrs. Caroline B. King, for many years Sunday editor of the Philadelphia Press, and a contributor to the magazines.

Mrs. King summarized the advance in professional writing made by women during the last century, and said that the feminist movement now in progress was largely due to the energy and activity of able women writers. After dinner speakers included Miss Edith Burtis of The Ladies Home Journal; Mrs. Ellen Foster Stone, of the Public Ledger; Miss Grace Phelps, of the News Distribution Company; Miss Marble, of the Philadelphia Record, and Mrs. Norma Bright Carson, editor of the Book News Monthly.

An amusing feature provided by the entertainment committee, of which Miss Isabel Strohl is chairman, was a miniature newspaper. "The Galley Gais News," containing an extravaganza report of the dinner, pictures of the club officers, and many merry quips about each member.

The Women Writers' Club was formed last September and is already flourishing and strong. Its membership included sixty of Philadelphia's prominent writers. Meetings are held once a month at the Bellevue Stratford Hotel, and there is a weekly club luncheon at a down town tea room. The officers are:

President, Mrs. Caroline B. King, Woman's Editor the Evening Telegraph.

1st Vice President, Miss M. H. Diehl, Strawbridge and Clothier, advertising department.

2d Vice President, Miss Rose K. Weston, North American.

Secretary, Miss Curtis Wager-Smith, The Evening Telegraph.

Treasurer, Miss M. S. Maloney, The Public Ledger.

The Executive Board includes Miss Agnes Repplier 2d, Miss Isabel Strohl, Mrs. Alice McGill, Miss Myra S. Hedges, Miss Julia Blankenberg, and Mrs. Norma Bright Carson.

The plant of the Washington (Pa.) Record, recently suspended, will be sold by Charles S. Howell, receiver of the paper, on Jan. 31.

The Ottawa (Canada) Evening Journal is now established in a new eight-story building on Queen Street.

Home Circulation



Newark Evening News

A Two-Cent Evening Paper

75,587 Net daily average sworn circulation for 1913

- ¶ The circulation is practically double that of any evening, morning or Sunday paper published in New Jersey.
- ¶ **HOME-DELIVERED** circulation produces best results for advertisers.
- ¶ The homes of Newark and suburban New Jersey are best reached by New Jersey's home newspaper.

10,098,660 Lines of paid advertising printed in 1913

- ¶ In 1912, the NEWARK EVENING NEWS published 2,945,337 lines more of advertising than any New York City daily newspaper, and in 1913 the records show that this lead was increased to

3,139,238 lines.

Here is the comparison for 1913: (Exclusive of Sunday editions)

	Agate Lines
Newark Evening News	10,098,660
Evening Journal	6,959,422
World	6,709,013
Telegram	6,354,376
Brooklyn Eagle	6,274,773
Evening World	6,244,657
Times	5,973,099
Standard Union	4,970,242
Evening Mail	4,957,002
American	4,592,752
Globe	4,360,574
Herald	4,277,579
Evening Sun	3,691,774
Evening Post	3,376,900
Staats-Zeitung	3,256,042
Sun	2,621,893
Press	2,197,337
Tribune	1,810,201

EUGENE W. FARRELL, Advertising Manager

General Advertising Representatives:

O'MARA & ORMSBEE

Brunswick Building, New York

Tribune Building, Chicago

New York Local Representative:

FRANK C. TAYLOR, Brunswick Building, New York

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 F. Lefler, Business Manager.

New York, Saturday, January 31, 1914

THE REPORTER'S LIFE OF SACRIFICE.

Do you know of any occupation that demands and receives so much from those engaged in it as the newspaper business? We admit we do not. The church requires a great deal from the clergy, but poverty is, perhaps, the most serious sacrifice it asks. The practice of medicine at times compels physicians to risk their lives in ministering to the needs of the sick, but because of the perfection of methods and the discoveries made in the prevention and cure of disease danger has been reduced almost to a negligible quantity.

Journalism, on the other hand, insists that those who engage in it shall become its slaves and be ready to sacrifice health, comfort and even life itself. This is a strong statement, but is it not true?

The man engaged upon a great metropolitan newspaper, or even upon the dailies of smaller cities, is always on duty. There is not an hour in the twenty-four when he may not be summoned to the office to meet an emergency that has arisen since he left. He can make no engagement that is not subject to cancellation on a few minutes notice. He is never sure that on the night he goes to the theatre with his wife or sweetheart he may not be compelled to leave in the midst of the most interesting part of the play to take an important assignment.

The reporter is, of course, the one who is called upon to face real danger. Often he takes his life in hand when he attempts to climb the ice-covered rope ladder of a belated Atlantic steamship in the lower bay on a wild winter's night; when he visits a plague infested ship to learn the story of its voyage; when he engages in trailing a murderer through the dark and dangerous passages of tumbled-down buildings in the lower East Side, or among the mountains of freight piled in seeming disorder upon unlighted wharves; when he accompanies the police in the raids upon gambling houses or the dens of thieves.

The reporter or correspondent who loves his work, and most of them do, rarely think of themselves when on an assignment, but always of the paper they represent. And so they endure the icy blasts of winter, the scorching heat of a burning summer sun, the drenching storms, the dangers of gun tests, with an enthusiasm and self-denial that is unknown in other lines of business. They go without food, without sleep, without rest, and do it willingly all for the paper they represent. They take pride in their work and, although what they write does not carry their name, they are content as long as the paper gets the glory.

The pay does not begin to be commensurate with the services they render, while their expenses are higher than those of men in other professions. Even the frugal among them find difficulty in saving enough money or in carrying enough insurance to

take care of their families in case of their death. The most of them lack business foresight. They give everything in them to their employers, and on dying, perhaps the paper does not send a wreath to grace the casket.

The reporter stands in much the same position as a soldier—always ready to sacrifice himself and all that belong to him for the news; but the soldier can feel that a grateful country will care for his wife and children. It does sometimes seem to us that those who have no share in the profits they help to create ought in some way be freed from anxious thoughts about the future of dependents for whom every law of humanity should require them to provide.

HARVEY W. SCOTT.

It was appropriate that the Oregon Historical Society should devote its last quarterly to the career of the late Harvey W. Scott, for nearly half a century the editor of the Portland Oregonian, for he was one of its founders and its first president. The text is by Alfred Holman, editor of the San Francisco Argonaut, who received his first journalistic training under Mr. Scott, and was on intimate terms with him for forty years. Mr. Holman has written a review of Mr. Scott's career and a critical estimate of his work that bears the marks of good scholarship and of a high and just appreciation of the great editor.

Mr. Scott belonged to that earnest band of journalists who gave to the newspaper business in America the high position it now occupies. Born near Peoria, Ill., in 1838, young Scott was fourteen years old when his parents crossed the plains to Oregon, where, after stopping in several places, they finally came to anchor on Scott's Prairie, three miles northwest of the present town of Shelton. He served as a volunteer in the Indian war and at eighteen worked as a laborer in the Willamette Valley.

His attempt to get an education met with disappointment, for after entering Pacific University, at Forest Grove, he was compelled to give up his studies and go back to manual labor. He became a wood cutter and lived in a shack of boughs, his only food supplies being a side of bacon and a bag of flour. While thus engaged he studied at Oregon City Academy, and in 1858 once more entered Pacific University, from which he was graduated in 1863.

Mr. Scott then studied law, supporting himself in the meantime by acting as librarian of the Portland Library and doing such things as would aid in paying expenses. He made up his mind after awhile that he preferred journalism to the law, but finished his course and was admitted to the bar of the Supreme Court in 1865.

His first regular contribution appeared in the Portland Oregonian April 17, 1865, as an editorial on the assassination of Abraham Lincoln. Soon afterward he was made editor of the paper, a position which he held without interruption, except from 1872 to 1877, when he was Collector of Customs, until his death in 1910.

Scott was a great editor; great in his ability to master public questions and discuss them in terms his readers could understand; great in his conceptions of the destinies of Oregon and of her needs; great in his war against quackery in politics, chicanery in public office and hypocrisy in society. He loved controversy and enjoyed a scrap as well as anyone. His familiarity with the classics was revealed by everything he wrote. He could quote long passages from Virgil, Catullus and other Roman writers. He was a great admirer of Gibbon, a student of Egyptology and Assyriology, and took a deep interest in the study of the Bible. His style of writing was clear, vigorous and incisive.

Oregon's debt to Harvey W. Scott cannot be estimated. He worked for its organization and development with tremendous enthusiasm, and its present high position among the states is probably due in a large measure to his influence and efforts. Mr. Scott's name will go down in history as that of one of America's greatest pioneers in the development of the northwest.

EDITORIAL COMMENT.

The New York Herald last week printed reports from industrial centers showing that the tide of prosperity is rising. Trade conditions at Paterson, N. J., the great silk manufacturing centre, were never better than at present. Mills and factories that were temporarily shut down during the holidays and stock-taking season, have reopened, and a spirit of optimism prevails. The rolling and stamping mills of St. Louis, employing 9,000 men, resumed operations on Monday and by Feb. 1 will be working to full capacity. On the whole the outlook for 1914 is exceedingly promising.

That the press agents are still actively pursuing newspaper editors for the publication of free reading matter that will in some way advertise their clients is shown by the abundance of articles of this character that still continue to rain on their desks through the mails. In one mail last week the Pittsburgh Leader received 700 words about the Stutz & Marshall automobile cars, 300 words concerning a gasoline consumption test of the Buick Six and B-25 cars, and 400 words on "How We Shall Sit in an Electric Car," and especially in the Waverly Electric. More press agent stuff is sent to the newspapers about automobiles than anything else, with the exception of the theatres.

MUNSEY'S GREAT "NEW IDEA."

New York, Jan. 26, 1914.

EDITOR AND PUBLISHER: In Mr. Munsey's monthly humorous article, in his magazine, which he calls "The Shop," he takes up the question of the length of the complete novel he now publishes each month to prove that it is a "new idea" in periodical publishing. He contrasts his custom with the custom of Lippincott's, which has for many years printed a complete novel each month, saying that in the copy of Lippincott's for January there is a tale "of about 40,000 words"; but he neglects to state that the "New Idea" novel in the February Munsey has but about 57,000 words, and is almost as far short of the ordinary standard novel as is the Lippincott tale.

There is, of course, no fixed length for a standard novel. One that happens to lie on my desk as I write has about 150,000 words. I fancy that Winston Churchill's novels have more than 200,000 words. Those of William de Morgan must run about as many words, or more. There are novels "fatted up" to look like full sized books that have but about 100,000 words; and there are tales made into books that have even less.

Mr. Munsey's tale, in his February magazine, would make a book of only about 160 pages, if an ordinary page were to be used, and if ordinary paper were also used it would make a book, with covers, about five-eighths of an inch thick. This is what Mr. Munsey, in his humorous editorial, calls a "complete book-length novel," "a full novel," "a full-sized book story," a "full book-length novel"; and he repeats these phrases.

I am sure that nobody wishes to quarrel with Mr. Munsey about his stories, and not many people care how he characterizes them. If we knew his standard for a full-sized novel we might agree with him as to the proper nomenclature to be applied to the stories he is printing, and trying very hard to make serve as a great new idea in magazine publishing. But we may be pardoned if we take novels as they are issued and assume that such as those I have mentioned are, in some sense, standard; and judge the advertising of Mr. Munsey by them. If we do this, we see at once that Mr. Munsey is not quite as frank with his readers as he evidently wishes them to assume that he is. In other words, Munsey is not giving its readers "full book-length novels," as anyone with the requisite curiosity may easily satisfy himself.

As an exponent of honesty in advertising it is up to Mr. Munsey to look to his own practices; or to establish a standard for the "complete book-length novel" at about one-third its present dimensions.

C. F.

PERSONALS.

Lafayette Young, publisher of the Des Moines Capital, and former United States Senator, is seriously ill with pneumonia at his home in that city.

W. J. Conners, owner of the Buffalo Courier and Enquirer, will spend the next two months in Florida.

W. H. Mathews, owner of the Rochester Democrat and Chronicle, will sail for Europe to-day for an absence of several months. He will spend March along the Nile in Egypt.

Arthur Brisbane, president and editor of the New York Evening Journal, has leased the Chatfield-Taylor place at Lake Forest, Ill., and is now occupying it with his family. Mr. Brisbane will remain in Chicago for the present to give particular attention to the Examiner, one of the Hearst papers. His relations with the other properties will remain the same as heretofore.

Nathan Straus, Jr., the new owner of Puck, left for Atlanta Sunday for a two weeks' stay in the South.

Winifred Ward, editor of the Dublin Review, delivered his last lecture, previous to his departure for Ireland, in the auditorium of the Church of Our Lady of Lourdes, New York, last Sunday evening. His subject was "Huxley as I Knew Him."

Charles C. Green, manager of the promotion department of the Philadelphia North American, delivered an address on "Window 'Pains'" before the Alumni Association of that city on Thursday evening. Mr. Green illustrated his remarks with lantern slides showing the prize winning windows in the recently concluded window display contest conducted by the North American.

John C. Fanning, advertising manager of the Fort Worth Record, was in Toronto, Canada, last week. He said that the Texas delegation to the big Ad Club convention next June would number 100 men who would travel on the finest train ever run out of or into the States.

C. H. Wooley, formerly advertising manager of the Cincinnati Commercial Tribune, has been made business manager of the Cincinnati American.

Scott Small, who recently resigned the editorship of the Cincinnati Commercial Tribune, has been appointed superintendent of Public Property for Cincinnati, which office is a combination of three former city departments.

Harvey Young, advertising manager of the Columbus (Ohio) Dispatch, is taking a much needed rest at Mt. Clemens, Mich.

Frederick Walther, for the past year in charge of the classified advertising department of the New York Press, has become advertising manager of that paper.

August Diez, managing editor of the St. Louis Westliche Post, has been granted several months' leave by his paper to visit Germany, where he expects to recuperate his health.

Thomas A. Daly, well-known humorist and poet, and editor of the Standard and Times, Philadelphia, has accepted an invitation of the Indianapolis Council, Knights of Columbus, to lecture before its members on February 16.

Joseph A. Humphreys, Jr., former city editor of the Lexington (Ky.) Herald, has been chosen business manager of the Kentuckian, which has moved its plant to Lexington.

W. L. Miller, for four years advertising manager of Puck, has resigned, effective February 14. Mr. Miller was for nearly twenty years advertising manager of Leslie's Weekly.

Frank Frugone, owner and editor of the Ballentino Della Sera, an Italian newspaper, is being strongly urged as a candidate for the Deputy Street Cleaning Commissionership of Brooklyn, a \$5,000 job.

H. B. Varner, editor of the Lexington (N. C.) Dispatch and Good Roads Magazine, was in New York last week on business. Mr. Varner reports the business outlook in the South as decidedly favorable.

Austin M. Goodwin, a newspaper man of Portland, Me., has accepted the Democratic nomination as a member of the Legislature from his home city.

Fred John Splitstone has left the circulation department of Collier's to join the editorial staff of Leslie's Weekly.

E. H. Randolph, formerly advertising manager of the New York Press, and lately connected with the foreign department of the New York Evening Journal, has been made assistant to J. C. Dayton, publisher of that paper.

Everett A. Holman is now in the foreign department of the Chicago Evening American's western field. This is in the nature of a promotion for Mr. Holman. For the last year and a half he has been a solicitor in the local display department.

Ford Hicks, formerly in the advertising department of the Grand Rapids Press, has purchased an interest in the Belding (Mich.) Banner and is acting as business manager. The Banner recently moved into a new building.

J. H. Gallagher, formerly of the Lesan Advertising Agency, has been appointed advertising manager of the Saturday Magazine of the New York Evening Post.

IN NEW YORK TOWN.

Hy. Mayer, former cartoonist of The Times, and now director of the art department of Puck, sails for Europe February 4, going to Paris, Berlin, Munich and London.

"Rube" Goldberg, comic artist of the Evening Mail, has returned from a successful tour of the South, where he edified large crowds by his, "I'm the Guy" and "Foolish Questions" cartoons.

L. R. Southworth, ship news editor of the World, sails to-day for a cruise in the West Indies.

Fred Shipman, exchange editor of the World, will return next week from a trip around Porto Rico.

H. Nelson Meade, exchange editor of the Tribune, has become day editor; Charles A. Taylor, of the copy desk, is promoted to exchange editor; Edward F. Tandy, of the Evening World, fills a place at the copy desk. Roswell Dague, of the editorial staff, has become assistant at the city desk, and C. Rockwell Cole, of Williamsport, Mass., has been added to the city staff.

Harold A. Littleale, of the Press, is now on the Evening Post editorial staff.

VISITORS TO NEW YORK.

Benjamin G. Wells, president of the Philadelphia Press.

E. M. McSweeney, manager of the promotion department of the Boston American.

Charles H. Taylor, Jr., manager and treasurer of the Boston Globe.

A. B. Cargill, advertising manager of the Milwaukee (Wis.) Sentinel.

Edwin E. Smith, treasurer and manager of the Meriden (Conn.) Morning Record.

Lester L. Jones, business manager of the Chicago Journal.

H. M. Nimmo, editor of the Detroit Saturday Night.

WEDDING BELLS.

Miss Clara Miller, who for several years has been a well known newspaper woman in Toledo, and has recently been writing for the Scripps-McRae chain of newspapers under the nom de plume of Cynthia Grey, was married last week in Chicago to William C. Govier, recently of the Toledo Times, but now in the mechanical department of the Chicago Examiner.

Homer Sell, editor and publisher of the Port Byron (Ill.) Globe, and Miss Edith Hundle, of East Liverpool, O., were married recently at Port Byron.

John F. J. Herbert, associate editor of the Worcester (Mass.) Post, and Miss Rose A. Boyle, one of the best known newspaper women of Worcester and who has been connected with the Spy, Post and Telegram of that city, were married on January 27.

Edward R. A. Felgate, editor and publisher of the Brashear (Mo.) News, and Miss Marian Ruth Babcock, were recently married in that city.

John H. Cook, editor and proprietor of the Red Bank (N. J.) Register, and Miss Alice Applegate, were married on January 24. The groom was 60, the bride 25.

J. E. Murphy, the popular cartoonist of the Oregon Journal, of Portland, and Miss Tillie Catherine Crane, of Selma, Cal., were married at Verboort, Oregon, last week. The affair was managed so quietly that none of Mr. Murphy's friends on the Journal knew anything about it until a Forest Grove newspaper printed a notice about it.

Compares H. M. Pindell to Franklin.

Henry M. Pindell, editor of the Peoria (Ill.) Journal, has a champion in Senator Lawrence Y. Sherman, of Illinois. Speaker at the Republican Club luncheon last Saturday on "Encroachments Upon the Rights of the People," Senator Sherman declared that an encroachment upon the rights of an American citizen might have resulted from the clamor that arose when the nomination of Mr. Pindell as Ambassador to Russia was announced by President Wilson. He compared the Peoria editor with Benjamin Franklin, and said that he saw no immorality in the charge that Pindell had made country postmasters subscription agents in an effort to extend the circulation of his Democratic newspaper. Franklin had paid postmasters to get subscriptions to his Pennsylvania Gazette, he said.

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.

ADVERTISING MEDIA

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

EDITORIALS

That Build Prestige. Subjects: Human Welfare, Social Service, Civic Progress. For the editor who believes in himself and his town. Week's trial free. B. W. Uish, Wash, Ind.

STEADILY GROWING

mid-west weekly newspaper, which returns owner \$3,500 annually for salary, income from investment, and maintenance of equipment, will be sold account of ill health. \$6,000 cash necessary. Proposition I. T.

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.

ENERGETIC young man, now circulation manager monthly class periodical. 10,000 copies, seeks foothold in business department publishing concern. Soliciting experience, good correspondent, knowledge stenography, rapid typist, understands principles copy writing and advertising display. Ex. 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.

HELP WANTED

IF YOU ARE the advertising manager of a paper in a city from 20,000 to 35,000, and if you would like to take a chance on a "live" morning daily newspaper in a city of 300,000, where there is plenty of hard work and where you will start in given territory, address BOX D, 1167, care The Editor and Publisher.

WANTED—Thoroughly experienced, sober, absolutely reliable reporter to cover politics on afternoon paper in small city. Liberal salary. Address "POLITICS," care The Editor and Publisher, giving full particulars in regard to experience.

SPORT EDITOR WANTED.

Young hustler, capable of handling page complete, including writing, heads, layout. Must be non-drinker. Address H. IVINS, Hudson Dispatch, Hoboken, N. J.

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 BU-REAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN, New York.
51 CHIF ST.,

\$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.

There is no Duplication or Substitution in

Pittsburg Leader Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

The Catholic Tribune - (English) Katholischer Westen - (German) Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January	30,908	July	32,935
February	30,996	August	33,730
March	31,053	September ..	34,821
April	30,998	October	35,406
May	31,332	November	36,067
June	32,102	December	36,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

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

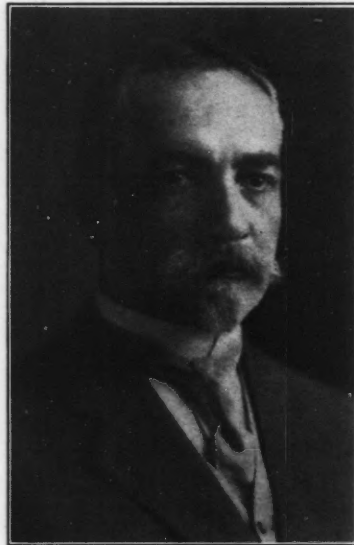
The Linotype Bulletin.

The January issue of the Linotype Bulletin has a new cover design in four colors, the first of a series of twelve by a well-known New York artist. This is one of the many indications of improvement shown by the Bulletin under the editorial direction of L. A. Hornstein, manager of the publicity department of the Mergenthaler Linotype Company. The present issue is filled with a lot of good matter of interest to linotype users.

BUILT UP BIG DAILY.

Jacob Saphirstein, Publisher New York Jewish Morning Journal, Now a Recognized Power in Foreign Language Field.

Jacob Saphirstein, the publisher, managing editor and pretty-nearly-everything-else of the New York Jewish Morning Journal, is a man of wonderful energy and vitality, who turned the sixtieth milestone a few months ago. He was born in Bylestok, Russia, November 14, 1853, the only son of a highly respectable scholarly merchant of the old school. He grew up in mercantile pursuits, and as a young man did con-



JACOB SAPHIRSTEIN.

siderable business as an exporter of furs and bristles from Russia to Germany. Frequent visits to the latter country gave him a broader outlook of the world than is usually afforded the Russian business man, and literary predilections caused him to drift into the business of publishing high-class Hebrew books.

After several years' residence in Warsaw he came to the United States in 1887, settling in New York, and soon afterward opened a small printing office on Canal Street. There was hardly any publishing being done in the Yiddish language here at that time, and it was impossible to foresee in the few struggling Jewish newspapers of the late '80s the tremendous developments of the Yiddish dailies of to-day, in which he was himself to become later one of the largest factors. But he was a born publisher, and though the field looked extremely uninviting, he ventured and won an immediate success with an original form of publication in Yiddish—the Serial Story.

PIONEER JEWISH PUBLISHER.

Thus Mr. Saphirstein became a pioneer and a considerable figure in this new field before he was three years in the country, and brought out the most successful serial novels—winding up with a "Dreyfus" serial when the misfortunes of the Jewish sufferer on Devil's Island were uppermost in the minds of the public.

In the meantime the newspaper field began to look brighter, and after a short experiment with the Hebrew American, a weekly published in English and Yiddish in parallel lines, he founded in 1898 the Daily Jewish Abend-Post, which was also like most of his enterprises, an instant success. In 1901 he established the Jewish Morning Journal, the only morning paper in that tongue, which occupies now an enviable position in the front ranks of the foreign-language newspapers of the country.

After a reorganization of the business in the following year, the Morning Journal began to assume such proportions that it crowded the Abend-Post out of

existence. It is enough to say that in the busy season this Yiddish daily is second only to the "World" among all the newspapers of the metropolis in the amount of "help wanted" ads.

PROFITABLE SIDELINE.

Still even directing the policy and looking after most of the details of what has become a splendid newspaper property, cannot absorb all the energy of its founder. In the last few years Mr. Saphirstein has returned to his first love—book publishing—and is again bringing out, as a constantly growing sideline, in conjunction with the newspaper, a considerable number of novels, histories, collected works and religious books. An edition of the ancient Talmud in one volume, as big as an unabridged Webster, is one of his audacious successes, while an example of his daring in another direction is shown in the introduction of a fine edition of Shakespeare among his readers.

Mr. Saphirstein is now recognized as a real power in his field, which is constantly widening, an example of what may be accomplished by a man of brains and of courage in this glorious land of opportunity.

NEW PUBLICATIONS.

SEARCY, ARK.—Perry F. Lewis, local agent of the Rock Island Railroad, has bought a half interest in the News from W. E. Story, and will be associate editor. The new company has installed new equipment and contemplates establishing a second daily newspaper.

CORPUS CHRISTI, TEX.—A new Spanish newspaper soon to be launched in this city will be named "El Eco del Golfo," the initial issue of which will probably appear about February 1. It will be published by Eduardo Idar, of Laredo, formerly editor of the erstwhile "La Luz" at San Benito, and also formerly connected with the Brownsville Herald.

CLAYTON, IND.—The Weekly Press is the name of a new paper being published here by Cal Sinninger, of Spencer. Clayton has been without a newspaper since the Enterprise suspended publication last October.

CLEARWATER, FLA.—It is reported that W. B. Powell, who founded the St. Petersburg Independent, is planning to launch a daily newspaper.

NORTH SCRANTON, PA.—Melvin Williams, associate editor of the Board of Trade Journal and publisher of the Brown Book, will start a new weekly early in February.

DETROIT, MICH.—Efforts are being made by union men of the city to establish a weekly newspaper. The Federation of Labor has called a meeting to discuss the matter.

TYLER, TEX.—D. M. Reedy, member of the State Legislature from Smith County, will next week begin the publication of a weekly paper.

CHAMPAIGN, ILL.—The first number of the Pesotum Chief, the new paper of which A. A. Ablinger is editor, has made its appearance.

Set 72,650 Ems in Seven Hours.

William H. Stubbs, a linotype operator on the Baltimore Sun, on Saturday night, January 10, taking copy from the hook, set 2,906 lines, nonpareil, in exactly seven hours. His product, 12½ picas measure, was 72,650 ems, an average of 10,378 ems an hour. This means that in the time given he struck the keys 145,000 times. The matter set would fill two full newspaper pages. In 1899, when only twenty-two years old, Mr. Stubbs won a purse of \$1,000 in a speed contest in Philadelphia. He is the inventor of his own method of key manipulation and is the author of "Stubbs' Manual—A Practical Treatise on Keyboard Manipulation."

Warning Against Bargains.

Washington State Department of Weights and Measures has issued a warning to the public against bargains of all descriptions, hucksters, package goods, and buying in small quantities. The bulletin warns against "Bargains in the way of leaders" as the quantity and quality are short.—The Inland Grocer.

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

SPRING FASHION NUMBER

THE NEW YORK TIMES
SUNDAY, MARCH 15th

Famous authority on Women's Dress has been sent to Paris by the NEW YORK TIMES to make selections from leading dressmakers' latest creations. Photographs and sketches of the most beautiful gowns and wraps will be reproduced in THE TIMES together with articles on the new fashions and fabrics. Great Parisian dress designers will also contribute signed articles on the fashions. Most authoritative exhibition of latest styles ever attempted.

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

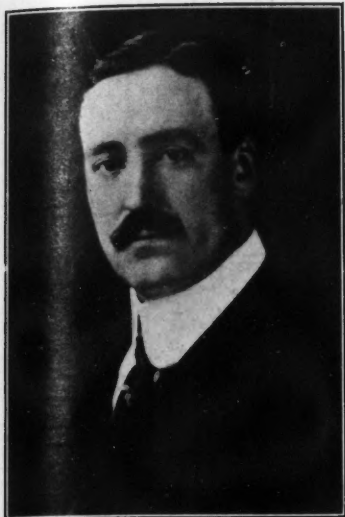
H. M. PINDELL, Prop.
CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

LEECH NOW AD MANAGER.

Leaves Oakland Motor Co. to Join Philadelphia Telegraph Staff.

E. K. Leech, a prominent figure for the past several years in the advertising and automobile fields, has become advertising manager of the Evening Telegraph, Philadelphia, having resigned the post of branch manager of the Oakland Motor Company, in that city.

Mr. Leech was one of the pioneers in the development of automobile adver-



E. K. LEECH.

tising in newspapers, and his achievements during several years' service with the Philadelphia North American imparted an added impetus to the co-operative and educational campaigns of national advertisers in the dailies.

He was the founder and general manager of the Commercial Car Journal, a monthly published by the Chilton Company, and devoted to the interests of motor transportation. After successfully launching this trade magazine, he assumed the management of the Oakland Motor Company's Philadelphia branch, which position he has relinquished to take charge of the Evening Telegraph's advertising department.

It is announced that Mr. Leech has been appointed to carry out important progressive plans of the Evening Telegraph, in line with the paper's decision to remove shortly from the present inadequate quarters to its new skyscraper home at Broad street and South Penn Square, directly opposite City Hall.

Chest of Silver for Mr. and Mrs. Lyon.

The associates of James R. Lyon, assistant general manager of the New Haven Times-Leader, gave Mr. and Mrs. Lyon a surprise party on the occasion of the celebration of their twenty-fifth wedding anniversary. After the evening had been spent with games, and music and recitations by talented guests, W. A. Henderick, general manager of the Times-Leader, presented Mr. and Mrs. Lyon, on behalf of the staff and other friends, a chest of silver as a token of friendship and esteem.

Hearst News Service Sues Virginian.

The International News Service has filed a suit for \$3,553.15 in the Law and Equity Court at Richmond, Va., against the Richmond Virginian Company, Inc. The Virginian contracted for the Hearst service when it first entered the morning field, after winding up its career as an afternoon newspaper.

Avanti Reporters Held for Trial.

The reporters Cicala and Carucci, of the Rome Avanti, accused of blackmail by Dorothy Macvane, the American singer, were committed for trial at Taranto Saturday on the preliminary evidence. A motion to admit the men to bail was denied.

The Detroit Journal

Shows A Remarkable Gain

Notwithstanding a period of business depression throughout the entire country, THE DETROIT JOURNAL showed substantial gains in Circulation and Advertising for the year 1913 over 1912.

The net paid daily average Circulation of THE DETROIT JOURNAL for 1913 was **80,023**

The net paid daily average Circulation of THE DETROIT JOURNAL for 1912 was **71,563**

The net paid daily average GAIN was **8,460**

In Advertising, THE DETROIT JOURNAL showed an increase in 1913 over 1912 of **173,698 lines**

This increase was largely the result of greater patronage by the local merchant who from time to time has increased his appropriation to keep pace with the growth of THE DETROIT JOURNAL.

Leads in Automobile Advertising

For many years THE DETROIT JOURNAL has led all its competitors in the evening field in the amount of Automobile and Accessory advertising carried. The year 1913 again showed THE DETROIT JOURNAL as first choice in its field. Here are the figures:

THE DETROIT JOURNAL	185,906 lines
Second Newspaper	122,290 lines
Third Newspaper	100,226 lines

The above figures show how the JOURNAL led its nearest competitor by more than 60,000 lines and its next competitor by more than 85,000 lines.

FOREIGN REPRESENTATIVES

Chicago
Steger
Building

Verree & Conklin, Inc.

New York
Brunswick
Building

Paul Moore Resigns from Times.

After a year and a half of service with the Washington Times, Paul Moore has resigned and will go to his fruit grove at Eustis, Florida, where he will give some time to special writing. Mr. Moore was formerly editor of the Commonwealth, in London, England, and later was managing-editor of the Christian-Century, Chicago, and the Christian-Evangelist, St. Louis, widely circulated and influential weeklies. He has seen service as ad. man, photographer, special correspondent and editorial writer. He is a brother of Dr. R. B. Moore, the U. S. Government's radium expert, whose work has aroused the country to its opportunities to control the radium output for the benefit of humanity at large.

Organize American-Jewish Press.

Representatives of the American-Jewish Press, composed of proprietors of publications printed in English, met at the Hotel Astor, Sunday, and formed an association. The following officers were elected: Dr. Joseph Jacobs of the American Hebrew, president; Leo Wise of the American Israelite, Chicago and Cincinnati, treasurer, and A. Rosenthal, of the Modern Jew, St. Louis, secretary.

OBITUARY NOTES.

Alvin P. Colby, 65 years old, publisher of the Union Grove (Wis.) Enterprise for nearly forty years, died at a hospital in Beloit, following an operation, on January 23. He had been Union Grove

postmaster and one of the leading Republicans of Racine county. He started as a printer in the shop of the Beloit Free Press.

G. Raymond Ball, war correspondent, dropped dead of heart disease in a local restaurant on January 22. Mr. Ball was forty years old. He was graduated from the United States Naval Academy in 1898, and became a regular contributor to Harper's Weekly. At the opening of the Spanish-American war he entered the service of the New York Sun as a war correspondent, and later was Long Island correspondent for the Sun.

George S. Chiswell, aged 68, founder of the Paterson (N. J.) Daily Press, died in that city on January 22. He founded the Press soon after the Civil war began. In 1906 he retired from the paper and organized the firm of George S. Chiswell & Son, printers.

George S. Merriam, 71 years old, died in Springfield, Mass., last week. Mr. Merriam was graduated from Yale in 1864, and after studying theology, turned to literary work. He was for five years, from 1870, editor of the Christian Union, now The Outlook, under Henry Ward Beecher. Perhaps his best known book is "Life and Times of Samuel Bowles," in two volumes, published in 1885. He was the author of eight other books.

Charles Dwight Willard, 55 years old, a fiction writer and one of the most widely known newspaper men on the Pacific Coast, died at his home in Los Angeles January 22. He was born in Illinois.

STUDIED ARGENTINE PRESS.

W. P. Flower, Jr., Returns After 18 Months in Buenos Aires.

W. P. Flower, Jr., formerly in charge of the country circulation of the New Orleans Item, has returned from Buenos Aires, after a stay of eighteen months, during which time he studied the inner workings of the press in the Argentine capital. Mr. Flower was at one time a member of the staff of the Little Rock (Ark.) Democrat.

Expressing enthusiasm over the coun-



W. P. FLOWER, JR.

tries in the far South, Mr. Flower is of the opinion that the big American newspapers should undertake to cultivate a better understanding between the peoples in the two Americas, as undoubtedly the future field for American manufacturers lies in the Latin republics. Seasoned writers should be sent South to study the actual commercial conditions, he suggests.

"The Argentine press, as a whole, is very alert, especially in the afternoon field," says Mr. Flower. "Native papers have extensive circulations, their combined reading constituency running in the neighborhood of half a million daily."

NOTES ON PUBLICATIONS.

The Montreal Daily Star of Saturday, January 24, consisted of 44 pages and carried a section devoted almost entirely to the "Motor Show of 1914." The edition was well illustrated with scenes along the highway, a diagram of exhibits at the show, layouts containing pictures of Montreal's automobile fire equipment, pictures of salesmen who play a prominent part, and a reproduction of Montreal's first real automobile. Many of the big motor car concerns were represented with display ads, usually measuring 150 lines on three or more columns. There was, however, a dearth of full page auto copy.

The Cincinnatiian is a bright, clever sheet issued monthly by the Chamber of Commerce. It carries the advertising of twenty or more local concerns and a classified business and professional directory. The January number contains among other interesting articles: "Regional Bank for Cincinnati," "About the Lure of the Foreign Brand" and "New Orleans as a Seaport for Cincinnati."

Baltimore News' Largest Issue.

The Baltimore News on Jan. 17 published the largest paper in its history—34 pages, 19 of which composed a special automobile section, marking the beginning of the Automobile show, on Jan. 20. This section contained 30,000 lines of automobile advertising, or 7,000 more than last year's show number. Credit for this fine showing belongs to L. Frank O'Brien, the automobile editor of the News, and J. E. Lutz, western representative, who put in a lot of hard work upon it.

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 & Mc CARTHY
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.

KROGER ON PUBLIC QUESTIONS.

Owner of Cincinnati American Is Opposed to Sensational Journalism.

A representative of the EDITOR AND PUBLISHER, while in Cincinnati a few days ago, had a chat with B. H. Kroger, the millionaire grocer and baker, and owner of the new daily, the Cincinnati American, in the course of which he said:

"The people are not interested in the efforts of certain editors to inflame the public on some questions and I won't stand for that kind of journalism myself. I intend to conduct my paper upon sound, common-sense principles. One of our slogans will be, 'Honesty in Public Life.'"

"Politicians, as a rule, do not care a rap for the people. They are working every minute for themselves. I regard Government ownership as a great menace. It would build up a great national political machine—a horrible thing to contemplate. The thinking people of the country know that the politicians have no real desire for the public weal. Take Sam Untermyer, for instance, who poses as a reformer. Of all the four-fishers in the world he is perhaps the most amusing. Think of the wealth that he has amassed, and then hear him talk the way he does. I believe in a national charter law, under which the railroads can be organized and which would control the issuing of securities, the regulation of rates, etc.

"We have reached a time in this country where it is absolutely necessary that the control of the railroads be taken away from the various municipalities and State governments and centralized in a national charter law. Railroads would then be like a national bank, subject only to Government regulation. I have no ax to grind. I am not interested in anything but what is best for this country and for the people of Cincinnati. The Cincinnati American is going to be a peoples' paper in every sense.

"I consider the President's message a reassuring document. If what he suggests is carried out business will readjust itself very rapidly. The railroads should be granted an increase in freight rates. This will do more than anything else to restore confidence in railroad securities. With that increase the railroads will be able to get the money they need at the right price. If the bug-a-boo of Government ownership is taken away, the railroad managers will feel perfectly free to develop their properties.

"There has been a tremendous revival of business during the past two weeks. My grocery business is the best kind of a barometer of business conditions, for it immediately shows whether the times are good or bad. Conditions all point now to an unprecedented era of prosperity.

"The American is gaining in circulation very rapidly. It is an Independent Republican newspaper. My ideal of a newspaper? Why a paper that prints all the news that's fit to print without fear or favor. As soon as we can equip our plant in men and machines we will very likely start a Sunday paper."

NEW INCORPORATIONS.

SPENCER, IND.—The Epitomist Publishing Company; capital, \$150,000; to do a publishing business. D. W. Beach, P. F. Beach and C. A. Taylor, incorporators.

WICHITA FALLS.—Searchlight Publishing Company; capital stock, \$10,000; incorporators, Edgar P. Haney, J. D. Douglas and E. J. Hager.

JERSEY CITY, N. J.—National Policeman's Home Journal; capital, \$25,000; incorporators, W. J. Welbasky, W. R. Cole and W. C. Curtis.

GOLTRY, OKLA.—The Socialist Publishing Company; capital stock, \$1,200; incorporators, Gustava Hollander, F. Crawford, S. H. Calwick and H. C. Geist.

The Anderson (S. C.) Semi-Weekly Intelligencer is now issued as a morning daily newspaper.

CHANGES IN INTEREST.

MIDDLESBORO, KY.—H. C. Chappell, who formerly edited Thousand Sticks at Hayden, has bought the News-Record. He will change the name of the paper to Three States.

ROCK ISLAND, ILL.—Announcement is made of the change in the management of the Volkszeitung. Joseph Katz, business manager, has retired from the company. John Oswald will assume full control as editor, and with him will be associated Adolph Peterson, of the Iowa Reform, at Davenport.

GRANT'S PASS, ORE.—Arthur S. Coutant, formerly owner of the Isabella County (Mich.) Enterprise, has bought a newspaper plant here.

DAVISFIELD, TEX.—The Mirror has been sold to E. H. Roberts, who takes charge this week.

WHITE SALMON, WASH.—A. Meresse of Forest Grove, Ore., has bought the Enterprise, a weekly newspaper.

PAWNEE, MO.—The Times-Democrat has been sold to John Strosurder by E. G. Gray.

COLUMBIA, GA.—R. E. Eadie has purchased the Sentinel, which was established thirty-two years ago, from J. M. Atkinson.

FARM JOURNAL WANTED

By party with \$50,000 or more for investment. Location not important if proposition is a good one.

American Newspaper Exchange
Rand-McNally Bldg., Chicago

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

Sketches From Life

are pen pictures of life as it really is—life without the gilt and tinsel of fine words—life in its pathetic, its serious and its humorous phases.

Being in picture form, Sketches From Life strike home, teach the lesson and induce the smile or laugh at a glance.

Every sketch is full of human interest.

Service, 3 Column Mat Daily

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

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

MOST CONVENIENT

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

Central Press Association, Cleveland

A NEW DAILY COMIC

Begins February 16th

Hop's Skips and Jumps

By FRANK W. HOPKINS, of "Scoop" fame

The International Syndicate

Baltimore, Md.

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 FLEXITYPE CO., 1570 WEST 3rd STREET, CLEVELAND, OHIO

NEW ACTIVITIES OF A. N. A. M.

Association to Make Report on Direct Mail Advertising and House Organs.

The Association of National Advertising Managers is to make a thorough study of all phases and details of direct mail advertising and house organs for the benefit of the 236 advertisers comprising its membership. The directors at their last meeting recently decided to appoint a committee to be known as the Committee on Direct Mail Advertising and House Organs. The work will be commenced immediately and bulletins will be issued to members as frequently as possible compatible with the compilation of thorough information. No additional charge will be made to members for this service.

The committee will investigate and report upon existing methods of handling the numerous details connected with all kinds of advertising literature used in direct mail advertising, making recommendations and suggestions as to improvements it is possible to effect to insure the maximum of efficiency.

The subject of house organs will be just as thoroughly delved into. The committee proposes to show how advertisers can obtain the greatest value from their house organs. This work will not be alone confined to the details of the house organ itself, but will also go into the best methods of the handling of this work by the several men employed in the house organ section of the advertising managers' departments.

Secretary Patman estimates that the members of the Association of National Advertising Managers expend six to ten million dollars annually on direct mail advertising, and three to five million dollars on house organs alone.

The following have recently been elected members of the A. N. A. M.:

General Fire Extinguisher Company, Providence, R. I., represented by Henry A. Carpenter, manager publicity and promotion.

The Stenotype Company, Indianapolis,

Ind., represented by W. J. Roth, manager advertising department.

Bigelow Carpet Company, Lowell, Mass., and Clinton Wire Cloth Company, Clinton, Mass., both represented by E. B. Fraser, advertising manager, 93 Summer Street, Boston, Mass.

The following changes have occurred in membership representation:

Chalmers Motor Company, Detroit, Mich., now represented by Lee Anderson, advertising manager; vice H. W. Ford, secretary and assistant general manager, now president Saxton Motor Company, Detroit.

General Roofing Manufacturing Company, East St. Louis, Ill., now represented by Walter C. Garwick, advertising manager.

National Oats Company, St. Louis, Mo., now represented by John C. Reid, vice-president.

M. Rumely Company, La Porte, Ind., now represented by J. B. Benson, advertising manager; vice, L. W. Ellis.

The Sherwin-Williams Company, Cleveland, Ohio, now represented by C. M. Lemperly; vice, Clyde E. Horton.

AGENTS DISCUSS PROBLEMS.

Agree That Rate Cutting Should Be Eliminated by the Publishers.

Those who have been studying the advertising situation carefully and who believe that the time is fast approaching when the cutting of rates by publishers will not be practised by any who conduct reputable newspapers, have been discussing with considerable satisfaction the conference held last week between members of the New York Advertising Agents' Association and a committee from the Six Point League, which is the local organization of the special publishers representatives.

The object of the conference was, if possible, to arrive at an agreement upon some of the questions that have long vexed the space buyers and space sellers. One of the topics discussed was that of rate cutting. It was the general opinion of the conference that something should be done to stop rate cutting. During the discussion several of the specials blamed the agents for the present demoralization. They said that the latter resorted to all sorts of schemes to beat down the publishers when they had business to place.

The agents in reply said that that was what they were hired for—to get the lowest possible rate for their clients. They would much rather have the publishers make fair rates and stick to them through thick and thin. All they wanted was to be assured beyond question that all advertisers were being treated exactly alike.

One of the speakers said that the only way to prevent the cutting of rates was to banish the agents' commission and adopt the flat rate. It seemed to be the general opinion that the publishers were largely to blame for present conditions, and that it was up to them to keep faith with the agents by maintaining one rate to all advertisers.

AD LEAGUE PROGRAM.

"Graphic Arts Night" will be observed by the Advertising Men's League of New York City on Feb. 5, on which occasion the following program will be presented:

Will Bradley will discuss "Tying the Picture Up to Type," to be accompanied by stereopticons of ads for criticism.

H. Frank Smith, of the Hill Publishing Co., will discuss "Layouts, Specifications for Estimates, Dummies, etc."

W. S. Winslow, of the J. E. Linde Paper Co., will talk on "Paper."

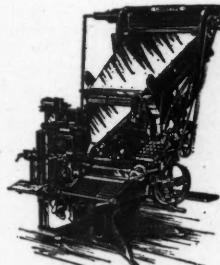
Gustav Zeese, president of the Zeese-Wilkinson Co., will give us some brass-tacks information on "Engraving."

Arthur S. Allen, of the Philip Ruxton Co., will enlighten us on "Color Printing."

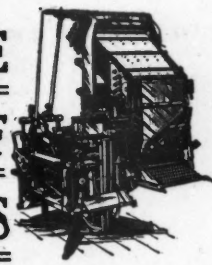
The George B. David Company has been appointed New York representative for the Muskogee (Okla.) Interstate, a twice-a-month publication, having a circulation of about 30,000.

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
LINTYPES**

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 LINTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

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

Send for particulars of
SCOTT
"Speed King"
PRESSES

The fastest, simplest and most economically operated press in the world. Made in all sizes and capacities.

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.
154 Nassau Street Tel. 4800-4 Beekman

**FOR SALE
AS BARGAINS**

- 1 Hoe Automatic Plate Finishing Machine, having the latest improvements.
- 2 Hoe Equipoise asting Boxes.
- 1 Hoe Double Furnace.
- 2 Hoe Pumps.
- 1 Hoe Tail Cutting Machine.
- 1 Hoe Shaving Machine.
- 1 Hoe Finishing Block.

The foregoing Machinery may be purchased as a whole or in part, and is being offered for sale only because the space which it now occupies will be required to make room for Semi-Autoplate machines.

As this equipment must quickly be disposed of we are offering it at prices so far below cost that any publisher who is considering the installation of similar machinery cannot afford to lose this opportunity to satisfy his requirements, at prices which are merely nominal.

THE HARTFORD TIMES
HARTFORD, CONN.

TIPS FOR THE AD MANAGER

Tracy-Parry Company, Lafayette Building, Philadelphia, Pa., is placing 28 l., 16 t. orders with a few Eastern papers for the Grove Park Inn, Sunset Mountain, Asheville, N. C.

Foster Debevoise Company, 15 West 38th Street, New York City, is handling the advertising account of Maurice Levy, agent for "Creme Simon," 15 West 38th Street, New York City.

Morse International Agency, Fourth Avenue and 30th Street, New York City, is renewing few contracts where they have expired for the Pratt Food Company, Philadelphia, Pa.

F. Wallis Armstrong Company, North American Building, Philadelphia, Pa., is again preparing a list of newspapers for the advertising account of Joseph Campbell Company, "Campbell's Soups," Camden, N. J.

Charles H. Fuller Company, 623 South Wabash Avenue, Chicago, Ill., is making 5,000 l. contracts with Western papers for Frank & Houren, "Snow Mellow."

O. A. Marsh, 20 West 34th Street, New York City, is forwarding 55 l. t. f. orders with a selected list of papers for the Wallack Hotel, Broadway and 43d Street, New York City.

George Batten Company, Fourth Avenue Building, New York City, is reported to be making up a list of newspapers for the advertising of the Chalmers Knitting Company, "Porosknit Underwear."

M. Volkman Advertising Agency, Temple Court, New York City, is renewing readers with a selected list of papers for Dr. Perkins, Red Bank, N. J. It is also placing 28 l. 26 t. orders with papers in eighteen additional cities for John I. Thompson's Sons Co. "Thompson's Eye Water," 161 River Street, Troy, N. Y.

F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is issuing 42 l. 6 t. orders to Western Sunday papers for the Elders Sanitarium, Kansas City, Mo.

R. Guenther, 115 Broadway, New York City, is forwarding 3 in. d. c. 5 t. orders to a few selected papers for Gilbert Elliott & Company, 37 Wall Street, the same city.

Charles Blum Advertising Corporation, 608 Chestnut Street, Philadelphia, Pa., is making 7,000 l. contracts with Texas papers for Angelo Myers, Distiller, 313 No. 3d Street, Philadelphia, Pa.

The appropriation for newspaper advertising of the Boot and Shoe Workers' Union, Boston, Mass., will be three times as big as formerly and papers in 250 leading cities will get this business for their Spring and Fall campaign. Ernest J. Goulston Advertising Agency, 18 Tremont Street, of the same city, is in charge of this account.

It is reported that eighty per cent. of the advertising account of Liggett & Myers Tobacco Company, St. Louis, Mo., will be placed by Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., and the balance of the account by Frank Seaman of New York City.

Bloomington-Weller Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is sending orders to a selected list of papers in Delaware and Pennsylvania for the Krouse Motor Car Company, 128-130 North Broad Street, Philadelphia, Pa.

Bromfield & Field, 171 Madison Avenue, New York City, are issuing 70 l. 6 t. orders to a few Connecticut papers for the Southern Railway Co., of Washington, D. C.

Nelson Chesman & Company, 200 Fifth Avenue, New York City, are putting forth 14 l. orders to run for two months with a few Pacific Coast papers for Mason, Fenwick & Lawrence, 200 Broadway, New York City.

Ernest J. Goulston Advertising Agency, 18 Tremont Street, Boston, Mass., is placing orders with a few Eastern and Southern papers for David Adler & Sons, "Collegian Clothing," Milwaukee, Wis.

W. S. Hill Company, Vandergrift Building, Pittsburgh, Pa., is making 5,000 l. contracts with a few Colorado papers for the National Tube Company, of the same city.

It is reported that the Lewis Agency, District National Bank Building, Washington,

D. C., is preparing a list of Ohio papers for the Druco Drug Company.

The Mahin Advertising Company, 104 South Michigan Avenue, Chicago, Ill., will shortly place copy with a selected list of papers for the General Roofing Company, "Captain-teed Roofing," East St. Louis, Ill.

A. D. Samuel, 118 E. 28th Street, New York City, is issuing 14 l. 104 t. orders to a few Connecticut papers for Joseph Ober, 818 E. 163d Street, New York City.

E. J. Shay, Title Building, Baltimore, Md., will handle the advertising account of the Gibbs Preserving Company of the same city.

Wendell P. Colton Company, 165 Broadway, New York City, is making 5,000 l. contracts with a few New York State papers for the D. L. & W. R. Company, 90 West Street, New York City.

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

Frank Presbrey Company, 456 Fourth Avenue, New York City, is issuing copy on contracts for the American Tobacco Company, "Waterson Tobacco," 111 Fifth Avenue, New York City. It is also placing 306 l. orders with a selected list of papers for the Metropolitan Magazine, 432 Fourth Avenue, of the same city.

Wylie B. Jones Advertising Agency, Birmingham, N. Y., will shortly renew orders for the O. H. White Company, "Othine," Buffalo, N. Y.

Nichols-Finn Company, 222 South State Street, Chicago, Ill., is sending out 50 l. 2 t. contracts to weekly papers for the Reliable Tailoring Co.

Walter L. Houghton Agency, 828 Broad Street, Newark, N. J., is making 1,000 l. 1 yr. contracts with Pacific Coast papers for J. Wiss & Sons.

H. W. Kaster & Sons Company, Mercantile National Bank Building, St. Louis, Mo., is forwarding 10,000 l. 1 yr. contracts to Midwest papers for the Friedman-Keller Company.

The Gardner Company, Kinloch Building, St. Louis, Mo., is issuing 5,000 l. 1 yr. contracts to Mississippi papers for the American Sanitary Company.

Nelson Chesman & Company, Goddard Building, Chicago, Ill., are forwarding 35 l. 8 t. contracts to weekly papers for J. E. Cannady.

W. H. H. Hull & Company, Tribune Building, New York City, are handling 100 l. 5 t. contracts with a selected list of papers for Stern Bros.

Dwinell-Wright Co., producers of White House Coffee, will shortly inaugurate an advertising campaign in cities where the company's products have an active sale. Liberal space will be used in the large metropolitan dailies, and the magazines will be employed to some extent. The business will go out through A. T. Bond, 20 Central St., Boston.

Renewal advertising is now being run for Poslam, "5 inches single column in Spanish papers, 3 times a week, also D. D. Remedy once a week, various sized ads, by the Beers Advertising Agency, Havana and New York.

Indict Lynn Publisher for Libel.

F. W. Enwright, publisher, and Charles F. MacCahill, a director, of the Lynn (Mass.) Telegram, were indicted for criminal libel by a grand jury at Salem last week. The complainants were Charles H. Hastings and Wilmot R. Hastings, publishers of the Lynn Item, and several merchants of that city. The Lynn Telegram was established a year ago last month and is published daily and Sunday. It is alleged that the paper has published charges against the characters of the complainants and also cartoons holding the men up to ridicule. C. O. Blood and Ralph S. Bauer have been sued for \$100,000 each for alleged interference with the publication of the Telegram.

Evening Telegram Employees' Big Ball.

One of the largest balls of the season was held in Webster Hall, Sunday, by the New York Evening Telegram Circulation Employees' Association. The affair proved highly enjoyable and was voted a great success. Abram Newman, president of the Association, was in charge of the arrangements.

Daily Ads for Recruits Successful.

Excellent testimony of newspaper publicity is offered by the results obtained by the British War Office in its recent campaign for recruits. The ads in the daily press invited would-be recruits to write for a booklet containing

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
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for Dec. 1913.....113,881 Daily147,378 Sunday VINDICATOR Youngstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT.....Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,960)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
KANSAS. CAPITAL Topeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers.
KENTUCKY. COURIER-JOURNALLouisville TIMES Louisville	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans	CANADA. BRITISH COLUMBIA. WORLD Vancouver
MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	ONTARIO. FREE PRESS.....London
MICHIGAN. PATRIOT (No Monday Issue). Jackson Average 1912: Daily 10,580; Sunday 11,629 Member American Newspaper Puh. Ass'n Member "Gilt Edge" Newspapers	QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1912, 114,371
MINNESOTA. TRIBUNE, Mon. & Eve...Minneapolis	
MISSOURI. POST-DISPATCHSt. Louis	

further information. Fifty thousand copies of this booklet were prepared, and last Sunday the last of the whole edition was applied for. The result shows that the advertisement reached the quarters which it was desired to reach.

International's New Comics.

"Hops, Skips and Jumps" is the title of a new series of comics by Frank W. Hopkins, issued by the International

Syndicate of Baltimore, which will probably achieve even a greater success than the "Scoop" series, which is now running in fifty newspapers, as there is a hearty laugh in each comic.

William Lyman Greene, for many years one of the publishers of the Congregationalist, died last week at his home in Boston. He was 85 years old and retired from active participation in the weekly in 1886.

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 carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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

AD FIELD PERSONALS.

Carl Dehoney, manager of the Convention Committee of the Cincinnati Chamber of Commerce, is engaged in raising a fund of \$100,000 "to be spent in the next three years to make Cincinnati a greater convention center."

E. H. Enck, formerly with Gimbel Brothers, Philadelphia, and Homer S. Curtis, late with the Boston Store, Milwaukee, are the new advertising men of the Kaufmann-Baer Company department store, Pittsburgh.

Ernest J. Preston, formerly with the Hampton Advertising Agency, and later with the Lotos Agency of New York, of which Irving Rosenbaum is president, is now established in London, where he conducts the Preston Advertising Service, Arundel Chambers, 188 Strand, W. C.

L. D. Jaeger, until recently advertising manager of the Standard Varnish Works, Chicago, Ill., has become advertising manager of the Pioneer Suspender Company, Philadelphia, manufacturers of "Brighton" garters and suspenders.

E. LeRoy Pelletier has become advertising counsel of the Lozier Motor Company. Mr. Pelletier will continue to act as advertising counsel for the Maxwell Motor Company, for which concern he has achieved such splendid results during the past year by his unique copy and methods and his daring use of space in the daily newspapers.

Robert H. Mauley, advertising manager of the Brandeis Stores at Omaha, and formerly on the Chicago Tribune, has been elected commissioner of the Omaha Commercial Club, a job which pays \$5,000 a year.

Reed Moyer, of Spokane, formerly advertising manager of the Spencer E. Carr Company, has been appointed advertising manager for Shepard-Norwell Company of Boston. He replaces I. S. Jonas, once in charge of the advertising for R. H. Macy & Co.

A. Raymond Hopper has been appointed advertising manager of Moskin Brothers, who operate a chain of stores in the Middle West. He was formerly assistant advertising manager of Levy & Nathan, Inc., clothing dealers, of this city, who have thirteen retail stores.

OBSERVER SUIT ENDED.

Messrs. Gonzales and Hemphill Lose in Case Against Owners.

Judge James E. Boyd, of the Federal Court has decided the suit brought by A. E. Gonzales and J. C. Hemphill against D. A. Tompkins, George Stephens and Word H. Hood, of the Charlotte (N. C.) Observer, in favor of the defendants by dismissing the case and requiring the plaintiffs to pay all costs. No appeal will be taken by Messrs. Gonzales and Hemphill.

It seems that Mr. Gonzales had acquired some shares of the capital stock of The Observer Company under contract with Mr. Tompkins, but as a result of the suit all of the stock was surrendered to Mr. Tompkins and neither Mr. Gonzales nor Major Hemphill have now any interest in The Observer Company of any kind whatever.

The numerous friends of the Charlotte men involved in the suit are gratified to know that the word finis has been written at the foot of the judicial proceedings and that the result has vindicated them in every particular.

New Amusement Daily for New York.

A new daily newspaper, promoting recreation, health and happiness, and entitled "All Amusements," is soon to be published in this city by Alfred W. Lawson, at 110 West 40th st. As announced in the prospectus the paper will be devoted exclusively to amusements, such as motion pictures, theatricals, cabarets, dancing, music, bowling, billiards and sports of various kinds. The publishing company has been incorporated at \$100,000.

Powers Joins Kelly-Smith Co.

John H. Powers, for six years with the Munsey publications, and more recently associated with Harry Griffith as a newspaper representative, has joined the staff of the Kelly-Smith Co. special agency. Mr. Powers started his adver-



JOHN H. POWERS.

tising career with James T. Witherald, of Boston. When the Roxall Company was formed he joined that corporation. His daily newspaper experience began with the Boston Traveler. Subsequently he became a foreign representative of the Munsey newspapers, covering the territory between Boston and Atlanta, with headquarters in New York.

QUITS "DEATH NOTICE POOL."

Philadelphia Public Ledger Drops from Agreement Forcing Ads in Seven Papers.

The Philadelphia Public Ledger announced on Sunday its withdrawal from the "death notice pool" of seven Philadelphia newspapers formed ten years ago to put death notice advertisements into all seven papers. In its announcement the Public Ledger said:

"There are many admirers and readers of the Public Ledger who consider this newspaper the most fitting place in which to make announcements of a personal character, such as obituaries, marriages and births. It has placed the Public Ledger in an awkward position to be unable to accede to the demands because of the existence of the inter-newspaper agreement.

"The present owners of the Public Ledger are opposed to agreements which interfere with the right of choice and equity and have notified the other newspaper publishers that the Public Ledger will no longer be a party to this arrangement."

Complaint was made recently to Attorney General Reynolds who was asked to investigate the pool to determine whether or not it was "a combination in restraint of trade" because it prevented death notice advertising except in all of the city newspapers. George W. Ochs, now editor in chief of the Public Ledger, suggested the formation of the pool and it was his labor that made the combination a reality.

New Special Agency.

A. F. Smith and Frank Galland, two young and progressive advertising men, have established the Smith-Galland Special Agency, to represent farm, poultry and daily publications, with offices at 1001 Chestnut st, Philadelphia, and 150 Nassau st., New York. Mr. Smith is said to be the only outside newspaper representative in Philadelphia. Mr. Galland, who started his career on the New York Globe, was space buyer for the Sam Lloyd Advertising Agency for three years. During last year he represented a list of papers in the foreign field.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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
Classified 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.

NEWSPAPER ANNUAL OUT.

Ayre's Census Gives 24,527 as Number of Periodicals Issued in U. S. and Canada.

The forty-sixth annual census of the publications of the United States and Canada, published in the American Newspaper Annual and Directory, just issued, shows that an average of five new publications were started every working day during 1913. The suspensions and consolidations make the net gain only three a week.

The total number of publications is 24,527. There are 2,640 dailies—the evening editions outnumbering the morning by about three to one. There are 572 Sunday papers. It requires forty different languages to carry the news to the people of this country. Large lists are devoted to the special publications, agricultural, religious, etc., but every class, every cult, every trade, every profession, every fad, every "ism," has its printed spokesman in the 215 different lists into which they are subdivided. Only four industries now exceed in capital invested and value of products the business of publishing and printing. In ten years the output increased 86 per cent., and it is estimated that at

present the earnings of newspaper and periodicals average nearly a million and a half dollars per calendar day. Two-thirds of this amount perhaps represents the income from advertising.

CIRCULATION NOTES.

The International Circulation Managers' Association now has a membership of 336 in the United States and Canada. Vice President A. E. MacKinnon is working to boost it to 500 by July 1.

The annual convention of the association, beginning the week of June 8, will be held on board the steamship Harmonic, sailing between Sarnia and Duluth, on Lakes Huron and Superior. The novelty of combining business and pleasure in this unusual way will appeal to the members, and a shipload of them are expected to make the trip.

The Post Office Department, in response to an inquiry made by the Peoria Star, has ruled that trains are not required, under the rules, to wait for newspaper mail, even though the wagons are actually in the depot yard when the train is on the point of leaving. Only mail wagons under the direct control of the Post Office Department are entitled to the train holding privilege.

New Prices of Wood Dry Mats.

Size 18 inches x 24 inches each 11 cents,
Size 20 inches x 25 inches each 12 cents,
In lots of not less than 500 f. o. b. New York.

Trial Package of 100---18 inches x 24 inches \$15.
Trial Package of 100---20 inches x 25 inches \$16.

This Company announces the above new prices to go into effect immediately.

The WOOD DRY MAT is used exclusively by large European newspapers and should not be confounded with so called dry mats which are offered as a substitute. The WOOD DRY MAT is especially made for use in AUTOPLATE machines and hand boxes.

THE WOOD MATRIX SCORCHER

Price \$65, F. O. B., New York

It is a well known fact that the matrix should be roasted at the curvature at which it is to be used. Flat scorchers are everywhere being abandoned and WOOD SCORCHERS installed instead.

Wood Flong Company

Henry A. Wise Wood, President Benjamin Wood, Treasurer and General Manager

1 Madison Avenue, New York.

+

V
1
C
A
N
C
X