

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## PERRY LANDS BIG JOB.

### NEW YORK AD MAN APPOINTED EXPLOITATION DIRECTOR PANAMA EXPOSITION.

**Says Plans Are Not Yet Complete, but Newspapers Will Get Liberal Share of Whatever Paid Advertising Is Done—News and Special Articles to Be Sent Out on Merit Alone—\$500,000 for Publicity.**  
(Special Telegram.)

SAN FRANCISCO, Cal., Feb. 12.—Rudolph J. Taussig, chairman of the Division of Exploitation, of the Panama-Pacific International Exposition, has announced the appointment of George Hough Perry, of New York, as Director of Exploitation for the exposition. This appointment is the result of three week's conference, investigation and consideration of various advertising men, and is generally approved by all.

Mr. Perry, in an interview with the representative of THE EDITOR AND PUBLISHER, said:

"The proper exploitation of the Panama-Pacific Exposition is the biggest and most inspiring task that an advertising man ever had. I am proud to be entrusted with the work but accept it with a feeling of deep responsibility. The world has never known anything like what this exposition is to be in general plan, in comprehensiveness, in elaboration of detail, in educational importance, in entertainment, in beauty of setting or in architectural splendor.

#### NOTHING LIKE IT EVER KNOWN.

"Nor has this country ever known anything like the spirit with which California, and San Francisco in particular, have risen to the duty of entertaining the invited nations. If I could make you realize one-half of what will be spread before you here in 1915 you would come if you had to ride a freight.

"Plans for getting the facts before the public are of course not complete, but of two things you may be sure. One is that newspapers will get a liberal share of whatever paid advertising is done, the other is that no request for free publicity will be based on promises or intimations of paid advertising.

#### BIG DEMAND FOR ARTICLES.

"News items and special articles will be sent out purely on their merit as such. The latter will be the best, textually and in illustration, that famous writers and artists can prepare. They are already in sharp demand, requests for such matter from more than 4,000 papers and magazines are before me now. The public is interested and eats them up. There will probably be no display advertising done by the exposition before late in 1914, but the event will produce immediately much incidental advertising by savings clubs and tour companies."

The amount appropriated for publicity is \$500,000.

Mr. Perry will organize a staff here in San Francisco and also handle much of the work from his New York office. He is a firm believer in newspaper advertising and his appointment means that the daily press of the country will receive a big share of the advertising that will be placed.

George Hough Perry, who has been appointed Director of Exploitation for the Panama-Pacific International Exposition, has an office at 456 Fourth avenue, New York. He is one of the best known and best liked advertising men in the city and his appointment will

meet with universal approval wherever he is known.

Mr. Perry was for six years advertising manager for the Wanamaker store, for six years with Siegel Cooper & Co. and did the preliminary work for Gimbel Bros when they opened their New York store.

Since opening an office for himself he has been engaged in formulating advertising, sales and merchandising plans for some of the largest manufacturers of the country, and his work is of a very high order.

within the State, on the ground that they are in unfair competition with bona fide newspapers. The measure also fixes the rate of compensation for legal advertising.

#### To Launch Atlanta Paper March 15.

A new morning newspaper, The American, will appear in Atlanta, Ga., March 15, according to the announcement of Bernard Suttler, editor, and A. B. Suttler, business manager, of the new enterprise. A circular issued over their names publishes the offer of preferred stock in



GEORGE HOUGH PERRY,

DIRECTOR OF EXPLOITATION, PANAMA-PACIFIC INTERNATIONAL EXPOSITION.

#### Publisher Plans Ideal Community.

A \$10,000,000 ideal community in California is the latest plan of E. C. Lewis, the St. Louis publisher and founder of the American Homes League, for the benefit of women, to be built on his 12,000 acre ranch at Atascadero, in San Luis Obispo County. Mr. Lewis's plan is to aid women in all parts of the country to secure a home at a small outlay and enable them to become self-supporting. He also intends to endow a college at Atascadero for the exclusive use of women.

#### Bill Against "Boiler Plate" Papers.

A bill aimed at "boiler plate" imitators of Salt Lake City papers has been introduced in the lower house of Utah at the request of the Utah Newspaper Association. The object of the measure is to eliminate "patent" papers printed elsewhere than the place they are dated, by making such papers ineligible to receive legal publications

the company, which is to be incorporated with a capital stock of \$50,000. The temporary offices of the paper are given as 518 Temple Court Building, Atlanta, Ga.

#### Cost of Running a Municipal Paper.

The official statement of the city auditor of Los Angeles shows that the Municipal News spent \$47,271.15 up to Jan. 1, 1913. The appropriation from the city was \$36,000, and the advertising receipts, etc., for the nine months the paper has been published, \$12,505.77, making a total income of \$48,505.77, which leaves a balance of \$1,234.62. The disbursements were: Outlays (press, furniture, etc.), \$8,161.46; salaries, \$14,439.83; expenses (publication), \$24,759.86. This is the first official report issued by the city.

The Merrimac Color Press, Inc., of Lowell, Mass., was forced into bankruptcy last week by creditors, totaling \$9,862.09.

## SEATTLE TIMES FIRE.

### EARLY MORNING BLAZE IN THE NEWSPAPER PLANT CAUSES \$150,000 DAMAGE.

**About 90 Per Cent. of Loss Covered by Insurance—Eighteen Linotypes, Editorial and Mechanical Departments and Press Equipment Destroyed—Paper Printed by P.-I. Press—Blethen to Build at Once.**  
(Special by Telegraph.)

SEATTLE, Wash., Feb. 13.—The Times building was gutted by a fire which started in the composing room on fourth floor at four o'clock this morning. The total damage is approximately \$150,000, about 90 per cent. of the loss being covered by insurance.

Eighteen linotype machines were totally destroyed, and every bit of type in the composing room, representing an investment of about \$15,000, converted into junk. All furnishings and the equipment of the editorial and the mechanical departments with the exception of the four big presses and a portion of the stereotyping outfit were either destroyed or ruined by water and fire. There were but three men in the building when the fire started, the night force having left at 2:30 a. m., but so quickly did the flames spread that a compositor on the top floor had great difficulty in making his escape. J. T. A. Bulfinch, the night watchman, rescued Charles Prince, a stereotyper who was asleep in the press room when the flames broke out over his head.

#### DISCOVERED BY NEWSBOYS.

The fire was discovered by newsboys who were sleeping on front steps of the building awaiting morning papers from Post-Intelligencer. They turned in an alarm when they caught sight of the flames in the elevator shaft.

The total damage to presses and motor is estimated at \$75,000, though the fire did not reach the ground floor, nor the basement, which was soon flooded with water. The rollers and blankets of the three sextuple and color presses are ruined, and the motors were indefinitely put out of commission, along with other mechanical equipment.

The Seattle Daily Times "head" was rescued from the debris and wreckage of the composing room, and used at the top of the front page of the paper, which appeared with eighteen pages this afternoon at the usual time, eleven hours after fire broke out.

#### PRINTED ON P. I. PRESSES.

The Times will be printed on the Post-Intelligencer press, week days, and on the Daily Star press, Sundays, until repairs can be made.

As a result of the fire, Col. Alden J. Blethen, editor-in-chief and publisher of the Times, announces that the new home of his paper will be begun at once, instead of next summer as previously planned.

This is the second serious fire on a paper owned by Col. Blethen, the Minneapolis Tribune plant having been totally destroyed and several lives lost twenty years ago, when it was owned by him.

#### Kellogg to Spend \$500,000.

The advertising appropriation of the Kellogg Toasted Corn Flakes Co. for 1913 is \$500,000. One-half of this is to be used for advertising Kellogg's toasted corn flakes, and the other half for advertising Kellogg's tosted wheat biscuit.

## WASHINGTON TOPICS.

## PRESIDENT TAFT DENIES FREE ENTRY TO WOOD PULP FROM QUEBEC CROWN LANDS.

Minister Beaupre Protests Against Attacks Made Upon Him by Havana Paper—Jamestown Survivors Give a Dinner to Representative McKinley, of Illinois—Joseph P. Tumulty Is Guest of National Press Club.

(Special Correspondence.)

WASHINGTON, Feb. 12.—President Taft has denied the right of free entry from Canada into the United States of wood pulp and paper made from the timber of certain crown lands in Quebec on which that province recently announced it had removed export restrictions. The President sustained the decision of Secretary MacVeagh of the Treasury Department that Quebec's action was not sufficient to entitle these products to free importation under the only operative clause of the Canadian reciprocity agreement which abolished the duty on wood, wood pulp and paper, provided Canada did not restrict their exportation in any manner. This action forestalls the reported plan of four big paper manufacturers of Canada to send large shipments of paper to this country.

Secretary MacVeagh found, after an extensive investigation, that Quebec had not actually removed the restrictions on the exportation of the timber grown on the lands involved. It developed that the four companies leasing the lands would certainly not export the wood, but would convert it into paper before sending it to the United States. Quebec it is declared, refused to remove the export restrictions from other crown lands held by companies which would export timber.

The primary purpose of the law, the Secretary held and the President agreed, was to induce Canada to remove export restrictions so that the wood could be freely imported into this country for manufacture into paper. He consequently challenged the sufficiency of Quebec's action. Treasury officials deny that Quebec's case parallels the situation in British Columbia, which is given free entry. In that province only one company exports paper to this country, and no restriction is placed upon either timber, wood pulp or paper.

Acting under the direction of the State Department, Arthur M. Beaupre, our Minister to Cuba, has presented to Secretary of State Sanguily, a peremptory note insisting that immediate measures be taken for the prosecution and exemplary punishment of the persons responsible for the recent attacks upon the American Legation by the newspaper Cuba. The note intimates that should the Cuban laws be insufficient for the protection of foreign diplomats, the United States will insist that means for their protection be found promptly.

The charges are regarded as an outgrowth of the imprisonment of a reporter named Maza, formerly employed by the same paper, because of his personal assault upon Secretary Gibson last summer when the latter was charge d'affaires of the legation. Minister

Beaupre recently refused to consent to the pardoning of Maza. By Cuban law Maza cannot be pardoned without the consent of the United States Government, nor can he be freed under any general amnesty law.

It is said the only redress for Minister Beaupre and Secretary Gibson is to ask the Cuban government to bring a prosecution against the offending newspaper for libel. It is beyond the province of the United States to demand the suppression of the paper.

E. P. Mertz, Washington's representative at the convention of the American Association of Advertisers held in Syracuse, N. Y., last week, has returned to the city after extending an invitation to the association from the Chamber of Commerce, Board of Trade and the Washington newspapers to hold the next convention in this city. Detroit's invitation was accompanied by an offer of a large sum toward the entertainment expenses of the convention, one newspaper alone pledging \$1,000 to the fund. This weighed heavily against the selection of Washington and in favor of Detroit.

"Congressman McKinley, I am here to condole with you," said President Taft in opening his remarks at the reception tendered Representative William B. McKinley, of Illinois, by newspaper men known as the "Jamestown Survivors," on Saturday night at the New Willard. The affair was one of the most interesting entertainments in which newspaper men have taken part this season. In addition to the President many distinguished men were present, and the reception was enlivened by clever stunts by the "Survivors" and others. Edward B. Clark, of the Chicago Evening Post, read a bit of his own poetry, telling of his impression of the trips Mr. McKinley gave to the newspaper men and others when the Jamestown Exposition was being held. Tom Brahaney, formerly a newspaper man and now one of the President's secretaries and a "Survivor," did a Dooley stunt which was one of the hits of the evening. He told the tale of the original Jamestown trip just as Finley Peter Dunne might write it. In part it was:

"Well, sir, no sooner said than done. In twenty minutes be th' clock th' expedition was organized. 'Twas a most intrepid band, made up largely iv th' extra dhry boys that git out the dhry extras. Iv'ry mumber iv th' crew wa: carefully s'lected, all iv thim bein' ayethur newspaper men or Congressmen, th' scribes an' th' Pharisees, as th' pote says. No wan who na-aded more than four hours' sleep a night was illigible, and iv ye iver wint home be-fure three in the mornin' 'tws put down as a black mark agin ye."

Joseph P. Tumulty, who has been appointed secretary to President-elect Woodrow Wilson, was the guest of the National Press Club on the afternoon of Friday, Feb. 7. President John T. Suter in welcoming Mr. Tumulty announced to the large gathering "that Mr. Tumulty would not make a speech at this time but would have much to say to the newspaper correspondents during the next four years." The correspondents were then introduced to Thomas J. Pence, who was in charge of the Publicity work of the Democratic National Committee.

On Saturday, at the invitation of Mr. Suter, Mr. Tumulty visited the press galleries of the Senate and House of Representatives. There he met quite a number of the "boys" who were unable to be present at the club the day before. Mr. Tumulty was accompanied to Washington by James Kerney, of the Trenton Times; James P. Logan, associate editor Newark News, and John W. Maynard, managing editor Newark News.

The Coatesville (Pa.) Daily Union, founded before the Civil War and for the past eight years published by S. B. Kauffman, ceased publication Feb. 3.

## BIRMINGHAM NEWS FIRE.

## Does \$25,000 Damage to Plant, but Paper Is Issued on Time.

(Special by Telegraph.)

BIRMINGHAM, Ala., Feb. 11.—The building and contents of the Birmingham (Ala.) News were damaged to the extent of \$25,000 by a fire which broke out in the plant of the newspaper early this morning.

The rear of the building, containing the stereotyping, mailing and telegraphers' rooms, the circulation department and the library, was destroyed. The composing room and the editorial and business offices were drenched with water and damaged by smoke. The Goss press will be out of commission for several weeks.

The fire caused no delay in the issuing of the paper. Through the co-operation of the Age-Herald, which turned over the use of its plant to Victor H. Hanson, publisher of the News, all regular editions were issued, all mails caught, and every circulation delivery made on time.

The News will continue to be issued from the News building. The stereotyping and press work will be done for the afternoon paper at the plant of the Age-Herald and for the Sunday edition at the Ledger office.

## DETROIT PLANT DAMAGED.

## Fire in Saturday Night Building Wrecks Mechanical Department, but Paper Appears as Usual.

The plant of the Detroit Saturday Night was swept by flames on Sunday, Feb. 2, and, while the main building was only slightly damaged by smoke and water, the entire mechanical department was wrecked.

The fire started in the mailing room and spread through the rear of the building before it was discovered by a policeman. The presses and type were ruined. The loss is placed at \$60,000.

Fortunately, W. W. Morrison, the manager, was able to make arrangements to take over the plant of the Vinn & Hammond Company, and the Saturday Night will be printed by it until a new outfit can be installed.

W. R. Orr, the owner, who was in New York at the time of the fire, was notified of the event and immediately left for Detroit.

Under the arrangements made the paper was published last Saturday as usual.

## MUST SERVE ALL PAPERS.

## News Associations in Arkansas Cannot Give Preference to One Paper.

A bill to regulate the transmission of news over telegraph and telephone wires, the purpose of which is to require all news associations or organizations to furnish service wherever proper pay for the same is offered, has passed both houses of Arkansas, and has been signed by Acting Governor Oldham, with the acquiescence of Governor Robinson, who at present is in Washington. Mr. Oldham voted for the bill when in the Senate.

Any person or corporation violating the provisions of the act will be fined not less than \$1,000 nor more than \$5,000 and each day's violation will constitute a separate offense.

Any person, company or association against whom a discrimination is made will be entitled to recover damages in any sum less than \$1,000 a day.

Only two Senators opposed the bill and only five members of the House voted against it. Those who favored its passage said the advantage of certain papers in having obtained the Associated Press service to the exclusion of other newspaper that might wish to obtain it was a monopoly which should be broken.

The bill becomes a law at once. It is rumored that another newspaper may be established in Little Rock.

## MONUMENT TO PATRICK WALSH

## To Be Unveiled at Augusta Next Month with Appropriate Ceremonies.

(Special Correspondence.)

McKENZIE, Tenn., Feb. 12.—Next month the city of Augusta, Ga., will unveil Brewster's life size statue of Patrick Walsh, journalist, newspaper proprietor and publisher, Mayor of Augusta and once United States Senator. In many ways Patrick Walsh served the South as a private citizen. He supported his father, mother and sisters, and his older brothers' families while the latter were in the Confederate service. Walsh was an Irish patriot and tariff reformer. With Henry W. Grady, who sounded the keynote of the new South, he worked as a friend and compatriot to revive the exhausted South and to renew the broken bonds between that section and the rest of the country. He died at fifty-nine. When the Associated Press was organized Walsh was made general manager for the South. He did his first work on the Charleston (S. C.) News-Courier. He was a friend of Alexander Stevens, Samuel J. Randall, Grover Cleveland and other notable men.

In a short time the statue of ex-Senator E. W. Carmack, editor and publicist, will be unveiled on the Capitol grounds at Nashville. Miss Belle Kinney, of Chicago, is designing the life size bronze statue. The pedestal has already been placed, at the head of the Capitol boulevards and in front of the steps of main entrance. Carmack was shot to death on the streets of Nashville and was of a temperament that commanded strong friends and bitter enemies.

Funeral services over the remains of Daniel W. Baird, editor-in-chief of the Southern Lumberman, of Nashville, since its inception in a Tennessee lumber camp, were held one day this week in Wilson County. The staff of the Southern Lumberman acted as pallbearers. One of Mr. Baird's sons is Jas. Baird, long scrivener of the Concatenated Order of Hoo Hoo, and chief factor in the Baird-Cowan Publishing Co., publisher of the Southern Lumberman.

## Investigating Multitype Company.

Spokane postoffice inspectors have begun an investigation into the multitype machine, which is being manufactured by the Multitype Machine Company, of Spokane, for the production and manufacture of which stock is being sold by John Hummel, president of the company, and his authorized agents. More than a thousand stockholders appear on the books of the company. Coincident with the investigation in this city comes the announcement of the filing of a suit in the circuit court at Portland Wednesday, charging this company with selling practically worthless stock.

W. H. McClure, editor of the Pontonelle (Ia.) Observer, whose plant was recently destroyed by fire, has re-equipped his office and is printing the paper on his own press again.

The Linton (Ind.) Call Company has filed preliminary notice of dissolution.

## New England Weekly

\$4,500.00; terms; well equipped; good field.

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Brokers in Magazine and Newspaper Properties

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## THE DETROIT NEWS

(Evening)

Over 140,000

## THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation



**CHICAGO NEWS NOTES.**

**Warsaw Journalist to Lecture—Death of Adam E. Dunn—A Thrilling Experience with a Barber—Mr. Mahin Addresses Retailers—Press League Meeting—Ask Bids for Defunct World—Ad Club Lecture.**  
(Special Correspondence.)

CHICAGO, Feb. 12.—N. Sokolow, a prominent journalist and lecturer from Warsaw, will reach Chicago some time this month when he will be given a reception by the Knights of Zion. He is studying the subject of "The Jew in America," and will make an exhaustive report to the International Zionist Committee following his inquiry.

Adam E. Dunn, for many years manager of the advertising department of the Methodist Book Concern, died in Bloomington, Cal., on Feb. 1. Mr. Dunn united the advertising business of the official denominational papers, having a combined circulation of 400,000. He was a resident of Evanston and he was past commander of the Evanston Masonic commandery.

Miss Lelia Mechin, editor of Art and Progress, the journal of the American Federation of Arts, was entertained at luncheon the other day by Secretary Carpenter of the Art Institute, who invited a few congenial men and women interested in art to meet her. Miss Mechin spoke at the Art Institute in Fullerton Hall on the work of the Federation of Arts in circulating exhibitions and promoting art interests, illustrating her lecture with slides.

John Holm, a Chicago newspaper man, had a thrilling experience with a demented barber while being shaved the other day in the barber shop at the Chicago Press Club. The man said that he could easily cut Holm's throat. Holm humored the man, but on leaving the shop had him arrested.

That the retailer should back up the advertising campaigns of the manufacturer to impress his trademark upon the mind of the public by making it known locally that he sells the product of certain advertised factories was urged upon the members of the Retailers' Commercial Union at its meeting here last week in an address by John Lee Mahin, head of the Mahin Advertising Agency.

Duncan L. Smith, whose humorous philosophies have been a regular feature of scores of newspapers for a number of years, has resigned as managing editor of the Rockford Republic and is said to have accepted a position on a newspaper in a large city. Smith spent his early years in Rockford, but later was associated with Chicago journals. He has been in Rockford a year.

At a joint meeting of the executive committees of the Illinois and Chicago civil service reform associations R. E. Blackwood was elected secretary of these associations. Mr. Blackwood, who has been city hall representative of the City Press Association of Chicago, succeeds Herbert E. Fleming, who recently resigned to become editor and publisher of the Civil Service News.

Charging cruelty, Mrs. Margaret Ives Dilg has filed a bill for divorce from Will H. Dilg, owner of the Will H. Dilg Advertising Agency, in the Circuit

Court, Mrs. Dilg also alleges that since their separation Dec. 20, 1912, her husband has taken possession of \$2,000 worth of jewels and a \$1,500 electric automobile which belongs to her. The bill states that Mr. Dilg has an annual income of \$25,000.

The Chicago Press League and the Municipal Art League had a "View Day" last week, Friday morning at the Art Institute. The regular meeting of the Press League was held in the club headquarters, room 54, Auditorium building at 2 P. M. The program of

**VIOLATED "SPY" LAW.**

**Man Who Took Picture of San Francisco Fortifications May Go to Jail.**

That there are limitations put upon taking photographs is shown by a case that has just been brought to the attention of the Department of Justice.

On Dec. 11 an aviator and photographer flew over fortifications at San Francisco and made a picture which was subsequently printed by a San Francisco paper. Now the Department

**WIRES 40,000 WORDS AN HOUR.**

**Telegraph Invention That Photographs Messages and Delivers in Longhand Meets Test.**

A remarkable invention, known as the Pollak-Virag rapid telegraph system, by which 40,000 words an hour can be dispatched, was demonstrated by Antoine Pollak at the Vanderbilt Hotel, New York, recently. The wonderful feature of the mechanism is that the message, sent at such great speed, is recorded directly in writing, as with the hand, at the receiving end.

The apparatus consists of a perforating machine, somewhat similar to a typewriter, for the making of perforated tape, an automatic transmitter and a receiver.

The message is first transferred to the tape, which is thus perforated and then placed on the automatic transmitter, which sends the message at lightning speed over the wires to be received miles away, where it is transferred into manuscript form again by the receiving apparatus.

The receiver utilizes the electric currents in making them act on membranes which in turn act on a mirror. The mirror reflects the light from an electric lamp and projects a spot light on a band of photographic paper. As the mirror rests on a fixed point one of the membranes gives it a vertical motion and the other a horizontal motion. By combining these two motions the reflected light writes, in the dark room, the message on the sensitive paper in Latin characters. The paper is automatically developed and fixed in a special part of the apparatus. From there the paper slip goes out ready to be delivered.

Several messages were sent over the apparatus at the demonstration and were perfectly reproduced. One message of 225 words was sent in nineteen seconds. Mr. Pollak said that messages could be sent now as far as telephone communications were established. Telephone wires in copper or bronze are necessary for the rapid transmission.

As much written matter can be transmitted on two wires of the new system as on twenty wires of the old. The main saving lies in the lessening of the cost of operation. Because of the great mass of matter which can be sent in so short a time, the inventor believes that the new system holds out tremendous possibilities in the commercial field and for the newspapers.

**News Bureau Association Banquet.**

The fifth annual dinner of the New York News Bureau Association was held at Delmonico's Tuesday night. Nearly 150 of the members of the association and its representatives from affiliated organizations were present. Among those present were Morgan J. O'Brien, James Rascover and William H. Hurst, of New York; W. G. Barclay, of London; C. B. Strecker, Boston; W. H. Jenkins, Philadelphia; W. N. Record, Chicago; N. O. Messenger, Washington; William A. Wyman, Pittsburgh; Benjamin F. Doran, Baltimore; Edward Rascover, Robert E. Ireton and George J. Hurst.

The Mansfield (O.) Evening Shield plant was burned out early this week.



**ERVIN WARDMAN,**  
NEW GENERAL MANAGER OF ALL MUNSEY PUBLICATIONS.

the day was club business; report I. T. W. C. Federation meeting; informal talk by members. The day closed with a coffee and social hour. Mrs. Frederick K. Bowes, presided.

Dr. J. A. Adams, of 3316 Calumet avenue, editor of the Advance, was struck by a Cottage Grove avenue street car last week Friday night. His leg was broken and he was bruised severely about the body. He was taken to the Michael Reese Hospital.

The "Red Roosters" initiated six candidates at a meeting at Hotel La Salle, Saturday night.

Bids have been asked for the tangible assets of the Workers' Publishing Company, publisher of the late Daily World. They will be opened Feb. 20.

The Thursday noon luncheon at the Advertising Association of Chicago was addressed by Dr. Wm. A. Evans, former health commissioner of Chicago. He is at present conducting a health department in the Chicago Daily Tribune. His subject was "Baby Saving Through Advertising." The doctor is a very able and forcible speaker and told the audience how the press, by giving information on the care of babies had greatly decreased the infant mortality in Chicago and other cities. It is reported that Dr. Evans is one of the highest priced writers on the Chicago Tribune's staff.

of Justice is inclined to think the "spy law" has been violated, and the question of prosecution has been placed in the hands of the District Attorney at San Francisco.

It is said that the photograph revealed facts regarding the fortifications which the Government was anxious to keep secret. The "spy law" was passed several years ago to place under the Department of Justice cases involving undesirable prying into military affairs.

**"Magazine Trust" Case Closes.**

Judges Lacombe, Coxe, Noyes and Ward, sitting in the Federal District Court, New York, on Tuesday, heard final arguments and reserved decision in the Government's action against the so-called "magazine trust." The defendants are the Periodical Clearing House, Doubleday, Page & Co., S. S. McClure Co., the Phillips Publishing Company, Harper & Brothers, Leslie-Judge Co., Review of Reviews Co., Ridgway Co., Short Stories Co., Ltd., and Frank A. Doubleday, Frederick L. Collins, Herbert S. Houston, Charles D. Lanier and George Von Utassy. The Government charges that the defendants operated in restraint of trade, and asks that they be enjoined from carrying out certain alleged contracts, combinations and conspiracies and attempts to monopolize trade in periodicals.

**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 can cover the two big cities of Southern California thoroughly by using the LOS ANGELES RECORD and SAN DIEGO SUN. Each paper has the largest city circulation in each city.**

## FROM TEXAS' CAPITOL.

**List of Correspondents Who Are Covering the Legislature—Unusual Number of Newspaper Men Filling Official Positions or Representing Districts of the State in Senate or House—Bills to Prohibit Libeling.**

(Special Correspondence.)

AUSTIN, Tex., Feb. 10.—In the press gallery and in the service of the State government at this time, when the Thirty-third Texas Legislature is in session, is an unprecedentedly large number of newspaper men. Hugh Nugent Fitzgerald, of Dallas, and Jeff McLemore have the honor of seniority in newspaper service. They were in the press gallery years ago, when visitors were told that they would find the temporary State house "opposite Four-Eyed Brown's Place," and when the sergeant-at-arms often filled quorums by swooping down upon said "Place."

Fitzgerald is here at the head of the Fort Worth Record staff, and enjoys the distinction of seeing his picture in the Record every day, "next to pure reading matter." McLemore is here representing his own weekly paper, State Topics, of Houston.

In point of continuous service in the Texas press gallery, however, four other men have Fitzgerald and McLemore backed off the boards. The quartet is: Tom Finty, Jr., heading the staff of the Galveston-Dallas News; William M. Thornton, of the same staff; W. D. Hornaday and Asher G. Smoot, representing a string of out-of-State newspapers, and J. A. Fernandez, representing the Texas Afternoon Newspaper syndicate.

### CORRESPONDENT NOW POSTMASTER.

George D. Armistead, chief of the San Antonio Express bureau, is not long for this work, as President-elect Woodrow Wilson has personally selected him for the Postmastership at San Antonio. George came back to Texas two years ago, after St. Louis newspaper service, shouting for Wilson, and was largely responsible for Texas instructing for Woodrow just when he needed the boost the most.

Lloyd P. Lochridge, who went from the University of Texas into the newspaper game four years ago, has been transferred from the captaincy of the Austin Statesman's legislative bureau to the position of managing editor of that paper, vice Chester T. Crowell, the magazine stuntist, who has gone to San Antonio to establish a journal for the Texas Onion Growers' Association.

Henry E. Ellis, who was a member of the legislature a few years ago, now sits in the press gallery, heading the Houston Post staff, and looks down upon George Mendell, Jr., of Austin, who has exchanged places with him.

### OTHER MEMBERS OF PRESS CORPS.

Other members of the press corps are: George Waverley Briggs and Clarence DuBose, of the Galveston-Dallas News; B. F. Harper, J. Ed. Newton and Harry B. Crozier, of the San Antonio Express; G. W. Taylor, of the Waco News and Beaumont Enterprise; J. O. Abernethy, Roy Carter, V. E. Martin and R. C. Lowry, of the Austin Statesman; Geo.

E. Kepple, of the Houston Chronicle; James Fitzgerald and A. Watters, of the Dallas Dispatch and Houston Press; Frank C. Herndon, of the Fort Worth Star-Telegram; Milton Everitt, of the State Gazette (Austin), and A. C. Baldwin, Glenn Pricer and Edmund Travis, of the Austin Statesman.

At the request of the press corps, both branches of the legislature have adopted press rules almost identical with those in use at the National Capital, which have the effect of excluding alleged newspaper men who lobby. Both branches of the legislature, largely through the efforts of the presiding officers—Lieutenant-Governor Mayes and Speaker Chester H. Terrell—have adopted and enforced an order of business to facilitate intelligent publicity.

### FORMERLY NEWSPAPER MEN.

The present State government includes a considerable number of newspaper men. Governor Oscar Branch Colquitt made his start as a "printer's devil," and he yet clings to newspaper habits, personally typing his messages, which are neither few nor far between, nor brief. Will H. Mayes, the new lieutenant-governor, is the owner and publisher of a prosperous newspaper, the Brownwood Bulletin. William Greene Sterrett, Game, Fish and Oyster Commissioner; Henry Hutchings, adjutant-general, and Jeff D. Cox, Deputy Game, Fish and Oyster Commissioner, were formerly newspaper men. Sterrett was for many years a Washington correspondent.

Five members of the State Senate are actively engaged in newspaper work: H. B. Terrell, West; David A. Paulus, Hallettsville; Julius Real, Kerrville; C. W. Taylor, Rogers; W. A. Johnson, Memphis, and James Clayton McNealus, Dallas. Newspaper men in the House are: August Haxthausen and E. A. Calvin, Houston; E. M. Chrestman, Grand Saline; John E. Davis, Mesquite; Louis J. Wortham, Fort Worth; H. B. Savage, Belton; G. A. Heilig, La Grange; Leopold Morris, Victoria; A. S. Crisp, Cuero; Daniel Watson, San Marcos; Edgar P. Haney, Henrietta; A. M. Kennedy, Kerrville, and Joseph O. Boehmer, Eagle Pass. Former newspaper men in the House are: John B. Long, Rusk, formerly a member of Congress; Col. B. B. Paddock, Fort Worth, and George Mendell, Jr., Austin.

### BILLS AGAINST LIBEL.

An echo of the asperities of the recent campaign is seen in several bills designed to prohibit the libelling of candidates and public officials. A. M. Kennedy, himself a newspaper man, has the most elaborate provisions upon this subject in his proposed election code. He makes the publication of a charge that a candidate is the candidate of "the interests," or of "big business," or of "the anti-saloon league," or of "the whiskey ring," or the publication of anything reflecting upon the character of the candidate, or calculated to make him lose caste in the eyes of voters, "political criminal libel"; but the truth is a defense.

Further, a newspaper which prints a criticism of a candidate or officer must give like conspicuous place for reply, under like conditions and terms, but the answer must be free from libelous matter. If the criticism has appeared as an editorial, the answer must be given editorial space. A prominent Texas publisher, who generally trains with Mr. Kennedy politically, says he would prefer public censorship to the provisions of this bill.

### WANTS DECISION RECALLED.

Senator James Clayton McNealus has introduced a bill to "recall" a recent decision of the Texas Supreme Court on the subject of libel. The libel law of this State was enacted in 1901. It retained the common-law definition of libel, and merely sought to define privileged matter. The Supreme Court, however, recently said that, since the legislature had enacted a statute upon the subject, it was assumed that it departed

from the common-law rule. The resultant decision was drastic from the publisher's standpoint. Senator McNealus' bill copies the Act of 1901 and adds a section declaring that nothing contained in the act shall be held to involve departure from the common-law definition of libel. This, if enacted, it is believed, will hold the Supreme Court for a while.

Considerable amusement was caused here a few days ago upon the receipt of THE EDITOR AND PUBLISHER for Jan. 18, for on the first page there was an excellent portrait underlined thus: "Col. R. M. Johnston, editor of the Houston Chronicle, who succeeds Joseph W. Bailey in the United States Senate."

The fact is, Col. Johnston is editor of the Houston Post, the relations between the Post and the Chronicle not being so cordial as to be noticeable.

But honors were made even quickly. On the very next day after the receipt of THE EDITOR AND PUBLISHER aforesaid, placards appeared in the windows of Austin shops announcing that Frank Putnam, of the Houston Post, who recently went to Europe to study municipal government for the city of Houston, would lecture in the Senate chamber.

Now, Putnam never has been a member of the Post staff. He was on the Chronicle staff before he went forth as investigator and expert, but now that he has gone in for lectures he may quit staffing for anybody.

Johnston and Putnam are crossed.

"Such is fame!"

### PRESS A TONIC TO TRADE.

**Mr. Shiland Declares Newspaper Advertising a Mighty Factor.**

"That the automobile business has become a giant among American industries in the short space of ten years or less must in large part be ascribed to the truly remarkable use it has made of advertising," states Harry E. Shiland, sales manager of the Havers Motor Car Co., of Port Huron, Mich.

"Appearing everywhere—going with the daily press into practically every home in the land, it has been a tonic to business of every description the country over; it has awakened other lines to a realization of printed salesmanship; and has done more than any other one thing to show how the newspaper is more than a recital of the day's happenings.

"The newspaper is the medium wherein supply carries with the speed of the wind, the manufacturer's message to demand. It is the bridge across which the traffic of national business passes securely and quickly. Advertising is a wonderful thing which no man can study enough."

### Pen and Pencil Club Election.

Following one of the most prosperous years in the history of its organization, the Philadelphia Pen and Pencil Club held its annual meeting last week and chose the following as officers for the ensuing year: President, Henry Starr Richardson; vice-president, Ben K. Raleigh; treasurer, William J. Boyd; secretary, William C. Rowan; board of governors, Rice G. Garland, Robert C. Macauley, E. C. Taylor, Charles P. Jones and Fred P. Whitney.

### Census of British Newspaper Output.

The London Board of Trade recently issued its final report on the first Census of Production of the United Kingdom, taken in 1907. The figures show that the total output of daily papers was \$35,465,000; others, including trade journals, amounted to \$18,770,000, making a total of \$54,235,000. The average number of persons employed is given as 46,786, a total which does not include the large number of contributors who devote only a portion of time to the service of the paper. Only seventy-eight per cent. of firms made returns of machinery used, and these show a total of 2,197 linotypes and other typesetting machines in the United Kingdom.

### Takes His Own Medicine.

The Aurora (Ill.) Daily Beacon News is devoting a good deal of display space these days to the exploitation of advertised brands. The business manager, Mr. Abschuler, believes in taking some of his own medicine, and gives good, clean, bold, forceful display to inform his readers that the cost of living could be materially reduced if they would buy only branded and advertised goods. In a four-column display advertisement in the Jan. 30 issue, he quoted Milton Florsheim's article, in a recent issue of Printer's Ink, to the effect that "if it were not for the advertised brands of shoes, the retail price would be half as large again, and perhaps a good deal more."

The Upton (Wyo.) Tribune was launched by C. A. Crippen last week.

The National Press Association will hold its annual convention at Colorado Springs, Colo., June 17-23.

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

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

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

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

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

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

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

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

### An Unparalleled Record for 1912

#### THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911  
An increase of more than 50 per cent.

The Herald and Traveler Herald possess the confidence and respect of their readers. They are its greatest asset and this great record shows that they believe in Herald advertisers and Herald advertisers believe in the Herald.

Combined circulation exceeds 200,000 Copies each week day—Sunday exceeds 100,000

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

### The Evening Wisconsin

Milwaukee's Favorite Home Newspaper

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

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

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

### THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 5024 Metropolitan Bldg.

CHAS. H. EDDY, Representative.

Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg.

EDDY & VIRTUE, Representatives.

Telephone, Central 8486.



# The January Chapter

In the Noteworthy History of THE CHICAGO DAILY NEWS, tells of continued gains, both in *Circulation* and in *Advertising*.

## January CIRCULATION, 1913

¶ January registered "High Water Mark" in the circulation of THE CHICAGO DAILY NEWS; here are the figures:

State of Illinois, County of Cook, ss.:

HOPEWELL L. ROGERS, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of January, A. D., 1913, was as follows:

Days	Copies	Days	Copies
1.....	Holiday	17.....	365,239
2.....	354,077	18.....	342,815
3.....	358,457	19.....	Sunday
4.....	335,895	20.....	363,143
5.....	Sunday	21.....	364,897
6.....	357,369	22.....	366,819
7.....	359,203	23.....	366,766
8.....	360,646	24.....	365,146
9.....	359,852	25.....	347,369
10.....	358,621	26.....	Sunday
11.....	341,807	27.....	368,091
12.....	Sunday	28.....	367,610
13.....	362,309	29.....	369,755
14.....	363,037	30.....	369,238
15.....	365,723	31.....	367,354
16.....	366,761		
Total for month.....			9,367,999
Less returns and allowances.....			12,376
Total sold, net.....			9,355,623
Daily average sold.....			359,831

All "exchanges," copies used by employes, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 1st day of February, A. D. 1913.  
[L. S.] HENRY C. LATSHAW, Notary Public.

¶ Never before in any month in the thirty-seven years' history of THE DAILY NEWS has its circulation averaged so high as 359,831 copies per day—and this without the aid of "big" news on any day of the month to temporarily increase the circulation beyond the normal.

¶ The January circulation is 25,467 a day greater than in January, 1912.

"Nearly everybody who reads the English language in, around or about Chicago, reads THE CHICAGO DAILY NEWS."

—The Post Office Review.

More than TWICE the City circulation of any other Chicago Newspaper.

# THE CHICAGO DAILY NEWS.

JOHN B. WOODWARD  
EASTERN ADVERTISING REPRESENTATIVE  
710 - 13 TIMES BUILDING, NEW YORK

## January ADVERTISING, 1913

¶ Here are the total Advertising Gains or Losses made by Chicago Newspapers during the month of January, as compiled by The Washington Press, an independent Audit Company:

	Disp. Cols.	Class. Cols.	Total Cols.
THE DAILY NEWS	101.99 Gain	185.11 Gain	287.10 Gain
Second Newspaper..	49.52 Loss	214.09 Gain	164.57 Gain
Third Newspaper...	122.84 Loss	76.04 Loss	198.88 Loss
Fourth Newspaper..	440.49 Loss	107.80 Loss	548.29 Loss
Fifth Newspaper...	159.74 Loss	29.34 Gain	130.40 Loss
Sixth Newspaper...	216.81 Loss	10.21 Loss	227.02 Loss
Seventh Newspaper.	72.56 Loss	1.63 Loss	74.19 Loss
Eighth Newspaper..	78.13 Loss	36.58 Gain	41.55 Loss

¶ THE DAILY NEWS was the only Chicago Newspaper to GAIN, both in Display and Classified.

¶ THE DAILY NEWS showed a 74% Greater Advertising Gain than the next Chicago Newspaper.

¶ THE DAILY NEWS, on the six week days it is published, carried more advertising, both display and classified, than any other Chicago Newspaper.

**Fairness of Press Causes Change.**

Announcement has been made by the Union Labor Advocate, the official organ of the American Federation in Chicago, that hereafter the publication will appear monthly instead of weekly. The chief reason for this change, it says, is the "eminently fair manner in which the daily press of Chicago has handled news matter with which union labor is concerned."

**WHAT WILL IT DO?**

This is your question. It is the basis upon which you buy equipment.  
We will answer it.

## WESEL SPECIAL COMPOSING ROOM FURNITURE

will meet and satisfactorily fulfill any requirement not covered by standard styles. Departure from common practice is sometimes necessary to develop the quickest, easiest and cheapest way of handling work.

We design and make "out of the ordinary" kinds of Composing Room equipment. The country is dotted with plants where efficiency has been increased by our special work.

WE WILL EXHIBIT  
at the Printing and Publishing Exposition in April.

**F. Wesel Mfg. Company**

Printers and Platemakers' Equipment

Main Office and Works:  
70-80 Cranberry St., Brooklyn, N. Y.  
New York, 10 Spruce St.  
Chicago, 431 So. Dearborn St.

## STILL JUMPING 121,800 Lines

was the gain in advertising made by the

**PATERSON PRESS  
AND  
SUNDAY CHRONICLE**  
(Sunday Edition of Press)

IN JAN., 1913, OVER JAN., 1912

Practically all business from local merchants who know the TRUE situation in Paterson, N. J., thereby having the advantage over the space buyer who gets his information second or third hand.

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

PAYNE & YOUNG, Foreign Representatives  
Send for Sample Copies and Rate Cards.

## The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.  
Picayune ..... 19,882  
Times-Democrat ..... 22,400  
States ..... 29,257  
Item ..... 44,752

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

**NEWS AND RELIGIOUS ORGANIZATIONS.**

### Dr. Talcott Williams Begins a Series of Seven Lectures on the Subject at Columbia—American Newspapers Lead the World in Amount of Space Given—Some Impressive Facts.

Talcott Williams, director of the School of Journalism in Columbia University, delivered on Monday, at Earl Hall, the first of seven lectures upon "News and Religious Organizations." He said, in part:

"The task of journalism has been from the beginning the gradual development of a capacity to report the organizations of society. The newspaper man to-day cannot do his work without an intelligent knowledge of the organization of each great religious denomination, its purpose, its policy, and the distribution of its membership over the country. Technical knowledge is as necessary here as in dealing with political institutions, railroads, or any other social organization. A brief course giving these facts in outline is a wise and necessary part of the equipment of the journalist.

"It chanced some years ago I was talking to President Patten of Princeton. I asked him what his experience with newspapers was. He said, 'For the first 16 years of my ministry I took no newspapers except two religious weeklies. Upon them I depended for all news, secular and religious. I began to read secular newspapers after I came to Princeton. I still continue my subscription to the Presbyterian. No member of my church would stand a chance of getting past St. Peter without his receipt for last year's Presbyterian. But, aside from this provision for the future, the Presbyterian does me no good. Week after week it is left in the wrapper. I find all the religious news in the secular papers.'

"In the eighteenth century, as far as the newspaper was concerned, no one would know any religious movement was going on. At the time Whitfield was addressing large audiences at Market street, but hardly a reference to it was made in the newspapers. During the first half of the nineteenth century the American newspaper paid little attention to religious news, and down to 1880 this news was chiefly furnished to the American public by the religious weeklies. Great religious movements like the rise of Methodism, the appearance of Unitarianism, and the division of the Presbyterian Church into new and old schools were scarcely noticed by the secular press. At the close of the fifties, and especially during the Civil War, interest was manifested in sermons. First, the sermons of Henry Ward Beecher was reported in the newspapers of New York, but it was not until a decade later that the systematic reporting of sermons was begun by the Herald.

"In the space given to news of organizations the press of the United States stands apart from the press of the world. The English press gives some space to the Church of England. The ordinary workings of the Church receive no attention in French papers, and quite as little in the German papers.

"One of the great changes in newspaper reporting has been the attention paid to churches and the attention paid to the differences among them. In the old countries issues in the churches are not a subject of news until they come to the law courts. In this country the usual share of space is given them. This is not due to any greater interest in religion. On the contrary, the general impression is that the newspaper is not interested in religion. But what this is an indication of is that the United States permits freedom of organization.

"The churches are incomparably the most numerous of these associations. They have a membership so much larger than other associations that none ap-

proaches them. They are more widely diffused, and their property, in 1906, a billion and a quarter dollars, is considerably larger, probably twice as large as the property devoted to education, charities, and the entire field of philanthropic and mutual aid.

"In 1906 the census enumeration of the churches showed that they had 33,000,000 members. The total population at that time was 84,000,000. This membership is sixteen-fold larger than the membership of labor organizations, the next largest voluntary associations. It is two and a quarter times as large as the Presidential vote in the last election. Church members are nearly as numerous as wage earners. The great body of this membership is composed of adults. If we deduct the share assigned to younger members, between ten and fifteen, in 1906, three out of every four adult men and women were associated with a religious organization.

"Whenever this question is raised, taking all religious organizations together, we find that in rural districts and smaller towns the ratio is uniformly three out of four; in cities, two out of three. Any group that has succeeded in gathering together at some period of their lives this large proportion of the people stand in a class by themselves and offer a field for news inevitably to be cultivated by the newspaper as soon as the newspaper had space and facilities to deal with it.

"The proof that the Church is a subject for news lies in the circumstance that for the last sixty years the building of churches has steadily kept pace with the growth of population. In 1850 there were sittings for sixty-one per cent. of the population; in 1906, for sixty-nine per cent. In other words, two-thirds of the population of the United States on any Sunday would find a sitting in a church. This is far from the same thing as saying on any Sunday two-thirds of the population would be found occupying these sittings.

"With the distribution of sittings in the different parts of the country comes a change in the demand for news. Throughout the rural districts there is a church to every 400 persons. On Manhattan Island there is one to every 1,500 persons. The space given to church news reflects this difference. As the population rises the amount of church news decreases, the proportion of sittings decreases, the proportion of buildings decreases. Great metropolitan newspapers print little church news, but when you come to the country weekly the greatest factor in the news is the church and its doings.

"Whenever an organism is moving in ordered paths it is not a subject for news. Nobody ever bothers about his digestion until he has indigestion. It is true of all organisms that they receive attention only when publicity will aid in changing, improving and reforming. In the last forty or fifty years when publicity has brought responsibility churches have given an incalculable aid to the State, and in their inner workings there has been an improvement in action and in the recognition of the broad duties a religious organization owes to humanity.

"The solution of the great problem of democracy, the bringing of citizens together, is aided more by the Church than by any other organization. There men and women meet. They are welded together by a common moral standard, by common principles. In this great field the religious organizations of the United States are an agency, without doubt greater than any known in the history of American people."

## INJUNCTION DENIED

H. H. McClure and Company, Inc., of 17 West Thirty-eighth Street, New York City, begs to announce that Mr. Justice Seabury of the New York Supreme Court has DENIED the application of the McClure Newspaper Syndicate for an injunction restraining H. H. McClure and Company, Inc., from doing business, and that on application of Henry A. Heiser, Esq., the attorney for H. H. McClure and Company, Inc., the alleged action of the McClure Newspaper Syndicate has been referred to George Gordon Battle, Esq., of the New York Bar, to hear and determine the same.

H. H. McClure and Company, Inc., is prepared to meet any claims made against it, and assures the newspaper publishers that the McClure Newspaper Syndicate has absolutely no claims of any kind.

H. H. McClure and Company, Inc., will protect all existing contracts and those hereafter made with it, and intends to protect its interests and those of its customers in every possible manner against unjust and untrue claims and attacks.

H. H. McClure & Co., Inc.

OTIS F. WOOD, President.

E. S. McCLURE, Secretary.



**PACIFIC COAST NEWS.**

(Special by Telegraph.)

SAN FRANCISCO, Feb. 12.—Geo. F. Vradenburg, advertising manager of the Seattle Post-Intelligencer, has resigned to enter business for himself. He will be succeeded by R. I. Stanley, formerly the assistant advertising manager of this newspaper and a graduate of the law department of the University of Michigan.

The Advertising Association of San Francisco this week presented the first of a series of illustrated lectures on Retail Advertising Success compiled by Roland S. Hall. It was delivered by Frederick S. Nelson, advertising manager of O'Connor, Moffat & Co., who is also a member of the national committee on retail advertising. Mr. Nelson recently lectured before the salesmanship clubs of the Y. M. C. A. on the "Twin Brotherhood of Salesmanship and Advertising" and before the International Correspondence Schools on "How Can I become an Advertising Man."

R. E. Sunderland, past president of the Associated Advertising Clubs of America has located in San Francisco. Harrison Atwood, formerly of the New York Advertising Men's League, has been appointed manager of the San Francisco branch of the H. K. McCann Co., with offices in the Shreve building.

Z. E. Hayden, Commissioner of Public Safety in Spokane, Wash., has announced that in the new City Hall, now under construction, a special room will be set aside for press representatives, and that if the City Council does not provide a place satisfactory to the news writers he will cheerfully give up a room in the quarter allotted his department.

Y. K. Makamara, proprietor of the Spokane (Wash.) Times, a Japanese paper, has filed suit against the city of Spokane asking damages for the destruction of a large portion of his printing plant last year when the property was inundated by spring floods.

**HENRY SUCCEEDS KEATS SPEED.**

**Becomes Editor of Atlanta Georgian—Sunday American to Be Launched April 6.**

Charles H. Henry, business manager of the Atlanta Georgian since the purchase of that paper by William Randolph Hearst a year ago, has been placed in entire charge of the afternoon daily. Keats Speed, who until he went to Atlanta as editor of the Georgian, was managing editor of the New York Evening Journal, has been transferred to New York.

The Georgian recently passed its first year of life and now announces a Sunday edition to appear early in April and to be known as the Atlanta Sunday American. This edition will have all the special features of the other Hearst Sunday papers, including a magazine section, comic supplement, editorial, dramatic and city life sections.

The management is adding a new Hoe sextuple press, having a capacity of 72,000 twelve-page papers an hour, and a ten-cylinder electrotype multicolor press, to its equipment. The work of alteration is progressing rapidly and it is expected that the first issue of the Sunday American will appear April 6.

**New Jersey Editor Fined for Libel.**

Harvey Thomas, editor of the Atlantic City (N. J.) Review, was fined \$50 for libel because he erroneously alleged in his paper that ex-Councilman Louis Steinbricker had been indicted along with other councilmen who pleaded guilty to graft in connection with the \$1,000,000 boardwalk at Atlantic City. Mr. Thomas pleaded *non vult* to the charge.

A. W. Palmer, formerly with the Taylor-Critchfield Co., Chicago, is now connected with the Clague Co.

**PLAN TO AID ADVERTISERS.**

**Proposed Trade Press Organization Will Require Certified Circulation Figures.**

A joint meeting of the Executive Committee and the Co-operative Advertising Committee of the Federation of Trade Press Associations in the United States was held at the Statler Hotel, Cleveland, O., Jan. 17 and 18.

Those in attendance were H. M. Swetland, New York, president of the American Trade Press Association, chairman; H. M. Wilson, New York; F. D. Porter, Chicago; F. F. Cutler, Boston; Grant Wright, Philadelphia; Allen W. Clark, representing P. H. Litchfield, St. Louis; E. C. Johnston, New York; J. Newton Nind, Grand Rapids, Mich.; John A. Hill, New York, and E. A. Simmons, New York.

As it was found impracticable to carry out the recommendations adopted at the last annual meeting, because of differences in the standards of business conduct on the part of the various papers interested, a separate organization was accordingly suggested. The new organization will be a part of the existing Federation, but will have a distinctive name. The membership will be limited to individual publications which will be required to conform to very rigid rules.

In this connection yearly circulation statements must be made and verified by disinterested public accountants, these statements are to be available for examination by all advertisers and prospective advertisers, the required examinations to be paid for by the publications for which they are made. The circulation statements are to be uniform in character and will show the number of actual paid subscriptions according to postoffice requirements, free copies, exchanges, advertisers' copies and those sold to news companies, together with average yearly returns therefrom, as well as copies that have been disposed of in other ways.

Circulation must be given by States and counties, the subscription price must be stated, as well as the methods used to obtain the subscriptions; if premiums are used, the number of subscribers secured by means of these premiums must be given, as well as the cost of the premiums. Members are to pay \$50 as annual dues to maintain the organization, each paper must publish its certified circulation and state where the publication is to be obtained.

The business of the new association and the administration of any funds that may come into its hands is to rest in the hands of an executive committee of six members, two of which are to be annually elected and who shall select their own officers. This committee is likewise to arrange for the distribution of the information that may be gathered, and will be required to carry out the plans and policies of the organization.

Upon the acceptance of these ideas on the part of twenty-five publishers, a meeting for organization purposes will be duly announced and held.

**Mob Attacks Tokio Newspaper Plant.**

Political rioting in Tokio, preceding the enforced resignation of Prince Katsuma, as Premier of Japan, caused the death of several persons, and partly wrecked the offices of the newspaper Kokumin Shimbun. Crowds assembled around the building with the intention of burning it. The staff of the paper directed by Mr. Abe, managing editor, who is well known in this country, offered strenuous resistance with fire arms, swords and knives. One of the rioters was killed by a bullet fired from the building. In a second attack on the plant bundles of straw soaked in oil were set on fire and thrown within the building. The fighting became desperate and the mob was driven away only after two more persons were killed and more than a score wounded.

The San Marcos (Tex.) Press, a morning daily, has suspended publication.

**Editor's Auto Hits Electric Train.**

Severance Johnson, one of the editors of the New York American, barely escaped death last Saturday when his automobile collided with an electric train on the Long Island Railroad. The auto was smashed, but the occupants were uninjured.

**From Far Off Ireland.**

The advertising manager of the Belfast, Ireland, Telegraph writes: "The undersigned is much interested in your publication and makes a point of reading same weekly. Both the news and the advertising columns are most interesting."

The Brooklyn Standard Union, during 1912, carried 3,212,700 lines of Dry Goods advertising (N. Y. Evening Post official measurement).

No other New York or Brooklyn paper carried as much, except the Journal and World.

Follow the Department Stores — they know.

**WHAT'S WHAT IN THE PUBLISHING WORLD**

The publishing world of America is large. The latest volume of the AMERICAN NEWSPAPER ANNUAL and DIRECTORY describes 24,381 publications—daily, weekly, monthly, etc.—located in more than 11,000 towns, which it likewise describes.

The publishing world of America is busy. Over 1,600 new publications saw the light in 1912. The printing and publishing industry as a whole ranks number five in all our country's vast manufactures, with a growth of eighty-six per cent. in ten years.

The annual advertising outlay of this country in publications is estimated at

**One Million Dollars a Day!**

The link between those who sell and those who buy this vast amount of advertising is the

**AMERICAN NEWSPAPER ANNUAL and DIRECTORY**

This work is in its forty-fifth year. It is the only publication covering the entire field. The volume for 1913 is now ready for delivery, price \$5.00, carriage extra, postage 60c. Specimen pages on request.

**N. W. AYER & SON,**  
Publishers,  
PHILADELPHIA.

P. S.: Order now and get a full year's service from the book.

## A NEWSPAPER LIBRARY.

Some Suggestions as to What Books Should Be Supplied for the Use of the Editorial Writers and Reporters.

By A. C. HAESSELBARTH.

Knowledge of the equipment of many newspaper offices, coupled with my observations during years of service in what is doubtless the largest and best newspaper library in the United States, has led me to conclude that it is poor economy for newspaper owners to fail to supply the editorial staff with a good working library.

While physicians, lawyers, clergymen, teachers and other professional men find their books to be absolutely indispensable, editors, editorial writers and reporters are all too frequently compelled to trust to memory for facts. As the best of memories are often treacherous this is an unsafe procedure if accuracy is desired—and accuracy should always be insisted upon.

For the use of its editorial staff the New York World, for instance, furnishes a library of 15,000 volumes, and there are few questions that cannot be answered from these books. Nearly all are reference books. They are classified according to the Melvil Dewey system, into ten great divisions, with decimal subdivisions, the ten divisions being: 0, General Works; 1, Philosophy; 2, Religion; 3, Sociology; 4, Philology; 5, Natural Science; 6, Useful Arts; 7, Fine Arts; 8, Literature; 9, History. By this system a librarian can instantly find any book among a hundred thousand.

But it is not of the big library I would write. A little library will meet most of the demands if the books are selected with this end in view. Yet many prosperous newspaper establishments seem to ignore the necessity for having immediate access to these essential tools of the craft.

Even so few as ten books can give, if rightly used, very valuable assistance. If I could have only ten books I would select ten which would be worth much more to me as an editor than would the contents of Dr. Eliot's famous five-foot shelf. I would choose: 1, Dictionary; 2, Teachers' Bible; 3, Biographical Dictionary; 4, The World Almanac; 5, Gazetteer; 6, Atlas of the World; 7, History of the World; 8, Bartlett's Familiar Quotations; 9, Who's Who in America; 10, Ayer's Newspaper Annual.

If my working library could contain only twenty-five books I would add to the ten just named these volumes: 11, Who's Who; 12, United States History; 13, Statesman's Year Book; 14, Whitaker's Almanac; 15, Whitaker's Peerage; 16, Penal Code of State; 17, Civil Code of State; 18, Post Office Guide; 19, Hadyn's Dictionary of Dates; 20, United States Army Register; 21, United States Navy Register; 22, Poor's Manual of Railroads; 23, Poor's Manual of Industrials; 24, Red Book, or Annual State Register; 25, Shakespeare, with Concordance.

If I could put fifty books on my shelves I would include the foregoing twenty-five and add to them: 26, Nelson's Loose Leaf Encyclopedia, twelve volumes; or the New Britannica, eleventh edition, with index, twenty-nine volumes; or the Encyclopedia Americana, sixteen volumes. To these I would add Allibone's Dictionary of Authors; Compendium of the United States Census; The Law of Libel or Newell on Libel and Slander; a good Political History of the United States; Crabbe's Synonyms; Roget's Thesaurus; Brewer's Dictionary of Phrase and Fable. These, with any encyclopedia but Nelson's would exceed fifty books.

For a library of one hundred books I would include the fifty suggested and add the National Encyclopedia of American Biography, fifteen volumes; German, French, Spanish and Latin Dictionaries, Almanach de Gotha, Consolidated Laws of State, Revised Statutes of United States, a good natural history,

Cyclopedia of English Literature, a church cyclopedia, Dictionary of Mythology; Medical Dictionary, Legal Dictionary, Cruden's Concordance, Standard Bible Dictionary or Eadie's Bible Cyclopedia, Walsh's Curiosities of Popular Customs, Brewer's Reader's Handbook, Century Cyclopedia of Names, Larned's History for Ready Reference and Topical Reading, seven volumes; Thornton's American Glossary, two volumes.

Beyond one hundred it is simply a matter of expansion according to purse or necessity. I would suggest, however, that among early additions be a dozen of the leading poets of all time, Burke's Peerage, books on the various sciences, books descriptive of our insular possessions and the Panama Canal, etc. And while I think that the suggested list of fifty or one hundred books will meet nine-tenths of the demands of the average newspaper man on papers in cities of 100,000 or less, special books may be added, or the list changed, according to the location and the clientele of the paper. In a seaport town Lloyd's Register or the American Shipping Record will be found quite indispensable. In a lumber country, or mining country, or manufacturing section or other special field, the most needed books will most readily suggest themselves.

I naturally assume that the editorial rooms will be supplied with local directories, social registers, railroad guides, municipal reports, etc. The necessity for these is so obvious that I do not include them in library lists. Poole's Index to Current Literature is also quite essential.

Such is my opinion for what it is worth. Perhaps some other fellow can, from his experiences, suggest a more helpful aggregation of volumes.

### EVENING POST SUPPLEMENT.

Its Illustrated Magazine Section Contains Many Attractive Features.

The New York Evening Post began on Feb. 8 to issue an illustrated magazine in connection with its Saturday edition. Such an action on the part of the Post is of course indicative of the modern trend toward the pictorial. The Post has hitherto maintained the publication of a newspaper that contained no pictures except a few political cartoons. The Post has hitherto occupied a position among newspapers somewhat similar to that held by the Atlantic Monthly among magazines. Just what effect the publication of a Saturday magazine supplement will have upon its position remains to be seen, but it brings it into competition with the Evening Mail and its magazine supplement.

The cover of the first issue of the new magazine was from a design by Taber Sears done in color that was happily harmonious in treatment. A number of Lincoln portraits from the Meserve collection were appropriately included and featured in the contents. Sarah P. McL. Greene, author of "Cape Cod Folks," contributed the opening chapters of a new novel the scenes of which are laid in the New England district made famous by her earlier book. Other attractive features make the initial number unusually noteworthy.

The difficulties encountered in the initial production of such a magazine must have been enormous, even in an establishment so well equipped as is the Post. The result, notwithstanding, may easily be said to have been entirely satisfactory and the new magazine will doubtless take its deserved place as a welcome guest among the readers of the Post.

Henry Edward Rood, sometime with Harper's Monthly, is in editorial control, while Charles Edwin Jones, for several years with the Munsey organization, is the advertising manager.

### Advertiser Invoked Sunday Law.

The St. Louis Court of Appeals has refused to apply the Missouri "blue law" to save a local merchant from paying for an advertisement in a Sunday newspaper. The merchant sought exemption from the debt on the plea that the pub-

lication of a newspaper on Sunday was a violation of the Sunday law. The Court of Appeals ruled that as the merchant was a party to the contract for publication of his advertisement on Sunday, he could not invoke the Sunday law to obtain release from payment.

### STATE NEWSPAPER INQUIRY.

Hearing on Bill to Investigate Accuracy of News Reports.

Arthur D. Hill, chairman of the Progressive Legislation Committee, was heard by a committee of the Massachusetts Legislature at Boston last week on his bill for the appointment of a committee by the Governor to investigate to what extent newspapers and periodicals are publishing news items in a false and misleading manner, or intentionally suppressing them for political purpose or other ulterior motives, and also the advisability of establishing a State newspaper.

"We have got to form opinions on knowledge acquired from the facts we get from the newspapers," he explained. "It is of the last importance that people should get the facts not distorted, but no one will pretend that the press gives us that to-day."

He thought there was no need to go into the causes; they did not rest on wickedness, he believed, for in the main the men who ran the newspapers wished to do their business honestly and fairly, to give the news in the way they thought the public wanted it.

"But you can't get the facts," said Mr. Hill, "by reading any single paper, and then they are too often destroyed by misleading headlines. The main trouble is not with the reporters. It is what occurs in the counting room after the report comes in."

### New Advertising Firm in Boston.

L. J. Brackett, formerly North Eastern manager of the Wyckoff Advertising Co., and B. W. Parker, formerly proprietor of the B. W. Parker Agency, New York, have formed a new advertising firm in Boston under the name of Brackett-Parker Co.

The very best

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on the market

"AH YES!

## OUR HAPPY HOME"

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Write for details

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200 William St., New York City

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



## The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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Late changes in WEEKLY Comic, Children's and Home Circle pages; DAILY Half-tone Fashions, Comics and Portraits.

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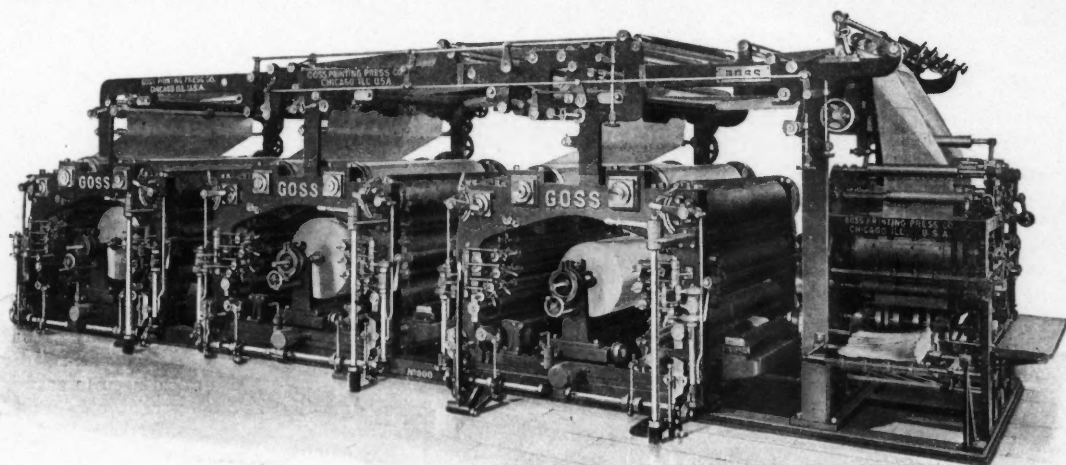


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GOSS  
High Speed  
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**The Fastest Newspaper  
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Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folders at other end.



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Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.  
All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

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FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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World Building, Tribune Building, Astor House, Park Row Building; 140 Nassau street; Manning's, opposite the World Building; 33 Park Row (in front of Doheln Cafe); Brentano's Book Store, Twenty-sixth street and Fifth avenue; and Mack's, opposite Macy's, on Thirty-fourth street.

New York, Saturday, February 15, 1913

### THE PANAMA EXPOSITION.

It is a matter of much satisfaction to learn that the great Panama-Pacific Exposition, which will be held in San Francisco in 1915, is to be exploited by means of paid newspaper advertising.

Hitherto all of the great expositions held in the United States have depended upon circulars, posters, novelties, a limited amount of magazine space and free publicity to arouse general interest in its attractions and bring people to the show. That the best medium of all, the newspaper, was ignored, was due to the lamentably mistaken idea that if a few of the powerful dailies were used it would arouse the antagonism of all the other papers and these would at once begin knocking the enterprise and do all they could to injure its popularity.

Of course such an argument is specious and untrue, but nevertheless it prevailed and the result was that the attendance at the exposition, in each case, was disappointing, and the enterprises proved financial failures.

The directors of the Panama-Pacific Exposition have benefited by the experiences of their predecessors, and have decided that they will not pass by the greatest of all forces in securing certain results through intelligent publicity—the newspapers. They know that while the newspapers are perfectly willing to chronicle the news events connected with the exposition they will not act as press agents serving without pay. They know that they will not give thousands of columns of valuable space to the exploitation of a great exposition, no matter how important it may be, for nothing. Newspapers are commercial enterprises that call for dividends just as much as rolling mills, stores or railroads. They are in a sense public institutions, but it requires money to support public institutions and some one or some body of men must furnish it.

George Hough Perry, who will handle the publicity of the Panama-Pacific Exposition, is one of the ablest advertising men of his day. He has had wide experience; he is thoroughly in sympathy with every movement that has for its object increased efficiency in advertising. He understands how to appeal to the public in a winning way. He has good common sense.

Under his skilful direction the great exposition

will be brought to the attention of every progressive, thoughtful man and woman on this continent. The results that will follow his work will, in our judgment, be surprisingly large. If the exposition is not attended by record-breaking crowds, and if it does not turn out to be the most successful world's fair ever held on American soil, it will not be because of any failure on the part of the Exploitation Department.

### EDITORIAL COMMENTS.

Believing that the only place for circulation or volume of advertising statements is in the paid advertising columns, THE EDITOR AND PUBLISHER will hereafter exclude from its reading columns items of the above character. There is no particular reason why a Des Moines, Butte, or Tampa newspaper should get for nothing as "an item that may be of interest to your readers" what the New York, Boston, Philadelphia or Chicago papers pay good money for. While we have been doing valiant service in helping the publishers fight the press agent evil we have allowed THE EDITOR AND PUBLISHER to be worked for free readers on the above subject. Now we are going to reform ourselves. We are always glad to have circulation statements or records of advertising gains sent us, but hereafter they will not be printed in our columns except as advertisements.

Two big news events have kept the newspapers unusually busy the past week—the death of Lieutenant Scott and several of his men at the South Pole, and the revolutionary outbreak in the City of Mexico. The splendid manner in which these pieces of news were handled by the press associations and the newspapers was remarked by everybody. As usual in reports of Arctic and Antarctic discoveries, the New York Times led its contemporaries.

### SOME HERESIES OF THE SCHOOL OF JOURNALISM.

NEW YORK, Feb. 10, 1913.

THE EDITOR AND PUBLISHER:

The plodding newspaper worker who, in these days, carries heavily on his shoulders an Old Man of the Sea in the nature of a "practical" training, rather than easily in his pocket a diploma from the School of Journalism, has been diverted and revived of late. He has seen a high standard raised by men who assume to speak for the profession, both the new and the old; and he has noted how ridiculously short, in prime essentials, these exponents—judged by their college platform utterances—have fallen, as a whole.

And from his own vantage-ground of hardly won knowledge and of apprehended principles—which are ever ready to the hand of the newspaper aspirant who has the genius and the will—he is tempted to cry, "Humbug!"

There is, it would seem, no royal road to journalism; but here and there are to be found real newspaper men, with the rust of the common highway upon them. And of such, it may be believed, was not the managing editor who at the Pulitzer School of Columbia University, not so long ago, told the students that "you should know English as the musician knows his instrument, so well that a false word or discordant expression is intolerable to you, its use by you instinctively impossible."

This cross-construction, and the other rhetorical faults, should have been impossible to the speaker; but they were not.

"Fortunately, you are required to study Latin," says he. "In the chemistry of the English language Latin is almost the chief element." Then, assuming that he is himself familiar with the ancient tongue, he should easily (as better) have said: "In the composition," etc. (Lat. *compositio*, a compound, etc.) Chemistry is but a study; an abstract idea, not a concrete fact.

"Don't mix your metaphors," splendidly urges the Managing Editor before the prospective journalists.

And this, too, after he has done some pretty good "mixing" himself, in this wise: "The copy editor must have the ability to apply the sandpaper to the bodily excrescences, but not to the soul of the narrative."

Great Heavens! Sandpapering a soul would seem to be a task for archangels only. Possibly at a Spiritualistic seance the work might be done effectively, though it is feared not painlessly to the subject, by an ordinary mortal.

"Don't deal in treacherous adjectives," continues the now thoroughly warmed-up editor, who next talks of a "settled idiom." He sidesteps any reference to an "unsettled" one. His "connected narrative" jars somewhat on the feelings of the Old School; but it may pass. "The charm of its (newspaper's) daily novelty should keep you perennially young." Oh, dear, no! It was the Lord himself (was it not?) who spoke less redundantly to Jacob: "Behold, I am with thee, and will keep thee" (unharmd.)

These are random samples of the solecisms recently "handed out" from the platform at the School of Journalism. "The "practical" boys might protest to Dr. Talcott Williams. But reasoning from the analogy of certain facts, no heavy rhetorical hand could be laid upon the offending lecturers. The director himself is reported as saying in Boston, in regard to the assertion that "the American newspaper as a whole (!) represents too much the business, the capital and the associated wealth of the land":

"There are at least 5,000,000 men, each a reader, interested personally in 1,500,000 firms. There are 1,000,000 to 2,000,000 owners of shares and bonds. There are 7,000,000 life insurance policies with an average of \$1,700 each, representing 3,500,000 of the insured. Whom should the American newspaper represent but this property owning business majority?"

Dr. Williams appears to be guilty of the fallacy of irrelevant conclusion. The particular question which journalism was called upon to answer is ethical, primarily; and commercial, only secondary, or incidentally. In other words, the general newspaper press (practically as well as ideally) is not required to be "representative" in a narrow class sense, any more than is the clerical, the legal, or the teaching profession. If it were, what truth could there be in the popular orthodoxy, as voiced in the verse:

"Here shall the Press the people's right maintain,  
Unawed by influence and unbribed by gain."

On the face of things, the director of the School of Journalism is the deliberate proclaimer of a bad class-principle; but the probabilities are that he is the unconscious victim of an imperfect logical process.

And all this brings up the thought, advanced in an article in THE EDITOR AND PUBLISHER a year ago, that one of the requirements for a journalist, and, it may now be added, for instructors in journalism, is "a genius for apprehending principles"—one thing that, if lacking, the colleges cannot supply, as obviously they cannot acquire. FRANK MUNRO.

### MAUDE MULLER.

BY HARVEY CAMPBELL.

Maude Muller, one day, grim and bleak  
Was feeding the press at six a week,  
When the Judge came by and slipped her a wink  
And she slipped a sheet, and smeared the ink.  
When the job was off, and the books were bound  
The customer glanced through the lot and found  
The one that had slipped, so he sent 'em back  
And Maude, poor girl, was given the sack.

So now, when the Judge comes hiking by,  
Maude watches her job with her extra eye.

Maude Muller, feeding her Gordon press  
Was all lit up in her brightest dress,  
When the Judge drove up in his machine,  
And said, "Hey, fellers! pipe the Queen."  
He walked right up with a greeting warm  
And said, "Gee, Maude, you've got some form!"  
Spoke Maude as she fed in the twilight's gloom,  
"It was made up in the composing-room."

Maude said to herself when the time was ripe,  
"He thinks I'm one of the bold-faced type."

—Inland Printer.



**PERSONALS.**

Josephus Daniels, editor of the Raleigh (N. C.) News and Observer, is now slated, among those posted in Cabinet matters, as the next Secretary of the Navy.

Adolph S. Ochs, owner of the New York Times, sailed for Panama on Saturday.

John Temple Graves, editor of the New York American, was the toastmaster at the dinner to President Taft tendered by the University Club, Washington, last Saturday.

Henry L. Stoddard, editor of the New York Mail, was the candidate of the Progressives for Regent of the University of the State, to succeed the late Whitelaw Reid.

Louis F. Post, editor of the Chicago Public, is being boosted for a Cabinet office under the new administration.

Dr. Talcott Williams, director of the Pulitzer School of Journalism, addressed the Twentieth Century Club, of Buffalo, N. Y., on "The Changing Stage," Thursday afternoon.

L. T. Boyd, publisher, and L. W. Nieman, president and editor of the Milwaukee Journal, are taking a three months' vacation.

John F. Mitchell, editor of the Hancock County Democrat, at Greenfield, Ind., is attracting considerable attention as a candidate for Public Printer of the United States.

Willis F. Johnson, of the New York Tribune, was a speaker at the ninth annual Lincoln's dinner of the Graduates' Club, New York, Wednesday night.

A. McCullach Dick, editor and proprietor of the Philippine Free Press, is in New York, returning from a trip around the world. Mr. Dick expects to reach the Islands, via Frisco, on Feb. 25.

John W. Oldin, a member of the editorial staff of the Worcester (Mass.) Telegram, has been made private secretary to Mayor Wright of that city.

**GENERAL STAFF NEWS.**

Percy S. McDonnell, war correspondent for the New York Sun during the Boxer uprising and the Philippine insurrection, has assumed the editorship of the Manila (P. I.) Cablenews-American, succeeding J. F. Boomer, resigned.

Captain George A. Schreiner, for several months managing editor of the San Antonio (Tex.) Light, has resigned, to return East. He has been succeeded by John Brogan, who has been make-up editor of the Light for some time.

E. B. Hinckley, former editor of the Independent-Reporter, has become managing editor of the Fairfield (Me.) Journal.

Miss Eva Shorey, who has for the past two years been connected with the editorial force of the Portland (Me.) Express-Advertiser, has returned to Bridgton, Me., where she will assist her father, Major Henry A. Shorey, in the management of the Bridgton News, of which he is editor and publisher.

Byron E. Cooney, formerly city editor of the late Butte (Mont.) Evening News, now advertising manager of the string of Pacific Northwest independent telephone companies owned by Thaddeus S. Lane, is organizer of the Montana Society of Spokane, composed of former residents of Montana.

John L. M. Kelly, newspaper correspondent at Trenton, has been named New Jersey editor of the Philadelphia Public Ledger.

Carolyn Wells, who writes clever verses for the newspapers, has a new hobby. In a recent motor trip in the New England district she collected photographs of old doorways in Deerfield, Mass.

John T. Burke has returned to New York from London, where he was correspondent of the New York Herald for the past two years. Mr. Burke resumes his editorial work on the paper with which he has been connected for a quarter of a century.

A. L. Ettor, publisher of the Middletown (Pa.) Journal, has been named postmaster of that city.

Lloyd Osbourne, stepson of Robert Louis Stevenson and joint author of "The Wrecker," was reported to have been seriously injured at Mexico City on Feb. 11 while watching the fighting in the streets from a housetop.

**IN NEW YORK TOWN.**

Charles F. Speare, financial editor of the Evening Mail, is traveling through the Southwest.

Miss Sophie Irene Loeb, of the World, lectured before the League of American Pen Women at Washington Thursday on "The Awakening of Women" and gave incidentally an account of her researches in the conduct of taxicab service in this country and abroad.

Harry Schumacher, of the Mail, has gone to Bermuda.

William Wirt Mills, editorial writer on the Mail, is the owner and publisher of the Staten Island Progressive, a Bull Moose weekly that was recently launched in that Borough.

Irvin S. Cobb, chief editorial writer on the World, was a speaker at the literary dinner held by faithful Kentuckians, at the Plaza Wednesday night. He declared that some of the Kentucky arts were painfully neglected and said that he doubted whatever any of the diners were able to cure a ham or prepare a julep a la Kentucky.

Harold Stanley Pollard, of the editorial staff of the Evening World, is abroad to be gone a month.

Charles E. Chapin, city editor of the Evening World, has been ill for the past week with an attack of the gripe.

Eddie S. Riggs, for more than twenty years editorial writer on the Sun and one of the best known newspaper men in the city, has resigned to become manager of the publicity department of the New York, New Haven & Hartford Railroad.

**WASHINGTON PERSONALS.**

H. Parker Willis, managing editor of the New York Journal of Commerce and financial expert to the Glass Currency Committee, is mentioned as an appointee of President-elect Wilson as an assistant secretary of the Treasury.

Senator William E. Chilton, of West Virginia, owner and editor of the Charleston Gazette, has been vindicated by the Senate from charges of irregularity in his election, which were filed by certain citizens of West Virginia.

Jorome Fanciulli, formerly of the Associated Press, has been elected president of a new aeroplane company, with headquarters in this city.

Harry C. Gauss has been admitted to the Press Galleries of Congress as an assistant of Leroy T. Vernon, of the Chicago Daily News.

Robert Halsey Patchin, Chief of the New York Herald bureau, has been elected a member of the famous Gridiron Club.

E. R. Sartwell, of the Associated Press; Bond P. Geddes, of the United Press; John Kirby, of the New York World; Hal Smith, of the New York Times, and George Edmunds, of the New York Sun, accompanied Chairman Pujo when he went to Jekyl Island to interrogate William Rockefeller.

A son has been born to Mr. and Mrs. Ralph Collins. Mr. Collins, who is known to his friends as "Spike," is a member of the Washington Times staff.

Fred A. Walker, editor, managing editor and business manager of the Washington Times, has just returned from New Orleans, where he witnessed the Mardi Gras festivities.

Sheldon Cline, who was a copy editor on the Washington Star before he went to the Post about a year ago, has returned to the copy desk of the Star.

Joe Breckons, of the Denver Post and other papers, who has been seriously ill, is recovering.

Miss Ruth Noyes, daughter of Theodore W. Noyes, editor of the Washington Star, will be married to Dr. Ralph McDowell, U. S. N., on Monday next at four o'clock, at St. Thomas Episcopal Church. Dr. McDowell is now stationed at Annapolis, Md., where the young couple will make their home after their honeymoon.

**MISCELLANEOUS**

**TO PUBLISHERS:**

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

**NOTICE**

Is hereby given that a meeting of the stockholders of the Cripple River Hydraulic Mining Company will be held at Room 1729, 150 Nassau St., New York City, on the 27th day of February, 1913, at 12, noon, for the purpose of electing nine directors for the ensuing year, and for the transaction of such other business as may come before said meeting.  
JACOB B. SHALE, President.

**CARTOONING.**

"The pen is mightier than the sword." Do you wish to be a mighty power in your locality? People are "crazy" to "read" good cartoons and naturally papers with cartoon service have the best of the circulation argument. Will submit samples of work and ideas for fifteen days' trial. I also do general illustrating. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

**WANTED—NEWSPAPER IDEAS.**

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

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

**DAILY NEWS**

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

**LINOTYPE MACHINES**

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

**FOR SALE**

**FOR SALE.**

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

**\$7,500**

will buy Middle West daily newspaper and job business. Gross income of over \$21,000 in last annual period. Owner must be released for larger responsibilities. Proposition F. T.

**C. M. PALMER**

Newspaper Broker

277 Broadway New York

**SITUATIONS WANTED**

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

**POSITION OF TRUST**

Wanted by newspaper man; 10 years' experience in all branches of the business; for past five years occupying position as managing editor; Western experience; improved business on present paper by 35% during past year; strong on business and advertising; age 33. Climatic conditions reason for desiring change. Address "N. P.," care THE EDITOR AND PUBLISHER.

**TO NEWSPAPER OWNERS AND PUBLISHERS:**

Former managing editor and business manager at present employed on one of the leading dailies of the United States, but not in executive work, and wishing to return thereto, desires position as managing editor or business manager of afternoon daily, where full knowledge of duties of either position, initiative, administrative ability, resourcefulness, steadiness and loyalty is sought and would be appreciated. Entirely conversant with requirements of dailies in cities not in metropolitan class. Fully understands mechanical details of plant. Can detect weak spots in an organization and strengthen them. Especially strong as an upbuilder of non-paying and unprofitable dailies. Positively highest references. Address "SIX-POINT," care THE EDITOR AND PUBLISHER.

**CIRCULATION MANAGER**

Of many years successful experience; systematic and strong organizer; a man of the early to bed and early to rise variety, with a good record, now employed, but seeks greater opportunity. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

**BUSINESS OR GENERAL MANAGER.**

Experience, initiative, hard work and reliability. This I have to offer to the publisher who can use the services of trained newspaper builder, familiar with details of editorial and business departments. Expectations as to opportunity: unlimited; as to immediate compensation: moderate. Willing to take hold on partly contingent basis if publication is at present showing inadequate profits or losing; \$3, married. Address ERNEST T. SIMONDETTI, care THE EDITOR AND PUBLISHER.

**NEWSPAPER EDITOR.**

Experienced newspaper editor wants permanent position on evening daily. Now employed as night editor on morning paper in city of 50,000. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER, New York City.

**DO YOU KNOW A PUBLISHER**

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

**CIRCULATION MAN.**

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

**BUSINESS OPPORTUNITIES**

**WRITE TO-DAY**

for Harris-Dibble Bulletin of Business Opportunities. Just out. HARRIS-DIBBLE COMM-PANY, 71 West 23d Street, New York.

## THE PULITZER APPRAISAL.

## Much Speculation in Newspaper World as to Result of the Rehearing.

In the newspaper world there is much conjecture as to the result of the re-hearing in the Pulitzer appraisal. Discussion is rife as to the fairest method of arriving at the value of the good-will of a newspaper in view of Surrogate Cohalan's comment upon the first appraisal.

It is admitted that this question is the most difficult one that buyers and sellers, not only of newspapers, but of going concerns, have to meet. To a buyer expecting a proper return upon his investment, there is perhaps less difficulty, as his valuation would probably in each case be based upon the property represented in the investment and the average annual returns. When it comes to a newspaper it is generally conceded that there are other elements which figure in the sale price, and are recognized often, though not always, by buyers and sellers.

Generally the foundation of every commercial sale is the fair market value; how far such test applies or should be applied to the valuation of a newspaper remains to be seen. It is rumored that several well-known newspaper men have been called by William L. Stout, the attorney who represents the State Comptroller in this proceeding, among whom was Charles M. Palmer, well-known in the newspaper world.

What Mr. Palmer says, as will be known when this second report becomes public, will be read with interest, as there is no man better qualified to state what are the risks of newspapers, and the features which would be considered as elements of value in their sale.

As to how far the courts will hold the intangible elements of a good-will, which bring no return in dollars and cents taxable, remains to be seen, and it is quite probable that this question will be carried to the highest courts and passed upon.

## BLEYER APPOINTS COMMITTEE

## To Arrange for Lectures by New York Editors at Western Universities.

Professor Willard G. Bleyer, president of the American Conference of Teachers of Journalism and head of the Department of Journalism at Wisconsin University has appointed the following committee on co-operation in securing special lecturers for universities giving full courses in journalism:

Prof. J. W. Conliffe, Columbia University; James Keeley (Chicago Tribune) Notre Dame University and Dean Walter Williams, University of Missouri.

The committee is arranging to secure some New York newspaper men in active service to lecture at middle western universities on the following itinerary:

Monday—Michigan; Tuesday—Notre Dame; Wednesday—Wisconsin; Thursday—Illinois; Indiana, R. Depew; Friday—Ohio State.



R. M. DOPPLER,

NEW ADVERTISING MANAGER OF THE SAN FRANCISCO CHRONICLE.

## PUSHING DUPLEX RAZORS.

## One Publisher Who Doesn't Take Kindly to the Agents' Proposition.

H. B. Wiggins, president of the Messenger Publishing Company, of Homestead, Pa., sends us a letter from the McGurkin-McDevitt Company, advertising agents, of Philadelphia, with several enclosures which he had recently received. The letter reads as follows:

We propose shortly to inaugurate an advertising campaign in your city in the interests of the Durham-Duplex Razor Co.

Your publication will be used *exclusively* for the advertising in your city, and we ask your very hearty co-operation to make this advertising a success.

We are enclosing you herewith some literature that clearly explains our plan. Kindly read it carefully. Its successful handling has brought Durham-Duplex advertising in the past seven weeks to more than 200 newspapers that never carried it before.

We want window displays during "Durham-Duplex Weeks" from nine dealers in your city whose names will appear in each ad, and your assistance in this matter will absolutely assure your paper the advertising of the Durham-Duplex Co.

Our advertising starts with a minimum order for two quarter-page ads (exclusive to your paper), to be run in the same week. These are to be repeated at intervals of every two or three months for an indefinite period.

Will you let us hear from you promptly?

The enclosures consisted of report blanks, one for each dealer to be interviewed, and circulars telling how 6,800 Demonstrator Duplex razors had been sold by one store in ten weeks.

Mr. Wiggins' comment on the above was as follows:

"With this kind invitation to do soliciting for the Duplex Razor Company were enclosed nine copies of each of the enclosed sheets. In return for our work we are assured of two quarter page ads, probably at one-half price. Beautiful plan, isn't it? The only surprise is that a one-half column reader was not enclosed. We immediately handed the circulars to our waste basket."

A bill has been introduced in the Connecticut Legislature providing a fine of from \$10 to \$500 for any infringement of the law against misleading advertisements.

## CHRONICLE'S NEW AD MANAGER

## R. M. Doppler Leaves Scripps' Papers to Join 'Frisco Daily.

R. M. Doppler, who for four years has been connected with the Scripps California papers as business manager of the San Diego Sun and San Francisco Daily News, has resigned from the service of the Scripps concern to become advertising manager of the San Francisco Chronicle.

Mr. Doppler is a young man and his rise from the advertising staff of the Los Angeles Examiner six years ago to his present position as advertising manager of one of the oldest and best known newspapers on the Pacific coast has been very rapid.

While business manager of the San Diego Sun Mr. Doppler was very successful in building up that paper. During the past year he was business manager of the San Francisco Daily News, which made the largest advertising gain in its history during that year, a gain of almost 300,000 lines.

Broomfield & Field, Inc., 1750 Broadway, New York, will have charge of the entire advertising appropriation of the Third Annual Brooklyn Automobile Show, to be held at the Twenty-third Regiment Armory, Brooklyn, on Feb. 22 and March 1.

## Don't Over-advertise in Dayton and Springfield

Experience shows that best profits are realized by using the News League papers, through which you reach three-fourths of the homes in these cities. Figure it out and you will know we are right. Circulation for January (daily average), Dayton News, 32,623; Springfield News, 11,656. Combination rate, 6 cents a line flat.

## News League of Ohio

Desk N, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Building.  
Chicago—John Glass, Peoples Gas Bldg.

## LECTURES TO AD STUDENTS.

## Interesting Facts Presented by Speakers at 23d St. Y. M. C. A.

Two interesting and valuable addresses were recently delivered before the Twenty-third Street Y. M. C. A. Class in Advertising. Richard H. Waldo, advertising manager of Good Housekeeping, traced the relation of the early growth of magazine advertising to co-operation between the men engaged in the work and the later growth of advertising through other media, following the fuller development of the spirit of co-operation in other branches.

In conclusion Mr. Waldo said:

"Service is all we have to sell, and no man who ever served the public well has not made money from it. The public is crying for service. To succeed we must have the ability to serve and the ability to carry conviction that we can serve. In this lies the great opportunity in the advertising field. It is, in fact, told in the words of the golden rule, 'Thy neighbor as thyself.' We must have sincerity and truth in advertising, and this is saying the thing you have to say as you would have it said to you."

The second address was delivered by H. W. Doremus, of Doremus & Morse, advertising agents, who spoke on the question, "Who Pays for the Advertising?" Starting out with the statement that "an hour of careful planning before an advertising campaign is worth a lifetime of regretful retrospection afterward," Mr. Doremus proceeded to prove that advertising is an investment and not an expense, and that the manufacturer in the same line who does not advertise indirectly pays the bills of the manufacturer who does advertise.

## NEW INCORPORATIONS.

ELIZABETH, Pa.—The Herald Publishing Co., capital, \$10,000; incorporated by J. H. McClure, F. C. McGinley and others.

WILMINGTON, Del.—McCall Corporation, to print, publish and distribute periodicals and fashion plates; capital stock, \$6,750,000.

MT. PLEASANT, Tex.—Times-Review Publishing Co., capital stock, \$6,000. Incorporators: George M. Roberts, W. W. Slaughter, George L. Ilienstern.

OAKLAND CITY, Ind.—J. W. Cockrum Co., to publish newspapers; capital, \$20,000. Directors: J. M. Cockrum, B. H. Chappell and others.

## McCall Corporation Is Enlarged.

The McCall Corporation has been organized with a capital of \$6,750,000 to take over the business of the McCall Company of New York, publishers of McCall's Magazine and McCall's Quarterly Book of Fashion. Edward A. Simmons, president and owner of the Simmons-Boardman Publishing Co., of New York, has been elected president, and the directors include James H. Otley, formerly president of the McCall Co.; Ray Morris, member of the banking firm of White, Weld & Co.; Howard Bayne, vice-president of the Columbia-Knickerbocker Trust Co., and Howard F. Whitney, of H. N. Whitney & Sons, bankers. W. W. Newcomb is secretary and the treasurer is A. John Rotheroe.



## That Post Rooster

Just can't resist getting in another crow about the

## BIG GAINS

made in advertising up to Jan. 1, 1913—in

## THE PITTSBURGH POST

(Every Morning and Sunday.) There must always be a top-notch in every field. In the great Pittsburgh field THE POST is a top-notch advertiser's value because there is no waste circulation and best results are assured.

EMIL M. SCHOLZ, General Manager  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives,  
NEW YORK. CHICAGO.

## THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

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

Chicago  
Peoples Gas Bldg.

New York City  
220 Fifth Avenue



**MORE CHANGES ON THE PRESS.**

**James C. Garrison and John A. J. Fenton Resign After Many Years' Service.**

There have been several other lightening changes on the staff of the New York Press this week, to wit:

James C. Garrison, for more than seventeen years with the paper, and leading editorial writer, who succeeded Ervin Wardman as editor-in-chief last week, held that post two days and then resigned.

L. L. Eyre, city editor, who recently succeeded Charles Sarver, has quit. His place is now filled by W. L. Randall, former night city editor.

John A. J. Fenton, circulation manager of the Press for more than twenty years, has also resigned. He is succeeded by H. F. Rhoads, his assistant, who has been with the paper for fifteen years.

The editorial conduct of the paper is now in charge of J. Edwin Murphy, the managing editor of the Press, who was recently managing editor of the Baltimore News, a Munsey paper. There are rumors of other changes, but these have not been substantiated.

**A. A. A. MOVES TO CHICAGO.**

**Board of Control Consists of Chicago Officers of the Association.**

Following the Syracuse meeting of the association of American Advertisers, the board of control met with the old officers and the former executive committee at the headquarters of the association in New York City, and decided to move the headquarters to Chicago.

In accordance with the action of the convention, newspaper and magazine publishers and proprietors and executives and street car men and advertising men generally interested in painted signs and bulletins and billboards are to be admitted to associate membership at annual dues of \$25 each, such memberships to be passed upon by the board of control, which now consists of the Chicago officers, who will be active in the administration of the association's affairs this year, namely: Louis Bruch, of the American Radiator Co.; E. B. Merritt, of Armour & Co.; G. H. F. Hawkins, of N. K. Fairbank Co.; Henry Dumont, of the Twenty-Mule-Team Borax Co.; Mr. Muller, of Kuppenheimer Co., and F. H. Squier, of Milwaukee.

**Colver Joins Lippincott Company.**

J. B. Lippincott Co. of Philadelphia, announce that Frederic L. Colver has become business manager of Lippincott's Magazine and the other periodicals issued by it, and has also acquired an interest in its magazines. Mr. Colver for many years was the publisher and business manager of the American Magazine and its predecessor Leslie's Monthly, and now resigns his connection with the New York Times, to return to the periodical field. Mr. Colver is also known to the magazine fraternity by his successful work in organizing the Periodical Publishers' Association, of which he was secretary many years, and later, president.

**Unknown in New York.**

**THE EDITOR AND PUBLISHER:**

Can you or any of your readers tell me who or what is the Fleet Press Association? I was informed that it was an English and American concern that was sending out articles and pamphlets on sociological matters, but have been able to get no further information of it. Thanking you for your courtesy in this matter.

**CONSTANT READER.**

[We have had several inquiries similar to the above which would seem to indicate that it is doing considerable advertising. The name of the concern does not appear in the city or telephone directories, and none of the local news associations ever heard of it.—E.n.]

The Orange (Va.) Review is bankrupt and has been advertised for sale.



ROBERT J. CORRIGAN,  
CIRCULATION MANAGER ST. LOUIS STAR.

**A. P. Directors' Meeting.**

A regular meeting of the directors of the Associated Press was held at the New York offices on Tuesday. Routine business was transacted. The following publishers attended: Herman Ridder, New York Staats-Zeitung; Victor F. Lawson, Chicago Daily News; Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; V. S. McClatchy, Sacramento Bee; A. C. Weiss, Duluth Herald; Charles H. Clark, Hartford Courant, and Samuel Bowles, Springfield Republican.

**Associated Press Staff Note.**

The service in Mexico is in charge of Walter C. Whiffen, who has under him a corps of correspondents in the various districts. In addition J. T. Meehan, correspondent at New Orleans, is now at Vera Cruz, and Theodore Turner, of El Paso, Tex., has been sent to the fire line. Recent changes in assignments include R. I. Tennant, who goes to St. Paul from Minneapolis and is succeeded by George H. Miles, and E. E. Colvin, who becomes correspondent at St. Louis in place of H. T. Ashbaugh, recently sent to Spokane.

**VISITORS TO NEW YORK.**

L. V. Ashbaugh, president of the Clover Leaf publications.  
C. D. Bertolet, the well known Chicago special.  
Major Critchfield, the head of the Taylor Critchfield agency of Chicago.  
Herman Black, the advertising manager of the Milwaukee Journal.

**CHANGES IN INTEREST.**

ALBION, Pa.—R. C. McClymonds and W. A. Proud, of the Edinboro Independent, have bought the News.  
ZENDA, Kan.—The Citizen, owned by Leo Canfield, was this week purchased by T. W. Brown, of Wichita.  
PALMERTON, Pa.—J. Leshner & Son, who founded the News-Item, a weekly, have sold out to Thomas E. Morthimer, one of the editors of the Leighton Evening Leader.  
MONTCLAIR, N. J.—Contracts were signed by Percival Mullikin and Clifford Bowne, the editors, for the sale of the Herald. The purchaser is said to be a corporation and will run the newspaper in the interests of the Progressive party.  
ST. PAUL, Neb.—W. H. Haskell has sold his interest in the Republican to H. D. Leggett, who takes immediate charge.

BRATTLEBORO, Vt.—A corporation has been formed to take over the business and plant of the Vermont Phoenix and that of the Reformer. On March 1 the plants will be consolidated and the Reformer, now a weekly, will be published

as an evening daily, and the Phoenix as a weekly.

EL RENO, Okla.—The American has been bought by Cad Allard.

BARDWELL, Tex.—H. A. Tripp has purchased the Herald.

MADISONVILLE, Tenn.—The sale is announced of the Democrat by A. R. Britton to E. C. Duncan.

PUEBLO, Col.—Fred Marvin, recently editor of the Ben County Democrat, is the new editor of the Leader, and Geo. Haubrich, the business manager. Congressman Keating will still be associated with the paper.

BALLINGER, Tex.—The Ballinger Printing Co. has been organized to take over the Banner and the Leader of this town. They will be consolidated as the Banner-Leader, with C. P. Shepherd as business manager and A. W. Sledge, editor.

SPOONER, Minn.—On account of failing health, Joseph E. Hass has sold the News to Mrs. George Ericson.

ZEPHYR, Tex.—The News has been bought by A. E. Ellmore. His brother, Buel C. Ellmore, will be associated with him in the publication.

**McLEAN BOY'S NEGRO PLAYMATE**

**Father's Scheme to Prevent Son from Becoming a Snob.**

Edward B. McLean, business manager of the Washington Post, has secured a negro boy as a playmate for his son Vincent, known as the \$10,000,000-baby. When asked about this he said:

"I do not want my boy to grow up living the life common to children of wealthy people. I am getting this boy for my son's playmate because he is a healthy, normal, simple-minded child. The companionship of this child will keep my son mindful of the fact that he is one of the people. I don't want a son of mine a snob. The trend of wealth is in that direction.

"Moreover, my son has been in the company of men, his detectives and nurses so much that he is becoming precocious. It is the best thing for him to have a healthy little boy of his own age to play with. I was brought up in the same way, first with a colored mammy, then with a colored boy, who was my playmate and later my valet."

**Would Teach Pupils to Read Papers.**

H. R. Pattengill, former superintendent of public instruction, Detroit, in an address last week advocated that every school should take some good newspaper, and that pupils be required to pick out the educational features and instructed how to read newspapers to get the most benefit from them. He declared that even the stories of heroism found nearly every day in newspapers could be used to good advantage by kindergarten and first grade teachers in teaching little children the right spirit.

**Incorporate National Institute.**

The National Institute of Arts and Letters, which has for its purposes the furtherance of the interests of literature and fine arts, was incorporated by act of Congress Feb. 4. Among the members of the corporate body are a number of newspaper men, including Charles de Kay, F. P. Dunne, Henry T. Finck, Hamilton W. Mabie, Edward S. Martin, St. Clair McKelway, Thomas Nelson Page, Frank D. Sherman and William Allen White.

George N. Tuesley, owner of the North Yakima (Wash.) Morning Herald, is said to be negotiating with W. W. Robertson of the Yakima Republic for the sale of the Herald.

Lord & Thomas, Chicago, Ill., are handling the advertising consisting of 5,000 lines for one year for the B. J. Johnson Soap Co., to be placed with Southern papers. Also copy will be placed for two-time orders with Western papers for J. I. Case, T. M. Co.

**Topeka Daily Capital**

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

*Arthur Capper*

TOPEKA, KANS. Publisher

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

**Largest proved high-class evening circulation.**

**THE NEW YORK GLOBE**

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

**SPECIAL SUNDAY FEATURES**

**The New York Times**

Sunday, Feb. 23, The American Fashion Prize Number with a Supplement printed in colors of American creations in women's dress by contestants for New York Times prizes.

Sunday, March 9, The Spring Fashion Number, with the latest Paris Fashions.

Sunday, March 23, The Easter Edition Supplement in colors of eight pictures from J. Pierpont Morgan's fifty million dollar art gallery.

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

**THE EVENING MAIL'S**

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

**203 Broadway - New York**

**YOU MUST USE THE LOS ANGELES EXAMINER**

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

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

**Only Democratic daily in Fifth Congressional District**

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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

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

## ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

## GET THE BEST ALWAYS

The  
**Pittsburg Dispatch**  
Greater Pittsburg's Greatest  
Newspaper

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

## THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.  
Kindly remember it next morning!

The Mergenthaler Co. has put on a night shift to keep up with orders.

## GRADUATES OF 1902.

**E. N. Blythe, a Member of the First Class in Journalism at Oregon University, Tells of Pioneer Days—Only Two Students—What the Course Did for Him—Prejudice That Graduates Must Overcome.**

It is a matter of some interest to know that the first class in journalism ever graduated from an American college was the class of 1902 of the University of Oregon. This fact was brought out by E. N. Blythe, news editor of the Portland Oregonian, in an address recently delivered by him before the students of the Department of Journalism at that institution. Here is what Mr. Blythe said:

I was a member of the first class of journalism in the University of Oregon. That was something like twelve years ago. Dr. Luella Clay Carson, then head of the Department of English in the University of Oregon, but now president of Mills College, taught the first class in journalism in the university.

We didn't have a large class—there were two of us who completed the course and received college credit for the work, Mr. Charles Redmond and myself. Mr. Redmond, who had established and maintained for many years a Pacific northwest record for the quarter mile, died soon after he was graduated with the class of 1902.

### FIRST CLASS IN JOURNALISM.

Dr. Carson, in prepared lectures, reviewed the lifework and accomplishments of some of the noted editors. The ethics and ideals of journalism were discussed in these lectures and the practical side of the course was secured from text books on word study and news writing. Mr. Redmond and I were correspondents for Portland papers. Each day we clipped from the papers the various stories we had sent in, and these clippings were passed in to Professor Carson, who criticised our work in word selection, construction and manner of handling the story.

Of course journalism in the college curriculum is still an experiment, but I believe it has come to stay. I can honestly say that I got as much good from my two-hour a week course in journalism as from any other work in the university. The work in journalism was just as practical to me as field work to the students in civil engineering.

### PREJUDICE TO OVERCOME.

Graduates from schools of journalism will have much prejudice to overcome. In this sense they will enter newspaper offices with a handicap. Men who learned the newspaper game by hard knocks are apt to look with disdain on the young graduate who believes he has learned it all from text books and lectures. Theoretical journalism will receive many a jolt when it bumps up against the practical. There will be failures and disappointments. But college men have made good in other lines of endeavor and they can make good in journalism. All graduates from universities do not develop into stars. Many graduates in law and medicine fail. Scores of young men who enter newspaper offices are failures, many of them perhaps because of a lack of literary training.

### GIVES HIM A START.

But doesn't it stand to reason that a graduate of a school of journalism has just as good a chance to succeed in newspaper work as the men who enter the practice of law or medicine from a professional school? Shouldn't a man who got his start in a school of journalism be just a little better prepared to make rapid strides in his chosen profession than the man who must work from the ground up as a cub reporter?

However, you must not forget that one must have in him the right sort of stuff to succeed in any profession, and college-taught newspaper men will prove no exception.

THE EDITOR AND PUBLISHER, \$2 a year.

## PRESS ASSOCIATIONS.

Cost systems were discussed by the members of the Pennsylvania Editorial Association in annual session at Harrisburg. At the banquet in the evening Dr. Talcott Williams, director of the Pulitzer School of Journalism, and Dr. E. E. Sparks, president of Pennsylvania State College, delivered addresses on journalism. Officers were elected as follows: President, J. H. Zerby, Pottsville; first vice-president, Fred Newell, Canton; second vice-president, R. H. Thomas, Mechanicsburg; third vice-president, R. M. Reed, Houtzdale; secretary, R. P. Habgood, Bradford.

The Iowa Associated Dailies elected D. W. Norris, Jr., of the Marshalltown Times-Republican, president for the ensuing year, at the convention in Des Moines recently. W. G. Young, of the Cedar Rapids Gazette, was elected secretary-treasurer. Cedar Rapids was chosen for the next annual meeting. Union labor matters, the libel laws of the State, the effect of partisan politics on the subscription list and other important topics of interest to newspaper publishers were discussed at the convention.

The annual meeting of the Milwaukee Daily Newspaper Publishers' Association was held on Tuesday last. The following officers were elected: President, William H. Park; vice-president, John Poppendieck, Jr.; secretary, treasurer, John W. Campsie.

The New Jersey Editorial Association held its annual meeting and dinner at Trenton, Feb. 3, and changed the name of the organization to the New Jersey Press Association. This was done because the original name implied that the association was confined to editorial writers, whereas it includes the managers and business agents of publication companies. The principal speaker was Chester A. Lord, of the New York Sun. Governor Wilson and several members of the legislature were guests, but the Governor did not speak.

Members of the Maine Press Association held a two-days' convention at Augusta, Jan. 29 and 30, and celebrated the fiftieth birthday of the organization. At the business session the following officers were elected: Ernest W. Morrell, of Gardiner, president; William O. Fuller of Rockland, Edward M. Blanding of Bangor, and Louis O. Haskell of Pittsfield, vice-presidents; Joseph Wood, of Portland, secretary; William H. Dow, of Portland, treasurer. A number of matters of interest were discussed and acted upon, and plans were laid for the coming summer excursion.

The annual gridiron dinner of the Sioux City (Ia.) Press Club will be given Feb. 22. The proceeds will go to the Tribe of the Sioux. Many new and novel features are being planned. Many prominent men of Iowa and adjoining States have been sent invitations to the function.

The semi-annual executive meeting of the National Negro Press Association, with representatives from forty States, was held in Philadelphia on Feb. 1. Chairman N. B. Dodson, of New York, presided and his report gave the association a membership of 300, representing 350 newspapers and periodicals published by negroes. Arrangements were made for the fourth annual meeting in Philadelphia next August of the National Association. The new officers elected are: R. M. Thompson, Washington, D. C., president; Joseph L. Jones, Cincinnati, and S. J. Jones, Philadelphia, vice-presidents; Henry A. Boyd and W. L. Pates, both of Tennessee, secretaries, and John L. Thompson, Iowa, treasurer.

## The Philadelphia German Daily Gazette

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

**HOWARD C. STORY**

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:  
1100 Boyce Bldg.

Philadelphia:  
924 Arch St.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION  
IN PITTSBURG

Foreign Advertising Representatives

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

Said a New York City agency Man—"I never considered a morning paper in Albany, N. Y., but I'm using **THE KNICKERBOCKER PRESS** now."

Circulation 33,000

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

## THE DEMOCRAT Nashville, Tenn.

The Democrat treats advertisers fairly—one rate to all.

ASK

THE JOHN BUDD CO.

New York Chicago St. Louis

Fire practically destroyed the plant of the Erie (Pa.) Evening Herald on Feb. 4, causing a loss of \$50,000.



**THE BALTIMORE CONVENTION.**

**Thirty-five Clubs Have Already Pledged an Attendance of 2,500.**

As the time approaches for the holding of the convention of the Associated Advertising Clubs of America the indications point to a record-breaking attendance. In response to letters of inquiry sent to all clubs by President Edward J. Shay, of the Advertising Club of Baltimore, responses from thirty-five clubs have been received, promising 2,500 attendance, and there are 100 clubs yet to be heard from. Canada will be represented in force; England promises at least thirty delegates; and France, Germany and Spain will be represented. New Zealand and South Africa also.

Ramon M. Valdes, Minister, Legation of Panama, at Washington, says:

"I have the pleasure to inform you that the government of Panama is pleased to accept the invitation extended by you, and in due time will designate persons who are to represent Panama at the convention of the Associated Advertising Clubs of America, to be held in Baltimore, June, 1913."

John Barrett, director general of the Pan American Union, while in Baltimore recently, promised that he would extend official invitations to all foreign delegates to visit the Pan American Bureau. The Bulletin of this organization is now carrying illustrated stories in its French, Spanish and English issues, reprints from which are being judiciously circulated.

Negotiations are now in progress with the transportation lines of the United States in the effort to secure a minimum rate. The various railway passenger associations have taken the matter up, and the rate is expected to be announced shortly. Norman M. Parrott is chairman of the committee having this in charge.

Ministers of twenty leading churches of Baltimore had a conference with the Board of Governors of the Advertising Club recently and announced their willingness to give the pulpits to the members of the Associated Advertising Clubs of American on Sunday, June 8, for the preaching of lay sermons. Others not present wrote letters volunteering the use of their churches.

A great outdoor meeting in Druid Hill Park is being arranged for Sunday afternoon, June 8, to be addressed by the president of the National Association, George W. Coleman. It is expected that this meeting will be attended by more than ten thousand people.

A press and publicity committee has been appointed by President Shay, of the local organization, under the chairmanship of Alfred I. Hart, composed of the following named:

J. Hampton Baumgartner, publicity representative, B. & O. R. R.; Edward J. Cox, correspondent, Associated Press; John E. Cullen, city editor, Evening Sun; Clarke J. Fitzpatrick, city editor, The Sun; Walter S. Hamburger, advertising manager, Hochschild, Kohn & Co.; Hugh Hassan, Jr., district passenger agent, Penna. R. R. Co.; Omer F. Hershey, attorney at law; Walter R. Hough, city editor, Baltimore Star; William B. Kines, city editor, Baltimore American; Robert E. Lee, representative of the municipality; Word H. Mills, assistant secretary, Ad Club of Baltimore; J. Edwin Murphy, city editor, Baltimore Evening News; Edward H. Pfund, city editor and manager, Baltimore Journal; S. S. Scott, press representative, Greater Baltimore Committee; August F. Trappe, city editor, German Correspondent; Alfred I. Hart, editor, Old Bay Line Magazine.

On Jan. 1, was begun the publication of a bulletin with the name "Convention-Altities." Walter S. Hamburger, the editor, says it will be issued ever so often, or thereabouts—in fact, just whenever the editor gets good and ready. It is "A publication with a single purpose—and that purpose is to sell

the 1913 convention—the Baltimore convention of the Associated Advertising Clubs—to the ten thousand members of that magnificent organization." It will be mailed to the president and secretary of every advertising club in the world, and to any member of the national organization asking for it.

**TENOR BONCI A GOOD HOMBRE.**

**San Antonio Press Club Initiates Him Into Secret Order.**

Alessandro Bonci, the world famous tenor, while in San Antonio, Texas, Feb. 2, was secretly initiated into the Order of Good Hombres by the Press Club in the club rooms at the Gunter Hotel. Prior to the initiation of Signor Bonci, who gave the second entertainment of the season under the auspices of the club Feb. 3, Pompeo Coppini, San Antonio sculptor of international fame, was honored by being made the first member of the new order.

The Order of Good Hombres was conceived and established by the Press Club for the purpose of honoring men who, in the estimation of the members, come up to the requirements of good fellowship. The qualifications demand honor, truth and charity, and the worldly accomplishments of the candidates in the field of art, science or letters are also taken into consideration.

After the initiation ceremonies the newspaper men and the two newly created "good hombres" banished care and made merry around the banquet table. Speeches were made, songs were sung and Bonci and Coppini toasted as great hombres as well as good hombres.

Mystery surrounded the initiations. The ceremony devolved around the first newspaper man of history, an Egyptian who lived several hundred years B. C. A special ritual had been prepared and the initiates were ferried by Charon and conducted to Cerberus and thence to the high priest. Fantastically garbed, with an obelisk at his side and a human skull in front, beaming forth light into darkness, the high priest met the initiates and officiated at the ceremony by which they were pronounced to be good hombres. The formal service was concluded by members of the club passing the initiates in single file, seering into their faces from behind lighted candles and then extending the hand of "good fellowship."

The Bonci concert, given under the auspices of the club, was a gratifying success. The third and last concert of the season will be given by Madame Alda in March.

**Michigan Bull Moose Appears.**

The Michigan Bull Moose, published at Alpena, is a new Progressive weekly advocating the principles of that party in Michigan. W. B. Dobson, owner of the Alpena Daily Echo, is editor and manager, and Wilkie N. Collins associate editor. The first number, which appeared Jan. 23, contained eight pages of Bull Moose news, cartoons, articles and messages of greeting from Col. Roosevelt, E. St. Elmo Lewis, Medill McCormick and other valiant Progressives of the State and nation.

**Advertising as Thesis for Degree.**

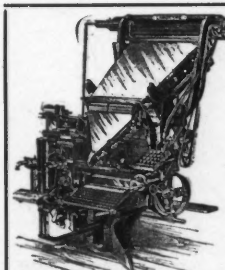
Heinrich Hermann, a young Berlin wholesale merchant, was last week granted his doctor title from the Philosophic Faculty of the University of Erlangen, on a dissertation entitled "Contributions to the Politico-Economic Valuation of Advertising." The subject is handled from all sides, including legal regulation and the prevention of improper advertising. It is believed to be the first case on record of a doctorate being granted for a thesis on this subject.

**Organized Waterbury Auto Show.**

Frank H. Copithorn and John M. Sweeney, Jr., advertising manager and assistant advertising manager of the Waterbury (Conn.) Republican, were the organizers, promoters and mana-

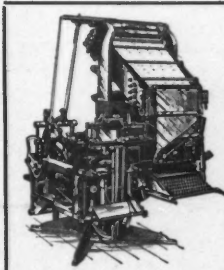
**EVIDENCE OF GOOD BUSINESS**

During the Past Four Months. Orders were entered for Quick Change and



Quick Change Model 8 Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINOTYPES**



Quick Change Model 9 Four Magazine Linotype

as follows:

October . . . . .	111
November . . . . .	114
December . . . . .	127
January . . . . .	145

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

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

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK  
 CHICAGO 1100 S. Wabash Avenue  
 SAN FRANCISCO 638-646 Sacramento Street  
 NEW ORLEANS 549 Baronne Street  
 TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

gers of the Second Annual Automobile Show in that city, Jan. 27 to Feb. 1. The show was even more successful than the one last year and proved a good seller. Mr. Copithorn formerly was connected in an advertising capacity with the Boston Herald and the Boston Traveler; Mr. Sweeney has been on the Waterbury Republican for the last two years. On the occasion of both of these auto shows a large and very creditable automobile show edition was issued by the Republican as a permanent souvenir.

**Publicity Building Plans Ready.**

Specifications for the new Publicity Building of Boston, that will soon replace the old Broomfield Street Church, have been completed. The structure will be eight stories in height, four entire floors of which will be occupied as the home of the Pilgrim Publicity Association. The building is to be finished by Oct. 1, at a cost not to exceed \$700,000.

**NOTICE**

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

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

**TURNER'S BULLETIN**

Nearly 300 Advertisers await Circulation Examinations signed by

C. GODWIN TURNER  
 Mgr. & Actuary

Data Cir. Audit Co. Newark, N. J.

**Metal Economy**

WILDES' REFINED METALS  
 PLUS  
 OXODIO  
 THE METAL FLUX AND PRESERVATIVE

*Thomas Wildes' Son*  
 METALS

14 Dover Street, New York

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

## AMONG THE NEW BOOKS

**ADVERTISING AS A BUSINESS FORCE.** A Compilation of Experience Recorded by Paul Terry Cherington, Instructor in Commercial Organization, in the Graduate School of Business Administration, Harvard University. Doubleday, Page & Company, New York, Publishers.

The purpose of Prof. Cherington's book is to provide a text for the individual instruction work for the Educational Committee of the Associated Advertising Club of America. It is desirable that this fact should be well understood at the outset in considering this book.

Instructors of advertising in the Y. M. C. A.'s and colleges will be disappointed to find that it is not the book for which they have so long been looking. Frankly, it cannot be used in the classroom as a text book in teaching beginners in advertising, as it contains no chapters on the fundamental principles which the student must understand at the start of his study before taking up the various problems of the business. There are no directions for copy writing. A young man in taking up the book would be entirely at sea. Things that are plain to men of experience in the advertising field are not plain to those just entering the field.

But for the purpose for which "Advertising as a Business Force" was written there can be no doubt that it will successfully serve its purpose. No author has succeeded in assembling in one compact volume so many interesting and valuable experiences in the advertising field as Prof. Cherington. These are classified in convenient form and so arranged that one can find what he wants very easily. Prof. Cherington has gathered much of his material from the back numbers of Printers' Ink and Advertising and Selling. Little of the matter is strictly original, except the running text introducing or commenting upon the experiments in advertising thus recorded.

The book is divided into two parts, Part I dealing with Advertising and Distribution, and Part II with Advertising Problems and Methods. In Part I the chapters cover Selling Problems and the Advertiser; The Distribution System; The Relation of Advertising and Distribution System; Problems of Medium Selection; Advertising and the Consumer (the retailer); Advertising and the Wholesaler; The Manufacturer and His Advertising Problems. In Part II such topics are discussed as: Advertising and Selling Co-ordination; Trade Mark Problems; Price Maintenance; Disposal of Advertising Costs; The Advertising Manager and the Advertising Agency.

Prof. Cherington's book is a valuable addition to the very small library of advertising books now in existence. It is a work that can be read with profit by every man who has to do with advertising, whether as a buyer or a seller.

**MEXICO, THE WONDERLAND OF THE SOUTH.** By W. E. Carson. Macmillan's Traveling Series. Macmillan Company, New York, Publishers.

The sudden precipitation of a revolution in the City of Mexico early this week, and the political upheaval that has kept the country in constant turmoil for many months, give special interest to any book on the subject of Mexico that makes its appearance. There is a greater interest shown now in this country to the south of us than ever before. People are anxious to know about it, and the man who can tell an entertaining story concerning its resources, its physical characteristics, and the people who inhabit it, is certain to command a respectful hearing.

A careful examination of Mr. Carson's book leads to the conclusion that he has set down his impressions of the country without undue exaggeration. He has told things as they really are.

He does not spend much space on highly colored descriptions, but confines his attention to a plain narrative of facts. He has managed to put into 439 pages a large amount of interest and valuable information. None of it is of a prosy character. The narrative is almost as interesting as a novel. No one can read this book without obtaining a very fair and impartial view of the Mexican Republic.

**SCIENTIFIC SALES MANAGEMENT.** A Practical Application of the Principles of Scientific Management to Selling. By Charles Wilson Hoyt. George W. Woolson & Company, New Haven, Conn., Publishers.

The author of this book writes out of the abundance of rich experience in the field to which his work is devoted, and as a result it is filled with valuable suggestions. After a course in scientific engineering, in Yale, Mr. Hoyt became a traveling salesman, and from 1894 to 1905—fifteen years—he worked on every phase of selling. In the latter year he took up advertising and engaged in business as a consulting sales and advertising manager.

Mr. Hoyt's book is an invaluable one for men who occupy the position of sales managers, or who sell goods themselves. He gives an intelligent discussion of such topics as "What Is Scientific Sales Management?" "How Can a New Plan Be Made to Replace the Old?" "The Value of Co-operating with a Salesman Covering the Territory for the First Time"; "Also, With Salesmen Covering the Territory Regularly"; "Suggestions as to Spending Money on Prospects"; "Meeting Objections to Mail Pieces"; "How to Secure a Salesman's Co-operation in an Advertising Campaign"; "Counsel Meetings and Conventions"; "Ginger Talks"; "Hiring Salesmen"; "Salesmen's Expense Accounts"; "Applying Scientific Sales Management to Retail Business"; "Handling United States by Territories or Zones."

### LIST OF BUSINESS BOOKS.

Every business man is occasionally confronted with a brand new problem, so far as his experience goes. At such times he often wishes he could have the results of the experience of others in solving it. The trouble has been that the average business man is so concerned with his affairs that he has no time to hunt for the book that would be vitally helpful to him. To meet just such a want George Burton Hochkiss, M.A., Assistant Professor of Business English in the New York University School of Commerce, Accounts and Finance, has compiled a book for the Business Book Bureau entitled "What to Read on Business." The man who can get nothing out of the tabulated and described titles in this book, whether on general business subjects, on finance or on accounting, would indeed be an extraordinary citizen. The selection of books on the subjects of advertising and selling is a good one and will no doubt make a strong appeal to our readers.

McKittrick's "Directory of Advertisers, Their Managers and Advertising Agents," has made its appearance for the current year. Mr. McKittrick was a pioneer in the advertisers' directory field and is entitled to credit for keeping up his work from year to year. Publishers find the directory of service in keeping track of advertising and the men who handle it.

### Freeport Journal's Special Number.

The Freeport (Ill.) Daily Journal on Jan. 30 celebrated the sixty-fifth year of its establishment by an anniversary number of thirty-two pages, presenting an interesting historical and descriptive account of the growth of that paper and of Freeport since 1848. Special illustrated articles effectively covered the various business enterprises of the town and told of its civic and educational opportunities. General Smith D. Atkins has been publisher of the Journal since 1868.

## LIVE AD CLUB NEWS.

John K. Allen, advertising manager of the Christian Science Monitor, spoke on "Clean Advertising" at the weekly luncheon of the Springfield (Mass.) Publicity Club. He said that there had been a good response to the plea for cleanliness in advertising, as necessity demanded it. He told of the work being done by the Pilgrim Publicity Association of Boston toward regulating advertisements, and explained the bill now before the Massachusetts Legislature. Mr. Allen declared that 37½ per cent. of the advertising in Boston papers was not up to the standard of cleanliness and that the percentage varied from 1 to 75 per cent. in the respective papers.

The honor guest of the Spokane Ad Club at its meeting last week was Strickland W. Gillilan, contributor to many of the humorous journals of the country and former president of the Association of American Press Humorists, but best known to the reading public as the author of "Off Ag'in, On Ag'in, Gone Ag'in, Finnegan." On behalf of the Baltimore Ad Club, of which he is a member, Mr. Gillilan invited the local club to send a large delegation to the annual convention June 8. M. E. Hay was tendered an ovation when he took his place as chairman of the day. The former Governor of Washington urged the ad men to boost good roads.

The Pittsburgh Publicity Association met in the Keenan Building and enjoyed a dinner and an address by Professor H. P. Harrington of the chair of journalism, Ohio State University, on "Newspapers and the Public." Professor Harrington said the newspapers of to-day are remarkably correct mirrors of the world's happenings, considering the haste with which the daily journals have to gather what they print. The association is to have a special luncheon to-day, at which E. J. Shay, president of the Advertising Club of Baltimore, will tell about the plans for the national convention in June.

At a recent meeting of the Davenport (Ill.) Ad Men's Club C. C. Cessna was named as president to succeed H. C. Blockwell, resigned. A constitution was adopted by the newly organized club and decision was reached to affiliate with State and national organizations.

Installation of officers for the coming term and discussion of plans to celebrate the first anniversary were the chief features of the weekly meeting of the Tacoma (Wash.) Ad Club. The new officers installed were E. P. Kemmer, president; R. E. Robinson, vice-president; L. D. Hanson, secretary; Dr. J. F. Austin, treasurer. The club is making plans for a live campaign to increase the membership to 300.

The Weekly Luncheon, the first issue of which appeared Jan. 29, is a new device adopted by the Portland (Ore.) Ad Club for informing its members of the program for the regular weekly luncheon of the organization. The first page of the paper is designed in imitation of a classified advertising section, each advertisement dealing with some phase of the club's activity. Mr. Mosesohn and Frank McCrillis were the speakers at the weekly luncheon.

There was a large attendance at the weekly dinner of the Baltimore Ad Club to hear Manly M. Gillam on "Everyday Errors in Department Store Advertising." In a humorous and instructive address he touched upon many points in connection with advertising. He said the method used, whether of the old or new school, did not make any difference so the attention of the purchaser was obtained. He paid a tribute to the newspapers and extolled daily newspaper advertising as being the most effective kind.

Officers were elected, annual reports read and amendments to the constitution adopted at the meeting of the Norfolk

(Va.) Ad Club last week. The officers named were: President, Eugene L. Graves; vice-presidents, James C. Gordon and P. P. Peebles; secretary, J. K. Waterman; treasurer, W. N. Dixon.

The biweekly luncheon of the Worcester (Mass.) Publicity Association was attended by about ninety members, who heard an interesting talk by L. D. Gibbs, of Boston, advertising manager of the Edison Illuminating Co., on "Backing Up Your Advertising." President Albert E. Lyons presided and announced that the association had received a large increase in membership since the last meeting. Mr. Gibbs declared that failure to back up their advertising by business men affects character, and if such practices are continued to any great extent it is impossible to get A1 service out of store employes.

The Denver Ad Club tendered a complimentary luncheon on Jan. 28 to the delegates at the fourth annual convention of the Outdoor Advertising Association to be held in that city. Buffalo Bill (Colonel William F. Cody); D. C. Collier, of San Diego; J. M. Kuykendall, president of the Colorado Publicity League; Thomas Cosock, president of the Outdoor Advertising Association; J. Charles Green of San Francisco, and Aaron Rachofsky, of the Denver Ad Club, were the speakers. The menu was printed on a stiff card in the form of a bill board and the invitation represented a paste-pail and brush.

Edward J. Shay, first vice president of the Eastern Division, A. A. C. of A., and president of the Baltimore Ad Club, was the principal speaker at the luncheon of the Pittsburgh Publicity Association, Feb. 8. More than 200 members were present and the meeting was presided over by Thomas D. Harmon, president of the association. Mr. Shay told the members of all the plans that are being made by the Baltimore Club for the reception of the delegates to the annual convention in that city June 8 to 13. Thomas E. Dockrell was another speaker at the luncheon.

Organization of the new Erie (Pa.) Ad Club was completed at a dinner Feb. 7 after an address by Byron W. Orr, of the publicity department, Pittsburgh Post and Sun, and former secretary of the A. A. C. of A. The thirty club members decided to stand for honest advertising in the newspapers and publications of the city and for the advancement of publicity that will be beneficial to Erie. They endorsed the movement of the advertising clubs of Pennsylvania to secure the passage of the Alter law against fraudulent advertising and will ask the Erie county legislators to support the measure. Constitution and by-laws were also adopted. Officers elected were: President, Frank S. Bond; vice-president, James Andrews, and secretary, Jacob Umnitz.

### Mr. Graves Talks to Times Ad Men.

Ralph H. Graves, of the editorial staff of the New York Times, addressed the members of the advertising department on February 7. He said that an advertising manager of an automobile company told him not long ago that newspapers were too much inclined to fill their special editions with free advertising, and that the motor advertising man who knows his business would rather pay for space in a paper which genuinely interests its readers in automobile development than to buy space alongside stupid reading notices. Many advertising managers of motor vehicle companies have recently endorsed such views, declared Mr. Graves.

### Editor Exposed Fake Proposition.

Alfred H. Saunders, editor of the Moving Picture News, recently saved a syndicate of ten women from a loss of \$1,600 in exposing, through his paper, a fake proposition in which a promoter sought to interest the women.



**NEW YORK SUN ALUMNI DINE.**

**Talcott Williams, Oscar Straus and District-Attorney Whitman Talk of Newspaper Methods.**

About seventy-five members gathered at the ninth annual reunion of the New York Sun Alumni Association at the Hotel McAlpin, Wednesday night. Collin Armstrong, president of the association, was toastmaster, and the speakers included Dr. Talcott Williams, director of the Pulitzer School of Journalism, Columbia University; Oscar S. Straus and District-Attorney Charles S. Whitman.

Mr. Straus, who explained that he had covered several "assignments" on the Sun in 1868 when he was a sophomore at Columbia, said that nobody takes any interest in the editorial page of a paper nowadays; it is the news columns he cares about. This is a tribute to the intelligence of the American public, which insists on doing its own thinking, according to Mr. Straus; also it is a tribute to the makers of the great newspapers, who give the news so fairly and honestly that people can trust what they read.

District-Attorney Whitman poked a little fun at the newspapers about their efforts to "regulate the careers of public men," he pointed out "inconsistencies" which he said he found between the news columns and the editorial pages of New York dailies. He said he had been trying for thirteen years to regulate his public life according to the patterns laid down on the editorial pages, but he found he had to get a new pattern every day, so he gave up trying.

Dr. Williams spoke about his pleasant experiences on the Sun and told of the plans of the Pulitzer School. He was elected president of the association, with other officers as follows: Vice-presidents, Collin Armstrong, Charles M. Fairbanks and Samuel Hopkins Adams; secretary, John P. Kenny; Treasurer, James H. Gannon, Jr.

Some of the old Sun men who sat about the tables were George B. Mallon, formerly city editor and now an editor of the Ridgway publications; Stephen F. Whitman, author of "Predestined"; Robert R. Whiting, editor of Ainslee's; Robert D. Heilm, Washington correspondent of Leslie's; Samuel Hopkins Adams, of Collier's; Walter E. Clarke, Governor of Alaska; Franklin Matthews, night city editor of the Times and a professor at the School of Journalism; Kenneth Lord, city editor of the Sun, and Robert W. Ritchie, of the Evening World.

**New York Times Association Dinner.**

The third annual dinner of the New York Times Association was held at the Knickerbocker Sunday evening and brought together nearly one hundred past and present members of the Times' staff. It was an evening of reminiscences, songs and newspaper stories. A wireless message of felicitation and good will was sent to Adolph S. Ochs, owner of the Times, who sailed on Saturday for Panama. Election of officers for the coming year resulted as follows: M. B. Abrahams, president; Henry Philip Burchell, vice-president; Joseph F. Tebeau, second vice-president; Lawrence V. Updegraff, secretary, and Thomas Bracken, treasurer. Among those present were General Howard Carroll, William J. Henderson, W. J. Guard, Luther Little, Edward Rascovar, John T. Hettrick, A. H. Hoeckley, J. R. Hastings, W. A. Thayer, and Lloyd D. Willis.

**Montclair Herald Sold.**

The Montclair (N. J.) Herald has been sold to H. N. Reeves, who represents several business men of the town. The Herald was established in 1890, and has since been conducted as a Republican paper. Harwell, Cannon & McCarthy, newspaper and magazine brokers, of 200 Fifth avenue, New York City, effected the sale.

**BECOMES CONSULAR AGENT.**

**Arthur L. Wooldridge, of St. Paul Dispatch, Appointed by President Taft.**

(Special Correspondence.)

ST. PAUL Minn., Feb. 11.—Arthur L. Wooldridge is the latest recruit from the ranks of journalism to the consular service. He has resigned from the St. Paul Dispatch to become American consular agent at Cookshire, province of Quebec, and will assume his new duties Feb. 20. The appointment of Mr. Wooldridge is practically the only selection of a Minnesota man for office made by President Taft, and was secured by the Minnesota delegation in Congress, backed by Gov. A. O. Eberhart and Howard Elliott, president of the Northern Pacific Railway.

Mr. Wooldridge, who is 34 years of age, has for three years been with the Dispatch as political reporter, having at the same time the Capitol run. In all that period he has never made an enemy, and leaves St. Paul with the respect, admiration and hearty good wishes of every friend and acquaintance. He has been busy and prosperous as correspondent and editor of outside periodicals and newspapers, in addition to his regular work for the Dispatch. He received his training on the Kansas City Star and came to St. Paul from the Los Angeles (Cal.) Times.

Several changes have been made in the Capitol forces of the local papers. Clarence W. Higgins has left the St. Paul Daily News and joined the Dispatch. Joseph E. Hennessy and George B. Woods now take care of the interests of the Daily News. John W. Bennett, who, with Mr. Wooldridge, has been looking after the Dispatch, has resigned to direct the work of transferring the city of St. Paul from the old politician-ridden method to the commission system of government, which goes into effect in July, 1914.

The weekly edition of the St. Paul Dispatch, known as the Farmers' Weekly Dispatch, has become a semi-weekly, the new name being Farmers' Twice a Week Dispatch.

**International Exposition in Holland.**

An International Graphic Arts Exhibition will be held at the Industrial Palace, Amsterdam, opening July 15 and closing Sept. 15, 1913, though the period may be extended a month. No similar exhibition has been held in this country since 1892. The exhibition will be divided into six groups.

Applications for space in the exhibition are to be made on a special form to be obtained of the secretary, 790 Keizersgracht, Amsterdam, and should be filed before May 1 next. The charge for space ranges from \$6 to \$10 per square yard, according to location, in the main halls. Space in the galleries will be \$3 per square yard. Special terms will be made, on application, for stands in the garden attached to the Industrial Palace. Exhibitors wishing to use special showcases, kiosks, etc., must submit drawings showing the scale thereof before May 15.

**A Creditable Anniversary Number.**

To commemorate the forty-fourth year of its establishment, the Jewelers' Circular-Weekly issued a 350-page anniversary number that was highly creditable and indicative of the enterprising character of that periodical. In addition to a review of the year's developments in the trade, there were a number of historical and descriptive articles of more than ordinary merit. The reading matter was supplemented by a large volume of advertising. The issue was printed on calendared paper, with covers in colors.

The Whitewater (Wis.) Register has moved into its new home, one of the features of the building being a saw-toothed roof, having wired glass windows to increase the lighting.

**OBITUARY NOTES.**

JOHN GEORGE BROWN, the painter whose favorite subjects were newsboys and bootblacks, died on Saturday in New York. He was in his eighty-second year and had enjoyed good health until last December. Among the best-known of Mr. Brown's pictures are "The Passing Show," "The Dress Parade," "The Prince (Scape) Graces," "What Say," "The Gang," and "Training the Dog."

FRANK W. STILES, aged sixty-three, formerly owner of the Springfield (Vt.) Enterprise and later of the Republican, died in that city on Friday.

HENRY WILLIAM ORMSBY, a newspaper man and well-known chess player, died at his home in the Bronx on Feb. 11. He was born in Dublin, Ireland, and in his early days was on the staff of the London Mail. He came to America in 1874, was editor of a North Carolina paper and later joined the New York Sun staff with which he was connected for five years. He was at one time editor of the National Chess Magazine, was on the old New York Ledger and later owned the Suluda (N. C.) Sentinel.

FREDERICK ROBERTSON, who for forty years was engaged in newspaper work in Peekskill and New York, died in Brooklyn on Feb. 9.

J. K. COCHRANE, editor of the Pratt (Kan.) Republican for the past eighteen years, died at St. Joseph, Mo., on Feb. 6.

CHARLES P. HILL, sixty-nine years old, for forty-three years employed in the composing room of the Hartford (Conn.) Times, died last week in that city.

ABRAHAM R. AUTEN for more than fifty years an advertising agent, died of paralysis in his sixty-fifth year at his home in Staten Island, N. Y.

JAMES M. BUGBEE, for about twenty years advertising manager for Walter Baker & Co., died Feb. 8 in Winchester, Mass. He was at one time dramatic critic of the Boston Courier.

CHARLES B. POWER, sporting writer, for fifteen years on the Pittsburgh Leader, and afterward sporting editor of the Pittsburgh Dispatch and the Gazette-Times, died in that city last week. He was more recently connected with the Tri-State News Bureau.

ARTHUR D. JOILLER, aged fifty-two, publisher of the Stoneboro (Pa.) News, died after a short illness with pneumonia, at his home in that city last week.

**Reporter a Deputy Sheriff.**

E. A. Nowack, a reporter on the Cadillac (Mich.) News, has made a reputation as a deputy sheriff. With his bloodhound, Sue, he has run down many criminals in all parts of Wexford and adjoining counties. He topped off his achievements recently by closing in on Clarence Bellegray, a lumberjack, and taking a gun away from him before the latter could pull the trigger. Two men who were captured a month ago as the result of Nowack's work with the bloodhound were recently sent to the penitentiary at Jackson, Mich., for three years for burglary.

**Chester Times Add Two Linotypes.**

Chas. R. Long, publisher of the Chester (Pa.) Times, was recently in New York, and placed an order for two model 8 Linotype machines. This makes a battery of six machines which are used in the Times plant in connection with getting out the morning edition of the Republican and the evening edition of the Chester Times, which papers are owned and published by Mr. Long and his partners, John A. Wallace and William C. Sproul.

**NEW PUBLICATIONS.**

ATLANTA, Ga.—The new morning daily is to be called the American. It is scheduled to appear March 15, with A. B. Caldwell as business manager and Bernard Suttler, editor.

SAWTELLE, Col.—Two new papers have made their appearance in this district. The Westgate News, published by Springer & Miller, was issued last week, and the Sawtelle Tribune by Yeager & Yeager, put forth its first number this week.

AURORA, Kan.—The Nouvelle is a new paper that has been launched by Chas. Barnhill, formerly of the Concordia Blade-Empire.

MCALISTER, Okla.—The Daily Tribune, a seven-column four-page morning paper, made its first appearance last week. It is a Democratic sheet and is edited by J. Y. Bryce.

TEXARKANA, Ark.—The Daily Texarkana has been launched under the new ownership. The publishing company has a capital stock of \$50,000. J. L. Wadley is president and managing editor; A. A. Allen, vice-president, and W. W. Thomson, secretary-treasurer.

SULPHUR SPRINGS, Ark.—A new weekly has appeared under the editorship of W. H. Plank.

BISMARCK, N. Dak.—The Daily Times is a new evening paper edited by F. E. Packard.

PEARCE ORCHARD, Ark.—L. F. Maynard is to be the owner of a newspaper to be started here soon.

CALHOUN, Ga.—P. A. Gates will issue the first number of the Gordon County Journal this week.

COLUMBUS, O.—The Index, a little, three-column folio, issued by the Columbus Trade School students, is a newcomer. The editor is Alpha Colton, and the business manager Frank Hardesty.

**Municipal Club's Big Program.**

The program for the next meeting of the Brooklyn Municipal Club to be held Feb. 25 includes an inspection of the Times Annex under the guidance of Louis Wiley and a dinner at the Hotel Lafayette, Manhattan, where a series of addresses on "The Making of a Newspaper" will be delivered by prominent newspaper men of the city. The speakers and subjects will be as follows:

Dr. Talcott Williams, of the Pulitzer School of Journalism, "The Making of Newspapers"; Melville E. Stone, general manager of the Associated Press, "Gathering the World's News"; Charles R. Miller, editor of the Times, "The Influence of Newspapers Through Their Editorial Columns"; Don C. Seitz, business manager of the World, "Relation of the Advertiser to Newspapers"; Julius Chambers, "The Special Writer"; Harris M. Crist, news editor of the Brooklyn Eagle, "The News Editor and Correspondents"; Frank O'Malley of the Sun, "The Reporter"; Henry E. Krehbiel, musical critic of the Tribune, "The Critic."

**Pope Sends Decorations to Editors.**

The members of the board of editors of the Catholic Encyclopedia have received decorations from Pope Pius X., in recognition of their monumental labors on this book. They are in the form of medals, and are enviable marks of distinction. Charles G. Herberman, professor of Latin language and literature at the College of the City of New York; Edward A. Pace, professor of philosophy at the Catholic University, Washington; Conde B. Patten, of New Rochelle; Mgr. Thomas J. Shahan, D.D., rector of the Catholic University, Washington, and the Rev. J. J. Wynne, S. J., constitute the board of editors thus recognized.

**Ad Agency Sold.**

Waring Sherwood has purchased the Little Rock (Ark.) Co-Operating Advertising Agency, of which he was a member, and will continue the firm under the same name, with L. B. Hunt, Chicago, as assistant.

**TIPS FOR THE AD MANAGER.**

The Allen Advertising Agency, 141 West Thirty-sixth street, New York City, is reported to be placing a little advertising at the present time, which will be gradually extended for the New England Cereal Co., Norwalk, Conn.

The J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is again making 42 l. 5 t. orders for the Carpenter-Morton Co., "Colorite," with a selected list of large city papers.

The Clark-Waitcraft Co., 41 South Fifteenth street, Philadelphia, Pa., is handling the advertising for the Marlborough Co., Inc., "Morningtone," Reading, Pa.

The Earnshaw-Lent Co., 80 Maiden Lane, New York City, is placing the advertising for the Maxim Laboratory, 41 South Fifth street, Brooklyn, N. Y. It is also issuing 28 l. 16 t. orders for Longman & Martinez, "L. & M." Paints, New York City, to Eastern papers.

The L. P. Fisher Advertising Agency, Merchants Exchange building, San Francisco, Cal., will place 1 inch 30 t. orders with Eastern papers for the Oceanic S. S. Co., San Francisco, Cal.

The Gardner Advertising Co., Kimloch building, St. Louis, Mo., is reported to be making up a list for the Fownes Bros. & Co., "Fownes Gloves," 119 West Twenty-third street, New York City.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, are sending out 7,000 contracts to New Jersey papers for the Standard Gramophone Appliance Co., 173 Lafayette street, New York City.

The Mahin Advertising Co., 76 W. Monroe street, Chicago, Ill., is renewing small orders with a few papers for the Oxypa-hor Co., Buffalo, N. Y.

Lord & Thomas, Mallery building, Chicago, are issuing contracts to Southern papers for the B. J. Johnson Soap Co., Milwaukee, Wis. It is also reported that they are preparing plans for an extensive newspaper campaign for Armour & Co., "Armour's Grape Juice," Chicago, Ill.

The McFarland Publicity Service, Harrisburgh, Pa., is handling 100 l. contracts for W. R. Gray, to be placed with Southern papers.

The H. K. McCann Co., 11 Broadway, New York City, is contracting orders with Eastern papers for the Standard Oil Co., "Perfection Smokeless Oil Heater," 56 New street, New York.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is making orders with a selected list of papers for A. S. Hinds, "Hinds Honey and Almond Cream," West street, Portland, Me.

J. A. Richards, Tribune building, New York City, will place four time orders with some New Jersey papers for the Fairfield Dairy Co., Montclair, N. J.

M. J. Shaughnessy & Co., Temple Court, New York City, are sending out one time orders to some New Jersey papers for E. Pritchard, "Pride of Farm Catsup," Bridgeton, N. J.

Sherman & Bryan, 79 Fifth avenue, New York City, are placing the advertising for the Max Grab Fashion Co., 15 E. Thirty-second street, New York City.

The J. Walter Thompson Co., 44 East Twenty-third street, New York

City, is handling 2,000 1 inch orders with some Western papers for the Canadian Pacific Railway Co., Montreal, Can., and New York City. It is also placing 22 l. 13 t. orders with Western papers for the New Manila Hotel, Philippine Islands.

Tracy, Parry & Steward, Lafayette building, Philadelphia, are asking rates in principal Southern papers on 2,000 and 3,000 lines.

Kastor & Sons, Chicago, Ill., are making 1,000 l. 1 year contracts with Western papers for the St. Louis Stove Manufacturers Association.

Nelson Chesman & Co., Inc., St. Louis, Mo., are contracting 7,000 l. 1 t. orders to be placed with Texas papers for Dr. J. W. Kidd.

The Stewart-Davis Co., Chicago, Ill., is sending out copy for Wm. Wrigley, Jr., Chicago, Ill.

Campbell-Ewald Co., Detroit, Mich., is issuing orders generally for five columns, 1 t. for the Maxwell Co.

The Chas. H. Fuller Co., Inc., Chicago, Ill., is handling 7 inches 4 t. orders to be placed with Western papers for Dr. W. S. Rice.

Collin Armstrong Advertising Co., Inc., 115 Broadway, New York City, is placing 15 l. 156 times with Southwestern papers for Buck & Daniels, of New York City.

Calkins & Holden, Inc., 250 Fifth avenue, New York City, are issuing orders generally for 7,000 lines, for one year, for the W. H. McElwain, Boston, Mass.

Street & Finney, Inc., 45 W. Thirty-fourth street, New York City, will place 300 l. 26 t. orders with a few selected cities for Strons, Adler Co., New York City.

Bromfield & Field, Inc., 1780 Broadway, New York City, are making contracts with a large list of national magazines, automobile trade papers, farm papers, medical journals and daily newspapers for the Fisk Rubber Co., of New York, selling Fisk tires, manufactured at Chicopee Falls, Mass.

**AD FIELD NOTES.**

The advertising account of the Pennsylvania lines west of Pittsburgh will be placed during the coming year by Ray Woltz, of the Taylor-Critchfield Co., Chicago. It is understood that a large number of daily newspapers and some general mediums will be used.

The Dnnlap-Ward Co., Chicago, will place the Revere Rubber Company's advertising for 1913.

The National Oats Company's advertising will be placed by the D'Arcy Agency of St. Louis.

The C. J. Anderson Special Agency, of Chicago, has leased and will soon remove to larger quarters in the Marquette building.

J. P. McKinney & Son, New York, have been appointed eastern and western foreign advertising agents for the Indianapolis (Ind.) Sun, to take effect on Feb. 15, 1913.

**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.

<p><b>ARIZONA.</b> GAZETTE—Av. Cir. Nov., 6,228...Phoenix</p> <p><b>CALIFORNIA.</b> ENTERPRISE .....Chico RECORD .....Los Angeles TRIBUNE .....Los Angeles Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles. INDEPENDENT .....Santa Barbara BULLETIN .....San Francisco CALL .....San Francisco EXAMINER .....San Francisco ORCHARD AND FARM IRRIGATION San Francisco The leading Farm Journal of the Pacific Coast and the Irrigated States. RECORD .....Stockton Only newspaper in Stockton that will tell its circulation.</p> <p><b>FLORIDA.</b> METROPOLIS .....Jacksonville</p> <p><b>GEORGIA.</b> ATLANTA JOURNAL(Cir.55,117)Atlanta CONSTITUTION .....Atlanta CHRONICLE .....Augusta LEDGER .....Columbus</p> <p><b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589).....Peoria</p> <p><b>INDIANA.</b> LEADER-TRIBUNE .....Marion THE AVE MARIA.....Notre Dame</p> <p><b>IOWA.</b> REGISTER &amp; LEADER.....Des Moines THE TIMES-JOURNAL.....Dubuque</p> <p><b>KANSAS.</b> CAPITAL .....Topeka</p> <p><b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville</p> <p><b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-DEMOCRAT .....New Orleans</p> <p><b>MARYLAND.</b> THE SUN.....Baltimore has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</p> <p><b>MICHIGAN.</b> PATRIOT (Morning).....Jackson Daily (Except Monday) Average, Year of 1912 Daily..... 10,589 Sunday..... 11,629</p> <p><b>MINNESOTA.</b> TRIBUNE, Morn. &amp; Eve.....Minneapolis</p>	<p><b>MISSOURI.</b> GLOBE .....Joplin POST-DISPATCH .....St. Louis</p> <p><b>MONTANA.</b> MINER .....Butte</p> <p><b>NEBRASKA</b> FREIE PRESSE (Cir. 128,384)....Lincoln</p> <p><b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield</p> <p><b>NEW MEXICO.</b> MORNING JOURNAL.....Albuquerque</p> <p><b>NEW YORK.</b> KNICKERBOCKER PRESS.....Albany BUFFALO EVENING NEWS....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York STANDARD PRESS.....Troy</p> <p><b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for December, 1912 Daily ..... 103,732 Sunday ..... 140,769 VINDICATOR .....Youngstown</p> <p><b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York</p> <p><b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Cir. July, 1912, S. 20,986; D. 20,956)</p> <p><b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville</p> <p><b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE .....Houston</p> <p><b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle</p> <p><b>WISCONSIN.</b> EVENING WISCONSIN.....Milwaukee</p> <p><b>CANADA.</b> <b>ALBERTA.</b> HERALD .....Calgary</p> <p><b>BRITISH COLUMBIA.</b> WORLD .....Vancouver</p> <p><b>ONTARIO.</b> FREE PRESS.....London</p> <p><b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE .....Montreal (Ave. Cir. for 1912, 114,371).</p>
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St. Paul's Greatest Newspaper  
**The St. Paul Daily News**  
Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.  
**November 70,679 net increase of Circulation 11,136 copies**  
The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.  
FOREIGN ADVERTISING DEPARTMENT.  
C. D. BERTOLET, Mgr.,  
1110 Boyce Building, Chicago.  
J. F. ANTISDEL, O. G. DAVIES,  
366 Fifth Avenue, 306 Gumbel Bldg.,  
New York City, Kansas City.

**New Orleans States**  
32,000 Daily.  
Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.  
Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.  
Don't be fooled by wild, unsupported claims "month after month."  
Proof of above record shown by agate rule. The States produces results always.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis



**AD FIELD PERSONALS.**

H. W. L. Gardiner has been elected a director and vice-president of the Curtis-Newhall Advertising Agency, Los Angeles, Cal.

Paul G. Smith has been appointed sales manager of the Lozier Motor Co., with full charge of all branches, dealers and agents.

F. A. Bush, for the past ten years associated with the Belding (Mich.) Banner, has taken charge of the advertising department of the Hastings (Mich.) Journal-Herald.

W. P. Snooks, for the past six years advertising manager of the St. Joseph (Mo.) Gazette, has resigned his position to go into the coeprage business. He is succeeded by C. F. Buechle.

Dan Daly, formerly on the Cleveland Plain Dealer and more recently with the Dry Goods Publishing Co., has joined the advertising department of the Philadelphia Public Ledger.

C. F. W. Nichols, formerly business manager of the Chicago American, is now with the Honig-Nichols Co., advertising agency, of San Francisco.

R. J. Sprague, formerly with the New York Times, is now associated with Maclay & Mullally Brothers, general advertising agents, New York.

Jean A. Picard has been appointed United States representative, with offices in New York, of Via-Decor, a general advertising agency of Paris.

Albert H. Doolittle has severed his connection with the Detroit branch of the J. Walter Thompson Co. He was previously associated with the Knox Co., Troy, N. Y., and was also automobile editor of the Carriage Dealers' Journal.

**New Ad Manager of Ingersoll's.**

O. M. Goge, who has for eight years been assistant advertising manager of Robert H. Ingersoll & Brother, Ingersoll & Ingersoll Trenton watches, 315 Fourth avenue, New York City, has been promoted to the position of advertising manager of that firm. Mr. Goge will have the entire execution of advertising campaigns in charge. Advertising of this firm is not placed through any agency, as erroneously stated in these columns a short time ago, but it is placed direct, except for convenience at Christmas time, when a little New York City advertising went out through a local agent.

At a recent meeting the Advertising Men's Club of Cleveland, decided to cast off the old name and adopted "The Publicity Association of Cleveland" as its title.

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

SEND FOR SAMPLE

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

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 6999-4 Bookman

**AFTER EUROPEAN ADVERTISING.**

**William Borsodi to Conduct a Campaign for American Newspapers.**

William Borsodi, the blazer of advertising trails, sailed for Europe Feb. 4 on the Kronprinzessin Cecilie to secure European advertising for American newspapers.

Mr. Borsodi has been working on a plan for getting the business for two years. It comprises the services of a special force of solicitors who have been calling upon resort and hotel people for years, but not hitherto for American advertising. He will visit London, Paris and Berlin, where he will establish connections with important agents and bureaus. Mr. Borsodi believes that he will be able to secure for the newspapers a larger amount of business than has hitherto crossed the Atlantic.

The general plan of procedure has been approved by Frank Presbrey, who has traveled extensively in Europe and at present handles, it is reported, more steamship advertising than any other agent, and by Louis Wiley, general manager of the New York Times.

While Mr. Borsodi is abroad the American end of the work will be cared for by John P. Curtis, who represents in the United States all the Marconi papers which are distributed each day on the transatlantic steamships of all lines.

**"Want" Experience Contest.**

The Spokane (Wash.) Spokesman-Review is conducting a "want" ad experience contest in which a \$5 order on a local store is to be awarded each day in February. The prizes are given for the best accounts of interesting experiences with the "want" ads, each competitor being required to find several words that are hidden in different parts of the "want" ad columns.

**Chicago's New Service Agency.**

The Shuman-Booth Co. (not inc.) is a new Chicago service agency just starting, specializing on trade and technic copy service and dealer campaigns. They will have offices in the new Westminster building, 116 S. Dearborn street. The firm consists of R. R. Shuman, who for the past six years has been advertising manager of the Liquid Carbonate Co., and Carl H. Booth, advertising manager of the Iron Trade Review.

**CIRCULATION NOTES.**

The Philadelphia Public Ledger is running in its columns a daily letter from Chicago, containing news of the things that are being done in Chicago, Milwaukee, Minneapolis, Detroit, Cleveland, St. Louis and other Western centers. The letter contains bits of news that do not get into the regular channels of telegraphic reports, interviews, personal gossip of the leaders in all lines of business and political activities and new projects. This is one of the steps in the policy of the Curtis Co., the new owners of the Ledger, to make it a national newspaper.

Frank Hay, circulation manager of the Tennessean, is quite ill.

The Gloversville and Johnstown (N. Y.) Morning Herald has inaugurated a "Dividend Campaign" in the form of a 25 per cent. reduction in rates to both new and old subscribers. In addition the paper announces that it will give six yearly scholarships in a local business school and three in a correspondence school to the boys and girls selected from a list to be submitted by a representative committee of citizens.

The Danville (Ill.) News is offering \$200 in gold as prizes in a Booklovers' contest.

The Louisville Courier-Journal and the Times have joined in a Booklovers' contest, prizes all in cash, amounting to \$5,035, with a first prize of \$1,000.

**DIRECTORY OF ADVERTISERS AIDS.**

**Advertising Agents**

**ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155

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

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

**BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.

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

**HOGUET & HAFLEY INC.**  
Successors to "Hoguet Advertising,"  
20 Vesey Street, Tel. Cortlandt 2252.

**HOWLAND-GARDINER-FENTON**  
20 Broad St., New York  
Tel. Rector 2573

**KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt

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

**SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

**ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.

**CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpen Bldg., Chicago.

**GUENTHER-BRADFORD & CO.**  
64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising

**LEVEN ADVERTISING CO.**  
175 5th Ave., New York.  
Majestic Theatre Bldg., Chicago.

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

**ADVERTISING MEDIA**

**ILLINOIS.**

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

**WASHINGTON**

**THE SEATTLE TIMES**  
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,200; Sunday, 84,350—89% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**A Broken Chase—A Pied Form LOSS**

Don't have a repetition of it. Get Barnhart's unbreakable Silver Gloss Steel Electric-Welded Chase. Twice as strong. Over 75,000 in Use. Write today for a price on the chase you need.

**BARNHART BROS. & SPINDLER**  
Chicago New York Washington  
St. Louis Dallas Kansas City  
Omaha Seattle St. Paul  
Makers of BARNHART Superior  
Copper Mixed Type

**Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
30 N. Dearborn St., Chicago

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

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., New York  
Mallers Bldg., Chicago

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

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

**CONE, LORENZEN & WOODMAN**  
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.

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

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

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

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

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

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

**PULLEN, BRYANT & CO.**  
225 Fifth Ave., New York  
Tel. Gramercy 2214

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

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

**STOCKWELL, W. H.**  
629 People's Gas Bldg., Chicago  
Canadian papers exclusively.

**"A Newspaper Man's Paper."**

W. C. Johnson, vice-president and manager of the Chattanooga News, writes: "The writer has noted, with pleasure, the progress of THE EDITOR AND PUBLISHER since the date of its first issue under its former owners. You are printing a newspaper man's newspaper."

ABBEVILLE, La.—The Abbeville Progress, a new paper, will be published by John W. O'Brien.

**Press Clippings**

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

**BURRELLE**

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

# **\$SEMI-AUTOPLATE SAVINGS\$**

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If you are still casting your plates by hand you are losing money and wasting time. You cannot afford to do either.

Why not save both, and improve the appearance of your paper as well?

All three may be done at no cost to yourself. Let the money come out of your wastes. You can hire a SEMI-AUTOPLATE for the amount of the savings it should be able to effect in your plant.

Its rent is but \$2.35 a day, and its purchase price is but \$4,850. It may be hired to begin with, and purchased later on easy terms if you wish, when all rental paid will be credited upon its purchase price.

One man can work it; it never needs two.

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## **AUTOPLATE COMPANY OF AMERICA**

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen. Mgr.

**One Madison Avenue**

**New York**



