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MAY STOP LYING ADS.

MANUFACTURERS ENDEAVOR TO RESTRAIN SAKS & CO. FROM MISREPRESENTATION.

**Worumbo Manufacturing Co. Accuses
Dry Goods Firm of Selling Goods
Not Made by Them Under Their
Name, and Secures an Injunction
—Interesting Case Now Before New
York Courts Attracts Attention.**

The United States District Court of the Southern District of New York, through the Hon. Henry G. Ward, has recently made an order enjoining Saks & Co. from "selling or offering for sale under the name 'Worumbo' any woolen garments or similar goods not made of material produced by the Worumbo Manufacturing Co., and from representing as 'Worumbo' any garments or goods not made of material produced by the Worumbo Manufacturing Co."

An examination of the papers on file in this suit shows that on December 15, 1912, Saks & Co. advertised in various New York papers a special sale on December 16 of "400 women's Worumbo chinchilla coats." The central space of this advertisement was as follows:

"SAKS & CO.

To-morrow, Monday, December 16
400 Women's Worumbo
Chinchilla Coats
now being sold elsewhere
at \$25, \$30 and \$35
at \$15.

"Every woman knows what Worumbo Chinchilla is, so every woman ought to know what the values of these coats are.

"We will not trouble with details of the extraordinary transaction which is responsible for this remarkable offering, but we will confide to you the fact that the maker sold these garments to us conditioned upon our promise to offer them at fifteen dollars, and thus afford him the satisfaction of having been instrumental in bringing about one of the greatest coat sales ever held in the Saks store.

Now for the particulars.

"There are six brand-new models, which embrace the smartest coat ideas of the Paris hour. Such models as these are altogether too exclusive ever to be made into garments for less than twenty-five to thirty-five dollars apiece. They are seven-eighths and full-length models, with the new back lines, and made with the smartest sleeves and collars. Beautiful workmanship and finish, and obtainable in white and the following colors: Dark Oxford, light Oxford, navy blue, light gray, taupe, brown and dark gray. And every yard of cloth in these coats is the celebrated Worumbo Chinchilla."

The sale opened on December 16, as advertised. But while a number of genuine Worumbo Chinchilla coats were offered for sale at fifteen dollars, there was a number of coats, mixed with these garments, not made of Worumbo chinchilla, but which were displayed under the sign "Worumbo," and were represented by the saleswomen in charge of the sale to be genuine Worumbo coats. The court papers also show that, for the purposes of this sale, Saks & Co. made a special purchase of 400 coats from a New York manufacturer, of which at least 140 contained no Worumbo material whatever.

The Wilmington (Del.) News Publishing Co. will erect a 10-story building as a home for the paper.



B. F. LAWRENCE,

BUSINESS MANAGER OF THE STAR LEAGUE OF NEWSPAPERS.

\$50,000 for Transatlantic Flight.

Lord Northcliffe, in the London Daily Mail of March 31, offers a prize of \$50,000 to the first person making a transatlantic flight in a hydro-aeroplane in seventy-two consecutive hours between any point in the United States, Canada, or Newfoundland, and any point in Great Britain or Ireland, in either direction. The contest is open to all nationalities. The Mail also offers a prize of \$25,000 for the first person piloting a hydro-aeroplane of British invention and construction around England, Scotland and Wales in seventy-two hours.

Pall Mall Gazette Sued for Libel.

William Waldorf Astor, the proprietor; J. L. Garvin, the editor-in-chief of the Pall Mall Gazette, London, and Dr. Caleb W. Sealeby are the defendants in a suit for libel brought by Miss Lind, a prominent English anti-vivisectionist and author, because of an article that appeared in the Gazette, in which the physician accused the "antis" of conducting a systematic campaign of falsehood. The article referred in a scathing manner to the propagandist center in Piccadilly, which is being run by Miss Lind.

Brandon Released from Mexico.

Gerald Brandon, a New York newspaper correspondent, who has been imprisoned in Ulua prison at Vera Cruz for some time, was released Saturday night after Ambassador Wilson had notified President Huerta that he had received energetic instructions from Washington. Mr. Brandon was released under surveillance until a ship sailed from Vera Cruz for this city. It is not known what Mr. Brandon was charged with, apart from a certain dispatch which he sent to his paper concerning Mexican affairs.

S. J. Roberts Left \$200,000 Estate.

Samuel Judson Roberts, editor and publisher of the Lexington (Ky.) Leader, who died in that city a week ago last Sunday, left his entire estate, valued at \$200,000, to his widow. The will, probated at Lexington last Wednesday, had been executed twenty-one years ago.

Will Give Up Comic Supplement.

The Philadelphia Public Ledger will discontinue the publication of its colored comic supplement, which has been a Sunday feature with this newspaper for some years.

THE BIG CONVENTIONS.

OUTLINE OF THE PROGRAM OF THE ASSOCIATED PRESS AND A. N. P. A. MEETINGS.

**Important Gathering of Newspaper
Publishers and Editors to Be Held
April 23, 24 and 25—General
Plans and Topics for Discussion—
Associated Press Annual Meeting
and Directors to Be Elected.**

The annual meetings of the American Newspaper Publishers' Association and the Associated Press to be held in New York the week of April 21 will, it is believed, bring a record number of newspaper publishers and editors to this city. As in previous years, the Waldorf-Astoria is to be the headquarters of both gatherings, and the joint dinner of the two associations will be held in that hotel. It will also be the annual dinner of the Daily Newspaper Association. The large gathering of important newspaper men from all over the country, and the importance of the topics discussed, promise to make this year's convention the most significant and notable in the history of these associations.

The twenty-seventh annual convention of the A. N. P. A. will be held on Wednesday, Thursday and Friday, April 23, 24 and 25. The meeting of the stockholders will be held Thursday at 2:30 p. m., for the election of officers and such other business as may properly come before the meeting.

TOPICS TO BE DISCUSSED.

The complete list of topics to come up for consideration at the convention has not yet been announced by the committee in charge, but, as in previous years, the attention of the publishers will be confined to such subjects as print paper, labor, free publicity, the new postal law and other matters of interest and importance.

The convention will open on Wednesday morning, and the day will probably be largely taken up with the consideration of routine business, including the reports of the board of directors, manager, treasurer, and advertising agents' auditing, topics, budget and banquet committees.

The annual meeting of the Associated Press will be held on Tuesday, April 22, and will be confined to one day's session. Routine matters and questions bearing on the improvement of the service will be the order of business. Following the general meeting, the newly-elected board of directors will meet and elect officers for the ensuing year.

DIRECTORS NOMINATED.

There is one vacancy in the directorate, caused by the resignation of Frederick Roy Martin, of the Providence (R. I.) Journal, to become assistant general manager of the service. His term would not have expired until 1915 and is now being filled by the temporary election of Samuel Bowles, of the Springfield (Mass.) Republican, to serve until the annual meeting. The terms of five members of the directorate also expire this year, leaving six places on the board to be filled.

The five members of the Associated Press board of directors whose terms expire are Charles Hopkins Clark, Hartford (Conn.) Courant; Charles W. Knapp, St. Louis (Mo.) Republic; Clark Howell, Atlanta (Ga.) Constitution; V. S. McClatchy, Sacramento (Cal.) Bee, and Charles A. Rook, Pittsburgh (Pa.) Dispatch.

The nominating committee, of which Thomas Rees, Springfield (Ill.) State

Register, is chairman, met in Washington on Jan. 13 and prepared a list of nominations for directors to be voted upon at the annual meeting. Two candidates for each vacancy, twelve in all, out of which six only may be chosen, have been named by the committee for the regular term of three years. They are:

Charles Hopkins Clark, Hartford (Conn.) Courant; Charles W. Knapp, St. Louis (Mo.) Republic; Clark Howell, Atlanta (Ga.) Constitution; V. S. McClatchy, Sacramento (Cal.) Bee; Charles A. Rook, Pittsburgh (Pa.) Dispatch; Rosecrans W. Pillsbury, Manchester (N. H.) Morning Union; Bruce Haldeman, Louisville (Ky.) Courier-Journal; W. Y. Morgan, Hutchinson (Kan.) News; Josephus Daniels, Raleigh (N. C.) News and Observer, and I. N. Stevens, Pueblo (Col.) Chieftain. To fill the vacancy left by the resignation of Mr. Martin, the committee has nominated Samuel Bowles, Springfield (Mass.) Republican, and Benjamin H. Anthony, New Bedford (Mass.) Standard.

Since the meeting of the nominating committee Mr. Daniels has become Secretary of the Navy, and it is understood has declined to be a candidate. Under the rulings of the nominating committee, any candidate named by it declining to run, the members of the committee residing in the division in which the declination takes place are to fill the vacancy.

THE JOINT DINNER.

The annual joint dinner of the American Newspaper Publishers' Association and the Associated Press will be held at the Waldorf-Astoria on the evening of April 24. The directors of both associations are trying to keep the dinner within such limits as will insure the comfort and pleasure of those who attend and have laid down the following regulations to govern the dinner:

First—That each member shall be entitled to purchase not more than one ticket for himself and two tickets for employes exclusively in his employment and residing at the place of publication.

Second—That members shall be entitled to purchase one guest ticket, but a member shall not be entitled to purchase such guest ticket unless the member, himself, is to be present at the dinner.

Third—That, therefore, not more than four tickets in all, under the conditions stated in the above paragraphs, shall be sold to any member, and no tickets to the annual dinner shall be sold to anyone not a member of one of the two organizations.

Fourth—that the privilege of members to purchase tickets to the dinner is not transferable.

Fifth—That no money shall be refunded for tickets purchased unless the tickets are returned before 12 o'clock, April 23, 1913.

The dinner committee is composed of Conde Hamlin, chairman Herbert L. Bridgman, Adolph Ochs, Herman Ridder, Louis Wiley and Melville E. Stone. Checks and requests for seats must come from the home office of each publication.

DAILY NEWSPAPER ASSOCIATION.

The Daily Newspaper Association will hold its annual dinner on Wednesday evening, April 23, at the Waldorf-Astoria. Present indications are that it will be the most successful gathering that has ever taken place in the interest of daily newspaper advertising.

There will be addresses on national advertising by recognized authorities. Mayor Gaynor will be one of the speakers. Dinner tickets may be secured for ladies as well as gentlemen. This plan was followed for the last annual dinner and it was thoroughly successful. There is no limit to the number of tickets which one applicant may secure.

Mr. Warren Wants \$200,000 Damages.

F. D. Warren, editor of the Appeal to Reason, Girard, Kan., has filed a suit against W. R. Nelson, editor of the Kansas City Star, asking \$200,000 damages for an alleged story in the Star in which it was stated that the Appeal was going to suspend publication. Warren claims in his complaint that he sustained a loss of \$100,000 in subscriptions, and asks an additional \$100,000 as punitive damages.



WALTER H. PAGE,
WHO SUCCEEDS THE LATE WHITELAW REID AS AMBASSADOR TO ENGLAND.

Riot Over Paper's April 1 Joke.

A newspaper in Rheims, France, startled its readers on April 1 by the publication of a statement that a German Zeppelin dirigible balloon, after cruising over the fortresses at Toul and Verdun, had come to earth near the Rheims Barracks, having lost both her propellers. Enormous crowds of excited people hurried to the spot indicated, but saw no Zeppelin. Then someone remarked that it was the first of April. The people took the joke very badly, and large forces of police and gendarmes had to be rushed to the scene to disperse them. It is said that the authorities will prosecute the newspaper on the charge of publishing false news likely to cause a breach of the peace.

Charges A. P. Reports Are Biased.

At the hearing before Commissioner C. C. Crow in Kansas City Saturday in the contempt case against W. R. Nelson, owner and editor of the Kansas City Star, an attempt was made to prove that Mr. Nelson was able to influence the character of reports sent out by the Associated Press concerning his trial. Mr. Nelson is a director of the A. P., Edgar T. Cutter, chief of the Kansas City bureau, testified as to the manner in which the Associated Press handled the different phases of the case and said the story was written by a staff man without suggestions from any outside source. Commissioner Crow will present the evidence to the Supreme Court.

Former President Taft attended the annual banquet of the Yale Daily News Board last night, on which occasion he made his first formal address as a university professor.

Fake Newspaper Men Arrested.

James R. Smith and Robert Parker, claiming to be newspaper men, are under arrest at Fort Wayne, Ind., charged with obtaining money under false pretences. They imposed on Governor Cox of Ohio and Governor Ralston of Indiana, newspaper men and others. They represented they were on a trans-continental walk on a wager of \$3,000, and that one of the conditions was that each must marry on the way. Smith married a Terre Haute girl, whose parents later took her from him. A scrapbook in Smith's possession indicates he has a wife in Massachusetts who is suing for divorce.

Freie Press-Herald Changes Hands.

Emil Leicht, publisher of the Westlicher Herald and head of the Joseph Leicht Press, of Winona, Minn., has purchased the Minneapolis Freie Press-Herald. The Freie Presse was established in 1860 by Lampert Naegle and continued until 1889, when several changes of ownership intervened, the paper being taken over by Albert Duevel in 1893 and published by him since then. Mr. Duevel, who has been connected with the paper since 1872, will take a long-needed rest.

University Ad Club Wins Prize.

The University of Missouri Ad Club, the only college advertising organization affiliated with the Associated Advertising Clubs of America, has won a prize of \$25 offered by the national organization to the club in a city of 25,000 population or under subscribing for the largest number of "Advertising as a Business Force," by Paul T. Cherington. The prize will be presented at the Baltimore convention.

PAGE APPOINTED AMBASSADOR.

Well Known Journalist to Represent Us at Court of St. James.

Walter H. Page, now editor of The World's Work, and who has been connected at various times with the Gazette, of St. Joseph, Mo.; the Springfield Republican, the Boston Post, the State Chronicle, of Raleigh, N. C.; Harper's Weekly, the Forum, the New York World, the Evening Post and the Atlantic Monthly, has been appointed Ambassador to Great Britain to succeed the late Whitelaw Reid.

Mr. Page has accepted the appointment, according to an announcement made by President Wilson on Monday last. There has been much difficulty encountered in filling this post because of the high standard set for diplomatic places by the new administration. For various reasons the ambassadorship has been successively declined by Richard Olney and Charles W. Eliot.

The new appointee is a member of the firm of Doubleday, Page & Co., the Garden City publishers. He is well known also as a lecturer on politics and economics in this country. His age is fifty-eight, and he is a native of North Carolina. His reputation as an after-dinner speaker ranks high.

Active interest in politics on the part of Mr. Page is comparatively recent and dates back only about one year. He has a notable reputation as a tactful letter-writer, to which the late O. Henry once paid high tribute.

Mr. Page is a member of the University, National Arts Club and the Japan Society. He was one of the first to interest himself in Woodrow Wilson as the national standard bearer and was associated with William McCoombs and some others in furthering the interests of Mr. Wilson last summer.

WHY PAPERS ARE DELAYED.

Mail Service Crippled by Lack of Employes and 8-Hour Law.

E. M. Norris, superintendent of the Railway Mail Service, Second district, which embraces New York, says that he has traced many of the complaints received about the non-delivery, delayed delivery and wrong delivery of newspapers sent through the mails and has found that many of the complaints are not caused by any fault of the railway service. From what he said it seemed that he was inclined to place the blame on post offices at points of delivery.

For several months New York newspapers have been receiving complaints from out of town subscribers and practically every newspaper in town has done all it could to remove the basis for such complaints. The complaints have been of all kinds and show that this class of mail, which is supposed to be accorded preferential treatment in post offices, has had poor service.

That the trouble is not purely local is shown by the following clipping from the Scranton (Pa.) Tribune-Republican:

"When twenty-eight hours are required for a New York Sunday newspaper to reach a Scranton destination and a day and three-quarters for a Pittsburgh newspaper to get into the hands of a Scranton subscriber it would appear that there is some foundation for the complaint that the new eight hour law is playing havoc with the mails and that there is imperative need for more employes in the Postal Department."

The new law went into effect on March 1. It overrides that postal clerks may work only eight hours a day.

H. H. Kohlsaas Is Much Better.

H. H. Kohlsaas, owner of the Chicago Inter-Ocean, who has been ill at the Holland House, New York, since Sunday, March 16, when he was stricken with a slight hemorrhage of the brain, is rapidly recovering. Mr. Kohlsaas has been up and about for two days, and his condition is so satisfactory that he expects shortly to return to Chicago.

CHICAGO NEWS NOTES.

Organization of Advertising Club Baseball Teams—George Sackett to Marry Miss Padden Next Month—The Coming Press Club Scoop—Morrison Goes from Chicago Record-Herald to Bridgeport Standard.

(Special Correspondence.)

CHICAGO, Ill., April 2.—At a meeting of the Chicago Advertising Baseball league the following officers were elected for the 1913 season: C. L. Neu, president; C. E. Kimball, vice-president; A. E. Chamberlain, treasurer, and L. C. Lutz, secretary. The league will consist of the following teams: Advertising Association of Chicago, Abbot Press, National Advertising Agency, O'Shaughnessy Advertising Agency, the System Magazine and Taylor-Critchfield Advertising Agency. There is a vacancy in the league and the management would like to hear from firms interested in putting a team in the field.

George Sackett, theater magnate, and former newspaper man, is to desert the ranks of the bachelors and in May will join the benedicks. The young woman who is to share his joys and sorrows is Miss Sarah Padden, the young actress whose tour in "Kindling" Mr. Sackett has been conducting through the South. Miss Padden has been very successful and has played on her Southern tour to capacity houses. Mr. Sackett brought out Miss Padden, and during her early association with the United Play Company he greatly aided her with advice and counsel. He became her devoted admirer, and the announcement of their betrothal is not surprising to his friends. The wedding will take place in Chicago.

DIDN'T PAY HER PRESS AGENT.

Caroline White, grand opera star, lost an appeal in the Appellate Court, when a judgment for Amy L. Paulding, a local newspaper writer, to the amount of \$42.85 was affirmed. Miss Paulding obtained the judgment for unpaid salary as press agent for the singer.

The production of the Press Club Scoop at the Auditorium on Saturday, April 26, will include special scenery throughout. The most pretentious effort will be a cycloramic view of the city of Washington, showing the White House, Capitol and Pennsylvania Avenue. It will form the background for the afterpiece, a burlesque of the Wilson inaugural "as it really happened."

The regular program meeting of the Illinois Woman's Press Association was held at the Press Club on Thursday evening. The gathering was in charge of the reporters' section, and Misses Edith Clyde and Marie Ludwig gave a musical program.

TO HONOR MRS. HEATH.

Members of the Illinois Woman's Press Association will give an entertainment in honor of the eighty-fourth birthday of Mrs. Louise M. Heath on Saturday, April 12, at the Old People's Home. Miss Hattie Summerfield, 4556 Prairie avenue, is chairman of the committee in charge of the affair.

The staff of the William D. McJunkin Advertising Agency gave a farewell dinner at Rector's Saturday night in honor of John Pierre Roche, chief of the copy department in the agency's Chicago office, who left for New York Monday to assume a similar position in the New York office of the same agency.

A coroner's jury returned a verdict that C. A. Paessler, veteran German newspaper man, of 1423 Clybourn avenue, who dropped dead on the sidewalk a few feet from his home late last week, died of heart disease.

Edward Morrison, an editorial writer on the Record-Herald, has been appointed managing editor of the Bridgeport (Conn.) Standard, and left for the East Sunday. Mr. Morrison has been a member of the staff of the Record-Herald since its incorporation. A group of his friends, headed by J. A. Forrester, presented him with an electric desk lamp, which they hope will serve to



W. G. BRYAN,
SPECIALIST IN NEWSPAPER ADVERTISING PROMOTION.

spread light in Bridgeport. Mr. Morrison is a native of Connecticut.

Chief Justice Harry Olson of the Municipal Court has under advisement the case of John M. Glenn, secretary of the Illinois Manufacturers' Association and publisher of the Manufacturers' News, who has been charged with criminal libel. Attorneys representing Glenn in the proceedings on Saturday attacked the jurisdiction of Judge Olson and entered a motion asking that the State file an information in lieu of the complaint of A. M. Lawrence, publisher of the Chicago Examiner, who instituted the proceedings.

A PRACTICAL DEMONSTRATION.

The Chicago Trade Press Association held its monthly meeting on March 31 at the City Club. Under the direction of a special committee composed of W. J. McDonough of the Dry Goods Reporter, Tracy Lucock of the American Lumberman, and A. A. Gray of the Electrical Review and Western Electrician a representative advertising solicitation was demonstrated. The argument and selling talk were presented by the advertising solicitor of a technical trade publication seeking the advertising of a manufacturer of machinery. Many interesting and instructive points were brought out. Mr. Irvin Hupp, of the Hupp Automatic Mail Exchange Co., explained the Hupp system of handling mail, which, it is said, will effect a saving in dispatching magazines and parcel post matter.

Chester Keel has been placed in charge of the Chicago Evening American Panama Canal Trip Contest. Mr. Keel has been in the editorial department of the American for nearly two years. His aptitude as a circulation booster was shown in several of the big assignments he "covered" for the American, and he was loaned by the editorial department to take charge of the Panama Canal Trip Contest. Mr. Keel comes from Fort Wayne, Ind., and served as newspaper man on the Pacific Coast for six years before coming to Chicago.

Dows Held on Reporter's Charge.

After a preliminary hearing held Wednesday afternoon in the Harlem Court, Magistrate Murphy issued a warrant for David Dows, on the charge that he assaulted Alva Johnston, a reporter for the New York Times. Early Sunday morning, March 23, Mr. Johnston went to the Dows home at 121 East Seventieth street for an interview and was there set upon by Mr. Dows and another man who threw a blanket over his head, carried him to the inclosed rear court and dropped him on the ground. Through the advice of his counsel Mr. Dows waived examination and was held immediately for trial in Special Sessions on the assault charge. He was released in \$100 bail.

Ban on German Army Aviation News.

A semi-official appeal to the German newspapers to refrain in the future from publishing news as to the voyages and evolutions of German military airships, was published in the Norddeutsche Allgemeine Zeitung April 2. They are asked not to record the advances made in aviation and not to report bomb throwing and machine gun experiments carried out by military aviators. They are also requested to maintain silence generally as to developments in German military armament and equipment.

Royal Auto Club Sues Opinion.

London Opinion, a weekly paper, is the defendant in a libel action brought by the chairman and committee of the Royal Automobile Club, because of an alleged article in which it was stated that the card room of the club was frequented by players who made a livelihood by gambling and that it also at one time harbored a notorious crook.

The Clarion (Miss.) Ledger is building a three-story and basement brick building, which will serve as its publication office.

HE SHOWS THEM THE WAY.

Work of W. G. Bryan in Developing Advertising by Advertising.

Walter G. Bryan, whose promotion department work on the Chicago Tribune under the general supervision of W. H. Field, the business manager, attracted the attention of newspaper publishers everywhere, has completed arrangements under which he will handle a similar service for a number of daily newspapers, including the Chicago Daily News and Record-Herald.

At the expiration of his contract with the Tribune he determined to broaden the scope of his operations. With this in mind he has established himself and his organization, which consists of a staff of seven experienced men, including Brent Williams, who has been associated with him during the past three years, in temporary offices.

Mr. Bryan, whose own headquarters for the present are at the La Salle Hotel in Chicago, is conducting negotiations with a number of the foremost newspapers in the country. He has recently closed and begun active work on big campaigns for two of the greatest newspapers in the West.

Mr. Bryan's system of developing newspaper advertising and newspaper circulation is so complex that there is no descriptive word that properly defines it. What he really does is to induce newspaper publishers to take allopathic doses of their own medicine—advertise, and advertise liberally by mail, in other newspapers and in trade papers, but his campaigns are not the result of hasty consideration. They are based upon long and careful study of newspaper conditions and the consequent discovery that the best of them can be benefited by intelligent publicity.

The material upon which he draws completely fills seventeen large filing cabinets, in the collection of which he spent some years. It embraces about everything that has ever been written or said concerning newspaper advertising and newspaper circulation, together with hundreds of plans for increasing the display and classified advertising patronage of a newspaper.

Mr. Bryan scored his first distinct success on the Kansas City Journal. From the Journal he went to St. Louis as business manager of the St. Louis Star and the Weekly Journal of Agriculture. He then spent nine months of solid work in perfecting his present plan, after which he made a connection with the Tribune. The fact that the Tribune at the beginning of January announced the biggest advertising year in its entire history, gaining a half million lines of advertising, despite the strike that crippled all Chicago newspapers, is proof enough that there is something to Mr. Bryan and his methods.

It is unusual that a rank outsider can enter the office of an old established newspaper and show it how to do things. There is, however, no magic in Mr. Bryan's successes. They are due to the tireless way in which he applies himself, the unerring manner in which he grasps and makes the most of every little opportunity, and the alacrity with which he beats the other fellow to it. All of these must be hitched up to a natural gift, which few possess—that of remarkable foresight in deciding what, in the way of printed words, will influence the mind of the reader addressed.

As soon as Mr. Bryan gets things moving to his satisfaction in the West he will invade the East and make things hum in a number of cities.

Merchants Ask Newsstand Bill Veto.

The Merchants' Association, of New York, in a letter to Governor Sulzer have asked him to veto the Levy Newsstand bill. The association calls attention to the action of the Board of Estimate in ordering the removal of all sidewalk obstructions and adds: "The public necessity which led to the action recited above is so obvious that we can see no justification whatever for permitting an exception to be made in the case of newsstands."

AMERICA'S LEADING CARTOONISTS.

William C. Morris,

Of the Spokane (Wash.) Spokesman-Review.

THE cartoons of William C. Morris, of the Spokane (Wash.) Spokesman-Review, reveal their originator as a man who thinks clearly but from a viewpoint peculiar to himself; who judges shrewdly, and who is kind.

The work of Morris is associated in the minds of his countless admirers with the idea of being entertained and amused; but in fact Morris is far from being a mere jester. He has found that

a professional cartoonist. Practically all of his life has been spent in the West and he has seen the real frontier.

Morris has had no instruction in art except from himself, but he has had a great deal of that. One of his earliest memories is that of throwing turnips into the middle of the floor at his boyhood home that he might sketch them as they fell. His first cartooning was done in the schoolroom, where he cari-



WILLIAM C. MORRIS.

the cartoon with a laugh in it is the one that "gets over," and so he usually puts in the laugh; but a sober, even somber outlook on life is constantly a guiding influence, and the grim, serious cartoon is the one he likes best to make.

Personally, Morris is studious and enthusiastic, tactful, witty and genial, with not a trace of the ill temper that sometimes gets by as "artistic temperament." He has friends among all sorts of people, and these are not all grown-ups by any means. He tells a story so well that you completely forget that you should be looking out for the right place to laugh; but you laugh just the same.

WRITES AS WELL AS HE DRAWS.

Morris writes as well as he talks, and the adroit labels that accompany his cartoons illuminate and underline the points that are already forcefully made in the drawings. Last fall he joined the campaigning party of one of the seekers of Washington gubernatorial honors. In the resulting feature page the artist's word pictures were as delightful and striking as the author's pen sketches—and Morris was both author and artist.

He is interested in and well informed about stores of varied subjects from "first editions" to apple growing. This is partly the result of wide reading and partly due to the fact that he was engaged in over a dozen different lines of work before he was able to call himself

captured the celebrities of history. As a chalk talker in a minstrel show he gained experience in delineating the features of a donkey while some unsuspecting lad in the audience, with eyes uplifted, fondly imagined that his portrait was being drawn.

NOTABLE BEGINNING.

What was to develop later into a newspaper career began on the Herald of Salt Lake City, his native town. Later he designed headings for a weekly publication, the Spectator, while pursuing the more remunerative vocation of carriage painting. At this period he did the portrait of a murdered negro at a morgue and sent the sketch to the Salt Lake Tribune, in which he supposed it would be printed anonymously; but when it appeared credit was effusively given to Morris. Subsequently, Truth, a contemporary publication, stated editorially that in deference to its own name it was obliged to remark that if the victim was in truth as vicious as the portrait indicated, he justly deserved his fate.

Changing his occupation to that of clerk in a Salt Lake department store, Morris embellished the store advertising with near-cartoons, one of them representing his employers engaged in a battle royal in the interests of the public against the greedy shoe trust.

Later he moved to Spokane and spent a year in an engraving shop, where, as he puts it, he was busied in producing the "tomato-can-label variety of art;" then the position of cartoonist on the Spokesman-Review opened up. His life work was no longer in doubt, and the record of his steady, consistent development is shown day by day in the files of this paper for the past nine years.

CARICATURES OF MEN.

Besides his daily cartoons Morris has made many caricatures of prominent men and pictures of stirring events of timely interest. He has illustrated two books of fun—"The Rubaiyat of Golfer Guyem" and "The Liza Ann Letters." Some of his best character work is found in his notebooks, of which there are many. For some time Morris has made a practice of reserving the Monday morning cartoon space for the mir-

roring of modern life and the treatment of non-political problems of the day. A recent series was entitled "Public Pests," which hit-off and also hit at a wide variety of selfish and thoughtless persons ranging from the common seat-hog to the long-hatpin menace.

One of the chief charms of Morris' work is that he is always doing something different and unexpected. It is difficult to make a prediction as to the future output of such a man because each day his productions furnish fresh surprises; but one can be certain that it will be better, finer, stronger than anything he has yet accomplished.

RALPH E. DYAR.

ANALYZE GROCERY TRADE.

League Speakers Discuss Premiums and Advertising Methods.

About 100 members of the Advertising Men's League assembled at the Aldine Club Thursday to attend the monthly dinner. After the needs of the inner man had been satisfied, President Ingersoll introduced S. W. Eckman as the first speaker.

Mr. Eckman is a specialist in premiums and pointed out that a premium manager must be a good buyer of many different classes of goods, must in reality be a mail order manager and also a good advertising man. He cautioned his hearers that a manufacturer should carefully consider the premium question before embarking in the enterprise, as there were many perplexing problems involved.

The speaker gave some figures which showed the enormous proportions that the premium idea had assumed and cited B. T. Babbitt as the originator of the idea in this country. He advocated the desirability of the premium on cheap, quick repeating, competitive, classes of goods.

Ellis L. Howland, grocery editor

Journal of Commerce, was the next speaker. He stated that the grocery trade was a necessary one, and that there were perhaps more grocers than tradesmen of any other kind. There are about 60 wholesalers and 1,500 retailers in New York City alone. Advertising, he claimed, was the means by which the trade-marked brand was brought before the public and the advertising men were the ones upon whom fell the task of doing the important work efficiently and economically.

R. Wentworth Floyd, of the Woman's World, contended that the private brand evil was of greater importance than is usually believed. He stated that the efficiency of some manufacturers' selling effort has been reduced from 40 to 60 per cent. in some instances that have come under his observation, by the substitution of the jobbers' private brand for the manufacturers' trade-marked brand. He predicted that the small wholesaler was destined to grow and that the large private brand manufacturing wholesaler was destined to develop into a chain store proprietor or some other department of the trade.

The next meeting of the League is to be held on May 1, when the election of officers will take place.

Cunningham is Guilty of Assault.

Allen Cunningham, associate editor of the Philadelphia Public Ledger, was found guilty last week of assault and battery on Samuel Wright and Nicolo di Phillipo, whom he wounded in a shooting affray near his home in Media, Pa. Three constables on Sept. 7, 1912, went to arrest an Italian living near Mr. Cunningham. The officers fired their revolvers, and a man ran to the Cunningham home, saying a murder was being committed. The editor, armed with a gun, rushed to the rescue, wounding the two men.



WHICH?

A PROBLEM IN A GREAT CITY.

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

Circulation booklet sent upon request. Address "Desk F," New York Office. Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

enlarged the foundation by the gift of his well-equipped printing establishment without retaining for himself or heirs any share of the profits, which are employed for the same purposes as those of the original Dr. Guentz foundation. The annual profits of the united foundations amount now to about \$60,000.

Stauffer Is Birthday Club Host.

Charles A. Stauffer, business manager of the Arizona Republican, Phoenix, was the host at the Scribes' Birthday Luncheon, March 23. A large number of newspaper men were present to felicitate Mr. Stauffer. Ira H. S. Huggett, city editor of the Republican, suggested the organization of the Phoenix Press Club, and a committee was appointed

There is only
ONE SURE WAY
to cover

Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.
Chester, Pa.

F. R. NORTHRUP, 225 Fifth Ave., New York Representative.

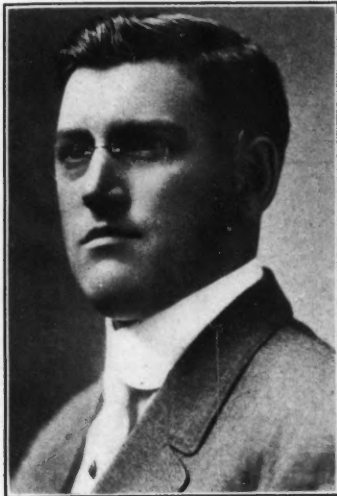
WASHINGTON TOPICS.

President Wilson Makes Appointments with Newspaper Men Mondays and Thursdays—Richard V. Oulahan Made Chairman of the Standing Committee of Press Galleries.
(Special Correspondence.)

WASHINGTON, April 3.—President Wilson has set aside two hours each week for the members of the press. At 10 o'clock Mondays and 3 o'clock Thursdays the various correspondents and local writers are invited to call at the White House.

President Wilson has shown a friendliness for the men who keep the public informed as to news events at Washington, and hopes that this fixed hour for a chat will tend to a better understanding between the White House and the press.

Thomas W. Brahany, who, before his appointment as assistant secretary to President Taft, was a newspaper man,



THOMAS W. BRAHANY.

serving on the staff of the New York Tribune and special correspondent of the Milwaukee Sentinel, has been retained by President Wilson as one of the secretaries, and aids the newspaper men greatly in getting the news in the Chief Executive's offices.

Members of the Press Galleries of Congress last Saturday elected the standing committee of correspondents for the Sixty-third Congress. Richard V. Oulahan, head of the New York Times bureau here, received the highest number of votes, polling 112 out of 135 cast. The four other members elected and the votes they received, were: Leroy T. Vernon, Chicago Daily News, 106; John Corrigan, Jr., Atlanta Constitution, 83; William E. Brigham, Boston Evening Transcript, 82, and George E. Miller, Detroit News (re-elected), 79.

The retiring members of the standing committee are: Charles S. Albert, New York World, chairman; John T. Suter, Chicago Record-Herald, secretary; John E. Monk, St. Paul Dispatch, and Robert M. Gates, Memphis Commercial-Appeal.

The members of the new committee met in the offices of William E. Brigham on Tuesday at 3 o'clock and elected Richard V. Oulahan, chairman, and

William E. Brigham, secretary. This committee is the governing body of the Washington correspondents, numbering about 200.

OBITUARY NOTES.

PETER A. CONLINE, fifty-five years old, publisher of the Worcester (Mass.) Evening Post, died of pneumonia in that city April 1. He had been connected with the paper for many years.

LANSING C. BAILEY, son of the late E. Prentiss Bailey, died March 29, aged forty-three years. He was for more than twenty-five years a member of the editorial staff of the Utica (N. Y.) Observer, and had been connected for a short period with the Troy Press. His father was editor-in-chief of the Observer for many years.

WILLIAM M. RANKIN, sixty-four years old, sporting editor of the New York Clipper and well known as a sporting writer, died suddenly in a Brooklyn trolley car, March 29. He was connected with the Clipper for over thirty years and was considered one of the leading baseball authorities in the United States. Mr. Rankin had worked on the Brooklyn Eagle and the New York World.

WILLIS P. KING, managing editor of the Kansas City Post, died at his home on March 25. His newspaper work began on the old Kansas City World; then he went to Washington as correspondent for a newspaper syndicate, which at the outbreak of the Spanish-American War sent him to Cuba. Mr. King returned to the World, was for a time city editor of the Kansas City Journal, and in 1906 became managing editor of the Post.

HAYDEN KELLOGG SMITH, seventy-nine years old, well-known editorial writer, died last week after a lingering illness. He was formerly connected with the Chicago Times, the Chicago Record and the Chicago Chronicle, and was con-

sidered an authority on tariff and financial subjects.

WILLIAM N. GATES, fifty-six years old, for thirty-three years active head of W. N. Gates & Co., advertising agency, Cleveland, died last week in Elyria, O. He founded the firm in 1880, and was well known in the ad field.

JOSEPH SCHLECTER, fifty-one years old, advertising manager of the Philadelphia German Gazette, died of apoplexy at his home in that city last week. He came to this country when a young man and was in the newspaper business for many years.

THE REV. DR. JOSEPH N. HALLOCK, since 1876 editor and proprietor of the Christian Work and Evangelist, died at his home in Brooklyn on Monday. He was the author of many religious, historical and educational works.

"Paterson has always been A Dark Egypt

as regards the newspaper situation."

so said one of the leading space buyers the other day, "and before we make any more contracts we are going to investigate conditions there."

That's precisely what the Paterson Press and Sunday Chronicle (the Sunday edition of the Press) have been urging advertising agencies to do for the past 12 months. Every up-to-date space buyer should follow suit.

Drop into Paterson any old day, ask the leading merchants and newsdealers, ministers, lawyers, doctors, anybody, in fact, except the publishers of the other papers—and we will be satisfied with the outcome. (During the past three weeks the Sunday Chronicle carried over 40,000 lines of Automobile advertising alone.)

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

Paterson Press—Sunday Chronicle
W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

Display Advertising Rate

of

The Milwaukee Journal

**Nine Cents Flat
the agate line**

**In effect
May 1st, 1913**

**Basis of Charge
72,000 Circulation**

**In Meriden,
Connecticut**

THE
**Morning
Record**

Leads

In Everything:

**Circulation with-
in the City of
Meriden and in
the homes of the
city,**

News-Quality,

**Influence, Volume
of Local, Foreign,
and Want Adver-
tising carried, and in**

**Results for
Advertisers**

Closest Investigation Invited.

No matter about disputed question "morning or evening," in Meriden the Morning Record is **The Best Paper**; Meriden's only two-cent newspaper.

THE DAYTON NEWS

Is read in more Dayton homes than all other Dayton papers combined.

THE SPRINGFIELD NEWS

Is read in 75 per cent. of Springfield homes and has a larger bona fide circulation than any other Springfield paper.

To have your ads read by the greatest number of people use the News League—it's the only way, but it's a good way, because you pay only a fair rate and get good service.

Combined circulation for February **44,480.**
Combination Rate, 6 cents a line flat.

News League of Ohio

DESK N, DAYTON, OHIO
New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

WILSON JOINS LEDGER STAFF.

Business Manager of Scientific American Goes to Philadelphia Paper.

Robert Cade Wilson, general manager of Munn & Co., Inc., since 1910, has resigned that position. His resignation becomes effective on May 1, when he will join forces with the busi-



R. C. WILSON.

ness department of the Philadelphia Public Ledger, recently purchased by Cyrus H. K. Curtis and John Gribbel.

Mr. Wilson began his publishing career in Atlanta, Ga., in 1888, as manager of the local branch office of the American Press Association. In 1893 he became owner of a half interest in a small daily newspaper known as the Atlanta Daily Commercial.

In 1895 he came to New York City as advertising manager of Frank Leslie's Popular Monthly, now the American Magazine. In 1905, when John S. Phillips retired from McClure's Magazine, he, in association with Miss Ida M. Tarbell, Peter Finley Dunne, Ray Stanard Baker and Lincoln Stephens, purchased a controlling interest in the American Magazine,

which was thereafter published by the Phillips Publishing Company, with Mr. Phillips as president and Mr. Wilson as vice-president. Mr. Wilson left the American Magazine in 1910 to become general manager of Munn & Co., Inc., publishers of the Scientific American and American Homes and Gardens.

As Mr. Wilson expresses it, the idea back of the Public Ledger will be to make a strictly independent and virile newspaper and thus render a great public service not only to the people of Philadelphia and vicinity, but in an exemplary way the entire country.

NOTES FROM KENTUCKY.

Courier-Journal Southern Prosperity Number Makes a Big Hit.

(Special Correspondence.)

LOUISVILLE, Ky., April 2.—The Southern Prosperity Number of the Courier-Journal and the Times and issued jointly by these enterprising newspapers gave the Kentucky reading public a thrill they will not soon forget nor want to. There are a number of pages in full color and the work is superb. Foreign and local advertisers are well represented. It consists of 192 pages, eight columns each, and is divided into sixteen sections of twelve pages each, including the current news section.

The matter contained in its pages is of commercial and historical value throughout Louisville, Kentucky and the entire South. This is richly illustrated with half-tone cuts, colors being used freely on its feature and advertising pages. Each number of the paper weighs about four pounds.

All the work done on the newspaper was in the regular routine of the Courier-Journal and Louisville Times forces, both editorial and mechanical. It serves as a splendid example of what can be done in the magnificent new plant of these two newspapers.

The Kentucky Press Association will meet from June 9 to 13, at Olympia Springs. E. D. Shinnick, president of the association, has appointed two committees to make all arrangements for the meeting.

It is a fact that
Without exception

**THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS**

are those put out by

**The McClure Newspaper Syndicate
45 West 34th Street, New York City**

The very best

New Daily Comic

on the market

"AH YES!

OUR HAPPY HOME"

By **GEORGE McMANUS**

Write for details

**International News Service
200 William St., New York City**

GET

**Today's News
Today**

"By United Press"

General Office:

WORLD BLDG., NEW YORK

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

WIRE



WRITE



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

Col. Henry Watterson, the famous editor of the Louisville Courier-Journal, has been extended a special invitation to attend the Confederate reunion at Chattanooga, May 27-29. Col. Watterson edited the Rebel in Chattanooga in 1863 and severely criticized the management of the campaign under Gen. Bragg. The latter served notice on Watterson that these criticisms must cease or his newspaper would be suppressed. Mr. Watterson thereupon dropped his newspaper work and enlisted in the Confederate service.

The New Albany (Ind.) Commercial Club has appointed a committee of thirty-six to arrange for the midsummer meeting of the Indiana Democratic Editorial Association, to be held in New Albany in June. One of the features of the meeting will be an automobile trip to Corydon, where a business meeting of the association will be held in the old State Capitol, in which the first Legislature of Indiana convened 100 years ago. The visiting editors also will be given a river excursion and a theater party in Louisville. Frank Gwin, former president of the State association, is chairman of the committee on arrangements.

Do You Know Why?

a seven-column "com'c scream"—"chock full of ideas"—well executed—in fact, a finished drawing. It has the punch—repeats every day. Better wire or write to-day for exclusive rights to your territory. Sample sets on request.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Mgr.

**For Your
Woman's Page**

Line Fashions

(1 and 2 col.)

Half-tone Fashions

Embroidery Patterns

Barbara Boyd

Let us supply proofs and sample mats for comparison with your present service.

**The International Syndicate
BALTIMORE**

"Pepper Talks"

A brand new idea in short newspaper editorials—written by George Matthew Adams. Used in nearly one hundred cities.

"Pepper Talks have taken this community by the scruff of the neck."—Herbert Hunt, The Tacoma News.

Yet, this is but one of our 30 famous short features, including Walt Mason, George Fitch, Abe Martin, Celett Burgess, Ruth Cameron, etc. Write for samples.

The Adams Newspaper Service

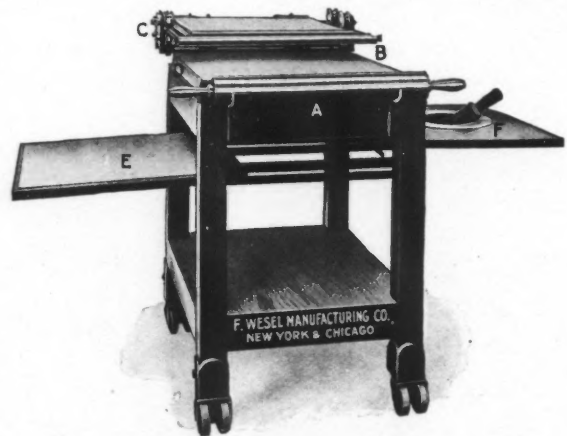
NEW YORK

CHICAGO

Fifth Avenue Building Peoples Gas Building

THE BEST MATRICES

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

**MAKING MATS**

can be just as clean, neat and efficient a process as any other in a newspaper office if the stereotype room is equipped with a Wesel Matrix Tissue Holder.

Waste of tissue sheets may seem a small matter, but in reality it can easily attain serious proportions if the sheets are not properly cared for.

In the Wesel Tissue Holder, backing, paste and tissue sheets are always in place and always in proper condition for immediate use. Then, too, the paste can be applied more easily and the tissue sheets more smoothly than is possible with makeshift devices. If it comes to a matter of speed, a man with this equipment is several seconds ahead of one with any other device.

YOU WILL SEE ONE AT THE EXPOSITION

F. Wesel Manufacturing Co.

Printers' and Platemakers' Equipment

Main Sales Office, 10 Spruce Street, New York

Chicago, 481 So. Dearborn Street

Factory: Brooklyn, N. Y.

PACIFIC COAST NEWS.

Farewell Dinner to Retiring Managing Editor of the San Francisco Call—W. W. Chapin Not to Sell the Paper—Outcault Advertising Co.'s Apple Ad Campaign—Orchard and Farm Merged with American Weekly.

(Special by wire.)

SAN FRANCISCO, April 2.—Ernest Simpson, managing editor of the Call, was given a Dutch supper at the Press Club, beginning shortly after midnight, prior to his departure for Chicago, where he goes to take the position of managing editor of the Chicago American.

Mr. Simpson began his newspaper career in this city on the Alta, and later became attached to the Chronicle, where he successfully filled the positions of news editor, Sunday editor and city editor, occupying the latter position for about ten years. In 1906 he became managing editor of the Call, which paper he leaves to become identified with the Hearst interests. He is a member of the Bohemian and Press clubs.

Russell Cole, city editor of the Call, was toastmaster at the supper, and among the speakers were W. W. Naughton, president of the Press Club; Lindsay Campbell, of the Call staff; W. R. Wheeler, traffic manager of the Chamber of Commerce, and C. W. Brockhagen, business manager of the Call. The members of the Call staff surprised Mr. Simpson by presenting him with an elaborate gold cigarette case, inscribed "Ernest S. Simpson. To A. D.—Fine Boss, 1906 to 1913—San Francisco Call Staff." Members of the Call staff had prepared an alleged front page of the paper containing amusing accounts of incidents in Simpson's career as an editor. A copy of this page was printed on satin and presented to Simpson.

There have been circulated recently several press reports that W. W. Chanin, the new publisher of the Call, is about to dispose of his interests in that paper. This rumor no doubt started from the fact that John D. Spreckels, principal owner of the Call, is about to begin construction of a \$2,500,000 building, upon completion of which the ground floor will be occupied by the Call. Mr. Chanin states positively that the rumor is absolutely unfounded, as he has no intention of giving up the publication of the Call.


Charles N. Crewdson, writer and teller of funny stories, as well as the vice-president of the Outcault Advertising Co., is at the Palace Hotel. Mr. Crewdson has been in Washington for some time, completing an advertising campaign on behalf of the apple growers of that State. He plans to flood the East with posters advertising the Buster Brown apple. He also says that California fruit growers are awakening to the fact that the East furnishes a ready market for the products of this State. While here he is to meet certain fruit growers and packers, and it is possible that he will take back East with him instructions to start a campaign advocating California's many products.

At the regular weekly meeting of the Advertising Association of San Francisco, Ned Mitchell, district manager of the Owl Drug Co., delivered a moving picture lecture on "Good and Bad Store Service," in which nearly three-quarters of a mile of picture films was used. The moving pictures served to show proper and improper methods of wrapping packages, delay at the cashier's desk and other avoidable delays, which detract from the efficiency of a retail store organization. They will be shown on one of the vaudeville circuits in the near future.

William Randolph Hearst, who some time ago purchased Orchard and Farm, a well-known agricultural periodical on the Pacific Coast, has merged it with the American Weekly, which for a quarter of a century has been published as the rural edition of the Examiner.

This is the story of the **IMPOSSIBLE THING** that was made **POSSIBLE**
Newspaper publishers and advertising men all over America **TAKE NOTICE!**

THE
ST. LOUIS STAR



has been made into a tremendous newspaper success and it took only **SIX MONTHS** to do it. All features of the old Star vanished, all characteristics of the old-style paper were thrown over the rail with weights tied to them.

In their place was builded a **NEW-STYLE** newspaper unlike any other newspaper in America in purpose and expression.

And here is what happened:—

In March, 1913, The Star gained over March, 1912,

173,702

agate lines

Six months' gain ending March 31 over corresponding period last year

627,161

agate lines

All the big advertisers and most of the small ones in St. Louis are in The Star regularly.

All the big national advertisers are watching The Star. Many already are in it—and the rest are **COMING IN IT.**

In St. Louis the masses read The Star from choice. The classes read it from necessity. Behind The Star is a wonderful buying force that no advertiser can ignore. In six months The Star's **CARRIER CIRCULATION IN THE HOMES HAS TRIPLED.**

Presidents and advertising managers of the big concerns that are national advertisers should get on the mailing list of The Star and see for themselves **WHY** The Star has grown to be so important a factor in its city and region.

All over the Southwest you will hear people talking of "that fighting paper." The Star pleads guilty. Look at what it has done by fighting.

Foreign advertising representatives:

C. D. BERTOLET
Boyce Building
Chicago

JAMES F. ANTISDEL
366 Fifth Avenue
New York City

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., 13 to 21 Park Row,
New York City. Telephone, 7446 Cortland. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

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

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands:

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 Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, April 5, 1913

SERVICE FOR HUMANITY THAT COUNTS.

It is when a great calamity visits a city or State that the importance and helpfulness of the newspaper press becomes most apparent. At no time in our history has this fact been so clearly emphasized as during the past two weeks, when floods and cyclones laid waste many cities and towns in the Middle West, destroying thousands of lives and wrecking millions of dollars worth of property.

The newspapers were first to spread the news of the great calamities; they were first to establish communication with the cities that had been cut off from telegraph or telephone contact with the rest of the country; they were first to bring direct aid to the homeless and starving survivors, and it was because of their earnest appeals that hundreds of thousands of dollars in cash were raised and many trainloads of foods and clothing were quickly forwarded to the flood and cyclone-swept districts.

Think of the service performed by the newspapers in securing and publishing lists of the dead; in looking up missing relatives, and in reporting actual conditions to the outside world!

At such a time it is of infinite importance that help of a substantial character shall be rendered the survivors as soon as possible. Delay, of even a day, may result in further loss of life due to hunger and exposure.

The telegraph companies would voluntarily send brief bulletins of the damage done to their several offices, but only those who visited these offices would know what had happened. The operators in the flooded or devastated districts would have no time to investigate the actual conditions that obtained, but would have to depend entirely on such information as they could pick up from visitors to their offices. Under such circumstances it would ordinarily take several weeks for the outside public to learn what had actually happened. This delay might be fatal to thousands of people in need of food, clothing and shelter.

Now note the difference when the newspapers take up the matter. As soon as the first intelligence of the calamity at Dayton was flashed over the wires experienced reporters were sent by special or express trains to the scene with instructions not only to secure accurate information as to what had happened, but to render such personal assistance to

the survivors as they might be able to give. Within a few hours after their arrival they send back to their papers despatches giving a fair idea of the extent of the disaster, a list of the buildings destroyed, the names of some of the dead and such other data as would be of interest to the public. These despatches, published in the newspapers of every town and city a few hours later, were read by millions of people. The whole country was aroused, within twenty-four hours relief trains were dispatched and within thirty-six hours food and clothing was being distributed in the stricken city.

If there has ever been a time when the newspapers have rendered the American public a priceless service and proved themselves worthy of the confidence that has been reposed in them by thinking men and women, it has been during the two weeks that have just passed. We are proud of them, every one.

The most notable advertisements of the week in New York have been those of the eleven State railroads presenting arguments why the so-called Full Crew Bill passed by the Legislature should not become a law. These advertisements have presented the side of the railroads in a clear and convincing manner, according to public opinion as reflected in the editorial columns of the newspapers, and mark the beginning of a new era in railroad publicity. Unfortunately, Governor Sulzer, disregarding the opposition of a majority of the newspapers of the State and the reasonable arguments advanced in opposition to the bill by the railroads, signed the bill, and it is now a law. The bill will add \$2,000,000 to the cost of maintaining the roads. Where do the intelligent legislators at Albany and other State capitals expect the money is coming from to pay for this and all other "improvements" forced upon the roads, if not out of their own pockets in the form of increased freight and passenger rates?

B. W. Orr, who conducts the column "For the Advertising Man" in the Pittsburgh Post, is a man of discernment. This is indicated by the numerous quotations from THE EDITOR AND PUBLISHER which he reproduces in his department.

The convention issue of THE EDITOR AND PUBLISHER will be the most notable publication of the kind ever issued. Besides presenting a report of the proceedings up to Wednesday evening it will embody a concise history of journalism containing much new and valuable material. The half-tone illustrations, a generous number of which will be used, will show the progress of the production of written thought from the earliest times. Every newspaper man will want to read and file away in his library a copy of this issue for future reference. The value of such an edition as an advertising medium is readily apparent.

FLOOD DIDN'T STOP THE TELEGRAM.

YOUNGSTOWN, Ohio, March 31, 1913.

THE EDITOR AND PUBLISHER:

Statements have appeared in various metropolitan newspapers to the effect that the only newspaper published in Youngstown during the height of the flood was a hand-bill issued from one of the newspaper offices.

We desire space to correct this statement. The Telegram issued all its regular editions, and besides issued extras every forenoon, giving the morning news, not only of the local flood situation, but complete wire reports of the condition throughout Ohio, Indianapolis and Pennsylvania.

In addition to this, on two days we furnished our press, after our own editions were off, for the publication of the only edition which the Vindicator was able to publish on those two days.

The Telegram was the only newspaper in the Mahoning Valley that did not miss an edition and that published regularly extras which fully covered the news of the great flood.

THE TELEGRAM CO.,
SAMUEL G. McCLURE, Publisher.

ORIGIN OF RELIGIOUS DISPLAY ADS.

MEN AND RELIGION FORWARD MOVEMENT.

NEW YORK, March 29, 1913.

THE EDITOR AND PUBLISHER:

Merely as a matter of historical accuracy, and because the subject is being mooted in the trade papers, I want you to have, for whatsoever use you may care to make of it, the data concerning religious display ads in the daily papers.

When it comes to claiming credit for the idea, I fear that it would be difficult to find the pioneer. All over the country, as was developed by the investigation which the Men and Religion Publicity Commission made, display ads to the extent of half-page and full-page have been used by religious bodies on special occasions. A notable campaign in display advertising in Chicago will be recalled to many minds. Williamsport was early in it. So was Detroit. I have clippings from comparatively small towns in the West that were doing it before the Baltimore News or the Philadelphia North American began to print these ads.

Now the modern method which was reduced to a scientific basis by the Publicity Commission of the Men and Religion Congress, and which is accessible to all the world in the volume, "Christian Publicity," issued by the Association Press, New York, is responsible, I know, for the Baltimore and Philadelphia advertising, and for that in other cities which have followed in their train.

The plan first took shape in Philadelphia. Sample ads were prepared by the local Publicity Committee of the Associated Churches. The representative of that committee was invited to Baltimore to present the subject to a group of church leaders. He did so, taking North American proofs with him. The result was that the enterprising Baltimore folk got into action before the Philadelphians, who had been delayed by a change of method of financing the plan.

The essential feature of the modern idea of display advertising of the churches is that it is a united effort in behalf of all the churches, and it advertises the institution called the Church. Like good advertising, it does not sell goods, but it tells where the goods may be had and what they are like. The aim, in season and out, is to promote church attendance.

WM. T. ELLIS.

APPLY AT THIS OFFICE.

NEW YORK, April 2, 1913.

THE EDITOR AND PUBLISHER:

Where can I obtain a list of the advertising agents who are recognized by the American Newspaper Publishers' Association? E. L. MACOMBER.

RESOLUTIONS FOR AN EDITOR.

To be humbled by the responsibility rather than exalted by the power of the printed word.

To seek the truth diligently and write it simply.

To hold his pen to strict account for intemperance and exaggeration.

To judge no man nor speak ill of him unless by so doing comes greater good.

To speak plainly about public evils without fear.

To keep an open heart for the needs of those who toil and an ear ready to the cry of the unfortunate.

To visit scorn upon those whose power or wealth is earned by the oppression of the poor.

To expose scheming and hypocrisy in high places.

To accept fair criticism with candor and misunderstanding with a smile.

To abate no jot of his convictions, whether to reader or advertiser for money's sake.

To picture the world as God made it, darkened occasionally by war and passion, but brightening from year to year as man deals more justly with his brother and as he sees more frequent and less broken glimpses of the divine plan.—Collier's Weekly.

PERSONALS.

Dr. St. Clair McKelway, who has been for many years editor of the Brooklyn Eagle, was this week elected a member of its board of trustees to fill the vacancy caused by the death of Seth L. Keeney.

Bruce Haldeman, vice-president and manager of the Louisville Courier-Times, and Mrs. Haldeman have returned from a trip to Panama.

Herbert L. Bridgman, business manager of the Brooklyn Standard-Union, is attending the International Geographical Congress, at Rome.

R. H. Henry, editor of the Jackson (Miss.) Clarion-Herald, is a likely candidate for a diplomatic post under President Wilson's administration.

Frank Coneverly, editor and publisher of the Wellsboro (Pa.) Gazette, is a candidate for the postmastership of that city, and is likely to obtain the post.

Harvey Thomas, editor of the Atlantic City (N. J.) Review, a Republican, is having a hard battle for the postmastership of the resort, where he is opposed by the regular Democratic organization.

A. L. Ford, for many years editor and publisher of the Orange (Tex.) Leader, has become associate editor of the Southern Industrial and Lumber Review, at Houston, Tex.

GENERAL STAFF NEWS.

W. W. Young, formerly editor of Hampton's Magazine, and for some years prior to that connected with the Hearst forces, has been appointed editor of the Publishers' Guide, succeeding Fred B. Applegate, who resigned to do special writing.

Edward Morrison, editorial writer on the Chicago Record-Herald for many years, has been appointed managing editor of the Bridgeport (Conn.) Standard, and left on last Saturday to assume the new duties. His friends and associates presented him with a handsome electric light desk lamp.

Philip J. Irish, formerly of the Boston Post, has joined the editorial staff of the Wolfboro (N. H.) Granite State News.

Frank A. Carle, formerly managing editor of the Portland Oregonian and now chief editorial writer on the Minneapolis Tribune, has returned from a trip around the world.

James Moore, associate editor of the Macon (Ga.) News for several years, has resigned to become editor of the Columbia (S. C.) Record.

Mrs. Katherine Spalding, editor of the woman's page of the Bridgeport (Conn.) Morning Telegram, was chairman of the day at the New York Woman's Press Club on March 29, at the Waldorf-Astoria.

John M. Stowell, of the Spokane (Wash.) Spokesman-Review, has joined the staff of the Minneapolis Journal.

James A. Clary, managing editor of the Jamestown (N. Y.) Journal, has been appointed by Governor Sulzer as one of the delegates to represent the State at the annual meeting of the American Academy of Political and Social Science, to be held in Philadelphia early this month.

C. F. Greene, formerly City Hall reporter for the Bridgeport (Conn.) Farmer, has been appointed private secretary to Congressman Jeremiah Donovan, of the Nutmeg State.

Arthur F. Williams, city editor of the Bridgeport (Conn.) Telegram for

the past six years, has resigned and will remove to Philadelphia. He will be succeeded by Louis Reilly, of the reportorial staff of the Farmer.

John A. L. Julian, City Hall reporter for the Bridgeport (Conn.) Morning Telegram for more than five years, and Frank Devine, who has during the past four months been serving as assistant city editor, have resigned.

WASHINGTON PERSONALS.

John Corrigan, Jr., has added the correspondence of the Charlotte (N. C.) Observer to the list of papers he represents.

Grafton Wilcox and Robert Dougan, of the Associated Press, have been transferred to the Congressional staff.

O. P. Newman, who until recently was with the United Press, is the White House representative of the N. E. A. and Washington correspondent of the Des Moines News.

John B. Smallwood, who was recently appointed city editor of the Washington Star, is the Washington representative of the Bridgeport (Conn.) Post.

George Garner, formerly of the Baltimore Sun and Baltimore News, has been appointed Washington representative of the New York Press.

The Western Newspaper Union is now represented in Washington by Edward B. Clark.

William C. Park has been appointed assistant to Arthur J. Sinnott, of the Newark News.

Herman B. Walker has added the Newark Star to his list of papers.

Robert M. McWade has been appointed Washington representative of the Manitoba (Canada) Free Press.

W. B. Metcalf has joined the Washington bureau of the Baltimore Evening Sun.

C. P. Hunt, the veteran Western correspondent, who has been seriously ill for some time, is much improved, and will shortly return to his duties.

IN NEW YORK TOWN.

George French, the publisher of the Independent, spent the present week in Boston, Mass. The visit was for the purpose of removing his private residence from New England to Glen Ridge, N. J.

J. Edwin Murphy, managing editor of the Press, is critically ill with pneumonia. Mr. Murphy came to New York from the Baltimore News last February to fill the vacancy left by the resignation of John A. Hennessy. He has been in the newspaper field since he was 17 years old, spending most of his time with Baltimore papers.

Roscoe C. E. Brown, for more than 22 years an editorial writer on the Tribune, has resigned. He was managing editor, assistant editor and more recently one of the leading editorial writers on the paper.

R. L. Hartt, formerly of the Boston Transcript, has joined the staff of the Tribune, and is sponsor for a new column on the editorial page under the head, "As I Was Saying."

W. A. Fairservis, who was formerly on the reportorial staff of the Press, returns to take charge of the paper's morgue.

Joseph Fox has become assistant city editor of the Sun, succeeding Lawrence Hills, who resigns to enter another field.

F. D. Burnet has returned to the



HUGH O'DONNELL,
WHO HAS RESIGNED FROM THE PHILADELPHIA PRESS TO ENTER LECTURE FIELD.

Evening Sun after several months' vacation.

Endicott G. Rich, of the Times, joins the re-write staff of the Evening World.

Charles Sarver, formerly city editor of the Mail and more recently assistant managing editor of the Press, is now "swing trick man" on the American.

F. P. A. is back from Bermuda and the colyum is now resuming its accustomed good humor. One of his recent lyrics on Bermuda was a masterpiece.

ADVERTISING MEDIA**ILLINOIS.****CHICAGO EXAMINER**

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

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

HELP WANTED**MANAGING EDITOR WANTED**

for leading daily of its State in the southwest—one who is willing to invest from \$5,000 to \$15,000 in stock of company. Address "SOUTHWEST," care THE EDITOR AND PUBLISHER.

WANTED.

first class News Editor for work in New York, familiar with handling telegraph, acquainted with needs of out of New York newspapers. Must have some executive ability as well as news judgment. Good future for right man. Answer "E. G. S.," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

MR. EDITOR: WILL YOU SELL interest or all daily evening, city 15,000 to 50,000 population to good business or editorial manager. Write J. LEHNERTZ, Manager Weekly World, Toledo, O.

A small trade paper, which can be handled easily by one man and will produce an income of \$3,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

DAILY NEWSPAPER WANTED

in prosperous city of 75,000 to 100,000, middle West. Address "D., 1002," care THE EDITOR AND PUBLISHER.

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.

\$50,000 CASH

available as first payment on daily newspaper property in Illinois, Iowa, southern or eastern Michigan or Indiana. Proposition F. Z.

C. M. PALMER

Newspaper Broker

277 Broadway New York

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.

We know a competent man who has been successful in reorganizing, systematizing and building up several newspapers—one who gives all there is in him to promote the best interests of the publisher and increase his business. If there is any publisher who needs (and will appreciate) a clean-cut man to assume entire charge of his business office he cannot do better than communicate with "COMPETENT, D-1001," care THE EDITOR AND PUBLISHER.

EDITORIAL WRITER.

First-class man offers his services; young, well grounded in economic, socio-political, domestic and foreign affairs; in touch with general material, ethical and scientific progress; could fill in as art, literary or dramatic critic; academic education and 10 years' general experience; will submit specimens. Address "R. S. T.," 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.

GIVE A NEW MAN A CHANCE.

Young man (22), educated, studied journalism, has business experience, learns quickly, seeks position as newspaper reporter or assistant editor on trade journal; good references. KIRSCHNER, 113 Ridge St., New York.

BUSINESS MANAGER.

Man with large general experience, who knows every department of newspaper work, and has produced splendid results, capable of handling a large property, seeks new connection; now employed. Address BOX 29, care THE EDITOR AND PUBLISHER.

MISCELLANEOUS**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, women and humor departments. Explain your suggestion in full. Your idea will be promptly judged, and if accepted, payment forwarded immediately. Address "W. W.," care THE EDITOR AND PUBLISHER, New York City.

EDITORIALS.

Sane, vigorous and timely, furnished. Also articles on special topics. Address RELIABLE, care THE EDITOR AND PUBLISHER.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. 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,
51 Cliff St., New York.

MR. BUSINESS MANAGER.

Many of the "specials" have not yet awakened to the new idea in newspaper advertising solicitation. Are you getting efficient representation in the Eastern field? Three years' experience with leading representative qualifies me to represent one or two good daily newspapers. Make an appointment to meet me during Publishers' Convention. Address "BOX 26," care THE EDITOR AND PUBLISHER.

SHORT STORIES WANTED

for Newspapers. THE WINTHROP SYNDICATE, Rand-McNally Building, Chicago.

**WHY I USED THE
Louisville Courier Journal**

By H. R. DRUMMOND,
Formerly Advertising Manager Kaufman-
Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL. After I began using this paper the increase in business was most satisfying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective. When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL money well spent.

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

**The Seattle Times
STILL MAKING HISTORY**

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

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

**To General Advertisers
and Agents**

When you have tried all other mediums—Suppose you try The New Age Magazine,—The National Masonic Monthly.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.
Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

**HERE'S A GOOD BUY—
THE READING NEWS**

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

NEWS OF FLOOD ZONES'

Troy Papers Suspended Several Days—Telegraph and Mail Service Worst in Years—How Newspapers Aided in Relief Work—Cleveland Plain Dealer's Enterprise—International Paper Co. Dam Wrecked.

The ravages of flood and cyclone have played havoc with newspaper plants in the East, Middle West and South. Alarm is now being felt over the threatening situation in the lower Ohio cities and the Mississippi valley. Wire and mail service to and from the flooded districts have been in bad shape during the past week, and but meagre reports can be obtained of conditions of newspaper properties in those sections. No papers have been received in New York from Dayton, but it is reported that the News, Journal and Herald are issuing regular editions.

For the first time in the history of Troy the newspapers, with one exception, were unable to go to press in the early part of the week, their plants having been flooded. The Troy (N. Y.) Times was driven out of its building in the heart of the business section of the city and for three days was printed in the plant of the Albany Knickerbocker Press. The water was almost three feet on the pressroom floor and the boiler pit was entirely unfit.

Half of the main dam of the International Paper Co., at Corinth, N. Y., was put out of order, and the accident shuts down the paper mill for several weeks.

The Sandusky (O.) Star-Journal was seriously handicapped. The failure of the gas supply put the type-setting machines and the stereotyping plant out of commission, and it was necessary to limit the paper to four pages, printed on an old-fashioned "flat-bed" press, with all big advertisements omitted.

The Warren (Pr.) Mirror was compelled to suspend temporarily on account of the high water which entered the basement of the building, stopped the motors and interfered with the operation of the presses. A carload of paper was destroyed. The Evening Times of Warren was crippled, but managed to issue a semblance of a paper by the use of an old press. A number of rolls of paper were destroyed.

The telegraph lines running from here to the big cities in the Middle West, which have been so badly tied up since the Ohio and Indiana floods, are still in a demoralized condition, and during the latter part of the week both telegraph companies refused to accept the enormous volume of press despatches from the New York correspondents and news bureaus written for papers in Detroit, Columbus, Indianapolis, Cincinnati and Chicago. There was practically no chance to telegraph news despatches to any city west of Pittsburgh.

The metropolitan newspapers took an active part in providing relief for the sufferers in the flooded districts of the Middle West. In Washington the Herald and Star contributed \$1,000 each to a fund which each paper started as a popular subscription fund for the relief of the homeless, and the Post and Times have taken equally as much interest in the raising of funds. The Post sent a special train loaded with supplies for the distressed and the Times arranged a benefit performance by which a large sum of money was raised for the sufferers.

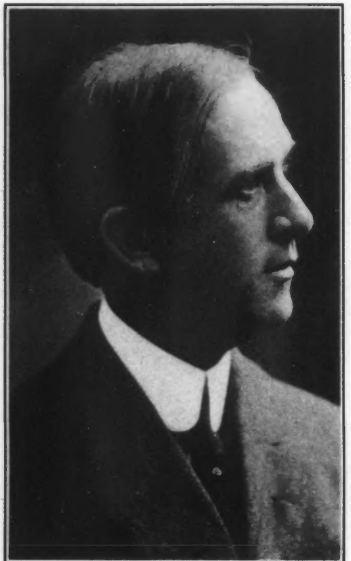
Special trains, motorboats, rowboats and racing automobiles were pressed into service by the Cleveland Plain Dealer through the worst of the recent Ohio floods to get copies of the paper and flood news to its readers throughout Ohio. In most of the cities in the northern part of the State the Plain Dealer was the only metropolitan newspaper sold for days. The problem of circulating the paper was as big as that of getting the news. Circulation Manager Fred McClure was on his mettle. A special train was sent over the Pennsylvania into Akron.

SAN JOSE PRESS MEETING.

F. W. Kimball Re-elected President and Encouraging Reports Read.

At the annual meeting of the San Jose (Cal.) Press Club, held recently, highly encouraging reports were submitted by the officers and heads of the several standing committees. The activities of the club during the past year were recited and many interesting facts presented concerning the organization.

The Press Club was instituted one year ago with the object in view of cultivating a spirit of fraternity among



F. W. KIMBALL.

those engaged in literary pursuits in San Jose and to bring into closer touch those employed in reportorial and other duties on the local newspapers. It was pointed out that the aim is to make the club eminently an institution of a social character and at the same time strive to do much to foster an interest in the great field of journalism as well as to afford an agency through which helpful and uplifting influences may be engendered.

The occasion was the annual election, and the following officers were chosen to serve for the ensuing year: President, Frank Willard Kimball (re-elected); vice-president, J. W. Bowman (re-elected); secretary, Russell B. Tripp (succeeding Amanda M. Miller); treasurer, I. B. McMahill (succeeding Merle Gray); librarian, Frances Robinson (succeeding Louis F. Epping); directors, L. L. Thorens (succeeding Frank Towner), Amanda M. Miller (succeeding Mira Abbott Maclay).

A unanimous vote of thanks was extended to the re-elected and outgoing officers and plans discussed for the coming year's activities. Frank Towner reported for the entertainment committee and outlined the preparations being made for the second annual Press Club Show to be given this month. The jinks conducted by the club during the past year were recounted as most enjoyable occasions. A. B. Smith, editor of the Los Gatos Mail, gave a brief address and expressed his gratification that the club had become such a power for good in the community.

East St. Louis \$60,000 Ad Contract.

What is said to be the largest single cash contract ever made for advertising the industrial advantages of a city has been signed by C. B. Fox, president of the East St. Louis Industrial League, and the advertising agency of Nelson Chesman & Co., of St. Louis, represented by William Clendenin. The contract calls for a cash expenditure of \$60,000, principally in leading metropolitan daily newspapers and magazines.

The Trezevant (Tenn.) Chieftain has suspended publication.

**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

THE DETROIT NEWS
(Evening)

Over 140,000

**THE DETROIT
NEWS TRIBUNE**

(Morning) (Sunday)
Over 23,000 Over 100,000

All Net Paid Circulation
NEW YORK OFFICE: Metropolitan Tower
CHICAGO OFFICE: Peoples Gas Bldg.
I. A. KLEIN, Manager JOHN GLASS, Manager

THE BEST MEDIUM

for your line, whatever it may be, is the one that produces satisfactory results. As you know the right medium and the right field are vitally important.

The Pittsburgh Sun
(Every Afternoon Except Sunday.)

has character, influence and substantial circulation and is a safe medium for reaching a profitable field. Let us give you further details.

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

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

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

Leads All

Daily AND Sunday

The Omaha Daily News

Daily Average February. - 77,446

Sunday Average February - 44,105

"The Southwest's Greatest Newspaper"
9 cents per line, flat

C. D. BERTOLET,
Mgr. For. Adv. Dept.

New York, 366 Fifth Ave.	Chicago, 1110 Boyce Bldg.
J. F. ANTISDEL	E. B. SPICER
S. W. DEBOIS	S. R. ARRIES
A. K. HAMMOND	E. N. CRAWFORD
	E. R. LANDIS

IN KANSAS CITY, OSCAR DAVIES.

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!

PRESS ASSOCIATIONS.

Patterned after the famous Washington event, the second annual gridiron staged by newspaper men of the Inland Club, at Spokane, was a great success. President Wilson presided over a Cabinet meeting, at which William J. Bryan, Colonel Roosevelt and Mr. Taft appeared during the evening. But the feature of the gridiron was Harvey P. Bitter, of the Spokane Chronicle, in the role of the President's secretary, who really ran the nation. Several musical and comedy numbers were introduced during the evening.

The South Carolina Press Association has arranged an attractive program for its annual meeting in Charleston, June 19 and 20. Some of the papers to be read are: "Newspapers, Advertisers and Parcel Post," H. G. Osteen, editor Sumter Daily Item; "Freedom of the Press," W. W. Ball, of the State; "Journalism for Public Service," Rev. Z. T. Cody, D. D., editor of the Baptist Courier; "County Weeklies in Relation to Education," E. H. Aull, editor Newberry Herald and News; "The Editorial Relation of the Daily Newspaper to the Weekly Press," C. O. Hearon, editor Spartanburg Herald; "The Editorial Relation of the Weekly Press to the Daily Newspaper," Robert Quillen, editor Fountain Inn Tribune.

The Iowa Democratic Editorial Association was organized at Des Moines last week, and the following officers elected: President, J. J. Sterling, Corydon Democrat; secretary and treasurer, E. T. Wall, Osceola Democrat; executive committee, the officers and G. L. Caswell, Denison Bulletin; William Ball, Red Oak Sun; Jorn Dalton, Manson Democrat.

The possibility of establishing a permanent home for the Milwaukee Press Club is being considered, and a committee has been appointed to report on the project. The forming of a corporation to be known as the Milwaukee Press Club Building Association will be considered, and various possible sites will be examined.

William Jennings Bryan, Secretary of State, was entertained at the Press Club of Chicago, of which he is a life member, on March 26.

A framed photograph of Scott C. Bone, editor of the Seattle Post-Intelligencer, has been presented to the Seattle Press Club, and now adorns the wall of the lounging room.

The Seattle Press Club's third annual masquerade ball at the Dreamland Pavilion, April 1, proved a notable success. Prizes totaling \$1,000 were distributed. Between the numbers on the program vaudeville and cabaret features were interspersed. President J. Fred Braid and Secretary Elmer Friend, who had direct charge of the affair, were congratulated for providing an entertainment such as had never been enjoyed at a masque affair in Seattle.

THE MODEL NEWSPAPER.

The Denver Citizens' Protective League has reached certain conclusions as to what a daily newspaper should be that are worthy of serious consideration by newspaper men. Read them over and see what you think of them.

1. That no news story, editorial, cartoon or advertisement be published which is unfit for a 15-year-old boy or girl to read.
2. That fake stories, misrepresentations and exaggerations of all kinds be eliminated.
3. That stories of divorces, murder, suicide and other forms of crime and immorality be kept in the background.
4. That the petty quarrels and constant warfare between the newspapers be permanently discontinued.
5. That tall stories which, though having some basis of fact, might be hurtful to Colorado or to any city in Colorado, not be exploited in a sensational manner.
6. That malicious or unwarranted statements injurious to Colorado or to any city or citizen of Colorado, or to any legitimate industry in Colorado, be barred from publication.

CHEER FOR COUNTRY WEEKLY.

There is No Danger of Its Losing Its Hold on Its Readers.

In these days, when some talk is heard to the effect that the country weekly is losing its hold and will shortly become extinct, it is pleasing to have someone who knows what he is talking about speak up and tell the truth. W. P. Davies, managing editor of the Grand Forks Times, in a recent address before the North Dakota Press Association, said:

"Occasionally we run across the opinion that the day of the country newspaper is about over; that a number of other changes have made the daily newspaper so easy to obtain that it is certain to drive the weekly out of existence, as the small weekly cannot hope to compete with the great daily and its elaborate equipment and greater variety of matter.

"If the country newspaper seeks to compete with the city daily in the rapid treatment of the news of the day, it is bound to fail. It is not and cannot be equipped for such a fight. But no such competition is necessary. The country weekly has a field all its own which can be served by no other agency.

"It has a thousand things of local interest to discuss which the daily newspaper cannot touch. It is surrounded by problems of local importance which mean nothing to the city paper. And it has the opportunity to cultivate the close personal relations which mean so much, and in the absence of which the daily newspaper can never become more than a paper of general interest. Wherever the country weekly suffers from competition with the city daily it is because it tries to cover a field which is really the field of the daily, and neglects to cultivate the field in which it is and must remain supreme."

NEWSPAPER MAKERS' CONGRESS.

National Press Association to Meet at Colorado Springs, June 17, 18, 19.

The twenty-eighth National Press Association convention will be held at Colorado Springs, June 17-19. Preparations for this convention are now well under way. The committee in charge is constituted as follows: President of Journalism Department, Prof. Charles Dillon, Department of Industrial Journalism, Kansas State Agricultural College, Manhattan, Kan.; president Department of Weekly Papers, F. O. Edgcombe, editor Signal, Geneva, Neb.; president Department of Daily Papers, George B. Lockwood, editor Evening Press, Muncie, Ind.; president Cost Congress Department, Robert S. Denham, Cleveland, O.; President A. D. Moffett, ex-officio.

A tentative program of entertainment for the convention—the week of June 17—(subject to alteration) is given below:

Smoker and entertainment, evening, at the Chamber of Commerce rooms or at the Antlers Hotel.

Trip over the Crystal Park Auto Trip (about one-half day).

Trip up the Mt. Manitou Scenic Incline and visit to Mt. Manitou Park (two to three hours).

Visit to the Cave-of-the-Winds (two to four hours).

Trip through South Cheyenne Canon and to the Seven Falls (probably half a day), followed by a dance at Stratton Park Pavilion, in case this feature is arranged for the evening.

An out-door beefsteak fry or barbecue in connection with some one of these trips, such as the Garden of the Gods or Cheyenne Canon.

Visit to the Manitou Cliff Dwellings (one or two hours).

Visit to the Union Printers' Home (two to three hours).

Automobile ride around the city, to various points of interest and over some of the convict-built highways of the Pikes Peak region (two hours to one-half day).

The Cripple Creek trip (all day).

The Pikes Peak Cog Road Trip (one-half day).

Camping out over night in the Garden of the Gods, with spectacular features.

It is understood that the features, as above outlined, may be in the nature of complimentary entertainment, extended by the Chamber of Commerce and the various scenic trips of the Pikes Peak Region.

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.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

Greatest Gain

In February the Sunday edition of The New York Times carried 234,816 lines of advertisements, a gain of 57,432 lines over February last year—a greater gain than any other New York Sunday newspaper, and twice the combined gains of three other New York Sunday newspapers.

The daily city sale of The New York Times exceeds the combined daily city sales of five other New York morning newspapers.

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

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

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

ABSORBINE, JR.



TO THE PUBLIC:

THIS bottle contains a Remedy so Simple, and yet so Effective, as to put it in the Discovery class. It possesses qualities in its way almost as remarkable as radium. The combination of different Herbs has created a separate chemical property that has defied the skill of analysts.

ABSORBINE, JR. is a Household Remedy. As a Liniment it is unequalled. It is safe, non-poisonous and yet Powerful. It is valuable as a First Aid Remedy, as it will kill dangerous germ infection that might result from a cut or laceration not properly treated. It can be used in the Mouth for Throat trouble or an aching Tooth.

ABSORBINE, JR. promotes a return to health of any part of the body to which it is applied, because it is a non-destroying, fibre-building Remedy. Its germicidal qualities are so strong that a solution of one part Absorbine, Jr. and nine parts water kills the germs that

might cause Diphtheria. Painful Swollen Veins may be reduced by the intelligent application of this concentrated Emollient. For Sprains, Strains, Bruises, Stiff Joints, Wens, incipient Goitre, Abrasions and Sores of all kinds it is a healing agent.

ABSORBINE, JR. is Simon Pure. There are no ingredients that can spoil. It will keep in any climate until used. I have some remarkable Testimonials of the Wonder Working qualities of this Remedy. A great athletic association wrote me that it was the most popular thing around the Training Camp. A New York Editor was cured of a stiff joint, left from an attack of Rheumatism. A sufferer from swollen veins, in most acute form, was relieved, and seems to have been cured by ABSORBINE, JR. after suffering 18 or 20 years. I have all of these testimonials on record and will send a book of them on request.

ABSORBINE, JR. fits into every household as a Dependable Remedy. It will dissolve a cyst, reduce a swollen gland and relieve tonsillitis. It also promptly relieves the pain resulting from acute inflammatory rheumatism.

ABSORBINE, JR. is Safe, Sane and Sure.
\$1.00 for 4 oz. Bottle. \$2.00 for 12 oz. Bottle.
259 Temple Street, Springfield, Mass., Mich., 1913. W. F. YOUNG, P. D. F.

April 3, 1913

To The Editor and Publisher:

This advertisement is a reduced reproduction of a whole page four color advertisement of Absorbine, Jr., I inserted in the New York World Sunday Magazine. This color advertisement has been one of the means by which I have increased the sale of Absorbine, Jr., to the leader among Liniments.

Respectfully yours
W. F. Young.

\$200,000

available for the purchase of a daily newspaper property in any good growing city of the United States having at present over 100,000 population. All correspondence confidential.

HARWELL, CANNON & McCARTHY

Brokers in Magazine and Newspaper Properties
200 Fifth Ave., New York City

TURNER'S 28 BULLETIN

Publishers and Advertisers should guard themselves against

PARTIAL AUDITS

backed by erroneous and misleading Certificates!

Strong words but True!

Do you know yet what

TURNER'S PROOF CHART IS?

THE DATA CIR. AUDIT CO., Newark, N. J.

"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.

LIVE AD CLUB NEWS.

Henry Knott, of Chicago, was the speaker at the weekly luncheon of the St. Louis Ad Men's League. The middleman is rapidly passing out of the scheme of American commercial distribution, he declared, and distribution by description, that is, by advertising through newspapers and periodicals, was becoming more and more effective. Mr. Knott entered into detail, showing how forceful advertising should be written and the points that should be emphasized to get the most attention from the consumer. President J. W. Booth was in the chair.

The Norfolk Ad Club listened to an address by E. C. Cheshire at its luncheon last week. He urged a closer co-operation among advertising specialists, and suggested that a committee of the ad club investigate cases where money spent for advertising was bringing no return and determine the reason why. Charles E. Gartell and Ernest L. Graves made short talks.

A lively and entertaining talk, with "My Goat" as the subject, greeted the members of the Springfield (Mass.) Publicity Club at their weekly luncheon. The speaker was J. B. Comstock, advertising manager of the P. & F. Corbin Co., New Britain, Conn., who paid his tributes to various types of individuals who "got his goat" in the advertising field. Mr. Comstock took up for criticism publishers' cards and told of the difficulties encountered in making up from the data supplied a schedule of dates for inserting advertisements. He also discussed circulation methods.

William S. Barry, of New York, read a paper on "Dishonest Advertising" at the regular weekly meeting of the Pittsburgh Publicity Association. Lantern slides, depicting some of the forms of illegitimate advertising of medicines,

guaranteed to cure all forms of disease, and various kinds of fake ads, were shown. Mr. Barry also told of the scarehead ads in which the public is offered articles below cost. Strickland Gilliland, the press humorist, spoke, and Chairman D. T. Harmon presided.

The need of character and truth in advertising was the keynote of the talk at the weekly luncheon of the Los Angeles Ad Club. Dr. C. W. Hibbard spoke on "The Foundation of Good Ad-

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. 1216 Peoples Gas Bldg. CHICAGO
GEO. H. ALCORN Tribune Bldg. NEW YORK

YOU MUST USE THE LOS ANGELES EXAMINER

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

The Daily Advocate

STAMFORD, CONNECTICUT

Every Afternoon, Except Sunday

5,000 copies a day in a progressive and prosperous New England city.

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

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

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.

MODERN PUBLICITY.

S. Rowland Hall Tells What It Means and How It Spells Salesmanship —The Limitations and Costs of Advertising Campaigns.

S. Rowland Hall, advertising expert of the International Correspondence Schools, Scranton, Pa., recently addressed an enthusiastic audience at Y. M. C. A. Hall, Johnstown, Pa. He attacked several well-known forms of advertising frauds, urged church people to make wider use of newspapers in reaching the public for religious work, and unsparingly denounced the bill-board men for their pretended reforms and continued offenses against decency and good taste.

According to Mr. Hall, advertising, though commonly called one of the new arts, or new professions, is really nothing of the sort. Its principles are as old as the hills, but the methods have been changed greatly during late years. The volume of advertising is likewise constantly growing, and is already something stupendous.

NEARLY A BILLION SPENT ANNUALLY.

The average person will find it difficult to realize that the enormous sum total of \$1,000,000,000, or thereabouts, is expended on advertising annually in America. This refers only to the media that can be checked up. (Many forms of advertising there are, such as letters, circulars, booklets, catalogues, etc., the exerted influence of which cannot be measured with anything like accuracy.)

Advertising now plays a vital part in our national life. Many changes have come about because of it, but many benefits have grown out of it and reforms have sprung up.

Advertising has waved its magic wand and exercised an important part in changing the manner of living. "Advertising," said Mr. Hall, "means reforming. It is business news. Some of us have looked upon advertising as a business parasite, but this is a mistaken view of it. Men will continue to specialize and they will continue to advertise. Advertising is a modern evolution of salesmanship raised to a high degree of efficiency."

"Dr. Wiley believes that we of this age are traveling too fast and that there must be a reversion to the simpler life, which I do not believe. It is all very well for a man to grind his own wheat in a coffee mill and make his breakfast food that way; it perhaps strikes a popular chord to suggest the curtailment of extravagances; to urge others to forego automobiles, Victrolas, and the like, and to set a better example to the poor."

"But people will not give up the new inventions. They have incorporated many comforts and luxuries into their lives and will continue to do so if they can possibly secure the money with which to buy them. I doubt if Dr. Wiley himself would be satisfied to take his bath in the old half barrel full of rain water in the back yard instead of using a modern bathroom with high-class plumbing that includes hot and cold water, even though these latter things cost many times the price of the primitive rain barrel."

HIGHER COST OF LIVING.

"It has been claimed that advertising increases the cost of living. This is only a half truth, since, while it does make for the desire for things, when we know about them, that we would not want if we knew nothing of them. The thermos bottle and the vacuum cleaner are examples of such wants, but the right kind of advertising does not sensibly increase the cost of living."

Mr. Hall cited the case of a wagon manufacturer to illustrate his point in this regard. When the wagon maker produced only five or six wagons a month the cost of selling his small product was, in point of fact, greater than when he was turning out hundreds and thousands of wagons and merchandising them by means of printers' ink and the medium of selected publications. An advertisement will tell a story to many thousands of persons while the best of salesmen is telling it to a single individual.

vertisement will tell a story to many thousands of persons while the best of salesmen is telling it to a single individual.

EXPLODED IDEA.

"The idea that good wine needs no bush and the world beating a track through the wilderness to the door of the man who makes a good mousetrap no longer works out in actual practice."

"It is time to begin to eliminate the objectionable features from bill-board advertising, to apply advertising to church work and services, and to learn that honest advertising that tells only the exact truth is the kind that insures the success of a carefully planned campaign. In advertising it is much the same as it is in building a house on a rock and one on the sand. The first takes longer, but it also lasts longer."

LUCNEON TO GUY S. OSBORN.

Red Roosters Gather in Honor of His 20th Year in Newspaper Field.

The Red Roosters, an organization composed of prominent newspaper, magazine and advertising men throughout the country, tendered Guy S. Osborn, its founder and the Chief Rooster of the organization, a luncheon at the LaSalle Hotel, Chicago, in honor of his twentieth anniversary in the newspaper field.

Mr. Osborn started with the advertising department of the Chicago Tribune and remained with that paper for a number of years. For the last twelve years he has been in the special field, representing the Boston Globe, Philadelphia North American, St. Louis Globe-Democrat, San Francisco Bulletin, Baltimore Sun and New York Times.

George D. Buckley, of the J. Walter Thompson Agency, was toastmaster. A number of those present responded to toasts. James O'Shaughnessy, of the O'Shaughnessy Advertising Agency, in a humorous and characteristic speech, presented Mr. Osborn with a gold watch beautifully engraved and embossed with the emblem of the organization.

CHANGES IN INTEREST.

ATHENS, Ga.—The Clark County Courier, a weekly paper published by J. E. Gardner till his death a few months ago, has passed into the hands of J. C. O'Farrell, who will change the style of the publication to a general farm and agricultural paper.

COLUMBIA, Mo.—C. A. Kimball, former editor of the Courtland Register and the Manhattan Register, has purchased the Daily Times.

ELIZABETHTOWN, Ky.—Yates & Richardson, proprietors of the Mirror, have dissolved partnership, C. M. Yates purchasing the half interest of C. J. Richardson.

WAUPUN, Wis.—The Democrat, now in its fourteenth year, has been bought by Mrs. Adelaide King and D. V. Nickerson. Mrs. King was formerly editor of the Times and is a member of the State Press Association.

ELGIN, Ore.—The Recorder is now owned by Mrs. Sarah Tuttle and will be edited by her son, L. B. Tuttle.

CAMBRIA, Wis.—E. F. Krueger, formerly publisher of the Kingston Spy, is the new owner of the News.

ITASCA, Tex.—The Item, a weekly newspaper, was sold at auction last week by J. C. Butts, receiver, to Pat E. Hooks, who in turn disposed of the property to J. F. Pardue, the present owner.

TWO RIVERS, Wis.—Fred Althen has sold the Reporter to Arthur Baetz, a brother of the mayor of this town.

ELKHORN, Wis.—J. H. Snyder Jr., has disposed of his interest in the Independent to F. H. Eames.

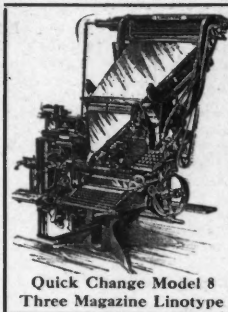
KNOXOSTER, Mo.—The Weekly Gem has been purchased by Rev. J. B. Hedges of Lincoln from O. A. Palmer.

RINGGOLD, Ga.—The Record has been sold by J. C. Bryan to B. E. Neal, who assumed charge April 1.

SAN BERNARDINO, Cal.—A deal was affected last week by which the Advance,

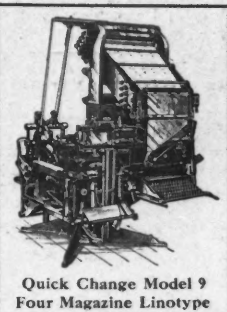
AT YOUR SERVICE INSTANTLY

Operators on Quick Change



Quick Change Model 8 Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINOTYPES**



Quick Change Model 9 Four Magazine Linotype

Do not have to lift off a magazine and replace it with another in order to switch from 6 point to 8 point. Changes are made easily and quickly from where they sit, and the entire range of faces in the machines is always at their command.

Those publishers who have installed three and four-magazine Linotypes are enthusiastic in endorsing

The Multiple Linotype Way as 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.

a Socialist paper, passed into the ownership of A. Mauley.

REDDING, Cal.—Charles Tracie and C. C. Fiske have purchased interests in the Register, a paper managed by W. D. Egilbert.

TAYLORVILLE, Ill.—M. P. Kelley, formerly editor and proprietor of the Watseka Times-Democrat, has purchased the Daily Courier.

SALISBURG, Md.—The Courier is to be sold at auction on April 12. The property is advertised for sale under a mortgage held by Elmer Walton and Jay Williams.

Newspaper Men Act for Eddy.

A testimonial performance in aid of Jerome Eddy, dean of the press agents, was given Sunday evening at the Liberty Theater. There was a presentation of a scene from "Julius Caesar," acted exclusively by dramatic critics and other newspaper writers. Wilton Lackaye, Arnold Daly and other actors, who have in the course of their careers taken exception to the printed criticisms of the regular newspaper reviewers, occupied one of the boxes and wrote briefly their opinions of the acting of the newspaper men. These reviews by the actors were read from the stage at the conclusion of the bill. The cast, included Roland Burke Hennessy, as Casca; James Shesgreen, as Trebonious, and Nate B. Spingold, as Mellellus Cimber.

Metal Economy

WILDES' REFINED METALS PLUS OXODIO THE METAL FLUX AND PRESERVATIVE



14 Dover Street, New York

BARNHARTALL-BRASS GALLEYS

Are the strongest where the strain comes—at the corners. The bottoms are straightened by a special process which gives almost perfect flatness. The rims are extra heavy. Many styles are provided with a foot clamp which locks by means of a lever. For special purposes—linotype, monotype, newspaper composition, etc.—there are special galleys each adapted to its particular use.

You will be interested in the circular describing and illustrating these galleys. We shall be pleased to send you a copy on request.

BARNHART BROS. & SPINDLER

St. Louis 168 - 170 - 172 New York
Omaha W. Monroe St. Kansas City
Washington Seattle
St. Paul CHICAGO Dallas
Makers of the famous Barnhart Type

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

TIPS FOR THE AD MANAGER.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing advertising on an exchange basis for the New Million Dollar Ansley Hotel, Atlanta, Ga.; the Hotel Joyce, Baltimore, Md.; The Victoria, Chicago; the Biggs Sanitarium, Asheville, N. C.; the Plaza Hotel, El Paso, Tex., and the Paso Del Norte Hotel, El Paso, Tex.

The Dorland Advertising Agency, 303 Fifth avenue, New York City, is handling the advertising for Laborat Saison, "Father Duval," Deafness Remedy, 84 d'Hauteville, Paris, France.

The Co-operative Advertising Co., Real Estate Trust building, Philadelphia, is making 5,000 l. contracts with Scranton, Pa., papers for Loeper's Remedy Co., "Loeper's Rheumatic Remedy," Philadelphia, Pa. It is also placing orders with a selected list of papers to run during May, June and July for the Albeon Chemical Co., "Albeon Insect Destroyer," Philadelphia, Pa.

Chesman, Nelson & Co., 200 Fifth avenue, New York City, are issuing small contracts to a selected list of papers for the Manahan Moth Paper Co., "Manahan's Tarine Moth Bags," 370 Pearl street, New York City.

M. P. Gould Co., 120 West Thirty-second street, New York City, is placing 42 l. 6 t. orders with selected Eastern papers for the Zumota Remedy Co., Springfield, Mass.

J. Walter Thompson Co., 44 East Forty-second street, New York City, is renewing some contracts for the Horlick Food Co., "Horlick's Malted Milk," Racine, Wis., and it is also placing orders with large Sunday papers for the Dunham Co., "Dunham Water Weight Lawn Rollers," 124 Front street, Berea, O.

Harold Somers, "Daisy Fly Killer," 150 De Kalb avenue, Brooklyn, generally places orders about this time of the year through the J. Walter Thompson Co.

George Batten Co., Fourth Avenue building, New York City, is issuing 2,300 l. orders to a selected list of papers for the Chalmers Knitting Co., "Porosknit Underwear," Amsterdam, N. Y. It is also sending out to Mississippi papers one-half page, 6 t. and 18 in. 6 t. contracts for Robert Harris & Bros. Co., Pride of Reidsville, Reidsville, N. C.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing page orders with Western papers for Fleischmans Co., 701 Washington street, New York City. They are also sending orders to Canadian papers exclusively for Hawes Von Gal Co., "Von Gal Hats," 1178 Broadway, New York City. They are also making propositions for 10 in. e. o. d. 78 t. with a large list of papers.

M. Volkmann Advertising Agency, Temple Court, New York City, is renewing contracts for Prof. Burns, Massage Cream, New York City.

Udolpho Wolfe Co., Wolfe's Schnapps, 24 State street, New York City, is sending contracts direct to some Southern and Canadian papers.

The National Advertiser Advertising Agency, 32 West Twenty-fifth street, New York City, is preparing the spring list for the Emergency Laboratories, "Posham," 32 West Twenty-fifth street, New York.

Lord & Thomas, Mallers building, Chicago, Ill., are placing large copy with 225 daily newspapers throughout the United States for the National Cannery's Assn.

ciation, Woodward building, Washington, D. C. They are making 2,600 l. contracts with some Middle West papers for the Mastic Wall Board & Roofing Manufacturing Co., Cincinnati, O. They are also sending 5,000 l. contracts to Pacific Coast papers for Armour & Co., Chicago, Ill.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, will place orders with some Texas papers for the Republic Rubber Co., "Republic Tires," 229 West Fifty-eighth street, New York City. It is reported this agency will also issue orders to a selected list of papers for Lamont, Corliss & Co., "O'Sullivan Rubber Heels," 131 Hudson street, New York City.

Matos-Menz Advertising Co., Bulletin building, Philadelphia, will renew copy on contracts with the Eckman Manufacturing Co., Philadelphia, Pa.

Sherman & Bryan, Medinah building, Chicago, are sending out orders to Pacific Coast papers for the Richmond Underwear.

Frank Presbrey Co., 456 Fourth avenue, New York City, is extending the newspaper campaign of the National Pure Food Co., "Puro Soups," 149 Broadway, New York City, and it is making 5,000 l. contracts with Eastern papers for Johnson & Johnson, Inc., Porous Plasters, etc., New Brunswick, N. J. It is also sending page orders to a few selected papers for the American Tobacco Co., "Newsboy Chewing Tobacco," 111 Fifth avenue, New York City.

W. Montague Pearsall, 203 Broadway, New York City, is placing orders with Pittsburgh and Ohio papers for Genuine Haarlem Oil, 74 Cortlandt street, New York City. It is reported they will gradually extend the list.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is preparing 440-inch contracts, to be used in two months with a large list of papers, for the United Cigar Manufacturers, "Tom Moore Cigar," 1016 Second avenue, New York City.

The Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is placing copy on contracts for the Tokalon Manufacturing Co., Syracuse, N. Y.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is sending out orders to a selected list of papers for the Bank of New South Wales, Sydney, Australia.

Allen Advertising Agency, 141 West Thirty-sixth street, New York City, is making contracts with New Jersey, New York and Pennsylvania papers for Liggett & Myers Tobacco Co., "Perfection Cigarettes," New York City and St. Louis, Mo.

The Brackett-Parker Co., 77 Franklin street, Boston, Mass., and 225 Fifth avenue, New York City, is issuing orders to some Southern papers for the Phillips-Jones Co., "Olus Underwear," 502 Broadway, New York City. It is reported that contracts will shortly be placed generally.

H. Sumner Sternberg Co., 208 Fifth ave, New York City, is placing contracts with a few large city papers for the Gotham Manufacturing Co., "Gotham Underwear," New York City.

Louis V. Urmy, 41 Park Row, New York City, is reported to be renewing contracts for Earl & Wilson, E. & W. Collars, 33 East Seventeenth street, New York City.

George Batten Co., Fourth Avenue building, New York City, is placing orders with Canadian papers for Lehn & Fink, "Pebeco Tooth Paste," 120 William street, New York City. It is also sending out contracts to Eastern cities for the Pall Mall Electric Hair Brush, 128 West Thirty-fourth street, New York City.

Leven & Bradt, 1269 Broadway, New York City, are sending out 2,290 line orders to Middle West papers for the Phoenix Knitting Mills.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, will place 140 l. 13 t. contracts with Middle West papers for the Niagara Silk Mills Co.

ROLL OF HONOR

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

ARIZONA.		MISSOURI.	
GAZETTE—Av. Cir. Feb., 6,339...	Phoenix	GLOBE	Joplin
		POST-DISPATCH	St. Louis
CALIFORNIA.		MONTANA.	
ENTERPRISE	Chico	MINER	Butte
RECORD	Los Angeles	NEBRASKA	
TRIBUNE	Los Angeles	FREIE PRESSE (Cir. 128,384)....	Lincoln
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.		NEW JERSEY.	
INDEPENDENT	Santa Barbara	PRESS	Asbury Park
BULLETIN	San Francisco	JOURNAL	Elizabeth
CALL	San Francisco	COURIER-NEWS	Plainfield
ORCHARD AND FARM IRRIGATION		NEW MEXICO.	
San Francisco		MORNING JOURNAL.....	Albuquerque
The leading Farm Journal of the Pacific Coast and the Irrigated States.		NEW YORK.	
RECORD	Stockton	KNICKERBOCKER PRESS.....	Albany
Only newspaper in Stockton that will tell its circulation.		BUFFALO EVENING NEWS....	Buffalo
FLORIDA.		BOLLETTINO DELLA SERA, New York	
METROPOLIS	Jacksonville	EVENING MAIL.....	New York
GEORGIA.		STANDARD PRESS.....	Troy
ATLANTA JOURNAL (Cir. 54,989).....	Atlanta	OHIO.	
CONSTITUTION	Atlanta	PLAIN DEALER.....	Cleveland
CHRONICLE	Augusta	Circulation for February 1913.	
LEDGER	Columbus	Daily	103,361
		Sunday	141,174
		INDICATOR	Youngstown
ILLINOIS.		PENNSYLVANIA.	
POLISH DAILY ZGODA.....	Chicago	TIMES	Chester
SKANDINAVEN	Chicago	DAILY DEMOCRAT.....	Johnstown
HERALD	Joliet	DISPATCH	Pittsburgh
NEWS.....	Joliet	PRESS	Pittsburgh
HERALD-TRANSCRIPT	Peoria	GERMAN GAZETTE.....	Philadelphia
JOURNAL	Peoria	TIMES-LEADER	Wilkes-Barre
STAR (Circulation 21,589).....	Peoria	GAZETTE	York
INDIANA.		SOUTH CAROLINA.	
LEADER-TRIBUNE	Marion	DAILY MAIL.....	Anderson
THE AVE MARIA.....	Notre Dame	THE STATE.....	Columbia
IOWA.		(Cir. July, 1912, S. 20,986; D. 20,956)	
REGISTER & LEADER.....	Des Moines	TENNESSEE.	
THE TIMES-JOURNAL.....	Dubuque	NEWS-SCIMITAR	Memphis
KANSAS		BANNER	Nashville
CAPITAL	Topeka	TEXAS.	
KENTUCKY.		STAR-TELEGRAM	Fort Worth
COURIER-JOURNAL	Louisville	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
TIMES	Louisville	CHRONICLE	Houston
LOUISIANA.		WASHINGTON.	
DAILY STATES.....	New Orleans	POST-INTELLIGENCER	Seattle
ITEM	New Orleans	WISCONSIN.	
TIMES-DEMOCRAT	New Orleans	EVENING WISCONSIN.....	Milwaukee
MARYLAND.		CANADA.	
THE SUN.....	Baltimore	ALBERTA.	
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		HERALD	Calgary
MICHIGAN.		BRITISH COLUMBIA.	
PATRIOT (Morning).....	Jackson	WORLD	Vancouver
Daily (Except Monday) Average, Year of 1912		ONTARIO.	
Daily.....	10,589	FREE PRESS.....	London
Sunday.....	11,629	QUEBEC.	
MINNESOTA.		LA PATRIE.....	Montreal
TRIBUNE, Morn. & Eve.....	Minneapolis	LA-PRESSE Ave. Cir. for 1912, 114,371	Montreal

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.

Will S. Eakin, general agent for the Swift Specific Co., of Pittsburgh, Pa., expects to attend the publishers' meeting. He reaches this city to-day and will make his headquarters at the Alhambra-Hoffman Hotel.

George Hough Perry, director of exploitation, Panama-Pacific International Exposition, is now in San Francisco, where he will remain until toward the end of April. He will return to New York about May 1.

George F. Goldsmith, advertising manager of the Public Ledger, Philadelphia, Pa., was a visitor in New York this week.

Fritz Kuhn, of Kuhn Brothers, Ottawa, is leaving that city to assume the post of promotion manager of the A. McKim Advertising Agency, of Montreal. The Ottawa Ad Club, of Ottawa, gave him a dinner to speed him on the way.

R. E. Tweed is now advertising manager of the Sharpless Cream Separator Co., West Chester, Pa., having resigned some time since from the Welsbach Co., Gloucester, N. J.

Charles M. Pendleton, advertising agent of the St. Louis & San Francisco Railroad System, has resigned to join forces with the Buxton & Skinner Printing Co., of St. Louis.

W. J. MacDonald has been made Western manager of the Independent. He also represent several other Eastern publications. His headquarters will be in Chicago.

William C. Neilly, for six years advertising manager of the United Drug Co., Boston, manufacturing Rexall Remedies, has resigned. The Syndicate Publishing Co., of New York, gets him as its treasurer.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—National Commercial Advertising Corporation, Manhattan; capital, \$100,000; general advertising. Incorporators: M. E. Stiner, J. Forsheim, L. Hess.

PHILADELPHIA, Pa.—Charles Blum Advertising Corporation; capital, \$10,000.

GRAND RAPIDS, Mich.—Schurman Advertising Service; capital, \$10,000; general advertising. Incorporators: Clark E. Schurman, Paul F. Steketee and others.

MEMPHIS, Tenn.—Pettingill-Flowers Advertising Co.; capitalized at \$25,000. Incorporators: E. A. Pettingill, W. H. Flowers and others.

NEW YORK, N. Y.—The Tucker Agency, Manhattan; general advertising; capital, \$50,000. Incorporators: W. G. Tucker, Jr., J. C. Connell, R. H. Bagnall.

PITTSBURGH, Pa.—Simpson, Showalter & Barker; advertising; capital, \$30,000. Incorporated by I. M. Simpson, J. R. Showalter, P. L. Barker.

CHICAGO, Ill.—Knill Chamberlain Co.; capital, \$5,000; advertising business. Walter J. Spengler, E. S. Felsenthal, Francis S. Wilson.

Express-Advertiser Staff Banquet.

A business meeting and banquet of the advertising, business and circulation staff of the Portland (Me.) Express-Advertiser, was held at the Falmouth Hotel March 26. Those present included W. H. Dow, F. H. Drinkwater, H. W. Allen, A. H. Erwin, C. A. Wade, F. R. Bond, F. S. Morton, J. W. Peterson, C. D. Sym, H. C. Merrill, L. P. Truc, P. R. Wyman, W. S. Mitchell, W. H. Harper, T. D. Holden, O. T. Hodson, R. E. Burns, and Julius Mathews, Willard Everett, W. E. Foster, D. J. Lawler, D. F. Lawler, of Boston.

EDITOR AND PUBLISHER only \$2 a year.

MR. AYRES OPENS AD AGENCY.

Leaves Johnston Ayres & Co. to Go Into Business for Himself.

Rollin C. Ayres, who for several years has been a member of the firm of Johnston, Ayres & Co., a well-known advertising agency of San Francisco, has severed his connection with this company and opened offices in the Monadnock building. He has been



ROLLIN C. AYRES.

identified with advertising in San Francisco since 1895 and is exceptionally well qualified for his new occupation of advertising counselor. He will act in the capacity of expert in connection with numerous accounts, among which are several of the largest advertisers in the Pacific Coast territory.

Mr. Ayres is a member of the National Educational Committee of the Associated Advertising Clubs of America, and is well known among the national fraternity as a brilliant and convincing speaker, as well as a deep thinker along advertising lines. He is an active member of the Advertising Association of San Francisco, and carries with him in his new venture the unanimous good will of ad men on the Pacific Coast.

The Sphinx Club's Annual Meeting.

The Sphinx Club was sixteen years old last week. The annual meeting of the club will be held on April 8, and it is planned to make the evening one of special compliment to the "old guard," the six members who were founders of the club. These members are Frederick James Gibson, Wolston Dixey, Artemus Ward, E. D. Gibbs, Manly M. Gilman and Will Philip Hooper. It is planned to give these veterans an opportunity to say something of advertising in earlier days and of its development during recent years.

Changes in Item's Ad Staff.

The New Orleans Item has a new advertising manager in the person of Morton Caldwell, formerly of the Louisville Times. The advertising staff of the paper has recently been strengthened by the addition of C. V. Wilson, late of the Washington Post; C. R. Reilly, formerly of the New Haven Register, and N. D. Ivey, formerly of Nashville.

New Ad Club in Shreveport.

E. E. Edwards, secretary of the New Orleans Ad Club, and A. G. Newmyer, business manager of the New Orleans Item, last week organized an ad club

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- BUDD, THE JOHN, COMPANY**
Brunwick Bldg., N. Y.; Tribune Bldg.,
Chic.; Chemical Bldg., St. Louis
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- 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.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

at Shreveport, La. W. G. Hudson, president of the Shreveport Drug Co., will be president of the Shreveport club. He has promised to send at least fifteen delegates from the new club to the Baltimore convention.

Jefferson Thomas Changes Jobs.

Jefferson Thomas, vice-president and manager of the McFarland Publicity Service, at Harrisburg, Pa., since its organization six years ago, has resigned to join the Eugene McGuckin Co., general advertising agents at Philadelphia, Pa., as manager of the sales promotion department. His place with the McFarland organization will be taken by his former assistant, E. Fred Rowe.

Early Humor.

Gladstone, when a boy, was visiting in the country and the farmer was showing him around. Coming to a field that contained a large black bull, the farmer said: "There's a fine, strong bull there, Master William, and it's only two years old."
"How do you tell its age?" queried the boy.
"Why, by its horns," said the farmer.
"By its horns?" Young Gladstone looked thoughtful a moment, then his face cleared.
"Ah, I see. Two horns—two years."—Boston Transcript.

Competitions at Printing Exhibit.

A series of contests in typesetting, stereotyping and press manipulation will be held during the National Printing and Advertising Exposition at Grand Central Palace, April 19 to 26. About \$5,000 in prizes will be offered in the various tournaments of skill. A daily newspaper will be printed, with a complete news service. The lithographers are preparing exhibits to offset the blaze of color from European exhibitors. Advertising men, press builders, inkmakers, publishers and color experts will exhibit. A tramp printer will have his case right among the linotypes.

Say \$4,000 Campaign Bill Is Unpaid.

Sarasohn & Son, publishers of the New York Jewish Daily News, have started an action in the Supreme Court against William L. Ward and William S. Bennet to collect \$4,000 alleged to be due for advertising in the interests of William Howard Taft and James S. Sherman prior to the election of 1908. Only \$1,000 of the total bill of \$5,000 has been paid, it is alleged in the complaint.

WHAT THE **INTERTYPE** MEANS TO
PRINTERS AND PUBLISHERS

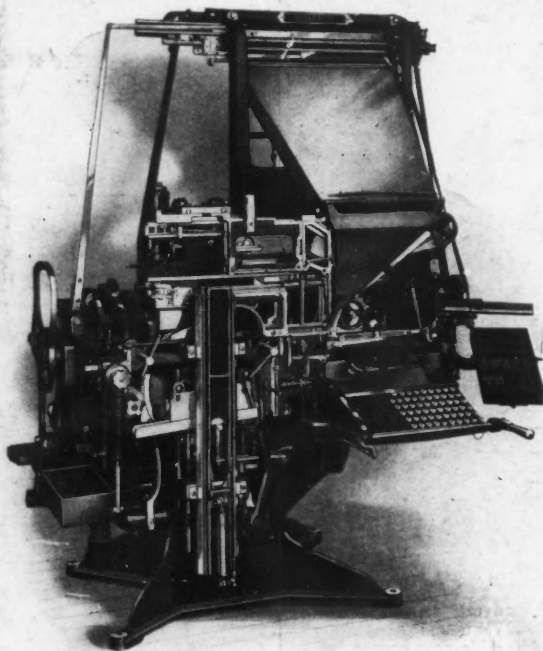
Speedier

More Modern

More Reliable

**More
Economical**

Better



Simpler

Less Trouble

Less Repairs

**Less
Expense**

Cheaper

The INTERTYPE is a two-letter line-casting machine
Magazine can be changed by the Operator in 20 seconds.

The Price, \$2150, Means \$1000 Saving

Simplicity of design and extreme accuracy in manufacture mean larger output of higher quality.

Complete attachments for instant change of body, measure and face mean a wider range of usefulness.

Matrices, spacebands, repair and supply parts interchangeable with those used for Linotypes, AT OUR PRICES, mean 30 per cent. saving on your supply bills.

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