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COLLIER LOSES SUIT.

APPELLATE COURT REVERSES
\$50,000 JUDGMENT AGAINST
POSTUM CEREAL CO.

Majority Opinion Holds That Collier Did Not Prove His Charges of Fraud—Justice Laughlin Asserts That the Magazine Was Rendering a Commendable Public Service in Publishing Original Article.

By a vote of three to two the Appellate Division of the Supreme Court of New York last Friday reversed Robert J. Collier's judgment of \$50,000 against the Postum Cereal Co., Ltd., awarded by a jury trial in a lower court. This is the largest judgment for libel ever returned in the State. The reasons given in the majority opinion, written by Justice Miller, are these:

1. Collier's, to justify the "provoking article" which called out Mr. Post's wide-published denunciation, undertook to prove that the Postum company's claims as to the merits of its products were fraudulent. Mr. Collier failed to establish this, Justice Miller contends, for the court cannot find in the record of the case any fictitious indorsements of the defendant's products by "a distinguished physician" or "a prominent health official," as charged by Collier's, and it is open to argument whether any of the advertisements could be construed as making a claim to cure appendicitis.

PROOFS FOREIGN TO THE CASE.

2. There was no justification for Mr. Collier's undertaking to prove these things, which were foreign to the case, interchanging the position of plaintiff and defendant, so that Mr. Collier was in effect seeking to justify his published allegations in the usual situation of a publicist sued for libel. Moreover, the purpose and effect of this change of front, said the court, were to put the Collier side in a favorable, though irrelevant, aspect. We quote from Justice Miller's opinion:

"For the obvious purpose of bridging over the weakness of the plaintiff's case on that head the learned trial counsel [James W. Osborne] attempted, and ultimately succeeded in the attempt, to make a general attack upon the defendant, its products and its method of advertising them. * * * It is impossible to estimate the effect upon the jury of the clever use made by ingenious counsel of a mass of that kind of evidence."

JUSTICE LAUGHLIN'S OPINION.

Justice Laughlin, in presenting the minority opinion for himself and Justice Dowling, said: "The verdict is large, but I do not say that it is excessive, for the libel was extremely denunciatory and defamatory. Collier's was rendering a commendable public service. The attack upon Collier's in the libelous article with respect to the motive for its editorial and the falsity thereof was without justification, and malice stands out in every sentence of it."

Mr. Post had published in newspapers throughout the country a statement that Collier's had printed "mendacious falsehoods," and was trying to force him to give it advertisements on its own terms.



WILLIAM H. UKERS,

PRESIDENT OF THE GROCERY AND ALLIED TRADE PRESS OF AMERICA AND EDITOR OF THE
TEA AND COFFEE TRADE JOURNAL OF NEW YORK. (See Page 6.)

PRESS MAKERS PROTEST.

Tell Senators That Putting Presses on Free List Will Ruin Them.

Davis E. Titsworth, of Plainfield, N. J., representing the Potter Printing Co. and the printing press manufacturers of the United States, appeared before the Senate Finance Committee last week in opposition to the Underwood tariff bill, which places printing presses on the free list. He told the committee that the present duty of 30 per cent. is none too high and that any further reduction would make it impossible for the American manufacturers to meet competition from abroad.

He stated that 75 or 80 per cent. of the cost of the printing presses manufactured in this country is represented by the cost of labor, with from 20 to 25

per cent. for material. He declared that American manufacturers are now unable to compete in the foreign markets with the Germans.

MORAL CRUSADE NOT LIBEL.

Newspaper Violates No Law in Working to Better a Community.

A newspaper cannot be convicted of libel when it is engaged in a crusade for the betterment of the morals of a community, according to the decision of Judge Jackson, of Newcastle, Ind., sustaining the demurrer to the suit for damages because of alleged libel filed against the Newcastle Courier by John Sanger, owner of a dance hall.

The suit was the outgrowth of an article published in which it was declared that Saturday-night five-cent dances in Newcastle were immoral.

FAVORS HIGHER RATE.

PRESIDENT TAFT ADVOCATES
TWO-CENT RATE FOR SEC-
OND-CLASS MAIL MATTER.

Tells Congress That the Cost of Handling Periodicals and Newspapers Exceeds the Present Revenue—He Recommends Establishment of Parcels Post and Disapproves of State Ownership of Telegraph Lines.

President Taft in a special message to Congress on Thursday advocated that 2 cents a pound be the postal rate for carrying second-class mail matter. The recommendation comes in the form of an indorsement of the report of the Commission on Second-Class Mail Matter, which he transmitted with the message. The President also strongly recommends the establishment of a parcels post service, beginning with the rural routes.

While the President speaks in his message of Postmaster-General Hitchcock's work in the highest terms and approves most of his recommendations, he singles out his plan for the government ownership of telegraph lines for disapproval. Mr. Taft thinks the establishment of a parcels post and the perfection of the postal savings system should precede any attempt to take over existing public utilities.

THE TELEGRAPH LINES.

Mr. Taft disapproves of Government-owned telegraphs in these terms:

"There is only one recommendation in which I cannot agree—that is, one which recommends that the telegraph lines in the United States should be made a part of the postal system and operated in conjunction with the mail system. This presents a question of Government ownership of public utilities which are now being conducted by private enterprise under franchises from the Government.

"I believe that the true principle is that private enterprise should be permitted to carry on such public utilities under due regulation as to rates by proper authority rather than that the Government should itself conduct them. This principle I favor because I do not think it in accordance with the best public policy thus greatly to increase the body of public servants.

"Of course, if it could be shown that telegraph service could be furnished to the public at a less price than it is now furnished by telegraph companies, and with equal efficiency, the argument might be a strong one in favor of the adoption of the proposition. But I am not satisfied from any evidence that if these properties were taken over by the Government they could be managed any more economically or any more efficiently, or that this would enable the Government to furnish service at any smaller rate than the public is now required to pay by private companies."

THE 2-CENT RATE.

President Taft also forwarded to Congress the report of the Commission on Second-Class Mail Matter and recommended that the postal rate on magazines and newspapers be raised from 1 cent to 2 cents a pound.

As to the effect of the proposed increase from 1 to 2 cents a pound Presi-

dent Taft quotes from the report of the Postal Commission the following paragraph:

"Such an increase will not, in the opinion of the commission, bring distress upon the publishers of newspapers and periodicals or seriously interfere with the dissemination of useful news or information. A reasonable time should be allowed after the rate is fixed before it is put into effect. While the news rate will be very far from compensating the Government for the carriage and handling of second-class matter, it will to some extent relieve the existing burden and result in a more equitable adjustment of rates."

PURPOSE OF CONGRESS.

That newspapers and magazines have been potent agencies for the dissemination of public intelligence and consequently have borne a worthy part in the development of the country, Mr. Taft says, all must admit.

"But," he adds, "it is likewise true that the original purpose of Congress in providing for them a subvention by way of nominal postal charges in consideration of their value as mediums of public information ought not to prevent an increase, because they are now not only educational but highly profitable. There is no warrant for the great disparity between existing postage rates on periodicals and the cost of the service the Government performs for them. The aggregate postal revenues for the fiscal year 1911 were \$237,879,823.60, derived mainly from the postage collected on the four classes of mail matter. It is carefully estimated by the Post-Office Department that the revenue derived from mail matter of the first class is approximately one and one-half times the cost of handling and carriage; that the returns from third and fourth class matter are slightly in excess of their cost of handling and carriage, and that while second-class matter embraces over 65 per cent. of the entire weight of all the mail carried, it nevertheless yields little more than 5 per cent. of the postal revenues."

R. C. Sullivan Sues Hearst.

Roger C. Sullivan, Democratic National committeeman from Illinois, has instituted suit in Chicago against Wm. Randolph Hearst, Andrew Lawrence, one of his editors, and the Illinois Printing and Publishing Co. for \$25,000 each. He says that suits will also be brought in every county of the State. The alleged libelous matter covers a wide range and includes charges of conspiracy between Mr. Sullivan and Governor Deneen in connection with the recent trouble between the election board and the Cook county clerk's office.

Republican editors of Colorado were the guests of the Pueblo Chieftain at a luncheon in the Brown Hotel at Denver last Monday.

New 'Phone Numbers:

5674 MADISON
5675 MADISON

Wilberding-Hand Co.

225 Fifth Ave., New York

MANAGERS IN SESSION.

National Association of Advertising Managers Holds Its Semi-Annual Meeting in Cleveland—More Than Half the Membership Represented.

The semi-annual meeting of the Association of National Advertising Managers, held in Cleveland Feb. 16, proved to be one of the most profitable sessions ever held by the organization.

More than one-half the 150 members were present at the roll-call Friday morning at the Hollenden Hotel. O. C. Harn, advertising manager of the National Lead Co., New York, president; G. H. E. Hawkins, advertising manager of the N. K. Fairbanks Co., Chicago, vice-president; Frank H. Cole, advertising manager of Peter Henderson Co., New York, treasurer, and W. A. Martin, Jr., of New York, secretary, were the officers in charge of the meeting.

The advertising managers do not fritter away any time at their conventions. There are no set speeches, no trips about town, no banquets, no entertainments. It's all business from start to finish. These men spend \$24,907,950 a year in advertising, or an average of \$166,053 each. The capital of the concerns with which they are connected amounts to \$980,320,650, or an average of \$6,500,000 each.

The Cleveland meeting was devoted to the reception of reports of various committees and the discussion of subjects presented in them. The association adopted as its platform the principle that it is opposed to all kinds of advertising that injure health, waste the people's money and harm their morals. The members decided that it was up to the publishers and the agents to see that all such advertisements were kept out of their periodicals.

The committee on circulations and rates reported that the magazine publishers were heartily co-operating with them in every way. The newspaper publishers were also showing a disposition to furnish the association members reliable information concerning their papers.

L. R. Greene, of the Sherwin-Williams Co., said that 300 publishers had offered the association space in which to carry on its educational advertising propaganda, the purpose of which is to clearly inform the public as to the character and dependability of most advertising.

Maine Press Association.

The annual meeting of the Maine Press Association, held at Portland the last week in January, elected these officers; President, Ernest W. Morrill, of Gardiner; vice-presidents, William O. Fuller, of Rockland; E. M. Blanding, of Bangor, and Louis O. Haskell, of Pittsfield; secretary, Joseph Woods, of Portland; treasurer, William H. Dow, of Portland; executive committee, Ernest W. Morrill, of Gardiner; Guy P. Gannett, of Augusta; Cyrus W. Davis, of Waterville, and Charles E. Williams, of Portland. Resolutions were passed appealing to the State members of Congress to oppose the postal commission's bill now before Congress.

New York a Book Center.

More books are printed in New York City than in any other town in the world. Moreover, the greater number of daily newspapers are published here and more weeklies, fortnightlies and monthly publications than can be found in almost any two cities. The value of printed matter runs up to millions of dollars weekly.

CLUBS AND ASSOCIATIONS.

The Indiana Democratic Editorial Association, meeting in Indianapolis during the first days of February, adopted resolutions endorsing Governor Marshall for the Presidency, and selecting Fort Wayne as the place of next summer's meeting. The following officers were elected: Frank Gwin, of the New Albany Public Press, president; Charles J. Arnold, Greencastle Star-Banner, first vice-president; Oscar Cravens, Bloomington World Courier, second vice-president; L. M. O'Bannon, Corydon Democrat, secretary; H. F. Schricker, Knox Democrat, treasurer. The association also took steps to co-operate with the Republican Editorial Association in a fight against the increase of postal rates on second-class matter as now proposed by the Post Office Department, the editors urging that instead legislation be enacted which would make the postage commensurate with the distance traveled.

The German Press Club of New York City had a benefit performance of "Hansel and Gretel" and "Pagliacci" at the Metropolitan Opera House on Feb. 3, which was largely attended and netted more than \$5,000.

The Rochester Newswriters' Club has adopted as its emblem a pen-impaled Punch.

The Connecticut Daily Newspaper Publishers' Association held its annual meeting in New Haven on the first of the month. The election of officers resulted as follows: President, J. M. Emerson, of the Ansonia Sentinel; vice-president and treasurer, Alexander Troup, of the New Haven Union; secretary, William J. Pape, of the Waterbury Republican; directors, Edward T. W. Gillespie, of the Stamford Advocate, to fill the unexpired term of his brother, R. H. Gillespie, recently deceased; and W. H. Oat, of the Norwich Bulletin, and Edward J. Thomas, of the Norwalk Hour, to serve until 1914.

The Lake Shore Press Association was organized at Bowmanville, Ont., on Feb. 5, with the following officers: President, W. J. Watson, of the Oshawa Indicator; first vice-president, S. Farmer, of the Port Perry Star; second vice-president, I. Wilson, of the Cobourg Sentinel-Star; secretary, A. S. McLeese, of the Oshawa Reformer; treasurer, John Murkar, of the Pickering News.

A number of newspaper men of Hot Springs, Ark., at a dinner tendered them on Feb. 6 by the Eastman Hotel, decided to form a press club, one of the first in the State. Walter M. Ebel, of the New Era, was named temporary president, and John Barnett, of the Business Men's League, temporary secretary.

The newspaper publishers in the neighborhood of Schenectady recently formed an organization to be known as the Eastern New York Newspaper Publishers' Association, and elected the following officers: President: D. B. Plum; vice-president, J. J. Kane; secretary, G. J. Auer, and treasurer, A. N. Liecty.

Uniform Rates for Legal Ads.

A bill introduced in the Senate of New Jersey by Senator Leavitt provides that any newspaper which publishes legal advertising shall establish uniform rates for each class, the rates not to be higher than for commercial work of the same class. Further, legal notices must be printed in 5½-point type in first and second class cities and in nonpareil type in all other cities.

NOVEL TESTIMONIAL.

Dr. Shaw's Admirers Hire a Page in Chicago Paper to Praise Him.

Twelve Chicago advertising men purchased a page in a recent issue of the Chicago Tribune in which to present to the public their appreciation of A. W. Shaw, publisher of System, on the occasion of the tenth anniversary of Mr. Shaw's entrance into the Chicago work. Every one of them had at various times been the head of a department of the magazine. Here are their names:

J. A. Cochrane, Western sales manager of the American Real Estate Corporation.

A. L. Lynn, advertising manager Montgomery Ward & Co.

H. S. Walker, vice-president the Crosby Advertising Co.

T. J. Zimmerman, publisher of Opportunity.

Philip W. Lennen, advertising manager of the Royal Tailors.

E. L. Swikard, advertising manager Spiegel-May-Stern Co.

C. E. Wolcott, managing director Oil-dag Co.

Robert John, Van Cleve Advertising Co.

Worthington C. Holman, former sales and advertising counselor the National Cash Register Co.

George Matthew Adams, the Adams Newspaper Service.

F. A. Cuddihy, Clague-Painter-Jones Co.

G. A. Hammer, Curtis Publishing Co.

GOW RECOVERS BUSINESS.

He Wins Suit in Partners' Quarrel Over Subway Earnings.

Justice Guy in Special Term, Part III, of the Supreme Court of New York, decided on Wednesday that when William Gow, of the advertising firm of Ward & Gow, conveyed his half interest in the firm, valued at \$1,000,000, to Artemas Ward, his partner, at the time that Gow was involved in the failure of the Borough Bank of Brooklyn, the conveyance was intended to be merely a temporary arrangement to tide the firm over the crisis, and that Gow is entitled to recover his half interest, which Ward had refused to give back to him.

Gow and Ward formed a co-partnership in 1891 and later secured what amounted to a monopoly of the newsstands, slot machines and advertising privileges of the elevated and subway lines. Gow, with Ward's consent, used \$150,000 of Gow's share of the earnings of the company to buy a controlling stock interest in the Borough Bank. It was on the eve of the bank's failure that he signed his interest in Ward & Gow over to Ward. Gow was indicted later on five counts and tried on one charging the larceny of \$145,000 from the bank. The jury disagreed and the indictments were dismissed. The case has attracted much attention in advertising circles.

Supreme in General Advertising

In 1911 The New York Times, six days in the week, excluding "Wants," published a greater volume of advertisements than any other New York morning newspaper.

Agate Lines.

The New York Times 5,376,298
Second Newspaper . . . 4,672,218
Third Newspaper . . . 3,616,925

Leadership maintained with clean, honest advertisements and rejection of all misleading announcements.

HEARD FOURTEEN SPEECHES.

Guests at Brooklyn Times' Anniversary Dinner Have Unique Experience.

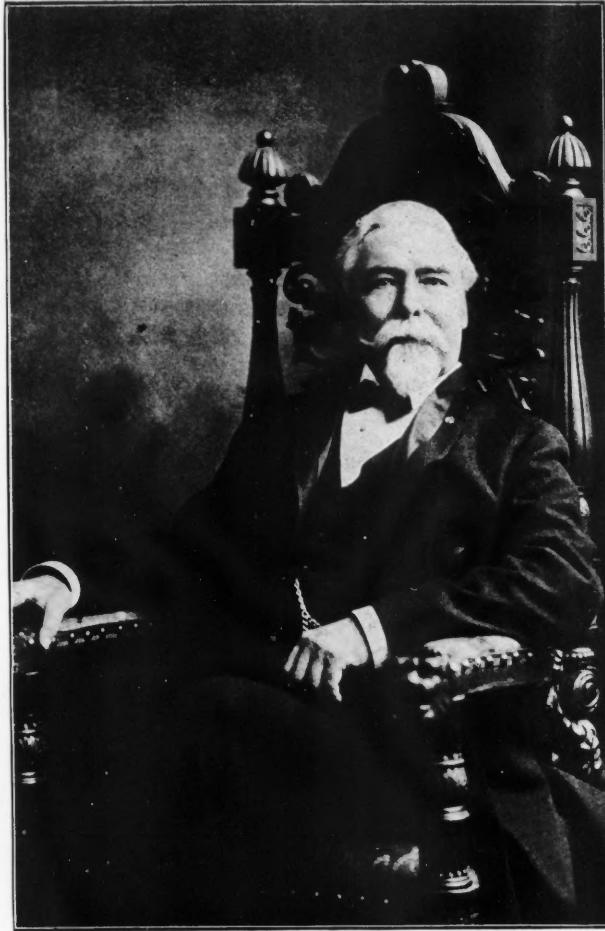
The sixty-fourth anniversary of the Brooklyn Times was celebrated on Saturday evening at a dinner given at the Hanover Club by the present staff and former employes of the paper.

Col. Andrew D. Baird, president of the Brooklyn Times corporation, was the guest of honor, and responded to the toast of "Our Guest." John M. Cruikshank, vice-president of the Times, was toastmaster.

At the guest table were seated fourteen diners, who responded to the call of the toastmaster on the following subjects: Dr. Almon Gunnison, president of St. Lawrence University, "Old Neighbors"; Edward T. O'Loughlin, Register of Kings County, "Newspapermen in Politics"; the Rev. William B. Farrell, pastor of St. Peter and Paul's "The Church and Good Citizenship"; Congressman William M. Calder, "Celestial Politics"; Speaker of the Assembly E. A. Merritt, Jr., "Albany as a News Center"; Judge Isaac F. Russell of the Court of Special Sessions, "The Triumph of Truth"; Frank Fogarty, the Dublin minstrel, "Criticising the Critics"; F. J. H. Kracke, naval officer of the Port of New York, "Politics and Patriotism"; the Rev. Dr. J. F. Carson, moderator of the Presbyterian General Assembly, "The Newspaper as a Moral Force"; Edward Riegelmann, Assistant Corporation Counsel, "The Party of the People"; Darwin R. James, president of the Brooklyn Young Republican Club, "The Progressive," and A. R. Pardington, builder of the Long Island Motor Parkway, "Long Island and the Times."

Col. Baird, who is one of the leading business men of Brooklyn, has been identified for over half a century with what is known as the Eastern District. With his sons he operates a large ornamental stone works, is largely interested in several of the leading banks and trust companies, is president of the Hanover Club, the Nineteenth Ward Improvement Association, the Eastern District Industrial Home for Children and various other charitable organizations. He was twice nominated for Mayor of Brooklyn by the Republican party, and his friends claim he was elected each time.

As a soldier in the Civil War Col. Baird had a distinguished career. At the outbreak of the war he enlisted as a private in the famous 79th Highlanders, and served in every battle in which his regiment was engaged, from Bull Run to Appomattox. In the first battle of Bull Run he was promoted on the field from corporal to sergeant, and at the second engagement on the same field was made a captain. He came back from the war at the head of his regiment. Altogether he participated in forty-five battles and was wounded three times.



COL. ANDREW D. BAIRD,
PRESIDENT OF THE BROOKLYN DAILY TIMES, INC.

CITY HALL REPORTERS' DINNER.

Annual Function Attended by the City Fathers Takes Place at Healy's.

Public officials do not seriously object to good-natured "roasts," especially at newspaper men's dinners. If one is made to feel the sting of shafts of wit he suffers smilingly, because he knows that a few minutes later he will have the privilege of enjoying the discomfiture of his associates who will be treated in a same way.

The members of the Gridiron Club, of Washington, experiment on Congressmen, members of the Cabinet, and even the President, while in New York the members of the Association of City Hall Reporters have fun with Aldermen, heads of departments and the Mayor.

The latter organization held its annual dinner at Healy's restaurant, Sixty-sixth street and Columbus avenue, on Saturday night. Nearly everybody who amounts to anything in the municipal administration was present.

Daniel L. Ryan, of the Evening Telegram, president of the association, who was the toastmaster, read a letter from Mayor Gaynor in which the latter expressed his regret at his inability to be present and share in the pleasures of the occasion.

Copies of the Wrecker, the official organ of the association, were handed to each person present. It was full of good things. The schedule of work for "The Staff" read as follows:

Mondays and Fridays—Interborough to operate subways.

Roosevelt to accept nomination.
Wilson did say it.

Tuesdays and Thursdays—Interborough not to operate subways.

Roosevelt not to accept nomination.
Wilson did not say it.

Wednesdays—Waldo or Stover (or both) to be removed.

Saturdays—Nothing doing.

The speeches were few, but they were of the kind the crowd liked, and were heartily applauded.

We have received a copy of a new magazine, called the Demand, published in Fort Worth, Tex., with Lindsley M. Brown for editor. It is a literary weekly of thirty-four pages, printed in large type, with its chief aim the "boosting" of Fort Worth.

The Home and Country Magazine Co., of Cincinnati, has voted to increase its capital stock from \$250,000 to \$2,000,000. The additional capital is to be used to increase the scope and field of the magazine.

DON C. SEITZ HONORED.

He Is the Guest of the Norway Board of Trade in His Home Town.

Don M. Seitz, business manager of the New York World, was the guest of honor at the annual dinner of the Norway (Me.) Board of Trade, Friday evening, Feb. 16. Although born in Ohio, Mr. Seitz for five years resided in Norway. He loves the Maine town so much, he confessed at the dinner, that whenever he wanted a place to call his native town he selected Norway, because it seemed to him that he had always lived there.

When it was announced that Mr. Seitz would attend the dinner the applications for seats were so numerous that some had to be rejected because of the limitations of the dining-room of Beale's Hotel, where the function took place.

The topic upon which Mr. Seitz spoke was "Village Self-Help." In the course of his introduction he said: "Here I made my beginning; by oldest friends are here. Simeon Drake, printer, gave me my first start by teaching me his trade. Joseph Pulitzer gave me my first job because I was a printer. I recall one of the first posters I printed. It advertised a horse—\$10 for service and \$15 to warrant."

Mr. Seitz was warmly applauded at the conclusion of his remarks and was made to feel that the business men of Norway were proud to welcome him back to the old town.

Periodical Clearing House Suit.

Deposition were taken last week in Cleveland by the Government in its suit against the Periodical Clearing House, charged with being an unlawful combination in restraint of trade. Among those examined were Wm. H. Brett, librarian of the Cleveland Public Library, and John C. Marsh, manager of the Cleveland News Co.

Alexandria's New Daily.

The Alexandria News, a daily evening paper, will be published from Alexandria, Va., beginning March 1. It is claimed that the new paper will start with a healthy subscription list. It will be purely local in character. Lawrence J. De Motte will be editor and publisher; John B. De Motte, advertising manager, and A. R. R. Onyun, city editor. It will be independent in politics and progressive in policy. Alexandria is one of the oldest cities in America, now having a population of about 25,000 in the city proper and environs.

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

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

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

Total 5,121,866 Lines

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

In considering circulation, remember it is the papers that reach the HOMES that count—mere quantity printed is of small avail.

**The Evening Wisconsin
MILWAUKEE**

Daily average circulation for 1911 was 44,766 copies per day, an increase of 3,000 per day over 1910. Both "quality" and "quantity" circulation, and we not only printed these papers but we put them in the homes—in the hands of the buyers.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

HOLT SHOWS THEM UP.

Editor of the Independent Points Out the Shortcomings of the Newspapers—Declares that They Never Say Anything Ill of a Department Store—Readers of Yellow Newspapers Don't Stay Yellow.

Hamilton Holt, managing editor of the Independent, who recently returned from a trip to Japan, told several hundred members and friends of the West Side Y. M. C. A. last Sunday what he thought were some of the pernicious influences that affected the newspapers of to-day. Of these he declared advertising to be the worst.

Mr. Holt complained that while the newspapers frequently reprinted from the Independent articles on "Peonage in Georgia" they never printed a line from those on "How the City Department Stores Underpay Their Cash Girls."

There is \$145,000,000 a year spent in advertising in this country by its 20,000 general advertisers, according to Mr. Holt. In 1903 the railroads alone spent \$1,250,000 in publicity, and the twenty-three department stores in this city spent \$4,000,000.

SOURCES OF INCOME.

"The daily newspapers of this country get four times as much income from their advertising as from their circulation," Mr. Holt continued. "No wonder that their proprietors have come to regard the editorial part of the papers as merely a necessary means of obtaining circulation, and, thus, advertisements. The universities, like the University of Chicago, try to advertise themselves in the papers by having their professors make extraordinary statements, or by their athletics, like Yale.

"Most present-day editors have two fears: one is to lose subscribers and the other to lose advertisers. They find themselves obliged to adopt the editorial criterion of publishing only that to which no one can object. In New York City alone there are 10,000 press agents. The woman's suffrage movement has an elaborate press bureau. The Christian Science Church has one, too. So has the Standard Oil Co. The fight against Samuel Gompers in the Bucks Stove Case was made by certain interests through their press agents. All the talk in the newspapers recently about the 'big navy,' or the possibilities of a 'war with Japan' was because some one had some secret personal interest. The 'Far Eastern war cloud' was the creation of the battleship builders and the 'Fighting Bobs.'

PUBLICITY AS A BUSINESS.

"When organizations which honestly wish to accomplish certain public reforms advertise and go in for publicity, it is a good and wise thing. But advertising and publicity worked by a private corporation for its own financial gain is generally objectionable. The fact that none of our newspapers is subsidized by

the United States Government is a fortunate thing. But I think there is something suspicious in the way the newspapers took up recently the Russian reactionary conditions.

"The most demoralizing advertisements printed by newspapers nowadays are the loan shark, fortune teller and mining stock advertisements. Incongruously enough, it is the yellow journals—the newspapers which are always preaching reform and pretending to plead the cause of the poor people—that are the worst offenders in printing those knavish advertisements.

FAVOR DEPARTMENT STORES.

"No newspaper ever says anything ill of a department store. All sorts of stories are printed about poor women who are caught shoplifting, but not a line is ever printed about any department store which has been caught underpaying its shop girls. The only people who don't seem to mind unpleasant criticism of their goods are the book publishers. Unfavorable criticism doesn't seem to affect book sales at all. The editor of a newspaper recently told me that on his office desk there was a list three feet long of persons whose names were not to be mentioned in his paper.

"One trouble is the average newspaper's lack of perspective," said Mr. Holt. "If, while the President's message was being read in Congress a large black cat jumped upon Speaker Clark's shoulders, the newspapers would devote more space next morning to what the black cat did than to what the President of the United States said. The most hopeful sign is that the readers of yellow journalism don't stay yellow. They graduate into the higher class of papers whose ideals are not simply to furnish sport stories for men and love stories for women readers."

NEW PUBLICATIONS.

NEW YORK CITY.—Stagelore is a new magazine published by Wetzel, Rosener & James, and contains original plays, sketches, humor, music, etc.

WASHINGTON, D. C.—The National Socialist has made its bow, with endorsements from Helen Keller and other socialists.

OROFINO, Idaho.—The Clearwater Republican, a weekly, will be published by a company of \$2,500 capitalization.

KANSAS CITY, Mo.—A Sunday morning paper called the Kansas Cityan will soon be published, with Harry J. Boswell as editor.

RED WING, Minn.—A monthly in the Norwegian and English languages, called Tidsskrift, with Lutheran affiliations, has been started by Prof. M. O. Wee, Rev. J. M. Wick and Rev. J. J. Rendahl.

CHICAGO, Ill.—The Press Writers' Journal, a monthly periodical, made its debut in Chicago under the auspices of the Chicago Press Writers' Club. It is made up principally of personal notes concerning Chicago writers. B. J. Ostergaard is the editor and F. C. Eichin the assistant editor.

HUTCHINSON, Kans.—A weekly, known as the Hutchinson Socialist, will be launched, with W. W. Tamplin as managing editor.

DENMARK, Wis.—Edward Maertz, publisher of the Reedsville Reporter, has founded the Denmark Enterprise.

NORTH ROSE, N. Y.—The Advocate will appear about April 1, published by Williams and Scott, of the Williamson Sentinel.

LONDON, Eng.—The Labor Party has decided to print a general daily newspaper, to be called the Citizen. The

capital of £150,000 will be issued in £1 shares.

HARRISBURG, Pa.—The first newspaper for colored Democrats, a weekly, is due to appear to-day, under the name of the United Colored Democratic Press.

MILWAUKEE, Wis.—A new monthly magazine of eighteen pages, called "Catholic Youth," is edited by John McLaughlin, a newspaper man of this city.

WEIDMAN, Mich.—The Record is born, J. Len Campbell being the father.

FARGO, N. D.—The self-explanatory title, "Fire Prevention and Insurance Review," heads a new publication managed by O. M. Thurber.

OGDEN, Utah.—On March 2 a new paper will make its appearance with Rev. F. V. Fisher, of the M. E. Church, as editor.

HOBART, N. Y.—A weekly newspaper will soon be established here by Archie A. Bernard, formerly a reporter for the Oneonta Star.

NASHVILLE, Tenn.—A charter for a new magazine, to be issued about June 1, has been granted to Mrs. Wm. W. Geraldton, of New Orleans.

MORGANTOWN, N. C.—Editor Robinson, of North Wilkesboro, will shortly start a semi-weekly newspaper here.

NEW YORK N. Y.—The National Association Opposed to Woman Suffrage has empowered its president, Mrs. Arthur M. Dodge, to establish an official organ.

NASHVILLE, Kan.—The Republican is on the ways. F. C. Dillingham will be the editor.

DEXTER, Kan.—A weekly Republican newspaper, to compete with the Socialistic Dispatch, edited and owned by R. E. Campbell, a newspaper man of Wichita, will soon be launched.

OMAHA, Neb.—The local Socialists have arranged to edit an Omaha edition of 20,000 or more copies of the Lincoln Weekly Enterpriser during the coming campaign.

KENMORE, N. Y.—The Business Men's Association is backing the semi-monthly Echo, which will be edited and published by W. G. Ruddle.

J. McCan Davis a Candidate.

J. McCan Davis, now clerk of the Supreme Court of Illinois, but formerly manager of the legislative bureau of the Associated Press and representative of leading newspapers, has announced himself a candidate for the Republican nomination for Governor of the State. He is known to the country at large through his contributions to McClure's and other magazines on Abraham Lincoln, on whose biography he is an authority. He announces that he wishes to bring back the golden age of Illinois statesmanship, that of Lincoln and Douglas, and that he belongs to no Republican faction, but desires to unite and build up the party organization.

The Grand Rapids (Mich.) News, of which Andrew Fyfe is publisher, has installed a new outfit of Hoe stereotyping machinery, thus doubling the capacity of the plant.

Shows Paterson Progress.

The Paterson Press printed a forty-eight-page issue on Feb. 9, which included a twenty-page supplemental section describing the city's growth in the ten years following its big fire. A great amount of advertising from the commercial concerns of the town is carried, while profuse half-tones and large type in both reading matter and advertisements make the whole supplement a bright and interesting descriptive catalogue of the city's activities. The Press is making great strides under its new ownership and management.

AN APPRECIATION.

NATIONAL ASSOCIATION FOR THE STUDY AND PREVENTION OF TUBERCULOSIS.
NEW YORK, Feb. 15, 1912.

EDITOR AND PUBLISHER:

Just a word of appreciation of the high professional standard set in your editorial columns. One cannot believe that editorship has gone to the bad in the light of your own editorial utterances. Very truly yours,

E. G. ROUTZAHN.

The UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Papers.

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

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THE NEW DAILY COMIC SERIES
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AMERICA'S GREAT JOURNALISTS.

By Judge Charles H. Lamey.

The status of the American newspaper has entirely changed in the last thirty years. The editorial page of the metropolitan daily is a panorama of passing events, and the editor is no longer a builder and maker of public thought, but a news-gatherer pure and simple. When Joseph Pulitzer died the other day the last of our great newspaper men except perhaps Watterson and Hemphill passed away. Hearst is a publisher and never was an editor, and even Brisbane, the highest priced editorial writer of this or any other period in the history of journalism, fails to impress upon his publications that individuality which made the old-time newspaper a power in the land.

Time was when Greeley, and Dana, and Manton Marble, and Bowles of the Springfield Republican, and the elder Bennett directed public opinion in the North, and Prentice and Pollard and the Rhetts and Patrick Walsh and John Forsyth absolutely shaped the destiny of the South.

The day of the great editor has passed away, and while there are and always will be brilliant writers in the newspaper business, yet the newspaper man as an empire builder has gone. The newspaper of to-day is a business proposition. It no longer shapes public sentiment, but rather panders to public sentiment, and gives the public what the public wants.

A GREAT TENNESSEE WHIG.

I spent the summer of 1859 at Montvale Springs, in the mountains of east Tennessee, twenty-nine miles from Knoxville. One day I went up to Knoxville with my father to see Parson Brownlow. Brownlow and my father had been schoolmates in their earlier days. About this time Brownlow had finished his great debate throughout the South with Graves on the questions dividing their denomination, and Brownlow had written his reply to the "Great Iron Wheel," which was the most scurrilous book ever issued from the American press.

Brownlow was not only a Methodist preacher, but at that time the editor of the Knoxville Whig, the organ of his party in the South. I remember this day how he looked, and his kindly manner contradicted his public conduct toward the South at a later date. He was the war Governor of Tennessee and afterwards United States Senator from that State during the reconstruction period. He was very bitter towards the South and especially unkind to the secession element in east Tennessee during the war.

PRENTICE AND WATTERSON.

George D. Prentice I remember seeing once. I went with some students from Lexington down to Louisville, and while there we called on the veteran editor of the Journal at his editorial

rooms on Green street. I have no very distinct recollection of his personal appearance at this time. The visit was very formal, and about the only impression it left upon me was the fact that I had met the most brilliant newspaper writer in America. Prentice was the originator of the paragraph in newspaper editorials, and his witticisms were more widely quoted than the writings of any other newspaper man of his day. Many of his paragraphs have been preserved and published in a book called "Prenticiana." Prentice was the genius of the American press, and this little book is well worth a place in any modern library. He also published a book of poems and a life of Henry Clay.

Henry Watterson developed into a newspaper man of prominence about the time that Prentice died, and somehow I have always associated Watterson with Prentice in my mind. They neither looked alike nor wrote alike, yet there must be an inspiration in the life of Henry Watterson left as a legacy from the grand old man.

GREAT GEORGIANS.

The first time I ever saw Joel Chandler Harris I think he was doing local work on the Macon (Ga.) Telegraph. I afterwards met him in Atlanta, in company with Henry W. Grady. Grady and I had attended school together and were quite intimate at one time. At that time neither Harris nor Grady had attained a national reputation. Harris had not written his "Uncle Remus Sketches" and Grady was just beginning to aspire upwards as an attaché to the editorial staff of an Atlanta daily. Harris and I took lunch with Grady that day at the old National, the swell hotel of Atlanta at that time.

Harris was a good listener and rather silent. Grady did all of the talking and was a fine conversationalist and a good story teller. The last time I saw Grady we traveled out of Washington in a Pullman sleeper. He was going to New Orleans to write up the Kellogg regime in Louisiana for the New York Herald, and I was on my way to Mississippi to write up the race riots in Copiah County for a Western syndicate.

IN ST. LOUIS.

In 1871 I went to St. Louis and became attached to one of the daily papers as a local reporter. The Missouri Republican, the leading Democratic paper, was the oldest paper west of the Mississippi River. Knapp & Pascal were the publishers and Bill Hyde the editor. The Democrat, the Republican daily, was edited by McCulloch, one of the sprightliest newspaper men I ever saw. McCulloch did a great deal of miscellaneous writing under the nom de plume of "Mac," and had quite a reputation as a political correspondent.

On this same paper was Cuthbert Powell. Powell was an authority on statistics and had more general information than any man I ever saw. He is still living and, I think, connected with the Associated Press. Thomas Lawson, in quoting from him in one of his anti-trust articles in Everybody's Magazine, says: "He is the best posted man on political happenings of any man in America."

FOUNDING OF ST. LOUIS GLOBE.

The Globe was established in 1872 by McKee. The Globe has since been united with the Democrat. McKee was the man who brought so much scandal on Grant's second administration in connection with the whiskey ring. I think McKee was afterwards convicted

and sent to the penitentiary. Shortly after the war Major Ewing established the Times as a Democratic daily. He made a great paper out of the Times and then sold it to Stilson Hutchins, who subsequently published the Washington Post. Major Ewing afterwards went to Memphis, where he bought the Avalanche, and died in the yellow fever epidemic in that city. He had been an officer with Forrest during the war, and all in all he was the most attractive man personally that I ever met. He was the handsomest man I ever saw in the newspaper business.

CARL SCHURZ'S CAREER.

At the time about which I write Joseph Pulitzer was publisher of the Post and Carl Schurz the Staats-Zeitung. Schurz was in some respects the most remarkable man I ever met. Although he never acquired a knowledge of the English language until after he was twenty-one, his use of this language was absolutely wonderful. I have never heard any man talk who used such choice English. His letters and speeches are marvelous in this particular, and I think they afford the finest specimen for style for this particular kind of literature of anything in our language. Schurz was afterwards a United States Senator from Missouri, and Secretary of the Interior under Hayes.

I have met other newspaper men of prominence and distinction and I know of no profession so highly intellectual as a class as the newspaper profession. Many of the brightest men write on day after day making up the literature and thought of the age and yet live unknown. It is a profession of drudgery with few opportunities for promotion. The men we read day after day are comparatively unknown, and although many of them are men of genius, they die in the obscurity of the printing office, unheard of and unsung.—Pensacola (Fla.) Journal.

CHANGES IN INTEREST.

FLORENCE, S. C.—The Times has been turned over by Hartwell M. Ayer, its founder, to the Times Co., newly formed. Mr. Ayer retains the larger part of the stock and the editorship.

COTTAGE GROVE, Ore.—Dean & Dryden, managers of the Leader, have sold their interests to D. H. Talmadge, of Salem.

BLUE RAPIDS, Kan.—Eldon C. Newby, who a few months ago purchased the Journal of J. P. Henson and changed it from a weekly to a daily, has sold it to George C. Hall, of Green, Kan.

GETTYSBURG, S. D.—The foreman of the Herald, J. E. Dillon, has purchased the paper from its owner, C. E. Backlund.

COTTAGE GROVE, Ore.—After six months' ownership by D. F. Dean and C. O. Dryden, the Leader has come into the possession of D. H. Talmadge, a job printer of Salem, formerly an Iowa editor.

SHELBYVILLE, Ind.—The Daily and Weekly Republican, owned by a company of stockholders, has been transferred to Walter S. Montgomery, of Greenfield.

CHAMBERS, Neb.—The Bugle is now published by Grimes & Putnam.

OGDEN, Utah.—A corporation now being formed will take over the Examiner on March 1. The deal for the purchase

WOMEN RUN A NEWSPAPER.

Here's Some Encouragement for Mrs. O. H. P. Belmont, Suffragist.

In Seneca, Venango County, Pennsylvania, a little settlement, several miles from a trolley line or a steam railroad, four young women publish a weekly newspaper of eight pages called the Seneca Kicker. All of the work, from the writing to the press work, is done by the young women. The force comprises Miss Anna C. Kinney, editor; Anna S. Hart and Effie L. Heckathorn, news compositors, and Lucy Williams, job compositor. The Kicker has been in existence for several years and is a paying proposition.

was closed by Mr. Eldredge, Governor Spry and Leroy Armstrong with Mayor Glasmann, of Ogden, the present owner.

MORGAN, Minn.—Cliff Eaton, who for some time has owned and published the Messenger, has sold the paper to his foreman, Harry West.

MONTICELLO, Minn.—C. A. French, after conducting the Times for twenty-five years, has retired and sold it to O. G. Bates.

KIRKSVILLE, Mo.—Omar D. Gray, of Sturgeon, has secured a large interest in the Statesman Publishing Co.

CALLAWAY, Neb.—Barnard Bros. have again taken charge of the Courier, after a year's retirement.

CHATHAM, N. Y.—The Republican has been sold by Geo. W. Nellis, who retires from business, to Jas. P. Wingate, of Exeter, former publisher of the New England Magazine, and Edward Heath, formerly of the Boston Post and Globe. The newspaper has been incorporated with Mr. Wingate as president and treasurer. Mr. Heath is editor.

ROGERS, Ark.—The Daily Post has been sold by Kruse & Audigier to P. M. Kokneur, of Garvin, Okla. The change is effective Feb. 20.

NICKERSON, Kans.—Bert Garten has sold a half interest in the Argosy to Geo. O. Turner.

EAGLE RIVER, Wis.—The Review has been bought by Charles Richards and son.

MOUNTAIN VIEW, Cal.—P. Milton Smith, formerly editor and published of the Elk Grove Citizen, has acquired the Leader.

SHULLSBURG, Ill.—A. W. Law, since 1882 publisher and proprietor of the Pick and Gad, has sold the paper to H. W. Williams, a former editor from Waukegan.

The Evening Mail's

advertising increase in January, 41,513 lines, and for the first half of February 20,301 lines. This is such a regular thing that we do not need to brag about it.

203 Broadway - New York

THE PITTSBURG PRESS
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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GROCERY TRADE PRESS.

Sketch of Its Founder, William H. Ukers, and What He Has Done to Develop the Organization of Which He Is President—Rise of the Tea and Coffee Trade Journal.

William H. Ukers, who has just been re-elected president of the Grocery and Allied Trade Press of America, is the editor and publisher of the Tea and Coffee Trade Journal, New York, one of the most successful grocery trade journal properties in the United States.

Mr. Ukers is an all-round newspaper man, having begun his newspaper career as a reporter on the Philadelphia Record in 1893. He obtained additional daily newspaper experience on the Philadelphia North American, the New Haven Union, the New Haven Palladium and the New York Times. His trade paper experience was had on the Paper Trade Journal, the American Stationer, the Paper Mill and the House Furnishing Review. He acquired the Tea and Coffee Trade Journal in 1904, and in addition to developing this property to a high point of efficiency he has built up a successful publishing business, which includes a number of tea and coffee text books.

HIS TRIP AROUND THE WORLD.

Mr. Ukers early recognized the importance of grocers developing the possibilities of their tea and coffee departments, and so he specialized on this branch of the grocery business until his paper came to be called "the grocery trade magazine de luxe." In pursuit of accurate first hand information on teas and coffees, he made a trip around the world in 1906-7, spending a year visiting the markets in Europe and the principal tea, coffee and spice producing districts in Arabia, Abyssinia, India, Ceylon, the Straits Settlements, the Dutch East Indies, China, Japan, the Philippines and Hawaiian Islands.

With C. M. Wessels, of Philadelphia, Mr. Ukers helped organize the Grocery and Allied Trade Press, much of the success achieved by this co-operative plan for improving the grocery papers and securing advertising being due to his efforts.

The Grocery and Allied Trade Press of America includes thirty-seven of the best grocery trade papers in all sections of the United States. During the three years of its existence it has made splendid progress as a clean-cut business organization, and has accomplished much good in raising the standard of grocery trade journalism, correcting trade abuses and effecting economies which have made it possible for manufacturers to

deliver their messages to dealers at a great saving over the methods in vogue before its organization.

AFFILIATED WITH N. A. R. G.

The association has a working agreement with the National Association of Retail Grocers to secure the co-operation of organized dealers, which has proved both helpful and remunerative. Manufacturers of food products generally have placed the stamp of their approval upon the organized Grocery Trade Press movement.

Mr. Ukers caused to be introduced at the Chicago convention in 1910 a resolution discouraging the publication of paid write-ups, and pledging the members to refuse to print free reading notices or trade items which could not be properly classed as legitimate trade news. The resolution was unanimously adopted.

Other reforms instituted include the standardization of advertising rates, making one price to all comers, sworn circulation statements, the cutting out of commissions to advertising agencies which do not create business, the improvement of the typographical appearance of the papers, and particularly the improvement of the reading columns by the introduction of departments devoted to such subjects as "System," "Salesmanship," "Store Management," "Window Dressing," "Talks to Clerks," etc., things unheard of in the average grocery paper a few years back, but which were striking features in Mr. Ukers' Tea and Coffee Trade Journal almost from its inception.

MAINSRING OF THE ASSOCIATION

At the recent New York convention of the Grocery and Allied Trade Press Association the standard 7x10 type page favored by the Technical Publicity Association was recommended, and it has already been adopted by a number of the members.

Mr. Ukers comes pretty near being the mainspring of the Trade Press Association. He is prolific in ideas, and has the executive ability to carry them out. That the trade recognizes this fact was shown in a recent issue of the Trade Press Bulletin, published by the National Association of Retail Grocers of the United States, which said: "With a man like Mr. Ukers at the head of this organization the trade press rises to a place of prominence in the newspaper profession. His personality lends strength and influence to the fraternity."

A Boy's Paper Which Grew Up.

The Franklin (Pa.) Evening News observed its thirty-fifth birthday on Monday. The day's issue was enriched by a history of the paper, written by the editor, James B. Borland. He tells of his first newspaper work on a monthly which he founded and printed in the high school, "devoted to the interests of Rooms 9, 10 and 11, Union School." While still in school, with the help of two other boys, he founded a daily newspaper for the people of the town, the same Evening News which he manages to-day, after thirty-five years!

Not to Be Deported.

Dr. R. Guzman, publisher of the Pan-American Review, of New Orleans, has been notified by the United States Immigration Department at Washington that he and his family will not be deported to Guatemala, where he was once the trusted friend of President Cabrera, until he fell under that ruler's displeasure when he was forced out of the country. He went first to Mexico, then to France, and finally to New Orleans, about three years ago.

SHE RUNS THE PAPER.

Mrs. Olive B. Mackan Owns and Manages the Plain City Advocate—Has a Fine Newspaper Plant and a New Home Purchased Out of the Profits of the Business in a Few Years.

Out in Ohio there is a bright young woman who owns and successfully runs a live weekly newspaper. She is Mrs. Olive B. Mackan, and her paper is the Plain City Advocate, an eight page, home print publication. Copies of the paper that have reached this office show that the editor is no novice in newspaper work.

Mrs. Mackan was born in Canaan township, Madison County, and made her home with an aunt from the time



MRS. OLIVE B. MACKAN.

she was six years old. She attended the Plain City schools until she was 15 years of age, when her aunt's husband died, then she was compelled to earn her own living.

STARTED AS A COMPOSITOR.

She went to work in a printing office in Plain City to learn to be a compositor, starting at the modest salary of \$1.25 a week. She worked at the case until November, 1894, when she procured a position as a compositor on the Advocate. She started to work with the first edition of the paper—Volume I., No. 1—and has been with it ever since.

She advanced until in the fall of 1896 the stock company owning the paper gave her the position of manager. In 1898 she bought a half interest in the paper, and in 1902 she leased her partner's half. E. Beach was her partner at this time. A year or so later she bought her partner's share, making her the sole owner.

HAS AN UP-TO-DATE PLANT.

When the Advocate was started \$1,000 would cover the entire cost of equipment. To-day its plant includes a linotype, a Cox duplex perfecting press, which prints from a roll; a small job press and a new pony cylinder press, electric motors and everything necessary to the operation of a wide-awake newspaper. Mrs. Mackan has not only made enough money out of the Advocate to pay for the new equipment, but also to build herself a residence.

Mrs. Mackan was married June 28, 1899, to Mayne Mackan, chief engineer and superintendent of the Plain City Light & Water plant for the past 14 years.

She manages the paper herself, without the assistance of a foreman or any experienced help. She has just inaugurated a booklovers' contest, with a five-passenger automobile as the principal

prize, and numerous smaller prizes offered. Mrs. Mackan has had no pecuniary assistance from friends or relatives, but has herself earned every dollar she put in the plant. Few newspaper women have been as successful in the management of a newspaper as Mrs. Mackan.

CROY WITH PUBLISHERS' PRESS.

Publisher of the Magazine Maker to Edit Family Paper.

Homer Croy, the publisher and magazine writer, has joined the Publishers' Press. He has taken charge of the new family page that the bureau is putting out, and which is now appearing in the Evening Sun. He will also be associated with other departments of the concern.

Mr. Croy is publisher and proprietor of Magazine Maker, a monthly for the writing craft. He started it eight months ago and now has the field practically to himself.

He was formerly police reporter on the St. Louis Post-Dispatch, leaving that to go to Boston to take over the Baseball Magazine. Then he came to New York as associate editor of the Delinquent, and after a year in that office launched out into the writing and publishing field for himself. He was graduated from the University of Missouri in 1907.

NEW YORK TIMES MEN DINE.

Staff and Alumni Enjoy Dinner in Cafe Martin.

Nearly 100 members of the Times Association, which is composed of men connected now or formerly with the paper, held its second annual banquet Sunday evening in the Cafe Martin. After going through a menu headed "All the Food That's Good to Eat," there were speeches and stories of old-time reporting by men who have exchanged notebook for the blue pencil. There were more frivolous diversions, too, of song, story and graphic pantomime. Among others Annette Kellermann, on dry land for once, spun yarns, and Jimmy Britt gave an illustrated description of a finish fight.

The election of officers for the coming year resulted as follows: M. B. Abrahams, president; H. P. Burchell, vice-president; Justin McGrath, associate vice-president; D. H. Joseph, treasurer, and A. H. Woolcott, secretary.

The Los Angeles Record and the San Diego Sun are the only papers in these two cities which furnish upon request sworn city circulation statements. Both papers guarantee the largest city circulation in each city.

THE WILLIAMSPORT NEWS

WILLIAMSPORT, PA.

A Modern, Progressive Daily Newspaper
Published Every Evening Except Sunday
NET PAID SWORN
CIRCULATION 9,000

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

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IN KANSAS

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

Topeka Daily Capital

guarantees a circulation in excess of 28,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

Wm. T. Laine, Flatiron Bldg., N. Y. City.
J. C. Freely, Hartford Bldg., Chicago.

PROUD HE'S A PRINTER

ELBERT HUBBARD TALKS OF FRANKLIN TO ARTHUR CAPPER'S STAFF OF EMPLOYEES.

When Elbert Hubbard, the editor of the Philistine, was in Topeka, Kan., last week, he called on Arthur Capper, owner of the Daily Capital and half a dozen other publications, at his office. In response to an invitation to address Mr. Capper's 500 employes, Mr. Hubbard gave them a brief talk, in the course of which he said:

"I am a printer; I know the taste of the glue roll and the smell of ink. I have served as 'devil' in a print shop. Now, I run a print shop, and I am proud of my business.

"The greatest man America has produced—and I am not talking about Arthur Capper—though he is a great man; he is one of the great men of this country. He preaches to a bigger audience than any preacher the wide world over; he has a bigger church; he is talking to a million people every week. But he couldn't do it without your help. He knows that, too. Blessed is that man who has somebody to do his work.

AMERICA'S GREATEST MAN.

"Now when I say the greatest man in America I am not talking about Mr. Capper or myself—I am talking about Benjamin Franklin. He was born in Boston, and didn't stay there. He got out and went to 'Sleepydelphia.' Franklin was a traveler, and when he was nineteen he was broke in London. But it is no calamity to be broke in London, or New York, or Topeka, providing you are not morally and spiritually busted. Franklin had something of that. He had strong and skillful and helpful hands. He got a job; he did any job that was to be done. The job that the other fellow did not care to tackle he tackled. He could set more type than any other man in the office. He could set type and he drank no beer.

SAYS HE'S A GOOD PRINTER.

"Franklin was a working man; he was a printer; he was a writer, a business man, and a diplomat. I am proud to be a printer, and think I am a good printer; and I can get a job and hold it. I would like to work with you in this beautiful light, well ventilated building. You are prosperous, well educated young girls and boys, especially the girls. I cannot help admiring them. You all look like you enjoyed your work, and I am glad you do. And I am thankful that I have the privilege of speaking to you here in this beautiful place, and I will remember my visit here. So God bless you all."

Later the sage of East Aurora was the guest of Mr. Capper and his party at luncheon at the Commercial Club.

Paper Mills Convention Issue.

The convention number of the Paper Mill, of which L. C. Post is publisher, issued last week, was a whopper. It contained 260 pages and was printed on high-grade paper in a manner that reflected credit on those who issued it. Besides containing a report of the convention proceedings, with portraits of the prominent paper manufacturers of the country, it gave pictures of some of the big paper mills and a lot of interesting data about the industry.

The Toledo Blade, through its managing editor, Blacque Wilson, has started the ad convention fund with a liberal check, which, with other contributions, has much encouraged the committee.

M. QUAD'S 70TH BIRTHDAY

Is Celebrated by a Banquet Attended by Friends Who Admire Him.

M. Quad, or George B. Lewis, to use his legal name, the creator of the "Lime Kiln Club," "Mr. and Mrs. Bowser," "Brother Gardner," "Old Pap Pinkham" and the rest of the Jericho crowd, about whom for twenty years he has written an average of 10,000 words a week in the Detroit Free Press and other papers, had his seventieth birthday last Friday. In celebration of the event he was given a birthday party in the offices of the McClure Newspaper Syndicate by his publishers.

It was a brave party. There were punch and ambrosial eatables, and smiles and happiness and little speeches. But the best was when Miss Florence Lynch, a blond who blushed most becomingly, stepped up with a laurel crown and, placing it upon the head of the man who has made the world laugh, hailed him as "Dean of American Humorists."

Then Robert McClure presented him a book, all bound in gold stamped, red leather, containing appreciations from humorists and artists. There were testimonials from George Ade, Ellis Parke Butler, Irvin S. Cobb, Strickland Gillilan, who once said, "On again, off again, gone again, Finnigan;" Walt Mason of Emporia, Paul West, Wallace Irwin, Carleton G. Garretson, S. E. Kiser, Sam Blythe, Tom Masson, the staff of the Detroit Free Press, where M. Quad started and continued for twenty-two years; John S. Phillips, Don C. Seitz, E. Prentiss Bailey of the Utica Observer, Irving Bacheller, Henry L. Stoddard and Thomas L. James, banker, and there were sketches by Gelett Burgess, Ed Carey, E. W. Kemble and others. In George Ade's appreciation were these words:

"One of my earliest recollections is that of sprawling on the floor with the Free Press in front of me, giggling over the Lime Kiln Club. Little did I think that some day I might grow up and try to write the same kind of stuff. We are glad to have you with us this year. You are a marvel for long distance and high speed."

Then M. Quad made a husky speech: "My friends, I'm glad if I've done anything in my long life to make anybody happier, as you say. I never got rich for the reason that I wasn't smart enough to steal more than \$5 at a time. But I've always considered myself blessed because I was fortunate to get a few good friends and keep them. That is about the best thing in life—to have a few good friends and keep them."

M. Quad took the red book under his arm, said "Thank you and good night to all," and set out for his home in Brooklyn.

Declines Churchman Offer.

The Rev. Edward T. Sullivan, rector of Trinity Episcopal Church, of Newton Centre, Mass., who was invited to become editor of the Churchman, of New York, as mentioned in these columns last week, has declined the offer.

National Guard Magazine in New Size.

The National Guard Magazine, Columbus, O., has deserted the ranks of the standard size magazines and is now appearing in a form 9½x12. The change was made for the benefit of the readers and advertisers, the readers getting more reading matter and the advertisements being placed alongside the reading matter throughout the publication. J. L. Boeshans is advertising manager.

THE WASHINGTON HERALD

circulates in and completely fills the wants of the 10 square miles occupied by the District of Columbia. The Daily Washington Herald carries more paid advertising than any other morning paper published in Washington. The last five months of 1911 show gains over 1910:

GAIN	September Gain, 20,433 lines
	October Gain, 16,548 lines
	November Gain, 42,336 lines
	December Gain, 58,212 lines
	January Gain, 28,861 lines
Total Gain, 166,390 lines	

The Daily Washington Herald has a circulation exceeding its morning competitor by many thousands—its daily circulation being THIRTY THOUSAND COPIES.

J. W. HUNTER, Publisher

Over 85% of total circulation is within the limits of the district and suburbs

Washington is a nine o'clock town. Leisure and good pay combine in making Washington favor a morning newspaper.

New York Office:
J. C. WILBERDING
Brunswick Bldg.

Chicago Office:
A. R. KEATOR
748 Marquette Bldg.

UNIVERSITY JOURNALISM.

Missouri Students Plan an Interesting Program for Stunt Day.

(Special Correspondence.)

COLUMBIA, Mo., Feb. 20.—Students in the School of Journalism of the University of Missouri are making plans for their annual "stunts," which are to take place late in March or early in April.

"Stunt Day" in the school has come to be an event of widespread interest. A journalism play is given in the morning, at which other students in the university are the guests of the journalists, and a "yellow extra" is issued following the play. The day's excitement winds up with a formal ball.

The "yellow extra" is a take-off on the yellow newspapers. It is printed in twelve or sixteen pages on the yellowest print paper that can be bought in the United States and carries inserts in pink and green. Scareheads, fake photographs, weird and fantastic news stories and freak make-ups help carry out the plan. Ward Neff, of Kansas City, has been elected editor of this year's "yellow." Lyndon Burke Phifer, of Girard, Kans., is manager of the play, which will represent a newspaper office in the process of getting out a paper. Stories and features are localized, and in past years "Stunt Day" has been an event in school life.

B. O. Brown, of Fort Worth, Tex., president of the student body in the School of Journalism, is directing the general plans of "Stunt Day."

Prof. Frank L. Martin, of the School of Journalism, and a staff of student writers will be taken along on a Dairy Special which the Burlington railroad

is to run next month in connection with the University of Missouri College of Agriculture. The journalism students will write feature stories about the trip for Kansas City and St. Louis newspapers. This will be the third special of this kind during the present year.

M. P. Gould, of New York City, delivered two lectures before students in the School of Journalism February 13. His addresses were on "The Advantages of Disadvantages" and "How to Carry Out a National Advertising Campaign." The lectures formed the second series of a chain of addresses which the advertising department of the school has arranged for. W. C. Hunter, of Chicago, delivered the first series. Other addresses on advertising will follow.

Bloomington World's New Plant.

The Bloomington (Ind.) Daily World and Weekly Courier has just completed one of the most modern country publishing plants in the Hoosier State. The building is of oolitic stone, fire-proof, 34 x 66 feet, and has over 50 windows, making the composing room as light as day. Editor Oscar H. Cravens is making a success of his newspapers and has done much to make Bloomington one of the most prosperous towns in Southern Indiana.

A convention of the circulation representatives of the newspapers of North Carolina and South Carolina was held at Winston-Salem, N. C., on Jan. 17. Col. J. L. Ludlow, president of the Winston-Salem Board of Trade, presided.

The Louisville (Ky.) Herald was printed in its new building on Feb. 12.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

J. B. SHALE, Editor

FRANK LEROY BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City

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THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES:

Display, 15 cents per agate line

Reading Notices, 25 cents per agate line

25 per cent. discount on yearly contracts

Classified, 1 cent per word

NEW YORK, SATURDAY, FEBRUARY 24, 1912

SUMMER RESORT ADVERTISING.

The large newspapers are now engaged in canvassing the field for resort advertising, which has become one of the profitable sources of income during the summer months. It is quite probable that the volume of this business the coming season will be unusually large because of the rapid spread of the vacation spirit. We are fast becoming a nation of travelers. People who, a few years ago, never went farther away from home than the nearest summer resort, and then for only one or two weeks, think nothing of journeying 500 or 1,000 miles to find attractive places for rest or recreation, and spending a month or more in their enjoyment. Others who rarely ever left home during the summer now go away with the crowd.

It takes many hotels and boarding houses to shelter and feed this great body of vacationists, and all of them are anxious to keep their rooms full all summer. The only sure way they have of securing desirable guests is through the newspapers. In order to attract people they must set forth the charms of their location, enumerate the available amusements and dwell upon their culinary excellencies.

The dailies and weeklies are the popular mediums for presenting this information directly to the vacation public. Nine-tenths of those who go to summer resorts receive impressions as to their desirability from the newspapers. Circulars are good enough in their way, but they more frequently miss the mark than hit it. If you are advertising a summer hotel the more often you can bring its name and attractions before the reader's eyes the more likely you are to pack it with guests.

How do the newspapers get resort advertising? At this time of year the metropolitan dailies have from one to half a dozen canvassers traveling about the seashore and country places interviewing landlords. You will find them at Atlantic City, in the Adirondacks, some in Maine, in Colorado and in California. The principal newspapers of a State outside of the metropolitan cities confine their personal canvass to the

resorts of the State in which they are located, or perhaps to nearby resorts in neighboring States.

The smaller newspapers must rely upon correspondence to bring in the ads. Bright, snappy letters, giving reasons why the resorts should use them in getting business, should be prepared and sent out at once. Copies of the paper and the rate card should be mailed at the same time. Sometimes local correspondents help land contracts because they are on the ground and the hotel men, knowing that they can render valuable aid in reporting the arrival of guests, entertainments, etc., during the season, are more inclined to do business with them than with outsiders.

The main thing hotel advertisers will want to know is the character of your circulation. Does your paper reach the class of people who might be influenced to patronize their establishments? Are your rates such as they can afford to use your medium?

At the beginning of the season, say in May, a general article on the summer resorts is sometimes helpful in landing some of the hotel men who have held off. During the summer a weekly letter, from the more popular places makes a desirable feature for the paper. People like to see their names in print. Lists of hotel guests help to make sales of the paper and please the landlords at the same time.

Through good, hard work and enterprise almost any newspaper can in a few years build up a very profitable summer resort clientele.

GOOD MINISTERIAL ADVICE.

Well, well! A minister has recommended that all ministers read the Sunday paper on the Sabbath morn before they go to church! The proposer is the Rev. George Gilbert, of Killingsworth, Conn. When he is tried for heresy we shall black-lead our columns and print a half-page eulogium.

Really, though, he could prove his case to any reasonable jury. It is absurd for a pastor to try to lead his flock when they are twenty-four hours ahead of him. A number of things happen on Saturdays as on other days, and some may have been important. The whole

town may be rejoicing over some good fortune, or it may be grieving, as New York was after the Asche fire, and all the ministers had not a word of sympathy for the many killed and bereaved, nor a word of protest against the laxity of fire inspection which had caused their death.

But there is a second reason why the minister should read his paper—that he may strike with the strength of immediateness when each new enemy arises. For example, when a vicious law is proposed for hasty passage a week's delay in rousing Christian sentiment may well be fatal. And, finally, any piece of news that is fresh in the congregation's mind, read but an hour or two before, can be used with telling effect in the sermon, to illustrate or prove a case.

The Rev. Mr. Gilbert is entirely right—a preacher should know the news, and the best news is the latest.

EDITORIAL COMMENT.

Prof. F. L. McCreary, secretary of the Cedar Falls (Ia.) Commercial Club, has a brand new idea for advertising the town and helping the local merchant. He proposes that all the mail order catalogs that can be found are to be put on a funeral car and, to the tune of a dirge, hauled to a place in front of the Commercial Club rooms, where a great bonfire will be built, and with the band still playing the insidious literature will be burned to ashes.

Are you planning to go to Dallas next May to attend the big ad club convention? If you have to forego your usual vacation this summer, and are interested in advertising in a business way, don't miss it.

W. L. Halstead, business manager of the Houston (Tex.) Chronicle, writes us that the recent purchase of the Mason building in that city by Marcellus E. Foster, president of the Chronicle, was a personal investment and had no relation to the paper. The Chronicle is not in need of a new home, as it erected only two years ago a ten-story building of white and green enamel brick costing \$650,000, apart from the value of the site. The Chronicle's plant is one of the finest in the South.

Hats off to the New Orleans Item! It has beaten the Louisiana State ring, sweeping city and State for good government. Both Senators will be Democratic insurgents, and a commission form of government will be given to the city. Of course, insurgency and the Texas plan have a conquering power of their own, but the Item deserves credit none the less, for it led in the fight.

Some newspapers when they are first launched look new and amateurish. Not so with the Vancouver (B. C.) Sun, which made its debut on Monday morning, Feb. 12. If we hadn't been told we never would have suspected that the issue of that date was the first, for it had all the earmarks of a long estab-

lished and highly prosperous daily newspaper. The make-up, the quality and variety of the news presented, the advertisements, the editorials, all indicated experience. The Sun prints the news of British Columbia and Canada. It is published by the Burrard Publishing Co. Ltd. John P. McConnell is managing editor, John H. Gerrie is news editor, Richard S. Ford is managing director and Wm. J. Wilson is business manager.

Humorous articles sometimes do a lot of harm although not written for that purpose. Some time ago Bert Leston Taylor as a joke enumerated fifteen of the most noted objects of interest on the Baltimore & Ohio Railway between Washington and the Ohio River, each one being an advertising sign. It was reproduced in THE EDITOR AND PUBLISHER and made everybody smile who read it. No sooner had the article appeared than General Passenger Agent Lowes was bombarded with postal cards and letters knocking the advertising signs along the right-of-way of his road. While funny at first, after a while, as they continued to pour in upon him, they got on his nerves, and with good reason. Mr. Lowes, it appears, has for a long while been active in opposing the defacement of the landscape along the line and as a result there are fewer advertising signs than can be found on other trunk roads.

FROM SOUTH AMERICA.

West Coast Publishing Co.

Lima, Peru, Jan. 12.

EDITOR AND PUBLISHER—I receive your publication and read it with great interest. To me it is invaluable, as it keeps me posted on the doings of the newspaper fraternity, and there is hardly a number in which I do not see reference to some acquaintance of former days. With cordial greeting to all of you for a prosperous New Year, I am,

Very truly yours,

JOHN VAVASOUR NOEL,

President and Editor of The Leader.

Heinl with Secretary Knox.

Accompanying Secretary Knox on his important trip to the republics of Central America and the Caribbean Sea is Robert D. Heinl, Washington correspondent for Leslie's Weekly. Mr. Heinl also accompanied Secretary Fisher on the latter's 17,000-mile swing through Alaska and the West. Colonel Sleicher, publisher of Leslie's, believes that with the opening of the Panama Canal the country which Secretary Knox will visit will offer material for a series of possibly as unusual and interesting articles as our valuable Northern territory did. Mr. Heinl had a conference with President Taft Saturday and later joined the Secretary of State at Palm Beach.

Has an Easy Job.

(From the Ohio State Journal.)

A man will draw \$150 a week as Washington correspondent of a great newspaper and not do a blessed thing but write a column every day authoritatively announcing that Col. Roosevelt, while in no sense a candidate, will consent to run if the popular demand for him appears to be widespread.

PERSONALS.

William R. Nelson, owner of the Kansas City Star, has been in New York the past week booming T. Roosevelt for the presidency.

William Allen White, editor of the Emporia (Kan.) Gazette and author of "A Certain Rich Man," says he re-wrote the novel seven times before it passed muster.

Whitelaw Reid, owner of the New York Tribune and Ambassador to Great Britain, and Mrs. Reid, who have been spending the past six weeks in New York, sailed for England this week.

James A. Mathews, formerly with the Indianapolis (Ind.) News and Successful Farming, of Des Moines, Ia., has succeeded E. C. White as circulation manager of the Oklahoman, of Oklahoma City, Okla. Mr. White is now circulation manager of the Memphis (Tenn.) News-Scimitar.

John Michels, one of the editors of the Butter, Cheese and Egg Journal, has been appointed professor of dairying and animal husbandry in the new Milwaukee (Wis.) County School of Agriculture and Domestic Science.

W. T. McCreight, formerly manager of the Daily Citizen of Albuquerque, N. M., has returned to that city after a long absence in Chicago and will be connected with the Morning Journal.

John A. Bedel has accepted the editorship of the Belleville (Ill.) Morning Record.

Herman Bleyer, formerly managing editor of the Milwaukee Evening Wisconsin, and connected with papers in that vicinity for nearly fifty years, has been selected as secretary for the newly-organized harbor commission of Milwaukee.

Albert J. Borie, general manager of the New York Clipper, while in Chicago last week appointed Warren A. Patrick general Western manager for that paper, with headquarters in Chicago.

Oscar Morris, president of the Milwaukee Press Club, gave a talk on "The Joys and Sorrows of a City Editor" before the Bay View Civic Auxiliary in that city on Thursday, Feb. 8.

Herman G. Johnson, editor of the Elkins (W. Va.) Inter-Mountain, is being prominently mentioned in connection with the Republican nomination for State Senator from the Thirteenth District.

Walter H. Main, a well-known newspaper man, has taken the position of associate editor of the Elizabeth (N. J.) Journal.

Arthur G. Burgoyne, author of the "All to the Point" column in the Pittsburgh Chronicle-Telegraph, addressed the students of the University of Pittsburgh on the subject of "The Newspaper Poet and Paragrapher" on Feb. 5.

Hugh A. O'Donnell, business manager of the Philadelphia Press, delivered an entertaining address before the Camden (N. J.) Board of Trade last week.

H. G. James, editor of the Independence (Kan.) Republican, last week

argued his own case in a suit brought against him in the Kansas Supreme Court.

H. K. Clock, editor of the Amherst (O.) Republican, but who resides in Lorain, walks to his office, seven miles distant, each day. During the recent cold snap, when the thermometer stood at fourteen degrees below zero, he made the trip just the same.

Poultney Bigelow, associate editor of the Saturday Evening Post, of Philadelphia, is a guest of Judge E. R. Rattee at Little Rock, Ark.

R. H. Burrow, editor of the Ozark (Ark.) Spectator, is a candidate for the Legislature.

Dr. George Brown, who established the Herald of Freedom in 1854, the first free-state newspaper ever published in Kansas, is still living at the age of ninety-two years in Rockford, Ill.

Harold C. Kessinger, editor of the Illinois Free Press at Litchfield, that State, and Miss Rena Marie Hooper were married in Litchfield Feb. 9.

Raymond S. Coll, formerly of McConnellsville, Pa., has been appointed night editor of the Pittsburgh Dispatch.

W. C. Deming, editor of the Cheyenne (Wyo.) Tribune, has been invited to deliver an address on "The Opportunities and Duties of the Press with Relation to World Peace" before the Mohonk Conference at Lake Mohonk, N. Y., May 15.

Wilson M. Taylor, for twenty-six years editor of the Easton (Md.) Gazette, has retired.

Nathaniel C. Wright, editor of the Cleveland Leader and publisher of the Toledo Blade, was one of the speakers at the recent meeting of the Rochester Ad Club.

Kimber Clever, formerly editor of the Huntingdon (Pa.) Semi-Weekly News, but recently a resident of Brooklyn, La., has gone to Washington, La., to edit a newspaper in the interests of an irrigation company.

Frank Leroy Blanchard gave an address before the 23d Street Y. M. C. A. class in advertising on Wednesday evening on "Practical Hints on the Use of Letters, Circulars and Booklets in Getting Business."

E. J. L'Espérance, late advertising solicitor for the Montreal Herald, has joined the staff of J. A. Davis & Co., real estate agents.

IN ILLINOIS

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

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

LEGAL NOTICE

A Special Meeting of the Stockholders of The Editor and Publisher Company will be held at the office of the Company at No. 17 Park Row, New York City, on March 5, 1912, at 4 P. M., to vote upon a proposition to increase the capital stock of this Company from Ten Thousand Dollars (\$10,000), consisting of two hundred (200) shares of the par value of Fifty Dollars (\$50) each to Fifty Thousand Dollars (\$50,000), consisting of one thousand (1,000) shares of the par value of Fifty Dollars (\$50) each.

Dated, New York, February 15, 1912.
J. B. SHALE, President.
GEORGE P. LEFFLER, Treasurer.

\$5,000 Cash

to invest in a Democratic daily or weekly newspaper property, Mississippi Valley locations preferred. Proposition C. T.

C. M. PALMER

Newspaper Broker
277 Broadway, New York

FOR SALE

ENGLISH AND GERMAN

Prosperous Printing Business, Queens Borough. Excellent trade and location; cheap rent and power; cost over \$5,000; will sell for \$1,200 one-third cash, balance upon liberal terms. Plant contains large Cottrell two-revolution press, 3 jobbers, power paper cutter, new gas engine, proof press, large variety job type, wood type, rules, leads, cabinets, galleys, etc., also office furniture and fixtures. This is an exceptional good opportunity to procure a profitable paying business. Write, phone or call upon CONNER, FENDLER & CO., 96 Beckman St., New York City.

FOR SALE.

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

\$5,000 NEWSPAPER

and Job Plant for \$1,200 cash or liberal terms. Two-revolution Book and Job Press (7-column quarto), 15x21, 8x12 and 5x8 Gilding Jobbers, Power Paper Cutter, Gas Engine, Round Cornering Machine, Proof Press, Shifting, Belting, Wood Type; Large Variety Job Type, Rules, Leads, Galleys, Imposing Stones, Desks, Chairs, etc. Address "New York City," care THE EDITOR AND PUBLISHER.

FOR LEASE OR SALE.

Printing Plant, centrally located, downtown section New York City; all machines have separate motors. It consists of five linotype machines, two Model 5, one Model 2 and two Model 1; two modern two-revolution presses, Optimus, good as new, No. 10, prints sheet 38 x 52, and Whitlock Pony, bed 27 x 40, takes 25 x 38 sheet; folder, power cutter, two jobbers, Style 2, National Universal, size 14 x 22, and 8 x 12 Chandler & Price. Composing outfit will also entertain offer on individual machines. Conner, Fendler & Co., Printers' Warehousemen, New York City.

FOR SALE—NEW NO. 4 MODEL

Linotype, complete with motor, four magazines: 6, 8, 10 and 12 pt. matrices, Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

LINOTYPES FOR SALE.

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

MODEL 2 LINOTYPE

for sale, complete with 2 magazines containing 10 and 11 point matrices. WALKER, EVANS & COGSWELL, 5 Broad St., Charlestown, S. C.

LINOTYPE FOR SALE.

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

LINOTYPE MACHINES

All models, bought and sold. Large line of presses and supplies on hand for immediate shipment.

RICH & McLEAN,
51 Cliff St., New York.

MISCELLANEOUS

PUBLISHERS.

The importance of a comprehensive cost system is patent. We have the most complete newspaper accounting system that can be operated and will demonstrate its complete efficiency with the advertising, circulation, manufacturing, statistical, or any other branch of your business that you desire. PUBLISHERS' SPECIALTY CO., 716 Chestnut St., Philadelphia, Pa.

SEND FOR "BULLETIN 1912."

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

DAILY NEWS.

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

I am 38 and married.
Have 20 years' newspaper training
New York, Boston, Chicago, etc.
Forcible editorial writer.
Capable managing editor.
Quitting \$5,000 job in inland city,
April 1, for personal reasons.
Want to go to progressive Republican or Democratic Newspaper, or to magazine on seacoast.
If you want a man who can deliver the goods, address Box 125 The Editor and Publisher.

TO THE PUBLISHER OR BUSINESS MANAGER.

Have you ever realized the amount of money that Classified Advertising pays some newspapers and magazines? Have solicited advertising over 15 years; the past 7 years in classified department of one of the largest newspapers in this country, and understand their methods. Am open for proposition as classified manager. "W. B.," care THE EDITOR AND PUBLISHER.

ADVERTISING SOLICITOR.

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

WANTED

By March 1st stereo-pressman; man capable of making plates and running Hoe press, in town of 18,000; must be sober. Address "JOB," care EDITOR AND PUBLISHER.

WANTED

Man of 36 years, married, with a life-time experience in printing office, and having served 15 years successfully as advertising and business manager, now employed, wishes to make a change. Has built up two old run-down newspapers to a paying proposition. Extraordinarily good solicitor and can write effective advertisements. Best references. "ACTIVE MANAGER," care EDITOR AND PUBLISHER.

GOOD EDITORIAL WRITER

Political, foreign, general topics, desires engagement on conservative daily or weekly of either political party; small city preferred. J. T. Munson, 467 W. 23d St., New York.

YOUNG MAN

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

MAN WITH

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

MANAGING EDITOR.

Young man, ambitious, energetic, with thorough knowledge of newspaper work, desires position of managing editor of afternoon newspaper in city of 20,000 to 40,000. Carolinas or Southeast preferred. Best references. Address "Ambitious," care THE EDITOR AND PUBLISHER.

COMPETENT,

Experienced young man wants position of city, State or telegraph editor of afternoon newspaper in city of 25,000 to 50,000 in South or Southeast. References. Address "Southern," care THE EDITOR AND PUBLISHER.

WOMAN FEATURE WRITER

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

HELP WANTED

POSITIONS OPEN.

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

WASHINGTON GOSSIP.

Tavener's Two Narrow Escapes from Death—Capt. Archibald to Visit the Orient for the San Diego Exposition—Death of C. B. Lockwood—A Few Personals.

(Special Correspondence.)

WASHINGTON, Feb. 22.—Few names among the corps of correspondents in Washington are better known throughout the country, particularly among the Democratic newspaper readers, than that of Clyde H. Tavener, one time a newspaper man of San Francisco on the Scripps papers, later of Washington, and at the last election an almost-successful candidate for Congress in an Illinois district. He has been sending out Democratic news to a large number of newspapers for two years past, and he is now also an employe of the House of Representatives in the office of the sergeant-at-arms.

All this is but preliminary to telling how he had an almost miraculous escape from death last week. Within three days he was twice in danger of his life by the wrecking of the train on which he was traveling. He was a passenger on the Pennsylvania Limited which was wrecked near Fort Wayne, Ind. He was taking the body of his mother, Mrs. John Tavener, to Cordova, Ill., for burial, after she had been instantly killed while traveling with him on the corresponding eastbound train which plunged over an embankment Thursday morning at Huntingdon, Pa. Tavener was coming eastward with his mother and escaped death by a few feet, as he had left the seat by his mother to bring her a glass of water. Before the water had been drawn the crash came and his mother was dead, the train being twisted and splintered by the awful plunge over an embankment.

AD CLUB SYMPOSIUM.

The Washington Ad Club at its first bi-weekly dinner listened to a symposium on advertising from G. Grosvenor Dawe, Richard B. Watrous and C. E. Jones, the latter of the Cosmopolitan, of New York. Dawe and Watrous, who are seeking publicity on a large scale, the former for the development of the South and the latter for civic betterment generally, did not agree with Mr. Jones entirely, and there was an interesting exchange of ideas.

Mr. Jones spoke particularly of the value of magazine advertising, illustrating with a number of instances, the results of which are to be derived from reaching the public through the magazines. He said, in his opinion, the advertising done by individual firms or

persons of their own lines of business was of more value to a city than the lumping of the assets and advantages of a city in so-called municipal advertising. "Jimmy" Williams, as they still insist on calling him around the Press Gallery, was here to see the President sign the Arizona Statehood Bill. He's running a paper out in Tucson now, but it seems only a little while since he was one of the stars on the Washington Herald.

ARCHIBALD TO THE ORIENT.

James F. J. Archibald, of this city, the celebrated war correspondent and magazine writer, was married Dec. 25 in Houston, Tex., to Miss Kathryn Carrington and then engaged himself to President D. C. Collier, of the San Diego Exposition, to make a tour of the Orient, where he is well acquainted. He is the proud possessor of a mandarin button conferred for services to the Chinese government. Major Archibald will secure some of the choicest attractions in the Orient for the San Diego Exposition.

Charles B. Lockwood, who died Monday night, Feb. 19, at Chicago, while en route to Capitan, N. M., where he was going with the hope of prolonging his life, had been a well-known correspondent here for twenty years. He had suffered from tuberculosis for several years, and although his condition had grown to be alarming to his friends he puckerily stuck to his work until he was persuaded to try New Mexico. He was correspondent for the Milwaukee Evening Wisconsin and the Duluth Herald, and was connected with the Washington office of the Omaha Bee. He was a nephew of Col. Chas. A. Boynton, for many years superintendent of the Southern Division of the Associated Press, with headquarters in this city. The corps of correspondents met, passed resolutions on Lockwood's death and appointed a committee to take such action as the circumstances might require.

Charles Sessions, Secretary of State of the State of Kansas, who was a member of the Press Gallery in 1908 as correspondent of the Kansas City Journal, has been in Washington this week and visited the Gallery, where he met many of his old associates.

Acting on the suggestion of De B. Randolph Keim, the well-known war time correspondent of this city, a movement has been started to organize the veteran newswriters of those days into a society to keep alive the memories of days dear to the hearts of many of the "old boys." The Star has taken up the project with enthusiasm and it recalls in an interesting article many of the events of war times.

"Newspaper Row," as it was known to the correspondents and newspaper men of the sixties, was on the east side of Fourteenth street, between Pennsylvania avenue and F street.

VISITED BY LINCOLN.

During the Civil War President Lincoln, usually accompanied by one of his secretaries, either Nicolay or John Hay, frequently visited the correspondents in "Newspaper Row" for what Lincoln called "live news" from the front. Later, President Grant, and then President Hayes, often visited the correspondents, who were still housed in the old offices, and presidential visits continued even down to the Garfield administration.

Among the survivors of the corps of correspondents who were housed in "Newspaper Row" during the Civil War is Whitelaw Reid, now ambassador to the court of St. James; George Alfred Townsend ("Gath"), who wrote for the Philadelphia Press in 1863 and later; Elijah W. Halford, correspondent of the

Indianapolis Journal, 1864-9; Frank A. Richardson, Baltimore Sun correspondent, 1865 and later; James Rankin Young, correspondent of the New York Tribune, 1866; David R. McKee ("Ritchie"), San Francisco Bulletin, 1867; John B. McCarthy ("Mack"), Washington Chronicle, 1867; J. R. McNabb, Frederick Republican, 1867; William C. McBride, Washington Chronicle, 1868; John M. Carson, Philadelphia Public Record, 1873; P. V. De Graw, New York Associated Press, 1876; Rudolph Kauffmann, Washington Star, 1876; Fergus Patrick Ferris, Washington Post, 1877; Mary Byrne Andrews, Chicago Inter-Ocean, 1880. Others of a late day are George H. Harries, Robert J. Wynne, Perry Heath, and Frank Carpenter.

WASHINGTON CORRESPONDENTS

John Schulz Shriver, of the Baltimore American and Star.

John Schulz Shriver, representing the Baltimore American and Baltimore Star in Washington is one of the most experienced and best known of the corps of Washington correspondents. He was elected a member of the celebrated Grid-

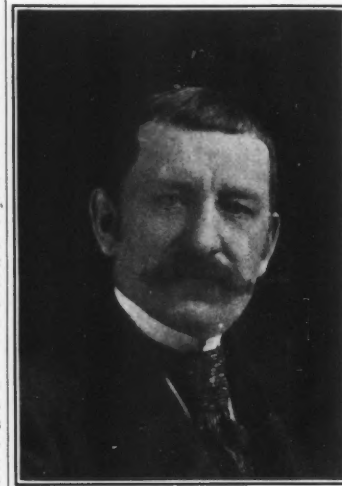


Photo by Harris & Ewing.

JOHN SCHULZ SHRIVER.

iron Club at its first meeting in 1885, and he has been secretary of the organization since 1904.

Mr. Shriver was born in Maryland, and he received his education in private schools in Baltimore, going thence to Princeton, from which he graduated in '78. He joined the staff of the Baltimore American in the same year, and in 1885 he was assigned to the Washington office of that paper. He was promoted to chief of the office in September of the same year and served in that capacity until 1888, when he was succeeded by Louis Garthe.

Mr. Shriver went to the Lorborn Publishing Co., of which he was made managing editor, but in '89 he returned to Washington as correspondent of the

New York Mail and Express, remaining there for that paper for six years. He was also correspondent for the Cincinnati Times-Star for twelve years.

In 1893, during the consideration of the Wilson-Gorman tariff bill, Mr. Shriver refused to testify as to the source of his information with regard to the framing of the sugar schedule. He was declared in contempt by the Senate Investigation Committee and was arrested, but was subsequently released in the custody of the U. S. Marshal for one month. Three years later Mr. Shriver was tried and acquitted, the jury holding that communications to newspaper men were privileged and that it was not obligatory to reveal their source. Thus an important legal chapter in journalism was written.

EASTERN DIVISION CONVENTION.

The Banquet to Be Attended by Delegates from Texas.

The members of the Eastern Division of the Associated Advertising Clubs of America are working hard to make the convention of March 7, at the Waldorf-Astoria in this city, a big success both in attendance and in importance. In the forenoon there will be a business meeting.

The dinner in the evening in the Waldorf-Astoria ballroom will be served at \$5 a plate. It will be primarily an emphatic "On to Dallas" boost in order to stimulate the sending of as big a delegation as possible to the May convention of the A. A. C. of A. in the lively Texas city.

One of the principal after-dinner speakers will be Don. C. Seitz, business manager of the New York World. A snappy "On to Dallas" speech is also looked for from S. E. Leith, of New York.

The Texas Club of Dallas will send to the dinner Messrs. John W. Philp and George S. Sexton, who will tell of the glories of Texas in general and of Dallas in particular. There will also be some interesting lantern slides of Texas scenes.

L. E. Pratt, of New York, will introduce a resolution that the Eastern Division vote as a unit at Dallas on the two principal items of business there, viz., the choice of president and of a convention city for 1913.

Will Represent the Telegraph.

Payne & Young, of Chicago and New York, have been appointed special representatives of the Philadelphia Telegraph in the Western field, with headquarters in Chicago. The Telegraph is one of the most progressive newspapers in the Quaker City, and Payne & Young are regarded as among the ablest of the specials. The combination, therefore, is a good one and ought to be of great advantage to both.

This Is Scandalous.

Here's to the lasses we've loved, my lad,
And the sweet lips that our lips have pressed,
But of kisses and lasses, like liquor in glasses,
The last one is always the best.

Bargains on Printing Presses

FOR SALE

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

Now is the Time to Buy

THE GOSS PRINTING PRESS CO.
16th St. and Ashland Ave., Chicago, Ill.

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

BARBECUE FOR AD MEN.

One of the Many Attractive Features of the Dallas Convention in May—Catalo Instead of Beef to Be Served—Feast to Take Place at State Fair Grounds.

(Special Correspondence.)

DALLAS, Tex., Feb. 17.—Barbecues in the South are not uncommon; in fact, the old-time Southern barbecue is a regular feature of many of the Southern entertainments. Whenever there is a large gathering in any Southern community the barbecue plays its important part and helps make the entertainment a success. When the members of the Associated Advertising Clubs of America hold their convention in Dallas next May they will find that the barbecue will be one of the entertaining features, but it will not be an ordinary affair, for the reason that ordinary beef will not be on the menu. The Dallas Advertising League has arranged, at considerable expense, to have catalo, instead of the ordinary Texas steer, served on this occasion.

CATALO WILL BE SERVED.

Catalo is a distinct Texas product and had its origin on the famous Goodnight Ranch in West Texas, which is the only place in the world where the buffalo has been crossed with domestic cattle with success. Catalo is the result of several year's experiment and the meat is excellent. It is only in the past few years that catalo has become plentiful enough to be used as food. As yet none has been put on the market.

The barbecue, of course, will include other animals, sheep and hogs, but the principal part of it will be catalo. Those admen who have never enjoyed a real old Southern barbecue will have a treat that will be long remembered and worth coming miles to enjoy. Plates will be laid for 4,000 people, and this is expected to be one of the most expensive features of the entertainment during the five days' meeting.

FIVE GOVERNORS COMING.

The barbecue will be held in the beautiful grounds of the State Fair of Texas, one of the largest institutions of its kind in the world. Several of the other meetings of the convention will also be held in the big Coliseum of the State Fair, and no better meeting place exists in any city.

Five Governors have accepted invitations to attend the convention. They are W. W. Mitchim, of North Carolina; Cole W. Blease, of South Carolina; William H. Mann, of Virginia; Ben W. Hooper, of Tennessee, and Philip L. Goldsborough, of Maryland.

Magazine Conducted by Women.

The first number of a society magazine published by four of Chester's most prominent women, called Sine Nomine, has made its appearance in Chester, Pa. A prize has been offered for the best name to take the place of the name printed on the initial number. This will be a high class publication, devoted to the interests of Delaware County, and will devote special attention to social happenings, historical sketches, fiction and department news. The names of the editors are Mrs. Hugh Price, Mrs. Richard Somers Rhodes, Mrs. Bennett Young Wilson and Miss Dorothy Sproul.

Jackson Patriot's Prize Contest.

An interesting subscription contest has been organized by the Jackson (Mich.) Patriot. It will be a voting contest for the most popular women, each copy of the paper for eight weeks containing a coupon ballot. The candidates are

divided according to residence into four districts, which do not compete except for the grand prize, an automobile. The other prizes are in each district a piano, a diamond ring and a gold watch. At the close of the contest every losing candidate will receive a commission of 5 per cent. of the money she has collected.

NEWS OF THE LIVE AD CLUBS.

At the banquet held in connection with the annual meeting of the Ad Sellers' League of South Bend, Ind., held on Friday, the menu contained only such viands as are advertised.

The Norfolk Ad Club, which was organized only a few days ago with a membership of twenty-five, now numbers 350. The election for charter officers resulted as follows: I. G. Kitchen, of Kitchen & Green, president; J. C. Gordon, first vice-president; E. L. Graves, second vice-president; J. K. Waterman, who was instrumental in organizing the club, secretary; C. J. Egerton, treasurer, and Wm. F. Clarke, counsel.

That the word "advertise" originated in the Bible was a surprising fact told to the Omaha ad men at their meeting last Wednesday. The club has selected as a slogan "100 Omaha Ad Men to Dallas to Put Omaha on the National Ad Club Map."

At the recent annual meeting of the Louisville Publicity and Convention League all of the retiring directors were re-elected as follows: Louis Seelbach, A. T. Macdonald, Smith T. Bailey, David Hirsch, J. L. Danforth and J. L. Riehm. The hold-over directors are: R. W. Brown, Capt. Brinton B. Davis, Charles B. Norton, H. A. Hicks and J. H. Burnham.

A committee from the Fort Worth Federation of Women's Clubs has been appointed to assist in the entertainment arrangements for the visit of the National Ad Men to Fort Worth in May, when at least 5,000 delegates are expected to visit the city.

The Cedar Rapids (Ia.) Ad Club is thinking of starting a paper for free distribution containing advertisements and newsy descriptions of the various ways in which the city is growing.

The Des Moines Admen's Club is asking the Greater Des Moines committee to award the municipal advertising work to it rather than to a Chicago firm, promising to use all surplus over-expenses to boost Des Moines in other ways.

Dinner to "Cloak and Suit" Men.

The publishers of the American Cloak and Suit Review, John M. O'Connor and Eugene L. Lezinsky, gave a banquet to their editorial, advertising and executive staffs in the Hotel Metropole, New York, on Sunday evening, to celebrate the first birthday of the magazine. Guy H. Hubbard, managing editor, was toastmaster and John J. Findlay, the advertising manager, delivered a short address and presented Mr. O'Connor and Mr. Lezinsky with walking-sticks from "the boys."

Kindly Advice.

A colored man was brought before a police judge charged with stealing chickens. He pleaded guilty and received sentence, when the judge asked him how it was he managed to lift those chickens right under the window of the owner's house when there was a dog in the yard. "Hit wouldn't be of no use, judge," said the man, "to try to 'splain dis thing to you all. Ef you was to try it you like as not would get yer hide full o' shot an get no chickens, nuther. Ef you want to engage in any rascality, judge, yo' better stick to de bench, whar you' am familiar."—*Zion's Advocate.*

RECOGNIZED IN CANADA.

List of Advertising Agents Approved by the Press Association.

The following is a complete list of the British Columbian, Canadian and English advertising agencies that are recognized by the Canadian Press Association:

Canadian Advertising Agency, Montreal.
Central Press Agency, Ltd., Toronto.
Desbarats Advertising Agency, Montreal.
Gagnier Advertising Agency, Toronto.
J. J. Gibbons, Ltd., Toronto.
McConnell & Ferguson, London.
A. McKim, Ltd., Montreal.
I. G. Stewart (Imperial Publishing Co.), Halifax.
Woods-Norris Co., Ltd., Toronto.
Press Agency, Ltd., Toronto.
McPherson-McCurdy Co., Ltd., Winnipeg.
Financial Advertising Co., Montreal.
F. Albany Rowlett, Toronto.
Dominion Advertising Agency, Toronto.
Baker Advertising Agency, Toronto.
Cattanach Agency, Winnipeg.
The J. S. Robertson Co., Toronto.
J. Walter Thompson Co., Ltd., Toronto.
Noble Agency, Ltd., Vancouver.

Agreements to allow commissions to such Canadian agencies only as are recognized by the Canadian Press Association have been signed by fifty-two daily newspapers, 133 weekly newspapers, and sixteen trade or class publications.

WOMAN'S PRESS CLUB MEETS.

Holds Its Annual Reception and Breakfast at the Waldorf.

The Woman's Press Club, of New York, of which Mme. Von Klenner is president, gave its annual reception and breakfast at the Waldorf-Astoria, Saturday, Feb. 17.

Three hundred members and guests were present. Among the special guests were Mrs. Charles B. Hawkes, president of the Portia Club; Mrs. William Grant Brown, president of the New York City Federation of Women's Clubs; Mrs. Don C. Seitz, Anita Dunbar Hunt, Amy Rand, Mr. and Mrs. Walter Pulitzer and Mrs. A. P. Burbank.

After the breakfast a most delightful programme of music and speeches was given. Mme. Von Klenner gave a brief speech of welcome to all. The Criterion Male Quartet then sang Dudley Buck's "Hark, the Trumpet." Dr. Henry Lubeck, rector of Zion and St. Timothy Church, gave an interesting address on "The Book and the Man," and Dr. Hamilton W. Mabie spoke on "Time and the Times." Ellis Parker Butler told of the humor of being a humorist and Dr. Rossiter Johnson had as his subject "When I Was a Journalist." Dr. Henry M. Leipziger spoke on the "Wide-Open Schoolhouse."

Atlanta Georgian Issues Mortgage.

The Atlanta Georgian Co. has issued a trust mortgage of \$500,000 on its presses, plant and equipment. This mortgage is pledged for the issuance of \$500,000 worth of bonds in the denomination of \$1,000 each, to run for ten years, with 6 per cent. interest. Of this amount \$200,000 will be issued at once and placed on the market, while \$300,000 is held subject to the needs of the future. The mortgage is executed by F. L. Seely to E. Woodruff, president of the Trust Company of Georgia.

The Pocatello (Idaho) Herald has gone up the flume after a short career.

PERSONALS.

Col. I. L. Stone, president of the Duplex Printing Press Co., was in New York this week on business. While here Mr. Stone sold a new battery of Duplex presses to the New York Tribune which he claims will be the fastest presses in the country.

H. M. Swetland, the well-known editor of automobile trade publications, has become chairman of the board of directors of Wyckoff, Church & Partridge, Inc.

A. C. Studer recently celebrated his thirty-fifth anniversary as publisher of the Montclair (N. J.) Times.

Willard E. Carpenter, associate publisher of the Texas Farm Co-operator, of Fort Worth, Tex., of which C. D. Rimers is publisher, is in New York for the purpose of opening an office for that publication in the Fifth Avenue building.

Michael, Frank and Pasquale Altieri, who edit and publish La Stampa, an Italian weekly, at Bridgeport, Conn., were the guests of William U. Bennett at Binghamton, N. Y., Feb. 15, at a dinner given in their honor.

James Wright Brown, general manager of the Fourth Estate, will speak before the Newspaper Forum of New York University on "Practical Newspaper Making" this evening.

Herbert Myrick, president of the Phelps Publishing Co. of Springfield, Conn., and of the Orange Judd Co. of New York and Chicago, has been elected president of the Patriot Publishing Co. of Hartford and Springfield.

CHICAGO POOL MATCH.

J. A. Freund, Representing the Ad Men, Wins by Eight Points.

The pool match between the Press Club of Chicago and the Chicago Advertising Association at the Press Club Wednesday afternoon, Feb. 14, drew out a large gallery. J. A. Freund represented the Chicago Advertising Association, and Robert J. Campbell the Press Club, and the prize was a box of fifty Press Club brand cigars. B. B. Osborne acted as referee.

This was a return match, Mr. Campbell having been defeated by two points in the first match at the Chicago Advertising Association Wednesday, Feb. 7. Wednesday's match was another victory for the advertising man, Mr. Freund winning the contest by eight points. The winner had seven scratches, the loser nine, the score at the end being 107 to 101, leaving Mr. Campbell eight points short of victory. B. J. Beardsley, of the Advertisers, served as referee.

Some of the Immortals.

Forty immortals have been selected by the National Institute of Arts and Letters to compose the membership of the American Academy of Arts and Letters, which is the inner circle of the National Institute of Arts and Letters. Included in the list are the names of Henry Adams, of Boston, formerly editor of the North American Review; Henry M. Alden, editor of Harper's Magazine; William D. Howells, author and contributor to Harper's magazine; Robert Underwood Johnson, editor of the Century Magazine; James Whitcomb Riley, poet; Thomas Nelson Page and Hamilton Wright Mabie.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The C. Brewer Smith Advertising Agency, 85 Devonshire street, Boston, Mass., is placing orders for forty-two lines, twenty-six times, with Middle West papers, for W. B. Rikers & Sons, Boston.

W. F. Hamblin & Co., Fifth Avenue Building, New York, is making contracts for 1,000 lines, one year, with Pacific Coast papers for C. H. Howells & Co., New York City.

Albert Frank & Co., 26 Beaver street, New York, is sending out orders for fourteen lines, three t. a. w., three months, to Eastern and Southern papers for the Scandinavian Line, New York.

The George Batten Co., Fourth Avenue Building, New York, is making contracts for 5,000 lines, to be used one year, with Eastern papers, for the General Motors Co.

R. Guenther, 115 Broadway, New York, is placing orders for 3,000 lines, one time, generally, for Doherty & Co., New York.

G. M. Potter, New York, is sending out orders for two inches, thirty times, to Eastern papers, for the Hoffman House, New York.

The McFarland Publicity Service is placing orders for 6,048 lines, total in eighteen insertions, with Southern papers, for the Terrell Land & Development Co., Terrell, Fla.

The MacManus Co., Ford Building, Detroit, Mich., is sending out orders for one page, one time, to Michigan papers, for the Sorority Gum Co., Battle Creek, Mich.

The Taylor-Critchfield Co., Brooks Building, Chicago, is making contracts for 7,500 lines, one year, with Texas and Western papers, for the National Cash Register Co., Dayton, O.

Lord & Thomas, Trude Building, Chicago, are placing orders for 1,000 inches, to be used within one year, with Mississippi papers, for the New Orleans Coffee Co.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing some orders for the Pictorial Review Co., 222 West Thirty-ninth street, New York. These agents are also placing orders for ten inches four times, and six inches twenty-four times, with Western papers, for the Reynolds Asphalt Shingle Co., Grand Rapids, Mich.

The George Batten Co., Fourth Avenue Building, New York, is sending out orders for 200 lines five times, and 140 lines three times, to Pacific Coast weekly papers, for F. W. Bird & Sons, East Walpole, Mass.

The Cooper Pharmaceutical Co., 81 West Lake street, Chicago, is placing its advertising direct.

The Charles H. Fuller Co., 300 Chestnut street, Philadelphia, is making contracts for 2,000 lines, with Northwestern papers, for the Scholl Manufacturing Co., 283 Madison street, Chicago.

The Golden Gate Advertising Agency, San Francisco, Cal., is sending out orders to Pacific Coast papers, for the Celery Soda Co., Cel-so, 20 Market street, San Francisco, Cal. This agency is also placing the advertising of the Sunlit Fruit Co., San Francisco.

The Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is placing orders with some Western papers, for the Gus Lurie Co.

Henry King Hannah, 277 Broadway, New York, is sending out eighteen-line orders, 104 times, to a limited list of papers, for the Barstow Construction Co., 50 Pine street, New York.

W. H. H. Hull & Co., Tribune Building, New York, is placing orders with a selected list of papers for B. Altman & Co., Fifth avenue and Thirty-fourth street, New York.

C. Ironmonger, 20 Vesey street, New York, is again making contracts for 5,000 lines, with Southern papers, for the Monticello Distilling Co., Baltimore, Md.

Lord & Thomas, Trude Building, Chicago, are sending out orders to Pennsylvania papers, for the Pleasant Valley Wine Co., Great Western Champagne, Rheims, N. Y.

The Samuel Lloyd Advertising Agency, 25 West Forty-second street, New York, is placing orders with New York State papers, for the present, for the Blaugas Company of Cuba, Times Building, New York.

The McGuckin-McDevitt Co., Morris Building, Philadelphia, is sending out orders to Pennsylvania papers, for Joseph F. Sinnott, Gibson Whiskey, Philadelphia.

The Morse International Agency, Dodd-Mead Building, New York, is making up a list for the Weir Stove Co., Glenwood Stoves and Ranges, Taunton, Mass. New York State and a few Eastern papers will receive this advertising. This agency is also placing copy with small city papers for the B. T. Babbitt Soap Co., 11 Broadway, New York.

Walter L. Weeden, 746 Slater Building, Worcester, Mass., is placing orders with a selected list of mail order papers, for Stewart & Skinner, 5 Gardner Terrace, Worcester, Mass.

The Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is sending out orders to a selected list of papers, for Lamson & Hubbard, Lamson Hats, 92 Bedford street, Boston, Mass.

Adolph Deimel, 735 Bushwick avenue, Brooklyn, N. Y., is again placing orders for ten lines, eight times, with a few selected papers, for E. Bischoff & Co., Sal Sano Co., 84 West Broadway, New York.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is making contracts with papers in New York City and vicinity for the Rogers Thompson Givernaud Co., R. & T. Silks, Fourth avenue and Twenty-fourth street, New York.

Ad Pulled After 19 Years.

Accidental perusal by a woman in San Francisco of a stray piece of the "Lost and Found" column torn from a Chicago paper published 19 years ago will result in a Louisville woman recovering rings which she lost while attending the Columbian Exposition in 1893. Parts of the name and address of the advertiser were cut away in the clipping, but the finder of the rings made out the word Louisville, and she requested the chief of police to find the owner of the rings. With this clue and an old city directory the detectives took up the search. The rings are valued at \$1,500.

Special Representatives' List.

Benjamin & Kentnor Co.'s "List of Special Eastern Representatives," edition of 1912, has made its appearance. This is the tenth year of publication. This handy little booklet is invaluable to advertisers, because it saves them a lot of time and therefore money, in locating the agents with whom they want to do business.

The Freie Presse Publishing Co., of Cincinnati, will erect a five-story concrete building for its growing business.

The Garden City (Kans.) Telegram has quit the daily field and will hereafter appear as a semi-weekly.

ROLL OF HONOR

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

ALABAMA.	OHIO.
ITEM Mobile	PLAIN DEALER Cleveland
CALIFORNIA.	Circulation for January, 1912
INDEPENDENT Santa Barbara	Daily 94,725
BULLETIN San Francisco	Sunday 129,558
CALL San Francisco	VINDICATOR Youngstown
EXAMINER San Francisco	PENNSYLVANIA.
RECORD Stockton	TIMES Chester
Only newspaper in Stockton	DAILY DEMOCRAT Johnstown
that will tell its circulation.	DISPATCH Pittsburgh
FLORIDA.	GERMAN GAZETTE Philadelphia
METROPOLIS Jacksonville	PRESS Pittsburgh
GEORGIA.	TIMES-LEADER Wilkes-Barre
ATLANTA JOURNAL (Cir. 53,163) Atlanta	GAZETTE York
CHRONICLE Augusta	SOUTH CAROLINA.
LEDGER Columbus	DAILY MAIL Anderson
ILLINOIS.	THE STATE Columbia
POLISH DAILY ZGODA Chicago	(Cir. August, 1911, S. 17,969; D. 17,614.)
SKANDINAVEN Chicago	TENNESSEE.
HERALD Joliet	NEWS-SCIMITAR Memphis
HERALD-TRANSCRIPT Peoria	BANNER Nashville
JOURNAL Peoria	TEXAS.
INDIANA.	RECORD Fort Worth
NEWS-TRIBUNE Marion	CHRONICLE Houston
THE AVE MARIA Notre Dame	WASHINGTON.
IOWA.	POST-INTELLIGENCER Seattle
CAPITAL Des Moines	WISCONSIN.
REGISTER & LEADER Des Moines	EVENING WISCONSIN Milwaukee
THE TIMES-JOURNAL Dubuque	SENTINEL Milwaukee
KANSAS.	CANADA.
CAPITAL Topeka	ALBERTA.
KENTUCKY.	HERALD Calgary
COURIER-JOURNAL Louisville	BRITISH COLUMBIA.
TIMES Louisville	WORLD Vancouver
LOUISIANA.	ONTARIO.
ITEM New Orleans	FREE PRESS London
TIMES-DEMOCRAT New Orleans	QUEBEC.
MAINE.	LA PATRIE Montreal
JOURNAL Lewiston	LA PRESSE (Ave. Cir. for 1911, 104,197). Montreal
MARYLAND.	TRADE PAPERS.
THE SUN Baltimore	NEW YORK.
has a net paid circulation of 124,000	RETAIL BAKER New York
copies daily, 80,000 of which are	Will Try an Experiment.
served in Baltimore homes.	The Plainfield (N. J.) Daily Press
MICHIGAN.	each Saturday will invite a leading citizen
PATRIOT Jackson	to take charge of its editorial page.
The Six Months Average Was	He will have unrestricted power to write
A.A.A. Figures D. 10,366; S. 11,289	as he sees fit, in signed editorials. The
Patriot Figures D. 10,331; S. 11,235	county superintendent of schools is the
MINNESOTA.	first one to be granted this unique
TRIBUNE, Morn. & Eve. Minneapolis	trust.
MISSOURI.	Net Circulation for January
DAILY & SUNDAY GLOBE Joplin	averaged 31,485 daily
POST-DISPATCH St. Louis	guaranteed and sworn to
MONTANA.	This is the most result-producing
MINER Butte	circulation in New Orleans. The Daily States is
NEBRASKA.	the only New Orleans paper publishing its
FREIE PRESSE (Cir. 128,384) Lincoln	detailed sworn circulation statement regularly
NEW JERSEY.	on its front page.
PRESS Asbury Park	DAILY STATES NEW ORLEANS
JOURNAL Elizabeth	LA.
TIMES Elizabeth	THE S. C. BECKWITH SPECIAL AGENCY
COURIER-NEWS Plainfield	Sole Agents—Foreign Advertising
NEW MEXICO.	New York Chicago Kansas City
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
BOLLETTINO DELLA SERA, New York	
EVENING MAIL New York	
STANDARD PRESS Troy	
RECORD Troy	

THE New Orleans Item

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

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

THIS MINISTER TALKS SENSE.

Says No One Thinks of Praying for the Newspaper Man.

The Rev. J. W. Kramer, in a sermon in the First Baptist Church of Spokane, Wash., recently spoke in behalf of the newspapers and newspaper men as follows:

"A city without newspapers would be a city without colleges and churches. They are the greatest educators in the land. I believe that God guided the hand of Gutenberg to make movable type, as it did Paul's to write the epistles, and that if Christ were alive today He would use the newspapers.

"I believe that it is possible for a newspaper man to get to heaven. Next to the minister, no man is more misrepresented than he, no one is threatened more, and the last men we think of paying or praying for are the preacher and the paper man. The journalist is expected to champion all causes and encourage all enterprises, but who ever thinks of encouraging him?

"If we do not have ideal newspapers in Spokane, do we have ideal churches? I suppose newspapers give the people what they want because the people prefer to hear the devil talk.

"Yet no journalist can escape responsibility. How would I run a paper? Run it into the ground, I suppose. But these things I know: That God never intended the newspaper to be a scavenger, a sewer, a keyhole reporter, casting about for skeletons in closets and pumping at domestic cesspools. While I am opposed to a Sunday paper, we preachers cannot fight it so long as we insert our church notices in it.

"In conclusion, I am free to confess that if men ever can be elected to office without swearing fidelity to the whiskey interests, if the despotism of the privileged class is to be overthrown, if men in legislative halls are to cease to be hypnotized before the presence of the money powers, these reforms are not possible through the church, but through a God-illuminated press."

LECTURE ON EDITORIAL POLICY.

Associated Editor Pittsburgh Dispatch Discusses the Subject.

James F. Hudson, associate editor of the Pittsburgh Dispatch, delivered an address on "Editorial Policy" before the class in Journalism of the University of Pittsburgh on Feb. 12.

He argued at considerable length that the editorial opinion should not control or color the news, but that the news should be written solely as the honest and unbiased statement of facts, for the purpose of giving the information exactly as it is. A publication which garbles or suppresses news for the sake of its editorial policy does not reach the full standard of a newspaper. Nor should the news control the editorial policy. He also argued that the claim

of advertisers to control editorial comment for their peculiar interests was destructive of independent and intelligent editorial comment and therefore was injurious to the advertisers themselves in preventing a newspaper from attaining its full standard.

Considering the principle upon which editorial policy should be determined he quoted Davy Crockett's famous saying, "Be sure you're right—then go ahead." The newspaper editor should try his utmost to reach an honest and unbiased conclusion as to what is right. No man can attain infallibility, but if he honestly seeks the best information and uses the necessary means to attain a conscientious judgment irrespective of party or pecuniary bias he will be practically right in a great majority of cases.

When the judgment is made and you are honestly convinced that you are right, Mr. Hudson said, the second part of the adage came into effect. Go ahead forcefully and with all your might. You need not worry whether the public agrees with you or not; if your editorial columns show that they express earnest and sincere conviction people will respect your honesty whether they agree with you or not.

DESIGN IN ADVERTISING.

Artist Beauley Gives the 23d St. Ad Men Some Valuable Suggestions.

William Jean Beauley, the artist and a well known designer of advertising, recently delivered an excellent address on "The Design as Applied to Advertising" before the Twenty-third Street Y. M. C. A. Class in Advertising, New York.

Mr. Beauley urged the importance of being creative in advertising—doing something that shows brains behind it. He believed the time would come when the Health Department would regulate the signs on Broadway and elsewhere. Some of these advertising devices, he declared, were shocking to the eye with their glaring outbursts of light. Many advertisers are crying out for something that will jump and do violence to the reader or the observer. Those who have to do with the production of advertising should guard against such demands. They should feel that they have a mission to perform in promoting art in its truest sense in advertising.

Mr. Beauley advised the members of the class to study nature and observe the prevalent law of color. Nature's colors harmonize with each other. He advised the members to visit the Metropolitan Museum of Art and study the pottery, fans, Egyptian urns, Roman and Grecian antiquities, for the purpose of observing how men in bygone ages have tried to express their ideas of art in permanent form.

Two Clarksville (Ark.) newspapers, the Johnson County Herald and the Clarksville Democrat, have been burned out.

OBITUARY NOTES.

ALLISON R. SCOTT, publisher of the Livingston (N. Y.) Republican, died of heart disease in his Genesee home on Saturday.

ERNEST EDWARDS, for twenty years an advertising agent in New York City, died at his residence in Sheepshead Bay last Wednesday.

LOUIS HEILPRIN, maker of encyclopedias, died last Monday in his New York home. Born in Hungary, he came to this country in 1856, engaging in newspaper work and in assisting his father to edit the American Cyclopaedia, the second edition of which he revised himself. He co-operated with his brother, the late Prof. Angelo Heilprin, in the preparation of the latest edition of Lippincott's Gazetteer, and worked alone on the revision of the Century Encyclopedia of Names and the final revision of the New International Encyclopedia, besides being a frequent contributor to periodicals.

WILLIAM PENN NIXON, editor of the Chicago Inter-Ocean, died on Tuesday, in his seventy-ninth year. At first a lawyer, he became business manager of the Cincinnati Chronicle in 1868, and four years later joined the Inter-Ocean, with which he was connected until his death. In 1897 he was appointed collector of the port of Chicago.

CAPT. J. D. YOUNG, the well-known city editor of the Sacramento Union, died recently.

A. D. WILTMER, editor of the Dallas County Record, of Adel, Ia., is dead. He was a Free Mason and also a Woodman.

CRISS MCCONNELL, editor of the East Liverpool (O.) Evening Review, and prominent in labor, political and lodge circles, died last Saturday.

MRS. SARA A. PRYOR, who at the age of sixty-three took up the writing of articles for newspapers and magazines and made a success at it, died last Friday at her home in New York.

CHARLES C. DOUGHTY, founder of the Polk County (Ore.) Observer, and sometime president of the Oregon Press Association, passed away recently in his home in Monmouth.

JAMES L. RAND, New England correspondent of the Associated Press, died suddenly of heart failure in Wollaston, a suburb of Boston, on Monday. Born in 1866, he was educated as a textile designer, but soon left this business to work successively for the Philadelphia Record, Boston News, Brockton Dispatch and Associated Press. He was prominent in the Baptist Church.

JOHN M. O'BRIEN, once editor of the Vancouver World, and a brilliant writer, died recently in St. John, N. B.

THEODORE M. LEARY, press agent for the "Excuse Me" company, died in Los Angeles a few days ago.

REUBEN E. SAFFOLD, for nineteen years advertising manager for the Union and Advertiser, of Rochester, but recently in business for himself, died last week in his fifty-seventh year.

J. C. ESSICK, formerly editor of the Pana (Ill.) Morning Gazette, dropped dead a short time ago in Chicago.

COL. GEORGE R. ASH, owner and editor of the Cecil (Md.) Democrat, and State Auditor, died at his home in Elkton some days ago.

Considers E. and P. Invaluable.

Henry F. Harris, publisher of the Richmond (Mich.) Review, in renewing his subscription to THE EDITOR AND PUBLISHER, writes:

"I could not think of trying to get along without your publication, which I have come to regard as invaluable."

New Directors of London Times.

Lord Northcliffe has appointed two members of the London Times staff to its board of directors—John Brinard Capper, an assistant editor since 1884, and George Robinson, the former South African correspondent, who entered the head office of the paper last year.

THE NEWS

BUFFALO, N. Y.

Circulation for January, 1912

96,014

The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r

C. F. KELLY & CO., Foreign Representatives

Chicago New York City
People's Gas Bldg. Metropolitan Bldg.

Ask any Pittsburgh man about THE PITTSBURGH POST and THE PITTSBURGH SUN and he will tell you that they are the best buy in the Pittsburgh advertising field.

Special combination rates for both papers: The Pittsburgh Post morning and Sunday, The Pittsburgh Sun every evening.

JOHN BUDD COMPANY, Special Representatives,
New York, Chicago and St. Louis.

IN MEXICO CITY

the advertiser only has to use

THE MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY

(Sole Representatives)

NEW YORK KANSAS CITY CHICAGO
Tribune Bldg. Reliance Bldg. Tribune Bldg.

Let one of our Solicitors quote you on our list of "Proven Pullers."



MacQuoid & Tilden
Publishers' Representatives

New York Chicago
Brunswick Bldg. Boyce Bldg.

The News Scimitar

OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in the Mississippi Valley south of St. Louis.

The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Steger Building, CHICAGO.

YOU MUST USE THE

LOS ANGELES EXAMINER

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

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

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

FROM BREEZY CHICAGO.

Polish Catholics Prohibited from Subscribing to Certain Papers.

CHICAGO, Ill., Feb. 22.—The Press Writers' Journal is the name of a monthly periodical that has made its debut in Chicago under the auspices of the Chicago Press Writers' Club. The periodical is made up principally of personal notes concerning Chicago writers. B. J. Ostergaard is the editor and F. C. Eichen the assistant editor.

The Press Club was entertained Friday night with a recital by Alfred Hiles Bergen, baritone. This was Mr. Bergen's farewell Chicago recital. Charles Lurvey accompanied Mr. Bergen.

J. C. Schaffer, proprietor of the Chicago Post, and one of the pillars of the Chicago Opera Co., was in New York last week on business.

In a letter recently read in all Polish churches the Catholics of the Milwaukee, La Crosse, Marquette, Green Bay and Superior dioceses are prohibited, under ban of being refused the sacraments, to read, keep or subscribe to the Kuryer Polski, a Milwaukee Polish daily newspaper, and the Dziennik Narodowy, a Chicago newspaper.

Chicago newspapers, especially the Tribune, and many subscribers are complaining about the slow delivery of newspapers by the postoffice department of late. It is claimed that Postmaster General Hitchcock's economic endeavor is responsible for the shortage of mail clerks whereby newspaper mail is neglected frequently.

The Photoplay Magazine Publishing Co. has been incorporated, with a capital of \$2,500, for printing and publishing, by Frank A. Leare, E. F. Ryan, George J. Hoeft.

William Penn Nixon, one of the best known newspaper men in the country, and for over twenty-five years identified with the Inter-Ocean, died at midnight Monday at his residence, 4221 Kenmore avenue. He was suffering from heart trouble, with which he had been afflicted for several years. Mr. Nixon was eighty-one years old. Mr. Nixon began his newspaper career in 1868 in Cincinnati. Soon afterward he came to Chicago and took charge of the business management of the Inter-Ocean. In 1875 Mr. Nixon became general manager and editor-in-chief. He filled both positions until H. H. Kohlsaat became connected with the paper and assumed the business management. Upon the sale by Kohlsaat of his interest Mr. Nixon assumed full control. In December, 1897, Mr. Nixon was appointed collector of the port of Chicago, and was reappointed in 1901.

Sir Gilbert Parker, the novelist, was the guest of the Press Club at an informal luncheon Monday noon. Sir Gilbert will be informally entertained next fall by the Press Club.

While McCutcheon is away on vacation the Tribune has temporarily dispensed with its daily first-page cartoon.

PUBLISHERS, EDITORS, BUSINESS MANAGERS

who desire to acquire and develop

Properties of Their Own

will find the services of this organization almost indispensable

HARWELL, CANNON & McCARTHY

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

200 Fifth Ave., New York

The Inland Daily Press Association at its annual meeting, held at the La Salle Hotel, Feb. 20, adopted resolutions protesting against a reduction of first class postage and an increase in second class, and also against the censoring of food advertisements. The following officers were elected: A. M. Shook, of Aurora, president; W. V. Tufford, Clinton, Ia., secretary and treasurer.

EDITORS TO BE INTERVIEWED.**Those Who Are Fighting Tuberculosis to Seek Their Aid.**

This week the tuberculosis workers start a "follow up" of special interest to newspaper men. E. G. Rutzahn, director of the six-year campaign of the American Tuberculosis Exhibition which was conducted "under three flags," from Toronto to the City of Mexico, starts a flying tour of the Southern territory formerly covered by the traveling exhibition.

An important feature of the report to be submitted to the National Association for the Study and Prevention of Tuberculosis will be a series of confidential reports to be solicited in person from newspaper editors, who are in a position to have a line on varied forces for good or ill such as no other group of men or women have.

Reports of these interviews will be wholly confidential and will be forwarded to New York for the sole use of the executive secretaries of the national association to guide them in their cooperation with the local and State tuberculosis forces.

IN NEW YORK CITY.

James W. Dunphy, publisher of the Boston Evening Record and the Daily Advertiser, has returned to his desk after an illness of several months.

E. W. Barrett, publisher of the Birmingham Age-Herald, is in New York this week on business connected with that paper.

W. F. Knox, publisher of the Sault Ste. Marie (Mich.) News, chairman of the State Republican Committee of Michigan, is now with the National Roosevelt Commission at Washington.

Herman Suter, publisher of the Nashville (Tenn.) Tennessean and the Nashville American, was in New York this week in the interests of those papers.

H. A. Biggs, who for two years was connected with Hampton's Magazine, is again connected with Frank Seaman, Inc., New York.

Edward Payson Call, advertising manager of the New York Times, on Feb. 13 gave a talk on "A General View of the Newspaper Business" before the Undergraduate Press Club at Princeton University.

NEW INCORPORATIONS.

EVANSVILLE, Ind.—The Ohio Valley Publishing Co. To publish a newspaper. Capital, \$1,000. Directors: P. E. Tichenor, M. D. Lockyear and E. Q. Lockyear.

LOUISVILLE, Ky.—The United Retail Merchant. Capital, \$50,000. Incorporators: H. H. Paust and H. C. Raymond.

PARIS, Tenn.—The Sentinel Publishing Co. To issue a newspaper. Capital, \$5,000. E. B. Sweeney, formerly

of the Parisian, to be editor and manager.

MILWAUKEE, Wis.—Photoplay Magazine Publishing Co. Capital, \$26,000. Incorporators: Frank A. Leare, E. J. Ryan and Geo. J. Hoeft.

ANDERSON COUNTY, Tenn.—Times Publishing Co. Capital, \$2,500. Incorporators: J. C. Johnson, G. W. Wendling, E. M. Beasley, E. J. Mathis and M. H. Irwin.

MANGUM, Okla.—The Sun Monitor Publishing Co. Capital, \$5,000. Incorporators: R. P. Miller, S. E. Echols, F. H. Sweet, G. L. Wilson, Sr., all of Mangum.

MADISON, Wis.—Wisconsin Engineering Journal Association. No capital stock. Incorporators: John J. D. Mack, W. D. Pence, M. C. Beebe, F. T. Hayward, C. C. Ruhoff, Fred T. Coop, C. F. Burgess.

COLUMBIA, Mo.—Statesman Publishing Co. Capital, \$25,000. Incorporators: Harry S. Jacks, George V. Mechler, Omar D. Gray and others.

HUNTINGTON, Ind.—Huntington Publishing Co. To publish a newspaper. Capital, \$15,000. Directors: M. H. and E. Ormsby and Joseph Carrol.

BOSTON, Mass.—Graphic Arts Publishing Co. Capital, \$50,000. Directors: Frank L. Nagle, president; Henry G. Lord, treasurer, and Emma C. A. Munster.

NORWICH, Conn.—The Press Publishing Co. Capital, \$2,000. President and treasurer, Wm. H. Eagles; secretary, W. Everett Eagles.

PLAINFIELD, N. J.—The Central Publishing Co. Presumably to publish a Catholic journal. Capital, \$5,000. Incorporators: Rev. Bernard M. Bogan, Wm. H. Forrestal, Michael D. O'Keefe, Timothy J. Meany, Daniel J. Courain and Francis J. Blatz, all of Plainfield.

WILMINGTON, Del.—Delaware Magazine Co. Capital, \$10,000.

BOSWELL, Okla.—The Submarine Publishing Co. Capital, \$1,000. Incorporators: P. M. Clark, Wm. Stingley and R. D. Fosters.

KITTERY, Me.—Foreign Service Publishing Association. Capital stock, \$100,000; nothing paid in. For publishing magazines and other matter in connection with commerce. President, Horace Mitchell; treasurer, C. E. Smothers.

BLUEFIELD, W. Va.—Frith Publishing Co. Authorized capital, \$5,000. To publish newspapers. Incorporators, W. O. Frith, Wm. E. Ross, D. E. French, E. O. St. Clair and John D. French.

WEST NEW BRIGHTON, N. Y.—The Richmond County Advance Publishing Co., general publishing. Capital, \$10,000. Incorporators: Wm. G. Wilcox, 115 Davis avenue; Edw. H. Johnson, John Crawford, 202 Broadway, West New Brighton.

WORTH MORE THAN THE PRICE.

HELENA, Ark., Feb. 12, 1912.

EDITOR AND PUBLISHER:

We are enclosing check to cover subscription for two years. We could not do without the EDITOR AND PUBLISHER, and it is certainly worth a great many times more than the subscription price.

Yours very truly,

C. M. YOUNG,
Manager World.

JOSEPH PULITZER PRESIDENT.**He Is Placed at Head of Pulitzer Publishing Co., St. Louis.**

Joseph Pulitzer, the son of the famous publisher of the same name, at a meeting in St. Louis last Wednesday of the stockholders of the Pulitzer Publishing Co., was elected president. F. N. Judson, who has been president for several years, retired to take the position of chairman of the board, which was created for him. Ralph Pulitzer, a brother of Joseph, was made first vice-president to succeed J. T. Keller, who was made secretary.

W. C. Steigers was elected second vice-president and B. E. Bradley was elected a director to fill the place of W. E. Taylor, who retired on account of ill health.

FREEMAN TO THE TAILORS.**Advises Them to Combine in an Educational Campaign.**

William C. Freeman, of the Mail, like Louis Wiley, of the Times, is much sought after to deliver addresses before commercial bodies. Mr. Wiley spoke recently before the corset manufacturers, and Mr. Freeman on Feb. 14 talked to the National Merchant Tailors' Association.

Mr. Freeman's theme was "How Should Merchant Tailors Advertise." He advised them, among other things, to combine in an advertising campaign, each bearing his proportionate cost. The space should be liberal and filled with arguments showing the superiority of custom made over ready made garments."

Mr. Levy not with Success.

Louis Spencer Levy informs THE EDITOR AND PUBLISHER that he is in no way connected with Success Magazine. Mr. Levy was named in an item printed in these columns as business manager of the magazine under Louis Leavitt's ownership.

Hapgood's Three Best Papers.

In an address before the Canadian Press Club at Ottawa, Ont., Feb. 18, Norman Hapgood, editor of Collier's Weekly, named the Springfield (Mass.) Republican, the Philadelphia North American and the Kansas City Star as the three best American newspapers.

The offices of the National Home Educator have been removed from Littleton, Col., to Maryville, Mo.

Sporting News

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

A LIVE WIRE?

National News Association
200 WILLIAM ST., New York City

THE WARD SYSTEMS CO.

Operators of

The Ward Paid-in-advance Contest System

(The Sure System)

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

THE
WARD SYSTEMS
COMPANY

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

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

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

DEBEVOISE, FOSTER CO.
15-17 West 38th St., New York
Tel. Murray Hill, 5235

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

HOGUET ADVERTISING
20 Vesey St., New York
Tel. Cortlandt 2252

HOWLAND, HENRY S., Adv. Ag'ty
20 Broad St., New York
Tel. Rector 2573

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

LEDDY, JOHN M.
41 Park Row, New York
Tel. Cortlandt 8214-15

NAMROD ADVERTISING AGENCY
926 Tribune Bldg., New York
Tel. Beekman 2820

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

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

ILLINOIS

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

PENNSYLVANIA

RUBINCAM ADV. AGENCY
Drexel Bldg., Philadelphia
Tel. Lombard 2152

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mex.

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Cuba 37, Altos
Havana, Cuba
Frank Presbrey Co., N. Y. Corr.

Lewis Fraud Orders Up.

The issuance of fraud orders against E. G. Lewis' People's United States Bank of St. Louis and the Woman's Magazine and Woman's Farm Journal, published by Mr. Lewis, has been investigated by the House of Representatives Committee on Expenditures. George B. Cortleyou, who as Postmaster-General issued the order, was cross-examined this week to learn if he had been influenced by the express companies, through Senator Platt, in destroying a firm which, through its mail-banking business, was a rival to the express money-orders. Mr. Cortleyou declares that he had never been approached in the matter.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Against Dishonesty in Advertising.

The Des Moines Admen's Club has taken a decided stand against dishonesty in advertising at a recent meeting it endorsed the statute proposed by Printers' Ink, saying that it "strongly urges and recommends its adoption in Iowa and elsewhere, and to this end * * * tenders its services in any reasonable and consistent manner."

The resolution was adopted after a whole evening's discussion and reading of three carefully prepared papers from a retailer, a publisher and a lawyer, which brought about the consensus of all that the act would harm no one, honesty being the best policy, and that it was necessary for the prevention of commercial anarchy.

Suffragettes as Editors.

The Pittsburgh Sun on Feb. 29 will be edited and published by the leaders of the suffrage movement in Pittsburgh. On that day they will have an entire staff, from editor-in-chief to business manager, advertising manager and circulation manager. This unusual stunt on leap year day has created much interest in suffragist circles.

AD FIELD PERSONALS.

Charles H. Fuller, formerly a prominent advertising agent in Chicago and New York, and Henry Decker, who has an office in the Flatiron Building, New York, have returned to New York from a trip to Florida.

Paul W. Fowler, formerly manager of the New York office of Lord & Thomas, of Chicago, but now manager of the plan and promotion department of the Taylor & Critchfield Agency, of Chicago, was in New York this week.

Granville M. Hunt, president of the Washington (D. C.) Ad Club, has been appointed chairman of the committee on arrangements for the convention of the American Public Health Association to be held in Washington Sept. 16.

Louis A. Leppke, for nine years advertising manager of the Moor Clothing Co., of Sioux City, has resigned.

Frederick Pierce, of the advertising and sales organization of the Aeolian Co., New York, will spend the coming year at the Indianapolis branch office.

M. P. Gould, head of the Gould Advertising Agency, New York, was a guest of the University Pharmaceutical Society at Lawrence, Kan., Feb. 15.

Edward F. Trefz, advertising manager of the Thomas Cusack Co., of Chicago, spoke to the Y. M. C. A. Advertising Club of that city recently on "Outdoor Advertising."

A. B. Cargill, advertising manager of the Milwaukee Sentinel, gave an interesting talk to the students of Carroll College at Waukesha, Wis., Feb. 13 on "Newspaper Advertising."

Robert A. Turner, until recently with the Darlow Advertising Agency, of Omaha, has gone to Denver to take charge of the advertising department of the Colorado section of the Southern Railroad Co.

William T. Mullally, of Maclay & Mullally Bros., gave an entertaining talk on advertising before the business staff of the New York Times on Feb. 9.

Mrs. Jessie L. Leonard, of Boston, on Feb. 14 addressed the Providence Town Criers on "How a Woman Judges Your Advertising."

Charles C. Stewart, chief of copy staff of Cramer-Krasselt Co., Milwaukee, will deliver a series of five lectures on "Theory and Practice of Advertising" at Carroll College, Waukesha, Wis. The lectures began Feb. 20.

H. F. Lewis, publishers' representative, Tribune building, New York, has added the American Issue, the organ of the Anti-Saloon League, published at Westerville, O., to his list of papers.

O. C. Harn, advertising manager of the National Lead Co., New York, delivered the principal address at the Rochester Ad Club's luncheon Feb. 15.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,203—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

WEST VIRGINIA.

10 LEADING DAILIES IN WEST VIRGINIA

in Wheeling, Parkersburg, Huntington, Charleston, Fairmont, Clarksburg, Grafton, Elkins, Morgantown and Sistersville. Will cover the State's most populous centers almost as thoroughly as a house to house canvass. Let us submit circulation, population, etc. SMOOT ADVERTISING AGENCY, Parkersburg, West Virginia. Newspaper, Street Car and Outdoor Display all over West Virginia.

THE BLACK DIAMOND Chicago - New York - Pittsburgh, for 20 years the coal trades' leading journal. Write for rates.

Press Clippings

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

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6900-4 Beekman

THE LOVEJOY CO. Established 1853
ELECTROTYPERS
and Manufacturers of Electrotpe Machinery
444-446 Pearl Street New York

Have you seen "Flaneur"? It's the best feature for editorial pages in America. Manz's Sunday cartoons are something new. Best daily Washington letter.

Samples of all of these for a postal card. If your paper is not represented in Washington write us.

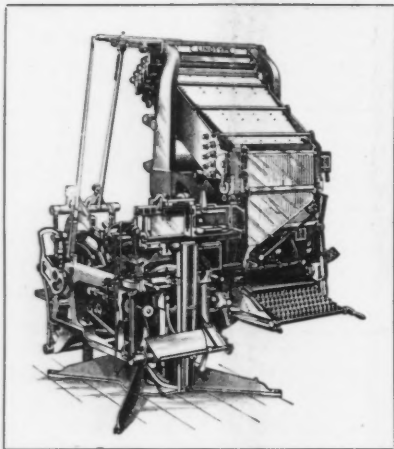
AMERICAN TELEGRAPH PRESS, District National Bank Building, Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

Let our Mr. Louis A. Hoffmann quote you on his line of proven Newspaper Supplies, especially for the "Stereo" dept.

INTERNATIONAL PUBLISHERS SUPPLY CO.
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

The Home of the President
 endorses the
MULTIPLE MACHINE IDEA



QUICK CHANGE MODEL 9
 FOUR MAGAZINE LINOTYPE

Shipped to Cincinnati Times-Star Sept. 23, 1911

C. H. REMBOLD

Manager

Cincinnati Times-Star

orders a

SECOND

Quick Change Model 9
 Four Magazine Linotype

Thus testifying not only to his conviction that the Linotype way is the right way in the ad alley of a great newspaper, but that the Model 9 has proven itself in actual daily operation in his composing room to be the right model.

The Linotype Way Is the Only Way

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 Limited, 35 Lombard Street

