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PUBLICITY OPINIONS.

M'REYNOLDS SAYS CIRCULATION STATEMENTS SHOULD INCLUDE ALL SOLD COPIES.

Disagrees with Wickersham Who Ruled that the Law Required Record of Paid Subscriptions Only.—Attorney General's Opinion Follows Decision of Supreme Court in the Case of Lewis Publishing Company vs. Morgan.

Attorney General McReynolds has rendered to Postmaster General Burleson an opinion construing that part of the act of August 24, 1912, known as the publicity law requiring daily newspapers to submit semi-annual statements showing their paid circulation in addition to their ownership, management, etc. Copies of the opinion will be mailed to all daily newspapers in the United States.

The act provides that the statement of daily publications shall show

"the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months."

In construing this provision the Attorney-General holds that "the statement shall cover the whole *bona fide* paid circulation of daily newspapers, however attained, whether sold over the counter, distributed through news agencies and news routes, or disposed of in any other way," and that copies actually paid for by news agents or news dealers, which constitutes the number delivered to them, less the number returned as unsold, and copies subscribed for or sold to individuals taking only one copy of a single issue, are copies "sold or distributed to paid subscribers" within the contemplation of the Act.

The opinion in full follows:

DEPARTMENT OF JUSTICE,
WASHINGTON.

January 5, 1914.

The Postmaster General,
Sir:

In your letter of the 4th ultimo you requested my opinion on the proper construction of paragraph 2, Section 2 of the Act of August 24, 1912 (37 Stat., 553), which provides that publishers of newspapers, magazines, periodicals, or other publications shall submit semi-annually a statement including, among other things, in the case of daily newspapers, "The average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months," with special reference to these two points:

First: Whether copies of daily newspapers actually paid for by a news agent, which constitutes the number delivered to him less the number which he returns as unsold; and

Second: Whether copies subscribed for or sold to individuals taking only one copy of a single issue; are copies "sold or distributed to paid subscribers" within the contemplation of the said Act.

In my opinion this provision of the statute is so broad as clearly to indicate an intention on the part of Congress that the statement shall cover the whole *bona fide* paid circulation of daily newspapers, however attained, whether sold over the counter, distributed through news agencies and news routes, or disposed of in any other way. The addition of the word "distributed" to the word "sold" indicates a desire to reach every form of paid circulation, and the only conceivable purpose of Congress in making this provision is to make known, for the benefit of the public, the average amount of the entire paid circulation of the daily newspapers. No reason is suggested why the provision should be limited in its scope to any particular kind of circulation. On the contrary, Congress must have intended that the information, if given at all, should be complete.

This conclusion is fortified by the long-established construction which the Post Office Department has placed upon the cognate subject of second class mail matter.

(Continued on page 613.)



JOHN T. MACK.

EDITOR AND PUBLISHER OF THE SANDUSKY (O.) REGISTER.

HOW SHOT DOWN IN SHANGHAI.

Founded the Commercial Press and Took Active Part in Modernist Movement.

Z. F. How, founder and managing director of the Commercial Press, at Shanghai, China, was shot dead on the street last Sunday. The assassin was arrested.

The killing of Mr. How is believed to have been due to the part he took in urging the municipal court to take over control of the Chapsi suburbs of Shanghai, the scene of the rebel operations in July.

Mr. How was a remarkable man. He began as a small printer and built up the Commercial Press, which possesses one of the finest printing plants in Asia. The concern has turned out annually thousands of Chinese translations and foreign educational works, which have contributed largely to the modernist movement.

An International Exhibition for the Book Industry and Graphic Arts will be held from May to October at Leipzig.

Otis and Chandler in Land Deal.

A syndicate headed by General Harrison Grey Otis, head of the Los Angeles Times, and his son-in-law, Harry C. Chandler, has purchased from the Southern Pacific Company 45,000 acres of land in the Imperial Valley, Cal. The price is said to exceed \$2,000,000.

Pretorius Injured in Auto Smash.

Edward L. Pretorius, publisher of the St. Louis Times and of the St. Louis Westliche Post, was injured in that city Tuesday when his automobile was struck by a street car. The plate glass in the side windows of the limousine was smashed and pieces of flying glass struck Mr. Pretorius, cutting deep gashes across his face and behind his ear.

Homes of Editors Robbed Same Day.

The home of two editors in Flushing were robbed the same day by burglars. Roland E. Phillips, of the Cosmopolitan Magazine, 210 South Parsons avenue, and Ernest M. Corry, of the Automobile Magazine, were the victims. Jewelry, silverware and other articles were taken.

PRINTERS WAGES UP.

INCREASES GRANTED BY NEWS-PAPER PUBLISHERS IN SEVERAL CITIES OF COUNTRY.

Omaha Typographical Union Closes a Five Year Contract With Daily Papers —New Bedford Standard and Mercury Become Union Shops and Raise Pay of Men—Advances on Providence Papers and in Montreal, Canada.

Reports from the several Typographical Unions in various parts of the country show that the wages of printers are being advanced. The following are some of the offices in which increases have been granted recently.

The publisher of the Express and Westbote, the German daily of Columbus, Ohio, has agreed to increase the pay of the printers employed on that publication \$1.50 a week, making the wage \$22.50.

A five years' agreement has been signed between the publishers of the three daily papers of Omaha, Neb. and Typographical Union 190, under which employees will be given an increase of \$1.50 per week, making the new scale \$28.50 for night work and \$22.50 for day work.

The new newspaper scale at Erie, Pa. provides an increase of 50 cents a week for day operators and floormen, and \$1.00 a week for day foremen; operators and foremen on the night side receive an increase of 75 cents a week and the night foreman receives an increase of \$1.25 per week. On October 1st, next, the scale will be increased automatically and the day operators and foremen will then receive \$22 a week; day foreman, \$26.00; night operators and foreman, \$24; night foreman, \$28.

The New Bedford Evening Standard and Morning Mercury will hereafter be conducted as union shops. A voluntary increase of \$1 a week for all hand and floor men has been granted. The wage is now \$22 for night work and \$21 for day work.

Contracts with the Montreal La Patrie and La Presse, French newspapers, have been signed under which the mailing rooms of these papers will become strictly union. An increase amounting to \$2,576 a year has been granted to the eighteen members of Mailers Union, No. 29.

A new scale has been submitted to the daily newspapers of Providence, R. I., calling for an increase from \$23 a week for day work to \$25, and an increase in the night scale from \$25 to \$27. There is also an increase in the overtime price from 65 cents an hour to 80 cents.

Harold Harmsworth Buys Mirror.

Harold Harmsworth, of London, one of the New Year peers, who has not yet announced his new title, is starting another Liberal party organ in opposition to those of his elder brother, Lord Northcliffe. For this purpose he has bought The Daily Mirror from Lord Northcliffe, and intends to convert it into a Liberal party newspaper. It is stated that The Daily Mirror has closed out its Manchester edition and discharged everybody employed upon it. Harold Harmsworth already owns the Glasgow Daily Record and the Leeds Mercury.

Of the 6,000 electric light central stations in the United States, only 500 are advertisers.

UNITED PRESS WINS SUIT.

Supreme Court Awards It \$7,594 Against St. Louis Star-Chronicle Company.

(Special by Wire.)

WASHINGTON, Jan. 12.—By a decision to-day of the Supreme Court dismissing an appeal from a decree of Federal Circuit Judge Munger, the United Press Association won its suit against the Star-Chronicle Publishing Company of St. Louis for breach of a contract from 1908 to 1911. The court awarded the United Press \$7,594 damages.

The final decision was the result of the action of the Star-Chronicle in attempting to break contracts for United Press news service in 1910, and for service received in 1908 and 1909. Chief Justice White dismissed the appeal for lack of jurisdiction and also denied a petition to review the case. The action of the Supreme Court establishes beyond dispute the measure of damages which any press association can recover from a client breaking a contract. This measure of damages is held by the court to be the difference between the contract price for the service and the cost of the wire and operator through the medium of which the service is delivered.

The court of original hearing in St. Louis declined to consider the demand of the Star-Chronicle that a reduction in the equity of the press association should be made on account of overhead charges. The original court held that the United Press was not enabled to reduce its news or overhead management charges by reason of the discontinuance of the service to the Star and that the only reduction in the expenses of the press association by reason of the breaking of the contract was the reduction effected through the cutting off of the wire and operator charges.

In the appeal of the Star-Chronicle Company in both the federal court of appeals and the Supreme Court of the United States, exception was taken to this ruling of the St. Louis court. Both the appeal courts upheld the ruling of the court of first instance.

The present publishers of the St. Louis Star will not be forced to bear the cost of the judgment as it is understood that in negotiating the sale of the Star to its present owners, Nathan Frank, the former owner of the Star, agreed to personally meet the judgment in the event of its being upheld by the Supreme Court.

BRISBANE TO TRADE EDITORS.

Discusses Editorial Policy at Well Attended Meeting of Association.

The meeting of the Trade Press Association, held at the Hardware Club on January 9, broke every previous record in point of attendance and interest. It was the first under the administration of the new president, M. C. Robbins, publisher of the Iron Age. More than 175 members attended.

The meeting was addressed by editors, chief among whom was Arthur Brisbane, editor of the New York Journal, who made a special trip from Chicago for the purpose of speaking before the association. Mr. Brisbane pointed out that his task in editing a paper of large circulation was diametrically opposed to that which confronts the editors of trade papers. He tried, he said, to make sure that what he wrote was not confined in interest to any particular class. The trade paper naturally makes only a class appeal.

Mr. Brisbane touched upon the first advertisement he ever wrote, which was a whole page of Macy announcement. It stated that the establishment would accept deposits from customers, pay four per cent. on the money, and allow them the privilege of charging purchases against deposits. That the ad paid may be assumed from the fact that deposits of \$450,000 were made during the week following its publication.

The other speakers were E. L. Howland, editor of the grocery department of the New York Journal of Com-

merce, on trade papers and their value; Charles T. Root, president of the United Publishers' Corporation, on "Broadening the Field and Scope of Trade Papers"; L. P. Alford, editor of American Machinist, on "Sticking to Your Text," and David Beecroft, directing editor of the Automobile, on "How to Make Technical Articles Interesting to Untechnical Readers."

Franklin T. Root, of the Dry Goods Economist, has been elected secretary of the association for the current year.

HEADS NEWSPAPER ENTERPRISE.

B. H. Canfield New President and General Manager of Association.

B. H. Canfield, for a number of years head of the Scripps-McRae northwest papers, including the Seattle (Wash.) Star, Spokane (Wash.) Press, Tacoma (Wash.) Times and Portland (Ore.) News, has been elected president and general manager of the Newspaper Enterprise Association. Mr. Canfield succeeds H. N. Rickey, president and general manager for the past two years. Mr. Rickey has been elected editorial director to the Scripps-McRae League papers.

E. E. Martin, for the past eight years editor of the Cleveland Press, has been elected editor-in-chief of the Scripps-McRae League papers.

Mr. Rickey has also been elected a member of the executive committee of the board of directors of each of the League papers. The executive committee is now composed as follows: James G. Scripps, chairman; W. W. Thornton, business director, and H. N. Rickey, editorial director.

Receivers to Sell Scranton Papers.

William H. Peck and John T. Porter, receivers for the Scranton Tribune Publishing Company, have been authorized by Judge C. B. Witmer, of the United States Court, to sell the Tribune-Republican and Truth at the earliest time possible. The receivers have admitted their inability to continue the papers on a paying basis and that they have gone behind some \$19,000 in the six months they have had charge. The papers were paying a net profit of \$4,000 a month when several of the local banks combined and forced Robert D. Towne, the Progressive editor, out of control.

Aldermen to Pass Fake Ad Ordinance.

Under a proposed ordinance introduced in the Board of Aldermen Tuesday by Alderman William H. Chorosh advertisers who use deceptive or misleading matter in their ads will be guilty of a misdemeanor and punishable by a fine of \$500, or imprisonment for one year, or both. The measure was referred to the Public Welfare Committee. It is believed the committee will report the resolution favorably.

Can't Bar Mylius for Libel on King.

Declaring America makes no distinction between a man who libels a street sweeper or a king, the United States Court of Appeals affirmed on Tuesday the decision of Judge Noyes in the lower court permitting Edward F. Mylius, the English journalist, to enter the country. Mylius served a year in an English prison for libeling King George and has been recently one of the editors of the Socialist War, a radical paper in New York. Judge Cox in his opinion says that the law must be administered upon broad, general lines. Some libels may be considered to involve moral turpitude, but libel in its general classification does not do so. He held with Judge Noyes of the lower court that editors and publishers have often been convicted of publishing criminal libel who were wholly ignorant of the libel.

Joaquin Miller's Estate \$41,996.

The estate left by Joaquin Miller, poet, who died last year, is valued at \$41,996, according to an accounting filed in the Probate Court at Oakland, Cal., Tuesday, by Mrs. Abbie Miller, the widow.

WACO MORNING NEWS SOLD.

Southern Publishing Company, New Owner, to Advocate Prohibition.

The Waco (Tex.) Morning News, owned by W. P. Hobby, who also publishes the Beaumont (Tex.) Enterprise, was sold last week to the Southern Publishing Company, recently incorporated by leading prohibitionists of Texas. The new company took immediate charge of the property.

Among those on the board of directors are: W. P. Lane, State comptroller; Rev. H. D. Knickerbocker, pastor of the Austin Avenue Methodist Church of Waco, and Dr. A. J. Barton, secretary of the Baptist State Education Board. R. B. Spencer, a wealthy lumber dealer, is the president of the company.

The new owners announce that the daily will "editorially represent the great and growing constituency giving their attention to good government and progressive and constructive policies generally." It will advocate State-wide prohibition.

MITCHEL AS PRESS CENSOR.

Not Yet Vouchsafed Jurisdiction Over Editors, Tells Congressman Small.

Mayor Mitchel of New York, with a delegation of business men and city officials, appeared before the House, Rivers and Harbors Committee at Washington on Jan. 13. The Mayor made a strong plea for the proposed improvement of the East River.

A humorous feature of the hearing was a colloquy with Representative Small, a veteran member of the Rivers and Harbors Committee, who asked with naivete why the Metropolitan newspapers referred to the bill as a "pork barrel."

"Why do they condemn these rivers and harbors' bills unreservedly?" asked Mr. Small. "Why do they make this sneering, indiscriminating discrimination?"

Mr. Mitchel's reply set forth the fact that it had not yet been vouchsafed to the Mayor of New York to have any jurisdiction over newspaper editors, nor could he interpret the minds of the editorial writers.

"I understand they have now stopped their criticism on the Mayor," interpolated Mr. Small.

"Only for a time," laughingly rejoined Mr. Mitchel.

Bloomington Journal Buys Star.

The Newcastle (Ind.) Morning Star, a Progressive paper, has been sold to the Bloomington (Ind.) Journal Publishing Company, and will suspend publication Saturday. The plant will be removed to Bloomington, where the Journal, an independent evening paper, will be published. A. W. Tracy, who started the Morning Star less than a year ago, in giving his reasons for the suspension of the Star, says that at no time has the paper received proper support. Mr. Tracy will go to Bloomington as editor of the Journal.

Gilbert Becomes a Publisher.

George F. Gilbert, city editor of the Dayton (O.) Herald, has resigned to become associated with the Leipsic Free Press, as half owner and editor director. The announcement has been received with considerable interest, in view of "Gil's" popularity in Dayton, and his sterling worth as a newspaperman of many years' experience and unusual ability. Mr. Gilbert has been a member of the local newspaper fraternity for a considerable time, and has many warm friends among the members of the profession, as well as outside the newspaper offices, and in leaving Dayton he is taking with him a host of friends who wish him every possible success in his new field, which his ability and general worth entitle him.—Dayton News.

Send in your subscription to The Editor and Publisher now.

SAN FRANCISCO NOTES.

(Special Correspondence.)

SAN FRANCISCO, Jan. 9.—The Advertising Association of San Francisco has been fortunate in having Louis Colton as chairman of the Entertainment Committee during the past month. At the regular Wednesday luncheons we have listened to live speakers who have informed our members on subjects of vital interest pertaining to San Francisco and the Panama-Pacific Exposition.

F. W. Kellogg, president and manager of the new Call and Post, gave some inside facts of the merging of two great dailies.

Supervisor Gallagher told of the great area of paving and road building that has been planned for completion by 1915 and of the work actually completed. He gave facts and figures to substantiate his statements that by 1915 the street and boulevard systems will be one of the best advertisements which San Francisco has to offer.

Chief of Fire Department Murphy said that San Francisco has fire protection second to no other city in the United States. A number of officials of some of the largest European insurance companies have inspected the system, which has resulted in a material reduction of insurance rates.

San Francisco now has an advertising publication called "Practical Advertising." Louis Honig is the editor and L. K. Smith the business manager. The first issue appeared in January and consisted of forty-eight pages and cover, and is very creditable, containing articles by well known authorities, among them being "The newspapers and the dealer," by Wm. A. Thompson, Director Bureau of Advertising American Newspaper Publishers' Association.

They day before Christmas the association held a Christmas festival, over which Santa Claus presided during the distribution of gifts by Joy and Gloom. The following week there was a New Year's Eve luncheon at which the women ad. writers and guests of the members were entertained. A high class vaudeville program enlivened the menu.

Geo. B. Van Cleve, the advertising agent of New York, has been stopping at the St. Francis with Mrs. Van Cleve during the past week.

The R. J. Bidwell Co., Pacific Coast representatives of a high class list of morning newspapers, have added the St. Louis Globe-Democrat and the Kansas City Star.

"Practical Advertising," the new Pacific Coast publication, says: "The interest of the Curtis Publishing Co. in the Pacific Coast field is a sign of large importance. It means that this great organization, after a study of Pacific Coast conditions, believes that the time is now ripe to plan a comprehensive development of national advertisers in this territory, with San Francisco as the base of its operations. Within the past six months other important magazine and newspaper publishers have sensed the future, placing trained representatives in this field with permanent offices in San Francisco."

Editor Makes Final Plea for Cash.

Persons in Sandoval, Ill., and elsewhere in Marion County, who for years have been reading the Independent with pleasure and paying with promises, view with alarm a leading article in that reliable journal. Editor Frank Johns poured out his whole soul in a plaintive plea for cash. He says if his subscribers who are now in arrears do not come forward and pay up in full the Independent will not appear again.

Paper Suspends After Half Century.

The Prairie du Chien (Wis.) Union has made its last appearance after more than fifty years of publication. I. D. Hurlburt, proprietor and publisher of the paper, a weekly, explains in his last editorial that the cost of publishing a newspaper has almost doubled in the last ten years.

CHICAGO HAPPENINGS.

Court Defines Postal Fraud Law—Conviction Under Fake Ad Act—Faust Joins Mallory and Mitchell Agency—Melville E. Stone to Speak Before Old Time Printers—Telephone Publicity—Cartoonist Henderson Marries.

(Special Correspondence.)

CHICAGO, Jan. 14.—The most important decision by the United States Supreme Court defining the postal fraud law, according to lawyers, was handed down last week in favor of Samuel E. Moist, piano dealer, 1351 Milwaukee Avenue, in a test case. "The decision means that a property loss is essential to bring a transaction within the fraud statute," said Roy D. Keehn, attorney for Moist. "Three United States District Courts have held otherwise, but the Supreme Court has upheld my contention in Moist's case—that his use of a picture puzzle scheme to advertise pianos could not be a fraud, as no one lost any money." Moist awarded credit certificates on pianos to those who solved his puzzle.

What is said to be the first conviction under the Illinois fraudulent advertising act was obtained last week by Assistant State's Attorney Murphy from a jury in Judge Fake's Court. Frank Nerad and Otto Nerad, his son, 1833 Blue Island Avenue, were charged with selling as bankrupt stock which was nothing of the sort. Attorney Oscar M. Wolf, representing the defendants, contended that they had sold goods worth \$2,000, of which \$1,200 was bankrupt stock.

FATE OF A FAKE.

Allie Hammond, convicted of fraud in advertising his mail-order business through the mails, was sentenced by Judge Landis to serve two and a half years in the penitentiary at Joliet.

Paul E. Faust, for many years a director of the advertising agency of Lord & Thomas, has resigned from that firm and will become an equal partner in the advertising agency of Mallory & Mitchell, before February 1. That organization will be renamed Mallory, Mitchell & Faust, with offices in the Security Building. Mr. Faust is one of the most widely known young men in big advertising affairs. Mallory & Mitchell were organized as a corporation ten years ago.

The twenty-ninth annual banquet and ball of the Old Time Printers' association, in commemoration of the birth of Benjamin Franklin, will take place at the Hotel La Salle, Friday evening, January 16. Responses to toasts will be given by Melville E. Stone of New York, general manager of the Associated Press, United States Senator Sherman and James M. Lynch, former president of the International Typographical Union, and at present labor commissioner of New York.

NEW FINANCIAL PAPER.

A new weekly financial magazine, the Investment News, published in Chicago, has made its appearance. It will be issued on Monday mornings by the Investment Service Company.

Newspaper advertising was given by J. C. McCabe, president of the Valley Home Telephone Company of Saginaw, Mich., as one of the most powerful business building implements afforded the independent telephone companies, in his address before the second day's session of the Independent Telephone Association of America at Hotel La Salle last week. Mr. McCabe took the stand the public is entitled to know the facts about its service corporations. "In these days a well managed publicity department is an absolute necessity in any public service corporation and particularly in the telephone business," Mr. McCabe said.

PRESS LEAGUE MEETS.

The Chicago Press League met Saturday afternoon in the clubroom, Auditorium Building. Mrs. Elizabeth R. Schroech sang and Mrs. D. Harry Hammer spoke on "The American Woman." The municipal art reception



Courtesy N. Y. Herald.

IN THE GRASP OF THE CARTOON TRUST.

EDITORS GOING TO SCHOOL.

Will Attend Classes in Kansas University For a Week in May.

(Special Correspondence.)

LAWRENCE, KANS., Jan. 10.—Kansas editors will take a week off in May to go to school at the State University, according to the plan of the executive committee of the State Editorial Association. The committee unanimously endorsed a proposal to hold a four-day session attending university classes before going to the regular meeting at Manhattan, Friday and Saturday, May 15 and 16.

Simultaneously with the editorial short courses, a National Journalism Conference will be held at the university at which prominent state and national editors will lead discussions on newspaper questions.

Special courses in such subjects as "Cost Finding and Efficiency," "Advertising and Circulation," "Newspaper Costs and Typography" and "News" will be given and the editors will spend four hours each day in the classroom studying modern newspaper methods. After the morning lectures from 8 to 12, the editors will take part in discussions on publishing problems. A national figure in journalism will make an address each evening.

"This conference is important in two ways," said Merle Thorpe, professor of journalism, to-day. "It is the first time a university has offered a short course to a state's editors to say nothing of its being the first time a state's editors have accepted such aid. In the second place, the conference is important in that the greatest newspaper men in the country will meet and discuss the questions affecting the press which are on everyone's tongue. Is the press free? Should it be regulated as a public utility? Do the 690 millions spent in advertising last year affect the price of living?"

"Seven state legislatures proposed drastic laws for the control of the newspapers last spring and there are four bills before Congress looking to the restriction of the press; one to make the Associated Press wires fall under the commerce commission, another to forbid the papers of the District of Columbia to publish the details of crime. Literally every month the libel laws of the country are construed more and more in favor of the plaintiff; one state supreme court has held within the year that court testimony, time-honored as 'privileged publication' is no longer privileged.

"It seems that the newspapers after teaching the people to regulate everything else on earth, are in a fair way to be regulated next. Such a conference will do much to clear the atmosphere and if necessary steps can be taken to propose the legislation. It would be better to have the regulation done by friends."

The members of the executive committee who attended the Topeka session that endorsed the meetings at Lawrence and Manhattan are Asa Converse, Wellsville; C. Haughwont, Onaga; H. J. Powell, Cherryvale; Jess Napier, Newton; A. R. Hansmann, Lyons; H. E. Bruce, Marquette; Moses Porter, Hoyt; Mack Cretcher, Sedgwick; W. E. Miller, St. Marys, and Charles S. Finch, president, Lawrence.

Hadsell Heads Binghamton Press Co.

The annual meeting of the Binghamton Press Company, publishers of the Binghamton (N. Y.) Press, was held last week. The following officers were elected: President, Jerome B. Hadsell; vice-president, Ralph E. Bennett; secretary, Rome R. Land, and treasurer, C. Fred Gale.

Lafayette Daily Press Revised.

After a suspension of several months the Lafayette (Ind.) Daily Press, an evening paper, has been revived, the first number making its appearance a week ago Thursday. O. A. Fouruet is the business manager of the resuscitated daily.

GOVERNOR COX PROMOTES MEAD.

Dayton Circulation Manager Now Business Manager of Springfield News.

Oscar L. Mead, circulation manager of the Dayton (O.) Daily News, has been appointed business manager of the Springfield (O.) Daily News. The appointment is in line with the policy of Governor James M. Cox, owner of both papers, of making promotions wherever possible from his own organization.

Mr. Mead has been with the News League of Ohio for the past six years, at Springfield as circulation manager for three years and at Dayton for a similar length of time. During his period of service, both papers have increased very greatly in circulation, and it is the faithful, efficient work which Mr. Mead has devoted to the News League to which he owes his present promotion.

No changes in the present heads of departments at Springfield are contemplated, Mr. Mead being placed in charge of the existing organization. This addition to the present staff at Springfield is due to the rapidly increasing business of the Springfield Daily News and to the added responsibilities in connection with the erection of a new building and the installation of new mechanical equipment.

Progressive News Rochester's Latest.

The new Bull Moose paper in Rochester, N. Y., is to be known as the Progressive News. The company that is to publish the paper is to be called the Progressive News Publishing Company, and among its directors are Frank T. Elliott, Paul Elliott, Alcardo J. Homer Knapp, O. M. Arnold, Charles A. Clark and Dr. James C. Davis. Articles of incorporation will be prepared and filed at once.

New Printing Publication.

Printing, a weekly newspaper devoted to printing and the allied industries of Greater New York, has made its debut. Joseph Swerling is the editor. The front page of the second number, dated Jan. 10, prints an excellent picture of L. A. Hornstein, advertising manager of the Mergenthaler Linotype Co.

will be held February 7 and the club card party January 31 in the Auditorium Hotel.

Announcement is made of the marriage of Miss Gladys Freeman Scott of Charlotte, N. C., formerly of Charlottesville, Va., granddaughter of General Scott, to Russell Spain Henderson, sporting cartoonist of the Record-Herald, formerly of Charlotte, N. C., which took place January 6, in the Episcopal Church at Charlotte.

Frieda Hall, wife of O. L. Hall, dramatic reviewer of the Journal, has sold her latest song, "Oh, Oh, What She Doesn't Know," to Marie Lloyd, the English comedienne now touring the country in vaudeville. Mrs. Hall is now on her vacation in New Orleans, completing the novelized version of her play, "The Benediction," which is to have an early production.

Washington Record Suspended.

The Washington (Pa.) Record, a morning newspaper, ceased publication last Saturday after being in a receiver's hands several weeks. An inventory and appraisal has been filed. Charles S. Howell, the receiver, has petitioned for sale of the plant and a rule has been granted on the stockholders and creditors to show cause why the sale should not be made. The receiver states that the indebtedness, so far as he has been able to ascertain, at the time he took charge, was \$73,126.22. He states he is unable to run the paper at a profit, there being a deficit of about \$250 per week.

Horace Eames Stricken.

Horace Eames of the Eagle, who in point of service is the oldest Supreme Court reporter in Brooklyn, suffered a stroke of apoplexy last week, and his condition is said to be serious. When the late Mayor Gaynor was a Justice he wrote to the Eagle, requesting that Eames be discharged for the articles he had written criticising Gaynor's order to have the Court House doors left open through the winter. Eames went directly to Gaynor, talked right back at him, told him he was wrong, and he and Gaynor finally became good friends.

The Red Wing (Minn.) Free Press has suspended publication.

COLUMBIA LECTURES.

John Palmer Gavit of the Evening Post Tells of the Qualifications of the Washington Correspondent and His Responsibilities—The President's Conferences With the Newspaper Men at Capital.

John Palmer Gavit, managing editor of the New York Evening Post and formerly Washington correspondent of that paper, spoke on Monday afternoon before the Columbia School of Journalism on "The Washington Correspondent." Unlike the other editors who have addressed the students, Mr. Gavit did not read his speech from manuscript.

He held the close attention of his audience and at the end was warmly applauded.

"I take pride that I began my work as a cub reporter," he said. "I take pride in considering myself still a reporter. I speak of this to impress upon you the fact that the qualities which make a good reporter are the same which make a good Washington correspondent."

The speaker told of his discovery of a list of these qualities which Charles A. Dana had included in one of his lectures delivered at Union College. They were in brief that a reporter must be able to see accurately; having so seen a thing, he must be able also to transmit to others the impression made upon him; and he must know where to discover what he wants to know.

Mr. Gavit said that when he took charge of the Washington Bureau of the Associated Press, he told his subordinates that they must be able to take a handful of statistics and make a story so accurate and interesting as to satisfy a statistician and distract a bartender from the baseball score. He wanted them to have a background of general information, a necessity to every good reporter, and a qualification upon which he still judges applicants for work on the staff of which he is the head.

In describing the kind of man who would make good at the national capitol, he said: "The man who has won the confidence of local politicians, and who has done good political work about the city hall in his home town, need have no fear at Washington. Human character there is the same; the response to character is the same; the only difference is that the field is larger."

"At Washington, as anywhere else," he said further, "a clever man can get along and hold his job with a mere perfunctory service, chasing 'items,' getting superficial interviews with superficial men, and filling his quota of space with relatively unimportant stuff about the men and matters of special interest to his own locality. But, if he is intent upon making the most of his opportunity, he will broaden his scope, and by reading and discussion, investigation and reflection, acquaint himself with the great subjects that are always developing under his nose."

In order that he may be an efficient political reporter, Mr. Gavit said, "he must know the relation between public affairs, public bodies and organs, the institutions we call government, the men who operate the government, and the body of men who are the people. The reporter must know the charter of his own city and the Constitution of the United States almost by heart. He must know what each section means and how it got there. He must know the sectional interest which helped produce the Constitution."

He said that in approaching a story, the reporter ought to make it his practice to lay out, beforehand, what he thinks are to be the high spots of the story. In doing this, previous knowledge of the situation in which the story is involved is, of course, advantageous to him. While Mr. Gavit was at Albany, as the correspondent from the State Capitol, he had occasion to map out a story which he approached with some fear. He was to cover his first convention story—it happened to be the Republican Convention at Syracuse, N. Y.



JOHN PALMER GAVIT

MANAGING EDITOR OF THE NEW YORK EVENING POST

On the train to Syracuse he wrote out what he thought the convention was for. In this way, having made clear to himself the main points, he found when he came in contact with the many committees that he could handle the story.

He said that a reporter often makes the mistake of going for his information to people least likely or able to give it to him. It is always best to go to the person who knows what you want to learn and to put your questions frankly. Most often the answers are frank and truthful, and in the light of this fact, it is strange that so few reporters go straight to the sources.

The character of the men engaged in this work is marked by integrity, industry, and a high sense of responsibility. That this should be so is made apparent by the confidential character of the relations that exist between the Washington correspondents and public men. It is usual for the reporters to call on the President at 10 o'clock, and though he may give the men a story, he must never be quoted. A good reporter can, however, always get a story on what the President is doing and, in that way, work in the information which he knows he may use.

Not very long ago, President Wilson found about thirty reporters who had come for information regarding a matter of international interest. He explained the situation so frankly that the reporters were surprised. Then he told them that although he had told them all about the matter, he had done so to acquaint them with the state of affairs and that he wanted them to regard the information as confidential. All but two of the reporters present did so, and these two, one of whom published the story by design and the other through inadvertence, cannot now get any more stories from the President.

Many a public man talks with the utmost freedom and does not even caution the reporter as to what he may print, because he trusts to the knowledge and ability of the reporter to pick out what he knows he may use. For the reporter to betray the confidence of a public man is suicide.

The speaker felt that the reporter assumed great responsibilities to the people. "I have always believed," he said, "that in the long run the people will form right judgments and act rightly if they have correct information. What task can be more sacred, or fraught with greater privilege and responsibility, than that assumed by him who undertakes to gather and distribute the information upon which the people are to judge and act?"

"What punishment ought to be the portion of him who either deliberately or by recklessness or negligence lies to the people?"

JOHN T. MACK IMPROVING.

Publisher of Sandusky Register Gaining in Health and Strength.

The many friends of John T. Mack, editor and publisher of the Sandusky (O.) Register, will be glad to learn that he is gradually improving in health after a somewhat protracted indisposition. Mr. Mack has been president of the Associated Ohio Dailies for nearly a quarter of a century, during which period he has won an enviable place in the hearts of Ohio journalists and those in the world beyond who have come in contact with him.

Mr. Mack publishes an aggressive and able newspaper. Few dailies in cities of the size of Sandusky have any larger, stand higher or carry a greater volume of advertising than the Register.

The editor is a versatile, big-hearted and broad minded man. Those who work for him swear by him and his friends want no better associate.

Wins Damages of \$1 Against Editor.

The case of Bangor & Aroostook Railroad vs. Chandler C. Harvey, editor of the Fort Fairfield (Me.) Review, was settled in the Supreme Court at Bangor Saturday, the road receiving the sum of \$1 as nominal damages. The suit was based on several articles of criticism against the executives of the road, which appeared in the Review during a recent strike.

NORTHWESTERN NEWS.

(Special Correspondence.)

SPOKANE, WASH., Jan. 10.—All important local stories published in the Missoula (Mont.) Missoulian since Jan. 1 appear under the signatures of reporters, as a result of an address made before the Thirteen Ems club of that city by Dr. Carl Holliday. Dr. Holliday suggested that the reporter had no means of making his work known unless he signed his stories, and the management of the Missoulian promptly instituted the system. Now the names of George P. Stone, A. L. Stone and others of the staff get the black face right at the top.

Beginning this week the Associated Press enlarged the scope of its Spokane, Wash., relay and distributing office by transferring from Salt Lake to this office the handling of the "pony" service for papers of Montana and Idaho. This adds six newspapers to those already served with wire reports out of the Spokane office, bringing the total up to 19 papers scattered over eastern Washington, Idaho and Montana. H. T. Ashbaugh, the manager, has a staff of seven men.

Welcome news came this week to Charles Penree, an aged "newsboy," whose familiar figure and thin, quavering voice are familiar to Spokane people, in a letter from Lapier, Mich., saying he has fallen heir to an estate. Mr. Penree is 40 years of age and, with the aid of friends, supports his wife, who is a helpless cripple, and his 11-year-old daughter from his paper sales. The letter did not state how extensive the estate is.

The daily Star-Mirror of Moscow, Idaho, has been bought from John F. Yost by Professor Sol H. Hutton, formerly head of the electrical engineering department of the University of Idaho. The paper was started about three years ago by Yost and P. L. Orcutt. Mr. Orcutt later retired and Mr. Yost continued. The deal is reported to have involved about \$25,000. Professor Hutton will be editor.

The Inter Lake of Kalispell, Mont., has been purchased by a company incorporated under the name of "Daily Inter Lake," the stockholders being chiefly members of the Progressive party, representing all sections of the county. The paper will be under the editorial and business management of J. T. La Fond, a former Big Timber newspaper man.

James A. Ford, political writer on the Spokesman-Review and one of the best known newspapermen in the Pacific northwest, has been appointed private secretary to Senator Miles Poindexter, Washington's junior senator. He will leave for Washington about Jan. 27.

Bruce Shangle, editor of the Milton (Ore.) Eagle, has been elected city recorder by a two to one vote over a popular business man of that place.

Receiver For Philipsburg (N. J.) Press.

A. Lincoln Reilly has been appointed receiver of the Philipsburg (N. J.) Press, a one-cent daily paper. The bill asking for a receiver was filed at Trenton several weeks ago, but no rule to show cause was sought. It was explained Saturday to Vice Chancellor Backes that the employes had been trying to continue the paper. The receiver's bond was placed at \$10,000.

Real Windfall for Country Editor.

Dr. W. M. Simpson, editor of the Wellsburg (W. Va.) Herald, received a unique Christmas present. A copy of Dec. 24, folded in strips, was mailed to him. When he unfolded the page he found that twenty bills of one dollar each had been enclosed. The genial editor is at a loss to know who sent him the money, but he laughed and said that it was a pleasant surprise.

GROCERY PRESS CONVENTION.

Fifth Annual Meeting at Chicago Strong for Verified Circulations of Quality.

The fifth annual convention of the Grocery and Allied Trade Press of America, comprising a majority of the representative grocery trade papers of the United States, was held at the Hotel Sherman, Chicago, January 9-10.

The association re-affirmed its stand of a year ago in regard to verified circulation statements. Announcement was made of the dropping from membership of a number of papers because of failure to furnish proofs of circulation. It was decided to petition Congress to require all second class mail publications to furnish sworn statements of circulation to the post office department, such as are now required of daily newspapers.

It was decided to formulate "Standards of Practice" for grocery trade papers, to which all members will be required to conform. A number of interesting papers were read and addresses made. Among the prominent speakers were: John A. Greene, secretary of The National Association of Retail Grocers; Stanley Clague, of the Clague Agency; O. F. Byxbee, of The Inland Storekeeper; Jos. J. Vigneau, of the General Store; Norman H. Johnson, of the Merchants' Journal of Commerce; Charles Thorpe, of the Retail Grocers' Advocate, New York; F. B. Connolly, of the Retail Grocers' Advocate, San Francisco, and George J. Schulte, of the Interstate Grocer, St. Louis, who was chairman of the committee on arrangements.

William H. Ukers, editor of The Tea & Coffee Trade Journal, was unanimously re-elected president for the fourth time. The other officers are: Vice-president, O. L. Schutz, of the Twin City Commercial Bulletin, Minneapolis; secretary, Ed. H. Phillipi, of the Modern Grocer, Chicago; treasurer, Charles Thorpe. These were elected members of the executive committee: Norman H. Johnson, Richmond, Va.; George J. Schulte, St. Louis and David Ezekiel, Philadelphia.

PUCK SIGNS HY. MAYER.

New Owner's Aim to Make Weekly a Clever Periodical for Cultured People.

The Puck Publishing Corporation, publishers of Puck, a weekly satirical paper, announces that it has contracted for the exclusive services of Hy. Mayer, the world-famous cartoonist. Mr. Mayer will devote his entire time to Puck. His work for Puck will consist not only of making cartoons and drawings, but will include a general superintendence of all art work.

Nathan Straus, Jr., president of the Puck Company, explained that the acquisition of Mr. Mayer is only one step toward securing the best artists and writers of the entire world for Puck. He has arranged to have Mr. Mayer meet him abroad. They are going to visit Vienna, Munich, Berlin and Paris together with the object of securing the best artists of these cities as contributors. Mr. Mayer, it is understood, will receive one of the largest salaries ever paid to a cartoonist.

The current issue of Puck contains an announcement of its new policy. Puck's aim will be to make it a "clever periodical for cultured people, not merely to raise a laugh, but to stir the thoughts and hearts of men and women and keep them in living touch with the great issues and topics of the day." Puck will contain few ads, and those, rigidly censored.

The Shoeman's Anniversary Number

The fourth annual number of the Shoeman, published in Boston by the Arthur L. Evans Co., which has just made its appearance, is a good example of the printers' and editors' art. It is crowded with the announcements of the leading manufacturers of boots and shoes, and contains full-page pictures of fifteen prominent shoe men. Many of the ads are printed in colors and are very attractive.

A Truly Wonderful Growth on Lines of Sound Business

ON February 1, 1904, the old Commercial Advertiser, a conservative two-cent evening newspaper, was renamed The Globe, and the price reduced to one cent a copy.

Practically overnight a circulation of less than 20,000 was increased to near the 100,000 mark.

This was not done by magic or sleight-of-hand, but in accordance with the strictest laws of modern business efficiency and up-to-date advertising methods.

On the solid foundation of the old Commercial Advertiser it was comparatively simple to add features which broad newspaper experience had taught that the public desired.

Beginning in the Summer of 1910, the circulation of The Globe has mounted slowly but surely, and as solidly and steadily as if it had been the building of a house and consisted of laying one brick on top of another.

Here are the figures showing the average net paid circulation for a full year ending with the last day of every month, from July 1, 1910, to date.

Average Net Paid Circulation

July 1, 1910 to June 30, 1911..103,333	Nov. 1, 1911 to Oct. 31, 1912 .128,386
Aug. 1, 1910 " July 31, 1911..105,047	Dec. 1, 1911 " Nov. 30, 1912..129,325
Sept. 1, 1910 " Aug. 31, 1911..105,749	Jan. 1, 1912 " Dec. 31, 1912..129,427
Oct. 1, 1910 " Sept. 30, 1911..108,523	Feb. 1, 1912 " Jan. 31, 1913..130,325
Nov. 1, 1910 " Oct. 31, 1911..111,718	Mar. 1, 1912 " Feb. 28, 1913..131,258
Dec. 1, 1910 " Nov. 30, 1911..113,607	Apr. 1, 1912 " Mar. 31, 1913..132,299
Jan. 1, 1911 " Dec. 31, 1911..115,863	May 1, 1912 " Apr. 30, 1913..132,194
Feb. 1, 1911 " Jan. 31, 1912..117,065	June 1, 1912 " May 31, 1913..132,920
Mar. 1, 1911 " Feb. 28, 1912..118,487	July 1, 1912 " June 30, 1913..134,205
Apr. 1, 1911 " Mar. 31, 1912..119,924	Aug. 1, 1912 " July 31, 1913..135,405
May 1, 1911 " Apr. 30, 1912..122,981	Sept. 1, 1912 " Aug. 31, 1913..137,255
June 1, 1911 " May 30, 1912..124,983	Oct. 1, 1912 " Sept. 30, 1913..139,509
July 1, 1911 " June 30, 1912..126,538	Nov. 1, 1912 " Oct. 31, 1913..139,829
Aug. 1, 1911 " July 31, 1912..127,879	Dec. 1, 1912 " Nov. 30, 1913..141,054
Sept. 1, 1911 " Aug. 31, 1912..128,577	
Oct. 1, 1911 " Sept. 30, 1912..128,012	

Jan. 1, 1913 to Dec. 31, 1913..142,813

This steady increase of circulation to proportions taxing the utmost capacity of the ordinary newspaper plant made necessary a radical departure.

When, therefore, The Globe on Sept. 11, 1911, removed to its new offices at Washington and Dey Streets it prepared for extraordinary development by installing four new high-speed sextuple presses, giving it a plant capable of turning out 350,000 papers every afternoon.

Thus for the first time in New York a high-class evening newspaper was prepared to meet the sensational newspapers on equal terms in the competition for popular favor on a large scale.

The results present and in prospect the figures above plainly indicate.

IN NEW YORK IT'S



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

WHEN DOES THE SUN RISE?

The New York Newspapers Differ Widely on the Subject.

Some of the local papers have contracted the habit of printing the rising and setting time of the sun. It gives variety to the makeup and is otherwise considered as a drawing card by the several papers that do it.

A curious thing about their statements is that they do not agree as to the sun's doings, as will be seen from the following tables, showing the figures printed on January 8:

	A. M.	P. M.
Mail	7 30	4 44
Evening Journal	7 30	4 44
Globe	7 24	4 50
Evening Sun	7 20	4 46
Herald	7 20	4 46
Tribune	7 24	4 50
Morning Sun	7 20	4 45

The time variation is not so very great, but that it exists will be seen by even a cursory glance at the accompanying table. The glorious orb of day ought not to rise any earlier in the Sun office than in the office of the Mail, but the table says it does.

The attention of the Bureau of Municipal Research is hereby directed to this fact. Perhaps the bureau may find it worth while to investigate the subject.

That the clocks of New York do not record the same time is shown by the recent experience of a reporter on assignment who started to walk downtown from the city hall at 10 a. m. When he reached Fulton street it was 9.50, at Maiden Lane it was still 10 a. m., at Wall street it was 10.10, at Exchange Place it was 10.05, Beaver street 10.15, Rector street 9.55, Pearl street 10.21, Bowling Green 10.20, and he reached South Ferry at 10.18. An investigation of synchronic conditions might be undertaken by the Municipal Bureau when it undertakes the other investigation.

HONOR FOR SAILOR HEROES.

Press Club Members Dine and Praise Rescuers of Oklahoma Castaways.

The New York Press Club tendered a dinner on Jan. 9 to the heroes of the Gregory, who saved the lives of five survivors from the wreck of the oil-carrier Oklahoma in a raging sea off the Delaware Capes recently. The seamen were Captain William T. Aspinall, Chief Officer R. H. Buck, Second Officer F. D. Roberts, all Americans.

Gold medals were given to the men as a lasting tribute to their heroism and the announcement was made that \$500 had been sent to each of them by the owners of the Oklahoma. A bill is to be introduced in Congress commending the deeds and the Carnegie Hero Fund, it is understood, will also take recognition of the men's heroism.

J. I. C. Clarke, who was toastmaster, paid a glowing tribute to the heroes of the sea. Captain Aspinall made a salty speech, commending his officers for their impulsive daring and they responded modestly.

John A. Hennessy spoke of the fact that one of the heroes had only three weeks before been married, but still followed the call of duty and had plunged into the sea to save a fellow man.

He was followed by Percy Sutherland Bullen, correspondent of the London Daily Telegraph, who spoke from the English standpoint in appreciation of the men. David H. Compton, one of the owners of the Booth Line, and Lawson Sandford were also present.

A cablegram of greetings and appreciation was read from the London Press Club, while A. J. Pitts, a member of the Detroit Press Club, brought greetings from that organization.

Press feeders of Baltimore have received increases of from 6 to 25 per cent. in wages.

OHIO NEWS JOTTINGS.

(Special Correspondence.)

COLUMBUS, O., Jan. 17.—State officials and newspaper correspondents here are nursing sore left arms as a result of a smallpox scare originating in the Western Union Telegraph office, across the street from the State House. Two operators were found suffering with the disease and wholesale vaccinations were ordered in the telegraph office by City Health Officer Kahn. Officials exposed through contact with messengers and correspondents who follow their copy into the operating room to see it get started are worrying.

The Columbus Citizen staff received a shakup this week. Walter E. Battenfield, telegraph editor, went to the New York City office of the United Press and Edward Williams was transferred from the assistant city desk in "Bat's" place. Neil Martin was moved from the local staff to the assistant city desk.

Theatrical writers on local papers united in giving Mary Garden an awful roasting this week for failing to appear at Memorial Hall Tuesday night. Over 4,000 people were disappointed. Miss Garden wired from Chicago that she misunderstood the date.

The United Press has just started a morning service for Ohio clients printing Sunday editions. L. R. Gardner, a University of Pennsylvania man, has taken a job as assistant manager of the Columbus bureau.

Roger B. Stafford has left as telegraph editor on the Ohio State Journal to take a similar job on the Cincinnati Enquirer.

The Cleveland News put over the biggest scoop of the year at Cleveland the other day. It sewed up tight a story to the effect that a citizen had lodged with Chief of Police Rowe charges that two of Rowe's patrolmen held him up and relieved him of his valuables. The charges were filed early in the morning, but the News had the nerve to hold it until its home edition. The opposition didn't have a line.

Correspondents from Toledo, Cleveland and Cincinnati papers are drifting into town for the legislative session beginning Monday. Jack O'Connor represents the Cleveland Press, Frank H. Ward the Cleveland News, A. E. McKee the Cleveland Plain Dealer and John T. Bourke the Cleveland Leader; the Toledo Blade sent Carroll McCrea and the Toledo News-Bee Bill Roche; James W. Faulkner and H. R. Mengert represent the Cincinnati Enquirer, Al C. Crouse the Cincinnati Post, Joe Sullivan the Cincinnati Times-Star and Carl D. Ruth the Cincinnati Commercial Tribune.

The Cincinnati Commercial Tribune, for years a 3-cent morning paper, has come down to 1 cent. F. H. W.

SCOTT A GREAT REPORTER.

Explorer's Dying Words Epitomizes Journalism, Says Franklin Matthews.

In a lecture on "The Citizen and the Press" at Cornell University Jan. 14, Franklin Matthews of the teaching staff of the Columbia University School of Journalism characterized Capt. Robert F. Scott, who lost his life in his antarctic polar expedition, as the "foremost reporter of modern times."

Scott, said the speaker, was born and lived and died a reporter, although Scott and the world never realized it. Scott's memory deserved from England as "high a monument as Nelson's," he declared. Mr. Matthews quoted Scott's dying words. "These rough notes and our dead bodies must tell the tale," as a true epitome of the spirit of modern journalism.

Cannot Use Boy Scouts as Trade Mark

The United States Court of Appeals, of the District of Columbia, has handed down an opinion affirming the action of the Patent Office Examiner of trade marks in refusing the Excelsior Shoe Company the registration of a trade mark in which the words "Boy Scouts" are used.

WILL BE GOVERNOR'S SECRETARY.

Managing Editor of Harrisonburg (Va.) News Herald Has a New Honor.

(Special Correspondence.)

RICHMOND, Va., Jan. 14.—Governor-elect Henry C. Stuart, who on February 2 will be inaugurated chief executive of the Commonwealth of Virginia, today announced the appointment of Alexander Forward as his private secretary. Mr. Forward arrived tonight from Harrisonburg, Va., where for the past eight months he has been the managing editor of the Harrisonburg Daily News-Record, which position he accepted after four years' service as Capitol and State political writer for the Times-Dispatch of Richmond.

Mr. Forward succeeds Benjamin P. Owen, who has served as private secretary for Governors Mann, Swanson and Tyler. Coming to Richmond from the Herald-Courier, of Bristol, Va.-Tenn., Mr. Forward advanced rapidly on the staff of the Times-Dispatch, and during his service he covered several state conventions, and the national Democratic convention at Baltimore, receiving the highest praise for excellent work. He was assistant city editor when he resigned the first of last June to become the managing editor of the Harrisonburg paper.

IN NEW YORK TOWN.

M. P. Goodfellow, who had charge of the make-up of the early edition of the Evening Mail, has become city editor of the Brooklyn Times. He is succeeded by John Murphy.

Fred A. Wenck, who was sporting editor of the Evening Mail about six years ago, has returned to that paper in the same capacity.

Dr. Alfred W. McCann, the food specialist on the Evening Globe, spoke on "Ethics of Pure Food," at the West Side Y. M. C. A. Sunday. The auditorium was filed to its capacity.

Alexander McD. Stoddard, assistant day editor of the Press, has returned after a three-weeks' vacation in Grahamville, S. C.

Lee D. Brown, New York correspondent of the Baltimore Sun, has joined the copy desk of the Press.

James M. Barrett, treasurer of the Tribune for the past twenty years, is taking a two-month vacation in Bermuda.

E. Jess Conway, of the World, and Charles Logue, of the Evening World, are new men on the general staff of the Tribune.

R. H. Lyman, assistant managing editor of the World, has returned from a trip to Panama.

Vernon Van Ness, Brooklyn Police Headquarters man for the Evening Sun, has returned from a two-weeks' vacation. The boys at Headquarters wondered why Van Ness selected this time of year for a vacation, but now the secret is out—Van Ness went and got married.

John Elliott, the political man of the Brooklyn Times, who broke his leg by slipping on a piece of ice, is slowly recovering. His room in the hospital looks like a conservatory, being filled with flowers from political leaders and other friends.

J. R. Adarbanel, old-time newspaper man, writer of boys' stories, and chief of the Family Story Paper, is now practicing law on the side.

Clarence Rigby, cartoonist, creator of "Book Taught Bilkins" and other comics, has returned to town. Rigby was one of the victims of the Dayton flood. His home was washed away and his place of business destroyed. He is busy at present with advertising work.

CHANGES IN INTEREST

KNOXVILLE, ILL.—The Knox County Republican has been sold to J. F. Mains of Stronghurst, at present Republican postmaster there. Mains will take charge immediately. The Republican is the oldest paper in this section.

MANSFIELD, WASH.—C. D. Morgan and C. L. Hanby have leased the News for a year from the Mansfield News Company.

DORCHESTER, WIS.—William Mannes has sold the Clark County Herald to his brother, B. F. Mannes.

EDGAR, NEB.—The Sun has been leased by its owner, Dr. R. W. E. Casterline, to A. D. Scott. Mr. Scott has had considerable newspaper experience.

CHARLESTON, S. C.—Col. E. H. Aull has turned over the business of the Herald and News, both newspaper and the job printing establishment, to his sons, John K., James L. and Humbert. The business department will be in charge of James L. Aull. John K. Aull, from his office in Columbia, as the Governor's private secretary, will do some of the writing for the paper, and Col. Aull himself will retain the position of editor.

WINSBORO, LA.—The Reporter has been bought by J. W. Womble, Sr., from J. C. Carlton.

PORTAGE, WIS.—The Endeavor Epitome, owned by G. D. Browne, has passed into the possession of Hubert and Warren Cotton, who are now publishing the paper.

CANTON, KAN.—A. E. Duvall, who has published the Pilot the last nine years, has sold the paper to I. K. Fretz, who has been with Senator Bristow's Salina Journal for several years. Mr. Fretz will continue the Pilot as a Republican paper.

HOLDEN, MO.—The Chilhowee News plant has been disposed of at sheriff's sale. It was bought in by local parties and publication of the paper will be resumed.

LAFETTE, ORE.—J. A. Hart, owner and editor of the Lafette Weekly Vistor, has leased the printing press of Henry T. Willis, who will take possession at once.

PEKIN POINT, ILL.—Albert Weiss, editor of the Freie Presse, a German paper, has disposed of his interest to Jacob Schmidt.

ST. THOMAS, CAN.—D. B. Taylor, who has been managing editor of the Prince Rupert Daily News for fifteen months, has decided to return to Ontario. H. F. McRae, formerly in the real estate business, has secured control of the Daily News and has taken up the management and editorship. Mr. Taylor is a brother of W. J. Taylor of the Woodstock Sentinel-Review.

BEARDSTOWN, ILL.—For some fifty years the Nicholsons, father and son, have run the Beardstown Star. Now the son has sold it to the Schaeffer Publishing Co.

Action to Open Art Museum at Night.

The agitation being waged by the New York Evening Telegram to open the Metropolitan Museum of Art at night, so the wage earners of the city may view its treasures, met with another great response Monday when the Board of Aldermen received favorably a resolution advocating the night opening of both the Metropolitan Museum and the American Museum of Natural History. The resolution was introduced by Alderman Frank Dowling, who is the Democratic leader of the Board.

Daily Ads for British Recruits.

The British War Office has adopted the American idea of advertising for recruits. The first serious attempt to present the attractions and advantages of soldiering as a calling for young men was made Thursday by means of a full-page advertisement in most of the London morning papers. War Minister Seely is adopting newspaper and other advertisements to bring the army up to its proper numerical standard.

INSURANCE FOR READERS

Saturday Edition of Two London Papers Covers Death or Injury by Accident.

London newspaper rivalry has grown unusually keen of late and the more enterprising dailies are vying with each other in attractive schemes to boost circulation. Both the Daily Mail and the Daily Chronicle are now offering insurance against death or injury by accident.

The Chronicle offers every purchaser an insurance of \$5,000 in case of death and \$2,500 for the loss of eyes or limbs and \$6 a week in case of disablement, permanent or temporary, the purchase of Saturday's paper insuring the holder over Sunday.

The Daily Mail, Lord Northcliffe's paper, goes one better by increasing the disablement pension to \$10 for permanent and \$15 a week for temporary disablement. The Mail is now publishing its "actual sale circulation," which, it claims, averaged 768,330 a day for the year 1913 up to Oct. 30.

Magazine Changes its Name.

The Semi-Monthly Magazine, of which William Griffith is editor, will on February 1 change its name to the National Sunday Magazine. One of the special features of the new magazine in the early part of the year will be the publication of a serial "The Prince of Graustark," by George Barr McCutcheon, for which he will be paid \$1,000 an installment, the story running through twelve or fifteen numbers.

Le Figaro's Shares Drop 14 Points.

Shares of Le Figaro, Paris, dropped 14 points on the Bourse Wednesday. The selling was presumably caused by fear of the results of the campaign waged by the director of the newspaper, M. Gaston Calmette, against M. Caillaux, the Minister of Finance. Even those who are ready to believe anything against M. Caillaux admit that M. Calmette has not produced any proofs of his charges that the Finance Minister tried to extort money from a syndicate which has a suit against the French Government, and that M. Caillaux had large funds at his disposal for publicity purposes.

Growth of Meridian Dispatch.

One of the most notable newspaper successes in the south is that of the Meridian (Miss.) Dispatch, which was purchased five years ago by Col. Frank L. Myers and B. S. Bernard, publishers of the Pensacola (Fla.) Journal. At that time the paper was burdened with \$20,000 of debts. Mr. Bernard, who became the manager, applied modern business methods to the paper, adopted a fair price for advertising space and published a bright, newsy sheet. The Dispatch went ahead rapidly under his administration and last year it erected a new building, installed a three-deck Goss press, added another linotype to its battery and made other improvements in its plant. To-day the paper occupies a high position among Mississippi newspapers.

Held a Get-to-Gether Meeting.

The mechanical and business staffs of the Arizona Gazette last week held a get-together meeting, the first in the history of the paper. C. G. McQuesten, chairman of the Gazette chapel, A. G. Dulmage, the business manager, and others spoke. After refreshments had been served the men attended a performance at the Lion Theatre.

The New York American gave out sandwiches and coffee on Thursday night to a bread line containing over 2,000 men. Three hundred tickets for breads were also distributed.

The New York Evening Mail is now getting out a 1:45 p. m. issue, known as the night edition.

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

Chicago Evening American
Get the best results

The Circulation of the
New York Evening Journal

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

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
The LARGEST in NEW ENGLAND

BEST PAPERS
IN BEST TERRITORY
News League of Ohio

Dayton News
Springfield News
Daily and Sunday

HOME OFFICE, DAYTON, OHIO
New York—LaCoste & Maxwell, Monolith Building
Chicago—John Glass, Peoples Gas Building

Detroit Saturday Night

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

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

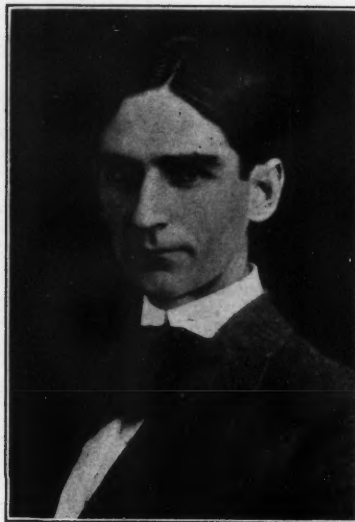
YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN **135,000**

HOGWALLOW'S HUMOR

Facts About George Bingham Who Built an Imaginary Town and Peopled it With Queer Folk.

By HOWARD C. KEGLEY.

If I ever find a man who doesn't believe that "atmosphere" has a great effect upon journalists I am going to take him by the hand, lead him to a cabin on the north side of a very crooked road near Wallonia, in Trigg County, Ky., and tell him that it is the birthplace of George Bingham, the editor of the Hogwallow Kentuckian. If he doesn't agree with me after that I'll tell him that he is like a lot of other people I know. Then I'll take him down to Mayfield,



GEORGE BYRON BIGHNAM.

where the Hogwallow Kentuckian is printed and show him that "atmosphere" is responsible for one of the funniest newspapers of the twentieth century.

George Bingham, who is one of the most fanciful paragraphers this or any other age has produced, put the imaginary town of Hogwallow on the map eight years ago, and now it is one of the most famous villages in the country. Mr. Bingham was born on Muddy Fork about thirty years ago, and up to the time he was eleven years of age, at which time he went to work in an Eddyville printing office to get out of going to school, he was familiarly known as the kid who owned a large, coarse male dog named Mary.

EARLY EXPERIENCES.

In 1901 he made a trip through the South, setting type some of the time, and sitting around the rest of the time. The tour was a failure financially, and so he started home on top of a freight train. As the train was rattling along through Tennessee he noticed, far to the eastward, a town consisting of houses that appeared to be about the size of piano boxes.

"What town is that?" he yelled at the brakeman.

"Walholla!" shouted the trainman. But Bingham misunderstood the pronunciation, and took it to be "Hogwallow."

When Mr. Bingham reached Mayfield he sat down and wrote a page of Hogwallow Happenings for the Weekly Monitor, using a soap box in front of the office for a desk. The items concerned fictitious characters with whom he populated his imaginary town. He furnished Hogwallow Happenings to the Monitor for a while, but in 1905 he assembled all his resources and started a fictitious newspaper, which he named the Hogwallow Kentuckian.

BUILDING HIS OWN TOWN.

Taking an imaginary journey through the mountains of Kentucky, he soon selected a lot of characters with which to work, and has since increased the population of Hogwallow, in his mind, until it is quite a thriving place. Of course when he founded his imaginary town he

had to make it complete, and so he established the Dog Hill Church, the Wild Onion school house, Gimlet Creek, the Moonshine Still, postoffice, blacksmith shop, and such neighboring communities as Rye Straw, the Calf Ribs district, and Thunderation.

After the town was built he had to populate it. Consequently Raz Barlow, Tobe Mosely, Yam Sims, Dock Hocks, Fletch Henstep, Luke Methewsla, Atlas Peck, Slim Pickens, Cricket Hicks, the Misses Fruzie Allsop and Rosyola Mosely, the postmaster, deputy constable; Hog Ford, preacher, mail carrier and a hundred others were brought into editorial existence.

A few years ago, when Mr. Bingham was sojourning in California, he conceived the idea of publishing a Hogwallow Californian, but he failed to find the right "atmosphere" for it. He admits as much, and says: "I have come to the conclusion that there is a whole lot in the 'atmosphere' theory. I must have some of the malaria of the Kentucky lowlands in my system before I can write about the people of my imagination."

ATMOSPHERE A FACTOR.

Indeed "atmosphere" has a great deal to do with it. Where else but in Kentucky could you find an Atlas Peck or a Yam Sims? Where else would a newspaper chronicle the fact that "Dock Hocks had a chill the other day. This is the first chill that has been had in this vicinity this season. Dock may therefore be considered as one of our most progressive citizens."

That Hogwallow is not a boom town is proved by the steady growth of Mr. Bingham's newspaper subscription list. The Hogwallow Kentuckian circulates in nearly every State in the Union, and the London papers reproduce the Hogwallow Happenings quite frequently. Here are a few that have been widely reprinted by the daily and weekly press:

HOGWALLOW HAPPENINGS.

Lemuel Henstep died this week in the Calf Ribs neighborhood. Besides the earth he leaves two children.

The Old Miser wrote a letter yesterday, but tore it up before mailing it. Every time he does that he saves two cents.

Atlas Peck has advertised for sealed proposals for an addition to his home. Men only will be allowed to bid.

The Dog Hill church bell that came up missing a few days ago has been noticed on one of the cows owned by Washington Hocks.

With the coming of spring Luke Methewsla will begin to move around and change seats often to prevent the wrens from building in his coat pockets.

On his trip to Rye Straw this week the mail carrier put a blind bridle on his mule to keep it from looking back, he having Miss Hostetter Hocks in the buggy with him.

The curtain at the Tickville opera house is worn out, and until a new one can be bought the audience will have to keep its eyes shut between acts.

Sim Flinders lit his lantern after every other honest man had gone to bed, Tuesday night and raided a smokehouse on Musket Ridge. On his way to the scene he stopped carefully along the way and covered up all of his tracks as fast as he made them, thus making it impossible for him to be tracked, and after having reached the smokehouse he turned his lantern down right soft and low and entered by rigging a hole under the door. After placing two hawg jowls and a ham in his sack he was making all necessary preparations for departure but in some way the owner of the meat was awakened, and came in pursuit. Sim soon outran the pursuer, and climbed a tall tree on the top limb of which he expected to remain until the excitement blowed over, but in some way the owner of the meat came straight to the tree and ordered him down. After reaching the earth again Sim broke down and confessed his guilt, and a compromise was effected by Sim letting him have one of the jowls back. Sim still wonders how that fellow knew he was up the tree, and cannot imagine unless it was on account of the lantern he forgot to blow out.

Textile Journal's Annual Number.

The Textile Manufacturers' Journal issued its annual review number on January 10. Text and advertising matter together make up 376 pages with colored inserts. Red ink is sparingly but effectively used in the issue. There is also a wealth of illustration. The textile field is fully covered and an attractive circle of expert special writers make this number particularly valuable. Among the notable contributors are R. Kenneth McLea, Winthrop L. Marvin, and Mrs. Harriet Edwards Fayes.

R. J. BIDWELL CO.

Pacific Coast Representative

Of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
Portland Telegram
Chicago Tribune
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

The Omaha Daily News

Begins the New Year with

A Daily Average of **72,653** and a Sunday Average of **46,291**

December Averages

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

C. D. BERTOLET, Mgr.

General Advertising Department.

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

THE HERALD

HAS THE

LARGEST MORNING CIRCULATION

IN

WASHINGTON

C. T. BRAINERD, President.

Representatives:

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

The Seattle Times

STILL MAKING HISTORY

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

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

During October, 1913, the Times carried 1,005,396 lines, leading the total of its two nearest competitors by 2,632 lines.

Present average circulation: Daily, 67,500; Sunday, 87,200 copies.

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

THE NEW HAVEN Times-Leader

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

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

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, January 17, 1914

A SENSIBLE INTERPRETATION OF THE NEWS- PAPER PUBLICITY LAW.

We are certain that all newspaper publishers will hail with satisfaction the interpretation given by Attorney General McReynolds of the word "subscriber" as contained in the newspaper publicity law.

The act provides that the statement of daily publications shall show "the average number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months."

In construing this provision, the Attorney General holds that the "statement shall cover the whole *bona fide* paid circulation of daily newspapers, however attained, whether sold over the counter, distributed through news agencies and news routes, or disposed of in any other way," and that copies actually paid for by news agents or news dealers, which constitute the number delivered to them, less the number returned unsold, and copies subscribed for or sold to individuals taking only one copy of a single issue, are copies "sold or distributed to paid subscribers" within the contemplation of the act.

This opinion reverses the interpretation of the law given by Mr. Wickersham, Mr. McReynolds' predecessor, last fall, which reads as follows:

"Subscribers are clearly those who have by agreement undertaken to receive and pay for the publication for some specified period of time, as distinguished from casual purchasers who come under no obligation to take and pay for the publication in advance of its delivery. It is immaterial whether this subscription is for one or many copies. Subscriptions may be direct or through an agent, but the delivery to agents for sale or distribution, unaccompanied by agreement to pay for any definite number, would not be included within the term 'subscribers.'"

The EDITOR AND PUBLISHER has contended all along that Mr. Wickersham was wrong in assuming that "paid subscribers," within the meaning of the law, included only those who had agreed to pay for the paper for a definite period. Those who framed the law certainly had no intention of excluding from publishers circulation statements of papers sold by newsboys or agents. The public, and especially the advertising public, don't care a continental whether a paper is taken by a subscriber by the year or by the single copy—what he wants to know is how many copies are actually sold, as distinguished from those that are given to advertisers or in exchange of other papers or are returned by news dealers.

We believe that Mr. McReynolds' opinion will be generally accepted by the newspaper publishers as correct, so that hereafter when they prepare their semi-annual statements they will know just where they are at.

Old P. T.'s famous claim that "there's one born every minute" needs revising, in order to keep pace with present progress.

THE MAGAZINES AND THE NEWSPAPERS.

That the magazine is losing its grip on the public, is the admission made by Mr. Munsey in an editorial in the last number of his monthly. As Mr. Munsey is regarded as one of the most successful, if not the most successful, of American magazine publishers, this statement may be accepted as absolutely true. Lord Northcliffe, one of the foremost publishers of Great Britain, recently said that the magazine has had its day and that the newspaper would eventually supplant it.

We agree with Mr. Munsey but disagree with Lord Northcliffe. The magazine may be losing its grip, but we do not imagine that the men who have millions invested in the business, and who are resourceful and good fighters, are going to quit the game because of a temporary loss of business. The magazines have a field all their own, and the closer their publishers stick to that field and the less they try to compete with the newspapers in the class of matter they print the better they are going to succeed.

We look to the magazines for articles that have no place in the daily newspaper, but which, nevertheless, are of signal importance to men and women of culture and education. It would be difficult to imagine that the time will ever come when there will be no Century Magazine, no World's Work, no Atlantic Monthly, no North American Review, or publications corresponding to them.

The advertising success of the magazines in the past decade has been due to their superb business organization, the employment of capable high class solicitors and managers, and their enterprise. As a class their advertising departments were more efficient than those of the daily newspapers, there was less waste effort, and the arguments presented to prospective advertisers were well thought out and appealed to business men.

During the last three years the newspaper publishers have had an awakening. They have discovered the weakness of their methods and arguments of solicitation. They have realized that the representatives they have employed have not always been of the type that make the best impression on business men. They have found among them a woeful lack of knowledge concerning the basic principles of advertising.

And so the newspaper publishers have reorganized their staffs and profited by the example set by the magazine publishers. They have employed a higher grade of men, they have insisted that their representatives should know what they are selling and be able to present intelligent reasons for the supremacy of newspaper advertising. As a result newspaper advertising is on a finer foundation than ever before, its volume is far greater and the results secured are more satisfactory because of the general improvement in the character of the advertisements carried. The entire tone of the business has been elevated, the public has more confidence in the announcements of merchants and manufacturers and a better day for newspaper publishers has dawned.

ADVERTISING WASTE.

Can the service rendered by advertising be accurately determined? Was there ever an advertisement printed, no matter how poorly it was written, that did not produce results? Some one has estimated that sixty per cent. of all the money spent in advertising is wasted. Is it true? Do you think that a majority of the business men of this country are such fools that they continue year after year to pour money down a rat hole?

Personally we believe that much loose talk is indulged in by those who have not given serious study to the subject of advertising. It is easy to arrive at a wrong conclusion upon insufficient evidence, or isolated cases. Most of the money wasted in advertising is not wasted in the newspapers, but in circulars, in booklets, in gimcracks, in programs, in posters, and other subsidiary forms of publicity. The money that is lost in newspaper advertising is more often due to poor copy and to

the inadequate distribution of the exploited article than to any other causes.

How are we to determine whether or not money spent on advertisement is absolutely lost? Or how are we to measure the work that it actually accomplished? If a merchant advertises a special sale and none of the goods are sold, it is reasonable to conclude that the money spent in advertising did not pay.

On the other hand if a manufacturer advertises a style of articles of merit, he cannot accurately determine the results in dollars and cents. Many people who read the advertisement may not be ready to purchase the article at once. They may be impressed with its qualities and its desirability, and even decide to buy it at some future time but not at the moment. Six months or a year may elapse before they need the article and actually make the purchase. In general advertising it is the accumulated influence that counts.

One of the best tests of the value of advertising which has been carried on for a reasonable length of time is to stop all publicity. The late George P. Rowell, who owned and advertised Ripan's Tribbles, once told the writer that after he had ceased to advertise, the sales of the remedy continued large for a number of years. A considerable percentage of this business, he said, came from persons who had read the advertisements when they had appeared but who had had no occasion to purchase until later.

The plainest and simplest kind of an advertisement is not without its influence. Take the card of a merchant tailor that simply gives his name, address and business. Many men who see the card might not be in the market for clothes for months before calling at his shop. The only way the merchant could tell whether the ad paid or not would be by the rapidity of the increase in his business from year to year.

Advertising is an investment that pays good dividends when it is done persistently and intelligently. Advertising creates good will, which is above price and insures a steady income.

What the E. and P. Did for This Paper.

The Kenton (O.) Republican, according to J. A. Lloyd, the business manager, showed an increase in December, 1913, over December, 1912, of a little over 63 per cent. A good beginning for the new year was made by publishing a hardware ad consisting of eight pages. The increase in advertising during the last five months of 1913 was a little over twenty times the increase made in the first seven months of 1913. Mr. Lloyd writes: "We owe the tip on the hardware section to THE EDITOR AND PUBLISHER, as it was through the columns of this magazine that we learned how and where we could pull off such stunts. This one tip will be worth the price of the EDITOR AND PUBLISHER for sixty-two years."

Many men mistake cussedness for nervousness. Because you get to the office with a clearly defined and ingrowing frown is not sufficient justification to scold the office boy or chide the stenographer. Neither one of them can help it if you did burn your mouth at breakfast trying to gulp your coffee in your mad rush to catch the 7.59 train. Neither should they be held responsible for you having left your watch on the breakfast table, hidden behind your propped paper. Get up earlier—that's all.

The On-to-Baltimore Committee of the Boston Pilgrims' Publicity Association has submitted a report showing that after settling all bills of the delegation to the convention \$197.53 remained in the treasury. This is certainly an excellent showing. Has any one seen the report of the New York Committee?

It's hard to be cheerful and jolly,
When things are not running right.
While to worry is absolute folly,
'Tis a task to keep smiling and bright.

Gee! we cannot write "copy" to please us,
Or, we don't get the contract we seek.
But why let these little things tease us?
They're bound to break better next week.

PERSONALS.

Melville E. Stone, general manager of the Associated Press, lectured Sunday morning on "What is News?" in the Park Avenue Methodist Episcopal Church of New York.

John Morley, the English journalist, statesman and literary celebrity, celebrated his seventy-fifth anniversary last month. Lord Morley began his journalistic career on the London Star, and edited the Literary Gazette, a rival in its day to The Athenaeum; from 1867 till 1882 he was editor of The Fortnightly Review; for three years he edited The Pall Mall Gazette, and for a brief period Macmillan's Magazine.

W. H. Hearst, president of the New York News Bureau, also controlling owner of the Central News, of London, sails for London on Monday.

Charles N. Wrenshall, formerly editor and owner of the Chester (S. C.) Lantern, has succeeded W. A. Fair as editor of the York News at Yorkville, S. C.

Thomas J. Maxwell, editor and publisher of the Fremont (O.) Journal, has announced his candidacy for the Republican nomination for Congressman.

James Morton, editor of the Bergen Daily News, was confirmed as postmaster of Hackensack, N. J., on Monday, ending a lively political contest.

W. H. Wiseman, well-known Iowa newspaper man and recently political writer on the Des Moines Capital, has become associate editor of the Pierce farm weeklies, which include the Homestead, the Farmer and Stockman and the Wisconsin Farmer. Mr. Wiseman began newspaper work on the old Des Moines Leader, nearly fifteen years ago. Since then he has been city editor of the Register and Leader, city editor of the Capitol, editor and publisher of the Atlantic Telegraph and expert writer for the Capital.

Benjamin B. Babbitt, editor and publisher of the Long Branch (N. J.) Daily Record, is the new supervisor of bills of the New Jersey State Senate.

George Granville Witham has resigned from the Boston Journal to become editor of Footwear Fashion.

A. L. Moreau, proprietor of the Freehold (N. J.) Transcript, has become private secretary to State Senator John W. Slocum of New Jersey.

J. Rion McKissick, for several years editor of the Richmond (Va.) Times-Dispatch, has resigned and made his home in Greenville, S. C., where he will practice law.

GENERAL STAFF PERSONALS.

Roger M. Andrews has resigned from the Citizens Trust and Savings Bank of Los Angeles to accept the presidency of the Germania Publishing Company, which publishes the Germania, the leading German newspaper of the West.

Edward Frey, who made his journalistic debut in College Point, L. I., in 1885 when he started the Long Island Freie Presse, has severed his connection with the Beobachter (Observer), a German weekly, published in the Astoria section of Long Island City. Mr. Frey's health, which has been somewhat impaired for some time, has prompted him to retire.

Henry Sutherland, editor of the White Plains (N. Y.) Daily Reporter, is favored for appointment as postmaster of White Plains.

Henry S. Green, a newspaper man of Morgantown, W. Va., who was recently appointed state historian by Governor Hatfield, is one of the best known

newspaper men in West Virginia, having been engaged in the newspaper and publishing work in Morgantown for the past three years. Green was born in New Milford, Conn., graduated at Yale in 1879, and went to West Virginia in 1896, when he became professor of Greek language and literary at Bethany College and held a similar position at West Virginia University from 1900 to 1910.

Fred Wilkinson, night editor of the Grand Rapids (Mich.) Herald, has gone into an advertising scheme and has been succeeded by Edward M. Lucas of the reportorial staff.

Robertus Love, formerly of the St. Louis Post Dispatch, is now staff poet and humorist of the St. Louis Republic.

L. D. Hamrick, who has been with Kohler Bros. for some time, has joined the staff of the American Rotary Valve Co., where he will handle the Jenney System of printing press drive and control.

Lucier Jones, son of Sir Henry Arthur Jones, the English playwright, has come to America to learn the newspaper business. He is working on a Chicago daily.

Daniel J. Sweeney, managing editor of the Buffalo (N. Y.) Times, was elected city clerk for the ensuing year at a meeting of the common council last week.

Howard W. Eskridge of the Nashville Tennessean and American has succeeded C. S. Ryan on the editorial staff of the Nashville Banner.

A. E. McKinnon, of the circulation department of the New York World, has been nominated a member of the board of governors of the Washington Society of New York.

J. C. Jones, formerly of the circulation staff of The Atlanta Georgian, has recently been appointed circulation manager of The Edmonton Journal, at Edmonton, Alberta, Canada.

Kate Carew, feature writer and caricaturist on the Hearst papers, has so far recovered from her serious illness in London as to be able to go to Brighton, where she will stay a month before resuming her work.

H. E. Murray, business manager of the Hearst's Atlanta Georgian, was a visitor to New York this week.

Theodore C. Rousseau has been appointed executive secretary to Mayor Mitchel at a salary of \$4,800. Mr. Rousseau is thirty-three years old and has been on the staff of the New York Evening Post for several years.

WEDDING BELLS.

Charles Belmont Davis, author-brother of Richard Harding Davis, and formerly an editor of Colliers, was married in St. James's Church, London to-day to Miss Dia Turgeon, daughter of Charles Edward Turgeon, of Hinsdale, Ill. Mr. Davis, who is forty-eight years old, is known as one of the most brilliant short-story writers of America. Miss Turgeon, who is a French-Canadian, was formerly a member of "The Girl from Montmartre" company.

Eugene Berthiam, representative of La Presse in Paris, and son of the proprietor, was married to Miss Yvonne Dastous, in Montreal recently.

Miss Hattie Aycock was recently married to Clarence G. Hester, business manager of the Walton News, published in Monroe, Ga. The ceremony was performed by Edward A. Caldwell, editor of the News and business partner of the groom.

A romance which started seven years ago, while the principals were teach-

ing adjoining country schools in Illinois culminated in the wedding in St. Louis last week of Miss Allie Frick of Bonnie, Jefferson County, and Robert J. Branson, editor of the Salem Republican.

PUBLISHER'S NOTICE.

Advertising Rates: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word. The Editor and Publisher can be found on sale each week at the following newstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street. Philadelphia—L. G. Rau, 7th and Chestnut streets. Pittsburgh—Davis Book Shop, 146 Wood street. Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W. Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street. Cleveland—Schroeder's News Store, Superior street, opposite Post Office. Detroit—Solomon News Co., 69 Larned street, W. San Francisco—R. J. Bidwell Co., 742 Market street.

HEEP WANTED

ADVERTISING MAN.

For daily in city of 75,000 close to New York; has doubled circulation from 3,500 to 7,000 in past year—and still growing. Needs man who can organize his department; must be able to write good advertising copy (not just think he can); understand layout and be able to give "service" to merchants who need that kind of advertising. Fine opportunity for right man. Straight salary or salary and commission. Address "ADVERTISING MAN," care The Editor and Publisher.

FOR SALE

WEEKLY WORTH WHILE—Independent Republican—very desirable city in Pennsylvania—price, \$6,000, with cash payment, \$4,500—annual business; advertising \$3,902.69, job work \$2,764.33, subscriptions \$961.91, total of \$7,628.93—total expenses \$4,642.24, leaving owner \$2,986.69 for his labor and investment. Paper old established, and has a good plant. You will look quite long before finding a better property at the price. It is good enough so the owner will not trade for "equities" or "junk." When you desire to buy or sell a newspaper property, write this agency. It saves time, car fare, and hotel bills, and you get quick results. The "latch string" in the door of "opportunity" is always hanging on the outside. B. J. KINGSTON, Newspaper Broker, Jackson, Michigan.

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

BUSINESS OPPORTUNITY

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

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

MISCELLANEOUS

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

DAILY NEWS

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

LINOTYPE MACHINES

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

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

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

\$25,000 CASH

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

C.M. PALMER

Newspaper Properties
225 Fifth Ave., New York

SITUATIONS WANTED

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

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

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

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

ADVERTISING MANAGER

Desires change; 28 years old and married. I am a contract man, a versatile, intelligent solicitor and can write copy which gets results. Have experience in building up newspapers. Want advertising management of daily in city of not less than 30,000. Address "EXACT.," care The Editor and Publisher.

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

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

ADVERTISING MEDIA

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

THE BLACK DIAMOND

THE NEW YORK

All New York N

IN GENERAL A

Not Counting Help, Situation and Medical Advertisements

ADVERTISING RECORD NEW YORK CITY NEWSPAPER

Compiled by the Statistical Department of T

	AGATE LINES. TOTAL SPACE.		Books.		Real Estate.		Legal.		Financial.		Wanted.		Tra
	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	
TIMES	9,327,369	8,844,866	273,484	316,847	1,261,508	1,090,205	231,993	212,931	748,393	842,351	278,842	22,506	552.
HERALD	9,642,698	9,612,701	32,825	21,759	1,888,191	1,976,090	6,632	1,386	141,906	175,591	1,727,221	1,800,044	407.
WORLD	12,218,673	12,307,532	45,837	65,772	1,449,330	1,494,521	928	142	48,223	55,294	3,147,065	3,000,923	299.
TRIBUNE	2,741,542	2,699,023	38,885	59,197	264,583	234,374	71,016	31,957	202,571	198,687	110,970	1,000,347	347.
TRIBUNE Sun. Mag. ..	171,676	1,080	2,730	1.
SUN	4,164,606	4,408,196	127,953	181,844	303,732	358,267	47,410	47,350	894,904	496,120	10,370	1,714	478.
SUN Sunday Semi-Mo. Mag.	118,015	1,770	2,650
AMERICAN	9,508,929	9,421,915	24,288	23,916	855,108	870,634	57,828	1,904	94,528	91,896	1,122,352	1,100,533	302.
AMER. Sunday Mo. Mag.	85,097	1,400	670
PRESS	3,297,023	2,266,819	12,829	13,548	335,879	210,875	45,128	31,018	91,224	114,837	172,580	1,806	204.
EVENING POST	3,376,900	3,331,248	147,556	181,734	335,879	231,786	83,622	66,784	488,830	551,013	9,530	1,606	307.
EVENING MAIL	4,957,002	4,757,429	20,295	30,094	300,035	408,144	68,048	94,704	133,750	188,918	570	3,099	170.
GLOBE	4,360,574	4,090,143	15,848	32,945	250,559	296,517	48,624	58,319	124,723	153,017	9,798	6,097	273.
EVENING SUN	3,691,774	3,049,809	31,263	30,789	92,130	74,640	20,546	8,238	217,577	241,630	20,642	2,394	35.
EVENING WORLD	6,244,657	6,464,461	1,768	7,454	48,595	51,150	70	7,984	7,190	3,770	4,496	4.
TELEGRAM	6,354,376	6,119,565	938	8,570	571,659	574,795	54,584	76	23,478	22,688	83,462	7,228	9.
EVENING JOURNAL ..	6,959,422	7,187,973	3,946	12,078	81,612	105,682	70	20	10,771	10,004	3,381	3,928	10.

THE NEW YORK TIMES SIXTEEN YEARS' ADVERTISEMENT RECORD:

	AGATE LINES.
1898.....	2,433,193
1899.....	3,378,750
1900.....	3,978,620
1901.....	4,957,205
1902.....	5,501,779
1903.....	5,207,964
1904.....	5,228,480
1905.....	5,953,322
1906.....	6,033,457
1907.....	6,304,298
1908.....	5,897,332
1909.....	7,194,703
1910.....	7,550,650
1911.....	8,130,425
1912.....	8,844,866
1913.....	9,327,360

		AGATE LINES.	
FIRST	THE NEW YORK TIMES	9,327,369	9,028,494
	Less Wants and Medical	298,875	
SECOND	THE WORLD (Morning Edition)	12,218,673	8,891,219
	Less Wants and Medical	3,327,454	
THIRD	NEW YORK AMERICAN	9,508,929	8,259,556
	Less Wants and Medical	1,249,373	
FOURTH	THE NEW YORK HERALD	9,642,698	7,889,253
	Less Wants and Medical	1,753,445	
FIFTH	NEW YORK JOURNAL	6,959,422	6,795,492
	Less Wants and Medical	163,930	
SIXTH	THE EVENING TELEGRAM	6,354,376	6,239,558
	Less Wants and Medical	114,818	
SEVENTH	THE WORLD (Evening Edition)	6,244,657	6,021,906
	Less Wants and Medical	222,751	

THE ADVERTISING RATE OF THE NEW YORK TIMES--40 CENTS PER AGATE LINE
THE COST LESS THAN ONE CENT A LINE FOR EACH 5,000 CIRCULATION--THE C

THE NEW YORK TIMES LEADS

of New York Newspapers

ADVERTISING

Advertisements; all that is Objectionable Refused by The Times

NEWSPAPERS for Years 1913--1912—Daily and Sunday Editions

Department of The Evening Post (New York).

Wanted. 1913.	Transportation.		Dry Goods.		Schools.		Automobiles.		Hotels & Res.		Medical.		Amusements.		Miscellaneous.	
	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.	1913.	1912.
3,842	552,506	528,917	2,905,757	2,830,722	116,730	116,408	491,764	499,665	391,790	384,667	20,063	11,673	246,857	214,722	1,717,562	1,565,842
7,221	407,636	359,907	2,483,017	2,356,987	35,761	31,520	451,052	447,252	540,456	534,334	26,224	20,862	238,659	219,025	1,663,418	1,612,944
7,085	299,271	257,313	3,764,355	3,867,109	94,708	91,578	270,169	269,072	401,198	401,313	180,369	179,934	246,062	220,096	2,270,538	2,316,665
9,970	347,663	304,516	536,103	646,694	69,270	55,836	118,079	139,935	269,910	207,631	5,646	5,433	170,028	166,033	536,888	504,204
.....	1,030	10,644	2,160	10	154,022
1,370	478,881	474,911	1,299,700	1,245,172	71,689	49,712	289,853	393,205	237,351	215,460	19,100	5,554	235,563	204,758	648,091	722,131
.....	530	5,266	700	5,890	116	346	100,753
3,352	302,605	195,606	3,771,640	3,709,191	37,981	44,026	251,577	233,139	223,002	244,988	127,021	158,051	278,891	239,594	2,363,104	2,375,437
.....	146	1,998	330	80,553
1,580	204,414	212,178	770,621	616,094	30,454	16,726	75,062	79,781	148,211	122,973	22,814	47,578	193,836	135,990	1,193,971	647,025
530	307,484	297,131	1,023,899	1,022,666	55,458	56,906	111,190	164,270	117,752	146,616	3,257	2,188	75,896	71,602	614,547	527,946
570	170,612	188,496	2,795,383	2,475,101	51,111	51,444	236,204	247,920	99,969	102,107	21,424	24,380	91,998	85,670	967,603	859,072
798	272,087	261,002	2,151,939	2,069,754	23,262	27,381	176,565	215,853	95,532	96,822	43,669	64,380	95,483	90,296	1,052,485	1,253,760
642	337,644	314,559	1,920,513	1,573,683	3,134	3,850	81,467	30,966	89,528	31,436	36,730	33,316	97,350	85,221	723,250	618,587
770	43,866	32,786	4,864,578	4,949,205	3,696	1,965	7,960	6,311	3,321	3,358	218,981	225,680	96,021	85,724	944,047	1,090,142
462	98,006	54,477	1,612,937	1,578,147	966	4,188	5,574	9,938	595,682	522,608	31,356	43,546	67,410	34,488	3,213,324	3,193,836
881	108,280	83,951	5,192,380	5,424,254	21,263	20,066	40,908	12,967	4,357	6,348	160,549	229,411	263,534	170,189	1,068,371	1,109,075

		AGATE LINES.	
EIGHTH	THE EVENING MAIL Less Wants and Medical	4,957,002 21,994	4,935,008
NINTH	THE GLOBE Less Wants and Medical	4,360,574 53,467	4,307,107
TENTH	THE SUN Less Wants and Medical	4,164,606 29,470	4,135,136
ELEVENTH	THE EVENING SUN Less Wants and Medical	3,691,774 57,372	3,634,402
TWELFTH	THE EVENING POST Less Wants and Medical	3,376,900 12,787	3,364,113
THIRTEENTH	THE NEW YORK PRESS Less Wants and Medical	3,297,023 195,394	3,101,629
FOURTEENTH	NEW-YORK TRIBUNE Less Wants and Medical	2,741,542 166,616	2,574,926

**THE NEW YORK TIMES
SIXTEEN YEARS'
DAILY
CIRCULATION
RECORD:**
(OCTOBER 1st.)

1898	25,726
1899	76,260
1900	82,106
1901	102,472
1902	105,416
1903	106,386
1904	118,786
1905	120,710
1906	131,140
1907	143,460
1908	172,880
1909	184,317
1910	191,981
1911	197,375
1912	236,668
1913	253,340

AGATE LINE--WITH CIRCULATION SUNDAY AND DAILY EXCEEDING 200,000, MAKES
--THE CHEAPEST, AS IT IS THE BEST, NEWSPAPER ADVERTISING IN THE WORLD.

BEST BANK AD MEDIUM

Standard Daily Newspaper is Surest Means of Reaching Prospective Depositors, Declares Title Guarantee Ad Manager.

That the "standard daily newspaper" of New York City is the best medium for bank advertisements is the declaration of Horace Anderson, advertising manager of the Title Guarantee and Trust Company, in a recent address before the Bank Publicity Association. Mr. Anderson's address, in part, follows:

"You must do some kind of advertising that will keep you in the mind of possible users of your bank so that they may think of you when the time comes, when they want a bank, be that time one month from now, one year from now or ten years from now.

In my opinion the standard daily newspapers of New York City are the best mediums to accomplish this result. For the purpose of making a general impression, I do not believe in using the religious or the business or trade publications, the theatrical or the funny papers, the fraternal, the financial or the local society papers, nor do I believe in using programs nor bill boards. These all have their use in the proper time and place, but not for the purpose of making a general, lasting impression.

EVERYBODY READS THE PAPERS.

My reason for this is as follows: Every man who is apt to have money enough for a bank deposit reads a daily paper. He may not read the same paper every day, and some days he may read no paper. He may not read it with equal attention each day, but some time each day it is his intention to spend some time with one of the standard daily papers.

If you advertise once or twice a week in all of the standard daily papers ultimately you will reach that man. At first he will not be conscious of your advertisement at all. The first effect of your advertisement will be on his subconscious self. The advertisement will have an effect on him without his knowing it. At a later time it will penetrate to his subconscious self, and in time may affect him to such an extent that he will begin to look for it and will take a definite, decided interest in it.

It is your object to make a mental photograph on that man's mind that gradually will inspire him with an interest and a desire to use your bank. By the use of the daily papers continuously you are sure to accomplish this result. It will be infinitely better to increase the number of advertisements in the standard daily papers than to try to reach the man from another standpoint as well as this one.

SAY SOMETHING IN THE AD.

The amount of space you use and the number of times you advertise vary according to the size of the bank and the amount of money that you want to spend. It is my advice that you say something in each one of the advertisements.

I am presuming that you will work through some good agency that will place your copy. This costs you nothing, and you get a great deal of help even if it is only clerical help. Agencies can help you write your copy, and I would insist that the agency does help you. You will not be able to use all of the copy that they write, it will probably be much longer than you will want and will probably promise a great deal more than you will dare print, but the ideas in it often will be good, and you can adopt many of them.

Talk over your ads with your cashiers and tellers and the people who meet the general public. They are in the habit of pleasing the general public and they know what to say. Be on the lookout constantly for advertising ideas and you will find that you have more copy on hand than you can use.

SIMILARITY OF APPEARANCE.

I think it is of advantage to have your advertisements of a general, similar appearance, enough so that they will be

recognized as an advertisement belonging distinctly to you even though the person does not take time to stop to read them. The Title Guarantee and Trust Company uses always the same type and the same border. Our type is made for us especially and is not used by anyone else. It is a plain, compact type, very legible and of the kind that people are in the habit of reading, but just enough different to be recognized as our own. It has a heavy face to it, which makes it stand out on the page.

I believe in using plenty of white space. If you are going to use fifty lines, single column, I think you will get better results, for the purpose of making a general impression, if you do not use more than one hundred words in this space than you will if you use 200 words. I repeat that I think you ought to say something in every ad. The publication of your name, your address, your capital and surplus and the names of the officers and directors is all interesting to brother bankers, but does not influence the general public one-half as much as we think."

NEW PUBLICATIONS.

CLEVELAND, O.—Frank A. Bowman, editor and publisher of the Collinwood Citizen, has launched the East Cleveland Herald, a Republican weekly.

YONKERS, N. Y.—The first issue of the Up-to-Date Woman, a suffrage weekly edited and prepared exclusively by women, made its appearance Saturday. Mrs. L. H. Backeland is the editor in chief, and she has a staff of seven assistants.

DERROIT, MICH.—Joseph B. Poluski has launched the Roy, a Russian weekly. It will not only supply general news, but will aim to better the conditions of Russians living in Detroit.

CHESTER, S. C.—The Semi-weekly News, formerly the Lantern, has made its initial appearance under the ownership of John E. Nunery. It will be issued Tuesdays and Fridays.

FREEMONT, L. I.—The Nassau Post is the name of a semi-weekly launched by Rand W. Sutherland and James E. Stiles. It will appear every Tuesday and Friday.

KANSAS CITY, KAN.—Grant Harrington, private secretary to Governor George H. Hodges of Kansas, is the editor of the Weekly Gazette Globe, a new publication.

MOUNT VERNON, TEX.—The Investigator is one of the latest additions to the Texas press. It is published by Cosewick & Elliott.

WARTRACE, TENN.—O. F. Wallace is the overseer and publisher of a new paper that makes its appearance this week.

COLUMBUS, GA.—The Zone is to be the title of a new publication that will make its appearance next week. John C. Abney and R. L. Brasnell are the promoters of the new enterprise and have incorporated the publishing company. A new plant is being fitted up for the paper.

GIRARD, ALA.—The first number of the Alabama Social Democrat has been launched by Mayor J. B. Marchant.

ELMER, OKLA.—Simeon Q. Fraser, formerly editor of the Looney Record and other newspapers in southwest Oklahoma, has started the News, the initial issue appearing this week.

SHOSNEY, ARK.—The first number of the Advocate appeared last week. It is a seven column paper and is edited and published by S. A. Myovet. It will appear weekly.

HORNELL, N. Y.—The Steuben Eye Opener, a weekly, has been launched by W. A. Norman, formerly connected with the Elmira Advertiser.

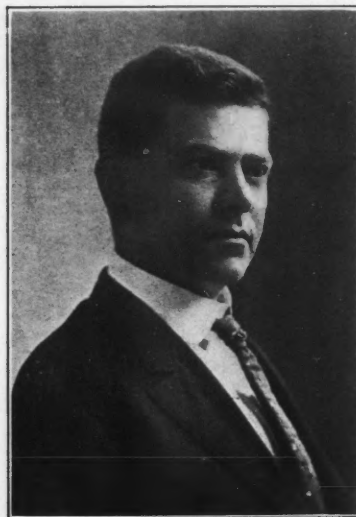
Paducah Evening Sun Changes Owners.

The name of Frank M. Fisher, postmaster of Paducah, Ky., and for years prominent in Republican politics of Kentucky, was taken from the title page of the Paducah Evening Sun last week. Mr. Fisher's interest in the Sun has been purchased by Edwin J. Paxton, W. F. Paxton and Richard Rudy, who now own the afternoon daily.

DEATH OF HARRY LANE DUNLAP.

Harry Lane Dunlap, chief of the Washington Bureau of the New York World, and formerly managing editor of the St. Louis Republic and the Post-Dispatch, died at his home in Washington from an acute attack of asthma Sunday afternoon. He had been in poor health for several years.

Born in Paxton, Ill., Dec. 18, 1868, Mr. Dunlap was graduated from the Academic Department of the University of Illinois and the Law Department of Northwestern University. After practicing law for two years in Chattanooga, Tenn., he became a newspaper writer on the old Chicago News.



HARRY LANE DUNLAP.

In 1895 Mr. Dunlap went to St. Louis and became a member of the staff of the Republic. He was managing editor of the Republic at the outbreak of the Spanish-American war. Afterward he was managing editor of the St. Louis Post-Dispatch for eight years. In 1908 he came to Washington as a member of the New York World staff, and a year later became the chief of its Washington news bureau.

Mr. Dunlap was a close friend of former President William H. Taft, whom he accompanied on the campaign tours of 1908. He enjoyed also the personal friendship and confidence of President Wilson, as well as members of the present and last Cabinets.

THE "CHUMMY" ADVERTISEMENT.

Its Appealing Power When Well Done Is Strikingly Effective.

"I like the confidential, friendly style of advertising," said a business man to THE EDITOR AND PUBLISHER, "but there are very few men who can write such copy. There is one big clothing concern in New York that comes near hitting the mark, and I read its ads every day, because of their 'How-are-you-old-pal' style. Now I think the best ad I ever read was written by a man who kept a 'gents' furnishing goods store in the little city where I hail from. It ran something like this.

"Come in and see me, good people. I want to show you some new fixings. On the level, the price is fairly low. Of course I'm making a profit on the goods, but it isn't much. Come and see me whether you want to buy or not. Just drop in and look around. You'll be heartily welcome, for I'm a sociable cuss and like company."

"Now that is what I call a 'good ad,' continued the business man. "It just breathes friendship and good-fellowship—makes you sort of warm up to the advertiser. There's none of the 'Great Sacrifice,' 'Below Cost,' rot about it. It's the style of ad that fetches a fellow. The man who wrote it started in a little store. He has three now. He made his ads chummy."

OBITUARY NOTES.

FIELD LINN HOSMER, auditor of the editorial department of the New York Times and one of the oldest members of the staff, died of apoplexy at his home in Stamford Conn., Jan. 8. He was born in Wisconsin in 1846. He became a reporter for the Times in 1873. Later he became secretary to John C. Reid, then managing editor. His health began to fail a year ago and in September he gave up work and retired to his home in Stamford.

JOHN HARVEY, publisher of the Milwaukee Free Press, died in that city of apoplexy last Sunday.

NEWTON DEXTER, for many years editor and publisher of the Goldsmith and Silversmith, a trade journal, died at his home, in New Haven, Conn., Jan. 10. He was sixty-four years old and was active in obtaining legislation prohibiting false advertising.

ALEXANDER F. W. LESLIE, a former newspaper man and architect, died at his home in Brooklyn Saturday. He was fifty-eight years old. Coming to New York from Milton, Mass., where he was born, Mr. Leslie took up newspaper work, and was employed at different times on the old New York Recorder and the World. He designed the World building. He started Nellie Bly on her trip around the world and was credited with many journalistic feats.

WILLIAM S. COUCH, a well-known newspaper writer, died in Washington early Sunday morning, after an illness of about two years. He was thirty-five years old and is survived by his wife and one child. Mr. Couch went to Washington in 1902 as the local correspondent of the Cleveland Plain Dealer, and later joined the staff of the Scripps-McRae League, after which he was connected with the forces of the Sunday edition of the New York World. About two years ago his health failed and since that time he had been a patient in a hospital. He was a member of the Gridiron Club and the National Press Club. He was a graduate of Western Reserve University and a veteran of the Spanish American war.

MRS. ALICE BOYD, wife of Hugh Boyd, editor of the New Brunswick (N. J.) Daily Home News, died suddenly at her home in that city Jan. 9. Mrs. Boyd was interested in a number of charities, and was a member of the First Baptist Church. Besides her husband she is survived by three sons, all newspaper men.

DR. JOSEPH H. SCHENCK, head of the firm of Dr. J. H. Schenck & Son, manufacturers of Schenck's Mandrake Pills, and well-known to daily newspaper publishers and special representatives, died at his home in Philadelphia, Dec. 28.

DAVID SCANNELL, SR., fifty-nine years old, died suddenly at his home in Philadelphia, Dec. 30, after a brief illness. Mr. Scannell was a newspaper man, connected with the old Philadelphia Times, prior to, and after its incorporation with the Philadelphia Public Ledger. After a successful career of fifteen years in the photographic business, he became advertising manager of the Philadelphia Times. For twelve years preceding his death Mr. Scannell was advertising manager of the Manchester (N. H.) Mirror.

JOHN E. REAVIS, formerly London correspondent of the New York World, died at Warrensburg, Mo., Jan. 5, aged sixty-five years. Mr. Reavis was sent by the World in 1865 to Belfast, Ireland, to cover the weavers' strike there. He is reputed to have filed the longest newspaper dispatch sent by way of the Atlantic cable up to that time. Lately Mr. Reavis had been connected with mining journals in British Columbia.

DAVID LAIRD, known as one of the builders of Canada, died at Ottawa, Jan. 12, aged eighty years. He founded and edited the Charlottetown Patriot at Prince Edward Island and was at various times an Indian Commissioner, Minister of Interior and Governor of Northwest Territory.

SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy	No. 586,337	J. M. Cooney and H. L. Totten	No. 759,501
J. R. Rogers	" 619,441	R. M. Bedell	" 787,821
J. R. Rogers	" 630,112	P. T. Dodge	" 797,412
D. A. Hensley	" 643,289	D. S. Kennedy	" 797,436
J. R. Rogers	" 661,386	D. S. Kennedy	" 824,659
C. Muehleisen	" 718,781	M. W. Morehouse	" 826,593
J. W. Champion	" 719,436	T. S. Homans	" 830,436
D. A. Poe and W. H. Scharf	" 734,746	T. S. Homans	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell	" 848,338
P. T. Dodge	" 739,996	T. S. Homans	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers	" 925,843
S. J. Briden	" 757,648	H. Plaut	" 955,681
W. H. Randall	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler	No. 614,229	O. Mergenthaler	No. 614,230
J. R. Rogers		Reissue No. 13,489	

MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING NEW YORK

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

WASHINGTON TOPICS.

Members of the Press Galleries of Congress, at a meeting Monday, adopted resolutions in memory of Harry L. Dunlap, chief of the New York World's Washington bureau, and William S. Couch, formerly Washington correspondent of the Cleveland Plain Dealer, both of whom died Sunday, January 11.

The committee selected by the press galleries to attend the funeral of Mr. Dunlap was composed of Charles S. Albert, Guy Mason, John Kirby, H. E. C. Rryant, Isaac Gregg, Charles P. Keyser, N. O. Messenger, Perry Arn-

old, and the services for Mr. Couch were attended by a committee from the galleries, consisting of Ben F. Allen, Louis W. Strayer, Gus J. Karger, Fred C. Kelly, Judson C. Welliver, Hal. H. Smith and E. B. Johns.

The Gridiron Club also named a committee to attend the services for Mr. Couch. Its members were E. G. Walker, president of the club; E. C. Snyder, vice president; John S. Shriver, secretary; L. W. Strayer, treasurer, and Ben F. Allen.

WILCOX SUCCEEDS HARDER.

Grafton S. Wilcox, who succeeds Worth D. Harder as chief of Capitol staff of the Associated Press, was born in Illinois, Griggsville, Pike County, in 1879, and is a son of Rev. Seth M. Wilcox, now rector of St. Mark's Episcopal Church, Le Mars, Iowa. He began his newspaper career as reporter on the Waukegan Illinois Daily Sun, going to Chicago in the winter of 1899 on the Chicago Chronicle, where he worked for more than six years. He was two years with the Chicago Examiner and later went to the Chicago Record-Herald.

Though beginning as a police reporter, he was identified with the political staffs of both Chronicle and Record-Herald and aided the convention staffs of those papers in the national conventions of 1904 and 1908.

Mr. Wilcox went to the Associated Press in Chicago in 1909 and was transferred to Washington in January, 1910, under then Chief of the Washington Bureau, John Palmer Gavit, now managing editor of the New York Evening Post. He has been identified with the Capitol staff much of the time since then and also night editor of the Washington Bureau.

Mr. Harder is going into business with his father-in-law in the management of three big farms in Iowa, Indiana and Illinois. He will live at Galesburg, Ill.



GRAFTON S. WILCOX.

old, George E. Miller, C. E. Stewart, Leroy T. Vernon, John Snure, Geo. G. Hill, J. A. Matthews and R. V. Oulahan.

The Victoria (B. C.) Daily Colonist has been elected a member of the American Newspaper Publishers' Assn.

HEARST'S LONDON ACTIVITIES.

New Yorker Buys Vanity Fair and Hearst and Home and Merges them With London Budget.

The London Budget Company, of which William R. Hearst is a majority stock holder, has bought the London weekly publication known as the Hearst and Home. It has also bought the old and famous English periodical called Vanity Fair. The Weekly Budget, for which Mr. Hearst is reported to have paid \$500,000, some time ago, is to be merged under the title of the best known one—Vanity Fair—and will be issued as the highest class weekly publication in England. The price will be raised, from one penny, which the Budget now charges, to sixpence net, and the publication will be improved accordingly.

The extraordinary success of Nash's Magazine, which is published by the same owners, leads them to expect an equal success for Vanity Fair.

The Weekly Budget was the oldest weekly paper in England. It was founded by the Hendersons of Red Lion court, Fleet street, and had an extensive circulation before the days of the News of the World and other big weekly papers. When Mr. Hearst bought it in the fall of 1910 it was proposed to make it a weekly feature paper such as is common in the United States, with comic supplement and other exclusively American features.

WOMEN'S FINANCIAL DAILY.

New Venture to be Started by the Bank of Berlin.

To celebrate five years of extraordinarily successful existence the Women's Bank of Berlin, has invited several hundred distinguished guests to attend a breakfast at its premises to-day. One of the day's events will be the announcement that the bank has decided to issue the world's first financial daily for women.

It will start with an edition of 30,000, which represents the bank's present list of shareholders and clients. The paper will be devoted not only to the bank's interest, but to all financial and commercial topics of feminine interest.

The advertising matter of the bank emphasizes the fact that 9,000,000 German women are engaged in trade and industry, and that if even a percentage of them band together for financial purposes they would represent a great capitalistic power.

Six Point League Luncheon.

Truman A. DeWeese, advertising manager of the Shredded Wheat Co., is coming down to New York to address the Six Point League at a luncheon which will be given in his honor, Thursday, January 22, at the Aldine Club. Mr. DeWeese, who is well-known for his views on modern advertising, will use the value of newspaper publicity as his topic, and from the fact that he has charge of spending a considerable sum of money annually in this form of publicity, Mr. DeWeese is qualified to speak with considerable authority on the subject. The Six Point League expect a very large attendance at this luncheon.

Big Annual of the San Diego Union.

The San Diego (Cal.) Union recently issued a forty-fifth annual edition, containing 96 pages, and devoted largely to the exploitation of the Panama-California Exposition, which is to be held in that city in 1915. The cover in two colors presented the Goddess of the Exposition standing upon a parapet in the act of drawing aside curtains and revealing a steamship entering the harbor. The history of the city, its rise and progress, the building operations and its various industries are described and illustrated so that it would seem as if the last word had been printed regarding the local field. The edition was well printed and fully illustrated and merits high praise.

The will of W. W. Aulick, the baseball expert and newspaper man, who died December 25, was filed for probate at Jamaica, L. I., Saturday. He left an estate valued at \$20,000 to his widow, Letitia Fraser Aulick. John M. Tweedy is made executive.

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

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

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

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

Only 7-day-a-week paper in Kansas

Arthur Capper

TOPEKA, KAN. Publisher

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

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

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

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

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

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

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam

3D U. S. P. O. STATEMENT

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

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

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

PRESS ASSOCIATION

Arrangements have been made for meetings of the Pennsylvania State Editorial Association Dailies and the Association of Weekly Newspapers to be held at Harrisburg Feb. 10. There will be one joint session, but the associations will have their own conventions. Jason Rogers, of the New York Globe, and G. Goodwin Turner, of New York, are to speak.

A unique dinner was given last week by the Little Rock (Ark.) Press Club, the first since the organization of the club, with women guests. Governor George W. Hays was a guest of honor. The newspaper idea for the affair originated by Ray Gill, was carried out all through the evening's program, a busy local room scene greeting the guests with the usual familiar sounds as they entered the dining hall. The menu cards consisted of rough proofs of the menu on common news proof paper with turned slugs between the straight matter. John C. Small, of the Arkansas Farmer and Homestead, acted as toastmaster.

At the annual meeting of the Des Moines Press Club the following officers were elected: George Gallaruo, president; Frank E. Lyman, United Press, W. C. Jarnagin, Daily Capital, Leon Brown, the Register and Leader, vice-presidents; A. C. E. Schonemann, the Register and Leader, secretary; William H. Wiseman, Homestead, treasurer.

William U. Swan, of the Associated Press, was elected editor-in-chief of the Boston Newspaper Club last week at its annual meeting in the rooms of the Boston Yacht Club. Others officers chosen were Robert Lincoln O'Brien, of the Boston Herald, managing editor, and Henry T. Claus, of the Boston Transcript, reporter. Recent dramatic and political sensations were berlesqued in two original sketches enacted after the dinner, while a third sketch, "Books in the Woods," dealt with experiences of two modern "primitive" men in the wilderness of Maine.

The annual meeting of the Maine Press association is due for Jan. 28 and 29 in Portland, as it has been the custom for many years for the association to meet in that city one year and at Augusta during the session of the Legislature the next year.

The Chicago Trade Press Association held the first meeting of the new year on January 5 at the rooms of the Chicago Advertising Association. Reports of the secretary and treasurer were presented and accepted. The retiring president, Fred D. Porter, of the National Builder, Chicago, reviewed briefly the work of the past year and introduced Mr. A. A. Gray, of the Electrical Review and Western Electrician, as president for the present year. The speaker of the evening was Mr. Charles D. Heller, manager of the publicity department of Marshall Field & Company's wholesale department, who delivered a very interesting address entitled "Getting an Educated Enthusiasm from a Sales Force on Private Brands of Goods by Using the Motion Picture Camera." A lively discussion on several topics followed the address.

Fort Smith Daily Bee Suspends.

The Fort Smith (Ark.) Daily Bee, the only daily newspaper between Texarkana and Mena, has suspended publication. It will hereafter be issued as a weekly, from which it emerged five years ago. Messrs. Cannon and Pearre, the publishers, in an announcement, say that the paper has not received enough patronage to warrant its continuation.

All About Rye

"Rye looks good."—*American Farmer*.
"And Tastes good, too."—*Wine and Spirits Review*.
"We meant rye bread, but it is evident that the mind of the *Wine and Spirits Review* man is wandering toward the stuff that biteth like a serpent and stingeth like a bookkeeper."—*Newark Star*.

LIVE AD CLUB NEWS

Frederick G. Davis, who helped make Heinz's 57 varieties a catch phrase, administered some hard raps upon the "indiscreet and otherwise tactless solicitous advertising men" at the weekly luncheon of the Baltimore Ad. Club. He told particularly of rash solicitors approaching a merchant and attempting in 10 or 15 minutes to uncover the defects of the business which the merchant had been trying to discover for several decades. The point Mr. Davis drove home was that more often than not the over-eager advertising solicitors underestimated the intelligence and business acumen of their prospective clients.

Advertising was the theme discussed last week at a dinner of the Business Science Club of Philadelphia. The speakers were James A. Wood, of N. W. Ayer & Sons; E. D. Gibbs, sales manager of the Ketterlinus Co., and George Young Clement, of the A. M. Collins Co. It was admitted on all sides that business cannot exist without advertising, and the method depends upon the business and the articles advertised. Every speaker went on record for honest advertising, and condemned the system, now becoming obsolete, of "fake" advertising, or of making claims for advertised articles which are not borne out by the articles themselves. Mr. Clement took up particularly the question of advertising for bankers.

The fifth annual dinner of the Syracuse Advertising Men's Club will be held on Monday. Prominent in the oratorical galaxy will be Norman Hapgood, editor of Harper's Weekly; John Wellys, of Elyria, O., president of the Wellys-Overland Company, and Thomas Dreier, of Boston, Mass., editor of Associated Advertising, who will speak on "The Business of Man." Charles F. Story, president of the club, will be the toastmaster. While some of the attractions will be of a light type, there will be nothing of a cabaret character about the entertainment. The "surprise" idea will also be carried out in the souvenirs which are now being designed. Lincoln L. Cheaves is chairman of the Committee of Arrangements and his associates are A. A. Kerr, W. B. Cherry, Jerome D. Barnum, Fred R. Peck and President Story.

The Birmingham (Ala.) Ad. Club was addressed at its weekly luncheon by W. P. G. Harding, president of the First National Bank of that city, on the subject, "The Currency Bill and Its Effect on Business." He also discussed Birmingham's claims to a regional bank.

Orville C. Moore, advertising manager of the Pillsbury Flour Company, addressed the members of the Buffalo Ad. Club at the regular weekly luncheon in the Lafayette Hotel, on "The White Lie in Business." E. G. Mansfield, advertising manager of the Buffalo Specialty Company, gave a talk on "Price Cutting."

Newspaper advertising, as the best medium for retail merchants, was heartily endorsed at the weekly meeting of the Dayton Ad. Club. The meeting took the form of a round table discussion, led by C. H. Reihling, of the Elder and Johnson Co. He gave a clear and comprehensive talk on retail advertising, which was later discussed by the ad. club members.

About 200 members were out at the second annual Christmas jollification meeting of the Spokane (Wash.) Ad Club last week. Jake Hill was Santa Claus and presided as chairman for the day. Christmas presents were given out by number and every ad man received a gift. Miss Spokane (Miss Marguerite Motie) was given a handsome gold watch by the club. Around the diamond in the case, the same pointed star as the one the top of the municipal Christmas tree, was inscribed, "To Miss Spokane, from the Spokane Ad Club, Xmas, 1913."

THE PITTSBURG PRESS

Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

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

The Evening Mail

203 Broadway New York

The Catholic Tribune
(English)

Katholischer Westen
(German)

Luxemburger Gazette
(German)

40,000 Circulation
Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

A PRODUCER
OF RESULTS

The Pittsburgh Post

Fastest growing morning
newspaper in Its Field.

Put it on your list.

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

Get the Best Always

The Pittsburgh Dispatch

Greater Pittsburg's Greatest
Newspaper

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

THE PEORIA JOURNAL

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

THE LARGEST Circulation
NET PAID

H. M. PINEBELL, Prop.

CHARLES H. EDJOY, Representative
1 Madison Ave. ue, NEW YORK

AD GOLFERS AT PINEHURST.

Slater is Hope of New Yorkers in Final for Championship Trophy.

Harold Slater, of Fox Hills, Staten Island, is the hope of the Metropolitan golf district in the final for the championship trophy in the advertising golf tournament at Pinehurst, N. C. He will play R. M. Purves of Woodland, who led in the qualification series on Monday. Slater's victory was from T. A. Ashley, a clubmate of Purves, by three and two. Purves won from R. R. Mamlok of Fox Hills by six and five.

In the consolation J. D. Plummer of Springfield disposed of T. T. Rushmore of Garden City in a hot match, which a putt on the home green decided. Plummer plays George C. Dutton of Belmont.

New York is sure of two trophies in the second division. W. R. Hotchkiss of Montclair and W. W. Manning of Upper Montclair will play for the division prizes, and C. A. Speakman of Siwanoy will be the opponent of S. K. Evans of Knollwood in the consolation.

Prominent among those at the links are W. C. Freeman, Joseph H. Appel and wife, Clarence Vernam, Frank Gauss, Richard R. Maulok, S. Keith Evans, W. R. Hodgkin and wife, B. H. Ridder, W. H. Childs, A. D. Chandler, R. C. Hoyt, T. T. Rushmore, A. S. Brownell, Z. T. Miller, Frank Voss, T. R. Palmer, Robert C. Wilson, Rollo Ogden, J. J. Hazen, Thomas E. Conklin, D. H. Cook, Fred Mann, Paul Minnick and W. E. Conklyn.

CIRCULATION NOTES.

The Belfast, Ireland, Telegraph conducted a novel contest just prior to the Xmas season which was known as the feature Xmas drawing competition. School children were asked to submit drawings of Santa Claus. The issue of Dec. 8 contained announcement of the awarding of prizes. The contest was divided into five grades. Grade 1, children up to eight years of age; grade 2, nine and ten years of age; grade 3, eleven and twelve years of age; grade 4, thirteen and fourteen years of age; grade 5, fifteen and sixteen years of age. Three prizes were awarded in each grade and numerous consolation prizes were given out.

The employees of the circulation and delivery departments of The New York Evening Sun gave an entertainment for themselves and many of their friends at Webster Hall last Sunday night. It was called a "cabaret-ball." The cabaret consisted of singing and dancing by professionals and after that everybody danced. More than a thousand persons were there.

DEATH OF JACOB WALDECK.

Jacob Waldeck, for several years a member of the United Press staff in Washington, died at his home in Cleveland Tuesday morning.

Waldeck began his newspaper career in Cleveland in the early 80's. He became a correspondent for the Scripps-McRae League of newspapers in Washington. Some time later he joined the United Press forces. He was one of the best known correspondents in the national capitol and numbered scores of prominent public men among his acquaintances.

Waldeck had been in poor health for several years and about a year ago retired from active newspaper work. The immediate cause of his death was pneumonia.

Bippus Sells Huntington Herald.

The announcement is made that James Bippus has sold his interests in the Huntington (Ind.) Herald, to Albert E. Andrews, Walter Ball and U. S. Lesh. Mr. Andrews will be the editor and Mr. Ball the general manager of the paper. The capitalization of the Herald is about \$70,000. Reorganization of the Herald and the News-Express Company, of Huntington, with a change to the name of the Huntington-Herald Company, is scheduled during the next week.

The World = First

It leads all New York newspapers in the number of lines of paid advertising published in 1913.

These advertising records of New York City newspapers for the year 1913, daily (morning) and Sunday editions, are from the New York Times of Jan. 12, 1914. They were taken from this compilation made by the statistical department of the Evening Post (New York).

World - 12,218,673 lines

- Herald - - 9,642,698 lines**
- American 9,508,929 lines**
- Times - - 9,327,369 lines**
- Sun - - - 4,164,606 lines**
- Press- - - 3,297,023 lines**
- Tribune - 2,741,542 lines**

The WORLD was more than TWO MILLION lines ahead of any other New York paper.

THE WORLD is FIRST. No room for argument. All papers admit it. Some of them publish the fact.

MR. BERRI'S GIFTS TO STAFF.

Owner of Brooklyn Standard Union Presents Watches and Salary Increases.

William Berri, owner of the Brooklyn Standard Union, a few days ago presented handsome gold watches to Joseph T. Early and E. H. Palmer, as a token of his regard for excellent work. Early and Palmer are political writers and know the game thoroughly.

Mr. Berri has also increased the salaries of members of the staff who have not received a raise in two years. The increase is based on their years of service and the positions they hold, but it is understood to have been a substantial one.

Col. John Broxway, who has been on the paper since the Civil war, and who is said to have covered Henry Hudson's first trip up the river which bears his name, was also remembered by Mr. Berri. He presented the Colonel with a fine overcoat, which makes the veteran laugh at Medicine Hat cold waves. The Standard Union staff is certainly a very happy family—every member received a five dollar gold piece and a box of cigars on Christmas.

Book of Speeches by Northcliffe.

Lord Northcliffe has taken the suggestion of Arthur Spurgeon, the manager of Cassell & Co., Ltd., the London publishers, and is now preparing a book which will include his addresses on journalism and other papers. During his recent visit to Canada and this country, Lord Northcliffe made several speeches on modern newspapers and it occurred to Mr. Spurgeon, who heard the address

at Toronto, that a collection of the speeches would find many readers. Lord Northcliffe on being asked why he did not gather the material together, replied that he would do so if Mr. Spurgeon's house would publish the book. Mr. Spurgeon promptly agreed and the forthcoming volume will soon be on sale.

Irate Mayor Assaults Jersey Editor.

William A. Haffert, editor of the Somers Point (N. J.) Record, is under a physician's care because of an alleged assault upon him by Charles E. Stehman, the Mayor of the town, that resulted in breaking his nose and his glasses. Mr. Haffert has been criticising the town authorities in his paper for several months and was instrumental in changing the political complexion of the Town Council last November. It is claimed that the Mayor became antagonistic as a result of the editor's activities.

Moline Dispatch Issues Special.

It is easy to see that Moline is on the map when one picks up the issue of the Moline (Ill.) Dispatch of Jan. 1. This number contains fifty-four pages. The statistics regarding Moline and its manufacturing and commercial enterprises are indicative of the town's growing prosperity. This issue of the Dispatch carries a four-page section with a specially drawn cover design in two colors. An editorial prediction calls for the town's increase in population to 100,000 in 1923. The paper bears evidence of progression in advertising patronage and circulation.

ADS BEST FOR SHOE SELLING.

Increase of Space in Newspapers Advice of Successful Merchant.

"Newspaper advertising is your best salesman. When times are dull keep up your advertising and increase your space in the papers from time to time."

This was the advice given the delegates attending the last session of the National Shoe Retailers' Association's Convention at the Astor Hotel Tuesday by William Laird of Pittsburg. It was based on a successful business career of more than thirty years.

"Advertising gives your customers confidence in you and increases your confidence in yourself," continued Mr. Laird, in his paper on "How to Make the Shoe Man More Successful." "It is a profitable investment in every season, and to lessen your advertising space in 'dull times' is ill advised and often costly."

CORRESPONDENTS ELECTION.

H. E. Whitney Chosen President of Newspaper Representatives in New York.

The Correspondents' Club of New York, made up of the representatives of the leading newspapers throughout the country, held its annual meeting Tuesday in the Pulitzer Building. The meeting resulted in the election of these officers for the ensuing year:

President, H. E. Whiting, St. Louis Globe-Democrat; vice-president, A. M. Kemp, Boston Globe; treasurer, John F. Flagg, Philadelphia Inquirer; secretary, George R. Hill, Philadelphia Press.

The Executive Committee will consist of the foregoing officers and these additional elected members: Charles H. George, Baltimore American; J. P. Regan, St. Louis Republic; H. W. Cornell, Chicago Inter Ocean.

NEW AD INCORPORATIONS.

BOSTON, Mass.—Merchants' Co-operation Advertising Company; capital stock, \$25,000; incorporated by Edward F. Robertson, George Brown and Bertha W. Glover.

NEW YORK, N. Y.—Rudolph Guenther, advertising; \$100,000 capital; Rudolph Guenther, V. J. Devasco, A. C. Bray, incorporators.

NEW YORK, N. Y.—Publishers' Circulation Co., advertising; capital stock, \$10,000; G. L. Fairchild, T. E. Auerbach, W. S. Brown, incorporators.

NEW YORK, N. Y.—Subway & Elevated Railway Advertising Corporation, Manhattan, general advertising; capital stock, \$1,000,000; incorporators, W. M. Clark, Plainfield, N. J.; F. H. Wooley, G. O. Andrews, New York.

BURLINGTON, Vt.—Lewis-Clark Advertising Agency; capital stock, \$50,000; 100 shares; incorporators, Garrit Swift, William N. Hanson, H. Edwin Lewis, Charles E. Lewis and Frank C. Lewis.

Frederick Huene Dies in Germany.

Frederick Huene, a retired newspaper editor and publisher, died at Braunschweig, Germany, last Tuesday. He was born in Hanover, Germany, eighty-nine years ago and was graduated from the University of Giesen. During the uprisings in Germany in 1848-49 he was exiled and came to Williamsburg. Mr. Huene joined the staff of the Brooklyn Times in 1852, when that newspaper was published on a Washington handpress. After about forty years on the Times Mr. Huene took up the publication of the Brooklyn Courier until the death of his wife ten years ago, when he went to Europe, where he remained until his death. He had written many novels and poems in German.

Dancer Gets \$2,000 in Libel Suit.

Damages to the amount of \$2,000 have been assessed in a suit against the Italian Journal, the Tribuna, of Paris, in favor of Mlle. Napier-Kovska, the popular Russian dancer, for defamation of character. The newspaper accused the dancer of causing four young Russians to commit suicide.

FLORIDA WEEKLY

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

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

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

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

HENRY A. WISE WOOD

AND BENJAMIN WOOD INC.

Newspaper Engineers

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

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

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

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

ARTFUL ADVERTISING.

Equivocal Character of Attractive Copy Lures Many an Innocent Reader to Part With Cash for Spurious and Petty Articles.

By W. G. BOWDOIN.

All advertisers and some ad readers know that much good art is lavished upon advertising. James Montgomery Flagg has not hesitated to lend his artistic skill to the embellishment of advertising. The same is true of other artists of high rank.

In considering artful advertising, however, an entirely different angle is given to the technical term of art. The artful ad embodies a construction, a synthesis, that tells a portion of the truth, of course, but leaves out enough to more than counterbalance. The sins of omission in these ads are greater than are the virtues of their commission.

To illustrate: An advertiser described a horse he desired to sell as an animal who when coming to a steen hill with a heavy load was THERE. This proved a fact, but on the other hand nothing; not even fire could induce the good horse to pull the load up the hill. He was there and he stubbornly stayed there.

COSTLY INSTRUCTION.

Another advertiser stated in his ad that for 50 cents he would send instructions as to how to write without pen or ink. The answer was: "Use a pencil!"

A third advertiser proposed to furnish full particulars as to how to get rich to every person who sent in \$1. The answer to this was: "Work like the devil and never spend a cent!" A fourth advertiser offered a steel plate engraving of George Washington, as issued under government approval, at \$2 per. Those sending the stipulated sum received a 2c stamp with Washington's bust thereon.

These ads were all half truths and would now be refused by the best mediums, or at least come under the ban of the vigilance committees whose activities are now conspiring toward reform in advertising.

UNKINDEST AD. OF ALL.

A new example of the artful ad recently appeared in the Portage (Wis.) Daily. It stated that a local theatrical manager would give away a real live baby, which was positively no pig or animal and of good parentage. The implication, of course, was that the baby was a human baby. Here, then, was advertising ideality. It attracted attention, created interest, excited desire and filled to overflowing the theatre where the baby was to be given away. Speculation was rife as to the why and the wherefore of giving away a baby and what kind of good parents could be induced to part with their legitimate offspring. The ad was a crowd-getter and the attendance was all that the manager could desire. The sign S. R. O. was displayed, and even then people were left at the post, so to speak, and virtually out in the rain.

What was the result? Was a human baby actually given away? Of course not! When the sixth number drawn from the box was announced as the lucky one and a Miss Hulda Erdman drew the prize baby she got an eight-pound white duck, which had been cleverly attired in baby clothes with a nursing bottle attached.

Artful advertisements are often very clever, but they are misleading and only meet the disapproval of advertisers who seek reputations for strict honesty and uprightness.

NEW INCORPORATIONS.

KEWANEE, ILL.—The Call Printing Company; capital \$35,900; general publication and printing business; incorporators: Horace L. Throop, E. P. Rundquist, J. E. Throop and Max A. Throop.

SCRANTON, PA.—Anthracite Press; \$11,000; incorporators: W. J. Twigg, W. U. S. Gerhart and J. S. Davies.

NEW MILFORD, CONN.—Time Publishing Company; capitalized at \$10,000; incorporated by Charles P. Bentley, Mary Bentley and Charles L. Seiple.

NORTH PELHAM, N. Y.—Welcome Guest Publishing Company; capital \$10,000; H. A. Stone, J. G. Brett and G. H. Willis, incorporators.

MEMPHIS, TENN.—The New England Publishing Company; capitalized at \$5,000; incorporators: L. R. Owens, R. F. Sutherland, J. H. Horton, L. J. Crenshaw and C. C. Crenshaw.

TACOMA TRIBUNE PROGRESS.

What Frank S. Baker Has Accomplished Since He Secured Control of Paper.

One of the most interesting examples of newspaper growth on the Pacific coast is found in the progress of the Tacoma Tribune for 1913. This paper came into the control of Frank S. Baker a little over a year ago. Mr. Baker was publisher of the Boston Traveler up to the time of its consolidation with the Boston Herald. He received his early newspaper training on the Cleveland Plain Dealer, of which his father, Elbert H. Baker, is president and publisher.

When the Tribune passed into the Baker control it was an eight-page daily paper with a circulation of less than 9,000 and a Sunday issue of the same circulation. Mr. Baker transferred Charles B. Welch, managing editor of the Boston Traveler, to the editorial direction of the Tribune, and Charles S. Weeks, business manager of the Traveler, to the Tribune business office. The year previous to his connection with the Traveler Mr. Welch had served on Hearst's Boston American in various executive editorial positions.

The paper was enlarged to a twelve and sixteen page paper. An eight-page colored magazine section and a four-page comic was issued with the Sunday, and under Mr. Welch's direction the feature and news ends of the Sunday issue, as well as the daily, amplified and extended, and a staff of correspondents throughout Southwest Washington was engaged.

On January 1, 1914, the guaranteed circulation of the Sunday Tribune was 17,000 and growing, and the Evening Tribune's guaranteed circulation had passed the 15,000 mark. The Sunday Tribune now issues a fifty-two-page Sunday paper, with a wide and growing circulation in Southwest Washington. The advertising rates have been increased 60 per cent and the volume of advertising printed has increased 50 per cent within a year.

The Tribune has what is probably the most complete feature service on the coast. It receives the full Hearst service; the Chicago Tribune and Cleveland Plaindealer furnish it with mats and proofs of all their features and the Boston Traveler supplies cartoons and news features.

The Tribune is independent in politics. During the year it has made itself the leader in civic thought and progress in Southwest Washington. Its Community Christmas tree was the first Tacoma ever had, and nearly five thousand people gathered in the Armory to see the unfortunate children of the city given nearly a thousand dollars' worth of presents from a fund raised by Tribune readers.

Trustees for Cripple Creek Editor.

Judge W. S. Morris has appointed G. R. Lewis and William A. Kyner conservators of the estate of George Kyner, owner of the Cripple Creek (Mich.) Times Printing and Publishing company. George Kyner has been in a sanitarium for a year. The conservators succeed Senator L. A. Von Tilborg, Huse Taylor and W. S. Copeland, who recently was killed in a mine accident. The case has been in court for several months.

DON'T CONDEMN THE

because you had poor results. You used the wrong kind of mat. Try the

DRY MAT PROCESS

FLEXITYPE

THE FLEXITYPE CO., 1570 West 3d St., Cleveland, Ohio
Sole Agents for United States and Canada

Wire Reservation for the Automobile Page

The drawing, by Horton, a corker by the way, pictures an old world scene, with a 1914 model in the foreground. It will impel interest—give you a great sales argument and assist you in creating a considerable volume of desirable business.

The World Color Printing Co.

St. Louis, Mo.

Established 1900

R. S. GRABLE, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service

200 WILLIAM ST., NEW YORK CITY

Have You Seen the Proofs?

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Central Press Association, Cleveland

NEW WORKMEN'S COMPENSATION BILL.

Under Its Provisions the Employee is Entitled to Compensation for Injuries Sustained Regardless of the Negligence of Himself or of Any Other Co-employee.

The New York State Legislature recently passed an act, known as the Workingmen's Compensation Bill, says Nathan L. Sachs in Printing, for the purpose of changing the law that has heretofore existed, in so far as concerns the liability of the employer to the employee, for injuries sustained by the latter.

At the present time, an employee who has been injured, must, in order to recover any damages for his injuries, prove that the employer was in some way negligent, and he must also rebut any proof tending to show that he, himself, was negligent and that his negligence contributed towards the accident. If he fails in either case, he is turned out of court without redress.

The new law provides that the employee shall be entitled to compensation for injuries sustained by him, regardless of the negligence of himself, or of any other co-employee. He will be entitled to compensation for his injuries in every case, except where they are occasioned by his wilful act or result solely through his intoxication. In other words, the negligence of the master or employee is, under the new act, immaterial. If the employee has been injured he will be entitled to compensation. No questions as to the negligence of either party will be involved, but compensation will be paid to the employee, simply because he has been injured, regardless of the cause.

APPLIES TO PRINTING TRADE.

The law applies to certain specially designated dangerous and hazardous trades, or occupations, and is vital to the printing and allied trades of New York, because printing, photo-engraving, stereotyping, electrotyping, lithographing, embossing, manufacture of stationery, paper, cardboard boxes, bags, wall-paper and bookbinding are, by paragraph 2, subdivision 40 of the law, declared to be dangerous and hazardous employments.

After an accident has occurred the employer will be compelled under the new act to supply the employee with medical and surgical attendance, including a nurse and hospital service, and this must be furnished to the employee within sixty days after he has received his injuries. If these are not provided, the employee has the right to engage medical and surgical service and charge the expense to the employer.

A very elaborate scale of compensation is provided for in the Act. It contains the provision, for instance, that an employee, who has been permanently disabled from doing any further work, shall be paid two-thirds of his weekly wages during the continuance of his disability. In case of injury of a temporary nature, the employee will be entitled to receive compensation commensurate with the injuries sustained by him.

DEATH BENEFIT PROVIDED.

A death benefit is also arranged for, so that the family of the working man who has received injuries, resulting in his death, will be provided for. The amount paid to a family of a deceased employee depends upon his survivors, the amount being larger if a widow, and children under the age of eighteen are left surviving.

A commission known as the Workingmen's Compensation Commission is provided for in the act, and this body will have full charge of the enforcement of the law, and will also pass upon questions of compensation, and all other matters in relation thereto. Their decision will be final, except on questions of law, and in such cases an appeal may be taken to the courts.

Notice of an injury must be sent to the employer and to the Workingmen's Compensation Commission within ten days after the accident has occurred, or if the injuries result in death, within

thirty days after such death. This notice may be sent by any person claiming to be entitled to the compensation due the employee or by any, one else in his behalf.

An employer must guarantee the compensation to his employees. This can be done in one of three ways. First: A State fund is provided for, in which the employer may insure himself. Second: He may insure in a corporation, or mutual association or insurance company, that is authorized to conduct the business of workingmen's compensation insurance. Third: He may, by furnishing to the commission satisfactory proof of his financial ability to pay any injured employee the compensation provided for, exempt himself from any insurance. In the latter case, the Commission may, in its discretion, compel the employer to deposit with it securities to guarantee the fulfillment of the master's obligation to his employees.

If the employer does not secure the compensation in one of the above mentioned three ways, he will be liable to a fine of one dollar for each employee for every day during which he continues business without complying with the law.

MUST POST NOTICE.

The law also provides that the employer must post at his place of business, in a conspicuous position a notice that he has complied with the rules and regulations of the commission.

Employers may form an association for the prevention of accidents, and if a sufficient number of employers in a particular industry join the association, so that the organization is representative of the industry, it will be recognized by the commission, and rules promulgated by the association can be offered to the Workingmen's Compensation Commission, who may approve the same. When such rules are approved they become binding on all employers in the particular group to which the association belongs. It is highly advisable that employers form such associations, for in that way they can make recommendations to the commission concerning the fixing of premiums for classes of hazards and for individual risks within their respective groups.

ITEM PLANT SOLD AT AUCTION.

Equipment of Defunct Philadelphia Daily Goes in Small Lots.

The plant of the defunct Philadelphia Item was sold at auction in piece-meal lots Monday and Tuesday. This was due to the failure of the auctioneers, Samuel T. Freeman & Co., to obtain a bid for the entire plant.

The sale was ordered by the executors, following the announcement Oct. 6 that the newspaper would cease publication after that date. The catalog of the plant included more than fifty items, among which were presses, type, linotype machines and equipment.

The Item was launched by Col. Thomas Fitzgerald in 1847. It was first published as a weekly. Subsequently it became a morning and evening newspaper, and at a still later date an evening newspaper exclusively, with a Sunday morning edition.

Gave Editor Saunders a Thrashing.

Col. Charles L. F. Robinson, millionaire head of the Colt Arms Company, of Hartford, Conn., who has been spending a few weeks at Elizabeth City, N. C., last week thrashed W. C. Saunders, editor of the Independent, of that place, because of an article the latter had printed concerning a woman with a slit skirt, and which Robinson believed referred to Mrs. Robinson. Saunders says he will bring suit against Robinson for \$10,000 damages.

Modern Hoe Stereotype Foundry For Sale

As we are about to install a New Model Stereotype Foundry, consisting of two Semi-Autoplate machines, we offer for sale the following stereotyping apparatus but recently made by R. Hoe & Company of New York, which is in perfect working order:

- 1 Hoe Automatic Plate Finishing Machine, having the latest improvements.
- 2 Hoe Equipoise Casting Boxes.
- 1 Hoe Double Furnace.
- 2 Hoe Pumps.

We also have for sale an emergency equipment consisting of a Tail Cutting Maching, a Shaving Machine, and a Finishing Block.

The foregoing machinery may be purchased as a whole or in part.

For further particulars and price apply to

THE HARTFORD TIMES
HARTFORD, CONN.

PUBLICITY OPINION.

(Continued from front page.)

Section 14 of the Act of March 3, 1879 (20 Stat., 359), conditions the admission of publications to the second class of mail matter upon their "having a legitimate list of subscribers," and the Post Office Department, as evidenced both by section 438, subdivision 14, of the Regulations of 1902, and by paragraph 5 of the Regulations of January 9, 1911, has always construed this provision to include all copies of the paper which have been genuinely sold, or distributed for a compensation either in money or money's worth.

Reference is made to an opinion of Attorney-General Wickersham of September 23, 1912 (29 U. S., 526), construing this same provision of the Act of August 24, 1912, in a somewhat different manner, but this opinion was rendered prior to the decision of the Supreme Court in the case of *Levins Publishing Co. v. Morgan* (229 U. S., 288), and was based almost wholly on the ground that the provisions of the Act of August 24, 1912, were highly penal in character, since a failure to comply with them entailed entire exclusion from the use of the mails, and it was held that they should, on that account, be strictly construed.

The Supreme Court, however, in the above case, held that the act was not punitive but "was exclusively addressed to the regulation of second class mail and was shaped in contemplation of the long-established law and regulations governing that class" (229 U. S., 309). I can not concur, therefore, in Mr. Wickersham's opinion, in so far as it gives a restricted meaning to the words "sold or distributed to paid subscribers,"

It follows that each of the classes of circulation to which you refer is within the contemplation of the Act.

I have the honor to be,

Your obedient servant,

(signed) J. C. McREYNOLDS,

Attorney-General.

Dinner to Dr. Talcott Williams

Mr. and Mrs. Collin Armstrong gave a dinner at their home, 220 West Ninety-eighth street, Saturday evening in honor of Dr. Talcott Williams, director of the Pulitzer School of Journalism in the Columbia University, and Mrs. Williams. Other guests were President Emeritus George Harris of Amherst College and Mrs. Harris, District Attorney Whitman and Mrs. Whitman, Justice Bartow S. Weeks and Mrs. Weeks and Colonel and Mrs. Henry W. Sacket.

There is a SCOTT PRESS for every Publisher

ASK ABOUT OUR

Speed King Standard Tiered
AND
Straight-Unit Presses

WALTER SCOTT & CO.
PLAINFIELD, N. J.

\$7,000

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

American Newspaper Exchange
Rand McNally Building, CHICAGO

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4800-4 Beckman

TIPS FOR THE AD MANAGER.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is renewing a few contracts with a selected list of papers for Fownes Brothers & Company, "Fownes Gloves," 220 West 40th Street, New York City.

Frank Seaman, 116 West 32d Street, New York City, are making 7,000 l. contracts the H. W. Johns-Manville Company, Madison Avenue and 41st Street, New York City.

The Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is issuing 686 l. schedules to Middle West papers for H. J. Heinz & Company, "Heinz Products," Pittsburgh, Pa.

Sherman & Bryan, 79 Fifth Avenue, New York City, are making 7,000 l. contracts with a few Western papers for the Silverberg Import Company, 239 Fourth Avenue, New York City.

M. P. Gould Company, 120 West 32d Street, New York City, is adding additional cities to the advertising list of S. B. Goff & Sons, Philadelphia, Pa.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are in charge of the advertising of the Royal Lentils.

Blackman-Ross Company, 95 Madison Avenue, New York City, is putting forth copy on contracts for the H. O. Company, "H. O." and "Presto," Buffalo, N. Y.

H. H. Levey, Marbridge Building, New York City is forwarding 4 t. orders to a few selected papers for the Humana Hair Company, 120 West 29th Street, New York City.

It is reported that the Metropolitan Advertising Company, 6 Wall Street, New York City, will shortly get up a list of newspapers for the spring campaign of George P. Ide & Company, Collars and Shirts, Troy, N. Y.

The National Advertiser Advertising Agency, 32 West 25th Street, New York City, is sending out new schedules generally for the Emergency Laboratories, "Poslam," 32 West 25th Street, New York City.

Lydon & Hanford Company, Cutler Building, Rochester, N. Y., and 200 Fifth Avenue, New York City, is making some new contracts for the New York and Kentucky Company.

Morse International Agency, Fourth Avenue and 30th Street, New York City, is renewing one time orders with a few large city papers for the Bank of New South Wales, Sidney, Australia.

W. L. Houghton Advertising Agency, Kinney Building, Newark, N. J., is handling the advertising account of The Anco Company "Anco Furnace Clock," 842 Broad Street, Newark, N. J., through a selected list of papers.

W. W. Sharpe & Company, 99 Nassau Street, New York City, are placing 42 l. 26 t. orders with a selected list of papers for E. Fougera & Co., "Duero's Elixir," 90 Beekman Street, New York City.

The advertising account of the Marcon Company, "Marcon Cushion Arch Support," Brooklyn, N. Y., is going forth through the Sam Lloyd Advertising Agency, 150 Nassau Street, New York City.

George Batten Company, Fourth Avenue Building, New York City, is sending out orders to papers in cities where automobile shows are held for The Hoffecker Company, "Hoffecker-Evans Speedometer and Speed-Log," Motor Mart, Boston, Mass.

Brackett-Parker Company, 77 Franklin Street, Boston, Mass., and 225 Fifth Avenue, New York City, is reported to be preparing a list of Southern papers for the advertising account of the Phillips-Jones Company, Girard & Company, "Olus Underwear," "Emperor Gold Label Shirts," 346 and 502 Broadway, New York City.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is forwarding a 686 l. schedule to Middle West papers for H. J. Heinz Co., Pittsburgh, Pa.

Hornstein Elected President.

L. A. Hornstein, publicity manager of the Mergenthaler Linotype Co., was elected president of the New York chapter of the Order of Pica at the annual meeting of that organization. Mr. Hornstein has a wide acquaintance



L. A. HORNSTEIN.

among the officers and members of the leading printers' organizations. Probably he attends more of their conventions than any one else connected with the printing and publishing industry.

Hanf-Metzger Company, 95 Madison Avenue, New York City, is issuing orders with the same list of papers as last year for the Chamberlain Hotel, Old Point Comfort, Va.

H. W. Kastor & Sons' Advertising Agency, Mercantile National Bank Building, St. Louis, Mo., is forwarding contracts to Pacific Coast papers for the Antikamnia Chemical Company, "A. K." Tablets, St. Louis, Mo.

Frank Preshrey Company, 456 Fourth Avenue, New York City, will shortly renew contracts for the Shredded Whole Wheat Company, "Shredded Wheat Biscuits," Niagara Falls, N. Y. It is also placing orders generally for the New York Life Insurance Company, "Statement," 346 Broadway, New York City.

Julius Scheck, 9 Clinton Street, Newark, N. J., is sending out orders to a selected list of papers for the Eastern Sales Company, "Corn Fix."

Wm. D. McJunkin Advertising Agency, 35 S. Dearborn Street, Chicago, Ill., is forwarding orders to a selected list of large city papers for The Hartmann Trunk Company, Chicago, Ill.; Racine, Wis., and New York City.

Dr. A. T. Sanden, "Sanden Electric Belts," 1261 Broadway, New York City, is placing orders with a selected list of papers through Frank Kiernan & Company, Advertising Agents, 155 Broadway, with papers that do not give commission direct.

Snitzler Company, Hearst Building, Chicago, Ill., is placing 28 t. orders with Texas papers for the American Croxone Company, of the same city.

Charles H. Fuller Company, 623 South Wahssh Avenue, Chicago, Ill., is issuing 1 t. a w. 3 mo. contract to daily papers for F. J. Kellogg & Company, "Sanitone Wafers."

Nelson Chesman & Company, Goddard Building, Chicago, Ill., are sending out copy schedule to Southern papers for George H. Mayr, of Chicago.

H. W. Kastor & Sons' Company, Lytton Building, Chicago, Ill., is making 5,000 l. 1 yr. contracts with Middle West papers for the Belle Springs Creamery Company. It is also placing 56 l. 6 t. orders with weekly papers for the McLain Sanatorium.

Dauchy Company, 9 Murray Street, New York City, is issuing 4 in. 26 t. orders to a selected list of papers for the Whittemore Shoe Polish, Boston, Mass.

D'Arcy Company, Fullerton Building, St. Louis, Mo., is forwarding 7,000 l. contracts to Texas papers for the Magnolia Cotton Oil Company of Houston, Texas.

H. S. Howland Advertising Agency, 20 Broadway, New York City, is placing orders with papers in the following states for The Express Companies, New York City: Connecticut, Delaware, Indiana, Idaho, Maine, Massachusetts, Montana, New Hampshire,

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Cir. Oct., 5963. Phoenix	MONTANA. MINER Butte
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper. INDEPENDENT Santa Barbara BULLETIN San Francisco RECORD Stockton Only newspaper in Stockton that will tell its circulation.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield NEW YORK. BUFFALO EVENING NEWS, Buffalo BOULLETTINO DELLA SERA, New York EVENING MAIL..... New York STANDARD PRESS..... Troy OHIO. PLAIN DEALER..... Cleveland Circulation for Dec. 1913. Daily 113,881 Sunday 147,378 VINDICATOR Youngstown PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT..... Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE..... Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York SOUTH CAROLINA. DAILY MAIL..... Anderson THE STATE..... Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,860) TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913. WASHINGTON. POST-INTELLIGENCER Seattle CANADA. BRITISH COLUMBIA. WORLD Vancouver ONTARIO. FREE PRESS..... London QUEBEC. LA PATRIE..... Montreal LA PRESSE..... Montreal Ave. Cir. for 1912, 114,371
GEORGIA. ATLANTA JOURNAL (Cir. 54,989) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus ILLINOIS. POLISH DAILY ZGODA..... Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria INDIANA. THE AVE MARIA..... Notre Dame IOWA. REGISTER & LEADER... Des Moines THE TIMES-JOURNAL..... Dubuque KANSAS. CAPITAL Topeka KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville LOUISIANA. DAILY STATES..... New Orleans ITEM New Orleans TIMES-DEMOCRAT ... New Orleans MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes. MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n Member "Gilt Edge" Newspapers MINNESOTA. TRIBUNE, Mon. & Eve... Minneapolis MISSOURI. POST-DISPATCH St. Louis	

New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Vermont. The advertising in other states is handled by H. K. McCann Company, 11 Broadway, New York City.
L. A. Sandiass, 7 Clay Street, Baltimore, Md., is making contracts with Southwestern papers for the Resinol Chemical Company, "Resinol Soap," Baltimore, Md.
Hong Advertising Service, Examiner Building, San Francisco, Cal., is renewing orders with a large list of papers for the California Fruit Cannery Association, "Del Monte Canned Fruits," San Francisco, Cal. North & Dzelz are the agents, 111 Hudson Street, New York City.
H. D. Stewart Company, 127 North Dearborn Street, Chicago, Ill., is issuing 10,000 l. contracts with Texas papers for Charles E. Lane & Company, "Lane's Pennie Pills," St. Louis, Mo.
Fisher-Smith Advertising Company, 122 E. 25th Street, New York City, is forwarding orders with a selected list of papers for N. C. Polson & Company, "Putnam Corn Cure," Kingston, Ont.

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

AD FIELD PERSONALS.

R. B. Freeman, formerly secretary of the Bates Advertising Co., is now in charge of the soliciting for the Cheltenham Advertising Service, New York.

Harold M. Barnes, advertising manager of the Russell-Miller Milling Co., Minneapolis, has resigned to take a position as representative of the Chicago branch of Everybody's Magazine. He will probably have charge of the territory south and west of Chicago. Mr. Barnes, who has been with the Russell-Miller Co. three years, is president of the Advertising Forum and a member of the National Vigilance Committee of the Associated Advertising Clubs of America.

Frank W. Maas, until recently advertising manager of Newspaperdom, has been appointed Eastern representative of the American Associated Newspapers, Inc.

Burtis H. Collins, who is well known in magazine and newspaper circles in the east and middle west, through his connection with large merchandising campaigns, has become associated with Hoquet & Hanfly, Inc., advertising agents, 220 Broadway, New York, as manager of the selling service department. For the last two years Mr. Collins has conducted a business of his own in Chicago. Previous to that time he was connected with Hill & Tryon, of Pittsburgh, W. S. Hill Co., N. W. Ayer & Son and Arnold & Dyer. Mr. Collins has conducted some very successful merchandizing and mail order campaigns.

Cleveland A. Chandler, the Boston advertising agent, who was recently elected as a representative to the State legislature from East Bridgewater, where he resides, has been made Chairman of the Committee on Mercantile Affairs and appointed a member of the Committee on Elections.

F. A. Wyman, Jr. has left the publicity department of the N. Y., N. H. & H. R. R., of Boston, to establish an advertising agency of his own.

Allan M. Franklin has resigned from the editorial staff of the Post Express to enter the advertising service of the Eastman Kodak Company.

W. H. Iig has been appointed sales and advertising manager of the Wichita Falls Motor Co. of Texas. Mr. Iig was formerly sales and advertising manager of the Schacht Motor Car Co. of Cincinnati.

Tim Thrift, in an address delivered before the Syracuse (N. Y.) Y. M. C. A. on Jan. 7 declared that there were two successful methods of advertising, viz: newspapers and direct mail.

Charles B. Slaughter, assistant sales manager of the Lanston Monotype Machine Co., has become sales manager of the Universal Type Making Machine Co., of Chicago.

William H. O'Boyle, formerly a newspaper man, has resigned as advertising manager of the United Electric Company. He has secured an interest in the Trowbridge Engraving Co., of which he has been elected secretary and treasurer.

George W. Coleman, former president of the Associated Advertising Clubs of America, was elected to the Boston City Council Tuesday on the ticket of the Citizen's Municipal League, a non-partisan organization. He had the support of all the reform forces of the city.

The George B. David Co., Inc., New York and Chicago, has been appointed general advertising representatives of the Cincinnati American, owned by D. F. Kroger, the millionaire grocer king, the only one cent paper published in that city.

WOLCOTT COMES TO NEW YORK.

Advertising Manager St. Paul Daily News Now Eastern Representative.

E. E. Wolcott, who has been associated with the Clover Leaf publications for approximately thirteen years, has been promoted from the position of advertising manager of The St. Paul Daily News to one of the eastern rep-



E. E. WOLCOTT.

representatives with offices at 366 Fifth Avenue, New York City.

Mr. Wolcott joined the Clover Leaf organization as a solicitor for the Omaha Daily News in May, 1901. In October of the same year he was brought to St. Paul by publisher L. V. Ashbaugh, and since that time has served as solicitor, advertising manager and associate business manager of the News, and, for a period, as business manager of the Minneapolis Daily News.

Mr. Wolcott is a salesman of advertising in the best sense of the word. He is constructive and brings to his new position a thorough knowledge of the territory and the publications—eight in number—which he will represent.



WINFIELD URING, WHO RECENTLY JOINED I. A. KLEIN'S STAFF.

El Paso Ad Club Meets.

The El Paso (Tex.) Ad. Club heard several addresses and reports of committees at a luncheon held last week. J. Arthur Tobia, chairman of the educational committee, read a paper on "Advertising—A Profession," and Byron W. Orr spoke on what other clubs are doing, and Mayor C. E. Kelly became a member. A highly encouraging report on the progress of the "On-to-Toronto" movement was made by H. Ray McClintock, chairman of the committee.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

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

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

To Represent Springfield Papers.

Hasbrook, Story & Brooks, 200 Fifth Avenue Building, New York, have been appointed special representatives in the east for the Springfield Leader and also in both east and west for the Ozark Countryman, of Springfield, Mo. The Leader is the oldest paper in southern Missouri, having been established in the year 1867. The Ozark Countryman is issued from the office of the Leader and is the only farm paper published for the Ozark country, which consists of portions of the states of Missouri, Arkansas and Oklahoma. Although only six months old it has a paid circulation of 11,000. Horace M. Ford will continue to represent the Leader in the western field, with headquarters at Chicago.

Changes on St. Paul Dispatch.

Effective January 1, William H. Neil, who had been connected with the St. Paul Dispatch for about ten years, and with the St. Paul Daily News for the past year, became advertising manager of the latter publication. Otto L. Sitzman, the cashier, was promoted to assistant business manager, and Clyde Houghton, foreign advertising bookkeeper, became cashier.

Paris Herald Cashier Caught.

Ernest Laporte, cashier of the Paris edition of the New York Herald, who fled from Paris several weeks ago with funds belonging to James Gordon Bennett, has been arrested at Southampton, England. Laporte had \$5,500 in his possession. In a letter which he left at the time he departed from this city the absconding cashier admitted that he had taken \$24,000 of the office funds. He said he had sent money to his partner in a business enterprise in New York and that the man used the money for his personal interests, whereupon Laporte decided to take some more and go in search of him.

Lee McKelway's Funeral.

Funeral services for Lee McKelway, who died in Paris on January 5, were held Thursday morning at the home of his father, Dr. St. Clair McKelway, 21 Monroe place, Brooklyn. Among those in attendance were representatives of the departments of the Eagle, with which Mr. McKelway was connected before joining the Paris bureau in 1900. The Rev. John Howard Mellish, rector of the Church of the Holy Trinity, officiated. The body was taken for interment to Westfield, N. J.

Partial List of *Enterprising Houses* Who Have Signed for Space in the Printing, Publishing, Lithographing, Stationery, Advertising and Allied Trades Exposition.

New names are being added daily.

MACHINERY

American Type Founders Co.....	Jersey City, N. J.	Samson B. B. Machine Co.....	Reading, Pa.
Toronto Type Founders Co.....	Toronto, Canada	A. G. Burton's Son.....	Chicago, Ill.
John Haddon & Co.....	London, England	H. L. Roberts Co.....	New York City
American High Speed Press Co.....	New York City	Latham Machinery Co.....	Chicago, Ill.
The Autopress Co.....	New York City	Oswego Machine Works.....	Oswego, N. Y.
American Automatic Press Co.....	Hartford, Conn.	The Printing Machinery Co.....	Cincinnati, Ohio
Swink Printing Press Co.....	Delphos, Ohio	Iatham Automatic Registering Co.....	New York City
Duplex Printing Press Co.....	Battle Creek, Mich.	Mathias Plum.....	Newark, N. J.
Auto Falcon & Waite Die Press Co.....	New York City	National Binding Machine Co.....	New York City
George Damon & Sons.....	New York City	Charles S. Jonas & Bro.....	New York City
The H. Hinze Machinery Co.....	New York City	F. E. & B. A. Dewey.....	Springfield, Mass.
Wood & Nathan Co.....	New York City	Wetter Numbering Machine Co.....	Brooklyn, N. Y.
Challenge Machinery Co.....	Grand Haven, Mich.	National Printing Machinery Co.....	Athol, Mass.
Humana Machine Co.....	Newark, N. J.	Miller Saw-Trimmed Co.....	Pittsburgh, Pa.
Dexter Folder Co.....	New York City	Ludlow Typograph Co.....	Cleveland, Ohio
Cleveland Folding Machine Co.....	Cleveland, Ohio	Automatic Justifier Co.....	Hammond, Ind.
Boston Wire Stitcher Co.....	East Greenwich, R. I.	F. Wesel Mfg. Co.....	Brooklyn, N. Y.
J. L. Morrison Co.....	New York City	Southworth Machine Co.....	Portland, Me.
Kandle-Born Co.....	Springfield, Mass.	J. A. Richards Co.....	Albion, Mich.
Samuel C. Tatum Co.....	Cincinnati, Ohio	Progress Mfg. Co.....	Boston, Mass.
Ben Day, Inc.....	New York City		

TRADE PAPERS, ETC.

Printing Trade News.....	New York City	National Printer-Journalist.....	Chicago, Ill.
American Printer.....	New York City	The National Lithographer.....	New York City
Inland Printer.....	Chicago, Ill.	Graphic Arts & Crafts Year Book.....	Hamilton, Ohio
Master Printer.....	Philadelphia, Pa.	George McKittrick Co.....	New York City
The Printing Art.....	Cambridge, Mass.		

INKS

Chas. Eneu Johnson.....	Philadelphia, Pa.	Eagle Printing Ink Co.....	New York City
Sinclair & Valentine Co.....	New York City	J. M. Huber.....	New York City
Ault & Wiborg Co.....	New York City		

MISCELLANEOUS

Loring Coes & Co.....	New York City	Goldberg Display Fixture Co.....	New York City
N. Y. Revolving Portable Elevator Co.....	Jersey City, N. J.	I. T. U. Commission School.....	Chicago, Ill.
Hamilton Mfg. Co.....	Two Rivers, Wis.	William J. Madden & Co.....	New York City
George P. Clark & Co.....	Windsor Locks, Conn.	Feldenfeld Chemical Co.....	New York City
National Scale Co.....	Chicopee Falls, Mass.	S. Gilmartin.....	New York City
James Reilly's Sons Co.....	New York City	E. W. Blatchford.....	New York City

PAPER MANUFACTURERS AND DISTRIBUTORS

S. D. Warren & Co.....	Boston, Mass.	Union Card & Paper Co.....	New York City
Henry Lindenmeyr & Sons.....	New York City	Parsons Paper Co.....	Holyoke, Mass.
Hammermill Paper Co.....	Erie, Pa.	Seymour Co.....	New York City
Beckett Paper Co.....	Hamilton, Ohio	W. E. Wroe & Co.....	Chicago, Ill.
Dill & Collins Co.....	Philadelphia, Pa.	Keith Paper Co.....	Turners Falls, Mass.
Hall Paper & Spec. Co.....	New York City	Esleeck Mfg. Co.....	Turners Falls, Mass.
W. M. Pringle & Co.....	New York City		

PRINTERS, LITHOGRAPHERS, ENGRAVERS AND ELECTROTYPERS

The Schilling Press.....	New York City	McConnell Printing Co.....	New York City
W. B. Conkey Co.....	Hammond, Ind.	Publishers' Printing Co.....	New York City
University Press.....	Cambridge, Mass.	Stecher Lithographic Co.....	Rochester, N. Y.
Oswald Press.....	New York City	Karle Lithographing Co.....	Rochester, N. Y.
Norman T. A. Munder Co.....	Baltimore, Md.	H. C. Miner Lithographing Co.....	New York City
William Green.....	New York City	Gatchell & Manning.....	Philadelphia, Pa.
Ravenswood Press.....	Chicago, Ill.	Edgar Printing Co.....	New York City
Farmer-Zehr Engraving Co.....	New York City	Edwards & Deutsch.....	Chicago, Ill.
Lead Mould Electrotpe Foundry, Inc.....	New York City	Chas. Francis Press.....	New York City
Half-Tone Press.....	New York City	Globe Electrotpe Co.....	New York City
Albert B. King & Co. (Showing Goes Lithographing Company's Samples)	New York City	Powers Photo Engraving Co.....	New York City
		DeVinne Press.....	New York City

ADVERTISING NOVELTIES

Harvey Deschre.....	New York City	Blanchard Bros.....	Brooklyn, N. Y.
Philip Hano.....	New York City		

TRADE ASSOCIATIONS

United Typothetae and Ben Franklin Clubs of America.	Typothetae of the City of New York.
National Order of Pica.	New York Master Printers' Association.
Printers' League of America.	New York Order of Pica.
Electrotypers' Board of Trade, New York City.	

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