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TO ABOLISH BLUE TAG.

POSTAL COMMITTEE ADVISES ABANDONMENT OF FREIGHT TRANSPORTATION.

While Present Practise in Regard to Periodicals Saves Government's Money, It Places Some Publishers at a Disadvantage—Officials Liable to Err in Making Proper Selection. -Violates Fundamental Principles.

The report of the Post Office Comittee, submitted to the United States mittee, submitted to the United States Senate this week, contains the following information about the "blue tag system," and gives the view of Congress on the subject of discrimination shown by the department in this matter. The report reads:

reads:

In 1911 the Post Office Department established what is known as the "blue tag" service—the shipment of certain monthly magazines and periodicals by freight. By this means considerable economies have been effected. In a great many instances periodicals are of such a character that they can, without detriment to the publishers' business, be withdrawn from the mails on certain heavy routes and sent in bulk by freight over long distances and later returned to the mails for distribution from centers of traffic. So long as the freight service is dependable as to regularity, many of the monthly periodicals can be transported by that method without materiai inconvenience to the publisher or the reader.

OFFICIALS ERR IN JUDGMENT.

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publisher or the reader,

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Experience has shown, however, that department officials may err in their judgment as to the character of periodical that may be sent by freight without injury to the publisher. When such an injury has been suffered, reparation is, of course, impossible. Moreover, the transportation of magazines part of the distance by freight and the transfer to mail trains for transportation the remainder of the distance occasions variation in the time of delivery—an important consideration to publishers who are in competition for the patronage of the public.

The difference between freight and mail service, under the "blue tag," was no attended by any difference in postage charge. The publisher whose periodical was sent by freight paid exactly the same postage as the publisher whose periodical went by mail. The majority of the committee is of the opinion that when two patrons of the postal service pay the same rate of postage they are entitled to the same character of service. More important than that, however, we deem it extremely unwise to vest in any individual the power to destroy a publisher's business by sending his periodical by freight to ropromote that business by retaining that publication in mail service while a competing publication must be carried by freight.

EQUAL OPPORTUNITY FOR ALL.

EQUAL OPPORTUNITY FOR ALL.

CHARLES H. HENRY. WHO HAS BEEN PLACED IN CHARGE OF THE ATLANTA GEORGIAN.

the purpose of saving even a considerable sum in postal expenditures. We there-fore recommend that the "blue tag" serv-ice be abolished and that all periodicals be admitted to the mails upon an equality under the law

be admitted to the mails upon an equality under the law.

Whether the rate of postage on second-class matter should be raised is a subject of controversy which Congress at its last session referred to a joint committee for investigation and report. That committee is the same as the one having under consideration the matter of railway mail pay, and, as already stated, we deem it advisable that the personnel of this committee be continued until it has had time to complete its work.

meeting adopted a resolution in which they expressed their willingness to pay the request, provided the Surrogate ap-proved the payment. This he declines to do on the ground that the executors have full power to decide if the society has complied with the conditions.

Be DUAL OPPORTUNITY FOR ALL.

We believe that in all branches of the public service citizens should be afforded equal opportunity for private enterprises and that no man should be compelled to feel that continued financial success depends upon the exercise of a discretionary power which some department head has assumed without direct authority of law. The existence of such a power in any but an absolute monarchy is unthinkable. There can be no freedom of the pressit it publishers are subject to the unfettered discretion of an executive officer. We believe that the rights and duties and responsibilities of citizens should be clearly written upon the statute books so that every man may point to the law that guarantees his rights and may justly be held to accountability for violation of a law imposing a duty.

This view we entertain without in any way inpugning the motives of the department. On the contrary, we appland the effort at economy. We can not, however consent to a violation of the fundamental principles of American institutions for

WASHINGTON TOPICS.

NEWSPAPER MEN TAKE PROM-INENT PART IN FAREWELL BANQUET TO UNCLE JOE.

Humorous Stunt at Cannon Dinner-Panama-Pacific Exposition Poster Contest Won by Miss St. Clair Breckons, of New York—Berger Charges That Post Office Department is Persecuting Labor Papers.

(Special Correspondence.)

Washington, D. C, Feb. 20.—The farewell dinner tendered Uncle Joe Cannon, former Speaker of the House, by members of Congress and newspaper men last week at the Raleigh Hotel, was one of the most brilliant affairs of its kind ever given in Washington. Newspaper men played a prominent part in the evenings entertainment.

Probably the most enjoyable s'unt of the evening and one which provoked

Probably the most enjoyable stunt of the evening and one which provoked no end of mirth was the Press Gallery Act. The balcony of the banquet hall had been arranged to depict accurately the press gallery of the House, just above the Speaker's chair. In the "gallery" were eight of the best known correspondents in Washington.

respondents in Washington.

The actors in this stunt were sureenough correspondents, and included
E. C. Snyder, of the Omaha Bee, in the
role of the "cub" reporter; Edward D.
Clark, of the Chicago Evening Post;
Robert Halsey Patchin, of the New
York Herald; George E. Miller, of the
Detroit News; Uswald F. Schuette, of
the Chicago Inter-Ocean; Gus J. Karger, of the Cincinnati Times-Star, and
Theodore H. Tiller, of the Munsey
papers.

The writers were in their "work" clothes and it was not an unfamiliar scene that presented itself to the audi-

"What are you doing up there," demanded Toastmaster Moore, as he directed the attention of the guests to what he termed the "overhead charges." All eyes were turned to the imitation press gallery.

"This is the press gallery," replied Gus Karger. As he spoke a guileless cub reporter, Mr. Snyder, pushed himself to the front of the gallery and eagerly seeking information, began asking questions. ing questions.

ing questions.

"Who's th: baldheaded man over there," he asked, pointing.

"That's McKinley, of Illinois. He was conductor of the Taft campaign but his trolley slipped," replied one of the correspondents. "Who's the sad looking man over there," asked the cub. "Frank Munsey," replied Clark. "He is trying to buy the Congressional Record to add to his string of Bull Moose papers."

Record to add to his string of Bull Moose papers."

These and others were some of the sallies that came from the press gallery. Some of the newspaper men that sat at the speakers' table at which sat the President of the United States, the Speaker of the House and the Chief Justice of the Supreme Court and other high officials were John T. Sutter, of the Chicago Record-Herald, president of the National Press Club; Rudolph Kauffmann, managing editor of the Washington Star; Frank A. Munsey, of the Munsey publications; Samuel G. Blythe, of the Saturday Evening Post; Hermann Ridder, publisher of the New York Staats-Zeitung, and John A. Schleicher, president of the Leslie-Judge Publishing Co. J. Hampton Moore, Representative from Pennsylvania and for many years a member of

the staff of the Philadelphia Ledger, toastmaster

was toastmaster.

John Henry Miller has been appointed news editor of the Washington, D. C. Star, to fill the position made vacant by the death of William W. Richardson. Mr. Miller has been a newspaper man



JOHN HENRY MILLER.

since he was eighteen years old, and he was eighteen when he founded the Zanesville (O) Sunday News. Previous to that early newspaper experience Mr. Miller was a telegraph operator for the old National Press Association. He has been connected with a newspaper or a new association continuously ever or a news association continuously ever since, and his long residence in Wash-ington and his contact with newspaper men of the national capital makes one of the well-known men of that fraternity.

As a reporter, city editor and man-aging editor Mr. Miller has worked in many cities. In New York, Chicago, Cincinnati and Pittsburgh he worked as aging editor Mr. Miller has worked in mar, cities. In New York, Chicago, Cincinnati and Pittsburgh he worked as bureau chief for Walter P. Phillips and the old United Press. When Saratoga was in its prime he was editor of the Daily Saratogian. His more recent achievements in the news line have seen him night editor of the Associated Press at Washington, D. C., under Col. Chas. A. Boynton; managing editor of the Washington Times for three years under Stilington Times for three years under Stil-son Hutchins from 1898 until 1901, and since the latter year he has been on the Washington Post and the Star. Senator Smith, of Maryland, has in-

troduced in Congress an amendment to the post office appropriation bill that would greatly assist newspaper and publishing offices doing a large soliciting-by-mail business. The amendment reads:

mail business. The amendment reads:

The Postmaster General is hereby authorized and directed to admit to the mails and forward to the delivery office return reply envelopes and post cards without stamps affixed. Each of said envelopes and cards shall bear upon its face a printed address, a permit number, and the statement "Postage prepaid; no stamp required," and that it shall be unmailable if address is altered. All such return reply matter shall be delivered to the addressee at the delivery post office upon the payment of postage at the rate required by law. The Postmaster General shall require a sum in money or stamps to be deposited in such amounts and at such post offices as he may designate to secure the payment of postage on any and all such return reply matter received for delivery. In the event of default in payment by the addressee of such postage the postmaster at the delivery post office shall deduct the amount thereof from the money or postage stamps so deposited and deliver all such mail to the depositor. mps so depositor.

Change in Greenville News

Change in Greenville News.

The Greenville (S. C.) Daily News. In sow owned by a group of local citzens, of whom George W. Brunson, Jr., president and editor, has the controlling interest. The change was brought about by the election of J. E. Sirrine, of Greenville, as director and secretary of the publishing company, to succeed D. A. Tompkins, of Charlotte, resigned. With the paper under local management, the News is planning to enter with renewed News is planning to enter with renewed vigor into the life of Greenville.

PULITZER PLAN WISE.

Dr. Williams Tells of Progress Made by Newspaper Men at Journalism School and Explains Practical Work by Students.

Addressing the members of the New York World Boost Club in the assembly room of the Pulitzer building last Mon-day night, Dr. Talcott Williams, direc-tor of the Pulitzer School of Journalism in Columbia University, declared that six months' operation has demonstrated the wisdom of opening the doors of the school to men already in newspaper work, even though they might be lacking in Latin or Greek or some other of the usual college preparatory courses.

"There was at first a grave doubt about about admitting these applicants," said Dr. Williams, "But Mr. Pulitzer, in making his gift had required that the school be open to men already in news-paper work, and there he showed a wis-dom beyond some of our theories of

dom beyond some of our theories of education.

"The School of Journalism is the only school in Columbia, or in any Eastern university, or in any Western State university that gives its degree for four years of work without a prescribed preparatory course having been fulfilled.

paratory course having been fulfilled.
"Now, in our first year class we have sixteen or seventeen students who went through high school and about an equal number who came to us direct from newspaper offices. Some of them had been in high school before they cutered newspaper work; some had not. One had been assistant managing editor of the New Haven News, and two had

of the New Haven News, and two had been city editors in the West. "On the whole, the men who have come in from journalism have done bet-ter than the others. Oh, they had their troubles, wrestling with French verbs, but in economics and history and subjects they stood higher. This such subjects they stood higher. This experience in the school is proof, to my mind, that the formidable fences of examinations put up around a liberal education need to be modified. In many colleges such men can come in as spe-cial students, but they cannot get a de-gree. I look forward to the School of Journalism making our colleges consider this problem and modify their examina-tion systems."

Williams outlined the four-year course of the school, and showed how thoroughly practical it is. "Seven men were assigned to the Becker trial, and on the night the trial was ended they went to Columbia University at 12:30 in the night, stayed up until 3.30 writing their stories, and then went to bed. Greater New York is a laboratory. Each man does his trick of a week or two at police headquarters. A man is waked up early in the morning and sent in a hurry to investigate a murder." hurry to investigate a murder.

Dr. Williams spoke of a Chinese student assigned on a story of the cocaine evil. He gained admission to one of the joints, finally induced the waiter to change coats with him, and spent the night as a waiter in the establishment when the Chinese reporter-student When the Chinese reporter-student showed his story to a Park Row editor it was bought on the instant.

"I stipulated, when the plans for the

school's building were being drawn, that it should be so arranged that it might be open every night until 1 o'clock," said Dr. Williams. "I hope the time will come when it is in use night and day. The building is rapidly being completed.
Of all that great group of educational, religious and other institutional buildings beginning with the Cathedral of St. John and extending to the College of the City of New York, the Journalism School building is the most novel, the most original, the most interesting."

Incidentally, the veteran journalist let be known that in October next he in October next will round out his fortieth year in newspaper work. His first repertorial assignment was for the New York World during the "Jay Cooke" panic in Wall

PACIFIC COAST NEWS.

PACIFIC COAST NEWS.

(Special by Telegraph.)

SAN FRANCISCO, Feb. 19.—Irving R. Smith, advertising manager of the Los Angeles Times, was in San Francisco Tuesday, on his way home after several weeks in the East on business.

John A. Brittain, president of the Pacific Gas & Electric Co., addressed the Advertising Association of San Francisco on public service corporation advertising this week. Representative business men of the city are taking a keen interest in the work of the association.

ciation.
Rollin C. Ayers also delivered an illustrated lecture on "Human Interest and Timeliness in Advertising."
E. Alexander Powell, the well-known writer, recently returned from the Balkan war and who accompanied Roosevelt to Africa, is in San Francisco, and will make an automobile trip from San Diego to Vancouver preparatory to writing a series of articles for Sunset Magazine, the Pacific monthly.

NEW SCHOOL OF JOURNALISM.

Dan R. Hanna Gives \$10,000 a Year to Found One at Western Reserve.

Dan R. Hanna, editor and publisher f the Cleveland Leader and News, has offered \$10,000 annually to Western Reserve University for the foundation of a school of journalism. The school will a school of journalism.

a school of journalism. The school will probably be opened at the beginning of the next school year.

Both men and women will be admitted as students. The school will be co-ordinated with the other professional schools of the university. Courses at once practical and theoretical will be sional schools of the university. Courses at once practical and theoretical will be offered in all forms of journalism, but particularly in editorial and news writing. English, French and German, as well as American journalism will be considered. Several of the Cleveland papers will be used as laboratories of the school. the school.

COURT SETS MYLIUS FREE.

Judge Noyes Finds No "Moral Turpitude" in Act of Libeling King.

Edward F. Mylius, the London correspondent, who served ten months in an English jail for a criminal libel on King George, was permitted to enter this country by a decision of Judge Walter C. Noyes in the United States District Court on Wednesday. He lost no time in leaving Ellis Island and was met later in the day by E. H. James, editor of the Liberator in Paris, in which the libel on the King appeared, and who came to this country to fight for Mylius's admission.

Judge Noyes in his decision makes the assertion that criminal libel is according to the common of the commo

Judge Noyes in his decision makes the assertion that criminal libel is no indication of moral depravity on the part of the libellor. The question to be considered in the Mylius case, he says, was whether his conviction for libel necessarily involved "moral turpitude," and he holds that it did not. The court, however took conscients as well as the context of the court is the court in the court is the court in the court is the court in the court is the court is the court in the court in the court is the court in the court in the court in the court is the court in however, took occasion to emphasize that his release did not minimize the serious character of the charge against him nor did it reflect on the fairness him nor did it reflect on the fairness of the trial in England. Under the immigration statutes, the court holds, there is no ground for exclusion.

Secretary Nagel will take an appeal on the decision to the United States

Supreme Court.

Kill Bill to Compel Publication.

The South Carolina lower house killed by a margin of two votes last week the bill to require editors of newspapers and periodicals published in the State to throw open the columns of their journals on demand of any and everyone who considered that anything appeared there-in had reflected on his character or standing in the community. It also pro-vided a penalty of a fine of \$500 and im-prisonment for thirty days for failure to a margin of two votes last week the prisonment for thirty days for failure to print free any communication which did not contain obscene language from the person who took the trouble to write it and send it to the editor.

ELIZABETH TRADE BANQUET.

Arthur Brisbane and William C. Freeman Make Forceful Addresses.

Marking the climax of the publicity campaign inaugurated by the Elizabeth (N. J.) Board of Trade in connection with the Industrial Exposition held in that city last week, about 200 repre-sentative newspaper publishers, editors and business men met at a banquet Tuesday and listened to speeches by men of national reputation. Augustus S. Crane, national reputation. Augustus S. Crane, publisher of the Elizabeth Journal and president of the New Jersey Press Association, was the toastmaster, and in-troduced Arthur Brisbane as the first

Declaring that the newspapers are to Declaring that the newspapers are to the country what speech is to the people. Mr. Brisbane urged concerted action by the editors of local papers in advancing the best interests of a community. Repetition is the weapon which newspapers possess, he said, and anything that the people want the editors can get for them, but they can't get what they don't want. Find out what the people want, then concentrate on one thing at a time and push that constantly, he said.

Mr. Brisbane dwelt on the need of

and push that constantly, he said.

Mr. Brisbane dwelt on the need of combination if anything is to be achieved, advocating the unification of the 20,000 or more of the country into a trade organization. The vote among the editors, whether it be the head of a New York group of pages or the owner. the editors, whether it be the head of a New York group of papers or the owner of a paper in Elizabeth, who owns an im-portant paper, should be on the same basis as the representation of the States in the Senate, and a two-thirds vote should be required to decide upon a plan of action

In conclusion, Mr. Brisbane told the newspaper men how to build up their circulations and increase their advertis-ing by means of the parcel post, declaring that the man who has a good paper can say that he is the salesman for the com-

munity.

Introduced as the great apostle of honest advertising, William C. Freeman, of the Evening Mail, began his speech by declaring "I am here to-day because I am a Jerseyman and also a self-appointed representative of the newspapers of Union County." The speaker pointed out that there are four daily and eight weekly newspapers in the and eight weekly newspapers in the county, catering to a population of 145,-000 people.

600 people.

Every manufacturer and merchant in the county should advertise in those papers every day, he said, and let the people know what he manufactures or what he has to sell. "I want to urge upon you," he said, "to first win the good-will of your friends and neighbors so that the 37,000 families of the county contesting to your integrity when you so that the 37,000 families of the county can testify to your integrity when you seek larger markets." He then urged a human, friendly note in advertising and dwelt on the futility of lying and the use of impossible adjectives.

Herbert S. Houston, of the World's Work, in his speech illustrated the need of a national advertising campaign.

CONNECTICUT NOTES.

E. D. Dolhenty, for some time advertising man for the Bridgeport Morning Telegram, has resigned and it is understood plans to enter the same line of work in New York.

H. A. Damon, for several months ad-

vertising manager of the Bridgeport (Conn.) Standard, has resigned, and taken the position of assistant advertis-

taken the position of assistant advertising manager of the Bridgeport Farmer.

William Hanscom, for a number of years advertising manager of the Bridgeport (Conn.) Farmer, has gone into business with a real estate concern in the same city. George W. Hopkins, who has been with the Farmer for some

time, takes his place.

Louis E. Peck, publisher and editor of the Stratford (Conn.) Times, has become Stratford correspondent of the Bridgeport (Conn.) Telegram.

Charles M. Schwab, steel king, is to be the guest at a banquet of the Detroit Ad Club, February 25.

CHICAGO HAPPENINGS.

Dr. Harris Says the City Is Provincial and Is Cabined and Confined by Newspapers - Agricultural Periodical Publishers Call a Conference-John Lee Mahin Addresses Joliet Ad Club-Personals.

(Special Correspondence.)

(Special Correspondence.)

CHICAGO, Feb. 19.—Chicago might be a great metropolitan city were it not cribbed, cabined and confined by its provincial press, according to Dr. Abram W. Harris, president of Northwestern University, who was one of three distinguished speakers at the Hamilton Club dinner on Saturday night. "Chicago is still provincial. It is high time we knew how to make the most of our opportunities," he said, and then launched into his criticism of the daily newspapers.

ed into his criticism of the daily newspapers.

"No reform is more needed," he soid, "than the reform of the press. Chicago needs to press home on her public journals the duty and importance of her opportunities. It seems to be the idea of the newspapers of Chicago to turn everything into amusement or to treat it as a trivial matter. The men who have charge of the press in Chicago are under as great an obligation to tell the truth as a lawyer. It is quite time that the papers should wake up to the fact that what Chicago needs is help, not ridicule. We do not know what we have accomplished as a city because the papers do not know it, or if they do they don't tell it."

Publishers of nine agricultural journals have united in a call for a conference of economists, railroad men and farm leaders to be held in Chicago from April 8 to April 10, to consider means of reducing waste in the distribution of farm products to the consumer. In effect it is the signal for a campaign against extortion by the middleman. The call for the conference is signed by Frank P. Holland, of Farm and Ranch; Ben F. Biliter, of the

signed by Frank P. Holland, of Farm and Ranch; Ben F. Biliter, of the Farmer's Guide; Frank E. Long, of the Farmer's Review, and Charles W. Hol-

A Newlyweds luncheon was given Saturday at the Hotel La Salle by Mrs. George McManus, wife of the cartoon-

t, who is visiting here. Mrs. Joseph Beifield and Miss Hattie Summerfield entertained the members of the Illinois Women's Press Associaof the Illinois Women's Press Association Sunday afternoon, from 3 to 6 o'clock, at 3304 Calumet avenue. The guests of honor were Mrs. Frederick A. Dow, president of the Illinois Federation of Women's Clubs; Mrs. George Bass, president of the Chicago Woman's Club, and Miss Mary Eleanor O'Donnell, president of the Illinois Women's Press Association.

James O. Munroe, of West Chicago, publisher of the Northern Illinois Dempublisher of the Northern Illinois Democrat, has been appointed chief clerk and private secretary to Secretary of State Harry Woods. Munroe was a candidate for Congress at the primaries. Two years ago he was a candidate for State Representative as arr independent. Munroe is the first Democrat in the Forty-first Senatorial District to receive recognition as a result of the

the Forty-hrst Senatorial District to receive recognition as a result of the
change in the State administration.

The Joliet Advertising Club secured
John Lee Mahin, president of the Mahin
Advertising Agency, of Chicago, for its
monthly meeting at the Commercial
Club Monday evening. He discussed
the question "Does It Pay Retail Merchants to Push Nationally Advertised
Goods?"
Charles H. Hemingway for several

Goods?"

Charles H. Hemingway, for several terms superintendent of rural schools for the northern district of Rock County, Wis., has purchased the printing plant of the Tri-County Press at Polo. Ogle County, Ill. The paper has a good circulation, and in addition has one of the finest job plants in the northwestern part of the State. Mr. Hemingway was for several years editor

of the Valve World, a plumbing journal published in Chicago, which suspended publication on the death of its owner,

The Chicago Press Writers' Club met last week, Friday evening, at the John Crear Library. G. Marion Gabo spoke on scenarios for moving pictures and their influence on public morals.

Mrs. Ella Wood Dean, the authoress and horsewoman, is posing for her tombstone, which will be emblematic and not religious in character, an expression the movement for removing the

BIG MAIL ORDER BUSINESS.

Spent \$500,000 in Newspaper Advertising During Past Year.

Sears, Roebuck & Co., one of the big Chicago mail order houses, gave an order recently for 5,000,000 three-cent stamps with which to mail their new monthly circular. The mailing department delivered 1,000 tons of mail to the Chicago postoffice at one time.

Sears, Roebuck & Co.'s sales for 1911, according to the Journal of Commerce,



CHESTER S. LORD.
WHO RESIGNS FROM THE NEW YORK SUN AFTER FORTY-ONE YEARS' SERVICE.

element of horror from the gravevards and making them museums of art. Flowers and crosses, also terrifying figures, which are now the chief form of decoration, are to be replaced by statues and statuettes representing artistic con-

and statuettes representing artistic conceptions.

By calling attention to the advertising campaigns carried on by churches in various parts of the country, the Chicago Continent hopes to educate the ministers and laymen of the Presbyterian Church to see the advantages of spending money for publicity. In the Continent for Feb. 6 that paper prints accounts of several campaigns in which churches used large paid space.

The Continent has been rather successful in inducing church colleges to advertise. Several have advertised for endowment funds in well planned campaigns and have obtained good results. One of the large boards of the Presbyterian Church is now starting a campaing for a \$10,000,000 fund for old ministers.

ministers.

increased \$6,000,000 over 1910, giving them a \$67,000,000 business, and enabling them to pay 17 per cent. on \$40,000,000 common, and 7 per cent. on their

000,000 common, and 7 per cent. on their \$8,000,000 preferred stock.

Their testimony is: "Our business was created and is continually being enlarged by advertising, which we study every day to increase."

They expended, it is said, in 1911, \$500,000 for newspaper advertising and \$1,500,000 additional for catalogues, postage, etc.

The Detroit's Long Trip.

The current issue of the Rudder, published in New York, contains an interesting account of the voyage made between New York and St. Petersburg last summer by the power yacht Detroit, owned by William E. Scripps, general manager of the Detroit News and commodore of the Detroit Boat Club. It is written by Thomas Fleming Day, the editor, who was in command of the boat during the trip.

Big Newspaper Circulations.

Here are some interesting figures representing daily circulation of London newspapers at the end of December:
Daily News 505,528
Daily Chronicle 440,131
Daily Mail 881,731
Daily Mirror 740,252
Evening News 462,450

MR. LORD RESIGNS FROM SUN.

James Luby Succeeds Him as the Managing Editor.

Chester S. Lord, managing editor of the New York Sun for thirty-two years, and a member of the Sun editorial staff for forty-one years, has resigned. In explanation of his resignation, Mr. Lord

explanation of his resignation, Mr. Lord says:

"For a number of years I have been anxious to relinquish newspaper work. The duties of managing editor of a big New York newspaper demand unremitting, alert attention all day and far into the night, and I feel that I have had my share of them in the thirty-two years I have held the place.

share of them in the thirty-two years I have held the place.
"I came to the Sun forty-one years ago, and Mr. Dana made me managing editor in 1880, and I recall with pleasure that for seventeen years thereafter, until his death, I was his right-hand

"I have participated actively in eleven Thave participated actively in eleven Presidential campaigns, beginning with that of 1872, in which I reported the campaign speeches of Horace Greeley. I am going despite the protests of all my associates here, for the sole reason that I want to relinquish some of my activities."

activities."
Mr. Lord was born in Romulus, N. Y., March 18, 1850, and is a graduate of Hamilton College, where he received a Master's degree. In 1873 he was honored with an LLD. by St. Lawrence University. Previous to joining the staff of the Sun Mr. Lord was associate editor of the Oswego (N. Y.) Advertiser.

Mr. Lord has been for many years one of the Regents of the State University. He retired in 1904, when the Board of Regents was reduced in number, but was reappointed four years ago. He was secretary of the Lotos Club from 1894 to 1905, and is now vice-president of the club. His son, Kenneth, is city editor of the Evening Sun. editor of the Evening Sun.

editor of the Evening Sun.

James Luby, who has been managing editor of the Evening Sun, succeeds Mr. Lord. George M. Smith, now night editor of the morning edition, succeeds Mr. Luby in his old position, and Warren J. Bishop, who has been night city editor, becomes night editor of the Morning Sun. J. W. Phoebus will take Mr. Bishop's place. These changes become effective on Sunday.

James Luby was born in Dublin, Ireland. His early education was obtained at St. Lawrence School in his native city. He remained in Dublin until his sixteenth year. He was for a time a

sixteenth year. He was for a time a student at the College of the City of New York. His wife was Miss Emily Louise Huber, of this city.

Mr. Luby began newspaper work in New York in 1877. In 1881 he went to Philadelphia as the assistant city editor in the College of the city. He was the

Philadelphia as the assistant city editor of the Times, of that city. He was the city editor of the New York Herald from 1887 to 1889. From the Herald he went to the editorship of the Jersey City (N. J.) News, where he remained from 1889 until 1903. In 1905 he became cable editor of the New York Sun, which place he retained until last April, when he went abroad as London correspondent, and was charged with the reorganization of the Sun's foreign news service.

the reorganization of the Sun's foreign news service.

In November last he returned to New York and assumed charge of the Evenirg Sun. Mr. Luby has an excellent reputation as a lecturer. He served as a trustee of the Free Public Library at Jersey City from 1897 to 1904. In 1910 he essaved authorship and issued a book entitled "The Black Cross Cloud."

Millions for Cuts.

It is estimated that the value of the photo engravings and line cuts produced in the commercial process plants of the United States last year was \$21,197,-576. Of this amount \$5,616,000 was for wages.

The Chehalis (Wash.) Daily Nugget discontinued publication February 15.

TEA IN A LONDON NEWSPAPER OFFICE.

An American Newspaper Woman Gives Her Impressions of What She Saw and Heard—While the Pace in English Journalism Is Slower the Results Are the Same.

By Sophie Irene Loeb.

It was four-thirty one afternoon when I entered the offices of the Daily Mirror, the paper of the people having the largest circulation in London.

I found the editor at tea. His stenographer and clerk at adjacent desks were also having tea. I was cordially invited

also having tea. I was cordially invited to join, which I did, and learned that everybody takes tea.

The law of London designates a tea The law of London designates a tea hour for all employes and everybody stops for a half hour to obey the law. Just fancy the editor of a New York daily at four-thirty in the afternoon with the jury out on a famous murder trial going over the formula: "How many lumps, please? "Will you have it weak or strong? "Do you take cream?

"Will you have it weak or strong?
"Do you take cream?
"And have a little biscuit."
Or can't you picture that self-same
New York editor wildly tearing his hair
on the receipt of a sudden scoop cable
that Ireland had been granted Home
Rule and the office force just off to tea!

that Ireland had been granted Home Rule and the office force just off to tea!

SOMETIMES A NUISANCE.

"It really is a bit of nuisance sometimes," said the editor in London, "but such is the custom of the country, and what are you going to do about it? But then it is kind of a bit cheering," he concludes, "of a foggy and rainy afternoon, as we have here very often in London. Mayhaps it was a wise Parliament that directed it and surely the men could be drinking worse than tea," and with this he partook of another cup. "The tea habit does get one, you know," he apologized.

But if they do stop for tea or for any other reason the undercurrent of things moves steadily on. It does not look it, but when you get into the "inner shrine" you realize that things are being done. In that whole outfit of about 400 employes the spirit of quiet seems to be the keynote.

In comparison to a New York newspaper precinct, it were as a beehive to an ant hill. The whole place is divided up into small offices and practically each man does his particular work in his sanctum sanctorum. Everybody seems to take his time, no matter if he is

sanctum sanctorum. Everybody seems to take his time, no matter if he is rushed, the English attitude, at least, is not to appear to be so.

not to appear to be so.

ENGLISH SPIRIT UNBROKEN.

They have moved in this groove so long that even with the advent of this editor from America, who has now been there for eight years, the English spirit is not broken, although in the vernacular, "they have been going some."

Mr. Kenealy, well known on this side to newspaperdom, took the little sheet when it had dwindled from a circulation of 250,000 to that of 20,000 and has brought it up to over that of 800,000.

That he has naturally introduced some

That he has naturally introduced some American methods is beyond question.

But that the steady, sure attitude of his English assistants has made this possible, he will tell you in all honesty. For, strange to say, the many innovations that popularize the American paper wouldn't go at all in England. This has been proven by several who have tried wouldn't go at all in England. This has been proven by several who have tried and found it practically fruitless. That Kenealy has studied the situation with the above interesting results, must be due his happy faculty of being able to mix the English tea with American red-blood corpuscles and so keep the kettle boiling to the tune of 800,000 mirrors on the breakfast tables of the largest city in the world.

I went through the whole work of the

I went through the whole work of the organization and the prevailing atmosphere might be summed up in the "one idea of "take your time." That they certainly accomplish things, however, in just as rapid a time as the Yankees was quite evident.

Let something happen and their method of photographing and getting the story in print is certainly just as quickly dispatched as any newspaper in the United States. They have a morgue of about 100,000 prints, which is invalu-

the country.

MISS SOPHIE IRENE LOEB.

is also kept the latest innovation in the

matter of popularizing the paper. One of the big hits recently was that of purchasing a baby elephant, and all London was agog over the Mirror elephant. His first mission was a collection for the Daily Mirror Christmas pudding fund. The fund provides many thousands of poor children with Christmas dinner. He was brought all the way from India for

able. This work is under the super-vision of Mr. B. Wilson, whose card index system is famous in that locality. He employs six men in that depart-

He employs six men in that department. The one aim seems to be to keep the morgue up to date. As Mr. Wilson said, "If this thing isn't kept tab on, should some notable in the peerage die suddenly and somebody had, a later picture of him than we have, it would certainly reflect on our morgue from the public viewpoint. I imagine that our work is more difficult here than in America. We have to keep a 'who's who,' and a peerage list constantly before us since these are the people that are in the public eye in England.

"The method of reducing and enlarging pictures has been worked out to its greatest common divisor and a finished picture is in your hand almost before you can say 'Jack Robinson.'"

The art department has become a spe-

As you go through the work departments it is no unusual sight to see a flower in a vase here and there and as one of the workmen remarked, "It just takes away the sordidness to have a flower about and gives one a taste of the country."

In the show windows of this place

cial feature in connection with the Mirror and a special art gallery located on the Strand (the business part of London) is no small asset as an advertising feature. It is called the Mirror Studio and people may purchase pictures that not only appear in the Mirror, but may have their own beddes or photo pictures. have their own kodaks or photo pictures enlarged or reduced, as they wish.

Lar Infirmary, Portsmouth, Ilford Hospital, Royal Alexandra Hospital, Royal Alexandra Hospital, Rhyl.

MADE A HIT WITH THE QUEEN Even royalty got into the spirit of the thing for Baby Jumbo was launched into the great whirlwind of London by meeting the king.

The directors of the Royal International Horticultural Exhibition, which held a wonderful flower show at Chelsea, invited Baby Jumbo to collect for the Royal Gardeners' Benevolent Institution.

Royal Gardeners' Benevolent Institution, No sooner had Baby Jumbo arrived at

the grounds and been surrounded and petted by all sorts of nice men and women than there was a magic whisper

of "The King!"

There, standing only a few yards away, were the King and Queen. Baby Jumbo pulled himself upright and saluted with a funny wriggle of his little trunk.

Both the King and Queen laughed heartily when they saw Baby Jumbo's solemn face. Then the Queen put her hands together and exclaimed, "Oh, what a dear little thing! How old is it?"

An equerry came forward and ex-plained that Baby Jumbo was the Daily Mirror elephant and that he was collect-Mirror eleehant and that he was collecting for charity. A minute after the Royal party, left Sir Charles Cust came back, and holding out a bright, brand new sovereign gave it to Baby Jumbo and said: "It is from the King."

Thus Jumbo has been brought into notice every little while at a different place he has been. In this way the Mirror has taken the initiative toward getting the popular interest.

SPEEDING UP PHOTOGRAPHS.

They have made other plans for pub-They have made other plans for publicity also. A photographer was sent to Japan to get photographs before the Emperor's death. An arrangement is being made for a man in Switzerland to fly across the Alps in a balloon especially for the Mirror.

So largely has been this campaign carried on that the people seem to look to the Mirror for all the innovations of general interest.

They even go so far as to consult the

general interest.

They even go so far as to consult the Mirror on business and personal matters. Thus on the editor's desk you will see a line of little gods which have proven ill luck to their owners sent to the editor for final disposition. Mr. Kenealy graciously gave me one of these having blest it into good luck again.

Evidently he has had that much-abused but much welcomed term "good luck"

but much welcomed term "good luck" since his arrival in the largest city in the world. He proved that American methods, if kept in tune with the English temperature, make for the successful newspaper.

NEW PUBLICATIONS.

EDMONTON, Alta.—The Rural Northwest, issued from the office of the Journal, is a new venture. A. Balmer Watt is editor, and H. R. Smith business manager. The paper takes the place of the Edmonton Weekly Journal, which was started him years and

the Edmonton Weekly Journal, which was started nine years ago.

Hecla, S. D.—A new paper is to be estal ished by Steve Dalton.

Topena, Kan.—The first issue of the Daily Booster, an eight-page paper, published and edited by J. K. Shriver, appeared last week. It is distributed free, the advertising being depended upon to pay for the publication.

San Benito, Tex.—The Valley Farmer made its first appearance this week. It will be devoted to the agricultural interests of the Rio Grande Valley.

Columbia, Mo.—The Boomer is a new paper that was started in this town recently.

poor children with Christmas dinner. He was brought all the way from India for the sole object of collecting money for the following charities:

Gardeners' Benevolent Institution, Naval and Military Charities, Printers' Fie Charities, Fresh Air Fund, National League for Physical Education, Our Dumb Friends' League, Margate Cottage Hospital, Royal National Lifeboat Institution, Royal Humane Society, Royal Victoria Hospital, Folkstone, East Sussex Hospital, Princess Alice Memorial Hospital, Leaf Homoeopathic Hospital, Royal Hospital, Portsmouth; Eye and

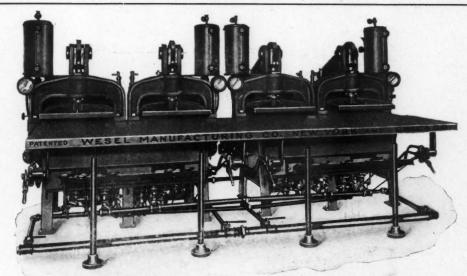
recently.

Atabasca, Alta.—R. W. Bruce, formerly of the Saturday Post at Winnipeg and the Herald at Prince Albert, Sask., will establish a new paper called the Times. This will be the second paper in this town. Mr. Bruce, who will be editor and manager, says the Times will be eight pages, all home print and will be out early in March.

Elk Horn, Ia.—The Leader is the name of a new newspaper that was recently launched here.

WHAT WILL IT DO?

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



Installation of the

WESEL PNEUMATIC Matrix Drying Table

Will give an absolutely regulated *uniform* pressure upon every matrix—will give a *follow-up* of this pressure while the mat shrinks and settles into the form, regardless of the thickness, condition or number of blankets used—will give a very clean cut letter of exactly the same printing value on every page—will give an accurately graded variation in pressure if forms of special character are required.

WE MAKE THEM

To be heated either by steam from main house boiler, by directly attached, superheating Gas-Fired Steam Generators or by ELECTRIC Current. You will see one if you visit

The Printing and Publishing Exposition

F. WESEL MFG. COMPANY

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry St., Brooklyn, N.Y.

New York, 10 Spruce Street

Chicago, 431 So. Dearborn Street

New England Weekly

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

HARWELL, CANNON & McCARTHY

Brokers in Magazine and Newspaper Properties

200 Fifth Ave.

TURNER'S ₂₂ BULLETIN

Nearly 300 Advertisers await Circulation Examinations signed by

C. GODWIN TURNER Mgr. & Actuary

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

Press Clippings

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

BURRELLE

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

Detroit Saturday Night

is an established lactor 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 ol, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure ol

Foreign Advertising Representatives

...........

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

It pays to make honest circulation statements. Los Angeles Record and San Diego Sun have never had a circulation statement questioned, because they have always stood the most critical examination and found to be correct. Both papers have the largest city circulation.

HERE'S A GOOD BUY-THE READING NEWS

.

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

A very neat and ornate building is being erected for the Yoakum (Tex.) Daily and Weekly Times.

RELIGIOUS ADVERTISING

Baltimore News Carrying a Page a Week of Paid Display.

BY W. G. BOWDOIN.

In the old days everybody went to church. It was the logical thing to do. Step by step, however, church attendance became less regular and the church often had but a handful of persons in its congregation. The times advanced, but the churches stood still. The reading of magazines and Sunday newspapers began to crowd out church attendance and the automobile added its lure to the other discouragers of church attendance. The big change in the attitude of many people, with which we are all familiar, finally came into existence.

There was at the same time a tremend-ous development of the drama and by ous development of the drama and by means of advertisement and other forms of publicity the theater very largely sup-planted the monopoly of the church as a place of meeting. Even as a teacher of great moral lessons, the theater which advertised, distanced the church which did not

did not.

This condition was during the early part of the present year noted by Arthur G. Turner, a young newspaper man in Baltimore. He became convinced that G. Turner, a young newspaper man in Baltimore. He became convinced that an application of the advertising principle might easily be made to the church and what everybody knew was good for religious bodies. Why was it that the church should not advertise? Was it unethical? Was it wicked? Was it wrong in any way? Assuredly not. Mr. Turner went to work to apply advertising to churches in a large way and to attach the psychology of it to the uplifting of humanity through the agency of churches. He prepared half-page display ads and printed them in the advertising columns of the Baltimore News. These ads told the story of the moral side of life as reflected in the churches, as the department store ads told the commercial side of things as related to buying and selling. The advertising columns of this Baltimore newspaper were thus harnessed to the saving of souls. umns of this Baltimore newspaper were thus harnessed to the saving of souls. What was the result? Just what might have been expected by any good adver-tising man. The art of advertising has caused more thought and discus-sion of religion in Baltimore than the city has known for years.

Advertising in its highest and best forms attracts attention, it arouses interest, it awakens desire and as a finality it sells the goods. Advertising as applied to religion in the Baltimore News by Mr. Turner attracted attention, aroused interest, awakened desire and made the highest and best side of church men and women stand out as a most im-

men and women stand out as a most important thing.

There is, of course, no good reason why the church should stand aloof from the civilization of advertising and the

the civilization of advertising and the advertising campaign. The publisher and the advertiser are beginning to recognize a community of interest and to co-operate as never before. The churches may well do the same.

The advertisements used in Baltimore have been sold to a federation of churches there and inserted by their authority as paid matter. The several announcements of the various denominations, ranging from half an inch in space to three inches or more, appear below to three inches or more, appear below the Turner written half-pages. These are skilfully fashioned after the style of are skilfully fashioned after the style of department store ads, with carefully studied display and lay-out features. Heads are introduced as well as illustrations, which compel attention. One of these illustrations shows a crowd entering the portals of a church and the head reads "Let us admit there has been decline in church attendance, but let us go further to seek a remedy." let us go further to seek a remedy."
The ads make a church interest appeal and they have already exercised a powerful influence.

The Louisiana Press Association will hold its annual meeting at Shreveport May 6-8.

NEW AD INCORPORATIONS.

TARRYTOWN, N. Y.—Tuthill Advertising Agency, general advertising; capital, \$20,000. Incorporated by Frank D. Briggs, E. F. Griffin and Delos Communications.

NEW YORK, N. Y.—The Erickson Co., of Manhattan, general advertising; capital, \$100,000. Incorporators: Alfred W. Erickson. Newcould Clark

and Richard S. Childs.

Wilmington, Del.—National Advertising Co., of Atlanta; capital, \$50,000.

Incorporated by M. E. Dorsey and

others.

New York, N. Y.—Advertising Corporation of America, Manhattan, general advertising: capital, \$150,000. Incorporators: Neil P. Cullom, I. B. Clark, DeWitt H. Clark.

New Political Weekly.

The first issue of Klein's Weekly, devoted to the public welfare, made its appearance in New York last week. Henry H. Klein, the publisher and editor, says the Weekly will fulfill its mistor, says the Weekly will fulfill its mission of an endowed newspaper. It will not attempt to cover the general news field, but will confine its attention to public affairs. The leading article is entitled 'The Looting of a Great City,' written by Mr. Klein. The subject of the second article is "Waldo's Removal Requested of Governor Sulzer," the same being a letter addressed to the State's chief executive by Mr. Klein. Other articles dealing with city affairs complete the contents of the number.

Complain Against News Print Rates.

Complaints by the three Atlanta, Ga., newspapers against the freight rates on news print paper from Berlin, N. H., to that city will be heard by Judson C. Clements, of the Interstate Commerce Commission on Feb. 26. The newspa-Commission on Feb. 26. The newspapers allege that both the all-rail and the ocean and rail rates discriminate against Atlanta in favor of Chattanooga, and that the rate on wrapping paper is 4ess than that on news print paper. They also seek reparation to the amount of \$20,000 to \$25,000 for the excessive rate they have been charged during the last two years.

A New Million-Dollar Texas Daily.

The Southerner is the name of a new publication to be launched in Texas within the next few months by the Prohibitionists of the State. The new company is to be capitalized at \$1,000,000, and will publish a daily and semi-weekly newspaper. The office is to be at Waco or Austin. It is reported that \$250,000 or Austin. This reported that \$250,000 has already been subscribed and that operations will begin when the half million point is reached. "Prohibition, good government and civic righteousness" will be the motto of the paper. H. M. Bain, of Waco, is the executive head and promoter of the new venture.

Present Loving Cup to Gilbert Hall.

Present Loving Cup to Gilbert Hall. Gilbert Hall, editor of Everybody's Magazine, was tendered a dinner and presented with a loving cup by more than one hundred of his literary friends at Delmonico's, Feb. 14. There were no set speeches, but Robert H. Davis, associate editor of Munsey's, acted as toastmaster, and called upon Mr. Hall for a short talk. Among those present, all of whose names appeared on the cup, were Will Irwin, John O'Hara Cosgrave, Franklin P. Adams, Jeanette Gilder Runert Hughes. Frederic Palwere Will Irwin, John O'Hara Cos-grave, Franklin P. Adams, Jeanette Gilder, Rupert Hughes, Frederic Pal-mer, Lincoln Stephens, E. J. Ridgeway, Robert E. Macalarney, and Charles Edward Russell.

Fire in Mansfield Shield Office.

The plant of the Mansfield (O.) Daily Shield was destroyed by a fire last week, which started from an explosion of gasoline in the composing room. The damage is estimated at \$20,000.

The Sheboygan (Wis.) Press is now in its new building, built of white enamel brick at a cost of \$25,000.

CORRECTION

In our issue of Feb-

ruary 15, 1913, there appeared an advertisement of H. H. McClure & Co., Inc., of No. 17 West 38th Street, New York City, under the caption "Injunction Denied," in which it was announced that Mr. Justice Seabury, of the New York Supreme Court, had DENIED the application of the McClure Newspaper Syndicate for an Injunction restraining H. H. McClure & Co., Inc., from doing business, etc. We have since received proof that the application which had been made to the Court for an Injunction had not been denied, and that the motion for an Injunction had not been decided at the date of said publication, but that the McClure Newspaper Syndicate had consented to withdraw its application for an Injunction, and that both parties to the action had consented that the issues be referred to a referee, and that thereupon the Court granted leave to the plaintiff to withdraw the application, and made an order, dated February 18th, 1913, referring the issues to George Gordon Battle, Esq., to hear and determine.

The Editor and Publisher Co.

KENTUCKY JOTTINGS.

Watterson Observes His Seventythird Birthday-Still in Harness and Still Dominant with His Pen-Bowling Green Does Itself Proud on Its Thirtieth Birthday.

on Its Thirtieth Birthday.

Col. Henry Watterson, editor of the Louisville Courier-Journal and dean of American journalism, had a birthday Sunday, "he having just turned seventy-three." Marse Henry was born February 16, 1840. The anniversary of his natal day was celebrated quietly at his home in Jeffersontown.

Despite advancing years Col. Watterson appears as vigorous as ever. To see him trip lightly in on his cronies at the Chile-Con-Carne Club one would never suspect that he had gone beyond the allotted three score and ten. The

never suspect that he had gone beyond the allotted three score and ten. The world's best little guesser, if he happened to be around, would vow that the colonel is still on the sunny side of fifty. And Marse Henry knows, if perchance he gets a slant at this, that it was not written "to be inserted at usual rates."

But, seriously, Kentucky's grand old

usual rates."

But, seriously, Kentucky's grand old man—and "he's the most grand of the grandest she's got"—now is wielding a pen more trenchant by far than at any time in his long and distinguished career. His friends the country over unite heartily in the wish that he may have more and more birthdays, with each one happier than the last.

Louisville newspaper men are organizing a Bohemian Club. About twenty writers have agreed to become charter

Gus Brauer, of the Courier-Journal, will leave soon to become associated with the staff of Garry Hermann's Cincinnati Commercial Tribune.

F. D. Vanover, who has worked on various newspapers in the East and South, is doing general assignments on the Louisville Herald.

The Paducah Sun surprised its advertising patrons, as well as its Kentucky contemporaries, this past week by sending them handsome brochures, done in flexible leather covers and gilt, containing biographical data of men and affairs in western Kentucky.

A supplement that would do credit to A supplement that would do credit to a metropolitan newspaper has just been issued by the Times Journal, of Bowling Green. The splurge was occasioned by that enterprising little newspaper having reached its thirtieth birthday. The supplement boasts twenty-eight pages containing pictures of noted citizens and buildings, the whole being bound in handsome colored covers.

W. K. McKay, general manager and publisher of The Herald, made a brief business trip to Chicago this week.

There is only ONE SURE WAY

to cover Chester and Delaware County

with its 117,000 people, by newspaper ad-vertising, and that is to use the

CHESTER TIMES and the **MORNING REPUBLICAN**

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

Write for rates.

Chester, Pa.

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

NOTICE

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

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

MICHIGAN PRESS CONVENTION.

Prominent Speakers Address Members at Annual Meeting.

OSpecial by Telegraph.)

Detroit, Mich., Feb. 21.—The Michigan Press Association at its forty-thirds annual banquet at the Hotel Wayne last night was welcomed by Mayor Marx and Homer Warren, president of the Board of Commerce. Addresses were made by S. W. Blakes, Ann Arbor, and Louis C. Crampton, Lapeer, members of the association, who were recently elected to Congress; William C. Nisbett, historian of the association and now secretary to Governor Ferris; George P. Goodale, dramatic editor of the Free Press, and Tom May, cartoonist of the Times. James Schermerhorn, president of the association, was in the chair, and George W. Mason, special advertising representative at Chicago, directed the vocal features. (Special by Telegraph.) vocal features.

At this afternoon's session the members listened to an illustrated lecture by Carl Murchey, advertising editor of the Detroit Times and member of the vigilance committee of the A. A. C. of A. The association also took action on the Monteith advertising law. Monteith advertising law.

CANNOT FIX RESALE PRICES.

Important Ruling of United States District Court in Watch Case.

According to a decision handed down this week by the United States District Court, New York, the owners of patents are denied the right to fix the price for the resale of their patented articles. Judge Ray, who rendered the decision, held that the jobber or dealer who assents to fix prices as demanded by the patentee and manufacturer becomes a party to illegal combination in restraint of trade. of trade.

of trade.

The action was brought by the Waltham Watch Co., of Waltham, Mass., against Charles A. Keene, a New York jeweler, to restrain the defendant from selling for less than a fixed price watch movements patented, manufactured and sold by the Waltham Co. Every watch sold by the manufacturer contained a notice that the jobber or retailer thereby bound himself to regard the price agreement. Keene held that after purchasing the watches they became his exclusive property and that he could sell them for whatever he wished.

In sustaining Keene's contention,

whatever he wished.

In sustaining Keene's contention, Judge Ray declared that this case had no parallel in the Henry vs. Dick case, where the Supreme Court he'd that the patentee was entitled to make certain restrictions regarding the use of the machines he manufactured. In that case, he said, the patentee was to receive his reward partly from the use of the invention.

Medallion in Memory of W. T. Stead.

It is reported from London that Sir George J. Frampton, R. A., has undertaken the work of designing a bronze medallion in memory of William T. Stead, the noted editor, who perished on the Titanic. American newspaper men have contributed in a handsome manner toward the memorial which manner toward the memorial, which will be placed on the Thames Embankment. The London committee will send a replica to be erected in New York.

Passaic Herald Plant Destroyed.

Fire destroyed the building and plant Fire destroyed the building and plant of the Passaic (N. J.) Evening Herald Tuesday night. Congressman-elect Robbert J. Bremner, an invalid, owner of the paper, directed the work of the firemen, but the blaze proved a stubborn one and was put under control only after it had wrecked the building. The Harald will probably be printed on the Herald will probably be printed on the presses of the News, which has offered the use of its plant. There is a story to the effect that when Congresman Bremner bought the paper ten years ago he paid but \$10.84 for it. Now it is worth more than \$80,000, one-half of which is covered by incurrence. which is covered by insurance.

"Good Night Falling Star, Good Night"



In Kansas City, Mo.

THE POST

Stands First Now

FIRST in paid city and buying district, circulation, January average 118,786, over 64,200 daily in Kansas City (homes 62,000) and balance almost entirely in "50 mile buying district."

FIRST in Foreign advertising, over 6,400 lines more than its nearest competitor for month of January, 1913. No special editions, just regular

FIRST in Political Power and Prestige. Elected mayor last spring, turning city from 2,500 Republican to 5,200 Democratic. Post only Democratic paper.

FIRST in cost per reply and net cash results; ask any advertiser who does mail order business or uses coupons.

FIRST in quality of circulation, Best Woman's page, Financial page, Sporting page. A ride on a Kansas City street car at 5 p. m. will prove to you the better class. Read the Post.

FIRST as a newspaper for all the people; all the news truthfully told by word and half-tone picture. A paper with no personal "Axe to grind,"
"Club to swing," No favors to ask.
FIRST as an advertising medium, because its rates

are the lowest for paid circulation, because it makes one rate for local and foreign advertising and does not force the foreign advertiser to pay double what it charges the local man.

You can completely cover Kansas City and its buying district by using The Post alone. We believe the reason that The Post now stands first in Kansas City in Foreign Advertising is because the National Advertisers and Agents have discovered and proved this fact and gladly refuse to be forced to buy duplicate circulation they do not want.

Put The Post on Every List You Make Covering Kansas City

THE KANSAS CITY POST

KANSAS CITY, MO.

CONE, LORENZEN & WOODMAN

Publishers' Representatives.

New York. Kansas City.

Chicago.

THE EDITOR AND PUBLISHER AND JOURNALIST

TOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., 18 to 21 Park Row, New York City. Telephone, 7446 Cortland. Issued every faturday. Subscription, \$2.00 per year; Canadian, \$2.50; foreign, \$2.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUB-SSHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK EROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business BRARGET.

*BICAGO OFFICE: 115 S. Derrborn St., Geo. B. HISCHE, Mgr.

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

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

World Building, Tribune Building, Astor House, Park Row Building; 140 Nassau street; Manning's, opposite the World Building; 238 Park Row (in front of Doheln Cafe): Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macey's, on 34th street.

New York, Saturday, February 22, 1913

AN IMPORTANT DECISION.

If the patentee cannot fix the resale price of his article after he has sold it to jobbers or wholesalers, on the ground that any agreement to that end is in restraint of trade, as was decided by the United States District Court of New York, this week, does not the same ruling apply to manufacturers who distribute their goods through agents or wholesalers?

Does it not seem to establish the principle that when goods are once sold to the jobber or the retailer the manufacturer loses all control of prices? If this decision is affirmed on appeal it will have a wide-reaching effect. It will disorganize prices, upset values and make it possible for the consumer to buy at any old figure. He will never know when he is paying rock-bottom prices because there will be none.

We presume that Judge Ray's decision is based on the principle that when a dealer, whether wholesale or retail, buys an article to sell again, it becomes his property and he has a right to sell it at any price he sees fit, whether the price provides a profit or entails a loss. If a manufacturer through extensive advertising is able to create an extensive demand for an article he produces, it would seem to a layman that he ought to have some kind of control of the price at which it is to be sold to the consumer. The courts, however, do not recognize any such right.

Municipal newspapers are seldom financial successes. In fact, we do not at present know a single one that has come anywhere near paying its way. The report of the Los Angeles Municipal News shows that for the first nine months of its career it had cost \$47,271.15 to run it. As the advertising receipts have been only \$12,505.77, the expense to the city was \$34,765.38. The original appropriation for carrying on the paper was \$30,000.

If you are the publisher of a country weekly, do not become alarmed over the gloomy forebodings of some of the conceited wiseacres who occasionally have their views printed in the magazines, concerning the future of your paper. Keep right on getting out a good paper—chuck full of local news, instinct with the life of the community and devoted to its best interests—and you need have no fear as to

your continued business success. Don't try to imitate the big dailies by filling your paper with miscellaneous matter that your readers care little about. Don't try to rival them in giving the news of the world. Just stick to your own field and cover that so thoroughly and accurately that the people will regard your paper as an authority. If you win the good will of your constituency and keep it by efficient, honest service, you will occupy an impregnable position from which no outside influence can possibly dislodge you.

The campaign in religious advertising, which began in Baltimore early this year, and to which reference has been made elsewhere in this issue, has been reflected in Brooklyn, in Kansas City and in Atlanta, Ga. In all the localities there is a pronounced trend toward religious advertising and toward the payment of regular advertising rates for such advertising as well.

THE EDITOR AND PURLISHER does not print advertisements in its columns without the authorization of the advertisers. It does not set up news items, such as the appointment of a new advertising or business manager, in display type and then send a bill for publishing same to the paper furnishing the item. It does not request advertisers to pay their bills from one to three months in advance "as an accommodation," or for any other purpose. It does not attempt to force publishers to advertise through open or covert attacks on their papers. It does not publish "complimentary" advertising. The advertisements appearing in its columns are inserted at rates which are reasonable and which any one can obtain by meeting the conditions governing them.

Let us give thanks that the agony is over and Mylius is, by order of Judge Noyes, of the United States District Court of New York, admitted to this country. It has seemed to us, all along, that our immigration board is altogether too officious in dealing with many of the cases that come before it. In its endeavors to carry out the letter of the law the members are apt to entirely overlook the spirit of the law. The only charge against Mylius was that he had served a term of ten months in an English jail for libelling King George, and upon this charge he was denied admission to the United States. Would the board have made a similar decision if he had libelled a grocer or a longshoreman? We believe it would not. However much we may censure Mylius for what he wrote, he cannot be classed with thieves or murderers even if he did serve a term in jail. And the court has so

He who reads his trade or class paper each week is a much more efficient business or professional man than he who does not. He gets the results of the experiences of others and can employ the information thus gained in improving his own condition. The EDITOR AND PUBLISHER SUPPLIES Its readers with the cream of the news in the advertising and newspaper fields. Those who read it are of the most alert and successful class of men in the business. They appreciate the information they receive and know how to apply it to their own field.

Elsewhere in this issue will be found excerpts from an able and extremely valuable address delivered by Professor Merle Thorpe before the Kansas Editorial Association on the present condition of Kansas journalism. He presents some surprising facts, one of the most significant of which is that fully fifty per cent. of the editors of newspapers in that State earn \$10 a week or less. An analysis of the replies sent in by two hundred publishers in answer to a list of questions addressed to them by Professor Thorpe shows that a majority of the editors have been selling advertising space at less than cost. The chief trouble seems to be that they have no system for determining the cost of the work done. Professor Thorpe makes two valuable suggestions: First, that minimum cost systems be at once adopted under which the editors will be able to determine the exact cost of an inch of space; and second, the divorcing of the job and the newspaper departments. The University of Kansas has engaged an efficiency expert to help the editors put their business on a correct basis. It is believed that within the next two years, through his aid and such other help as the Department of Journalism may be able to render, the newspaper properties of the State can be placed on a fairly remunerative basis.

THAT CHICAGO DIRECTORY.

THE DAILY JOURNAL, Middletown, O., February 10, 1913.

THE EDITOR AND PUBLISHER:

This surely is the age of frankness. I never realized it so fully as when I read the letter which you published on page 10 of your February 8 edition under the head, "The Directory Evil."

It certainly was rich, and I first thought it the advance sketch of a comic opera libretto, but finally discovered that it was the frank confession of a newspaper directory man that his lil' book was the best and the only and just turned the trick.

He rather weakened his story by the unfortunate comparison of his book with that of Ayer & Son, and killed it by stating in effect that his was infinitely super or to the American Newspaper Annual, which, it must be admitted, has a standing which few would have the temerity to question.

He also stated (O, Joy!) that no display advertisements appear in HIS book. But how about the l'ttle lines underneath a publishers rating, where he can ramble on at so much per ramble, with no lid to compel him to stoop for "low bridge"?

I am perfectly aware that the publisher who openly admits that he didn't take it all seriously is liable to lose PILES of good copy which the merit of his publication (even if carefully set forth in the lines which he is "permitted" to use) would warrant.

G. A. MURPHY.

EDITORIAL FRANKNESS COMMENDED.

THE AMERICAN PENMAN. New York, January 29, 1913.

THE EDITOR AND PUBLISHER:

I feel impelled to congratulate you upon your editorial, "The Directory Evil," in the issue of January 25.

I note the growing spirit of frankness, straightforwardness, and independence in your editorial page. I recall that some years ago it might not have been wise to have so openly attacked evils that were very plain to all newspaper publishers, but they were so strongly intrenched that only brave men or powerful men could afford to battle against them. You are both brave and powerful.

P. R. DILLON, Editor.

THE PAPER NEWSPAPER MEN LIKE.

W. H. Porterfield, editor-in-chief of the Pacific Coast Scripps League papers, in forwarding from Los Angeles a check for five subscriptions, says:

I dont agree with every conclusion of THE EDITOR AND PUBLISHER, but I am convinced, after due consideration, that it is the best newspaper for editors in this country. Every editor in America, at least every newspaper editor, ought to take two bones out of his next week's pay and send them rolling in your direction.

NOTHING TO SAY.

By O. HENRY.

"You can tell your paper," the great man said, "I refused an interview.

"I have nothing to say on the question, sir; "Nothing to say to you."

And then he talked until the sun went down And the chickens went to roost;.

And he seized the collar of the poor young man, And never his hold he loosed.

And the sun went down and the moon came up, And he talked till the dawn of day,

Though he said, "On this subject mentioned by you, I have nothing whatever to say."

PERSONALS

Elbert H. Baker, owner of the Cleveland Plain-Dealer, is visiting in Tacoma, Wash.

Silas McBee, former editor of the Churchman, has taken the editorship of the Construction Quarterly, a new publication which is to make its appearance on March 1.

Bert Carey, editor of the East New York Record, has been appointed sec-retary to Congressman-elect James H. O'Brien.

M. Quad, whose real name is Charles B. Lewis, for forty-eight years an American humorist, twenty-two of which he spent on the staff of the Detroit Press, celebrated his seventy-first birthday at his home in Brooklyn this week.

J. W. Jarnagin, for several years editor of the Cedar Falls (Ia.) Record, has become managing editor of the Iowa Farmer, at Des Moines.

Fred Marvin, recently editor of the Bent County Democrat, has become editor of the Pueblo (Col.) Leader.

H. M. Jackson, associate editor of the Paragould (Ark.) Daily Press, has an-nounced his candidacy for mayor of

Angus Hamilton, the British war cor-respondent, lectured at Carnegie Hall, New York, Wednesday evening, on "The Trouble in the Balkan:

GENERAL STAFF NEWS.

GENERAL STAFF NEWS.

Lieutenant William A. Niver, for two years city editor of the Albany Knickerbocker Press, severed his connection with that paper Saturday and assumed his duties as assistant to the adjutant general on Monday, to which position he was appointed by Henry DeWitt Hamilton, adjutant general of the State. Mr. Niver has been engaged in newspaper work for eighteen years. As a slight token of high esteem his late associates presented him with a pair of military riding boots.

Tracy Sweet, for years connected with the editorial department of the Scranton (Pa.) Tribune-Republican, has resigned to engage in the theatrical advertising beginning to the control of advertising business.

Robert McMasters, former city editor of the Creston (Ia.) Morning American, has returned from the Western Coast to take the position of city editor of the Plain Dealer.

Frank J. O'Rourke, formerly connected with the editorial department of the Freeport (Ill.) Journal, more recently of the Kockford Star, has joined the editorial staff of the Rockford Register-Gazette.

Grenville Pridham, a Chicago news-paper man, has become city editor of the Iron Mount (Mich.) Tribune-

Duncan M. Smith, formerly for many years connected with the Chicago News, has resigned from the editorial staff of the Rockford (Ill.) Republic, which he recently joined.

Lloyd P. Lockridge is the new editor of the Austin (Tex.) Statesman.

Frank J. O'Rourk, heretofore handling the vire for the Rockford (Ill.) Star, has taken a similar position with the Rockford Register-Gazette, where he will have day work. Mr. O'Rourk received his newspaper training on the Freeport Journal.

Robert Toole, formerly with the Mt. Morris (Ill.) Index, after having the city desk of the Freeport Journal, is now on the telegraph desk of the Peoria Lournal.

IN NEW YORK TOWN.

Henry Tyrrell, of the Sunday World staff, has written a novelization of Bronson Howard's famous war drama, "Shenandoah," which is meeting with

Charles P. Sawyer, sporting editor of the Evening Post, had charge of the press work of the Westminster Kennel Club Dog Show held at the Grand Central Palace this week.

Charles F. Speare, financial editor of the Evening Mail, returns Tuesday from a tour through the Southwest.

C. A. Starr, religious editor of the Evening Mail, is ill.

W. A. Johnson, of the Sunday World, has returned from a ten days' trip to Havana.

Frank P. Adai Colyum," Evenir Bermuda to-day. P. Adams, of the "F. P. A. Evening World, sails for

Eugene E. Early, of the Brooklyn Bureau of the Globe, is now at the re-write desk in the Manhattan office.

Paul E. More, literary editor of the New York Evening Post, delivered an address before the Department of Journalism, University of Kansas, Lawrence, Kan., this week.

John F. De Lorme, publisher and editor of the Queens Borough Press, is seriously ill as the result of a fall near his home in Elmhurst this week.

Charles E. Chapin, city editor of the Evening World, is back at his desk after a short absence with the grippe.

Charles Porter, Harold W. Clark, H. M. Kelly and F. E. Adams are among the new recruits on the Press editorial the new

WASHINGTON PERSONALS.

A farewell reception was given in honor of Joe S. Jackson, sporting editor of the Washington Post, at the National Press Club Monday evening, February 6, previous to his departure for Detroit, where he is to become sporting editor of the News-Tribune, of that city.

John Allen Stewart, son of C. Stewart, Washington correspondent of the Birmingham Age Herald, has been appointed a cadet at the West Point Military Academy

Hermann B. Walker, formerly Washington correspondent of the Newark News, has returned to Washington as the representative of the Trenton

Hugh Jennings, manager of the Detroit Base Bail Club, who played in a vaudeville sketch here last week, edited the sporting page of the Washington Times for one edition.

"Rip" Milliken has been made sport-ing editor of the Washington Post to succeed Joe S. Jackson, who resigned to accept a like position on the Detroit

Harry O. Towles has been admitted to the Press Galleries of Congress as the representative of the Boise Capi-tal News. O. Towles has been admitted

WEDDING BELLS.

L. J. Mayfield, Publisher of the Louisville (Neb.) Journal, and Mrs. Edith Rochford, of Omaha, were married in the latter city last Saturday.

The marriage of Ohmer Newman, of the Louisville (Ky.) Herald staff, and Miss Florence Graves was solemnized in that city on Jan. 27.

E. S. Carnes, manager of the Black-burn Advertising Agency, Dayton, O., will be married to Miss Elizabeth Auck-



O. M. Goge, New Advertising Manager R. H. Inger-soll & Brother.

son, of that city, next June. They will spend the honeymoon abroad.

Charles W. Wheelwright, of the New York World art staff, and Mrs. Anges-worth, of Bayridge, were married at Morris Park, L. I., Feb. 7.

MISCELLANEOUS

TO PUBLISHERS:

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

NOTICE

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

JACOB R. SHALE President before said meeting.

JACOB B. SHALE, President.

CARTOONING

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

WANTED-NEWSPAPER IDEAS.

WANTED—NEWSPAPER IDEAS.

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

THE BLACK Chicago—New York—Philadel phia, for 20 years the coal trades' leading journal. Write for rates.

DAILY NEWS

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

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

FOR SALE

FOR SALE.

Flat-bed Newspaper Press, prints from type, 6 or 8 page, seven column papers; spe 4.000 per hour. Can be seen in operatic Write, if interested. WALTER SCOTT COMPANY, Plainfield, N. J.

\$7,500

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

G. M. PALMER

Newspaper Broker

277 Broadway New York

SITUATIONS WANTED

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

EDITORIAL WRITER.

College graduate, 28; one year's newspaper experience in Far East; one year in Washington, D. C., as editorial writer and correspondent; strong, epigrammatic writer; desires to connect with newspaper or magazine as editorial writer or Washington correspondent. Address AMBITIOUS, care The Editor and Publisher.

TO NEWSPAPER OWNERS AND PUBLISHERS:

PUBLISHERS:

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

CIRCULATION MANAGER

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

BUSINESS OR GENERAL MANAGER.

Experience, initiative, hard work and reliability. This I have to offer to the publisher who can use the services of trained newspaper builder, familiar with details of editorial and business departments. Expectations as to oportunity: unlimited; as to immediate compartly contingent basis if publication is, at present showing inadequate profits or losing: 36, married. Address ERNEST T. SIMONDETTI, care The Editor and Publisher.

POSITION OF TRUST

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

CIRCULATION MAN.

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

BUSINESS OPPORTUNITIES

WRITE TO-DAY

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

WANT A KANSAS NEWSPAPER?

The University of Kansas, Department of Journalism, maintains a free clearing house; it puls prospective buyers in touch with excellent Kansas properties. UNIVERSITY OF KANSAS, Lawrence.

Gentleman with some capital might be inter-ested in Monthly Magazine proposition. Only an established husiness would be considered. Address BOX F., Cambridge, Md.

SORE SPOTS IN COUNTRY JOURNALISM.

Prof. Merle Thorpe Analyzes the Situation in Kansastwo Per Cent. of Newspaper Plants Are Mortgaged-Half the Editors Earn \$10 or Less a Week-Remedies Suggested.

an address before the Kansas Editorial Association that contained some highly interesting and valuable data concerning the newspapers of Kansas He had sent a list of question to 600 editors, 213 of whom responded with answers. In presenting some of the

answers. In presenting some of the data thus secured he said:
"Printing and publishing ranks fifth in the industries of the United States. It ranks si th in Kansas. There are It ranks si th in Kansas. There are 4,083 persons engaged in printing and publishing in this State and the average wage is a few cents under ten dollars a week. More than half of the editors who replied to me stated that they had taken out from eight to twelve dollars a week during 1912 for their salaries and had made no profit. A chosen few made fifteen dollars a week—some weeks

"The average number of hours put in each week for this stupendous wage was seventy-one. That's ten hours a day including Sunday. Some editors admitted surprise when in checking up

Prof. Merle Thorpe, director of the Department of Journalism at the University of Kansas, recently delivered an address before the Kansas Editorial Association that contained some highly interesting and valuable data concerning the newspapers of Kansas, the land taken out less than \$50 a month, he said. That was at the rate of twelve cents an hour.

> "But this brings in another factor. The twelve-cent an hour man had a wife who 'set up a galley a day' and who 'helped collect the bills.' Nothing was allowed her for her work, and an-Nothing other editor who paid a printer 'three dollars a week and his board,' evidently didn't figure the board as worth any-thing as it wasn't made an item in the

> thing as it wasn't made an item in the summary of expenses.
>
> "A Lawrence banker said to us the other day in all seriousness, 'A printer is the poorest risk a bank has. We'd rather lend thirty dollars to a cobbler, than fifteen dollars to a printer.' All of us know that it is a universal custom for hanks to invoice one husiness at so for banks to invoice one business at so much a pound.

much a pound.

"The National Bankers' Association reports that eighty-two per cent. of the publishing plants in Kansas are mortgaged and yet in point of output the industry ranks sixth. Work valued at \$7,083,000 was turned out in 1910.

"The opportunities of a country editor—who can name them? Who can establish their metes and bounds? The country editor is the nucleus of community life and community life is what has made this nation strong and sound, is what makes any nation strong and is what makes any nation strong and sound. The country editor is the one who more than any other makes his community what it is. He is the big brother of its church, the pation saint of its school, the advance agent of its civic progress the stimulus of its

or its school, the advance agent of its social life.

"Every drop of the community blood is colored by his influence; thousands of the best citizens of Kansas are without doubt moved more in their daily purpose by the country page the best by the country page that he is the country page that the count out doubt moved more in their daily pursuits by the country paper than by any other agency; they live their lives by their paper; they plant their gar-dens by the paper; they make their dresses by the paper; they look to the paper for entertainment as well as for information; they judge public officials and their neighbors by the papers; their children learn their first lessons in local and national government from its and national government from its columns, and after the paper is seem-ingly 'dead and done for,' a careful housewife uses it for her pantry shelves and national or puts it under the rag carpet.

"And yet what a development of these opportunities would be possible if the country editor could spend—say, even half of his time in an editorial capacity, instead of four or five hysterical hours a week snapping up inconsiderate instead of four or five hysterical hours a week snapping up inconsiderate trifles! How the old order changes! What are they saying to-day? The church is a failure; our judges are corrupt; the divorce evil is undermining home life; women are bringing upon us great economic changes; there's the recall; the referendum; the initiative, and the turning about of judicial decisions.

"And how, pray, if these question are to be settled by the people themselves can it be done without an intelligent press? And how can the press of Kansas do its part if the editor is obliged to work eighty out of ninety hours a week in order to furnish the hours a week in order to furnish the money that he may be allowed to serve his public with a weekly paper? What time has he during his fourteen-hour day to study municipal questions, the best methods of paving Main street, what other towns have done in sanitation, how best to provide wholesome water, and the thousands and one civic matters to which the community looks matters to which the community looks to him for information and direction?
"What time has he during his fo'arteen-hour day to minister to the social

side of his big family, to tell each member little stories of the life of his com-munity? What time has the editor during his fourteen-hour day to keep the editor

munity? What time has the editor during his tourteen-hour day to keep close to the youngsters of his town, who read his pages with wider eyes than they do the text book or the Sunday School leaflet? When Frank Foster, of the Ellsworth Messenger, told in his columns years ago that I had won a prize at school, that three-line notice made me prouder by far than when the Rev. Tercy and Superintendent Fairchild praised me publicly for it.

"Some call it the spell of the printed page. Whatever it is, it has potential power for making community life happier and better. And what chance have the 200 editors who reported to me last week? Listen to a case which is representative of nearly all. Here is how one editor is obliged to put in his time. He works eighty hours a week. Fifty-two he spends in the back office, on job and paper. Twenty hours he spends in soliciting business and advertising, and to the gathering and writing the news of his paper, he gives eight hours.

"This is a black picture, I grant you. There will be some who will delude themselves into saying that these are only a newspaper man's figures. But the testimony of 200 editors has shown me conclusively that of all the laborers in the Kansas vineyard, from banker to

me conclusively that of all the laborers in the Kansas vineyard, from banker to bootblack, the editor-man works the hardest, puts in the longest hours and gets the least pay.

"A blind man could see the trouble in Kansas publishing acadities. The

in Kansas publishing conditions. The business is here. Does it not rank sixth in output? But the 4,083 men engaged in the business average less than ten dollars a week. Either somebody is getting something for nothing, or there is a woeful waste somewhere. or there is a woeful waste somewhere. Now the obvious thing to do is to stop the waste, or stop the fellow who is carrying off our property.

"This can be done by the separation of the newspaper from the job-printing plant and the installation of a system

whereby the editor can tell at the close of each day his different costs and difof each day his different costs and dif-ferent resources. This will enable him to stop the leaks in his business, and to go about intelligently in increasing his resources. I say this can be done be-cause it is no longer an experiment. Mr. Neal of the department has in-stalled such systems in 600 offices, big and little, throughout the United States and less than two per cent, of these have gone tack to the old slipshod methods of transacting business. "Gentlemen, Mr. Neal showed me in

methods of transacting business. "Gentlemen, Mr. Neal showed me in twenty-four hours more about efficiency in the back office than I had picked up off and on for myself in fifteen years! At my suggestion we separated the newspaper business from our job plant, and it wasn't long until we were stopping leaks in both departments that I never before knew existed, and I now for the first time experience a 'feeling of confidence' because I know at any hour of the day just how the husiness of the day just how the business

stands.

"Our system is simplicity itself. And yet in five minutes the boys can tell you the present worth of the Daily Kansan to a penny; in other words, if they should sell out to-day they would know the exact valuation. They know absolutely the cost of a white inch of space to a fraction of a cent. They know what the paper made to-day. They can place their fingers on the individual record of any job that has gone through the plant. They can get (Continued on page 15.)

CORRESPONDENTS' DINNER.

Speeches by Lon C. Seitz, S. S. Pratt. and Others Enliven the Occasion.

The Correspondents' Club of New York held its annual dinner Tuesday evening at the Cafe Boulevard. There was a good attendance and altogether it was a very successful affair. After the inner man had been suf-

After the inner man had been sufficiently regaled with the really delectable viands and appetite producers, speeches were made by Don C. Seitz, of the World; S. S. Pratt, secretary of the Chamber of Commerce; Ben H. Atwell, manager of the Manhattan Opera House; H. W. Cornell, of the Chicago Inter-Ocean; George C. Jenks, of Auburn, N. Y.; Marion J. Pike, of the New Orleans Times-Democrat; A. M. Kemp, of the Boston Globe; Col. Charles S. Scanlan, of the World, and Major Whiting. been sui-

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

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

SEND FOR SAMPLE

A Broken Chase—A Pied Form

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

BARNHART BROS. & SPINDLER

New York Dallas Seattle Washington Kansas City Chicago St. Louis Omaha Makers of BARNHART Superior Copper Mixed Type

Metal Economy

WILDES' REFINED METALS **OXODIO**

THE METAL FLUX AND PRESERVATIVE





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

The Sunday

OF PATERSON, NEW JERSEY

Last Sunday carried the greatest volume of automobile advertising ever printed in a regular edition of any newspaper in northern New Jersey -8,779 lines. More than all the Passaic County papers combined.

Special Auto Edition Next Sunday.

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

WM. B. BRYANT, Gen. Mgr.

PAYNE & Young, Foreign Representatives, New York and Chicago.

St. Paul's Greatest Newspape The St. Paul Daily News

Increases its lead in circulation and in advertising. Its commanding position is now unquestioned.

Each succeeding month makes it more and more secure as the FIRST paper in its territory.

November 70,679 net increase of Circulation

The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any other evening paper, and more lines of local display than any other evening paper.

Foreign Advertising Department.
C. D. Bertolet, Mgr.,
1140 Boyce Building, Chicago.
F. Antisdel,
Fifth Avenue,
Soe Gumbel Bldg.,
Kansas City.

DEMOCRAT Nashville, Tenn.

Democrat treats advertisers fairly-one rate to all.

ASK THE JOHN BUDD CO.

New York

Chicago

St. Louis

YOU MUST USE THE OS ANGELES EXAMINER

to cover the GREAT SOUTHWEST MORE THAN -- 120,000

SINS OF SOME NEWSPAPER PUBLISHERS.

Managers Admit That Over Ninety Per Cent. of the Advertising in their Papers Is Untruthful—Necessity of Cleaning House Before Getting After Clean Advertising.

By Harry R. Drummond.

Advertising men assert that newspa-per advertising is the most effective ad-vertising there is, and that, if given a fair show, it would have a veritable walkaway in the field, leaving the mag-azines to take what was left over.

azines to take what was left over.

But advertising men—that is, the better sort of advertising men—say that there is a great deal of psychology to advertising, and that there is so much matter of a counter-irritant character published in some newspapers that the man with a clean, decent proposition has about as much of a chance for success as the proverbial celluloid dog chasing an asbestos cat down the main street of asbestos cat down the main street of

This is not a mere sweeping state-ment that cannot be substantiated. It is a condition that a great many adver-tising managers of daily papers under-stand and appreciate, but they seem to palliate the condition rather than try to ameliorate it.

Here is a concrete illustration. I take a copy of a leading paper of Philadelphia, dated Feb. 12, that stands for "clean" advertising.

SOME ILLUSTRATIONS.

Let us suppose, for the nonce, that I am writing and placing advertising for Berkey & Gay, furniture manufacturers, of Grand Rapids, Mich. I have the goodness of my wares to talk about, the fairness of my prices, and I place an advertisement in the aforesaid paper, advising that my house makes mahog-

advising that my house makes malogany buffets that they offer as standard goods and values at \$90.

A retail store (and one that stands pretty high, too) advertises in that issue that it will sell \$90 mahogany buffets at \$60. The reader has just as much right to believe the retail merchant as he has to believe me. Fat chance I have to sell \$90 buffets at \$90!

Or let us say I am advertising man-

Or, let us say, I am advertising manager for a vacuum cleaner that sells for sl5. I take space in this paper to tell people about my cleaner, about the price, and this retail merchant offers \$15 vacuum cleaners at \$8. Where do I get off?

I am going to change jobs now, and be the advertising manager for Regal shoes. They sell at the "regular" price six days a week and fifty-two weeks a year, selling on their merits alone.

My advertisement tells of the good-

hy advertisement tens of the good-ness of these shoes and the fairness of the prices, and the local merchant offers \$10 shoes for \$5.40; \$7 shoes for \$4 and \$4 shoes for \$2.85. I'm tired of that job, so I am going

in the clothing business; I am going to tell people about the kind of clothing my house makes; tell them how good it is and how fair the prices are.

And this same merchant, in the same

THE BEST MATRICES Our illustrated news service is popular because it gives good results. The Cen-tral Press Association, Cleveland, Ohio.

The very best New Daily Comic

on the market

"AH YES! **OUR HAPPY HOME"**

By George McManus

Write for details

National News Association 200 William St., New York City paper, tells people that they need not pay my price for my goods, and that he will supply \$30 overcoats for \$15.

Let's take another advertiser, just to Let's take another advertiser, just to show that we are not pounding one store all the time. I am advertising women's suits now. They are good suits and represent good values. The suits we offer at \$25 are worth every penny of \$25.

Here is another retail store that talks

Here is another retail store that tells you that you can get \$25 suits for \$13.50. Oi, Oi, such a business! Here is a pippin. Men's \$25.00 Panama hats for \$5.00; \$2.00 gloves for \$1.35; \$3.50 silk Jersey petticoats, \$2.95; \$60.00 linen robes, \$25.00, etc. Now, it seems hard to suppose that any newspaper publisher would pretend to insinuate that he believed that he was publishing truth when he ran this. Here is another retail store that tells

when he ran tims.

Wonderful (?) remedies.

The same paper tells me of Swamp root, to cure kidney trouble; it tells me of pills; it tells me of a cure for the boone habit; it tells me of a hair grower; it tells me of a cure for epilepsy and fits; it tells me of a cure for rheumatism and kidney and bladder trouble; it tells me of a cure for rheumatism and kidney and bladder trouble; it tells me of a cartain cure (one that I tish and somey and bladder trouble; it tells me of a catatilh cure (one that I have tried and krow to be no good on earth); it tells me of dope to put babies to sleep, and yet this is one of the cleanest and most reliable papers in the country. It excludes much advertising that is accepted by most daily papers published throughout the country, ad-vertising that cannot buy space in the

In talking to the advertising manager of one of the so-called "high brow" papers of New York the subject of honpapers of New York the subject of honest advertising was brought up, and he said that he thought that about ninety per cent. of the advertising run in his paper was untruthful. This remark was carried to the advertising manager of another "high brow" paper, who said that he thought it a very conservative estimate, and that it was closer to ninety-eight per cent. untruthful.

Most publishers know this. They may not admit it, and do not realize that they are aiding and abetting misrepresentation. The man who writes it, the merchant who pays for it and the manufacturer who supplied the goods know

ufacturer who supplied the goods know that it is all wrong. It is a funny thing that the general run of people discount newspaper advertising, discount it from twenty-five to ninety-eight per cent., and still they seem to believe magazine advertising (when they see it).

THEY ALL "JUGGLE."

Just as the manufacturer juggles his prices to keep the business distributed over the year; just as the retailer juggles mover the year; just as the retailer juggles prices to keep sales evenly distributed; just as the advertising writer juggles the truth to keep his pay check coming in to him every week so does the publisher solicit and publish this kind of untruthful, misleading, "trading down to a price" copy.

And just as this effects the business of the manufacturer by keeping the big orders from coming in; just as it effects the retailer, by preventing an even distribution of business and teaching people to become "gun shy" of "regular" goods at "regular" prices, just so does it keep the decent kind of advertisers from using newspaper space any

tisers from using newspaper space any

more than they have to.

They would use it if they could get into the right kind of company, but they realize that an advertisement, like a man, is judged by the company he keeps, and they prefer decent association.

It is up to newspaper publishers to clean house a bit before they can really get after clean advertising.

A leading daily paper of New York-of Thursday, Feb. 13, tips me off to twelve patent medicines that will cure anything from consumption to corns, two preparations that will restore gray hair to its natural color, two brands of booze. It also contains an advertise-ment of a sale of ne:kwear announcing the sale of \$6,682 "worth" of neckwear for \$2,981.

for \$2,981.

Let us give this neckwear a "regular" profit of fifty per cent., which means that it sells for just TWICE its cost (which, by the way, is an awfully strong profit), it COST \$3,341, showing that the advertiser is going to lose three hundred and sixty dollars, plus overhead expense. Do you believe this? I don't. And if I did I would say that a man who pays the "regular" price for such goods is a chump. He gets robbed. Some newspaper publishers know these things are untruthful. They can't help knowing it. Readers know it, and I am not ready to say that newspaper readers

knowing it. Readers know it, and I am not ready to say that newspaper readers know more than newspaper publishers. But they bring revenue, and that's what newspaper publishers are after.

Another merchant tells me that he will sell me silk "worth" \$5.50 a yard for \$1.85. Do you think this is a commercial possibility? I don't. Still another offers me \$45.00 suits for \$25.00. Here are women's suits "worth" \$37.50 for \$19.75. Here are \$30.00 overcoats for \$11.75. Do you think that any newspaper publisher is so lacking in human intelligence as to think this is true? If you do you have a poorer opinion of

you do you have a poorer opinion of newspaper publishers than I have. And the real point is, where is the man with "regular" merchandise, marked at a "regular" price, offered because it is good merchandise and worth the money that is asked for it, to get a look-in? He must be sized up by the company he keeps. He must be judged by the as-sociation he is found in. His word is A. Black, R. A. Skinner.

NEW INCORPORATIONS.

NEW INCORPORATIONS.

BATAVIA, O.—The Clermont Sun Publishing Co.; capital, \$10,000. Incorporated by E. A. Lockwood and others.

OKLAHOMA CITY, Okla.—Bull Moose Publishing Co.; capital stock, \$5,000. Incorporators: A. and R. A. Steinberger and E. McAllister.

Milwaukee, Wis.—Haywood Linotype Co.; capital, \$15,000. Incorporated by Charles H. Haywood, B. W. Lucas, Gertrude Haywood.

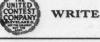
Fort Smith, Ark.—The X-Ray Bulletin Publishing Co.; capital, \$10,000; half subscribed. Incorporated by W. A. Black, R. A. Skinner, John H. Vaughn.

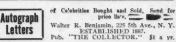
Vaughn.
New York, N. Y.—South American New York, N. Y.—South American Publishing Co., of Manhattan, Incorporated at \$25,000 by F. B. Altinger, W. H. Kline and L. Steiner.
PITTSFIELD, Me.—The Pittsfield Advertiser; capital, \$5,000. Incorporated by Caro L. Murray and others.

ROCKY MOUNT, N. C.—A new daily is to be started here soon. R. B. Wilson is interested in the new enterprise.

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

WIRE





Weekly Pages

Comic Fashion Children's Feature Home Circle

6, 7 and 8 col. page mats, 20" to 22"; also single mats and

Sample mats with pleasure on request.

The International Syndicate Baltimore, Md.

GET

Today's News **Today**

"By United Press"

General Office: WORLD BLDG., NEW YORK

> It is a fact that Without exception

THE BEST DAILY COMICS

THE BEST SUNDAY COMICS

are those put out by

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

Ten High Class DETECTIVE Stories

- High Class DEDIEVITY Stories
 Two thousand words each, illustrated.
 "The Detective and the Diamond."
 "The Manicure Shop Mystery."
 "The Twirley Twins in Trouble."
 "The Poppy Seed Puzzle."
 "In the Crocodile's Jaws."
 "A Poker Chip and a Parrot."
 "The Dutchess Diamond Disappears."
 "A Mexican Mystery."
 "A Baffling Blow."
 "A Baffling Blow."
- Fifteen Dollars for the Ten Stories Complete Exclusive territory.

WORLD COLOR PRINTINGECO.

St. Louis, Mo.
Established 1900 R. S. GRABLE, Mgr.

Adams Features



The Special Service Co.

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

The Philadelphia German Daily Gazette

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

HOWARD C. STORY Publishers' Representative

New York: 806 Nassau-Beekman Bldg.

Chicago: 1100 Boyce Bldg.

Philadelphia: 924 Arch St.

THE PITTSBURG **PRESS**

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT **NEWS TRIBUNE**

Over 23.000 Over 100.000

All Net Paid Circulation



The Main Point

With your advertising is to get results; to sell goods; to reach people who have pur-chasing power.

The Pittsburgh Post

(Every Morning and Sunday) offers the strongest pulling circulation in Pittsburgh and Western Pennsylvania.

EMIL M. SCHOLZ, General Manager.

CONE, LORENZEN & WOODMAN, Foreign Representatives, New York. Chicago.

The New Orleans Item

U. S. P. O. REPORT Six Months' Average Circulation.

 Picayune
 19,882

 Times-Democrat
 22,400

 States
 29,257

 Item
 44,752

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

PRESS ASSOCIATIONS.

The New Hampshire Weekly Publishers' Association held its mid-winter meeting last week, with President F. H. Pinkham, of Newmarket, in the chair. F. E. Moynahan, of Danvers spoke on "The Cost System"; J. Edward Wade, of Haverhill, on "Getting Together on Prices"; M. V. Putnam, of Boston, on "The Past and Future of the Weekly Newspaper"; James T. Wetherald, of Boston, on "Advertising"; C. O. Barney, on "Railroad Advertising"; A. B. Rotch, C. Campbell and J. Edes, on "Handling Correspondents."

The Duluth (Minn.) Press Club was organized last Saturday at a meeting of the newspaper men of the city. Don E. Giffin was chosen president; Russell C. Henry, vice-president; James Stewart, secretary, and S. J. Schulte, treasurer. Charles G. Branham and James E. Rockwell were appointed a committee to frame a constitution and by-laws. It is planned to make the coming-out affair of the new organization one of size and consequence, at which will be present the range editors, the Superior followers of the craft and probably a number of prominent citizens of Minnesota.

The Kansas Editorial Association held-notable convention at Topeka recently. a notable convention at Topeka recently. The sessions were presided over by Clyde H. Knox, president of the Sedan Times-Star. One of the features was an address by Elbert Hubbard on "The Romance of Business." Other papers read and discussed were "Sentiment in the Publication of a Newspaper," H. G. Zomes, Independence Reporter; "Cash in Advance on a Country Newspaper," Fred Cook, Jamestown Optimist; "The Student Journalist," Merle Thorpe, dean of Kansas University School of Journalism, and "The Cost System," by H. S. Neal. The new officials elected are: Charles S. Finch, Gazette, Lawrence, president; E. E. Kelley, Republican, Toronto, vicepresident; N. P. Cretcher, Sedgwick Pantagraph, corresponding secretary; H. E. Bruce, Marquette Tribune, recording secretary; Glick Fockele, Leroy Reporter, treasurer.

The Indiana Democratic Editorial As The Indiana Democratic Editorial Association at its recent meeting in Indianapolis elected the following officers for the ensuing year: President, Charles J. J. Arnold, Greencastle Herald: first-vice-president, Oscar Cravens, Bloomington World; second vice-president, Lew M. O'Bannon, Corydon Democrat; secretary, Henry F. Strickler, Knox Democrat; treasurer, Henry B. Wilson, Delphi Citizen-Times Delphi Citizen-Times,

The annual meeting of the New Hampshire Press Association will take place at Manchester March I. Among the speakers will be George H. Moses, a members of the association, who has members of the association, who has lately returned from successful service as United States Minister to Greece; Governor Samuel D. Felker, Enos K. Sawyer, president of the New Hampshire Senate; William J. Britton, Speaker of the New Hampshire House of Representatives, and Mayor Charles C. Hayes, of Manchester.

The Connecticut Editorial Association held its annual meeting at New Haven last week. Charles F. Chapin, editor of the Waterbury American, was the toastmaster at the banquet and among those who spoke were James C. Hemphill, of the New York Times, on "A Journalist at Large"; Edwin F. S'ack, of the Montreal Gazette, on "The Making of Canadian Newspapers"; Dean Charles R. Brown, of the Yale Divinity School, on "The Newspaper and Public Opinion," and Judge Robert L. Munger on "The Courts and the Press."

the Franklin Chronicle, spoke on "The Advertising Situation in Dayton"; Arch Raney, of the New Paris Mirror, gave an interesting talk on building up business and circulation, and John M. Mulford, editor of the Lebanon Western Star, spoke on "The Influence of a Country Newspaper." Those present included H. A. Smalley, Germantown Herald; Karl Buhl, Cedarville Herald; W. McMillan, Brookville Star; A. Albright, Eaton Register, and W. C. Croy, Troy Record. Troy Record.

OBITUARY NOTES.

JOAQUIN MILLER, the "Poet of the Sierras," died on Monday in his one-room cabin, the Heights, which he built in the Piedmont Hills, overlooking San in the Piedmont Hills, overlooking San Francisco Bay, many years ago. He was born in Indiana in 1841 and in his early days edited the Democratic Register at Eugene, Ore., which was suppressed. In 1870 he published in London his "Songs of the Sierras," which at once brought him fame. During the Klondike days he was a special correspondent in Alaska for the New York Journal. Among his books are "Pacific Palms," "Songs of the Sunland," "Ship of the Desert," "Songs of Far-Away Lands," and "Shadows of Shasta."

CHARLES A. RANSOM, fifty-five years old, executive clerk to Governor Woodrow Wilson, died Feb. 15 after a brief illness at his home in East Orange, N. J. He was born in Jersey City, studied law and afterward joined the staff of the New York Tribane. Later he was the New York Tribane. Later he was employed by the New York Press when the paper was started, and in 1889 left the paper was started, and in 1889 left that paper to aid in launching the Jersey City News. Prior to his appointment as executive clerk, Mr. Ransom was a newspaper correspondent at Trenton, and at various times represented the Jersey City News, the Newark Evening News, the Hudson Observer, the New York Herald, the New York Press, and the Evening Post.

MISS EMMELINE C. UPHAM, one of MISS EMMELINE C. UPHAM, one of the best-known newspaper women in the country, died at the age of seventy-nine years in Washington on Monday. She was well known in diplomatic and social circles of the National capital. Her newspaper experience began be-fore the civial war, and lasted until five years ago.

Samuel Castell, seventy-two years old, founder of the Brooklyn News Co., died in that city Feb. 12. He formed the first concern to handle newspapers in a wholesale way, using a pushcart for the distribution of the papers. After the Brooklyn News Co. was organized Mr. Castell remained with it as manager until several years ago when he retired.

ADAM E. DUNN, who was for twenty-five years manager of the advertising department of the Methodist publications, died in Bloomington, Cal., re-

George R. Cather, publisher and editor of the Southern Eagis of Asheville, Ala., died in that city on Feb. 9. He was born in 1836 and was well known as a scientist and writer on meterological topics. He was also the author of several povels. several novels.

who spoke were James C. Hemphill, of the New York Times, on "A Journalist at Large"; Edwin F. Slack, of the Montreal Gazette, on "The Making of Canadian Newspapers"; Dean Charles R. Brown, of the Yale Divinity School, on "The Newspaper and Public Opinion," and Judge Robert L. Munger on "The Courts and the Press."

Members of the Miami Valley Newspaper Association held a meeting and banquet at Dayton, O., last week and heard addresses on various subjects of particular interest to weekly newspaper publishers. C. E. Kister, of the Miamisburg News, presided. S. S. Tibbols, of

WHY I USED THE Louisville Courier Journal

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

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the hest class of trade—the "aristocracy"—and found it splendidly effective.

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

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

The devotion of Louisvillians and Ken-tuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOUR-NAL money well spent.

The S. C. Beckwith Special Agency

Sole Foreign Representatives,

New York St. Louis

THE NEWS

BUFFALO, N. Y. Circulation for Year, 1912

99,565

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

Chicago ples Gas Bldg.

New York City 220 Fifth Avenue

An Unparalleled Record for 1912 THE BOSTON HERALD

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

An increase of more time to the cent.

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

tisers believe in the Herald.

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

Circulation booklet sent upon request. Address "Deck F." New York Office.

Nothing better in New England for profitable publicity.

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

New Orleans States 32,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.
Week of Dec. 30, to Jan. 5, 1912, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.
Don't he fooled by wlid, unsupported claims "month after month."
Proof of above record shown by agate rule. The States produces results always.

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

WILLIAM SCHERMULLY, aged seventy-nine years, for a number of years edi-torial writer for the St. Paul Volks-zeitung, died in Stillwater, Minn., zeitung, Feb. 14.

It is read every day by a greater number of people than any other daily newspaper west of New York City-advertisers who con-

Chicago Evening

Get the best results,

THE

NEW YORK **EVENING JOURNAL**

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

The Circulation of

THE BOSTON AMERICAN IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE. Brunswick Bldg., New York

HORACE M. FORD, People's Gas Bldg. Chicago

THE DETROIT TIMES

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

The plant of the Ivesdale (III.) News was recently sold at auction for \$250.

Wonderful Results of Newspaper Advertising-How a Trade Mark Helps to Get New Business.

BY WILLIAM RAY GARDINER.

There is a new "best seller" record. It was established in New York last Saturday. It was made by a razor, instead of a book, but it easily surpassed any recorded book sale.

It is of tremendous interest to all advertises of all sorts of goods because

vertisers of all sorts of goods, because it furnished several advertising phenomena rarely observed, and therefore worth

recording.

The razor was the Mark Cross Safety Razor. If you read the New York papers Friday afternoon and Saturday morning, you observed most of the merchants advertising "to Cross purposes" —advertising a new twenty-five-cent safety razor bearing the trade-mark of a prominent New York retail house, the Mark Cross Co.

The cost of that advertising was borne by the merchants inserting the individual advertisements, many of them being in a measure retail competitors of the

Mark Cross Co.

Several of the large metropolitan dailies looked almost as if they were printing a special Cross edition, so frequent did the Cross razor advertisement appear on successive pages.

AN ADVERTISING PHENOMENA.

Certainly a phenomena in the advertising world. The Cross razor was getting, and will continue to get, thousands of dol'ars' worth of advertising which costs the Cross company nothing that it has not long since bought and paid for a good name, a splendidly established —a good name, a splendidly established trademark and the complete respect of merchants all over the world, William C. Freeman, the advertising manager of the Evening Mail; Mr. Johnson, manager of Vantine's, and I

Johnson, manager of Vantine's, and I were in the vicinity of the Cross store late Saturday afternoon when Mr. Freeman, following his habit of manifesting deep personal interest in the progress of his advertising patrons, suggested that we call on P. F. Murphy, the president of the Cross company, and find what the first day's call of the Cross find what the first day's sale of the Cross razor had been.

We met there Mr. Murphy, W. B. Walker, president of the American Thermos Bottle Co., and one of the originators of the Cross razors, and Fred Murphy, treasurer of the Cross

company.

The returns are not all in," said Mr. "The returns are not all in," said Mr. Murphy, "but it seems safe at this early hour to claim that the razor is elected There have been sold at retail in New York City to-day something over 98,000 Cross razors—the first day it was ever on sale anywhere.

98,000 SOLD FIRST DAY.

98,000 SOLD FIRST DAY.

"And you boys," he continued to Mr. Freeman and the writer, who jointly had a great deal to do with first making an advertiser of the Cross stores and the actual making of the advertising, "share largely in the responsibility for th's thing. We have apparently changed the shaving habit of 98,000 New Yorkers in one short day; and it could have been more—"

He was interrupted by two messengers who appeared at the door, each from a prominent uptown shop, asking for the additional supply of razors prominent

In one of these stores the sales over In one of these stores the sares over the counter, in one day, had been over 4,000 Cross razors, and they were asking for 1,500 more! In the other, the day's sales had been over 3,000 of the new

Another phenomenon, surely—even considering the advertising! Whoever before heard of a retail shop selling 4,000 razors in a day?

Mr. Johnson expressed his astonish-

CROSS BREAKS RECORD.

ment. Mr. Freeman pronounced all records broken—and Mr. Murphy asked the party to adjourn with him to the Manhattan Club and discuss the results at 98,000 Safety Razors the First Day
They Are Offered to the Public—
Wonderful Results of Newspaper
Wonderful Results of Newspaper there exhausted.

NEWSPAPER ADS DID IT.
In the lobby of the club, as we entered, a prominent Brooklyn merchant desired to place an order for 100,000 of the razors for his store alone, and was disappointed that he could not get them immediately.

At the dinner table Mr. Johnson was asked to what he attributed this astound-

ing first day's sales.
"To New York newspaper advertising along correct lines, now and in the past," he replied. For years you have been advertising the character of your store and establishing your trade-mark as a rec-ognized mark of class and quality. You did not advertise on a competitive price basis—you did not make enemies of other merchants. You have made even these merchants believe the Cross advertising and recognize the value of the Cross trade-mark.

They have witnessed your characterbuilding day by day. They are glad of the chance to couple such a reputation with theirs whenever the opportunity offers. We have long been engaged in that same kind of character-building at Van tine's—we believe in it and we know what it means."

"It shows," suggested Mr. Walker, 'the truth of Mr. Freeman's statement to all of us years ago, that New York City newspapers are the best national mediums a New York merchant or manufacturer can use. The Cross razor has been placed on sale to-day only in cities east of the Alleghenies-and everywhere the sale has be record-breaker. been the same k.nd of a

"Merchants are already asking for the razor in Chicago, in Denver, in San Francisco. The Cross trade-mark is

Francisco. The Cross trade-mark is recognized to-day throughout America, although it has been advertised almost exclusively in the New York papers." "And," added Mr. Murphy, it shows that it isn't the scenery that sells the razor. You can put a thoroughbred trade-mark on a twenty-five-cent article of real merit and make that article as much a thoroughbred as a hundred-dollar article.

Which reminded me that many a man, regardless of his means, could not afford to invest five dollars in a safety razor, because it would indicate nervousness; while he would immediately buy a Cross razor for twenty-five cents, because it was the classy thing to shave with. The fact remains that all sales records

have been smashed, without any intri-cate and expensive sales force—exactly one man having been used to secure or-ders from other retailers.

"Deacon" Fowler Retires.

Charles L. Fowler, better known as "Deacon," who for some years conducted the Stewartsville (Mo.) Independent, and later papers in other parts of the West, has retired from active of the West, has retired from active work on account of a general breakdown in health. He is now residing in St. Joseph where, although he is practically confined to his home, he still writes poems and articles for the papers and magazines. Here is the last stanzas of a poem recently published entitled "A Good Old Wagon, but Done Broke Down."
"Ah! How many humans in this haphazard world
To the side of the road have been ruthlessly hurled;
Old, neglected, uncared for, forgot;
Gone their earning capacity, let them rust and rot;

and rot; Unremembered the dollars they by drudg-

ery earned
And gave to those freely by whom now
they're spurned;
While they fare sumptuously and dress
in rich gown,
He's a good old wagon, but he's done
broke down."

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

Largest proved high-class evening circulation.

THE **NEW YORK**

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

JANUARY

lished 815,643 lines of advertisements, gain of 26,981 lines over January, 1912, and a greater volume than any other New York newspaper except one.

Deducting want advertisements, The New York Times carried 28,606 lines more adver-tisements than any other New York news-paper, morning or evening.

The New York Times has a greater daily city sale than the combined city sales of

five of the seven other New York morning newspapers.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning

203 Broadway - New York

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

Circulation 33,000

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

TIPS FOR THE AD MANAGER.

W. L. Houghton Advertising Agency, 828 Broad street, Newark, N. J., is placing orders with New York City, Boston, and Philadelphia papers for V. Perrin & Cie, 222 Fourth avenue, New York City. The list, it is understood, will be gradually extended.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, is handling 50 1, 6 t, orders for Henry Deer, Inc., in large city papers.

Wylie B. Jones, Binghamton, N. Y., is ported to be placing the advertising for the Malted Cereal Co., "Malt Breakfast ood," Burlington, Vt., with a selected of paper.

John M. Leddy, 41 Park Row, New York City, is making one-time orders gen-erally for the Crown Publishing Co., New York City.

Lord & Thomas, Mallers building, Chicago, are handling 5,000-line contracts for the Mastic Wall Board & Roofing Manufacturing Co., Cincinnati, O., to be placed in Pennsylvania papers.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, will hereafter handle the ad-vertising of Buruham & Morrill Co., canned goods, Portland, Me.

The Frank Presbrey Co., 456 Fourth avenue, New York City, is issuing orders to New England papers for the Vanderbilt Hotel, New York City. It is also making 112 l. 26 t, contracts for the American Tobacco Co., 111 Fifth avenue, New York City, with far Western papers.

Julius Scheck, 9-15 Clinton street, Newark, N. J., is renewing orders with papers that have carried the advertising of I. Lewis & Co., "John Ruskin Cigar," Newark, N. J., except with those of Pitts-burgh.

G. S. Standish Advertising Agency. Lapham building, Providence, R. I., is handling in New England papers the ad-vertising for the Narragansett Brewing Co., "Narragansett Bock Beer," Narra-gansett Pier, R. I.

Collin Armstrong Advertising Co., 115 Broadway, New York City, is placing 15 l. 156 t. orders with a selected list of papers for Busk & Daniels, the New York agents for Lamport & Holt line, Produce Exchange, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making contracts with Ohio papers for the advertising of the Simmons Hardware Co., "Keen Kutter" hardware, St. Louis, Mo.

The Brackett-Parker Co., Boston, Mass., is issuing orders to Southern pa-pers for the advertising of Williams & Clark, "La France Shoes," Lynn, Mass.

Henry Decker, Ltd., Fuller building, New York City, will make contracts with Canadian papers for the United States School of Music, 200 Fifth avenue, New

Poremus & Morse, 50 Pine street, New York City, are handling 5,000-1, contracts for A. B. Leach & Co., New York City, in New York State papers.

The Ettman Advertising Agency, Fort Smith, Ark., is sending out orders to Texas papers for G. N. Gilley, Fort Smith, Ark.

Bromfield & Field, Inc., 1780 Broadway, New York City, are placing the advertising of Stumpp & Walter Co., seedsmen, 50 Barclay street. New York City, in horticultural publications.

The Leven Advertising Co., 22 West Ionroe street, Chicago, will place 142 L t. orders, generally, for Louise Ingram.

Lord & Thomas, Mallers building, Chicago, are sending out to Texas papers 1,000 lines, one year, for the New Orleans Coffee Co., Ltd.

The Wycoff Advertising Co. (lnc.), 14 Ellicott street, Buffalo, N. Y., is taking up new territory for the Hot Spring Chemical Co.

Frank Kiernan & Co., 156 Broadway, New York City, are issuing six inches, double column, 1 t, orders to Texas pa-papers for Dr. Pratt, New York City,

Ewing & Miles, Fuller building, New York City, are placing 80 l. 1 t. orders with Western papers for E. Epstein & Bros.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is renewing copy on old contracts and making new ones with large city papers for Weingarten Bros., "W. B. Corsets," Marbridge building, New York City.

Henry King Hannah, 277 Broadway, New York City, is handling the advertis-ing of W. S. Barstow & Co., 50 Pin-street, New York City, in a selected list of papers.

Heller-Barnham, Essex building, Newark, N. J., are issuing orders to a few large city papers for Benjamin & Johnes, "Bein Jolie Grecian-Treco Corset," Newark, N. J.

Tracy, Parry & Stewart, Lafayette building, Philadelphia, will place 104-1. and 196-1. contracts with Pennsylvania papers for Dickson Flour Mills.

M. Volkman Advertising Agency, Temple Court, New York City, is sending out 15 lt. f. orders, generally, for A. C. Glyse Sales Co., Lynnbrook, L. I.

H. H. Walker, 200 Fifth avenue, New York City, is making contracts for the Harral Soap Co., 467 Greenwich street, New York City, with a few selected

Wood, Putnam & Wood, 111 Devonshire street, Boston, Mass., are sending out classified orders to a large list of papers for the Loraine System,

J. Walter Thompson Co. (Inc.) is placing four inch, double column ads, 4 t. with a few Southern cities for the Baltimore & Ohio Railroad.

Dinner to Alexander W. Drake.

A dinner will be given at the Aldine
Club, Fifth Avenue building, Tuesday
evening, in honor of Alexander W.
Drake, to whom, more than any one
man, is due the perfection which exists to-day in the results obtained from the half-tone plate. The committee in charge of the dinner consists of F. Hopkinson Smith, chairman; Herbert S. charge of the dinner consists of F. Hopkinson Smith, chairman: Herbert S. Houston, secretary: Charles Dana Gibson, Cass Gilbert, William Henry Shelton, Frederick S. Dellenbaugh, Albert Bigelow Paine, Frederick S. Lamb, John S. Phillips, W. J. Hoggson, Samuel W. Marvin.

Six Point League Luncheon.

Six Point League Luncheon.

The Six Point League, of New York, gave a luncheon at the Aldine Club last. Thursday. St. John Richards, of the St. Louis Globe-Democrat, presided in the absence of President N. D. Hunton. Mr. Richards introduced Frank H. Cole, advertising manager of Peter Henderson & Co., who was the chief speaker of the day. Among those present were W. S. Bird, representing John B. Woodward's list of papers; W. J. Northrop, Hawkin & Holden; Charles T. Logan and Porter Caruthers, of the S. C. Beckwith Special Agency; W. A. Baker, of the Frank Presbrey Co.; W. J. Morton and A. T. Tice, of the W. J. Morton Co.; C. F. David, J. Frank Duffy and Mr. Walker, of the John Budd Co.; Louis Gilman and R. J. Sylvia, of the Philadelphia Press; I. A. Klein, of the I. A. Klein Special Agency; Tom E. Conklin, Verree & Conklin; Gilbert S. Jones, of the Reading (Pa.) Daily News; J. P. McKinney, of the J. P. McKinney Special Agency; A J. Atgar, Elson C. Hill, J. Walter Thompson Co.; Roger O'Donald and W. J. R. Thiers, representing R. F. R. Huntson, of the Brooklyn Standard Union; Charles E. Miller and Mr. Young, of Cone. Lorenzen & Woodman; Gilbert McKinney, of Paul Block's office, and George P. Leffler, Mr. Young, of Cone, Lorenzen & Woodman; Gilbert McKinney, of Paul Block's office, and George P. Leffler, The Editor and Publisher.

Only weekly newspapers are entitled to print the session laws of Wisconsin, entitled according to a recent ruling made by Attorney General Owen, of that State.

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,

ARIZONA.	MISSOURI.
GAZETTE-Av. Cir. Nov., 6,228Phoenix	GLOBEJoplin
CALIFORNIA.	POST-DISPATCHSt. Louis MONTANA.
ENTERPRISEChico	MINERButte
RECORDLos Angeles	NEBRASKA
TRIBUNELos Angeles Daily circulation in excess of 65,000 copies.	FREIE PRESSE (Cir. 128,384)Lincoln
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	NEW JERSEY.
INDEPENDENTSanta Barbara	PRESSAsbury Park
BULLETINSan Francisco	JOURNALElizabeth
CALL	COURIER-NEWS
EXAMINERSan Francisco	NEW MEXICO.
ORCHARD AND FARM IRRIGATION San Francisco	MORNING JOURNALAlbuquerque
The leading Farm Journal of the Pacific Coast and the Irrigated States.	NEW YORK.
RECORDStockton	KNICKERBOCKER PRESSAlbany
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWSBuffalo
FLORIDA.	BOLLETTINO DELLA SERA, New York
METROPOLISJacksonville	EVENING MAILNew York
	STANDARD PRESSTroj
GEORGIA.	OHIO.
ATLANTA JOURNAL (Cir. 54989) Atlanta	PLAIN DEALERCleveland
CONSTITUTION Atlanta	Circulation for December, 1912
CHRONICLEAugusta	Daily
LEDGERColumbus	√INDICATORYoungstown
ILLINOIS.	PENNSYLVANIA.
POLISH DAILY ZGODAChicago	TIMES Chester
SKANDINAVENChicago	DAILY DEMOCRATJohnstown
HERALD	DISPATCHPittsburgh
HERALD-TRANSCRIPTPeoria	PRESSPittsburgl
JOURNAL	GERMAN GAZETTEPhiladelphia
51 Art (Circulation 21,50% reona	TIMES-LEADERWilkes-Barr
INDIANA.	GAZETTEYorl
LEADER-TRIBUNEMarion	SOUTH CAROLINA.
THE AVE MARIANotre Dame	DAILY MAILAnderson
IOWA.	THE STATE
REGISTER & LEADERDes Moines	
THE TIMES-JOURNALDubuque	TENNESSEE.
	NEWS-SCIMITARMemphi
KANSAS	BANNERNashvill
CAPITALTopeka	TEXAS.
KENTUCKY.	STAR-TELEGRAMFort Word Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
	Fort Worth that permitted 1912 examination by Association of American Advertisers.
COURIER-JOURNAL Louisville	
COURIER-JOURNALLouisville TIMESLouisville	CHRONICLEHousto
TIMESLouisville	CHRONICLE Housto
LOUISIANA.	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATESNew Orleans	WASHINGTON. POST-INTELLIGENCER Seattl WISCONSIN.
TIMESLouisville LOUISIANA.	WASHINGTON. POST-INTELLIGENCERSeattl WISCONSIN. EVENING WISCONSIN Milwanke
LOUISIANA. DAILY STATES	CHRONICLE
LOUISIANA. DAILY STATESNew Orleans ITEMNew Orleans TIMES-DEMOCRATNew Orleans MARYLAND.	CHRONICLE Houston WASHINGTON. POST-INTELLIGENCER Seattle WISCONSIN. EVENING WISCONSIN. Milwauke CANADA.
TIMES	CHRONICLE
LOUISIANA. DAILY STATES	CHRONICLE
TIMES	CHRONICLE Houston WASHINGTON. POST-INTELLIGENCER Seattle WISCONSIN. EVENING WISCONSIN. Milwauke CANADA. ALBERTA. HERALD Calgar BRITISH COLUMBIA.
TIMES	CHRONICLE Houston WASHINGTON. POST-INTELLIGENCER Seattle WISCONSIN. EVENING WISCONSIN. Milwauke CANADA. ALBERTA. HERALD Calgar BRITISH COLUMBIA. WORLD Vancouve
TIMES	CHRONICLE Houston WASHINGTON. POST-INTELLIGENCER Seattle WISCONSIN. EVENING WISCONSIN. Milwauke CANADA. ALBERTA. HERALD Calgar BRITISH COLUMBIA. WORLD Vancouve ONTARIO.
TIMES	CHRONICLE Houston WASHINGTON. POST-INTELLIGENCER Seattle WISCONSIN. EVENING WISCONSIN. Milwauke CANADA. ALBERTA. HERALD Calgar BRITISH COLUMBIA. WORLD Vancouve ONTARIO. FREE PRESS London

LA PATRIE......Montreal

(Ave. Cir. for 1912, 114,371).

LA PRESSE

MINNESOTA.

TRIBUNE. Morn. & Eve..... Minneapolis

AD FIELD PERSONALS.

J. Robert Blackburn, president of the Blackburn Advertising Agency, Dayton, O., accompanied by his wife, is on a tour through the West Indies.

C. C. Green, manager of the advertising promotion department of the Philadelphia North American, returned home this week from a Western trip in the interest of that paper.

George L. East, formerly director of advertising of the Olds Motor Works, Lansing, Mich., and later with the Amplex Motor Car Co., of Mishawaka, Ind., has joined the publicity staff of the Timken Roller Bearing Co, and the Timken-Detroit Axle Co. as assistant advertising manager.

Horace F. Smith, for years connected with the advertising department of the Richmond (Va.) Times-Dispatch, has been appointed manager of the Manufacturers' Exhibit, an organization which is to have charge of a permanent display of Richmond made goods.

H. J. Baker, business manager of the Lansing (Mich.) State Journal, is mak-ing a tour of the Eastern field.

J. B. Pinkham, business manager of the San Francisco Post, is making a tour of the Eastern field in the inter-est of that newspaper.

R. C. Wright has resigned as advertising manager of the Paragould (Ark.) Soliphone to take charge of the publicity department of Bertig Bros.

Edwin T. Hall is in charge of the publicity department of the Ralston Purina Mills, St. Louis, manufacturers

Berry Rockwell, formerly manager of the advertising department of the U. S. Motor Co., has joined the advertising department of the Curtis Publishing Co., Philadelphia, and will be at the Chicago office after March 1.

Wilbur D. Nesbit, recently of the Chicago Evening Post, and head of the copy department of the Mahin Agency, has been made a director of that con-

Milton Bejach, advertising manager of the McCaskey Register Co., will become vice-president of the National Publisher Constitution of t Rubber Co., of Alliance, O., effective March 6.

Milton Berger is the new advertising manager of the Hargadine-McKittrick Dry Goods Co., St. Louis.

Glen W. Hutchinson will become vice-president of the Gardner Advertising Co., St. Louis, on March 1.

North American's New Department.

The Philadelphia North American has installed a new department to its advertising columns, known as the "Automobile Blue List." The idea of this list is to eliminate the dealer in secondhand cars. The advertisers describe fully the make and the condition in which the car is, and give all details. hand cars.

By test the Dayton News shows 531/2 per cent. better returns than its nearest competitor, and 40 per cent. better returns than all other Dayton papers combined.

Dayton News and Springfield News com-bined, 6 cents a line flat.

News League of Ohio

Desk N, Dayton, Ohio

New York—LaCoste & Maxwell, Monolith Bldg. Chicago—John Glass, Peoples Gas Bldg.

KANSAS JOURNALISM.

(Continued from page 10.)

the individual record of any at the individual record of any man's work in the office. They can tell you to a cent what an hour's time in any department costs. They know that you cannot use a compositor an hour without it costing the plant forty-seven cents, despite the fact that the compositor draws but twenty-five cents an hour.

"A student customer the other day protested against the price of a four-

protested against the price of a four-page pamphlet.

"You've charged me here four hours at forty-seven cents an hour for make-up and corrections," was the compaint.

'The compositor only gets twenty-five cents an hour. Instead of \$1.88 you should have charged me about eighty

should have charged me about eighty cents."

"There were about fifty-seven operations about that job that you didn't see, the foreman replied. 'Some one had to throw it in. Who's to pay for that? Some one had to pay for that linotype man who cast us up those correction slug. And for the gas that heated the metal in his pot. Some one has to pay for the electric light by which he worked. And a half dozen other items down to the cost of the paper towels with which the compositors wiped his hands.' tors wiped his hands.'

"The customer went away satished that all about the printing business could not be seen on the surface.

"There are few in the community that would ask an editor or printer to lose money in their service, and experience has shown me and others that the big thing is to be able to produce the cost sheet."

cost sheet.

"With but five exceptions, every editor who wrote to me said he would like to raise the subscription price from \$1 to \$1.50. Why haven't they done it? There's not a man here but knows the advance in prices in the last ten years There's not a man here but knows the advance in prices in the last ten years has made it ridiculous for a country paper to sell itself for two cents a week. When you have this cost system installed it will be an easy matter to show your subscribers that this increase is just, and few of them will ask you to give them service at a loss. "While all were in favor of raising the subscription rates quite a number

"While all were in favor of raising the subscription rates, quite a number saw reasons why they could not increase their advertising rates. But I was surprised, you may well believe, to learn that some of those who objected were receiving only six and eight cents an inch for their advertising. I am only confident that when these men go no a cost basis and find they are giving on a cost basis and find they are giving their advertisers three and four cents cash for the privilege of running their inch of advertising, they will be among the first to join a movement to raise

the first to join a movement to raise advertising prices.

"The years will bring an ideal system, when every paper will be so prosperous that it will support at good salaries an editor and a business manager. But before this condition can be reached, the first step must be taken of systematizing the newspaper business under present conditions.

"When the department began to assist the boys it found that they were getting eight and nine cents for their advertising, and were losing on every inch of it. And as a result, they were thinking as so many of us have done, that the solution was to get more advertising! To-day they know every angle of their business. And they take pride in it because they are its masters." masters.

masters."

In closing Mr. Thorpe said that he had included in his journalism budget at the university for the coming year \$2,000 to provide for the best cost and efficiency man who could be procured to visit the newspaper offices and help in any way he can. Next fall well organized courses in typography, efficiency, cost finding and press work will be offered, together with opportunity for the students to master the typesetting mastudents to master the typesetting machines. The work now being done by the university is deeply appreciated by every progressive in the State of Kansas.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

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

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

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

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

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

CONE, LORENZEN & WOODMAN Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Story Represents Several More.

Story Represents Several More.

Howard C. Story, publishers' representative, Philadelphia, returned home from Chicago after a very successful trip in the interest of the papers he represents. Mr. Story has recently added to his list of papers the Illinois Staats-Zeitung, the Abend-Presse and the Westen and Daheim, the Sunday edition of the Illinois Staats-Zeitung, and the Deutsche Correspondent, of Baltimore, a monthly publication. Mr. Story has a list of about eighteen papers, which represents the leading German dailies in the towns in which they are published.

McGuckin Buys Out Partner.

McGuckin Buys Out Partner.

The McGuckin-McDevitt Co., Philadelphia, has been dissolved. Eugene McGuckin has acquired the interest of George A. McDevitt, and will conduct the business of a general advertising agency in the present offices, Morris Building, Philadelphia, under the name of the Eugene McGuckin Co.

The annual Trustee's Dinner of the Evening Post, New York, will be held on Feb. 24 in the Evening Post Library. Rollo Ogden will act as toastmaster.

The speakers will be members or ex-members of the staff.

The advertising department of the New York Evening Journal, as well as the foreign department, will move to Broadway and Fifty-ninth street about March 1.

The Norfolk (Va.) Ledger-Dispatch has leased the Carpenter building for a period of twenty-five years, and will move into its new quarters after re-

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest.
Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,300; Sunday, 84,250—65, ahead of its nearest home competitor.

A matchless record—an unbeatable newspaper.

IN THE AD ALLEY

of a Great Periodical and Publication House

The Model 9 Makes Good

PSTABLISHED IBS

THE CHEROUNY PRINTING AND PUBLISHING CO.

PRINTING, BINDING AND MAILING

HIGH CLASS PERIODICALS

5

17-27 VANDEWATER STREET

New York Feb. 1st. 1913.191

The Editor & Publisher Co.
13-21 Park Row,

New York City.

Gentlemen: -

Several weeks ago we installed a Model 9 fourmagazine Linotype. It has been running steadily ever since
on all kinds of composition. Much of the display advertising in the many publications we print is now set on this
machine, resulting in great saving of time. It is proving
itself the most valuable machine of our plant, and we can
hardly realize how we ever got along without it. If printers
would only drop in to see what it does for us they would not
hesitate a moment to make a similar investment.

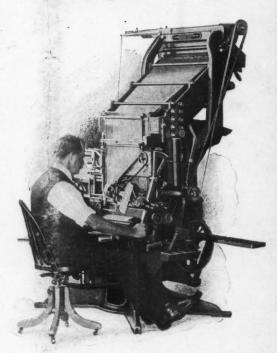
We are advising you of this addition to our equipment as an evidence of our disposition to please our customers by handling their publications in the promptest and most satisfactory manner.

Yours very truly,

THE CHEROUNY PRINTING & PUBLISHING CO.

Per ABBRETORY

Quick Change
Model 9
Four Magazine Linotype



Four Magazines
Eight Faces
720 Characters

at the command of the operator

The Multiple Linotype Way Is the Modern Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue SAN FRANCISCO 638-646 Sacramento Street

NEW ORLEANS 549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

