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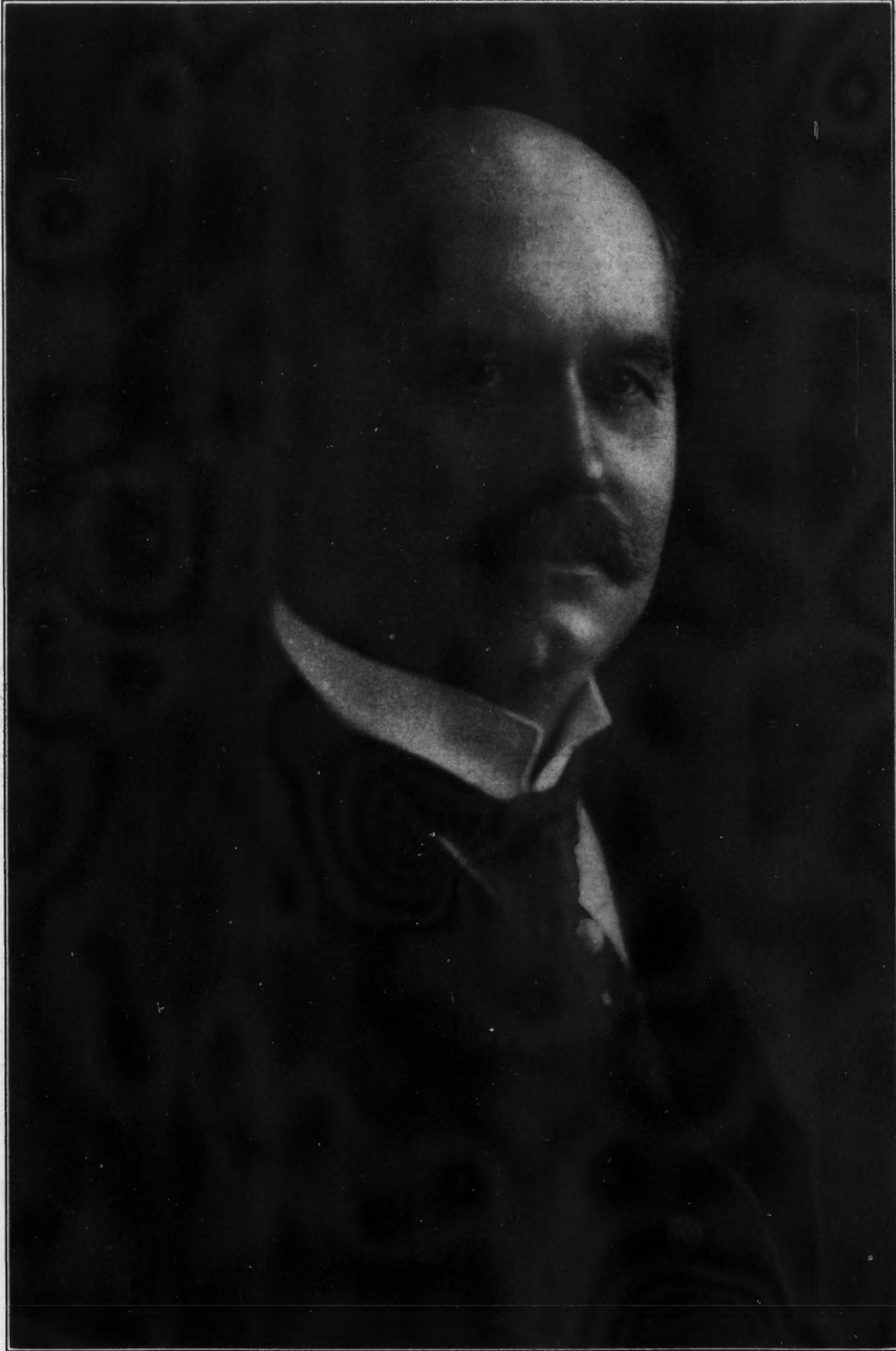
THE EDITOR AND PUBLISHER

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10 Cents a Copy



PHILIP T. DODGE

PRESIDENT OF THE MERGENTHALER LINOTYPE COMPANY, WHO HAS BEEN ELECTED PRESIDENT OF THE INTERNATIONAL PAPER COMPANY.

DODGE HEADS I. P.

President of the Mergenthaler Linotype Co. Elected President of the International Paper Co., Succeeding Alonzo Burbank—Progressive Policy to Be Adopted—Interesting Facts About the Company.

Philip T. Dodge, president of the Mergenthaler Linotype Co. since 1891, a director in a number of corporations, and well known socially, was elected president of the International Paper Co. on Jan. 27. He succeeds Alonzo Burbank, who becomes chairman of the board of directors.

In his long managerial association with the Mergenthaler Linotype Co., from the time when typesetting machines were experimental, Mr. Dodge has demonstrated his ability to handle complex business conditions.

The International Paper Co. was incorporated under the laws of the State of New York on Jan. 28, 1898. It acquired at that time almost all of the important mills which manufacture news print in the Eastern States, and since its incorporation it has acquired by purchase several additional paper and pulp mills, woodlands, water powers and other properties.

Its manufacturing plants, water powers and woodlands are located in the States of Maine, New Hampshire, Vermont, Massachusetts, New York and Michigan, and in Canada. In New Hampshire and Vermont alone this great company owns timber lands with a total area of 147,085 acres. The average annual consumption of spruce wood (preferably used in wood-pulp papers) in this division, according to estimates made during July, 1912, under normal conditions was 45,000 cords.

The International Paper Co., according to a report issued in 1901, produces 1,500 tons of paper per day.

An incidental enterprise of the I. P., as noted in their annual report of 1909, was the establishment of a tree nursery in Vermont as an experiment, to ascertain what can be done toward the raising of spruce trees.

The assets of the I. P., according to their last published report, were \$71,365,071.41. The surplus was \$8,838,104.55.

Mr. Dodge is to be congratulated upon his election to the presidency of the I. P. It adds tremendously to his responsibilities, but it also gives him increased opportunities. In spite of his business connections, which are many and important, Mr. Dodge nevertheless finds time for membership in the following clubs: New York Yacht Club, New York, Manhattan, Engineers', Metropolitan, Lawyers', Union League, Grolier, Larchmont Yacht, Automobile, Metropolitan of Washington.

Mr. Dodge is also a director of the following corporations: Mergenthaler Linotype Co., International Paper Co., New York Transportation Co., Royal Typewriter Co., Columbia Phonograph Co., and the Lawyers' Title Guarantee & Insurance Co.

The policy of the International Paper Co., under the administration of Mr. Dodge, will be progressive.

Will Irwin, of Collier's Weekly, and a contributor to many magazines, visited Washington for a few days this week.

\$6,000

will buy an old established Republican Weekly newspaper in a County Seat town within fifty miles of New York.

Brokers in Newspaper and Magazine Properties

HARWELL, CANNON & McCARTHY
200 Fifth Ave., New York City

IS AN AGENCY A MONOPOLY?

Trenton Federal Jury Summons Newspaper Owners in an Anti-Trust Inquiry.

As the result of the refusal by the Plainfield Daily Press, the Elizabeth Daily Journal and several other New Jersey newspapers to accept advertisements from the Peter Vredenburg Agency, Marbridge building, New York, the Federal Grand Jury at Trenton contemplates an investigation based upon assertions that the maintenance by newspapers, in any city outside of the State, of an advertising agency through which its business is conducted exclusively, constitutes a violation of the Sherman Anti-Trust Law. The jury has summoned proprietors and managers of twenty daily newspapers to appear before it.

Most of the newspapers so far affected by the investigation have conducted their New York business through the O'Flaherty Advertising Agency, 150 Nassau street. Recently, it is asserted, the Vredenburg Agency has been endeavoring to enter the same field, but many of the newspapers are declared to have refused to accept advertisements furnished through that agency. A brief was submitted to the Federal authorities at Trenton, in which it was represented that the maintenance of a single agency, to the exclusion of others, acted in restraint of trade, and resulted in action by the Grand Jury.

OPPOSE PRESS REGULATION.

Governor Cox and Members of Associated Ohio Dailies Speak Against Bill.

In a speech to the newspapermen comprising the Associated Ohio Dailies, in session at Columbus last week, Governor Cox intimated that he will oppose the initiated bill presented to the Legislature from Cleveland, providing for the regulation of newspapers.

In answer to a question by Malcolm Jennings, of the Marion Star, asking his position upon the measure, the Governor answered: "Any legislation which is a travesty upon human intelligence is not wanted, and such legislation will not be signed by me when it reaches the Governor's office."

Editor J. E. Hurst, of the New Philadelphia Times, said that the bill was an insult to the intelligence and manhood of Ohio editors and that measures of the kind come largely from men who are afraid of the light of day and whose infamy and scandal have been unearthed by the press. Other members of the association spoke against the bill.

Blaque Wilson, managing editor of the Toledo Blade, said that he thought sooner or later government control of newspapers would come, and that newspapers will have that fight to face.

Mayor Henry T. Hunt of Cincinnati, in a short speech to the editors, declared that newspapers and newspaper men don't "ret their due."

Bank Sues Four Papers for Libel.

Actions totaling \$400,000 have been brought by Godfrey Bird, general manager of the Banque Internationale du Canada, against the Toronto Mail and Empire, the Star, the News and the Ottawa Free Press, for alleged libel in connection with recent investigation into the affairs of the bank. The grounds cited in the writs were that each of the papers mentioned has said that warrants had been issued for the arrest of Mr. Bird and other directors as an outcome of the investigation, which was eventually dismissed by Judge Leet.

Pleads Roosevelt Libel Was True.

George A. Newett, editor of the Ishpeming (Mich.) Iron Ore, who is being sued for libel by Theodore Roosevelt because of a statement published in his paper to the effect that the former President was in the habit of drinking too much and using violent language, has filed an answer through his attorney

pleading justification. The brief says that the defendant published the words charged "in good faith, without any malice, and for the purpose of presenting fairly to the readers of his newspaper the facts with reference to the plaintiff's fitness for office."

WIRES PHOTO IN RECORD TIME.

French Inventor Telegraphs Picture from Bordeaux to Paris in Four Minutes.

It is reported from Paris that Edward Belin, a French inventor, has succeeded in telegraphing a photograph from Bordeaux to Paris in the record time of four minutes.

Mr. Belin's process differs radically from Professor Korn's method as described in a recent issue of THE EDITOR AND PUBLISHER. Instead of using selenium he prepares a photographic plate, the basis of which is bichromated gelatin and the surface of which is uneven.

A small metal point, passing over the uneven surface of the plate, causes a variation of the electric current, which renders possible the transmission over a telegraph or telephone wire of the lights and shades of half-tone plates and is attended with remarkable regularity and speed.

The most interesting feature of Mr. Belin's invention is that it is possible to carry about a small apparatus, weighing about 16 pounds, and immediately attach it at any telephone station. This renders possible the telephoning of pictures over long distances.

In the experiment recently made a photograph, 6 inches by 5, was sent by the portable apparatus from Bordeaux to Paris. An hour was occupied in preparing the plate with the uneven surface, but only four minutes were occupied in the transmission of the photograph thereon. The results obtained seem to be in advance of anything yet done in this direction.

W. R. Nelson Must Show Cause.

William R. Nelson, editor and owner of the Kansas City (Mo.) Star, has been ordered by the Circuit Court to show cause why he should not be adjudged in contempt of court following the publication in his newspaper of an article in which it was said that three attorneys received a fee of \$60 each in a suit for divorce which was dismissed in the Circuit Court. The article said that the fee was granted in accordance with a ruling by Judge Guthrie of that court. The Star recently has printed several articles on the law's delay, pointing to alleged improper acts by attorneys and criticizing court procedure.

Contribute \$378,660 for Free Ads.

Waldo G. Paine, chairman of the publicity committee of the Spokane Chamber of Commerce, reporting at the annual banquet of that organization held the evening of Jan. 21, stated that 75,932 inches of space had been given Spokane during the year 1912 in the best newspapers throughout the country. If paid for, this space would cost \$378,660, he said. During the past year \$7,000 was appropriated for publicity. Space was secured in 850 daily newspapers in the United States and Canada, in addition to numerous weekly and monthly papers.

Syracuse Journal Officers Elected.

At a recent meeting of the Syracuse (N. Y.) Journal Co. the following directors were elected: Louis Will, Alex. T. Brown, C. B. Everson, C. M. Crouse, T. E. Hancock, H. D. Burrill, Anthony Will, Edwin P. Lyman and I. A. Stilwell. These officers were chosen: President, Louis Will; vice-president, C. B. Everson; secretary and publisher, H. D. Burrill; treasurer, I. A. Stilwell.

Second Pulitzer Concert.

The second Pulitzer concert by the Philharmonic Society given in compliance with a wish expressed by the late Joseph Pulitzer was held in the ball room of the Waldorf-Astoria on Thursday evening.

HEARST BUYS ANOTHER.

Reported to Have Purchased the Orchard and Farm Magazine. (Special by Telegraph.)

SAN FRANCISCO, Jan. 29.—It is reported that William Randolph Hearst has purchased the monthly publication "Orchard and Farm" and contemplates making it one of a string of agricultural publications in the Pacific Coast territory.

Charles F. W. Nichols, recently vice-president of the Nichols Finn Advertising Co., of Chicago, is now connected with the company formerly known as the Honig Advertising Service of San Francisco, which will now be known as the Honig-Nichols Co. Mr. Nichols was formerly vice-president of the Levin Advertising Co. and for seven years was the business manager of the Chicago American. He was also connected with the Chicago Daily News for a period of nine years.

SEATTLE, Wash., Jan. 29.—The Bremerton Commercial Club was entertained by the Seattle Ad Club on Tuesday, Jan. 14, at a luncheon.

The Bremerton club is anxious to obtain a third dry dock for their town which they think will settle the point for the future naval base of the Pacific.

MAKES FALSE ADS CRIMINAL.

Governor Sulzer Urges Legislature to Pass Effective Measures Against Frauds.

In a special message sent to the Legislature on Monday, Governor William Sulzer, of New York, urged the enactment of remedial laws affecting stock exchange practices in the State. In regard to the dissemination of false statements to boost stocks, the Governor has this to say:

"One of the most widespread of public grievances in connection with the purchase of stocks arises from false or fraudulent prospectuses, statements, or advertisements regarding corporate securities. Under our law, as it now exists, it is difficult to bring to justice persons who, by means of false and fraudulent statements, advertisements and promises, deceive and wrong the investing public. These deceiving practices have been attacked under the Federal laws forbidding the use of the mails for fraudulent purposes.

"I recommend amending the law of this State so as to make it a criminal offense to issue any statement, or publish any advertisement, as to the value of any stock, or other security, or as to the financial condition of any corporation, or company, issuing or about to issue stock or securities, where any promise or prediction contained in such statement, or advertisement, is known to be false or to be not fairly justified by existing conditions."

New Canadian Paper Mills Start.

Price Brothers' new Kenogami paper mills are now in operation, and within two or three months the plant will be running at its designed capacity of 150 tons of news print paper daily. The sulphite plant was started two weeks ago. About 500 men are now employed, but the number will be doubled later on.

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

AMERICAN ADVERTISERS' CONVENTION

Association Holds Its Thirteenth Annual Convention at Syracuse with Large Attendance—Important Papers Read—Organization Votes to Admit Publishers and Advertising Agents.

SYRACUSE, N. Y., Jan. 29.—Admission of advertising agents, publishers of newspapers, men who handle painted signs, street car advertising and billboards to the Association of American Advertisers was the feature of the thirteenth annual convention of the association which closed here to-day.

This radical move was favored in the executive session this morning by all the delegates when the vote was taken. But it will not become a fact until the Board of Control, which will meet in a few weeks, passes on it. If they sanction the widening of the lines of the association, these men, who hitherto have been guests of the association, will be admitted as associate members to pay dues of \$25 a year. They will not have a vote, but they will have the right to take part in any discussion and their recommendations will be heeded. Members of the association say that this means much in the advertising world. It means that the agency men who travel about the country and for that reason are well posted on advertising affairs—better posted, in fact, than the men who buy space only—will be able to help the work of the association with their practical advice.

Then, too, the additional revenue means a great deal to the association. It takes a great deal of money to carry on the campaign of investigating circulations and the association has been hard pressed at times for the necessary funds. The stand taken at the Syracuse meeting is believed to be the solution of the problem.

LINING UP CANDIDATES.

This Syracuse meeting was one of the best that the A. A. A. has ever held. There was particular interest in the election of officers. G. H. E. Hawkins, the Gold Dust man, and Louis Bruch, the representative of the American Radiator Co., were expected to be the leading presidential candidates, but Bruch said that he could not take it and Hawkins considered the matter all day Tuesday and late Tuesday night came to the conclusion that he could not devote the time necessary successfully to handle the work. It then became a matter of a dark horse. Bert M. Moses and the New York delegation favored a man from the West, and finally Emery Mapes, the Cream of Wheat man from Minneapolis, was selected and elected without a struggle. Other officers elected were:

First vice-president, Louis Bruch, of Chicago. American Radiator Co.; second vice-president, G. H. E. Hawkins, of Chicago, N. K. Fairbanks Co.; treasurer, E. B. Merritt, of Chicago, Armour & Co.; secretary, F. H. Squire, of Milwaukee, Pabst Brewing Co.

The following directors were named for a term of three years: Bert M. Moses, New York, Omega Oil; George M. McCampbell, Jr., New York, Sozodont; Walter B. Cherry, Syracuse, Merrell-Soule Products; Henry Dumont, Chicago, "Twenty Mule Team Borax";

R. O. Eastman, Battle Creek, Mich., Toasted Corn Flakes.

Walter B. Cherry, of Syracuse, said that he could not possibly give the time necessary to the work and this broke the old precedent of electing the first vice-president to the presidency.

It was also decided to move the offices of the association from New York to Chicago. The reason given for this ac-

tion after 11 o'clock that the actual sessions began. One of the features of the opening session was the address of President Bert M. Moses, in which he made the suggestion that the advertising agents, publishers, etc., be admitted to some sort of membership.

Mr. Moses reviewed the work of the association in the past year and said he had found it good. He thought, however, that more work could and should be done.

PLEAD FOR SUPPORT.

He asked for further support for the association from the publications which deal with advertising topics, newspapers and the like, mentioning THE EDITOR AND PUBLISHER, Printers' Ink, The

said, "to get all associations dealing with advertising matter together and form an organization to audit all good publications who want their circulations examined? I believe that the good publications would be willing to contribute to a fund that would permit this examination annually. It would take a large fund, but it would be worth while."

RIGHT KIND OF CIRCULATION.

Premium and Contest Subscriptions Have Little Value to the Advertiser.

Miss Ida Clarke, advertising manager of Scott & Bowne, Scott's Emulsion, was the only woman delegate present. After President Moses' address and the discussion that followed, she talked on "Circulation." She said, in part:

According to Webster and some other dictionary authorities, circulation as referring to newspapers and periodicals is the amount of distribution—the number issued.

I believe that George P. Rowell many years ago said that circulation was the total number printed.

The advertiser of to-day, next to the circulation manager and owner, is the most vitally interested person in the circulation of a newspaper, and I shall refer to all periodicals as newspapers for the sake of convenience.

Not all of the papers printed or all those distributed are of benefit to the advertiser. Even some papers that are paid for cannot be considered of benefit to the advertiser because many of them are not read. On the other hand, I consider that such papers as are handed to the policeman, the car conductors, the firemen, the complimentary copies to employes, which are taken to their homes and read by themselves and their families, are just as good to the advertiser as any subscription.

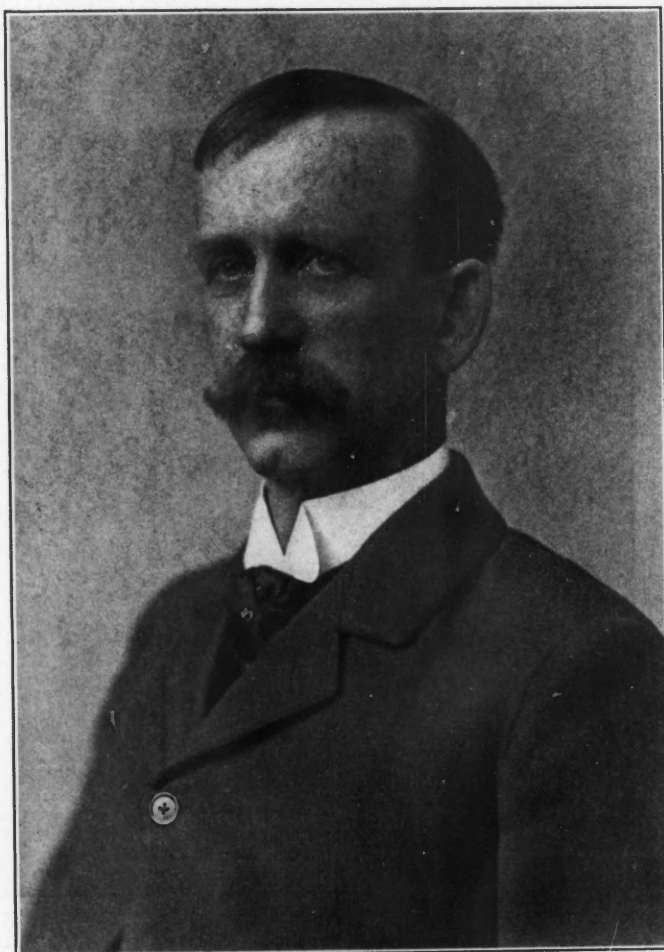
Circulation that is of benefit to the advertiser is not the total number of papers indicated on the register, nor is it always the total number of copies paid for, when this number includes such papers as are sold in bulk for campaign purposes or to help some ambitious young woman win a popularity contest. It is not those that are just glanced at or opened up for the sake of clipping a coupon; neither is it the copies that are bought in lots of 100 or so and carefully laid out under the carpet as padding.

About eight months ago a friend living in a little country town, asked me to send a three years' subscription to the daily published in the town where she resides, which would entitle her to something like 20,000 votes in the popularity contest. Naturally, I wished to promote her popularity and complied with her request. Other friends helped in a similar way, but as she was not the winner, it is very evident that friends of the other contestants were even more active in adding their subscriptions, though without any interest in the publication. That paper comes to my home each day and is deposited in the waste basket without being opened, and being a paid subscription, the publisher undoubtedly includes it in his circulation statements, but so far as its value to the advertiser is concerned, it is nil.

Such circulation as this will not sell any Omega Oil, None-such Mince Meat, Sozodont, Gouraud's Oriental Cream or anything else.

Some of you will probably remember the Southern publisher who issued a sworn statement that he circulated 10,000 copies of his paper daily. When the examiner for the Association of American Advertisers called and asked to examine his circulation records, he was told to go ahead—the coast was clear. The examiner went carefully over every record he could find and informed the manager that he could not find any such amount as 10,000—he could only find 6,000. Whereupon the manager politely said: "No, of course not, the actual circulation is but 6,000, and the indicator is set at 4,000 when the press is started." That was one publisher's idea of circulation.

This is the day of investigation. Even Standard Oil could not escape it. The Government passed a bill last fall demanding sworn statements of circulation from newspapers, but this bill is defective. It has too many loopholes. As a demonstration of this I have hit to call your attention to the fact that within the past year a certain paper, very high in the estimation of its readers,



EMERY MAPES,

THE NEW PRESIDENT OF THE ASSOCIATION OF AMERICAN ADVERTISERS.

tion is that Chicago is a more central location and more convenient for the new officers, all of whom are Western men.

The ad men enjoyed themselves in Syracuse. The headquarters of the convention were at the Onondaga Hotel, one of the best new hotels in this section of New York. The delegates began to arrive on Tuesday morning and went at once to headquarters room, where Walter B. Cherry and his assistants received them, took their money for the banquet Tuesday night and had them register.

The badges given out were handsome affairs. They are made of composition which looks like heavy gold. The top has "Syracuse, N. Y., Jan. 28-29, 1913" in raised letters with a space in which the delegate may write his name. Suspended from a ribbon is a scalloped round tablet with the initials of the association, "A. A. A." raised in the middle of a circle of blue enamel which bears the name of the association in gilt lettering, "Association of American Advertisers."

The actual start of the convention was delayed through the late arrival of the Chicago delegation, and it was not

Fourth Estate and others. These publications, he said, are aiming at the same thing as this association, and he felt that they should give the A. A. A. their support without being asked.

President Moses' speech aroused much interest and some comment. When he was through, and asked for the views of some of the members in open discussion on the topics he had suggested, Jason Rogers, of the New York Globe, arose and took up the question of admitting advertising agents, but went even further. He said that he would favor the interesting of the better class of publishers as well. They are doing the same work, seeking for honest advertising facts. They are interested, he asserted, in keeping advertising figures right. They, like the association, desire to show the advertiser that he is getting 144 eggs to the gross. It makes no difference, he said, whether the eggs are bad or not; the question of quality is easily determined by looking at the medium selected and the class of its circulation.

Edward Conlin, of the Munsey publications suggested a novel scheme. "Why might it not be possible," he

For 31 years the
San Diego Sun
has covered San Diego
County like the dew. It
is supreme in its field.

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

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

has been examined by the A. A. A., and its entire press run found to be 10,000 less than its report prepared for the Government, which was withheld pending the validity of that law.

The circulation that is of benefit to the advertiser is not the total number printed or the quantity shown on the register, nor is it always the total number paid for. It is the number of papers that are of sufficient interest to the recipients to cause them to read them through, and it is this circulation, and this circulation only, that we should take into consideration when we weigh the selling power of any paper to determine its value from an advertising standpoint.

LUNCHEON IN THE RATHSKELLER

Edward O'Hara's Appreciation of the City of Syracuse.

A luncheon was given to the delegates in the rathskeller of the Onondaga Hotel by the publishers of the Syracuse newspapers, the principal feature of which was an address by Edward H. O'Hara, publisher of the Syracuse Herald. Mr. O'Hara, who is a born orator, delivered an eloquent appreciation of Syracuse, in which he said:

And I want to say in giving over to your use this city of ours, that I'm proud of its history and achievement; proud that I am permitted to remain a citizen of it; proud of its great university, which is not coming, but has arrived; proud of its wonderful stadium, than which there is no greater anywhere; proud of its churches and its schools, among the latter the finest high school building in the United States; proud of its three great typewriter works, which have earned for it the name of the Typewriter City; proud that it is the home of Nonesuch mince meat; proud of its three great automobile plants; proud of its stupendous Solvay Process Co., which has expended about \$20,000,000 in building in twenty years and has probably distributed twice that sum in dividends; proud of the fact that it is the home of the State Fair, which in the very near future will have the greatest exposition grounds and buildings anywhere on earth; last, but not least, proud of its great mercantile establishments and many other industries not already mentioned.

Mr. O'Hara then briefly called the attention of the ad men to some of the charitable things the citizens of Syracuse have done for the local public institutions.

After Mr. O'Hara's speech the diners had an informal session of getting further acquainted. In this regard a part of the Illinois delegation carried off the honors. Seated at a table near the speakers' table, they began to extol the virtues of Illinois in song; "Illinois," the State "anthem," being their choice. They all had good voices and made themselves heard. Their efforts were greeted with applause. Cheers for other State delegations were being given when the luncheon broke up for the executive session in the Hiawatha room.

ADVANTAGES OF FLAT RATE.

Allen H. Drake Presents Strong Arguments in Its Favor.

At the afternoon session Allen N. Drake, of the Booth's Hyomei Co., Buffalo, spoke on the subject of the flat rate. He spoke, in part, as follows:

There may be a few advertisers whose commodities find a possible market in every home, and with each member of that home, thus permitting an extensive use of space, who feel that bulk should predominate, but in advertising, as in everything else, the wishes of the majority should govern, and from the canvass I have made, it is evident that the majority of the foreign advertisers want the flat rate.

Flat rate, as I define it, is the same price per inch or line to all, whether foreign or local advertisers, and regardless of the business offered. Some publications make a special rate for automobile and book advertising, claiming it is an inducement for

An Unparalleled Record for 1912

THE BOSTON HERALD

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

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

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

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS



MISS IDA CLARKE, ADVERTISING MANAGER SCOTT & BOWNE, AND MISS ALLYNE V. SCHEERER OF THE CARPENTER-SCHEERER SPECIAL AGENCY.

high class business. Are these commodities any more high class than pure foods, good clothing or shoes? I contend not, and further, I feel that a publisher should not open his advertising columns to the publicity of any article which he feels it incumbent upon him to penalize as to rates.

I will treat the subject of "Flat Rates" from at least three separate viewpoints:

First.—That of the publisher.
Second.—The local advertiser.
Third.—The foreign advertiser.
The publisher is placed first because he is the one furnishing the advertising columns, and while some may think him a Shylock, the large majority are fair-minded business men, each of whom is confronted by the same problem that every manufacturer faces—*income vs. expenses.*

In the early days of newspapers and other periodicals, almost the entire revenue was derived from subscriptions. In due time some few merchants conceived the idea that it would be worth while to keep their names before the public by taking space in the publications. No idea of argumentative copy existed, hence the space was small and always uniform and contracted for by the year. While the publisher did not look upon the advertising very seriously, he was able to estimate his yearly income from that source, which, added to his subscription receipts, gave the total income from which he could draw for expenses.

As the times advanced, the local store first and the manufacturer later, began to appreciate that advertising was only salesmanship on paper, and that it was as important a part of merchandising as their sales force. Therefore, fixed space contracts were objectionable, since they prevented the proper use of space in seasons without being obliged to pay for excess space when it was not needed.

The publisher was also awakening to the realization of the fact that his advertising columns had a tangible value and could be made to yield an increasing yearly income. He no longer needed to know exactly the space each advertiser would use per issue, and so met the objection to the fixed-space contract by establishing the graduated scale of rates, which is still largely used and which

the advocates of the flat rate want abolished.

The publisher maintaining these graduated cards maintains that he must have an approximate estimate of his yearly income in order to gauge his expenditure. This he could not do under the flat rate. I will grant that he cannot figure quite as closely as under a graduated card if each five, seven or ten thousand line contract made was completed, but we all know that many of these contracts never see completion, and even if the short rate is enforced, he does not receive the same amount of money as he would if they had been fulfilled.

Furthermore, does it not stand to reason that with the rapidly growing demand for advertising space, if his circulation is maintained and rates are equitable, he can judge very closely his income for the next year by taking the figures of the past twelve months. Statistics show that a majority of newspapers are more than holding their own each year, while many are showing tremendous gains.

No one gives the manufacturer or retailer an insurance policy guaranteeing that he will sell so many automobiles or any other commodity, whether it be Non-Such pies or Three-in-One oil—should not the publisher share the same risk as his patron? I say

decidedly, yes! The publisher is not in the banking business, but merchandising. The former is a dead certainty—the latter has its risks.

Again the same publisher contends that amount of space used should govern price, how can he justify his position with his attitude on the railroad and public service re-tribution cases being contested by the Government? Has he not been denouncing these corporations for their rebates to Standard Oil, the beef packers, etc. These rebates were given for volume of business. Either his attitude on the rebate cases is wrong or the policy of his advertising department is.

Another argument used is that the flat rate tends to decrease the amount of advertising. I will answer this by quoting to you from a letter written me on December 17, by the publisher of six large and important mediums. This writer states that he thinks he was the first to adopt the flat rate, and I believe he was, as his publication have had it for over twelve years. In speaking of flat rates he says:

"We have never regretted it; in truth, we have had every reason to congratulate ourselves for having adopted the flat rate policy."
"We know beyond any question of doubt, from actual experience, that a flat rate does not even tend to curtail advertising receipts, as many publishers believe; but, on the contrary, does increase the volume of advertising, the number of accounts, and, quite naturally, receipts."

"We have found that a flat rate is a greater factor in encouraging and creating new business than anything else we have ever been able to do."

"If publishers are to create new business, they will find there is nothing that will work to their greater advantage than an equal price, and an even break to everybody. We have pursued this same policy locally with gratifying results."

"Certainly no publisher should have it in his mind to hold an advertiser to a contract not profitable to the advertiser, and there can be no other construction placed on a graduated rate card."

After receiving this letter I interviewed some publishers who had changed from the graduated scale to the flat rate and had been operating under it for at least a year. Not a single one regretted the change of policy.

We now turn to the local advertiser and the flat rate. If you started to canvass the merchants in any community you would get about as many different opinions as people visited. The department store clamors for a decided cut in rates because of his daily

(Continued on page 6.)

WHY I USED THE Louisville Courier Journal

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

When I was appointed advertising manager of Kaufman-Strauss 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.

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

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

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

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

The S. C. Beckwith Special Agency

Sole Foreign Representatives,
New York St. Louis Chicago

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

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

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

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager
NEW YORK OFFICE: 6024 Metropolitan Bldg.
CHAS. H. EDDY, Representative.
Telephone, Gramercy 4211.
CHICAGO OFFICE: People's Gas Bldg.
EDDY & VIRTUE, Representatives.
Telephone, Central 8486.

THE MINNEAPOLIS JOURNAL

"The Northwest's Greatest Newspaper"

The year that has just closed has been one of great growth and development for the Minneapolis Journal. It has seen a steady increase in the great family of Journal readers; it has seen a substantial addition to the patronage of advertisers who appeal to those readers for trade; it has been the greatest year in The Minneapolis Journal's history.

A Record for Advertising

In 1912 The Minneapolis Journal, Evening and Sunday, carried a grand total of 32,891 22-inch columns of advertising—10,130,428 agate lines. The Minneapolis Journal led its nearest competitor in the Twin Cities by 1,370 columns—421,960 agate lines.

The Minneapolis Journal carried

MORE LOCAL DISPLAY
MORE FOREIGN DISPLAY
MORE REAL ESTATE
MORE LAND
MORE AUTOMOBILE
MORE SCHOOL AND COLLEGE
MORE RESORT ADVERTISING

than any other newspaper in Minneapolis or St. Paul.

Another significant comparison is the number of pages used to carry advertising and reading matter in 1912:

The Minneapolis Journal (Evening and Sunday) 11,456 Pages
The Journal's Nearest Competitor 10,604 Pages

Figure it out for yourself! In spite of the tremendous amount of advertising carried by The Journal, the news columns have been provided for more liberally than by any other newspaper in the Northwest.

A Record for Cleanliness

Few newspapers in America—certainly none in the Twin Cities—regard the character of their advertising columns so jealously as The Minneapolis Journal. The reason for this is that the Minneapolis Journal feels a certain moral responsibility to its advertisers, no less than to its readers. It feels that, while obviously it cannot undertake to guarantee absolutely all the advertisements that appear in its columns, it can and must undertake to shut out all advertising that, on its face, seeks to defraud, to mislead, to debase, to injure or to corrupt in any way,—in other words to make it the clean, wholesome, home newspaper.

Objectionable classes of advertising have been rigorously weeded out until now the list of rejected business includes the following classifications:

- | | |
|---|---|
| 1. Beer and Whiskey | 8. Objectionable Medical |
| 2. Guaranteed Cures | 9. Attacks of a Personal Character |
| 3. Fraudulent or Doubtful Financial Offerings | 10. Bucket Shops |
| 4. Large Guaranteed Dividends | 11. Fortune Tellers, Palmists, Etc. |
| 5. Transient Fire and Bankrupt Sales | 12. Fake Piano Sales |
| 6. Massage | 13. Sales by Itinerant Merchants |
| 7. Matrimonial Offers | 14. Suggestive Books |
| | 15. Want Ads Requesting Money for Samples |

The Minneapolis Journal intends to increase further its standard in this regard.
There will be further elimination in 1913

The Minneapolis Journal goes to the homes of Minneapolis people every week-day evening and on Sunday morning when the family is in a receptive mood for clean, square advertising. The Minneapolis Journal goes to the people of this rich section of the country who have **purchasing power**, and this is one of the reasons why Minneapolis merchants use its advertising columns most and pay **more per agate line** than to any other Minneapolis newspaper.

CONVENTION OF 3 A's.

(Continued from page 4.)

page or so of space. The smaller stores, such as dry goods, how because the department store can, because of carrying a more diversified stock, use large space, and if their rate is lower than his, overshadow him and prevent his competing with the same line of goods. Next the specialty shop or store selling but one particular line, which is, of course, restricted in the use of space, declaims against a rebate to the former classes, and so it goes until eventually in your canvass you find the non-advertiser. There is a field for his publicity, but he could use only a few inches per issue, and in many cases the rate would be nearly twice that



G. H. E. HAWKINS,
Second vice-president A. A. A.

of the large store. He feels that he cannot start a campaign under such a handicap, and, as a result, ekes out a rather miserable existence.

With the flat rate for local advertising, John Jones, who runs a grocery, can advertise his business just as cheaply as the big store can exploit its grocery department—competition is kept alive and the public benefited. Not only that, but the foreign advertiser reaps a large reward for his expenditure. You ask how this is so. Simply by the curtailment of the sale of non-trade marked goods. Where competition is not rife, non-trade marked articles thrive. Some may be as good as the trade market, but to date the balance is decidedly in favor of the trade marked article, not only in quality but in price.

The publisher again has to come into our horizon—he is the one that makes the rate. It is, of course, comforting to have in your safe a few contracts from big local advertisers, insuring a certain monthly sum that will go a long way toward meeting paper bills and payrolls, but would it not be better for the community which that publisher serves if he had the same volume, but represented by all the good stores of the town rather than by a few? Publishers operating the local flat rate claim that their income is greater than under the rebate system, and that they best serve their public under the flat rate.

Those operating the graduated scale or rebate system contend that the expense of handling so many small accounts would necessitate a natural raise in rates, and thereby cause dissatisfaction, and even keep out some of the smaller advertisers whom they are supposed to get by the flat rate. This I do not believe. If these publishers will keep an accurate cost system on the expense of getting and handling some of the big business and add to it the rebate they are giving, they will find that big business is not always profitable business.

We must now dispose of the foreign advertiser with reference to the flat rate.

In the first place most foreign business is what may be termed seasonal, thereby necessitating specific campaigns such as spring and fall. The expenditure in these campaigns must be governed by the article advertised. There is what I call a point of saturation in advertising copy; that is, a given space will produce the maximum sale at the minimum cost. This point of saturation varies with different commodities, all depending on the possible market for the article. Since it is admitted that advertising is salesmanship on paper, it may be said to come under the same classification as traveling salesmen. Common sense teaches us the folly of putting more salesmen into a given territory than the possible demand for the goods would warrant. The same principle applies to space used; therefore, each advertiser must determine the point of saturation for his copy and he governed accordingly, no matter whether his campaign uses 2,000 or 10,000 lines.

It is only natural for both the foreign and local advertiser who can use the maximum space, thereby earning a rebate, to encourage the publisher to continue his graduated card, but it seems to me that it is the duty of the publisher, who in reality comes under the head of "Public Service," to meet the wishes of the majority and to serve all with equality. Unless I have been misinformed, the majority of foreign advertisers favor the flat rate, while in the local field the greater percentage of merchants prefer it, and from the testimony of those publishers employing it, there is no decrease in the earnings. Therefore, why not have a universal flat rate?

WISDOM AT THE BANQUET.

Some of the Good Things Poured Out by the Speakers.

The big feature of the entire meeting was the banquet, held on Tuesday night, which was attended by 175 guests. It was a lively affair from start to finish. The diners were grouped about a sunken garden of ferns, smilax and daffodils. Those who were not accommodated at the main table were taken care of at smaller tables set on either side. The music was the feature of the evening prior to the start of the speakers' hour. Songs written especially for the advertising men, and particularly the slogan, a reminder of the Dallas and Boston Ad Club conventions, "Style All the While," were sung with a zest by all of the guests. The annual banquet menu brochure was a work of art. It contained the words of a half-dozen songs: "When the Three A's Work"—tune, "Row, Row, Row"; "When Bertie Banquets With You To-night"—tune, "When I Get You Alone"; "You're Our Cherry"—tune, "You're My Baby"; "All Aboard Three A's Special Choo"—tune, "When That Midnight Choo-Choo Leaves for Alabama"; "I Want a Graft," respectfully dedicated to the S. A. M. Club—tune, "I Want a Girl"; "The Ad Man"—tune, "The Stein Song"; "America."

At 10 o'clock Bert M. Moses, president of the association, briefly introduced Walter B. Cherry, of this city, the toastmaster, ascribing to him the chief credit for the success of the evening. His words were drowned by a roar of applause.

Mr. Weedon followed with a toast to "Good Fellows."

Toastmaster Cherry introduced as the first speaker H. N. Casson, of New



F. H. SQUIER,
Secretary of the A. A. A.

York, a member of the firm of H. K. McCann & Co., advertising agents. He spoke on "Advertising and Selling Efficiency."

Mr. Casson's talk was one of the best advertising addresses ever heard by advertising men. He spoke, in part, as follows:

"I think, as an advertising man, I ought to have placards printed something like this: 'Casson's speeches; he makes them good, his friends make them famous. Children cry for Cassonia.'"

Casson then made an attack on the present system of buying and selling advertising. He said that efficiency was lost sight of. He deplored the fact that any man might write a \$50,000 ad and

get about \$11 for it. This, he said, is wrong. The \$11 man is not competent to write ads. Ad writers and ad men should study their work, prepare for it and thus become efficient, and with their own efficiency make the power of advertising itself more efficient.

"Efficiency," he said, "solves all problems of advertising. It has solved other problems, and it will care for the ad man's difficulties in the same way. Look at Luther Burbank. By his efficiency he has made plants in a few months do things that even nature itself never intended. Von Moltke, by his efficiency,



LOUIS BRUCH,
First Vice-President A. A. A.

made the Germany army such a fighting machine that within eight weeks it had beaten the French. These are proofs of efficiency, proofs that are adaptable lessons for the advertising man."

Casson's speech was, in effect, a warning that the advertising man who wished to get ahead must prepare himself for his business and continue all his days to study it. He urged that advertising men work this idea out together, so that not only the individual, but the entire business might profit by efficiency.

After Mr. Casson came Simeon Ford's successor, Frederick T. Murphy, advertising manager of the Mark Cross Co., New York, who spoke on "The Compensations of Obscurity." Mr. Murphy said, in part:

The toastmaster's introduction sounds like the preliminary steps in canonizing a saint. Mr. Cherry has conferred upon me the three logical virtues of Faith, Hope and Charity; also the four cardinal attributes of Prudence, Justice, Courage and Temperance. Writing under the embarrassment of these seven deadly virtues, I feel myself resolved into an exquisite mixture of St. Paul and St. Vitus.

Robert Burns asked to see ourselves as others see us. Burns' writings are full of deep humanities—he was a great poet and had a cigar named after him. As to others seeing us, we might ask, which others—friends or enemies, toastmasters or guests? Of course, a toastmaster is affected by two impulses; one is to be interesting, the other to tell the truth. Sometimes these impulses conflict—sometimes they conflict. When one employs diplomacy and tact—diplomacy is the art of seeming to tell the truth without lying; tact, is an elusive quality; when you have it, nobody mentions it; when you haven't it, it is noticed by everybody.

If we believed only what is true, we would miss much harmless enjoyment. Besides, what are a few facts among friends? Our toastmaster is an advertising expert; a profession whose members are privileged to say anything they choose—provided they are paid for it. One should always believe in advertising experts and tell them everything. Otherwise, how would the advertising expert know how much money his client has?

It is always a pleasure to meet men eminent in public life. What we admire about great men is their resemblance to ourselves. We are Caucasians and members of the same sex. It is sometimes difficult, however, to combine the advantages of greatness with the compensations of prudent obscurity. There is a penalty attached to greatness which pursues it like a shadow. Success is difficult to withstand, either one's own success or the success of others. History reveals that there was only one man not spoiled by being lionized; he was a man in the Scriptures by the name of Daniel.

To be great is to be misunderstood. The politician spends most of his time explaining what he meant in his last interview, and he usually discovers that he has contrived to say more in a minute than he can disprove in a year.

Many a man in looking back on his political career finds it divided into two periods: when he was too young to be trusted and when he was too old to be strenuously effective. So, it is seen that politics has two ways of crushing a man; one is by denying him office; the other by granting it.

A man in politics has little time for family or friends. He must devote himself entirely to his enemies. The Scriptural injunctions, "Love Thy Neighbor" and "Love Thy Enemy" are heard so often, there is no doubt that they are sometimes followed. It is a great temptation to love one's neighbor—especially if she is good looking, and if there are any forces to compel one to love one's enemies, they are the speeches of one's dear, well-mentioned friends. Some tongues are like clocks—they keep on striking not to tell the time of day, but because there is something wrong with their works.

The Greeks had a classical maxim, "First acquire an independent income, then practice virtue"; and it has now become the fashion for men of great wealth to acknowledge the existence of a Superior Being.

It is the mode to issue articles on "How to succeed in life," and from time to time, the blessings of "Poverty and a good appetite" trickle down to us through the Standard Oil piping system. Mr. Carnegie still praises poverty and still avoids it.

It is said that the rich will, with difficulty, enter the Kingdom of Heaven—in the meantime, they are well received in the church and in the Senate. It is a poor speech, nowadays, that doesn't hit a rich man somewhere, and, if in this assembly, there be any of that struggling and deserving class who pursue the tiresome routine of millionaires, the tactful speaker should shape his discourse so that every rich man who hears it will say to himself: "Nothing could be fairer than that, because it hits everybody but me."

It is indeed a strenuous age. Doctors are inventing new diseases to die of, and if we escape them, legislators are creating new laws to send us to prison. The rich man is dodging taxes and the poor man is dodging taxes. The only commodities held cheap are human life and Swedish matches.

EVERY AGE HAS ITS VICE.

Every age has its peculiar vice. This is well illustrated by the fable of the two foxes who had entered a hen hoost and who had begun to feed upon their prey with singular satisfaction. One of the foxes who was young and heedless, was for devouring them all upon the spot; the other who was old and covetous, proposed reserving some for another time, "for experience," said he, "has made me wise. Let us provide therefore against the future and not consume all our store at once."

"All this is wondrous wise," replied the young fox, "but I shall seize the opportunity while she is present." As is usually the case, after discourse, each pursued his own scheme. The young fox ate till he scarce had strength enough to reach his den before he died. But the old fox who thought it best to deny his appetite for the present and lay up provision for the future, returned the next day and was shot by the farmer.

William A. Reid, of the Pan-American Union, took the place of the Hon. John Barrett, who was unable to reach Syracuse in time for the banquet. Mr. Reid spoke knowingly of the advantages for the American manufacturer in the South American market and illustrated his talk with stereopticon views.

WEDNESDAY'S SESSION.

Election of Officers and Votes on Important Resolutions Occupy Delegates' Time.

None of the delegates was anxious to get up early this morning; and, as a result, the executive session did not begin until after 11 o'clock. The election of officers, the vote on the admission of the agency men and other important matters were taken up. After the meeting the delegates were the luncheon guests of the Syracuse Advertising Men's Club in the rathskeller. This was entirely informal. The only speech was made by Harvey Burrill, publisher of the Syracuse Journal.

"It seems," he said, "that you fellows of the A. A. A. are sometimes too prone to jump on the publisher. You take some isolated case of some publisher that has 'done you,' and you keep dwelling on that so that, eventually, you create the impression that all publishers are dishonest. We would like to have you talk more about the good publishers, and let the bad ones go to the Dickens."

Mr. Burrill then gave some statistics about Syracuse, its population and industries, which, he said, he felt sure would give good reason for the ad men to keep interested in this city.

"Now," he said, "I am going to say what the 'master mind' told me I was

(Continued on page 8.)



The Evening Post Saturday Magazine

NEW YORK

An Illustrated Magazine

FOR THE SATURDAY EDITION OF

The New York Evening Post

ON February 8th next, the New York Evening Post will begin the publication on Saturdays of an illustrated magazine, a periodical of sixteen pages with four cover pages, the outside covers to be in colors. This Evening Post Saturday Magazine will be part of the regular Saturday issue of The Evening Post, which, on Saturdays only, will thereafter sell for five cents a copy, and the new section will **not** be sold separately. It will set a new standard for publications of this kind, in interest, beauty of typography, and illustrations, and its cover designs will include the work of leading American artists.

Its contents will be up to the standard ever maintained by The Evening Post, regardless of cost. The keynote will be entertainment—the kind of illustrated weekly which will make a broad appeal, and be a welcome visitor in every household. From time to time the illustrated magazine will contain features of special interest to women and to children. Few, if any, newspapers give so much solid and entertaining reading matter as does The Evening Post in its Saturday issues. The first number of the Saturday Magazine will have a superbly designed cover by Taber Sears, the well-known artist. It will contain the opening chapters of a Cape Cod novel, full of humor, by Sarah P. McL. Green, who made herself famous some years ago with the success of her first book, "Cape Cod Folks." The new novel is entitled "Everbreeze," and goes with a swing and dash. It is illustrated by Relyea, whose drawings are familiar to readers of Scribner's, Harper's, and the Century. A serial fiction story will be a regular feature of the magazine. A group of short, humorous stories and sketches, by Stephen Leacock, is being illustrated by R. B. Fuller, whose work has been well received in Life, and a number of special articles are under way, by well-known authors.

The Evening Post Saturday Magazine will make a feature of Fashion pictures of distinction, and will pay careful attention to pictures of the best offerings on the New York stage. It will carry frequently a page of humorous drawings, and will publish short stories of sparkle, dash, and action. Sports will be adequately treated in photographic effects, and the character stories of men and women who have "done something," so long a feature of the Saturday issues of The Evening Post, will be continued with the addition of the portraits of those so treated.

The Evening Post Saturday Magazine will **not** be syndicated to other newspapers. It will be the exclusive property of the New York Evening Post, and its entire contents will be protected by copyright.

The size of the illustrated magazine section will be 10½ x 15¼ inches, and its column measure will be such as to permit of its accepting the same advertising copy as is prepared for and used in such magazines as the Associated Sunday Magazine, Collier's, Saturday Evening Post, Harper's Weekly, etc. The closing day for the cover pages will be two weeks in advance of the day of publication, and for inside pages one week in advance.

Mr. Henry Edward Rood, for ten years a member of the editorial staff of Harper's Monthly Magazine, will be responsible for the editorial conduct of The Evening Post Illustrated Magazine section, and Mr. Charles Edwin Jones, for several years with the Munsey magazines, will be its advertising manager.

As the Magazine is to be a section or part of the regular Saturday edition of The Evening Post, the management is able to guarantee a circulation for the first issue of not less than thirty thousand copies.

The Edition will necessarily be limited, therefore to be sure of getting a copy place order with your newsdealer **now**.

NEW YORK

The Evening Post

Price **5** Cents

ON SATURDAYS ONLY

NEW YORK



SOME OF THE DELEGATES AND GUESTS AT THE CONVENTION OF THE ASSOCIATION OF AMERICAN ADVERTISERS AT SYRACUSE.

CONVENTION OF 3 A's.

(Continued from page 6.)

brought here for, and I am going to say it from the fullness of an appreciation of what a pleasure it has been to have the A. A. A. men with us.

"We are glad to see you; come again."

Mr. Burrill sat down, and then somebody started the song that was made famous at the Dallas meeting last year, which starts with an intimation that some things "ain't got no style." The answer sung was that the newspapers "are style all the while, style all the while."

Walter Cherry then asked for a rising vote of thanks to the newspaper publishers of Syracuse who had made this convention, and especially its social side, possible. This was given accompanied by cheers.

The delegates then adjourned for a recess until the "bull ring" session in the Hiawatha room at 2:30. This was an informal open session at which all speakers were limited to ten minutes each.

WHAT PUBLISHERS CAN DO.

Jason Rogers Emphasizes Value of Co-operation With Advertisers.

There were several clever speeches at the "Bull Ring" session. Jason Rogers, publisher of the New York Globe, spoke on "Newspaper Publishers." He said:

It affords me great pleasure to be with you to-day, and personally explain the efforts I have been making during the last year to show the better grade of newspapers throughout the country that their great future development lies through closer co-operation with the advertisers.

Much of the lost motion and waste in modern business enterprises that are largely dependent on advertising for success is represented by a misconception of the relations which should exist between the seller and buyer of publicity.

According to my conception of the proposition, the advertiser should absolutely demand that every medium in which he spends money delivers known and proved circulation as a prerequisite of a contract. Unless this is done you place a premium on the man who can most eloquently back up false statements.

Up to the present moment, the New York Globe has without any organization back of it, induced nearly 200 daily newspapers in the country to co-operate with us in printing the Fallon articles "Advertising the Advertiser," which is matter specially designed to interest the readers of the papers in the advertising columns.

These articles furnish convincing argument why advertised goods are best, because the manufacturer who advertises must stand back of his goods, and seek his profits and returns from reorders.

The motive back of this campaign, up to the present an individual effort of the Globe, is an idea to prove to newspaper publishers and advertisers that they can get together.

As you all know, the big city daily newspapers have tried to get together through the Daily Newspaper Club, and are now busily engaged in trying to complete the organization of the National Newspapers, composed of a paper or two in each thirty or more cities.

These and other attempts have been and will be ineffective because they are wrong in conception—not broad and big enough to meet the condition that really exists. The metropolitan publisher who sits in his luxurious office and imagines that he is doing the general advertiser a service in permitting him to buy unproved circulation, is not the sort of material out of which to build a lasting and effective structure.

No national advertiser can get maximum results by using big city papers alone, no

matter how much the big city papers would like to make him think so.

During the past two years I have traveled nearly 60,000 miles in the United States, calling on red-blooded and successful small city newspaper publishers in connection with the organization of the Associated Newspapers, which has to do with the purchase and distribution of feature matter such as stories, comics, etc.

After all this traveling, during which I naturally dug up information regarding advertising and distribution, I was brought to a fuller recognition of the heavy expenses and the difficulties confronting a man or concern wishing to sell his goods or place them on sale throughout the country. I commenced to work the thing out from a purely newspaper standpoint. I was brought to the fuller appreciation of the fact that the dominant small town papers are just as important in the working out of a nation-wide campaign as the big city papers.

ON GETTING TOGETHER.

How to get all these scattered newspaper units and diverse interests thinking one way long enough to appreciate the power possessed by such a broad and earnest combined general movement as I had in mind and which would redound to the benefit of themselves and advertisers, was the problem.

I was told on every band that such a thing could not be done. Hadn't the A. N. P. A. tried it for years? Hadn't the Daily Newspaper Club tried to get the newspapers together? Of course they had, but they had proceeded on the wrong track, they had been the efforts of the big city papers without proper consideration of the small city papers.

The Fallon advertising articles provided the bridge necessary to cross the stream. We started publishing them in the Globe, and they attracted much attention. Then I offered them to the members of the Associated Newspapers, who received and published them with enthusiasm. I then offered them to a selected list of 200 other papers of which over 100 are now using them.

The nature of the response as reflected in the letters from publishers throughout the country shows that these newspapers are not only anxious but willing to co-operate with the advertiser.

I want you to carefully consider the power for your own profit that will come to you through such an organization as I am suggesting. I want to know whether you are willing by similar methods to enlarge and broaden the scope of your organization. If there is this willingness on the part of newspapers to give advertisers greater efficiency than ever before through combined and nation-wide co-operation, why can't you enlarge your organization until it represents practically every worth while advertiser in the country?

ISN'T IT WELL WORTH WHILE?

Is it worth while for us to go ahead and cement ties between the four or five hundred daily newspapers that cover the country, that are read by every citizen in the country and can be brought to stand for circulation verification, decency, and sanity?

This can be done. But it remains for advertisers or manufacturers to say whether it is worth while.

Is it worth while for the newspapers to provide an organization primarily designed to give you gentlemen improved facilities? Why not enlarge the representation in your organization and co-operate with us so far as you can?

Your present organization with eighty members, nearly all very large advertisers, it is true, at say \$200 per year would be many times as effective if it had 1,000 members at \$50 per year, and you would be in a position to investigate every worth-while medium at least once every two years, besides carrying on all the other details.

There is efficiency in numbers as is proven by the whole development of modern business. When we are able through a single representative to present for your consideration facts regarding one, three or five hundred communities, including papers that will guarantee their circulation figures, secure information regarding the names of dealers and who can assure you of the co-operation of the dealers in your line, and thus secure for you everything in fact that your own representative would have to travel hundreds of thousands of miles, at a cost of many thousands of dollars to procure, I think that you will agree with me that an organization such as I am advocating will be worth while.

Your organization should be wholly representative and include every worth-while ad-

vertiser if only for the additional power it would give you to produce the end all of us who are trying to do business effectively, seek.

The man who buys anything wants to know how many of any article he is getting for his money.

He may be buying eggs for theatrical purposes, but just the same he has them counted to be sure he is getting 144 to the gross.

It should be just the same in the purchase of advertising space. Gentlemen, you must insist on knowing how much, or you are placing the premium on the liar.

So long as you will pay real money for unproved circulation you will be gold bricked by the wily crooks who know enough to ask you three or four times what they expect to receive, with the full satisfaction of knowing that if you pay them even one-third of what they ask they will be securing a higher rate per line per thousand than the fellow across the street who does business on the square.

Every business has its own problems to

(Continued on page 23.)

It is a fact that
Without exception

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

are those put out by

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

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

WIRE  WRITE

Adams Features



The Special Service Co.

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

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

Wellman's Komik Kolum

The New Daily Comic Column, beginning Feb. 3rd.
Already placed in Canada and sixteen states.

The International Syndicate - Baltimore, Md.

GET

**Today's News
Today**

"By United Press"

General Office:

WORLD BLDG., NEW YORK

The very best

New Daily Comic

on the market

"RAH YES!

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

**National News Association
200 William St., New York City**

HIGH-CLASS

**Embroidery Transfer
Pattern Service**

Half of full page mat

Trial mats furnished

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

THE BEST MATRICES

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

Watch Them Come Back

When the increased rate touched a few of our general and local advertisers they dropped.

BUT, AS YOU KNOW,
the drop is temporary.

THEY WILL ALL BE BACK

IN THE TRENTON TIMES

New Jersey's Great Seven Day-Paper

Endorsed in 1912. Used by 250 National Advertisers—almost all using our paper exclusively
Guaranteed on January 25 by the A. A. A., whose examiner gave

TRENTON EVENING TIMES

23,892 NET IN DECEMBER

22,611 NET PAID

Many thousands above any other local daily.

Ask KELLY-SMITH CO.

220 FIFTH AVENUE, NEW YORK

Peoples Gas Bldg., Chicago

BROOKLYN EAGLE WINS SUIT.

"Miracle Wheat" Pastor Not Libeled by Articles and Cartoons.

A jury in the Supreme Court, Brooklyn, Tuesday, gave a verdict for the Brooklyn Daily Eagle in the suit brought by Charles T. Russell, otherwise known as Pastor Russell, to recover \$100,000 for libel.

Mr. Russell brought action on the ground that he was held up to ridicule and public scorn because the Eagle had published articles and cartoons about him, following the advertised sale at his rectory of "miracle wheat" at \$1 a pound.

In summing up for the defense, Isaac R. Oeland, of counsel for the Eagle, referred to a cartoon in which the plaintiff was depicted with the "Miracle Wheat" in a picture representing the Union Bank and an official standing in the doorway of the institution inviting him in. Mr. Oeland said that the defendant

publication ought to be commended for its fearless exposure of crooked bank officials.

The attorney asserted that the cartoon did not mean that the plaintiff was of the same stamp as crooked bank officials, but it purported to show that he was a good salesman of wheat, and that the bank directors wanted his bank account of \$1,000 a day.

ASKS CHURCH TO AID PRESS.

Dr. Williams Says Members Can Have Influence on Moral Tone of Newspapers.

Dr. Talcott Williams, dean of the Pulitzer School of Journalism, Columbia University, speaking at the Park Avenue Methodist Church Forum, New York, last Sunday, told the church that it ought to demand improvement in all news publications, whether newspapers or the monthly low-priced magazines. He said there was now a steady improvement in such publications, but intimated that no great credit for such improvement was due to Christian people. The church, as such, had criticised at long range rather than done the things which really counted for influence, he thought.

Dr. Williams discussed the citizens who read newspapers. Readers make them what they were, he said, as the newspaper was a social, not a literary, product. "The newspaper is the conscience of the people," he continued. "When a man buys a paper he helps to edit it, even if he disagrees with it.

"You Christian people have done your full share in the making of bad newspapers. You are doing your best to support the worst in journalism. Your protest to the editor, if you make one, receives instant attention and it has immediate effect. But you make a few protests. One of the efforts of the Christian church ought to be to supervise, and if need be, change the moral tone of the newspaper."

NEW PUBLICATIONS.

SALT LAKE CITY, Utah.—Sufficient capital has been secured by the Democratic State Central Committee to equip and operate a newspaper plant, and it is probable that a new daily will be launched soon after the inauguration of Woodrow Wilson as President.

GREENVILLE, Tenn.—The Odd Fellows' News, devoted to the interests of Odd Fellows in Tennessee, appeared last Wednesday, under the editorship of J. W. Howard, and published by J. R. Self.

RIVIERA, Tex.—George B. Kerwin will start a weekly newspaper to be called the Journal.

CHANUTE, Kan.—A daily newspaper to be launched Feb. 1 and a weekly edition are the plans of the Progressives, who have formed a stock company to finance the paper.

TULIA, Tex.—The Avalanche is a new paper for Swisher County, published by Webster & Knight.

PEACH ORCHARD, Ark.—The Observer is to be established by Maynard & Brookings.

BISMARCK, N. D.—The Daily Times has been launched by L. E. Opdyke and Frank E. Packard.

FREEPORT, Tex.—Freeport Facts is the name of a new weekly recently started by T. H. Bell, who is also publisher of the Comanche Chief.

PURVIS, Miss.—J. T. Tannehill and S. E. Reese are fitting up a plant for the new paper which is to be issued next week.

Newsboys at Funeral of Directress.

The funeral of Mrs. Rudolph Heid, who was directress of the Newsboys' Lodging House, New Chambers street, New York, took place on Sunday afternoon at Christ Church. A score of newsboys attended the services, and the boys of the lodging house sent a wreath. Mrs. Heid's sister, Mrs. Mary McCadden, will succeed her as directress.

Bleese Suggests Jail for Garblers.

Governor Bleese of South Carolina, in his annual message to the Legislature, recommends imprisonment for newspaper men who garble the speeches of candidates for public office. "I make this recommendation," says the Governor, "because it is getting to be a common occurrence for a newspaper reporter to attend a meeting somewhere and make a false report of the speech of a candidate by reporting just enough of his remarks to give the false impression desired. I further recommend that you pass an act to the effect that when any newspaper publishes a statement in regard to any person that is injurious that when that person sends to the paper a correction of said report, the editor or manager of the paper be required to publish said correction in the same columns of the same page and with as large headlines as the original article appeared."

STEREOTYPE SPECIALISTS

Long experience and the fact that we are constantly studying and classifying conditions in individual plants enables us to combine, in our Stereotyping Machinery, the excellence developed in hundreds of practical shops. Wesel Matrix Rolling and Matrix Drying Apparatus is Standard

F. WESEL MFG. CO.

Printers' and Platemakers' Equipment
70-80 Cranberry Street, Brooklyn, N. Y.
New York, 10 Spruce St.
Chicago, 431 So. Dearborn St.

"The class of people reading a newspaper has a great deal to do with its pulling power."

The per capita purchasing power of the readers of the

Paterson Press

is greater than that of any other evening paper in Paterson, N. J.

INVESTIGATE!

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

PAYNE & YOUNG, Foreign Representatives
New York and Chicago

WON'T PUBLISH TRUTH.

Correspondent Claims Newspapers Refuse to Print Anything Favorable to the Present Tariff or to Protection—Miss Tarbell's Exposure of the Iniquities of Schedule K—Some Interesting Facts About Situation.

SOCIETY OF AMERICAN FASHIONS FOR AMERICAN WOMEN.

New York, Jan. 13.

THE EDITOR AND PUBLISHER:

One of my first duties and pleasures Monday morning is to read the latest issue of your interesting publication. This morning I have paused at your report of Miss Tarbell's address to the School of Journalism with its headlines, "Importance of Truth in the News," and its sub-head, "Impossible to Get Out of High Protectionist or Radical Socialistic Newspapers."

From her articles in the American Magazine we all know that Miss Tarbell is in favor of a radical revision of the tariff. But if Miss Tarbell had written in favor instead of against the prevailing tariff, I venture to say that her tariff articles would never have seen the light of day.

Just before the election a series of tariff stories written by me were published by one of our prominent newspapers. As a rule these articles were published as I wrote them. But when there was anything decidedly in favor of the present tariff it was quietly blue-penciled by the editor. For example, when I told all the truth about the lace and embroidery schedule, the pith of the story was omitted, yet it only showed that the prevailing schedule benefited a far greater number of small manufacturers than it did the so-called trust.

My experience is that you can get anything printed against protection, but that it is utterly impossible to get the facts published concerning the benefits of protection. And I am not alone in this experience.

Miss Tarbell has exposed the iniquities of Schedule K, the woolen and worsted tariff, but she has been decidedly one-sided in her statements. For that schedule has been, and is being made the goat. Miss Tarbell may believe everything which she has written, but she has only skimmed the surface of facts. She has followed the example of the reporter of the yellow journals of "sensational at any cost." If she had gotten down to rock bottom, made her own investigations, she would have discovered the truth of my assertions. Had she read the British Board of Trade reports on conditions in the textile industries in various European countries, and compared them with actual conditions in the United States, she would have quickly discovered that the standard of living for mill operatives is incomparably higher in this country. Then, with her broad outlook in life, Miss Tarbell would agree with me that her tariff articles are decidedly one-sided. Had her articles been in favor of the prevailing tariff they would never have been published, even though signed by the well-known name of Ida Tarbell.

I was one of the first members of the Women's National Wilson and Marshall League, because I know that Mr. Wilson is one of the finest and soundest of Americans, a true statesman. When I found that the league was sending out literature to the effect that a lower tariff meant a reduction in the cost of living, I called on the secretary of the league to protest against this misstatement, and was met with the reply that it was a telling campaign slogan, and that the managers of the league knew very well that the cost of clothing to the consumer would

Mediums that pay BIG for MAIL ORDER ADVERTISING will pay BIG for PUBLICITY ADVERTISING.

BOYCE'S The Saturday Blade WEEKLIES: The Chicago Ledger

stand at the top as result producers for MAIL ORDER Advertising.

Readers who have the habit of answering DIRECT appeals and sending CASH are the first to respond to INDIRECT appeals.

A number of representative GENERAL PUBLICITY advertisers are finding this to be the case in BOYCE'S WEEKLIES.

This list includes WRIGLEY'S SPEARMINT, WYLLIS OVERLAND, VELVET TOBACCO, GENERAL ROOFING, REO, BLUEJAY CORN PLASTER, POST TOASTIES, ARNICA TOOTH SOAP, and others.

Try Boyce's for GENERAL PUBLICITY Advertising to the 55,000,000 of the country's population residing in small towns and country communities. It reaches 5,000,000 of this population for \$2.25 per line.

W. D. BOYCE CO.

Eastern Office:
212 Metropolitan Tower,
New York City.

500 Dearborn Ave.,
Chicago.

not be decreased by a revision of the tariff. It is a shame that a man of Mr. Wilson's high qualifications should thus be injured by a lot of self-seekers, and so-called friends.

I wish you would tell me of any newspaper that is ready and willing to publish the truth about the conditions of the industrial workers in the United States and European countries. I was asked a few days ago to call upon the editor of what is perhaps our leading newspaper. After an hour's talk he said that what I had told him was most interesting, but that for obvious reasons he could not print it; that if I would write him a series of letters he would surely publish them, and give me this publicity. Now, I am not looking for personal publicity, nor am I willing to give newspapers valuable information "free gratis, for nothing." I have my living to make, and I know channels through which I can make a good one, and can tell the truth without being hampered by the fear of the advertisers' wrath.

Yours very truly,
HARRIET EDWARDS FAYES,
Secretary for Committee.

Earl Godwin, of the Washington Star contributes a bunch of human interest stories to his paper each week under the title of "Heard and Seen Here and There."

NEW INCORPORATIONS.

JERSEY CITY, N. J.—New Jersey Publishing Co.; capital, \$150,000; incorporators: Edward A. Brown, Samuel Cohen.

SALT LAKE CITY, Utah.—Progressive Publishing Co.; to publish a newspaper; William D. Avingston, president; N. A. Robertson, treasurer; Parley P. Christensen, secretary.

CHICAGO, Ill.—Jewish News Publishing Co.; capital, \$35,000; printing and publishing; incorporated by A. M. Liebling, D. T. Alexander and others.

You Would Hardly Expect It.

We have received several copies of the Timken Magazine, a house organ issued by the Timken Roller Bearing Co., of Canton, O., and the Timken Axle Co., of Detroit, and edited by Edwin A. Walton and Myron Townsend. It is an unusual sort of a publication. It isn't dry and technical, like many house organs, but bubbles over with brightly written stuff that one likes to read whether it is about axles or highbrows. The magazine is occasionally printed in colors, is abundantly illustrated, and typographically attractive. Mr. Townsend, who writes the most of the text, wields a clever and entertaining pen.

PRINT PAPER OUTLOOK.

The Development of the Canadian Industry Depresses Prices Here.

The writer of an article in the New York Tribune is not very optimistic as to the outlook for paper manufacturers during the present year. He says:

The disposition on the part of the Canadian government in its several provinces to remove the embargo on the exportation of pulp wood cut on crown lands and the drop in the price of print news recently are having a depressing effect. For the last year or so there has been a decided movement toward the development of Canadian paper manufacturing facilities and several corporations have been planned and their securities partially or wholly underwritten by banking syndicates as a result of the high prices of print paper and the liberal returns promised to investors.

The drop in the price of print paper in the United States in the latter part of last year, ranging around \$3 a ton, had the effect of checking enthusiasm, and the Canadian syndicates which had been formed to provide capital for new paper mill enterprises, it is said, are finding it extremely difficult to distribute their underwritings among investors.

The combination of manufacturers on this side of the line and the Canadian manufacturers will give an immense output of paper which it is doubtful whether the consumption will absorb sufficiently to give a price benefit within the next twelve months. It has been estimated that the removal of duty on news print paper by the United States will increase the paper manufacture in Canada at the rate of about \$1,000,000 a year.

The securities of the paper industry have been materially affected during the last thirty days or more as a result of a lowering of the price of print news, and it stands to reason that the depression already felt will not be relieved sufficiently to cause any recovery in the price of mill products very soon.

FOR EDITORS AND WRITERS.

The Editor, a journal for literary workers, edited by William R. Kane, and published at Ridgewood, N. J., which has heretofore been issued as a monthly, is now a semi-monthly. This periodical presents a lot of information that is of value to those who write for newspapers or magazines.

The Magazine Maker for January is devoted almost exclusively to articles on newspapers. "What the Sunday Editor Wants" is discussed by Lyne S. Metcalfe. Ada Patterson writes entertainingly of "The Art of Interviewing," and Charles Phelps Cushing tells some interesting facts on "Being a Weekly Editor." Russell E. Smith, an experienced newspaper writer and poet, gives some excellent suggestions on "The Newspaper Story."

Business Managers Meet.

The business managers of the members of the Associated Newspapers, Singer Building, New York, held a get-together meeting at the LaSalle, Chicago, on Friday and Saturday, under the chairmanship of Victor F. Lawson, owner of the Chicago Daily News, and Jason Rogers, publisher of the New York Globe.

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

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

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

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

\$15,000,000

Is paid annually to the 25,000 wage-earners in Dayton, Ohio.

\$6,600,000

Is paid annually to the 12,000 wage-earners in Springfield, Ohio.

A total of more than \$21,000,000 in wages to prosperous artisans and mechanics—and they can be reached by using the News League. These papers are read in more than 75% of Dayton and Springfield homes. Combination rate, 6 cents a line flat.

News League of Ohio

Desk N, Dayton, Ohio

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

NO THOUGHTFUL ADVERTISER



who figures to spend much or little for 1913 can afford to overlook the prosperous Pittsburgh field—which is most thoroughly reached through the advertising columns of

The Pittsburgh Sun

Every Afternoon (except Sunday). Its great growth in circulation and advertising gains is the proof of its great buying power among its readers. Why not start something now?

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

WASHINGTON TOPICS.

J. R. Wilson, of the Nashville Banner, a Candidate for Secretaryship of Senate—How Major Cook Tried to Prevent a Suicide—Lucky Mr. Webb, of Arizona—Jamestown Survivors' Dinner—The Inauguration.
(Special Correspondence.)

WASHINGTON, Jan. 29.—Joseph R. Wilson, city editor of the Nashville Banner and brother of President-elect Woodrow Wilson, is a candidate for the position of Secretary of the United States Senate. Mr. Wilson's name will be presented to the Democratic caucus which will meet some time shortly after Mar. 4 by Luke Lea, Senator from Tennessee, and proprietor of the Nashville Tennessean.

Robert M. Gates, Washington correspondent of the Memphis Commercial-Banner, announced his candidacy for the secretaryship several weeks ago, and has secured a strong following.

Robert W. Wooley, formerly of the New York World bureau in this city,

Heaton, to get the apartment house where the girl lived by phone, so the janitor could be notified of her intention. All efforts were in vain, for when the policeman and the janitor reached the girl's room they found the body lifeless.

"Where Dignity Dies," a story of the National Press Club of Washington, by James Hay, Jr., was one of the interesting features of the Sunday Magazine of Jan. 19.

John E. Monk, of the New York Sun, and John P. Gavit, of the New York Evening Post, will be initiated in the famous Gridiron Club this evening. Mr. Monk will be one of the youngest newspaper men ever admitted to this celebrated organization. He is a member of the Standing Committee of Washington Correspondents, the governing body of the newspaper men stationed in Washington. He is also a member of the National Press Club. Mr. Gavit until recently was superintendent of the Western division of the Associated Press, with headquarters at Chicago. Previous to going to Chicago he was chief of the Washington staff of the Associated Press service for a number of years.

If it hadn't been for the newspapers of New York City, Wilfred T. Webb, the messenger entrusted with the delivery of Arizona's electoral vote in Washington, would have been in deep trouble. He was due to arrive in Washington not later than 6 o'clock Monday, but at that time he was taking things easy in New York, thinking that he would not have to report here until Feb. 1. On Tuesday morning, when he read the papers, he found that if he did not report in Washington at once that he would be subject to a fine of \$1,000 and the loss of the mileage money which would be due him upon his arrival here and, in addition to this, the Senate would refuse to receive the vote of his State. Mr. Webb had been misinformed as to the time he had to report, and his explanation was accepted as he was only one day late.

The "Jamestown Survivors," composed mostly of newspaper men who accompanied Congressman William B. McKinley, of Illinois, on trips to the exposition at Jamestown, Va., several years ago, will tender Mr. McKinley a dinner at the New Willard on Feb. 8. The committee on arrangements is composed of Oswald Schuette, Chicago Inter-Ocean, chairman; John E. Monk, St. Paul Pioneer Press, treasurer; James P. Hornaday, Indianapolis News; Hugh Miller, Chicago Examiner, and Frederick W. Stegman, Washington Post.

Photographers who desire representation on the stand to be erected for their special use on the east esplanade of the Capitol, from which views are to be taken of the inaugural ceremonies, should make application to the Standing Committee of Washington Correspondents, of which Charles S. Albert, of the New York World, is chairman, and John T. Suter, of the Chicago Herald and president of the National Press Club, is secretary.

No special tickets are issued by the Standing Committee to the Press Gallery of the Senate to witness the ceremony of the Vice-President taking the oath.

The recent death of W. W. Richardson, news editor of the Washington Star, has necessitated a number of changes in the news end of the paper. John H. Miller, head of the copy desk, has been promoted to news editor, while A. T. Cowell has been put in charge of the copy desk. The vacancy on the desk, made by the promotions, has been filled by Sam Milton, who formerly worked on the Star, but recently has been engaged in outside business.

G. A. Lyon, associate editor of the Star, is spending the month of January in Bermuda, and during his absence, Capt. Harry Shannan, who is best known through his connection with Washington's one national guard battery of artillery, is fulfilling the duties of Mr. Lyon.

What the Advertiser Paid For

And How Advertisers Responded

When THE GLOBE started in its campaign for known circulation (after the completion of six months, beginning May 1, 1910) only one evening newspaper in New York (The World) proved its circulation. On the completion of this audit the net paid figures produced seemed so low in comparison with previously printed gross figures that gross figures were published to the world.

THE GLOBE in August, 1911, came out with a plain statement of fact, and ever since has proved and stated its circulation month by month and year by year, regardless of whether it has been up or down.

Advertisers have appreciated this policy of fairness and frankness.

When it is further proved (as THE GLOBE stands ready to do) that its progress in circulation has been made without recourse to any gift enterprise scheme, picture contest or the like, and that its advertising gains have been made without giving one advertiser any advantage over another advertiser in the same class in the way of extra inducements for large copy, the figures are significant.

Circulation and Advertising

Showing exactly what the advertiser paid for and who advertisers responded

| | | Net Paid Circulation for One Full Year From | Advertising Lines Carried |
|-------|---------------|---|---------------------------|
| July | 1, 1910—June | 30, 1911 . 103,333 | 3,889,023 |
| Aug. | 1, 1910—July | 31, 1911 . 105,047 | 3,924,505 |
| Sept. | 1, 1910—Aug. | 31, 1911 . 105,749 | 3,950,346 |
| Oct. | 1, 1910—Sept. | 30, 1911 . 108,523 | 3,967,040 |
| Nov. | 1, 1910—Oct. | 31, 1911 . 111,718 | 4,014,511 |
| Dec. | 1, 1910—Nov. | 30, 1911 . 113,607 | 4,097,882 |
| Jan. | 1, 1911—Dec. | 30, 1911 . 115,863 | 4,190,283 |
| Feb. | 1, 1911—Jan. | 31, 1912 . 117,065 | 4,289,908 |
| March | 1, 1911—Feb. | 28, 1912 . 118,487 | 4,370,819 |
| April | 1, 1911—March | 31, 1912 . 119,924 | 4,443,516 |
| May | 1, 1911—April | 30, 1912 . 122,981 | 4,512,763 |
| June | 1, 1911—May | 31, 1912 . 124,983 | 4,592,918 |
| July | 1, 1911—June | 30, 1912 . 126,538 | 4,657,568 |
| Aug. | 1, 1911—July | 31, 1912 . 127,879 | 4,700,109 |
| Sept. | 1, 1911—Aug. | 31, 1912 . 128,577 | 4,724,180 |
| Oct. | 1, 1911—Sept. | 30, 1912 . 128,012 | 4,693,114 |
| Nov. | 1, 1911—Oct. | 31, 1912 . 128,386 | 4,715,438 |
| Dec. | 1, 1911—Nov. | 30, 1912 . 129,325 | 4,723,562 |
| Jan. | 1, 1912—Dec. | 31, 1912 . 129,298 | 4,690,143 |

THE GLOBE has the largest high class evening circulation in New York City. It proves it on the basis of the average daily net paid circulation for a full year. It offers the greatest money's worth of high class evening circulation available to advertisers in New York City.

The Globe
AND Commercial Advertiser, 1913.
NEW YORK CITY EVENING NEWSPAPER.

New York's Foremost High-Class Evening Newspaper



A. J. SUTTON,

PHOTOGRAPHER WHO BOSSES PRESIDENTS.

who was identified with the Press Gallery bureau of the recent campaign, is also mentioned as a candidate for the same position.

O. K. Davis, chief of the publicity bureau of the Progressive Party in the last campaign and formerly chief of the Washington bureau of the New York Times, and now secretary of the National organization of the new party, has opened National Bull Moose headquarters in Washington. The chief object of the bureau here is publicity and the dissemination of information. A weekly paper, to be called the Progressive Bulletin, is to be published.

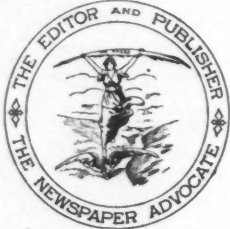
Major C. Fred Cook, city editor of the Washington Star, made a desperate effort to save the life of a young woman who wrote to the Star last Saturday afternoon that she intended committing suicide. The letter, which was intended to be her farewell note to the world, and told of the faithlessness of her lover, came to Major Cook just after the paper had reached the street and most of the members of his staff had gone home. He immediately notified the nearest police station and had a bicycle policeman sent to her home. He also instructed one of his assistants, Frank

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., 18 to 21 Park Row,
New York City. Telephone, 7446 Cortland. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



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

CHICAGO OFFICE: 116 S. Dearborn St., Geo. B. HISCHE, Mgr.

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

New York, Saturday, February 1, 1913

A QUICKENED BUSINESS CONSCIENCE.

The Chicago American a few days ago announced that hereafter it would publish no more whiskey advertisements in its columns because it no longer desires to find itself in the position of encouraging in one column the consumption of what it believes to be a deleterious drug that should no more be sold without restriction than morphine or cocaine, while in another column it advised its readers to shun the evil and made plain its reasons for giving such advice.

The position taken by the Chicago American is the only tenable one it could take and be consistent. Some publishers have asserted that when they accept the advertisements of articles that are popularly considered objectionable or harmful, they do not assume any responsibility for any ill effect that may follow their use by their readers; they claim that they are common carriers of advertising and are obliged to accept any announcements offered them so long as they are not immoral or relate to articles under the ban of the law.

It is a fortunate thing for American journalism that the number of publishers holding the above views is growing smaller each year. Indeed it may be said that during the last two years there has been a remarkable quickening of the business conscience, not only in the counting rooms of newspapers, but also in those of commercial and manufacturing concerns.

What has brought about this change? Are the publishers less anxious to break advertising records and pay dividends? Are we approaching the millennium?

Whatever forces have been at work to impress upon the publishers a realization of their moral responsibilities, it must be admitted that the one that has exerted the greatest influence has been the organized bodies of the advertising men of America, which have found expression in the work of their vigilance committee.

Within two years there has been a great house-cleaning time in the columns of the newspapers. Advertising that was formerly admitted without hesitation is now barred from hundreds of dailies and weeklies. Publishers now realize, as they have never realized before, that upon their shoulders rests a great responsibility—that of protecting their readers against the wolves in sheep's clothing who seek to prey upon their readers.

The Chicago American's attitude on whiskey, while it will not meet the indorsement of the many

newspaper men who believe that any article, the manufacture of which is countenanced by the government, is eligible to representation in their columns, will be warmly commended by the prohibitionists, the W. C. T. U. and Y. M. C. A. organizations and the churches. Without question, the Chicago American will hereafter exert a much more potent influence with the religious public than ever before.

EDITORIAL COMMENTS.

Considerable space is given this week to a report of the A. A. A. convention. It will be found worth reading, as the proceedings were unusually interesting.

Editorial writers do not always submit their articles to the owners of the newspapers upon which they are employed, for if they did some of the latter would never appear in print. When James M. Cox, owner of the Dayton News and the Springfield News, became Governor of Ohio a few days ago, George F. Burba, the leading editorial writer of the Dayton paper, wrote an editorial on "The Boss," as he is affectionately called by his employes, that expressed so faithfully the feeling of the staff toward Governor Cox that it was read with unusual interest not only in Dayton, but throughout the State by those who enjoy the acquaintance or friendship of Ohio's executive. He said in part:

In these years we have never seen him show a white feather to an enemy. We have never seen him waver from the proper course. We have never seen him discouraged at looming obstacles. We have never known him to lack poise, or to display the least evidence of uncertainty. He has impressed upon us always that he desired to make the best newspaper it was possible to make—and the most reliable. He has shown in his every act a kindness which is not usually expected in the clash of commerce.

So we have felt that if he should be chosen Governor of the State he would accomplish in statecraft what he has accomplished in journalism. We shall be disappointed if he fails to make an illustrious Governor. Nay, we shall be disappointed if he does not make the best Governor Ohio has ever had, or will ever have again. We believe in him. We shall watch his progress, firm in our faith in him, absolutely certain that when the records are completed he will stand in the long list of Ohio's illustrious Governors the most illustrious of them all.

Through an inadvertence the inscription beneath the portrait of R. M. Johnson, the new United States Senator, appearing on the front page of our issue of Jan. 18, stated that he is publisher of the Houston Chronicle, when, as is well known, he is the publisher of the Houston Post, with which he has been connected more than twenty-five years.

What a lot of trouble would be eliminated if people, when signing letters requiring an answer, would sign their names so that those who receive them would not be obliged to call in an expert in chirography to decipher them!

The express companies have appointed W. E. Seal as press representative in the territory east of the Mississippi River. The local agents of the companies in the several cities have been requested to obtain from the local newspapers the names of the editor, managing editor, local editor and advertising manager, evidently preparatory to beginning a publicity campaign. Already several articles have been sent to the newspapers, but in only a few instances have they been printed. If the Adams, the Wells Fargo, the National or the American Express Company desires to secure publicity of any kind why shouldn't it pay for it? They are all prosperous, money-making institutions which, during their long careers, have spent very little money for advertising. Now that the parcel post has been established they find that they no longer have a monopoly of the express business, and must do something to secure the good will of the public and its patronage. All of the press agents in the world cannot bring about these results because of the prevailing attitude of the principal newspapers against free reading notices. After the express companies have spent a few thousand dollars on press agents they will find they have wasted time and money. Then they will engage advertising managers and give them enough

money to spend to properly present their several propositions in the daily newspapers.

Publishing a monthly magazine, whatever its size or character, is a serious undertaking, especially when the matter it contains is furnished by one brain. To write fifteen or twenty thousand words that shall be worth reading, for each issue, is a task that only an editor of unusual ability and courage would dare undertake. When Robert J. Shores started the Idler three years ago he thought there was room for a magazine devoted to essays and poems written by himself. He now realizes that he was mistaken and has discontinued his publication. It is easy enough to start a magazine or paper, but the thing is to find readers to buy it and enough advertisers to use it to make it a commercial success. Mr. Shores is a clever writer, but it is doubtful whether he or any other man, no matter how able a pen he wields, can individually produce an entire magazine, month in and month out, that will successfully grip the public.

News articles ought to be published as soon as possible after the events they describe occur. The value of news decreases rapidly with age. The first day a story breaks it is at its best. The second day it is less valuable, and at the end of the week it is decidedly passé, from a daily newspaper viewpoint. The editor of a weekly regards news as printable when it is two weeks old, but at three weeks he considers it ancient history.

It is generally agreed by readers who have commented on the subject that the double-page advertisement of the Detroit Saturday Night, which appeared in our Jan. 18 issue, was one of the most striking, artistic and effective advertisements ever printed in a trade newspaper.

The unique feature of the advertisement was the story of the test applied by the advertising manager of the Hudson Motor Car Co., of Detroit, who seems to be a very shrewd, careful and painstaking individual. He instructed one of his office girls to select at random, without regard to social or financial standing, residence, district, or other distinctions whatsoever, two lists of 500 names each from the Saturday Night's original private subscription books, with the consent of the general manager of the Detroit Saturday Night, William R. Orr. To these he mailed return postal cards, printed, on which he asked the subscriber to designate how long he had taken the paper, what departments were of special interest, how many members of the family read the paper and whether he regarded it as a good advertising medium.

Fifty per cent. of the subscribers addressed replied within seventy-six hours. The returns showed that the average subscriber has taken the paper over three years. The average number of readers in the family was shown to be three and one-half. In the replies to the first 500 numbered cards sent out ninety-six per cent. of the subscribers regarded the Detroit Saturday Night as a good advertising medium. In the replies to the second batch of unnumbered cards, impossible of identification, ninety-eight and one-third per cent. of the subscribers testified to the worth of the paper.

PRAISE FOR THE AD TIP COLUMN.

THE EVENING CHRONICLE
MARSHALL, Mich., Jan. 16.

THE EDITOR AND PUBLISHER:

We wouldn't be without your publication if it cost \$5 a year. We can truthfully say that one page of THE EDITOR AND PUBLISHER, viz., Tips for the Ad Manager, has brought us thousands of dollars worth of foreign advertising.

THE EDITOR AND PUBLISHER ought to be in the office of every live country paper, especially for that one feature named above.

F. R. MOSES,
Business Manager.

PERSONALS.

Andrew M. Lawrence, publisher of the Chicago Examiner, was a visitor to New York this week. On his way to the city he stopped off at Albany, where he is reported to have talked with Governor Sulzer on matters close to the heart of William Randolph Hearst.

Josephus Daniels, prominently mentioned for the Postmaster-Generalship in the Wilson Cabinet, is now said to be slated as secretary to the President-elect, a post which, it is reported, Mr. Wilson considers as equal in importance to a Cabinet office.

Cyrus H. K. Curtis was tendered a banquet by the newspaper men of Philadelphia on Thursday in recognition of his recent entry into the newspaper field as owner of the Public Ledger.

S. S. McClure, editor of McClure's Magazine, addressed the magazine writing and making classes of the Department of Journalism at New York University last week on the subject, "Magazine Writing and Making."

G. A. Somarindyck, who has been the publisher of the Scranton Truth and Tribune-Republican since the consolidation of these papers last September, has resigned, to take effect to-day. Mr. Somarindyck will sail for Jamaica about Feb. 10 in company with his wife, to be gone probably a month or six weeks.

Capt. Henry W. Owen, Jr., editor of the Bath (Me.) Daily Times, passed his examination for command of a company a fortnight ago with high rank and is now captain, Fourth Company, Coast Artillery Corps.

J. W. Jarnigan, for thirty-five years a publisher of Iowa newspapers, has become identified with the editorial department of the Iowa Farmer, published at Des Moines.

Jewell Mayes, editor of the Richmond Missourian, is slated for appointment by Governor Major as secretary of the Missouri State Board of Agriculture.

D. A. Dennison, late owner and editor of the Bradford (Pa.) Era, with Mrs. Dennison, were in New York this week on their way to Europe. Mr. Dennison's health has suffered under a long service in newspaper work.

STAFF PERSONALS.

C. W. L. McDermott, who for several years has been city editor and chief editorial writer of the McKeesport (Pa.) Evening Times, has resigned, to become managing editor of the Cumberland (Pa.) Times.

George H. Manlove, telegraph editor of the Rockford (Ill.) Register-Gazette, has joined the editorial staff of the Daily Iron Trade, at Cleveland.

Stephen A. Martin, of St. Louis, who has been for many years connected with the Post-Dispatch as a staff correspondent, has been appointed by Governor Major, of Missouri, a member of his staff, with the rank of colonel.

Henry A. Farnham, formerly ship news reporter for the New York Evening World and now special writer on the Bangor (Me.) Commercial, is covering the sessions of the Maine legislature for the Commercial. This is Mr. Farnham's third season at the Maine capital, where he is regarded as one of the best-informed newspapermen at the State house.

Arthur W. Wilson, formerly connected with a number of Johnstown (Pa.) newspapers, is now financial editor of the Pittsburgh Press.

IN NEW YORK TOWN.

Charles E. Chapin, city editor of the Evening World, is back from Atlantic City, where he had gone for his health.

Walter M. Oestricher, city editor of the Brooklyn Citizen, has become managing editor of the Brooklyn Times.

A. E. Tower, for two years assistant city editor of the Brooklyn Citizen, has taken Mr. Oestricher's place on the city desk.

Robert Edgren, sporting editor of the Evening World, is ill.

Frederick W. Shipman, exchange editor of the World, is spending a few weeks at Bermuda.

E. L. Pratt, formerly manager of the day wire service, National News Association, has become news editor of the Chicago American.

S. S. Paquin, assistant to R. A. Farrelly, general manager of both the International News Service and the National News Association, succeeds Mr. Pratt as head of the day wire service.

E. B. Hatrick, syndicate editor, succeeds Mr. Paquin, and will also continue as head of the illustration department.

Tom Wilkinson, formerly of the Herald, has joined the art department of the Evening Mail.

Stanley R. Pizeck has left the Press to join the editorial staff of the Mail.

William C. Lusk, who has been with the Commercial for over thirty years, is convalescing from an attack of pneumonia.

Henry Bull, formerly of the Herald, is now with the New York Evening World.

WASHINGTON PERSONALS.

George T. Odell is the Washington representative of the American Lumberman.

John T. Suter, of the Chicago Record-Herald, has been made chairman of three important committees of the National Press Club—executive, building, and eligibility.

Recent visitors to Washington were A. H. Garside, of the New Bedford (Mass.) Standard; J. Dannenberg, of the Daily Trade Record, New York City; A. A. Chenay, of the Dry Goods Economist, New York City; Douglass Mallock, of the American Lumberman, Chicago, and Horace Holbrook, of the Warren (O.) Western Reserve Democrat.

George Summers, the Washington correspondent, has added the Buffalo Courier and Buffalo Enquirer to his string of papers.

M. A. de Saint Chamas, of the Publicist of Paris, is reporting the proceedings of Congress for his paper.

The announcement of the engagement of W. Sinkler Manning, of the Washington bureau of the New York Times, to Miss Barbara Brodie, a granddaughter of the late Governor Alexander Sheppard, is of general interest in the social newspaper circles of this city. Mr. Manning is one of the most prominent members of the younger set of the correspondents. He has been a member of the Times staff for a number of years and is a native of South Carolina. The wedding will take place Mar. 5.

Joe Jackson, sporting editor of the Washington Post and president of the Baseball Writers' Association, has taken a similar position on the Detroit News-Tribune. Mr. Jackson has been with the Post nearly three years. He was formerly with the Detroit Free Press, and

previous to that was sporting editor of the Providence (R. I.) Journal. Mr. Jackson was one of the most popular sporting editors the Post has ever had.

CIRCULATION DEPARTMENT.

J. D. Corlidge, formerly circulation manager of the Des Moines Register, has joined the advertising department of the Des Moines Capital.

C. F. Brann has resigned as circulation manager of the Des Moines News, to become manager of the Larkin Subscription Agency of Des Moines.

Roy W. Macey, formerly circulation manager of Farm Life, is now manager of the new mail order department just started by the Woman's World.

A. P. Schwartz has been appointed assistant circulation manager of the Des Moines Daily News.

WEDDING BELLS.

George Marshall Townsend, secretary of the Milford (Del.) Chronicle, was married to Miss Virginia Solevan, in that city, recently.

The marriage of Floyd C. Preston, managing editor of the Aberdeen (S. D.) Daily American and Miss Emma Dapper, took place in Aberdeen, on Jan. 9.

The engagement of Milton W. Werschul, for several years an artist on the staff of the Portland Oregonian, and Gertrude G. Robbins, of Spokane, was announced last week.

Miss Fay King, cartoonist for the Denver Post, was married to Oscar "Battling" Nelson, one-time lightweight champion, at Hegewisch, Ill., on Jan. 24.

Archie Donovan, editor of the Madison (Neb.) Star-Mail, and Miss Tillie Mavis were married in Omaha last week.

The marriage of Ralph H. Kelly, editor of the Winchester (Idaho) Journal, and Miss Minnie Craige, of Genesee, Idaho, was solemnized Jan. 21 in Lewiston, Idaho.

Karl W. Hiersemann, the publisher of Leipsig, Germany, who arrived in New York on Thursday, is at the Waldorf-Astoria. Mr. Hiersemann is a collector of illuminated manuscripts and has been instrumental in securing some rare things for J. Pierpont Morgan.

Half the Paper Worth Double Its Price
THE DISTRICT LEDGER.

FERNIE, B. C., Jan. 15, 1913.
THE EDITOR AND PUBLISHER:
On returning to the office after an absence of a few weeks I found your circular letter and hasten to express my hearty approval of your new scheme, and if it is not too late will have much pleasure in remitting \$3.00 by return mail.

I also take this opportunity of extending to you my heartiest congratulations on the success you appear to be achieving. Although comparatively a new subscriber your publication has been of inestimable worth, and now I find myself eagerly looking forward to it each week. Half the paper is worth double the subscription price; in fact, Mr. Dockrell's articles and your symposiums alone are worth it.
With best wishes,
Yours cordially,
H. P. NEWBICH.

BUSINESS OPPORTUNITIES

G. S. WYCKOFF, Newspaper Auditor, Appraiser, Systematizer, Financial Adjustments. Strictly A1 confidential service. Newspapers and Magazines privately bought and sold for clients. 72 Isabella Ave., Newark, N. J.

NOW IS A GOOD TIME
to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 83d St., New York, N. Y.

FOR SALE

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

REPUTABLE NEWSPAPER

Publisher, competent to conduct successful mid-west daily in city of 25,000, can purchase largest interest and secure management. Position pays a substantial salary and property is earning and can pay liberal dividends. \$16,000 cash necessary. Proposition F. R.

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.

EXPERIENCED MAILER.

Now in charge of mailing department of a large daily newspaper, would like a change; best of references. Address "BOX 32," care THE EDITOR AND PUBLISHER.

TO PUBLISHERS:

Newspaper man now employed on one of the best known metropolitan dailies in the country, wishes position as managing editor or business manager on afternoon paper. Thoroughly experienced in every detail. Desires to return to executive work, such not being available in present position and ambition prompts wish for work of greater scope. Understands requirements of smaller dailies as well as of metropolitan publications. Knows how to handle men and meet varying conditions. Can obtain results if field permits. Fully up on mechanical details of plant. Not a cheap man nor yet a fancy salaried one. Unexceptionable references. Married, temperate, age 47. Address "EXECUTIVE," 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.

HELP WANTED

WANTED.

March 1st, or later, competent foreman capable of making up 10 to 16 pages on afternoon paper in Central New York, looking after copy and directing work of shop; must be temperate and furnish good references. Address "FOREMAN," care THE EDITOR AND PUBLISHER.

WANTED.

Circulation Manager of established reputation for ability, energy and results on morning newspaper in Southern city of over 100,000 population. Morning newspaper experience essential. Give your full record, references and salary desired in first letter. Address "RESULTS," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

Syndicate supplying editorial material to important daily newspapers in many American cities will pay from \$10 to \$50 apiece, according to value, for practical, new, fresh ideas for stunning features, national crusades, catchy, splashy stunts, good in any city, attractive human interest features, national or local; new ideas for sport, 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.

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

THE BLACK DIAMOND

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, 11 Cliff St., New York.

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of THE BOSTON AMERICAN IS OVER

400,000

DAILY and SUNDAY THE LARGEST IN NEW ENGLAND

ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

GET THE BEST ALWAYS

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

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

THE DETROIT TIMES

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

Ralph H. Watts, advertising manager of the Daily Telegraph and Evening Times, St. John, N. B., Canada, has been in New York this week.

BOSTON NEWS LETTER.

J. T. Williams, Jr., Appointed Editor in-Chief of the Transcript—Joseph E. Sharkey A. P. Correspondent at Paris Leaves for Tokio—Writers on Hockey Entertained—New City Editor of Herald Appointed.

(Special Correspondence.)

Boston, Jan. 29.—James T. Williams, Jr., has been appointed editor-in-chief of the Boston Transcript, succeeding Edward W. Hazewell, who was filling the place temporarily. Mr. Williams was connected with the Transcript's Washington bureau before he was called to the home office.

Mr. Williams is a native of North Carolina, and early in his newspaper career he did correspondence work at Washington. While there he became associated with the A. P. and was one of the men sent to cover the Peace Conference at Portsmouth, N. H. Later he was appointed a national signal service commissioner by President Roosevelt, but was forced to resign and go West on account of his health. He returned to Washington and did some work for the Transcript and New York Evening Post. Mr. Williams is only thirty-four years old and looks younger.

The Transcript has another young man at the head of a department in Burton Kline, the magazine editor. Mr. Kline, who has spent all his time as a newspaper man on the Transcript, succeeded Frank B. Tracey as magazine editor when the latter was appointed editor-in-chief.

Boston newspaper men were much interested to read that Joseph E. Sharkey has been appointed Tokio correspondent of the Associated Press, succeeding J. R. Kennedy. Mr. Sharkey began his newspaper career on the Boston Transcript, and then became connected with the Boston office of the A. P. While in Boston he made a special study of the French language, so that he became very proficient in all its niceties. The result was that he was sent to the Paris office of the A. P. in 1907, and there he rose until he was second in command.

Last week James Hazen Hyde gave a luncheon to the Harvard men in Paris in honor of Mr. Sharkey. Ambassador Herrick also gave a reception in the newspaper man's honor. The Anglo-American Press Association made a presentation last Friday night to their departing colleague.

Manager Walter M. Lougee of the Boston Arena skating ring entertained writers on hockey for the Boston newspapers and several prominent devotees of the game at a dinner at the City Club last Tuesday evening. Among the newspaper men present were William Grimes of the Herald, A. J. Woodlock, Frank G. Trott and Melville E. Webb of the Globe, John Gillhooly and Otto Hanson of the American, W. L. Dougherty and Arthur Duffy of the Post, Carl Barrett of the Advertiser and Record, George Carens of the Traveler-Herald, and Arthur Halsay of the Monitor.

Edward McKernan, of the New York office of the Associated Press, has been appointed news manager of the Boston office. F. H. Glasby and N. H. Horton, of the Boston office, have resigned from the service to engage in literary work.

Charles Welch, who was the city editor of the Traveler before it was merged with the Herald, has been appointed city editor of the Herald, taking the place of Walter E. Plummer, who has gone to Syracuse, where he will continue in newspaper work.

Eight-Page Ad by Feed Company.

A recent issue of the Chattanooga (Tenn.) News contained an entire section devoted to a local feed company, announcing the opening of a new warehouse and grain elevator, and advertising the different brands of feed carried by the concern. This eight-page announcement is said to be the largest advertisement ever attempted by any firm in the same line of business.

TURNED DOWN KELLOGG.

Editor Elliot Makes Some Pertinent Remarks Concerning Newspaper Advertising.

When David Elliot, managing editor of the Colorado Springs Evening Telegraph, recently received a long article from the Kellogg Toasted Cornflake Co., giving its side of the case brought against it by the United States Government, and asking for its publication as news, he wrote the company this letter: Gentlemen—

I have received from your office an article purporting to be your side of the case in the suit brought against your company by the U. S. Government. It does not seem to me that you should be permitted to argue this case in the newspapers, in the news columns, even though your excuse may be that the government side of the case was originally presented in the press dispatches.

The significant thing to me, though, is that while you spend 90 per cent of your advertising appropriation in weekly and monthly magazines, after all when you really want to reach the people on a subject of vital interest to yourself, you apply to the newspapers for free space in aiding you to accomplish your purpose. It seems to me that this is a very curious position for you to take.

If the magazines reach the people with your advertising are they not good enough as mediums in which to present your case? Or, on the other hand, if the newspapers are the real medium for reaching the public, why are they not good enough to contain your advertising?

Very truly yours,
DAVID ELLIOT, Manager.

STAR-TELEGRAM OFFICERS.

Louis J. Wortham Elected President of Fort Worth Daily.

The annual meeting of the stockholders of the Fort Worth (Tex.) Publishing Co., publishers of the Star-Telegram, was held last week. The following officers and directors were elected: Louis J. Wortham, president; Amou G. Carter, vice-president and general manager; B. N. Honea, secretary; W. G. Newby, treasurer.

Paul Waples, retiring president, was named chairman of the board of directors. The following old directors were re-elected: Paul Waples, Louis J. Wortham, A. G. Carter, T. B. Yarbrough, H. C. Meacham, W. C. Strippling, W. G. Newby, Sam Davidson. The new directors are: W. G. Burton, A. L. Shuman, B. N. Honea and J. M. North, Jr.

A report of last year's work was received and a six per cent. dividend declared.

How's This for 'Phone Service?

The Oneonta (N. Y.) Daily Star has a special wire of the New York Telephone Co. from that city to Albany, a distance of eighty-two miles, over which the night report of the Associated Press is transmitted to the publication. The wire is held open for thirty minutes at a time so that the full report may be received. So clear is the line that one evening when the Oneonta operator had left his desk for a few minutes he was suddenly startled by a loud "Hello!" investigation followed. It was learned that the sender at Albany had returned to his instrument to open communication again with Oneonta. The spoken words were clearly heard by the Oneonta man, who was at least six feet away from the telephone receiver.

Confer on Jewish Writers' Strike.

Committees representing the striking members of the New York Jewish Writers' Union No. 4 and the owners and publishers of Jewish newspapers met at the Elks Club on Tuesday. After the conference Charles Heinrich, president of the Writers' Union, said that the prospects were good for an acceptance by the publishers of the writers' salary demands, though recognition of the union was still an unsettled question. Representing the publishers at the conference were Lewis Miller, publisher of Die Wahrheit; Jacob Saphirstein, of the Jewish Morning Journal, and E. Sarahsohn, of the Daily News.

The plant of the New Richmond (Wis.) Republican office was destroyed by fire last week; \$19,000 loss.

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

38—

New "Foreign" accounts started in The Knickerbocker Press since last August. "There's a reason."

THE KNICKERBOCKER PRESS with a minimum rate of 4c. a line for 33,000 circulation represents an exceptionally good buy.
Albany, N. Y.

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

THE DEMOCRAT

Nashville, Tenn.

The circulation of the Democrat increases monthly-paid subscribers—not dead matter.

Ask THE JOHN BUDD CO.
New York Chicago St. Louis

The Nevada City (Col.) Transcript, one of the oldest dailies in that State, has suspended publication.

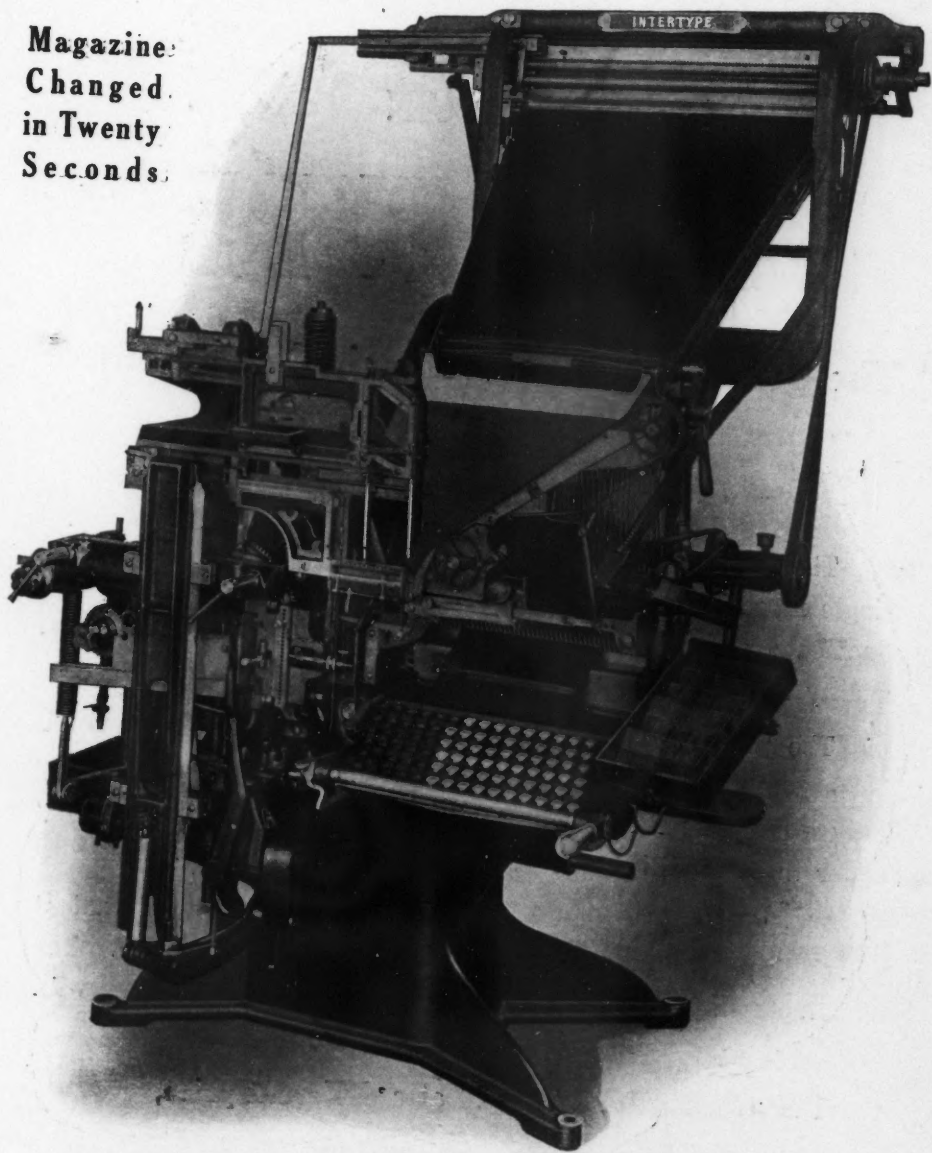
INTERTYPE

Speed
Reliability

INTERTYPE

Economy
Quality

Magazine
Changed
in Twenty
Seconds.



Two-Letter Line-Casting Machine

INTERTYPE

INTERTYPE

**THE CUT ON THE FIRST PAGE OF THIS INSERT
IS NOT A LINOTYPE**

IT IS AN

INTERTYPE

**The general appearance is similar, but there
are important differences**

The "INTERTYPE" is the only new and up-to-date single magazine machine on the market. It embodies many refinements and improvements, which produce speed, reliability, quality and economy.

The "INTERTYPE" is manufactured of first class material, by men of the greatest skill and experience, in a modern factory fully equipped with NEW machinery of the latest design. Only under these conditions can the best work be produced.

The "INTERTYPE" is sold under a GUARANTEE that it will fully perform the work for which it is recommended. The manufacturers desire to co-operate in every way possible with their customers.

The "INTERTYPE" is sold at a **different price,**

\$2,150

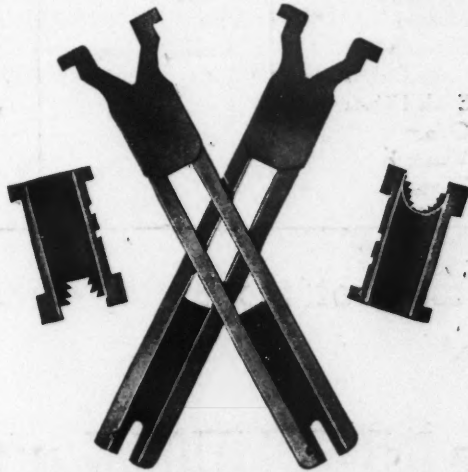
INTERTYPE



REPAIR PARTS, SPACE BANDS, MATRICES

Nearly all repair parts for "INTERTYPES" and Linotypes are interchangeable. While our stock is not as yet absolutely complete, we have ready for shipment, liners, ejector blades, distributor bars, and most of those parts for which there is a demand.

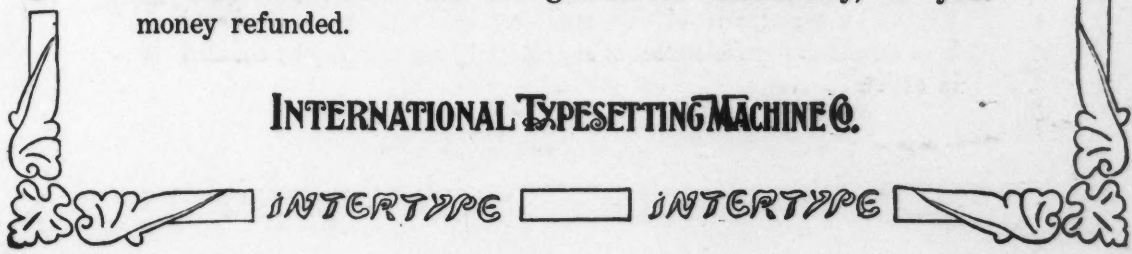
The "INTERTYPE" spaceband is the best and most durable made. Two pieces, solid collar, no rivets. Order at our risk and convince yourself. They are now ready for shipment.



We are, of course, producing first those faces of matrices which are in the greatest demand. Many of the popular faces are now finished, others are coming through constantly. Send us your orders, and if we cannot make immediate shipment, we will advise you when the particular faces you desire will be ready.

All matrices, spacebands and repair parts are sold by us at 30% reduction. All are guaranteed satisfactory, or your money refunded.

INTERNATIONAL TYPESETTING MACHINE CO.



INTERTYPE

We have opened agencies in New York, Chicago, New Orleans, and San Francisco, covering territory as follows:

| NEW YORK | CHICAGO | SAN FRANCISCO | NEW ORLEANS |
|----------------------|--------------|---------------|----------------|
| Connecticut | Colorado | Alaska | Alabama |
| Delaware | Illinois | Arizona | Arkansas |
| District of Columbia | Indiana | California | Florida |
| Maine | Iowa | Hawaii | Georgia |
| Maryland | Kansas | Idaho | Louisiana |
| Massachusetts | Kentucky | Montana | Mississippi |
| New Hampshire | Michigan | Nevada | New Mexico |
| New Jersey | Minnesota | Oregon | Oklahoma |
| New York | Missouri | Utah | Tennessee |
| North Carolina | Nebraska | Washington | Texas |
| Pennsylvania | North Dakota | | South Carolina |
| Rhode Island | South Dakota | | |
| Vermont | Ohio | | |
| Virginia | Wisconsin | | |
| West Virginia | Wyoming | | |

Kindly address us at the agency covering your territory.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building Rand-McNally Building 316 Carondelet Street 86 Third Street
 New York, N. Y. Chicago, Ill. New Orleans, La. San Francisco, Cal.

We agree to defend at our own cost and expense any infringement suit brought under any letters patent of the United States by reason of the use by a purchaser of any machinery or supply parts purchased from us, and to pay the amount of any final judgment that may be obtained in such suit.

INTERTYPE

SINS OF THE RETAILERS.

How Customers Are Bamboozled by Special Sales and Taught Not to Buy Goods at Regular Prices—The Christmas Farce of "Buying Early" and Paying for the Privilege—How Retailer Misuses Ad Power.

By HARRY R. DRUMMOND.

With George Hough Perry.

The retailer has contributed liberally to the present condition of things in the advertising business. Collectively speaking, he has spent vast sums of money in educating the consumer along lines that are not conducive to standardization.

Of the least sought, least bought things in the average retail store "regular" goods at "regular" prices stand at the top. Everything is "special" and all merchandise is said to be "worth" much more than the prices asked. People have been taught to keep away from goods until they are "reduced" in price.

It would be ridiculous to assume that much of this advertising is truthful. The majority of it is not. It takes an inventive genius to satisfy the average retailer when he wants an advertising man.

Truth—plain, straight-from-the-shoulder truth—seems to have been crowded out of the advertising programme as far as the retailer is concerned.

FAKE SPECIAL SALES.

With the increase of success of "Clearance Sales" came the corresponding decrease of "regular" business during the "regular" season at "regular" prices—which called for the "invention" of "special sales."

These special sales have grown in number until now there are special sales six days a week and fifty-two weeks a year, barring holidays.

The values quoted during these sales are for the most part imaginary—purely inventive, but they give the buying public a fear of tackling any regular goods at regular prices.

There is a lack of faith, a feeling of distrust permeating every line of business; a feeling that is proving disastrous to many retailers and is at the same time helping the mail order houses.

Following Thanksgiving the retail stores of New York began spending money right and left, urging early shopping. They do this every year and they do it less effectively every year.

EARLY SHOPPING FARCE.

The Sunday papers of December 22 contained, among other things, the announcement of Kesner's store that for the last mad rush all seasonable and holiday merchandise has been reduced in price one half and less. Macy's advertised "Reductions in Most Departments." Lord & Taylor offered great reductions in the prices of men's house coats, carriage bags, silk hosiery, laces, umbrellas. Saks & Co. mentioned reductions in men's house coats, women's house robes, motor case, fur trimmed coats, furs, silk hose and other appropriate Christmas goods. Greenhut, Siegel-Cooper Co. announced "a two days' sale of Christmas goods, in which regular prices are heavily reduced," and so on ad lib.

Fine lot of stuff! It was that way last year and for years preceding. It will be that way next year. That is what the retailer is using advertising for—to educate the people to these tricks that would disgust even Bret Harte's immortalized Heathen. Chinese. They flaunt their breaking faith with early shoppers—pay good money for space to tell the people who bought early in December that they were chumps, that they were easy-marks, suckers and dubs. They rub it in—and, simply because advertising educates, because it really delivers the goods, they raise a howl.

MISUSE OF ADVERTISING.

The retailer misuses advertising. He uses it as a narcotic rather than a stimulant, and, as he is unfair to customers, so is he unfair to advertising.

There are exceptions to this rule. There is one store, of which the writer was advertising manager for some time,

where the customer who made purchases on Dec. 1, was not asked to pay one cent more than the customer who bought on Dec. 24.

This is but a timely illustration. In January the bars have been let down so that we may buy our winter clothing, our linens, furniture and many other staples that should be sold just as reasonably at one time as another. It is the misuse of power that is doing this.

One merchant, in complaining of the mail order houses and the business they do, said to the writer: "Why is it that people will buy, unsight, unseen, from mail order houses, trusting them to pick and choose, while they pass up the retail store, where they know the merchant and can see the goods?"

The answer was that the mail order house sells at "fixed" prices, and the customer feels or knows that he is getting a square deal. On the other hand, the customer might buy a suit from the local retailer on Monday for \$25 and see the same suit offered for \$16.50 the following Friday.

It is a lack of standardization, a twisting of the truth, the creating of a spirit of doubt that is hurting the retailer and hurting advertising. The retailer has little room to complain. It is largely his own fault.

FOREIGN LANGUAGE EDITORS.

Commissioner Nagel and General Reyes Among Speakers at Well-Attended Dinner.

The American Association of Foreign Language Newspapers held its fourth anniversary dinner at the Hotel Knickerbocker, New York, last Saturday, with a representative attendance from all the newspapers published in foreign languages in this city, a large delegation from Chicago and other cities, and a distinguished list of guests.

The dinner was an unusually elaborate one. Handsome match boxes and cigar cutters were given for souvenirs. About 250 diners were present, and the gallery was filled with women spectators.

The leading subject of discussion was the pending immigration bill. The diners waited with interest for the speech of Commissioner of Commerce and Labor Charles Nagel, who was interrupted with an enthusiastic demonstration when he announced himself opposed to the literacy test and opposed to the rejected clause excluding immigrants unable to show a certificate of good character from their own Government.

John Purroy Mitchel, President of the Board of Aldermen, welcomed the members of the association on behalf of the Mayor.

Gen. Rafael Reyes, ex-President of Colombia, said that, in speaking to the members of the association, he felt that he was talking to the world. He said his fellow-diners represented the "voice of the races, the most powerful force of modern times."

Other speakers were J.H. Appel, manager of Wanamaker's; Arthur Williams, of the New York Edison Co.; A. Cataline, Charge d'Affaires of the Italian Embassy, and Representative Henry M. Goldfogle. The toastmaster was Louis N. Hammerling, president of the association.

Issue Warrant for Misleading Ads.

A bench warrant was issued on Monday by the justices of the Court of Special Sessions, New York City, for the arrest at Binghamton, N. Y., of Wylie B. Jones and Oliver C. Kingsley, heads of an advertising agency, charged with issuing false and misleading advertising for a product known as "Sargol," manufactured there. It is charged that Jones and Kingsley advertised marvelous properties for the commodity, among which are claims that it is a concentrated food. Chemical analysis under the auspices of the complainants in the action, the Advertising Men's League, has shown it was alleged in the warrant, that the product is made of starch, sugar and strychnine.

"Who's Who" IN PHILADELPHIA

Year in and year out "The Record" remains the leader in Philadelphia. Its continued advertising supremacy is due not to accident, nor good fortune, but solely to its proved superiority as an advertising medium.

Comparative statement of Display or General Advertising published in the Philadelphia newspapers during the year ending December 31, 1912:

- "The Record" 5,377,240 agate lines
- Second Newspaper . 5,267,320 agate lines
- Third Newspaper . . 5,216,235 agate lines
- Fourth Newspaper . 5,123,405 agate lines
- Fifth Newspaper . . . 3,961,635 agate lines
- Sixth Newspaper . . . 3,289,295 agate lines
- Seventh Newspaper . 3,115,230 agate lines

Comparative statement of Department Store Advertising published in the Philadelphia newspapers during the year ending December 31, 1912:

- "The Record" 3,289,945 agate lines
- Second Newspaper . 2,698,720 agate lines
- Third Newspaper . . 2,638,140 agate lines
- Fourth Newspaper . 2,173,340 agate lines
- Fifth Newspaper . . . 1,814,210 agate lines
- Sixth Newspaper . . 1,632,960 agate lines
- Seventh Newspaper . 1,528,330 agate lines

Last year and every year for twenty years "The Record" published more display advertising than any other Philadelphia newspaper, morning or evening.

LIVE AD CLUB NEWS.

That the daily newspapers are a better advertising medium than the magazines was the verdict of the Atlanta (Ga.) Ad Men's Club at their weekly luncheon. The magazines were championed by W. F. Parkhurst and Joseph W. Hill, while E. D. Hicks and E. H. Goodhart represented the newspaper side. President A. S. Adams was the chairman.

President Gerald B. Wadsworth, of the Eastern Division of the Associated Advertising Clubs of America, and Harry D. Robbins, chairman of the Vigilance Committee of the organization, were the speakers at the January meeting of the Bridgeport (Conn.) Publicity Club Wednesday night. "General Advertising" was the topic of the former, and "Fraudulent Advertising" the theme presented by the latter. Both were listened to with great interest.

The Cincinnati Advertisers' Club, to the number of one hundred or more, have arranged for a special train to Baltimore early in June, upon the occasion of the convention of the A. A. C. of A. The train will consist of library, club, dining, Pullman, drawing room and sleeping cars.

The newly organized Elgin (Ill.) Ad Club took its first steps to increase the "pulling power" of advertising last Saturday by electing a full quota of officers. George W. Flowers, president; F. A. Stedman, vice-president; J. H. Rigour, secretary; D. A. McKenzie, treasurer. The club will appoint a consultation committee which will give expert advice on advertising matter to members. The advice will be confidential. Speakers from Chicago will be invited to address the meetings. The club will be composed only of buyers and sellers of advertising space.

An important step was taken by the Salt Lake (Utah) Ad Club last week in the unanimous adoption of a resolution providing for the appointment of a vigilance committee, which is to have in hand the work of detecting "fake" and "dishonest" advertising, and bring about its elimination through securing remedial laws from the Legislature. E. S. Woodruff delivered an illustrated lecture on "Human Interest and Timeliness in Advertising," and B. F. Scribner president of the Pueblo (Col.) Ad Club, spoke on the educational benefits of the meetings.

All officers elected at the previous meeting of the Omaha Ad Club, which election was alleged to have been illegal, were ratified at a second meeting held last week. Robert H. Manley will hold the gavel for the ensuing year. The other officers were also installed by this ratification, including the directors.

The second "open dinner" of the Rochester Ad Club last week brought out 150 members and guests who listened to addresses by Dr. W. A. Evans, editor of a department of health on the editorial page of the Chicago Tribune, and William H. Ingersoll, of dollar watch fame, on the subject of advertising. Dr. Evans urged the time had come when the advertisements of a reputable newspaper must be as truthful as the editorial and news pages. Mr. Ingersoll told first of the work of the New York Ad Club, concluding with a discussion of "price regulation by the manufacturers."

Robert R. Updegraff spoke on the subject of "Advertising As a Scientific and Humanizing Force" before the Springfield Publicity Club last week. He dwelt upon the necessity of being as frank and honest to a large circle of people as a man would be to his near and personal neighbors. The speaker quoted one large manufacturer who said that advertising was nothing but extending one's neighborhood, and then went on to show the advantages in treating the public fairly.

United Sunday Newspaper Magazines

NEW YORK WORLD
BOSTON GLOBE
ST. LOUIS POST-DISPATCH
PHILADELPHIA INQUIRER
PITTSBURG PRESS

INDIANAPOLIS STAR
MILWAUKEE FREE PRESS
DES MOINES REGISTER & LEADER
DENVER TIMES
SAN FRANCISCO CALL

CHICAGO INTER OCEAN
SEATTLE POST-INTELLIGENCER
NEW ORLEANS STATES
SHREVEPORT TIMES

To the Editor and Publisher:

This advertisement is a reduced reproduction of an eighth-page 4-color advertisement of Imperial Granum we inserted in the newspapers comprising the United Sunday Magazine Association, reaching from the Atlantic to the Pacific and from the Gulf to the Great Lakes. This color advertisement as well as the others which we placed in the same Association has been one of the means by which we have increased the sale of Imperial Granum to the leader among foods for Babies.

*John Carle Sons
Rochester, N. Y.*

October 29, 1912.



SAVES BABIES' LIVES
IMPERIAL GRANUM

The Unsweetened **FOOD**
Pure Wheat

More babies die of diarrhoea and bowel troubles than any other cause. Imperial Granum overcomes these troubles—used in time prevents them. Trial Size, 25c. All Druggists.

IMPERIAL GRANUM FOOD
FOR THE NURSING MOTHER

Taken thrice daily, increases the quality and quantity of her milk and gives strength to bear the strain of nursing.

Send your name and address to-day to
JOHN CARLE & SONS, Desk 19, 153 Water St., N. Y. City,
and you will receive FREE

1. A LARGE SAMPLE OF IMPERIAL GRANUM.
2. THE INVALUABLE BOOK, "THE CARE OF BABIES," showing what to do in hot weather.

Include your druggist's name, and names and addresses of 3 friends with babies and we will send a cute rag doll. If possible send names of sick babies. Imperial Granum will help them.

LEAGUE'S EDUCATIONAL WORK.

Course in Advertising English Will Start February 19.

The educational committee of the Advertising Men's League of New York City, Inc., has outlined a very interesting course on advertising English, which will be conducted by Professor George Burton Hotchkiss, of the New York University.

It will start Feb. 19, and will continue for ten consecutive Wednesday evenings. Fuller information regarding this can be obtained from Clarence C. Dittmer, secretary of the educational committee, Room 771, No. 200 Fifth avenue, New York City.

The educational committee is planning to continue the round table class of "Principles of Advertising Arrangement," the advanced section, under Professor Frank Alvah Parsons of the New York School of Fine and Applied Arts. This will probably be on Monday evenings, but the date has not been decided upon as yet.

R. H. Claggett, State editor of the Jackson (Tenn.) Sun, has joined the editorial staff of the Hattiesburg (Miss.) News.

TO STUDY BILLBOARD ADS.

New York Commission Will Report on Possible Relief from Abuses.

Permanent organization has been effected of the commission recently appointed by Mayor Gaynor of New York to make an investigation and report to him with reference to relief from existing abuses in the erection of billboards, sky signs and similar advertising devices. The appointment of the commission is due to the report of Roy D. Fosdick, former Commissioner of Accounts, made last August, which told of the menace to public health and safety of the billboards in New York as they are at present constructed.

It is reported that the commission will call before its representatives of various civic bodies to express their views and the proper remedy to be applied. Experts in advertising and members of the firms of the different companies controlling the billboards also will be examined.

It is said that drastic provisions to prevent the disfigurement of cities and rural districts by billboard advertising are in effect in European countries, and many States and cities in this country are considering their regulations by adopting legislation and ordinances.

The Fosdick report advocated the limiting of billboards to seven feet, with certain exceptions where their entire construction was composed of metal. The investigation made by him showed that out of a total of 1,300 billboards examined, 75 per cent. violated the present law. In Manhattan there are 4,500 billboards, with an aggregate advertising space of 3,800,000 square feet, and it is estimated that the eight leading companies receive an income of more than one million a year from them.

Heegstra in a New Field.

H. Walton Heegstra, formerly advertising manager of Marshall Field & Co. and other large concerns, late advertising manager of John V. Farwell Co., who continues as one of his clients, on Feb. 1 opened a suite of offices at 19 South La Salle street, Chicago, as a merchandising counselor. He will also operate the H. Walton Heegstra Advertising Service at the same address. Mr. Heegstra has been particularly active in addressing various ad clubs and commercial associations throughout the country, and on Jan. 23 delivered an address before the Indiana State Retail Merchants' Association on the subject, "The Necessity for Educating Clerks to Know Merchandise."

The 1913 Edition of the

AMERICAN NEWSPAPER ANNUAL and DIRECTORY

Is Ready for Delivery.

Price \$5.00. Carriage Extra.
Postage 60 cents. Order from
the Publishers:

N. W. Ayer & Son, Philadelphia

CARTER, OF FORT WORTH.

Story the Chicago Advertising Men Are Telling About Him.

Among the Texas newspaper men who endeared themselves to those who attended the Advertising Club convention at Dallas last May was Amon G. Carter, business manager of the Fort Worth Star-Telegram. He is a typical Southern gentleman of the new type—keen, alert, enterprising, and generous to a fault. Much of the success of the day spent by the delegates at Fort Worth was due to Mr. Carter's untiring zeal and his ability to plan things just right.

Carter is as much at home in New York, Chicago or St. Louis as at Fort Worth. To him a trip to any one of the above cities is no more than a New Yorker's trip to Philadelphia. He is known in every newspaper and advertising agency and whenever he comes to town he has as many engagements as a popular belle at a ball.

Out in Chicago they are telling a story among the advertising agents about Mr. Carter that is worth relating in print. It seems that last month Fred Kastor, of the Kastor Agency, accompanied by Mrs. Kastor, visited Fort Worth and called on Mr. Carter to secure a page ad for the agency's directory. The latter politely informed his visitor that, as the Star-Telegram did not advertise in directories he would be obliged to turn him down.

Later in the day Mr. Carter called at the hotel where Mr. and Mrs. Kastor were stopping and took them down town in his automobile for luncheon. Mr. Blackman, the Star-Telegram's cartoonist, made a sketch of Mr. Kastor which appeared in the paper, together with a half column of his views on the development of the country, and especially upon the Kastor agency.

A few weeks later Mr. Carter went to Chicago for the New Year's celebration.

One evening, accompanied by friends, he visited the Illinois Theater, where, in the smoking room between acts, he met Fred Kastor, Willie Kastor and Dick Kastor. Fred started the conversation by saying that Carter was the only publisher who had turned him down on his Texas trip. Carter smilingly replied that he could not expect to land everybody, and that while he had not given him the ad, he had tried to make his stay in Fort Worth pleasant.

At this point, Dick Kastor, in a somewhat insolent manner, asked his brother Fred what paper Carter had and the latter replied that "he had the best paper in Fort Worth" but he would not want to admit it publicly because the other paper gave him a full page ad.

Dick Kastor then became insulting, saying that the Star-Telegram people were a lot of tight wads who evidently made only a little money and didn't have much to spend. Carter replied to this thrust by saying that he should not judge other people by his own agency. This made Kastor furious and he became so insolent that Carter resented his language with a blow. Dick Kastor struck back and Fred Kastor also used his fists.

Friends of the combatants separated the men and all returned to their seats in the theater. The next morning Fred Kastor called Carter up on the phone and apologized for the altercation of the night before. Carter said he would let the matter drop.

Since the incident in the Illinois Theater the Kastor Agency has not been able to do any business with the Fort Worth Star-Telegram.

Price Suits Horace Barnes.

Horace Barnes, editor of the Albia (Iowa) Republican, writes: "What is an extra dollar to a fellow when he wants THE EDITOR AND PUBLISHER? The price should have been 'hiked' long ago. Enclosed find draft for \$2, and when you want more just draw on me."

CIVIC WORK AND THE PRESS.

American Civic Association Gives Some Practical Advice.

In a pamphlet on "Civic Associations and the Press," the American Civic Association says:

To help the town is a fundamental of the newspaper creed. It may thus be assumed, at the beginning and all time, that the local newspapers will be interested in helping along any live movement for civic betterment. Differences of judgment among editors as to ways and means of accomplishing results, however, must be allowed for, since they are quite as human as the members of organizations for improvement purposes.

Therefore, the attitude of the civic organization, whatever its name, toward the press, should not be that of crowding special theories down the throats of editors, securing puffs of persons leading the movement, or demanding that papers shall virtually become "official organs" of the movement.

Newspapers usually like to have a concise statement of the purposes of the organization.

Accounts of actual achievements in other places along the line of local projects, either in print or written out.

Don't expect papers to give large space to promoting your organization unless you are really doing something besides "talking about" civic improvement.

Times Artists Tackle Beefsteak.

The past and present staff of the New York Times art department had a beefsteak dinner at the Imperial Hotel Saturday night and cartooned one another to their hearts' content. Hy. Mayer, who does the weekly "Impressions of the Passing Show," gave imitations of celebrities he had met in the performance of his duties, after which professional entertainers were called in to amuse the company. Former members of the staff who were present included Franklin Booth, E. N. Dart, Harry Marx, V. H. Bailey, Frederick Willock, Victor Perard, Cliff Sterrett, Fred Small, A. J. Powers and W. J. Bell. Of the present staff there were E. J. Burrows, Hy. Mayer, Steve Winhold, Harry Watson, R. Russom, E. Marcus, Otto Kurth and Walter Blythe.

The Wilkes-Barre (Pa.) Times-Leader is installing a new Hoe sextuple press.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Hoguet & Hafley; \$10,000 capital; Henri A. L. Hoguet, C. G. Hafley and J. F. McDavitt, incorporators.

JACKSONVILLE, Fla.—Montgomery Advertising Co.; capital stock, \$5,000; general advertising business; incorporated by D. J. Prince, M. H. Myers and B. R. Montgomery.

NEW YORK, N. Y.—Gaines Thurman, Manhattan; general advertising agents; capital, \$10,000; incorporators: George J. Corbett, William J. Smith, Gaines Thurman.

HARRISBURG, Mo.—The News Printing Co.; \$2,500; O. J. Page, O. D. Edwards and H. E. Risley.

CHICO, Cal.—The Daily Tribune Publishing Co.; capital stock, \$10,000; incorporated by J. D. March, J. B. Hook and others.

RALEIGH, N. Y.—The State Journal Co.; capital, \$50,000 authorized; incorporated by A. J. Field, R. F. Beasley and W. F. Marshall.

NEW YORK, N. Y.—The Woman's International Review; capital, \$100,000; E. J. Browne, W. H. Spencer and Charles M. Trimper.

BEACH, N. D.—The Chronicle Printing Co.; capital, \$15,000; incorporated by J. W. Brinton, H. W. Brinton and H. W. Peek.

KIRKLAND, Wash.—Kirkland News Co.; \$5,000; William E. Stillinger and C. E. Stevens, incorporators.

MOBRIDGE, Ia.—Bulletin Publishing Co.; capital, \$25,000; Roderick Weir, E. E. Weir and C. Sheridan, incorporators.

MERRILL, Wis.—Merrill Publishing Co.; capital, \$20,000; incorporated by A. H. Smith, F. G. Smith, and others.

The Newark (Ohio) Daily Advocate is running a number of "Sledge Hammer" talks by Chalmers L. Pancoast, of Chicago, who has been engaged by the board of trade of that town to write a series of "booster" articles for the benefit of the business men of Newark.

ADVERTISING FORUM OPENS.

Herbert Casson and St. Elmo Lewis
Deliver Able Addresses.

In response to cards of invitation issued a large audience gathered in the auditorium of the West Side Y. M. C. A., No. 318 West Fifty-seventh street, New York, on Monday evening last to take part in the opening of the fourth year of the Advertising Forum. Addresses by two of the foremost speakers on advertising in America, was the lure that brought the people together. The orchestra attached to the organization discoursed sweet music during the evening.

Just before the meeting was called to order, costumed children began trooping upon the platform. Each symbolizing a national advertiser. E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., of Detroit, the first speaker, delivered an address on "The New Dispensation in Advertising." Mr. Lewis said in part:

"The old dispensation in advertising was based on experience and try. If the experiment was not successful the advertising men tried something else until the bank balance of the concern he represented too often became a vacuum. Then he lost his job. The trouble was that the old-time advertiser was too often a piker.

"The old-time advertiser who knew how to write copy, who was familiar with types and who understood cuts and engraving thought himself an advertiser. Looked at to-day from the new dispensation standpoint, he was only a wart. Because he knew all the things he did know and lacked a knowledge of distribution he was only a wart. The old idea of advertising was to print a bird's-eye view of a manufacturing plant all over the top of a letter-head and even to put the same thing into an advertisement.

"The advertising man of to-day must have something of the soldier, something of the priest within himself, otherwise his work is in vain. One of the blights of modern business has been most aptly termed sonitis and nephewitis. In all such cases the capabilities of the man for filling the job are unconsidered, but the job is cut down to fit the man. Advertising in such hands naturally suffers.

"Advertising that merely lets the people know is not the kind that answers for the present day needs. It must create enough interest to bring the people into the shop where the salesman completes the work the advertising has served to begin, always provided the new dispensation in advertising obtains."

Herbert N. Casson, of the H. K. McCann Agency, delivered an entertaining talk on "Advertising Measured by Efficiency Standards."

Mr. Casson began by defining efficiency as doing in a better way the same old things. Size does not of necessity mean much. Clerks are not the main thing. Results obtained are the things that are worth while. There must be producers, not merely paper pushers if any given business is to win out. When it takes twenty-one men to pay a ten-cent item, any one can see that we are not getting the highest efficiency.

An efficiency ad must conspire to make the reader look, like, learn and finally buy. If it fails to do all these things it does not accomplish its mission. It is not a good ad.

Circulation is a powerful factor in advertising. To the query what is circulation, the answer must be that nobody knows.

It was the conning tower that gave to the battleship its trajectory efficiency, and when we have introduced conning towers into advertising we shall have the same kind of efficiency as a result.

Hazing Him.

Managing Editor.—You sent that new reporter out to write a story about a "haunted stairway." Did he tumble?
City Editor.—I guess so; he telephoned me at midnight that he was going to fall down on that assignment.—Chicago Tribune.

BROWN'S ADVICE TO SPECIALS.

Tells Them Not to Knock Each
Other's Publications, but to Boost.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., who handles one of the largest, if not the largest, advertising appropriations in the United States, gave an interesting talk at the Six Point League luncheon at the Victoria Hotel on Friday, Jan. 24.

M. D. Hunton, president of the Six

He advised the special representatives to boost, and not knock, especially the opposition paper; for, every time they do, it is an ad for the other fellow.

Mr. Brown gave an illustration of the value of the newspaper as an advertising medium when he stated that his company was at one time stocked with 4s and 6s. He placed a double-page ad in the Saturday Evening Post and a 495-line ad in ninety-five dailies, and was able to sell the surplus in six weeks.

Mr. Brown believes that the publisher,



H. C. BROWN,

ADVERTISING MANAGER OF VICTOR TALKING MACHINE CO.

Point League, in a semi-humorous vein, introduced the speaker of the occasion, who dwelt specifically upon the cleaning up of objectionable advertising in newspapers, and remarked that the omission of objectionable copy in newspapers was becoming more apparent every day.

Mr. Brown told the members of the league that they would always have a hearing when they called upon him, as he was at one time a solicitor himself, and he knew what it meant not to get an audience. He also gave the specials some good advice in regard to soliciting business. He said that the fact that a paper having a 100,000 circulation had gained 1,000,000 lines in advertising is not of as much interest to him as a space buyer as information concerning the manufacturing industries, their pay rolls, pay days, and facts about the city and surrounding country which the paper covers; also whether the Victor talking machine is doing a business of 32 cents per capita, when they ought to be doing 64 cents per capita.

Prior to 1907 the Victor talking machine account was a magazine account exclusively. Mr. Brown stated that the Victor Talking Machine Co. was still a mere infant in the use of newspaper space, but predicted that within the next five years the company would be the largest user of newspaper space in the world.

the dealer and the advertiser should cooperate. It was time for the newspapers to clean house.

Mr. Brown stated that the Eastman kodak people should be as large a user of newspaper space as the Victor Talking Machine Co. This account is almost exclusively a magazine account. He said that if the members of the Six Point League knew how much over a million dollars a year the Victor Co. spent for advertising they would be shocked, and so he did not tell them.

At the conclusion of Mr. Brown's remarks, the president, M. D. Hunton, called the members' attention to the indisposition of James F. Antsdel, a valued member of the association, and a resolution to send a handsome bouquet to Mr. Antsdel, at the Post-Graduate Hospital, was unanimously carried.

HOUSTON POST OFFICERS.

Directors Re-elected and Authorized
\$100,000 in Improvements.

At the annual meeting of the stockholders of the Houston Printing Co., held last week in the office of the Post, the following directors were re-elected for the ensuing year: R. M. Johnston G. J. Palmer, H. F. MacGregor, J. E. McAshan, George F. Eberle, Roy G. Watson, A. E. Clarkson.

At the directors' meeting, which followed immediately after the stockholders' adjournment, Senator R. M. Johnston was elected president; G. J. Palmer, vice-president and general manager; A. E. Clarkson, secretary and business manager, and H. F. MacGregor, treasurer.

The stockholders authorized the directors to make arrangements for necessary additions to the Post building and equipment, which means that the Post will erect at an early date a four-story building, with basement, in the rear of the present building, and also buy new machinery, the total improvements approximating \$100,000.

DEATH OF CHARLES H. JONES.

Col. Charles H. Jones, one of the organizers of the A. N. P. A., and at one time managing editor of the New York World, died in a sanatorium in Italy on Sunday. He suffered a paralytic stroke fourteen years ago, and since then had been an invalid. He was born at Talbotton, Ga., in 1848, served in the Confederate Army and came to New York in 1865.

Col. Jones was editor of the Eclectic Magazine and of Appleton's Journal for a time, and in 1881 went to Jacksonville, Fla., where he established the Times-Union. In 1885 he was elected president of the National Editorial Association, and in the following year he was one of a number of prominent publishers who organized the American Newspaper Publishers' Association.

In 1888 he took charge of the Missouri Republican, now the St. Louis Republican. He left St. Louis to become managing editor of the New York World, but at the end of a year went back there to become editor and general manager of the Post-Dispatch, owned by Mr. Pulitzer. In 1896 he resigned because of his health, and purchased the Paper Trade Journal, the American Stationer and Lockwood's Directory.

OBITUARY NOTES.

ROBERT A. IRVING, formerly owner and publisher of the New Yorker, died Monday, in his fifty-ninth year, after a two weeks' illness. In recent years Mr. Irving was connected with the editorial department of a biographical publication.

CHARLES W. DOBBINS, 50 years old, for several years suburban editor of the New York Herald, died Jan. 22 at his home in Flushing, L. I. He was at various times connected with the Buffalo Express, the Buffalo Courier and the New York Evening Mail.

FRANK H. DEXTER, editor and publisher of the Springvale (Me.) Advocate, died at his home in that city on Jan. 23. He was born in 1856 and was at one time associate editor of the Portland Globe. Mr. Dexter had been for many years a member of the Maine Press Association.

CLIFFORD A. MOUNTJOY, part owner of the Birmingham (Ala.) Age-Herald and well-known lawyer, died last week at Muskogee, Okla., in his sixtieth year.

PHILIP A. GIFFORD, one of the best known newspaper men of New Jersey, died at his home in Newark last week, Thursday. He was sixty-six years old and had been in the newspaper business in Newark nearly forty years as reporter, city editor and business manager, and for several years was Newark correspondent for the New York Herald.

HIRAM E. VANDERGRIFT, fifty years old, editor of the Frankford (Pa.) Herald, died at a local hospital Sunday, the victim of a motorcycle accident in which his skull was fractured.

Will Carleton Left Only \$5,000.

Will Carleton, the poet, who died at his home in Brooklyn on Dec. 18, left an estate of \$5,000 in personal property. His will was filed on Monday.

GROCERY PRESS MEETS.

More Than 200 Delegates Attend Fourth Annual Convention in New York—Several Important Resolutions Passed—Addresses by Prominent Speakers—President Ukers Re-elected for a Third Term.

About two hundred trade journal editors, food manufacturers, sales managers, and advertising men attended the sessions of the fourth annual convention of the Grocery and Allied Trade Press of America, held at the new McAlpin Hotel, New York, January 27-29.

Three sessions were held daily, the convention closing with the annual banquet on Wednesday evening, at which the principal speakers were Fred Mason, general manager of the Shredded Wheat Co.; John Clyde Oswald of the American Printer; Alfred W. McCann, of the New York Globe; Richard H. Waldo, advertising manager Good Housekeeping Magazine; Elton J. Buckley, editor the Grocery World; John A. Lee, ex-Lieutenant Governor of Missouri, and Capt. Jack Crawford, the Post Scout.

Several important resolutions were adopted at the meeting. One pledged the members to assist manufacturers in pushing the sale of nationally advertised goods when these permit a margin of profit above the grocer's average cost of doing business. Another declared in favor of the Printers' Ink law against fraudulent advertising. The most important resolution adopted, however, was one requiring that all members of the association furnish detailed circulation statements, by States, accompanied by post-office receipts, printers' affidavits, etc., copies of such statements to be placed on file with the C. M. Wessels Co. (the official advertising agency of the association), the American Specialty Manufacturers' Association, the Association of National Advertising Managers, and the Association of American Advertisers.

Some forty different addresses were made at the various sessions of the convention, many of them by speakers of national reputation.

Unstinted praise for the success of the meetings was given to William H. Ukers, the president, whom Mr. Waldo, in his speech at the banquet, hailed as the best president any association ever had, and whom Mr. Mason, in presenting him with a gold, minute-repeater watch at the close, declared, was an executive officer of unusual ability. The watch was the gift of the members of the association to Mr. Ukers upon his re-election to a third term of the presidency. The inside bore the inscription "A gentlemen, a scholar and a loyal friend."

A gold medal was presented to C. M. Wessels in a fitting speech by George L. McCarthy, of the National Provisioner. The medal was inscribed: "In appreciation of his talent for initiative and efficiency." A gold medal was also presented to Treasurer Thorpe in recognition of his four years' service to the members of the association.

Among the more notable addresses delivered at the meeting were the following:

A. C. Monagle, secretary American Specialty Manufacturers' Association, on "Modern Merchandising"; O. F. Byxbee, of the Inland Storekeeper, on "How the Grocery Trade Press Can Help Push the Sale of Nationally Advertised Goods"; Charles G. Phillips, of the Root News paper Association, on "The Responsibilities of the Trade Paper Publisher"; Frank Leroy Blanchard, editor THE EDITOR AND PUBLISHER, on "What Should be the Attitude of the Trade Paper Toward Manufacturers"; Leon M. Hattenbach, editor the Merchants' Index, on "The Right Kind of Association Paper"; John A. Green, secretary National Association of Retail Grocers of the United States, on "Liberty and Fraternity"; J. R. Moorehead, secretary National Association Retail Merchants, on "Co-operation the Hope of the Retailer."

William H. Ingersoll, president, Advertising Men's League of New York and sales and advertising manager of Robt. H. Ingersoll & Bro., spoke on "Price Maintenance"; Clowry Chapman, counsel to the Association of National Advertising Managers, and to the Advertising Men's League of New York, on "The Trade Mark as a Constructive Force"; Leroy Fairman, editor Advertising and Selling, on "The Editor and Advertiser"; Harry Tipper, president the Technical Publicity Association, New York, and advertising manager, the Texas Com-

pany, New York, on "The Efficiency of the Dealer"; O. C. Harn, manager advertising department, National Lead Company, New York, on "The Trade Press's Great Opportunity"; William B. Harris, U. S. Government coffee expert on "Showing the Grocer How to Build Up His Tea and Coffee Department."

Frank Farrington, editor, the Inland Storekeeper, on "Holding the Subscriber"; Edwin J. Gillies, representing the National Coffee Roasters' Association, on "Penny Change for Grocers"; T. A. De Weese, director of publicity, Shredded Wheat Company, on "The Discovery of the Trade Paper"; J. George Frederick, vice-president the Business Bourse and editor the Efficiency Magazine, on "What the Editorial Columns of a Trade Paper Have to Do with Its Advertising"; H. M. Swettland, president, the Federation of Trade Press Associations in the United States, on "Some Problems in Circulation"; J. C. Robbins, general manager, The David Williams Company, on "The Ideal Circulation Department"; John A. Lee, managing director, National Canned Foods Week Committee of the Cannery and Grocers' Associations, on "The Canned Foods Propaganda."

The newly elected officers are: President, William H. Ukers, the Tea and Coffee Trade Journal, New York; vice-president, A. C. Barker, the New England Grocer and Tradesman, Boston; secretary, Leon M. Hattenbach, the Merchants' Index, Denver; treasurer, Charles Thorpe, the Retail Grocers' Advocate, New York.

Among those who attended the convention were: Charles P. Adams, Merchants' Journal, Topeka; C. E. Beiner, Trade Exhibit, Omaha; David Ezekiel, Grocery World, Philadelphia; F. N. Barrett, American Grocer, New York; G. R. Horton, Modern Grocer, Chicago; L. M. Hattenbach, Merchants' Index, Denver; G. D. Meekel, Twin City, Commercial Bulletin, St. Paul; G. A. Stowe, Michigan Tradesman, Grand Rapids; D. B. Gillies, Canadian Grocer, Toronto; Clarence Reed, the Price Current, Wichita, Kans.; A. G. Hanbrock, Illinois Retail Merchants' Journal, Ch. ga.

O. F. Byxbee, Inland Storekeeper, Chicago; Jno. Bratton, Southern Merchant, Atlanta; J. W. Rittenhouse, Up-to-Date, Scranton; Chas. Thorpe, Retail Grocers' Advocate, New York; A. C. Barker, Northeastern Grocer and Tradesman, Boston; Geo. J. Schulte, Interstate Grocer, St. Louis; C. C. Pierce, Commercial Journal, St. Joseph, Mo.; J. J. Vignaea, General Store, Pittsburgh; N. H. Johnson, Merchants' Journal, Lynchburg, Va.; George G. Small, Ideal Grocer, New York; Zane Thompson, the Western Trader, Omaha; Wm. T. Hornidge, American Meat Trade Journal, New York; Geo. L. McCarthy, National Provisioner, New York; and W. H. Cook, Inland Grocer, Springfield, Ohio.

HERALD'S DOWNTOWN OFFICE.

New Quarters at Broadway and Fulton Now Ready for Business.

After making a careful canvass of the total number of persons passing the new location, according to standard efficiency methods, the New York Herald has now opened a new and larger office, located at the corner of Broadway and Fulton street. The location is central and some careful estimates have credited it with being the "busiest corner in the world."

The advertising end of a newspaper in these days of extended advertising is a most important place and the Herald in recognition of this has established an office of which that paper may take a just pride. The new office has been equipped with files and the management expects to co-operate with advertisers in all possible ways to facilitate the dispatch of advertising business. Business for the Telegram will be handled as heretofore at the new Herald office. A highly organized messenger service will be maintained between the new office and the one in Herald Square.

The Herald has during the last three weeks been specializing on automobile advertising and in its development and exploitation of this field has made it possible to compile a good directory of this particular industry merely by a careful reference to the Herald's advertising pages. Automobiles of both high and low degree found representation in the Herald to be alike highly advantageous, which is a deserved tribute to the advertising value of this medium.

**THE EVENING TIMES
THE MORNING HERALD**

Grand Forks, North Dakota



Two metropolitan daily newspapers, both members of the Associated Press, cover most adequately the NORTHERN HALF OF NORTH DAKOTA, the richest farming area in the world.

Accessibility to all points in this territory, on account of good railroad facilities, puts The Evening Times and The Morning Herald in the homes of patrons twelve to twenty-four hours ahead of all other papers.

These papers are read by one family in three in a district embracing over a quarter of a million people. Less than one per cent. duplication in circulation of both papers.

TIMES-HERALD PUBLISHING CO., Publishers
NORMAN B. BLACK, Gen. Manager

CARPENTER-SCHEERER SPECIAL AGENCY, Foreign Representatives
New York Office, Fifth Ave. Bldg. Chicago, Peoples Gas Bldg.

The Herald advances the claim that during the recent National Automobile Show in Madison Square Garden it Show in Madison Square Garden and Grand Central Palace it printed twenty-five columns of advertising daily.

MISS SHOWALTER A STAR.

Young American Prima Donna, Daughter of Newspaper Man, Achieves Notable Triumph.

Edna Blanche Showalter, "raised in the shadow of Park Row," has taken her place among the real stars of the operatic world.

On Monday night in Rochester at the first production of Sousa's new light opera, "The Glassblowers," this youthful American prima donna achieved a sensational personal success. Her voice—which has charmed symphony concert audiences all over the country—gave an added charm and lure to Sousa's beautiful music, and won furores of applause.

Of Miss Showalter's performance the critic of the Rochester Times has this to say:

"John Cort, the producer, has assembled a cast of principals of extraordinary merit, headed by Edna Blanche Showalter as Arnabel. Miss Showalter sang as few prima donnas have never sung in American productions of opera bouffe. After hearing her consummate vocal skill and exceedingly beautiful voice, it would be almost impertinence to say that she is equipped for grand opera. She has extraordinary facility of execution and sings with perfect ease. Her range is wide, and she touches high E three times, with no effort whatsoever. Her singing is characterized by rare good taste, absolute accuracy of

pitch and a grateful lack of mannerisms. Her tones are constantly musical, never forced, yet large and powerful, and her pianissimo and fortissimo passages are accomplished with equally happy results. Not only in her singing, but in her acting as well, Miss Showalter achieved a personal triumph."

The production will reach Broadway within a few weeks. Miss Showalter is the daughter of W. D. Showalter, whose friends in the newspaper world share his pleasure at the unmistakable triumph of his talented daughter.

New Ad Agency in Chicago.

The Lee-Jones Advertising Corporation is a new agency in Chicago. The president is Stephen B. Jones, president of the Western Fuel Co., and identified with several other Chicago concerns. James H. Turner, vice-president and general manager; Frank I. Lee, secretary, and C. W. Beckler, rate clerk of the new firm were former employes of Lord & Thomas. The offices of the corporation are in the Republic building.

The receiver for the defunct Chicago Daily World was ordered by Federal Judge Landis, on Wednesday, to vacate the premises that were occupied by the Socialist Daily at 207 West Washington street, Chicago.

THE PARCEL POST

Will increase your business. I am the publisher of the Parcel Post Hand-Book (32 pages, cover and folding map) containing practically all of the government information on parcel post (regulation, guide and map). Write for my newspaper plate proposition. Also two-color parcel post maps centering from any city or town. Write now, now, NOW.

HARRY DAVIS, Publisher,
81 Chambers St., New York.

The Waterloo (Iowa) Evening Courier

Frank Hickenlooper, our city subscription agent, recently had a unique assignment. He was given a private room with an independent telephone in the Courier building. He called and briefly interviewed the residents found at home whose names appeared in the newly issued telephone book. The information he secured in this census was neatly compiled for the information of Waterloo merchants and advertisers. It is just as valuable to foreign advertisers. We'll be glad to supply complete statistical information on request. A recapitulation of pages 6, 7 and 8 makes mighty interesting reading.

| | |
|--|-----|
| Total number of the subscribers reporting on the 3 pages..... | 125 |
| Total number out of the 125, who take the Courier..... | 80 |
| Total number out of the 125, taking the Reporter..... | 28 |
| Total number out of the 125, who take the Times-Tribune..... | 6 |
| Total number out of the 125, who take no paper..... | 5 |
| Out of 125 residences canvassed to-day the Courier now has..... | 81 |
| Out of 125 residences canvassed to-day the Reporter now has..... | 27 |

Showing Courier's circulation to be three times that of Reporter. It is worth while to observe and note that in the inquiries so far there is an almost total absence of residences taking two Waterloo papers.

The completed statistics show that the Courier city circulation is nearly double that of the other two papers' combined city circulation.

The country circulation of the Waterloo Evening Courier is guaranteed to be 25 to 50 per cent. greater in the several localities than that of any other Waterloo paper. Why not send for full details?

The Waterloo Evening Courier does not cut its rates on subscription, and does not engage in "subscription voting contests."

A. W. PETERSON, General Manager.

W. H. HARTMAN, CO.

BUILDER OF PAPERS.]

Sketch of a Man Who Wouldn't Be Governor Because He Could Accomplish More for the State By Remaining Editor.

When a newspaper man has his salary doubled—an event of such rare occurrence that it deserves wide publicity—it is an unailing sign that he has been doing something to deserve the increase.

The latest candidate for honors in this direction is Norman B. Black, the general manager of the Grand Forks (N. D.) Times-Herald Publishing Co., whose portrait accompanies this article.

Six months ago, when he was urged by the entire press of the State to ac-



NORMAN B. BLACK.

cept the nomination for Governor, he declined the honor, saying:

"My salary as general manager of the Times and Herald, of Grand Forks, is greater than that of the Governor, my duties less arduous and I can serve the people of North Dakota equally as well in sending into your homes an evening and morning paper filled with interesting timely news, yet so clean and wholesome in character that when the young men and women arrive at the age when they shall become important factors in the affairs of the State they shall be bigger and better by having been readers of the Evening Times and Morning Herald."

All of which, we must admit, is good newspaper gospel.

OPPOSED TO LA FOLLETTE POLITICS.

Mr. Black, before going to North Dakota, was a leading journalist in Wisconsin, where he managed the campaign of Isaac Stephenson for the United States Senate. When he saw the State adopting the La Follette style of politics, with which he was not in sympathy, he visited Grand Forks, where he met J. D. Bacon, owner of several thousand acres of land, and of whom James J. Hill said: "I believe him to be the best farmer in the United States to-day."

Mr. Bacon was not only an up-to-date farmer on a large scale, but he was president and principal stockholder of the local trolley lines, owned the big Hotel Dakotah, was director of several banks and owner of the evening paper then struggling for existence. After a few interviews Mr. Bacon engaged Mr. Black as business manager of the Evening Times.

Mr. Bacon offered the Morning Herald, the leading paper of the city at that time, \$175,000 for the property, which was refused. Failing to acquire the paper by purchase, he gave Mr. Black carte blanche to accomplish the same end by competitive measures; and, under Mr. Black's skillful generalship, three years later the purchase of the Morning Herald was taken over at a price \$47,000 less

than was offered at first and merged with the Evening Times.

GIVES CREDIT TO OTHERS.

Mr. Black in his usual generous way credited his foreign representatives, the Carpenter-Scheerer Agency, equally with himself in the building up of the Times, and immediately after the merger transferred to them the representation of the two papers. As a newspaper builder Mr. Black undoubtedly takes front rank; for, in the merging of the two plants, they became a \$318,000 proposition. That the property is paying good dividends is shown by the action of the board of directors in doubling the salary of the man who had made possible the large dividend checks.

His ability may be easily judged by the fact that in Fargo, N. D., where newspaper conditions are equally as good as in Grand Forks, the morning and evening papers have within the past six months both gone into receivers' hands and have been sold under mortgage foreclosures. By comparison it may be said that the Times-Herald Publishing Co. has no outstanding notes, owes no man a dollar and discounts every bill, showing the difference between a business management and the mismanagement of newspaper plants that, upon the face of them, are apparently equally prosperous.

Mr. Black not only has the asset of ability to successfully manage a newspaper plant, but he has an attractive personality. He is a full-blooded Scotchman with the accent and all of the racial characteristics, the kilties have no terrors for him, and as a story teller his fund of Scotch anecdotes is unlimited. At the banquet given by the Chicago Press Club, to Andrew Carnegie and the presidents of Chicago's numerous banking institutions, Mr. Black, as a guest of the club, sang some of the well-known Scotch ballads which appealed deeply to Mr. Carnegie who complimented him. Then Mr. Black told one of his Scotch stories, which was caught by a reporter and later appeared in the Saturday Evening Post as having been told by Mr. Carnegie.

PRESS ASSOCIATIONS.

The National Press Club, of Washington, D. C., held its second Hobby Riders night Thursday evening. The riders were Henry W. Scrage, Edward B. Moore, George Von L. Meyer, Dr. William A. White and John Philip Sousa. Alfred Henry Lewis was the toastmaster and official starter.

The Utah Press Association held its annual meeting at Salt Lake City last week and elected the following officers: President, N. B. Dresser, Millard County Chronicle; first vice-president, W. H. Capwell, Tremonton Times; second vice-president, L. Dahlquist, Utah Posten (Salt Lake); secretary D. P. Felt, Salt Lake Argus; treasurer, I. E. Diehl, Mammoth Record. John D. Giles delivered an illustrated lecture on "Country Newspaper Advertising."

The annual meeting of the Northern Minnesota Editorial Association was held at St. Cloud on Jan. 24 and 25. It was one of the most important in the history of the association and brought out a large attendance. The program consisted of papers and discussions, a banquet by St. Cloud citizens, with the editors as guests of honor, visits to points of interest about the city and display of printing and other material. The addresses included: "Front Page Editorials," Claude M. Atkinson, Hibbing Mesaba, Ore.; "Fallacies of the Flat Rate," J. C. Morrison, Morris Tribune, and "Boosting and the Country Editor," C. F. Mahnke, Moose Lake Gazette.

Six of the leading hotel publications of the West have organized the Western Hotel Press Association for the promotion of legitimate hotel journalism. The papers represented are the Pacific Coast Hotel Gazette of San Francisco, the Colorado Tourist, the California Tourist of Los Angeles, the Seattle Hotel

News, the Colorado Hotel Reporter of Denver, and San Francisco Hotel News. The following officers have been elected: Martial Devoust, president; W. E. Hawkins, vice-president; R. Edward Lewis, secretary, and John McDermott, treasurer.

The Columbus Press Club gave a smoker and home-made and house-produced vaudeville show in honor of Governor James M. Cox, the members of his staff and a number of State officials last week. The Governor is the publisher of two of the most profitable newspapers in Ohio, the Dayton News and the Springfield News. A miniature stage represented the office of the Dayton News, with a private telephone wire connecting the city editor's desk with the "boss's" State house sanctum. Here came a stream of visitors, among the imaginative list being the new preacher-representative of Cincinnati, Rev. Herbert Bigelow, Newton Baker of Cleveland, Congressman Burton, and other famous and infamous figures in Buckeye politics, the various characters taken by well known newspaper men. Five hundred guests were entertained at the smoker, a tempting lunch being one of the features. The affair proved exceedingly successful.

The Lancaster County (Pa.) Publishers' Association held its annual meeting at Lancaster last Monday and elected the following officers: President, J. R. Missemer; vice-president, W. O. Cake; secretary and treasurer, Howard Reynolds. There was a liberal discussion of the topic: "The Effects of the Parcel Post Law on the Newspapers and the Printing Business." Another topic was "Should Advertising Agencies Be Allowed Commissions?" It was the sense of the meeting that no commissions should be allowed to agencies on new or renewal contracts.

Officers of the Milwaukee German Press Club elected at the annual meet-

ing are: President, William Grote-lueschen, city editor of the Herold; vice-president, Max Falkenstein; treasurer, Hans Koenig; secretary, Walter Sperber; directors, the officers, Theodore Zillmer, Gustav Haas and Hugo Heyse. The annual reports of officers showed the organization to be in a prosperous condition.

At the annual meeting of the Maryland Press Association, held Jan. 14 at Baltimore, Colonel W. S. Powell, of Ellicott City, was re-elected president for his fourth consecutive term. The other officers for the ensuing year are: J. Brisco Bunting, of Prince Frederick, and C. O. Melvin, of Pocomoke City, vice-presidents, and W. S. McCoombs, of Havre de Grace, secretary-treasurer. The new executive committee is composed of E. Watson Webb, Cambridge; E. O. Diffendal, Westminster; W. Meade Holliday, Annapolis, and C. D. Engler, Taneytown.

New Enterprise at Sawtelle.

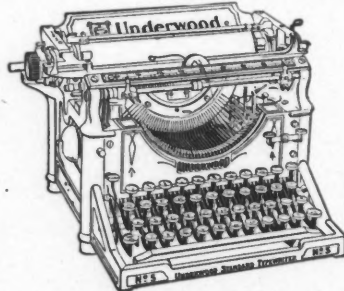
The Sawtelle Tribune is the name of a new seven-column folio weekly that made its first appearance in Sawtelle, Cal., on Thursday, Jan. 30. The publishers are Arthur and J. C. X. Yeager, the latter being editor and the former foreman of the composing room. The plant consists of entirely new equipment, and it is understood that a linotype machine will soon be added, and the size of the paper cut down to six-column folio as soon as a room that will accommodate a better press can be obtained. The establishment of the Tribune gives Sawtelle, a city of 3,000 souls, three newspaper plants. The Yeager's are experienced newspaper men. In former years they were closely identified with the management of the Fort Dodge (Ia.) Chronicle, and the Fort Dodge Messenger, the Champagne (Ill.) Daily News, and the Kankakee Republican. Each has also served as salesmen for several of the biggest type foundries in the country.

Just to Convince Yourself

Ask a half dozen stenographers, anywhere, which typewriter they prefer. This has been tried hundreds of times by prospective buyers and the verdicts have been practically unanimous in favor of the

Underwood Typewriter

"The Machine You Will Eventually Buy"



For Durability, Speed, Accuracy, and Ease of Operation it is unapproachable.

UNDERWOOD TYPEWRITER CO., INC.

Underwood Building, New York

BRANCHES IN ALL PRINCIPAL CITIES



ABRAHAM VERHOEVEN READING THE PROOFS ON THE ANTWERP NEWS, THE FIRST PERIODICAL PUBLISHED IN EUROPE (IN 1605). From a water color by Joseph Ratinckx. Reproduced from the Turin illustrated souvenir.

Boise Editors Receive Ovation.

R. S. Sheridan, publisher; C. O. Broxton, editor, and A. R. Cruzen, stockholder, of the Capital News, Boise, Idaho, were given an ovation last week when they were released from jail after having served ten-day sentences for contempt of court. When the two former reached the office of their newspaper, in which was published the message from Colonel Roosevelt that was held in contempt by the Idaho Supreme Court, they found floral offerings sent by prominent persons from all over the country. As a result of the movement started by State Senator Dow Dunning to collect money by penny contributions to pay the \$500 fines nearly all the necessary amount has already been received. Colonel Roosevelt sent ten dollars as contribution from Oyster Bay residents.

Topeka Daily Capital

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

Arthur Capper
TOPEKA, KANS. Publisher

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

STORIES OF CITY ROOM.

Why Hildebrand Didn't Interview Tetrizzini—Bill Corcoran's Plea for His Cook Moves the Court—A Prisoner Who Followed a Reporter's Advice and Pleaded Insanity Is Sent Up for a Year.

J. R. Hildebrand, managing editor, New Britain (Conn.) Herald, who recently visited friends in Washington, used to write theatrical criticisms headed by his own name in large black type for the Washington Times. He once had an experience with Will Macdonald, now managing editor of Cartoons, but formerly city editor of the Times, that must have spoiled a promising afternoon for Hildebrand. It was one of those trying days in a newspaper office, when several murders had been committed, when Congress was looping-the-loop and railroads were being wrecked on Wall Street.

The star reporter was sick, the head copy reader hadn't shown up, the composing room was yelling to cut things down and the city editor—Macdonald—was struggling between the knowledge that he was going to be scooped and an effort to cover the city with a staff that had twice as much to do as it could. Macdonald was tearing his hair.

Then a large fire broke out, two heiresses ran away with their chauffeurs, an army balloon exploded and fell into the river and the business office sent up a heartless demand for a reporter.

About that time in strolled Hildebrand, fresh from the bath, with a lilac in his buttonhole and swinging a walking stick. "Mac," he said, "I think I'll stroll up to the Willard and get an interview with Mme. Tetrizzini. You know, she's in town and I would like a little story from her on my Sunday theatrical page."

Then the lightning fell. Macdonald unleashed that voice of his and roared at the top of his lungs. He had the business office's written request for a reporter in his hand.

"Tetrizzini! Tetrizzini!" he shrieked. "You'll go down on 4½ street and write a story about Mike Cohen's five and ten-

cent store getting in a new supply of babies' underwear. That's what you'll do."

And he did, too.

How Corcoran Saved His Cook.

Not since the days when "Jim" Kelly used to drop down from the reporters' box to the lawyers' fighting ground in the Washington Police Court to advise some bird of the underworld just what to do to save a sentence, has a newspaper man appeared in the dual capacity of journalist and barrister until a few days ago, when "Bill" Corcoran, of the Washington Times, pleaded with Judge Pugh to save his, "Bill's," cook from a sentence.

"Bill" covers the police court and is a partially privileged character around the place. He was hungry on the morning in question because his cook had failed to make her appearance at breakfast time. When "Bill" saw the cook in the line of police court prisoners he was torn by conflicting emotions. It seems she had received her month's wages the day before and had so gloriously celebrated the event that a policeman had arrested her.

When the case was called the journalist-barrister made a speech of which this was the peroration:

"I haven't had my breakfast this morning, judge. If she is not released there is no telling when I will eat again. It is this way: If you fine her I would have to pay the fine. In that case I could not pay her wages and she would leave. That would place me without anyone in my culinary department. If you fine her and I don't pay the fine her skilled fingers would be preparing food for the Occoquan colony, and I would still be going hungry."

Judge Pugh, who is always good to hungry men, released the cook on her personal bonds and cautioned here not to celebrate so loudly when she is next paid off.

Kelly's Advice Didn't Save Her.

In the days when Judge Pugh, of Washington, assistant corporation counsel, James Kelly, formerly of the Wash-

ington Post, was a police court reporter whom Judge Pugh always addressed as "Jeems."

Sometimes "Jeems" would be at the police court and sometimes he would not, but he always turned in a fine lot of amusing stories, some of which were almost true.

One day "Jeems" saw an unfortunate girl in the police court line-up. His heart went out to her and he stole away from under the beetling brows of Judge Kimball and told the unfortunate that if he could do anything to lighten her sentence he would. She reported that she didn't want "no cheap skate" meddling with her affairs. "Jeems" told her that if she wasn't a woman and bigger than he was he would wipe her off the map.

After this exchange of cordialities the poor woman, whose crime was that she had been drunk before breakfast and had smoked cigarettes on the street, was advised by "Jeems" to feign insanity and she would get off easier.

"Jeems" advice almost worked. The woman's first remark to the judge was: "I see a cat on your shoulder and a horse and buggy is driving across your face."

That sounded insane enough. The sentence, however, was one day short of a year, the heaviest the judge could impose.

Charlotte Observer's New Manager.

J. V. Simms on Jan. 25 became general manager of the Charlotte (N. C.) Observer Co., publishers of the Observer, Chronicle and Semi-Weekly Observer, succeeding E. W. Thompson, who has resigned. Mr. Simms has been in the newspaper business for twelve years, beginning in Charlotte on the News. He then took hold of the Raleigh (N. C.) Times, and made a great success in building up that paper. After the Times was sold Mr. Simms spent several months in the West, and has been back in the East for about two months, connecting himself with the Observer as auditor, and later was made assistant manager, which position he held up to his present appointment.

Dry Goods

In 1912 The New York Times published 2,830,722 lines of Dry Goods advertisements, a gain of 322,474 lines over 1911, a greater gain than the combined gains of three other New York morning newspapers ranking with THE TIMES in quality of circulation, and a greater volume than any of those newspapers.

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

THE EVENING MAIL'S policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

YOU MUST USE THE LOS ANGELES EXAMINER to cover the GREAT SOUTHWEST Sunday Circulation MORE THAN - - 120,000

The Elizabeth (N. J.) Times Only Democratic daily in Fifth Congressional District

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America—Ben Franklin Club of America—New York Master Printers' Association—Electrotypers' Board of Trade of New York—The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, The International Association of Manufacturing Photo Engravers and the Photo Engravers' League of New York. Held coincident with the convention of the American Newspaper Publishers' Association, Associated Press and Printers' League of America—and with the co-operation of the various advertising clubs and leagues.

A. B. CONNOR & CO.

Concerning Chocolate Eclair Backbones

THE manufacturer who says, "Go get someone else in my line—and then come to me," will NEVER loom big in affairs of his trade because he doesn't do his own thinking. Being afraid to take the center of the stage, he is doomed for life "to sing in the chorus." The big rewards in merchandising have always fallen to the PIONEERS—the man who dares—the foot that makes its own tracks, instead of following in another's. We suppose that when Gabriel blows his trumpet members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBODY leads the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

THE SHOW deserves your support, yes, we mean you, because it will strengthen, broaden and dignify a great industry. But, it is not on sentimental grounds that we seek exhibitors. The SHOW was planned to make money for US and for YOU and it WILL. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicity—the attention of 25,000 interested Printers, Publishers and Advertising Men—that you cannot obtain by ANY OTHER METHOD AT ANY PRICE. We expected prejudice. We foresaw opposition. We looked for distrust from the "oldest inhabitant" and the "veteran war-horse" who think that every NEW thing is a BAD thing, just because it doesn't conform to their ideas.

BUT—you cannot advance one SOUND reason, one valid argument why YOU as a manufacturer, or selling agent will not be benefited by displaying and demonstrating your line to 25,000 PRINTERS, PUBLISHERS AND ADVERTISING MEN THAT HAVE COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over—talk it over—sleep it over. We are confident of your decision.

The Size of Space and the Sighs for Space

WHETHER your SHOW space is large or small doesn't count a tenth as much as whether you are represented in some way. The SHOW lasts a full week. EVERY person attending will see EVERY exhibit. They can't miss seeing YOUR display, any more than they can miss seeing the Palace itself. They will be so fascinated by the magnificence of the building, its decorations, booths and exhibits, that they will LINGER LONG, while they are there. If you cannot see your way clear to engage a large space, ENGAGE SOME SPACE. Be where the buyer will be. Be where your competitor will be. Be in the Atmosphere of ORDERS. Fish where the fish gather.

Will the Printer, Publisher, Advertising and Business Man Attend?

HE WILL, because 50,000 have already applied for or received tickets to the SHOW by mail. Thousands more will be supplied with tickets by exhibiting houses. Is it conceivable that any one interested, coming to New York, will neglect to visit the Palace when he can obtain a ticket WITHOUT COST, either by writing us for it or from houses he deals with? Would he use a theatre ticket if you gave it to him? And, if he would attend a mere play for amusement's sake, how much more likely is he to attend the NATIONAL PRINTERS, PUBLISHERS, ADVERTISING MEN AND ALLIED TRADES' SHOW teeming with DOLLARS AND CENTS interest to him, and bristling with ideas, novelties and helps, applicable to his own business. Never fear—THE PEOPLE YOU WANT WILL BE THERE, but that won't do you any good, unless YOU'RE THERE WITH YOUR LINE. For space rates and other particulars, apply to

HARRY A. COCHRANE, President.

FIFTH AVENUE BUILDING, NEW YORK (Broadway and 23d Street), Phone 724 Gramercy

THE DRY MAT NOW PERFECTED.

The Semi-autoplate Dry Mat Machine Ready for Market.

What is notably the first important achievement in newspaper making in 1913 is the announcement that the dry and cold process of stereotyping has been perfected and brought to a basis of cost that makes its use commercially possible with even the smallest papers that print from stereotype plates.

Henry A. Wise Wood and Benjamin Wood have been working on this problem for nearly two years, and their efforts have been crowned with success. Their company, the Wood Flong Co., an entirely separate organization from the Autoplate Co. of America, has just announced, as ready for the market, the Semi-Autoplate dry mat. This, we understand, is a dry mat that is immediately ready for use, and will not require the purchase of additional stereotyping equipment. The mold is made in the same way the wet mat is molded, except that steam tables are not required, and there is no such thing as a hot form to handle.

Benjamin Wood, general manager of the Wood Flong Co., had this to say when approached by the representative of THE EDITOR AND PUBLISHER.

"Figures gathered from many newspapers, both large and small, seem to place the average cost of making and using wet mats at eighteen to nineteen cents each. This includes cost of materials for the mat, drying blankets, and the cost of supporting and using steam tables. A comparison of the steam and electric table shows that with the latter in use the cost per mat is nearly doubled. One paper using electric tables in a large city where current is cheap was astonished to find that the cost of each wet mat it used exceeded thirty-four cents. Newspaper managers generally have a very hazy idea of the cost of old-fashioned stereotyping.

"The Semi-Autoplate dry mat will not

only be much cheaper per mat, but in nearly all large offices the annual consumption of mats will not be so great since it will not be necessary to use makeovers nor use more than one mat for a page, unless an exceptionally large number of casts are required.

"Our ambition has been to be the first to make the dry mat a commercial success, and to complete the revolution in newspaper stereotyping now so well begun by the Autoplate. At sixteen cents each for the Semi-Autoplate dry mat our profit will consist of glory—not money."

CHANGES IN INTEREST.

GUTHRIE, Okla.—The Co-operative Printing Co. has taken over the job plant of the defunct State Capital, but not the newspaper, which was absorbed by the Daily Leader in 1911. The Leader is now the only daily paper published in this city.

SKOWHEGAN, Me.—E. E. McNeelie, former owner of the Somerset Reporter, and since 1909 one of the owners and managers of the Independent-Reporter, has sold his interest in the latter paper to Roland T. Patten and Cecil H. Tilton. Mr. Patten becomes the business manager and Mr. Tilton will be one of the directors and clerk of the board. Clyde H. Smith will still be the principal owner and direct the editorial policy of the paper.

REVILLO, Ia.—The Item, a weekly, has been purchased by W. C. Gilmore, who will conduct it in the future.

WICHITA, Kan.—Walter Johnson has acquired a controlling interest in the Gazette, a morning daily, and will act as its business manager.

CROOKSTON, Minn.—W. E. McKenzie has purchased the Times, a paper he owned for a number of years and which he sold six years ago.

GREELEY, Wyo.—The Tribune and the Republican are to be consolidated and issued as a daily.

LOCKWOOD, Mo.—States & Arnold have sold the Missourian to J. N. Norris.

FULTON, Mo.—W. L. Garver, of In-

dependence, has bought the Journal from Edward Smith and will place the local management of the paper in the hands of his brother, H. B. Garver. W. L. Garver was the Socialist candidate for Governor of Missouri in 1908.

ANVIL CHORUS DINNER.

Members Take Off Well-known Political Characters at Annual Meet.

The fifth annual dinner of the Anvil Chorus took place at the Brooklyn Academy of Music Jan. 18. About 400 guests were present and among the political characters taken off were Colonel Roosevelt, President Taft, Governor Sulzer and Timothy L. Woodruff. F. G. Frost appeared as Uncle Sam in one of the eight skits presented by members of the organization.

The Anvil Chorus numbers among its members the following newspaper men: Tilden Adamson, former city editor of the Eagle; Chauncey C. Brainerd, Washington correspondent of the Eagle; Joseph J. Early, Albany correspondent Standard Union; Percy T. Edrof, formerly Brooklyn editor New York American; Arthur H. Folwell, editor of Puck; Joseph T. Gleeson, New York representative of the Harmsworth publications; Douglas Gresmer, of the Brooklyn Times; John N. Harmon, managing editor Brooklyn Times; Charles F. Kerrigan, Albany correspondent of the Eagle; Clarence Hebb, city editor Eagle; Justin McCarthy, Jr., advertising manager of Abraham & Straus; Walter Ostreicher, city editor Brooklyn Citizen; Richardson Webster, dramatic editor of the Citizen, and Theodore Bossard, city editor Standard Union.

New Morning Paper for Montgomery.

The Montgomery (Ala.) Morning News will be launched on February 15. It is announced that the newspaper will consist of eight pages, seven columns, with a Sunday morning edition of six-

teen pages, carrying a magazine supplement and comic section. Alva Fitzpatrick will be editor-in-chief; Russell Twitty, formerly advertising manager of the Macon Telegraph, will have charge of the advertising department, and W. W. Kendrick is to be circulation manager.

OLD FRIENDS IN NEW FORM.

The British and Colonial Printer and Stationer, of London, on Jan. 2 appeared in a new and much improved form. The type page is 13x8, three columns to the page. The paper carries a sea-green colored cover, the name plate being unusually attractive. The publication has a strong hold on the British printing public and enjoys a large advertising patronage.

The West Coast Leader, of Lima, Peru, has changed to the large magazine form now so popular with weekly publications. The Leader has a prosperous and attractive appearance.

Ad Men's League to Discuss Drugs.

The subject of drugs will be discussed at the next dinner of the Advertising Men's League of New York, which takes place at the Aldine Club, 200 Fifth avenue, on the evening of Feb. 6. The speakers on this occasion will be Bert M. Moses, secretary and treasurer of the Omega Oil Co. and president of the American Advertisers' Association, on "Building and Holding Distribution for a Drug Specialty"; W. W. Wheeler, advertising manager of the Pompeian Massage Cream Co., Cleveland, on "Mastering the Difficulties of Toilet Goods Selling," and John B. Foster, retail druggist, on "The Retailer's Point of View of Drug Selling and Advertising."

RICHMOND, Ky.—The Climax has begun the publication of a semi-weekly edition under the management of E. C. Walton.

NEW EXPORT AD CLUB.

Gridley Adams Is President; E. W. Davenport, Vice-President, and D. W. Tannenbaum, Secretary and Treasurer—Its Object Is to Promote and Improve Export Advertising Through an Exchange of Ideas.

At the invitation of Alfred I. Hart, vice-chairman of the Foreign Representation Committee of the Advertising Club of Baltimore, a number of the leading export advertising representatives of New York held a meeting in that city in December, at which preliminary action was taken toward the formation of an exporters' advertising club.

Early last month those interested in the project met and perfected the organization by electing Gridley Adams, of the Aeolian Co., as president; E. W. Davenport, export manager of the



GRIDLEY ADAMS

United States Motor Co., vice-president, and D. W. Tannenbaum, of the West Disenfectant Co., secretary and treasurer. R. V. Warman, distribution; Otto Kafka, W. H. Maxwell, Jr., of the London Times; Steven de Czesnak, publisher of Export and American Industries, and J. Shepherd Clark, of El Commercio, were chosen directors.

Among those present in addition to the above were T. R. Kennington, resident representative, British and German newspapers; Frank G. Cooley, of La Hacienda; J. R. Charter, an illustrator; I. L. Deming, of the American Can Co., and Carl Ackerman, publisher of the Photographic Times.

Gerald B. Wadsworth, president, and E. M. Carney, chairman of the Club Development, of the Eastern Division of the A. A. C. of A., were also in attendance and rendered Mr. Hart efficient aid in the formation of the club.

TO JOIN A. A. C. OF A.

At a meeting of the officers and directors of the club, which is known as the Export Advertising Club of America, held last Saturday at the Machinery Club, New York City, it was decided to make immediate application for membership in the A. A. C. of A., and to establish headquarters at the Eastern Division Offices, Room 408, 200 Fifth avenue. Speakers will be engaged to visit the principle advertising clubs of the country and explain the purposes of the club and add to its membership.

It is expected that the organization will have not less than 250 resident members in New York by June, when the big ad club conventions will be held at Baltimore. President Gridley Adams is laying out a campaign to secure associate and non-resident members from the Atlantic to the Pacific Coast. It is expected that irrespective of membership in other existing clubs, all export managers of firms interested in export trade will join the new organization, the

fees of which are only \$5 a year. The scope of the Export Advertising Club of America is the promotion of international publicity and the discussion of ways and means for securing the best results in international advertising and export trade.

DEVOTED TO EXPORT TRADE.

The membership will be composed of manufacturers interested in export trade, export managers, advertising managers, exporters, export commission merchants, manufacturers' export representatives, advertising agents, publishers of export or foreign papers and their representatives.

While there are about 200 advertising clubs in this country to-day, there is not one that makes export advertising the principal object of its efforts, the result being that the export business has not received that careful attention it should, in view of the great importance of successful publicity in foreign countries where our products are sold.

Mr. Hart, in speaking on this point, said to a representative of THE EDITOR AND PUBLISHER:

"Many hundred thousand dollars have been blindly spent by our own manufacturers in all lines for a number of years in experimenting without previous investigation as to the proper ways and means. It has been the experience of many that where the question of export work is taken up by some of the advertising clubs through the country, that is, speeches made and papers submitted on export trade, there has been constant contradiction, apparently, no two such speakers or writers agreeing upon what really were the best plans to be pursued by the manufacturer to make a success of his publicity efforts.

"The Export Advertisers' Club of America will, it is confidently believed, bring together all who are especially interested in the development of foreign trade through advertising. Such an organization will be able to assemble and systematize a vast amount of information that will be of inestimable value to its members."

Protest Meeting for Mylius.

About 1,500 persons attended a meeting at Cooper Union, New York, Monday night, to protest against the exclusion from this country of Edward F. Mylius, the English correspondent. The chief speaker was Edward H. James, editor of the Paris Liberator, who told the audience that Mylius had been convicted in England on the libel charge without due process of law. Other speakers were Leonard D. Abbott, Theodore Schroeder, representing the Free Speech League; Simon O. Pollock, the lawyer who defended Mylius on his arrival here, and Lincoln Stephens, Resolutions were adopted demanding the immediate and unconditional release of Mylius by the immigration authorities.

LONDON AD EXHIBITION

Consul General Griffiths Tells About English Advance in Advertising.

The Daily Consular and Trade Reports for Jan. 24 contained an article by Consul-General John L. Griffiths, London, in which he describes the Advertising Exhibition recently held in that city. Mr. Griffiths says, in part:

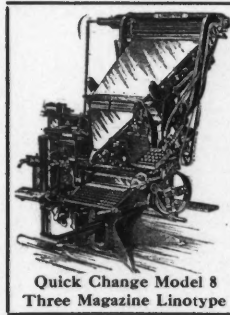
The interest manifested in advertising and the recognition of the increasingly important part it plays in developing business was shown at the exhibition. Advertising has been so scientifically developed that anything crude and casual fails to rivet attention. It is recognized more and more that an advertisement must be artistically attractive to insure a wide reading.

Most of the exhibitors at the exposition in London were advertising agents—the men who furnish ideas to the advertiser. One firm in the United Kingdom spends, it is stated \$730,000 a year in advertising, another firm pays out \$486,000, while a third firm issues a trade catalogue at a cost of \$245,000, and it is estimated that in 1912 nearly half a billion dollars was spent in advertising in the United Kingdom.

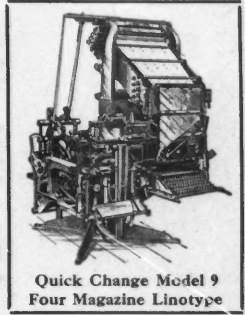
At the stalls of the advertising experts at the exhibition were samples of advertisements attractively printed or lithographed. The sketch of the original idea was shown, the incorporation of some later suggestion, corrections and additions that were made from time to time, the final proof, and the finished adver-

GET ALL YOU CAN

In selecting a composing machine, these are some points to insist on: Capability, Versatility, Flexibility.



**MAGAZINE
MULTIPLE
LINOTYPES**



Have been perfected along these lines. More than 800 are proving their worth every day in the composing rooms of the leading newspapers of the country. Ask your neighbors who have them and you will learn that

The Multiple Linotype Way Is the Modern Way

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

MERGENTHALER LINOTYPE COMPANY

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

tisement as it was intended it should appear in some newspaper or magazine.

Newspapers and magazines are being more and more used in the United Kingdom for advertising, although most of the leading stores periodically send out their catalogues. Posters are frequently employed at railway and underground stations and all available space in omnibuses and trams is used for display signs. Along the railway lines at frequent intervals are to be seen great advertisements, which, while they disfigure the landscape, nevertheless command attention.

An earnest effort is being made to abolish this form of advertising and there has been legislation thereon. Daily newspapers and magazines are, however, considered the best mediums for advertising, and when the circulation is large the rates asked for conspicuous insertions are very high.

Presbrey Co. Files Judgment.

The Frank Presbrey Co. has filed final papers in its action brought in the New York City Court against the Kilgore Manufacturing Co., of Boston, a manufacturer of shock absorbers, in which the agency took judgment for \$1,148.75. The action was based upon advertising service rendered between December, 1909, and June, 1910, in connection with space in Eastern newspapers.

NOTICE

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

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

TURNER'S BULLETIN

Nearly 300 Advertisers await Circulation Examinations signed by

C. GODWIN TURNER
Mgr. & Actuary

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

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Sons
METALS

14 Dover Street, New York

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

CHICAGO NEWS NOTES.

Popular Electricity Publishing Co. Leases New Offices—Press Club's Theatrical Evening—League to Establish "Gentlewoman's Home"—Birth of Newspaper English.

(Special Correspondence.)

CHICAGO, Jan. 29.—Arthur B. Freeman, president of the Freeman Advertising Co., Chicago, was the principal speaker at the first 1913 meeting of the Rotary Club at Joliet, Ill., last week. The talk was declared the best that the society has listened to during its year of existence. Mr. Freeman's topic was "A New Viewpoint in Selling."

Samuel Insull, as president of the Popular Electricity Publishing Co., has leased space for five offices on the third floor of the new Thompson building, for ten years, at a rental of \$24,000 for the term.

The Press Club of Chicago will observe the evening of Feb. 1, as theatrical night for that month. The principal actors of two plays now on at local theaters will be the guests of the club that evening. Among those whom the club will entertain are: Jack Norworth, Nora Bayes, Harry Fisher and George W. Monroe, now playing at the American Music Hall, and Trixie Friganza, who is in the "Passing Show," at the Garrick. In addition the entire casts of both plays will be present.

The "Three K's" key will be presented to the guests of honor.

Former president of the County Board, Peter Bartzan, has been expelled from membership of the German Press Club. The action is the result of his failure to explain to the club why he stated in his "accounting" of his contingent fund as "resident of the County Board last year that he paid \$9 to the club for tickets to a club function which the club says it did not get. When Mr. Bartzan made his "accounting" to the board, the club a few days later wrote a letter, saying it had not received the money, and that, while Mr. Bartzan was a member, all the money it had received from him was \$5 for initiation, and a few dollars at other times for dues and tickets.

The Chicago Press League, having withdrawn from participation in the Household Show, is using the acquired sum of money as a nucleus fund for the establishment of a home to be known as the "Gentlewoman's Home," designed for occupation by writers not too well supplied with the world's goods, as well as indigent, aged and enforcedly retired authors or journalists. The home will be on the North Side, not far from town, and will consist of an apartment house, arranged with small rooms and a cafe, rates to be nominal for those able to pay. An entertainment is being planned to help the fund.

"Newspaper English" is the beginning of a new language, according to the statement of Louis F. Post, editor of the Public, in an address before the Chicago Press Writers' Club, in the John Crerar Library last week Friday. "When Wycliffe, father of English prose, several centuries ago changed his writings from the language of the courtly and scholarly to that of the plowman, he laid the foundation of newspaper English," said Mr. Post.

The Chicago Trade Press Association held its regular monthly meeting at the Press Club of Chicago on Monday evening, Jan. 27. A. A. Gray, managing editor and general manager of The Electrical Review and Western Electrician, delivered an interesting address on "Editorial Relations." The subject was handled in a way that interested the publishers, and some of the questions of policy between the editorial and business departments were explained. The long experience of Mr. Gray as an editor entitled him to handle the subject in a capable manner.

A. B. Hulit gave some interesting information on the American Agricultural Association and its plan for the erection of a building in Chicago, in which Chi-

cago business men generally, and members of the Trade Press Association, were very much interested. Mr. Hulit is the managing director of the project. President F. D. Porter made an interesting talk on what the Executive Board of Federation of Trade Papers had done at the recent meeting at Cleveland. There were formal discussions on topics of general interest, and the large attendance had an interesting meeting.

The Illinois Staats Zeitung announces that its foreign advertising will be handled by Howard C. Story, who has both New York and Chicago offices.

There will be a meeting of the presidents of the advertising clubs of the central division of the association at the La Salle Hotel on Monday, Feb. 3. There are fourteen clubs in the division.

PACIFIC COAST NEWS.

Cecil R. Karberg, who was drowned at San Diego, Cal., last summer, in attempting to save the life of Dorothy McGraw, aged thirteen, and whose name appeared in the list of winners of Carnegie hero medals, announced recently, was up to about a year ago a newspaper reporter in Spokane, Wash. The mother of the dead hero has been awarded her son's medal and \$500.

The Democrat Publishing Co. has been incorporated at \$25,000, by Thomas A. White and George S. Weaver, to conduct a newspaper business at Spokane. The papers have been filed at Olympia.

Wallace R. Struple, secretary of the Lewiston (Ida.) Commercial Club, and also of the Idaho-Washington Development League, after attending an enthusiastic meeting of the Spokane Ad Club and being made an associate member of that organization, has announced his intention of founding a similar club in his home city.

At the last meeting of the Spokane Ad Club, A. H. Verrall was chairman of the day, and F. H. Lloyd and S. H. Anshell spoke in favor of the bill against fraudulent advertising now before the Legislature. A letter from Senator Harry Rosenhaupt was read, in which he stated that the bill had been placed before the committee and favorable action is expected. H. G. Duerfeldt, speaking for the censorship committee, outlined its work in detail.

COUNTRY OFFERS BEST FIELD.

M. E. Miley, of American Press Association, Tells Journalism Students to Avoid Big Cities.

"Hit for the country," was the advice given the students in journalism at the University of Oregon, Eugene, in an address made recently by M. E. Miley, Portland manager of the American Press Association.

"In the city," he continued, "your youth and energy are your only capital, and when those are gone there is nothing left. Only the genius can get rich in the newspaper business in the city. The country editor, however, can look forward to increasing comfort as the years go by. There is no reason why he should not ride around in a 'buzz-wagon' like the banker, lawyer and mill owner."

Mr. Miley then discussed the cost system. "Never buy a piece of machinery you can't keep busy," he said. "Never buy any type you will use only once a year. The country editor has to have a good business head.

"Most of you will probably drift into city work. I advise you to get a little all-round country experience first. But if you aim for the country, I advise you to get a little city experience first."

Harry N. Price, who was a member of the press galleries of Congress during the 51st Congress—twenty-two years ago—is again a member of the galleries, assisting Mr. Hayward in representing the Philadelphia Press.

EVENING NEWSPAPER ADVERTISING, 1912.

Record of 20 of the Leading Publications.

Compiled by the Indianapolis News.

| Name of Paper. | Evening Editions Only | | Sunday Editions Only | |
|-------------------------------------|-----------------------|-------------|----------------------|-------------|
| | Display. | Classified. | Display. | Classified. |
| Baltimore News..... | 19,129 | 4,409 | 23,538 | 4,392 |
| Buffalo News..... | 14,283 | 6,206 | 20,489 | 713 |
| Cincinnati Times-Star..... | 15,573 | No record. | 15,573 | 552 |
| Chicago American..... | 11,775 | | | |
| Chicago News..... | 16,881 | 12,344 | 29,225 | |
| Cleveland Press..... | 22,063 | 5,407 | 27,470 | |
| Des Moines Capital..... | 13,893 | 1,986 | 15,879 | |
| Detroit News..... | 24,275 | 6,276 | 30,551 | 8,571 |
| Grand Rapids Press..... | 18,356 | 3,351 | 21,707 | 4,493 |
| Indianapolis News..... | 22,680 | 5,980 | 28,660 | 13,964 |
| Kansas City Star..... | 14,939 | 5,315 | 20,254 | 5,546 |
| Los Angeles Express..... | 22,781 | 4,627 | 27,408 | 4,173 |
| Minneapolis Journal..... | 18,522 | 5,595 | 24,117 | 7,051 |
| Newark, N. J., News..... | 24,372 | 9,405 | 33,777 | 3,500 |
| New York Evening World..... | 21,452 | | 21,452 | 10,901 |
| Philadelphia Bulletin..... | 17,521 | 5,347 | 22,869 | 7,277 |
| Pittsburgh Chronicle-Telegraph..... | 23,467 | 2,280 | 25,747 | |
| Pittsburgh Press..... | 30,413 | 6,813 | 37,226 | 7,826 |
| St. Louis Post-Dispatch..... | 15,111 | 5,069 | 20,180 | 8,034 |
| Washington, D. C., Star..... | 18,349 | 9,486 | 27,835 | 5,234 |
| | | | | 1,528 |
| | | | | 9,033 |

Society Editor, Washington Times.

The position of society editor on a Washington paper is regarded with the same importance as the city editorship is to the average newspaper. Social affairs are of great import in the National Capital, and the social events are reported with the same care and



MISS MARY EDNA NOYES.

given quite as much space as the official affairs of the city. Miss Mary Edna Noyes, who is a daughter of Mr. and Mrs. Clarence Noyes, of Washington, and who started in newspaper work in 1905, has just been appointed society editor of the Washington Evening Times, one of Washington's most popular newspapers. Miss Noyes went to the Times as a stenographer, but it was soon discovered that she had literary ability and was given a position on the woman's page, from which she graduated to the position of assistant society editor, and now she has been made the society editor of the enterprising Munsey paper.

THINGS JONES WANTS TO KNOW.

(From Bulletin of Associated Newspapers.)

Jones, who handles your product at Youknowwhere, U. S. A., wants to know what you are doing to help bring customers to his store.

Jones does not care so much about the thousands of dollars you are spending to argue with North America about the superiority of the product you make and the goods you expect him to sell over his counter.

Jones wants to know whether you are actually creating a demand that will bring real buyers to his establishment.

It does not comfort or enthrone Jones one bit to know that you are buying and paying for general publicity in every hole and corner of the map.

Jones is only human and somewhat practical. He is in business in Youknowwhere and he would like to know how many persons in his town have

been told through your advertisements, that you must go to Jones' shop to get your product.

Advertising that sells goods for Jones is successful advertising. Advertising that talks about a product and stops there is something else.

There is only one way to help Jones through advertising and that is to advertise in Jones' town.

The local home newspapers of that town are the recognized mediums.

Don't say "It costs too much." Any live newspaper can show you how to conduct a national advertising campaign in newspapers at a minimum cost and with the maximum of efficiency.

The Associated Newspapers, a cooperative organization of thirty leading daily publications, will show you if you say the word.

Newspaper advertising in a national way is economical because newspaper space may be bought in accordance with distribution.

Newspaper advertising in a national way is effective because it creates direct demand where demand can be turned into actual sales.

LANDED JOB BY SHEER NERVE.

Lansing Newspaper Man Played Messenger to Reach Whitelaw Reid.

The death of Whitelaw Reid recalls an experience of J. W. Hannon, a Lansing (Mich.) newspaper man, in his early cub days, when Mr. Reid was editor-in-chief of the New York Tribune, and Hannon, now State editor of the State Journal at Lansing, was trying to "break into" the newspaper game in New York. Hannon had a desperate experience when he attempted to invade the editorial rooms of the Tribune.

It chanced that the young reporter needed cash very keenly, because he had begun to experience the terrors of the high cost of living. He applied for a position at the Tribune office and was politely informed that there were no vacancies. Entrance to Mr. Reid's private office was denied him.

One day, becoming desperate, he entered a telegraph office, secured a blank and an envelope, wrote a message to Mr. Reid and carried it to the Tribune building. At the bottom were the words, "To be delivered in person."

Hannon refused to surrender the message to any of the office attaches and was finally ushered into the presence of one of the greatest editors of his time.

Mr. Reid tore open the envelope, read the message, looked up sharply and said, "What's this?"

"I want a job," replied Hannon, "and I couldn't get in to see you any other way."

"Are you the reporter who has been camping around here for the past two weeks?" asked Reid.

Hannon admitted that he was.

"Well, you ought to have something to do," declared the editor-in-chief. And, taking the persistent cub out, he introduced him to the city editor, and Hannon got the job.

The Alarm, a Socialist daily at Belleville, Mo., which suspended recently, has been sold at auction.

THREE A'S CONVENTION

(Continued from page 8.)

work out. Success often hangs on the elimination of minor factors of waste. The circulation liar and bunco steerer selling hot air represent an enormous waste in business depending on advertising.

When you call on every medium in the land to file a circulation statement of the same identical form, carrying with the return the right to verify the figures, and every member refuses to do any business with any paper that will not respond, you will be well started on the road to effective economy worth many times the temporary inconvenience such an effort involves.

Even the affluent big city papers which at present ignore your requests will think twice before taking a step which means the cancellation of nearly every foreign advertising contract on their books.

Please don't put a premium on dishonesty regarding circulation by buying space where the man insists on his right to sell you a pig under a basket. The pig may have been dead too long for you to turn him into sausages or other commercial products.

TAKE OFF THE HANDICAP.

Don't handicap the man who takes up the basket and lets you feel of and weigh the pig. You may think you are paying a fraction of a cent more per pound, but you really are not. In one case you are paying for what you are getting and in the other the Lord only knows what you have bought and He won't say until it is too late to get a rain check.

Before closing, there is one statement I wish to make which I think once for all answers the arguments of our friends selling advertising space in magazines.

Taking eighteen of the larger cities of the United States from which I could secure any data from the bunch of circulation figures furnished by the magazines we find this result:

The combined circulation of Cosmopolitan, McClure's and Everybody's aggregated 1,913,940 per issue at that time of which 671,862 were sold in the eighteen cities under consideration.

Therefore, the advertiser desiring to create a demand in these cities where it is presumed he had a distribution would be paying for 1,242,078 circulation that is of extremely doubtful value to him.

This space would cost him \$6.38 per line for only about \$2 efficiency.

By using newspapers which more completely cover the same territory, and which have a far greater influence for sales in the minds of the men handling your goods (the local merchants), you can get 2,779,615 circulation for approximately \$4 per line.

GREAT COST OF MAGAZINE SPACE.

Magazine space costs three times as much per line per thousand as newspaper space, without consideration of the enormous element of waste, which probably brings the comparative cost to eight or ten to one.

The towns used for calculations are: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Denver, Kansas City, Los Angeles, New Orleans, New York, Omaha, Portland (Ore.), Philadelphia, Pittsburgh, San Francisco, St. Louis, St. Paul and Washington.

Magazines only reach the people once a month, or twelve times a year, as against the possibility of appealing to them every day for a quick, effective campaign through the newspapers.

Magazine campaigns lose heavily in efficiency through the necessity of preparing copy weeks in advance and the long waits between blows.

Newspaper space can be bought in exact accordance with distribution of goods and in co-operation with selling effort for a full 100 per cent. efficiency, timed to the hour, and taking advantage of changing conditions.

Frederick Ralston, of the Butterick trio, spoke for the magazines, saying:

"There is no fight, or should be none, between the different kinds of advertising. All advertising must be paid for out of the percentage of profit on the goods sold. The newspaperman, who has circulation to sell is confined to a city or district or State. His income is a charge against the profits of the retailer. The retailer should pay the advertising charges. Advertising should not be a charge against the consumer. Advertising doesn't increase the cost of living. It decreases it in reality.

"I am in my particular line of business because I find there the things I like best and can get the most pay for doing. I render a service to society and the public, and I render it in such a way I can return a profit to my people. To be successful to-day you must be resourceful in ideas and have a policy.

"In the magazine business the reader is the ultimate aim with the publisher. When readers are suited, it is no trouble to get advertising. The worth-while publisher guarantees the circulation of his magazine."

MERCHANDISE NECESSITIES.

How an Advertising Campaign Should Be Conducted to Succeed.

W. H. Johnson, advertising manager of the American Sunday Monthly Magazine, spoke up "The Newspaper Advertising Manager." The address, which made a deep impression, will appear in next week's issue of THE EDITOR AND PUBLISHER.

Allan C. Hoffman, of the Leslie publications, for the magazine advertising agent, said:

"All mediums of advertising are good, but some are better than others. Of all, the magazines are the best. All things have their places, and newspapers and magazines occupy separate places. On the conscience of the advertising manager depends largely the prosperity of the publication.

"The publisher is as much a manufacturer as anybody. He takes the raw material and manufactures the paper. He manufactures public necessity and sells to the advertiser an opportunity to participate in the readers' necessity. Nowhere is that greater than in the magazine.

"Circulation is not everything. It is the grip the publication has that makes it valuable. There is no cleaner advertising medium nor none with a greater grip than the magazine."

THE ADVERTISING AGENCY.

Why It Is More Effective Than a Single Industrial.

H. C. Porter, of the Frank Presbrey Co., New York, gave an excellent talk on the advertising agency. He said:

The advertising agency does not exist primarily because of its mechanical or clearing service, any more than a law firm pins its reputation to its bookkeeping. It exists and will continue to exist because of the varied and highly skilled support it can give to the merchandising and selling problems of such concerns as advertise.

In other words, the value of the agency is in direct proportion to the service it can and does render. When I say does render, I mean where actual practice bears out theory based on thorough understanding of the problem in hand and the ability and knowledge to execute it successfully and with economy.

Right here I would say that a sure, honest-to-God agency bases its claim to efficiency on absolute facts only attained through years of experience.

It does not stand to reason that one man can accomplish this. It is a rare occurrence that one man alone by himself can handle our merchandising campaign with fairness to his firm without the outside advice and suggestions of as many trained and experienced minds as he is able to gather about him—for the deepest thought, the widest and most practical experience in every phase of the work is an absolute necessity.

In these days of forced and unremitting competition, we cannot be too well equipped; we cannot have too wide and varied experience at our disposal; we cannot go wrong, we must know what to do, what not to do.

This condition gives the advertising agency the only economic reason for its existence, and only to the degree that meets these requirements can its efficiency be judged.

The modern agency knowing the condition it has to meet, should be prepared to meet them, in fact, it should be required to be prepared.

It is not a one-man problem, it is a harmonious gathering together of men, each one of whom specialize on some one phase of his life work; each one capable of bringing a different viewpoint based on actual experience to the problem in hand.

One man, for instance, specializes on various phases of merchandising and their relative values, one to the other through actual experience, and as a result of long years of training.

One man gives the result of years of minute and sympathetic analysis of media based not alone on physical data, on circulation or rate per line, but also from the editorial influence and appeal in its relation to the personal needs and the personal lives of the readers. It is not the Ladies' Home Journal, it is Mr. Bok; it is not the New York Journal, but Arthur Brisbane.

One man knows staples and how to overcome the difficult competitive price problem. Another working with him is able to increase the economic value of the individual salesman and of the sales force at large, with the idea of creating as great an efficiency and economy in the sales force as there is in the manufacturing end.

The advertising agency should not be considered as a separate organization; it is and should be, part and parcel of the advertising department of the concern it serves, in thorough sympathy and interest.

Through the enormously varied experience of its men there should not be one problem of the manufacturer to which it cannot bring a wealth of comparative thought and understanding. If it cannot do this is not an advertising agency as I know and understand the word.

You gentlemen should discriminate between the good, the indifferent and the bad agency; between the efficient man and the inefficient, with the same decision as you attempt to discriminate between the efficient and the inefficient medium.

THE MISSION OF SIGNS.

Something About Their Value in Selling Merchandise.

H. J. Mahin of the O. J. Gude Co., New York, spoke on "Painted and Electric Signs" as follows:

At the time of the terrible earthquake and fire in San Francisco, the most subtle influence in bringing hope and inspiration to the desperate and despondent people was exerted by a few outdoor signs.

Almost before the dust had settled over that stricken city, J. Charles Green gathered a few of his men and soon the still smoking walls and the shattered bulletins all over the city displayed a message of hope and a stirring call to work.

The public mind was aroused, a spirit of optimism was unconsciously created and the suggestion of working for the common good, oned, salvation to many a despairing soul. In no other way could this powerful influence have been exerted. The people were homeless and scattered, without a leader and without organization, but they responded at once to the impelling suggestion of those simple, patient, all pervading signs.

The fearfulness then shown is inherent to outdoor signs and is being exerted in every part of the country, but it is only when conditions arise that eliminate all the frills and luxuries as at San Francisco, that such basic vitality is revealed in startling boldness.

Some years ago H. J. Heinz met John Wanamaker in Japan, and Mr. Wanamaker, as he shook hands, repeated the name reflectively, and then said quickly, "Oh, yes, you are the man who has that big electric sign on Broadway."

We all carry in our memory for months and even years, impressions made by dominating outdoor displays. We have to argue with people even to-day to convince them that the original Wilson High Ball wall, with the real water squirting from the syphon to glass is no longer on Broadway.

The proprietor of a dyeing and cleaning establishment with one store on a side street, had an ambition to secure what he termed carriage trade. All his efforts failed until he finally took a few painted bulletins in the best residential sections. The carriage trade then came, also much other trade until from one store his business grew to seven big establishments, all in less than four years, and from an expenditure of \$75 a month, his advertising appropriation grew to more than \$50,000 annually.

This was an exclusive outdoor advertising success demonstrating the facility with which the medium can adapt itself to the appeal to special classes with the least waste circulation.

Going to the other class extreme, an investigation made recently on the east side showed that out of 29 trade marked products which were good sellers in the little grocery stores of that section, 19 were users of painted or electric signs.

To take advantage of a remarkable concentration of national circulation, Mr. Squires places big bulletins along the railroads entering New York, thus telling the story of Pabst Blue Ribbon every day to 493,000 people riding on 2,341 trains.

Mr. Hawkins comes to New York and has the Gold Dust Twins pictured at busy corners all over Manhattan, each sign supporting and strengthening the other and all together giving a continuous glow of publicity that envelops that little island where live six times as many people to the square mile as in any other city in the country.

Mr. Wrigley places an electric display at each end of the Great White Way and dominates the busiest night section in the world with its hundreds of hotels, theatres, restaurants and amusements, attracting every twenty-four hours more than half a million people; that means a definite circulation of 15,000,000 a month—definite, because it is impossible for anyone to be in that section without seeing the big Spearmint sign.

A well known national advertiser said that he would have given \$500 to have his sign on Broadway last New Year's eve. While it would not have cost him a fraction of that amount, it would have been worth it, for painted and electric signs offer wonderful opportunities by taking advantage of concentrated circulation.

THOSE WHO WERE PRESENT.

The following A. A. A. members were in attendance at the thirteenth annual meeting:

- Alcock Mfg. Co., New York, E. N. Erickson. American Radiator Co., Chicago, Louis Bruch. Anheuser-Busch Brewery, St. Louis, O. E. Berninghaus and Chas. W. Standinger. Armour Co., Chicago, E. B. Merritt. J. C. Ayer Co., Lowell, Mass., W. M. Fairbanks. Booth's Hyomei Co., Buffalo, N. Y., Allen N. Drake. Cream of Wheat, Minneapolis, E. Mapes. N. K. Fairbanks Co., The, Chicago, G. H. E. Hawkins. Hall & Ruckel, New York, Geo. M. McCampbell, Jr. Dr. Howard Co., The, Binghamton, N. Y., Wylie B. Jones. Ferd. T. Hopkins & Son, 37 Great Jones St., New York, F. T. Hopkins, Jr.

- Kellogg's, Battle Creek, R. O. Eastman. Orrine Co., Washington, D. C., C. C. Nixon and E. P. Mertz. Omega Oil, 576 Fifth Ave., New York, Bert M. Moses. Pabst Brewing Co., Milwaukee, Wis., F. Squires. Pacific Coast Borax Co., New York, W. J. Fallon. Pacific Coast Borax Co., Chicago, H. Dumont. Philo Hay Co., W. Hardham. Postum Cereal Co., Ltd., Battle Creek, Mich., A. H. Hulscher. Scott & Bowne, Bloomfield, N. J., Ida Clark. The 1900 Washer Co., Binghamton, N. Y., H. L. Barber. Walter Baker & Co., Ltd., Boston, W. H. McLaughlin. Wm. Wrigley, Jr., Co., Chicago, S. C. Stewart.

The following guests were present: Geo. J. Auer, The Knickerbocker Press, Albany. Paul Ainsworth, E. E. Mason, Syracuse. R. Van Benschoten, Van Benschoten & Countriman, Syracuse. W. S. Bird, Newspapers, New York. A. M. Briggs, A. M. Briggs Co., Cleveland, O. W. C. Pates, N. M. Sheffield Specialty Agency, New York.

- Seth Brown, Standard Advertising, Chicago. B. D. Brotolet, Clover Leaf List, Chicago. I. Burr Bell, Post-Standard, Syracuse. W. Howard Burrill, Syracuse Journal, Syracuse. H. D. Purcell, Syracuse Journal, Syracuse. F. R. Barnard, S. R. A. Co. W. Powell Bradburn, Leslie Judge Co. Paul Block, New York. D. Peyton Berans, Paul Block, Inc., New York. Stanley Bender, Post-Standard, Syracuse. E. C. Conklin, Verree & Conklin, New York. Dan A. Carroll, publishers' representative, New York. H. C. Calkins, Jr., Calkins & Holden, New York. Chas. H. Congdon, Watertown (N. Y.) Times. Willard E. Carpenter, Carpenter-Scheerer Spec. Agency, New York and Chicago. H. H. Cooke, William Green, New York City. S. W. Dubois, Clover Leaf List, New York. J. Frank Duffy, I. Budd Co., New York City. Clinton Elliott, Eastern Adv. Co., New York City. T. F. Flynn, S. C. Beckwith Spec. Agency, New York. John P. Fallon, New York Globe, New York City.

- B. A. Frankel, Stearns Adv. Co., Syracuse. John T. Fitzgerald, Benjamin & Kentnor Co., New York City. Irving E. Finch, Assoc. Sunday Magazines, Boston, Mass. Louis Gilman, Philadelphia Press, New York City. C. C. Green, The North American, Philadelphia. Carlisle N. Greig, Geo. Batten Co., New York. M. D. Hinton, Six-Point League, New York. Chas. T. Henderson, Chicago Evening American, Chicago. E. E. Hooper, N. Y. American, New York. Wm. F. Henry, Herald, Duluth, Minn. Herman G. Halstead, Paul Block, New York. W. H. Johnson, American Sunday Mo. Magazine, New York. Louis Kram, Jewish Daily News, New York. Frederick A. Kimball, John Budd Co., New York.

- C. Geo. Krogness, newspapers, Chicago. I. A. Klein, Special Agent, New York City. W. W. King, Munsey papers. W. P. Knill, N. Y. Sun, Chicago. Warren C. Klein, Christian Science Monitor, New York. William J. Kuhn, Post-Standard, Syracuse. G. K. Katz, newspapers, New York. H. J. La Coste, San Francisco Bulletin, New York. S. E. Leith, Assoc. Farm Papers, New York. G. P. Leffler, The Editor and Publisher, New York. W. H. Lawrence, Williams, Lawrence & Cressner Co., New York. Fred P. Motz, John M. Branham Co., New York. Col. J. McCarthy, Blade & Ledger, New York. H. C. Milholland, Pittsburgh Press, Pittsburgh, Pa. J. P. McKinney, Daily Newspapers, New York. Miss E. Elona Mason, E. E. Mason Adv. Co., Syracuse. James O'Flaherty, O'Flaherty's List, New York.

- Hugh A. O'Donnel, Philadelphia (Pa.) Press. Guy S. Osborne, Philadelphian, Chicago. John E. O'Mara, Newspaper Special, New York.

- E. A. O'Hara, Syracuse Herald. Augustus K. Oliver, Chronicle Telegraph, Pittsburgh, Pa. Geo. F. Oliver, Gazette Times, Pittsburgh, Pa. Harry Porter, The Frank Presbrey Co., New York. Guy E. Pierce, Associated Sunday Magazine, Chicago.

- C. Logan Payne, Payne & Young, Chicago. Charles H. Porter, Taylor, Critchfield Co., Chicago. D. B. Plum, Troy Record, Troy, N. Y. F. St. J. Richards, Six-Point League, New York. Jason Rogers, Globe, New York. Allyne C. Scheerer, Carpenter-Scheerer Special Agency, Chicago.

- E. B. Spicer, Clover Leaf Papers, Chicago. H. P. Stone, Scripps' Newspapers, Chicago. Chas. Seested, Kansas City Star, New York. D. E. Sheehan, Post-Standard, Syracuse. Walter A. Tice, Wm. J. Morton Co., New York.

- Wm. T. Talcott Woman's World, New York. J. E. Trower, Pittsburgh Post and Sun, Pittsburgh, Pa. Kurtz Wilson, Philadelphia North American, New York. H. E. Woodward, Wylie B. Jones, Binghamton. J. W. Woodman, Cone, Lorenzen & Woodman, Chicago. John B. Woodward, Chicago Daily News, New York.

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing four-inch forty-time orders for the Hygienic Products Co., Sani Flush, Canton, O., with papers having contracts.

The Geo. Batten Co., Fourth Avenue building, New York City, is making new contracts and renewing old ones, with Western papers for the Loose-Wiles Cracker & Candy Co.

The Chalmers Knitting Co., Porosknit Underwear, Amsterdam, N. Y., generally prepares a list of newspapers about this time of the year. The George Batten Co., Fourth Avenue building, New York City, handles the account. It is also reported that Larus Bros. Co., Edgeworth Tobacco, is making up a list of newspapers. The business is placed by the Geo. Batten Co.

Bemis Bros. Bag Co., Economy Mailing Bags, St. Louis, Mo., is sending out orders direct to a selected list of papers.

Brackett-Parker Co., 79 Milk street, Boston, Mass., and 225 Fifth avenue, New York City, is handling the advertising for the Phillips-Jones Co., Emperor Gold Label Shirts, 502 Broadway, New York City. It is reported that a general campaign will be started this coming spring.

The W. L. Douglas Shoe Co., Douglas Shoes, is renewing its contracts with Virginia papers.

The Dunlap-Ward Advertising Co., Hartford building, Chicago, is placing orders with large city papers for the United States Tire Co., Hartford, G & J, Continental and Morgan & Wright, 1788 Broadway, New York City.

Ewing & Miles, Fuller building, New York City, are issuing orders for advertising of the H. W. Johns-Manville Co., Madison avenue and Forty-first street, New York City.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, usually makes up a list of newspapers for the Niagara Silk Mills, Niagara Maid Silk Gloves, North Tonawanda, New York, about this time of the year.

The Chas. H. Fuller Company, 623 South Wabash avenue, Chicago, is placing the advertising of Eugene Pullen, 14 Marcellus avenue, Manasquan, N. J.

The Sam Lloyd Advertising Agency, 150 Nassau street, New York City, has sent seventy-line two-time orders to papers in Iowa, Maryland, Michigan and Minnesota, for the Rapid Remedy Co., 14-16 Vesey street, New York City.

Robert M. McMullen Co., Cambridge building, New York City, is making contracts with Southern papers for the American Sugar Refining Co., 117 Wall street, New York City.

The Morse International Agency, Fourth Avenue and Thirtieth street, New York City, is handling two-inch three-time orders for the Falcon Packing Co., Falcon Brand Olive Oil, 111 Hudson street, New York City, in Denver, Colo., papers. This agency will also handle the advertising of Horsford's Acid Phosphate, Providence, R. I., for which a list of newspapers is being prepared.

The John F. Murray Advertising Agency, 17 Battery Place, New York City, is contracting with Western papers for the advertising of the Wyeth Chemi-

cal Co., 74 Cortlandt street, New York City.

The National Advertising Co., Central Savings Bank building, Denver, Colo., is placing orders generally with large city Sunday papers for the Mail Order School, Brecht building, Denver, Colo.

E. P. Remington, Jenkins building, Pittsburgh, Pa., is issuing orders with weeklies and farm papers for the Pittsburgh Steel Co.

The Tomer Advertising Agency, 204 Washington street, Boston, Mass., is placing four-inch twenty-six-time orders for the Mack's Medical Co., in Southern papers.

The Trades Advertising Agency, 1182 Broadway, New York, is making contracts for the advertising of Fellows & Co., Sterling Brand Collars.

Fred C. Williams, 108 Fulton street, New York City, is placing orders with New York State papers for Thos. J. Lipton Co., Lipton's Teas, 149 Franklin street, New York City.

The Wyckoff Advertising Co., 14 Elliott street, Buffalo, N. Y., is sending out orders to Indiana, New York and Ohio papers for Salada Tea. They are also renewing contracts with different papers for the Hot Springs Chemical Co., Hot Springs, Ark.

The Hotel Publicity Association, 34 East Twenty-eighth street, New York City, is issuing orders to the Southern papers for the Hotel St. Andrew, Broadway at Seventy-second street, New York, and the Hotel Bon Ray, Madison avenue at Ninety-second street, New York.

The J. W. Thompson Co., Chicago, is sending out orders with Western papers consisting of 5,000 lines for one year, for the Chicago, Burlington & Quincy Railroad Co.

The Taylor Critchfield Co., Flatiron building, New York City, is making contracts for 5,000 lines for one year for the American Radiator Co., with selected papers.

The Mahin Advertising Agency, Chicago, is issuing orders consisting of 15,000 lines for one year for the B. F. Goodrich Co., with Western papers.

The Chas. H. Fuller Advertising Agency, Chicago, is sending out 5,000-line, one-year contracts to Pacific Coast papers for Dr. W. S. Burkhart.

The Snitzler Advertising Co., Hunter building, Chicago, is placing 145 lines two times with Texas papers for the American Croxone Co.

The Dandy Co., New York, is handling one-inch thirty-nine-time orders for A. S. Olmsted, Le Roy, New York, which advertising is being placed with Eastern papers.

Arthur T. Bond, advertising agent, 20 Central street, Boston, will place the advertising of the Dwinell-Wright Co., Boston and Chicago, proprietor of White House Coffee, for the current year of 1913. This is Mr. Bond's eleventh annual contract with this firm for agency service. Orders are now going out to a slightly contracted list of magazines; while a more general use of liberal space in newspapers where distribution is established is likely to obtain.

The Wrigley Advertising Agency, Chicago, has been incorporated for \$50,000 by Rawson B. Wrigley, Herman Wegner and Ezra W. Clark.

ROLL OF HONOR

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

| | | | |
|--|---------------|---|--------------|
| ARIZONA. | | MISSOURI. | |
| GAZETTE—Av. Cir. Nov., 6,228.... | Phoenix | GLOBE | Joplin |
| CALIFORNIA. | | POST-DISPATCH | St. Louis |
| ENTERPRISE | Chico | MONTANA. | |
| RECORD | Los Angeles | MINER | Butte |
| TRIBUNE | Los Angeles | NEBRASKA | |
| Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles. | | FREIE PRESSE (Cir. 128,384).... | Lincoln |
| FLORIDA. | | NEW JERSEY. | |
| INDEPENDENT | Santa Barbara | PRESS | Asbury Park |
| BULLETIN | San Francisco | JOURNAL | Elizabeth |
| CALL | San Francisco | COURIER-NEWS | Plainfield |
| EXAMINER | San Francisco | NEW MEXICO. | |
| ORCHARD AND FARM IRRIGATION San Francisco | | MORNING JOURNAL..... | Albuquerque |
| The leading Farm Journal of the Pacific Coast and the Irrigated States. | | NEW YORK. | |
| RECORD | Stockton | KNICKERBOCKER PRESS..... | Albany |
| Only newspaper in Stockton that will tell its circulation. | | BUFFALO EVENING NEWS.... | Buffalo |
| GEORGIA. | | BOLLETTINO DELLA SERA, New York | |
| METROPOLIS | Jacksonville | EVENING MAIL..... | New York |
| ILLINOIS. | | STANDARD PRESS..... | Troy |
| ATLANTA JOURNAL(Cir.55,117)Atlanta | | OHIO. | |
| CONSTITUTION | Atlanta | PLAIN DEALER..... | Cleveland |
| CHRONICLE | Augusta | Circulation for December, 1912 | |
| LEDGER | Columbus | Daily | 103,732 |
| INDIANA. | | Sunday | 140,769 |
| POLISH DAILY ZGODA..... | Chicago | ✓INDICATOR | Youngstown |
| SKANDINAVEN | Chicago | PENNSYLVANIA. | |
| HERALD | Joliet | TIMES | Chester |
| HERALD-TRANSCRIPT | Peoria | DAILY DEMOCRAT..... | Johnstown |
| JOURNAL | Peoria | DISPATCH | Pittsburgh |
| STAR..... | Peoria | PRESS | Pittsburgh |
| KANSAS. | | GERMAN GAZETTE..... | Philadelphia |
| LEADER-TRIBUNE | Marion | TIMES-LEADER | Wilkes-Barre |
| THE AVE MARIA..... | Notre Dame | GAZETTE | York |
| IOWA. | | SOUTH CAROLINA. | |
| REGISTER & LEADER..... | Des Moines | DAILY MAIL..... | Anderson |
| THE TIMES-JOURNAL..... | Dubuque | THE STATE..... | Columbia |
| KENTUCKY. | | (Cir. July, 1912, S. 20,986; D. 20,956) | |
| CAPITAL | Topeka | TENNESSEE. | |
| COURIER-JOURNAL | Louisville | NEWS-SCIMITAR | Memphis |
| TIMES | Louisville | BANNER | Nashville |
| LOUISIANA. | | TEXAS. | |
| DAILY STATES..... | New Orleans | STAR-TELEGRAM | Fort Worth |
| ITEM | New Orleans | Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. | |
| TIMES-DEMOCRAT | New Orleans | CHRONICLE | Houston |
| MARYLAND. | | WASHINGTON. | |
| THE SUN..... | Baltimore | POST-INTELLIGENCER | Seattle |
| has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes. | | WISCONSIN. | |
| MASSACHUSETTS. | | EVENING WISCONSIN..... | Milwaukee |
| THE HERALD..... | Boston | CANADA. | |
| Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England. | | ALBERTA. | |
| MICHIGAN. | | HERALD | Calgary |
| PATRIOT (Morning)..... | Jackson | BRITISH COLUMBIA. | |
| Daily (Except Monday) Average, Year of 1912 | | WORLD | Vancouver |
| 11,629 | | ONTARIO. | |
| MINNESOTA. | | FREE PRESS..... | London |
| TRIBUNE, Morn. & Eve..... | Minneapolis | QUEBEC. | |
| | | LA PATRIE..... | Montreal |
| | | LA PRESSE | Montreal |
| | | (Ave. Cir. for 1912, 114,371). | |

St. Paul's Greatest Newspaper
The St. Paul Daily News
 Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.
November 70,679 net increase of Circulation 11,136 copies
 The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.
 FOREIGN ADVERTISING DEPARTMENT.
 C. D. BERTOLET, Mgr.,
 1110 Boyce Building, Chicago.
 J. F. ANTISDEL, O. G. DAVIES,
 366 Fifth Avenue, 306 Gumbel Bldg.,
 New York City, Kansas City.

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

AD FIELD PERSONALS.

Joseph McKeon, for twenty-three years with the Brooklyn Citizen, has been appointed advertising manager of the Brooklyn Times, succeeding George Holland, who resigned this week.

Forrest W. Montague, advertising manager of the Bridgeport (Conn.) Post, has been seriously ill with an attack of pneumonia.

Roy D. Mock has been elected director of the W. W. Hoopes Advertising Co., of Chicago.

E. St. Elmo Lewis has been elected vice-president of the National Association of Corporation Schools, composed of manufacturing concerns that conduct schools to train employes in the technical branches of their work.

A. H. Chapin, for many years advertising manager of the Brownwood (Tex.) Bulletin, is now with the Arlington (Tex.) Journal in the same capacity.

S. Morgon, formerly advertising manager of the Birmingham (Ala.) Ledger, and more recently assistant foreign advertising manager of the Atlanta Constitution, has joined the staff of the Thomas E. Basham Advertising Agency, Louisville, Ky.

A. C. McPhee, who for many years has occupied important positions in the advertising department of the Toronto Globe and the News, has returned to that city from Montreal to assume the business management of Advertising Designers, Ltd., of Toronto.

C. W. Wilson, who has been with M. D. Hunton, of the Hearst Examiner organization in the East, has been appointed Eastern manager of the Home Life.

W. C. Everett, who has been with the Mead Agency for many years, is now with the Will H. Dilg Agency of Chicago.

Henry H. Lozier, formerly advertising manager of the Varsity Cigar Co., New Haven, is now associated with the Trade Advertising Agency, New York.

Frank E. Morrison, for several years advertising manager of Success Magazine, has been appointed Eastern manager of Associated Advertising, the official organ of the A. A. C. of A.

L. A. Hamilton has been made vice-president of the Ballard & Alvard, advertising agents. Owen Jones, formerly of the advertising staff of Good Housekeeping Magazine, is to become secretary of the agency Feb. 1.

William A. Schmidt, formerly head of the art department of Nelson, Chesman & Co., St. Louis, is now with the Lesau Agency, New York.

Ben Williams and B. V. Unwin, recently of Louis A. Pratt Advertising Agency, Detroit, have branched out for themselves under the name of Williams & Unwin, as a general advertising agency.

L. P. Bryant is in charge of the advertising department of H. O. Wilbur & Sons, Inc., Philadelphia.

WILL REPRESENT CLOVER LEAF.

McMurphy, Editor of St. Paul News, Goes to Washington.

The Clover Leaf League, comprising the Minneapolis Daily News, the St. Paul Daily News, the Omaha Daily News and the Chicago Daily Press, has appointed W. G. McMurphy as Washington correspondent for the entire organization.



For the last three years Mr. McMurphy has been editor of the St. Paul Daily News, and the paper reached its commanding circ-

70,000 under his editorship. Prior to taking this position he was for some twelve years on the editorial staff of the St. Paul News.

A farewell banquet was tendered to Mr. McMurphy by members of his staff and Twin City friends on Thursday evening, Jan. 16, at the St. Paul Hotel. On that occasion he was presented a handsome gold watch and various verbal tributes.

Taylor-Critchfield Co. Election.

The holdings of the late David L. Taylor, in the Taylor-Critchfield Co., have been acquired by his former associates. There was a meeting of the stock holders and the board of directors on Jan. 24, at the Chicago office, and the following officers were elected: E. E. Critchfield, president; C. H. Porter and F. A. Sperry, vice-presidents; B. F. Sawin, secretary; M. B. Hart, treasurer.

Pittsburgh Leader Pure-Food Page.

The Pittsburgh Leader has started a pure-food page as a regular Friday feature, which contains a Saturday marketing guide for the housekeeper, and practical heart-to-heart talks by Mrs. Mabel Miller. On this page may be found menus for each meal of the week, recipes for the preparation of the individual dishes, and helpful hints calculated to ease the housewife's work as well as aid her in knocking down the high cost of living. Attractive ads form no small part of this page, which has proved a drawing card for the business man who would reach the discriminate buyers for the household.

Spends \$500,000 on Pill Ads Yearly.

Sir Joseph Beecham, of "worth a guinea a box fame," testified before the Committee on Patent Medicines at London, England, last week that he sold a million pills a day. The approximate weight of the pills sold by his firm every year is fifty tons. Sir Joseph admitted that his expenditure for advertising these pills was \$500,000 a year.

CIRCULATION CONTESTS.

The Trinidad (Colo.) Chronicle-News has just finished a popularity contest for young women, which proved very successful, and resulted in almost doubling the circulation. An automobile was awarded as a capital prize, with pianos, diamonds rings, watches and business courses as minor prizes. Southern Colorado was thoroughly covered by the campaign, and as a result the

DIRECTORY OF ADVERTISERS AIDS.

Advertising Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET & HAFLEY INC.,**
Successors to "Hoguet Advertising."
20 Vesey Street, Tel. Cortlandt 2252.
- HOWLAND-GARDINER-FENTON**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
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