

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## SULZER AND THE PRESS.

### NEW YORK'S GOVERNOR TAKES THE NEWSPAPER MEN TO HIS HEART.

**Believes They Can Be of Great Assistance at the Capitol—Establishes an Amen Corner for Their Benefit—Makes Senate Committee Wait Until He Finishes an Interview with Them—Personal Notes.**

(Special Correspondence.)

ALBANY, N. Y., Jan. 10.—Governor Sulzer has established an "Amen Corner" in the executive chamber. Soon after assuming office the Governor decided that the custom which had been in vogue for years at the capital, of standing during the daily interviews, was too formal; so he decided to set apart a corner for the newspapermen.

"Come over here," he said, pointing to a comfy corner. "We'll make this the correspondents' corner, and I'll order some chairs with arm rests on them, so they will be more comfortable."

Then seating himself in one of the big chairs in the corner, the Executive proceeded with the interview, with the correspondents seated in a semicircle.

SEES THEM TWICE A DAY.

Twice a day—at 11:30 a. m. and 4 p. m.—the correspondents gather in the corner and have a heart-to-heart talk with the Governor. First he makes any announcements he may have; then the correspondents bombard him with questions. The new Governor has expressed a desire not to be quoted unless he specifies "the quotes."

On the afternoon of the day of his inauguration he had his first session with the Albany correspondents at the executive mansion. "I shall always be glad to see the newspapermen," he told them: "and if you want any information, come to me. And I don't want, so far as my office is concerned, to contribute to a 'beat.' I shall always be glad to help you when I can."

Later, in the evening, a committee from the Senate called at the executive chamber to inform him that the Senate had organized and was ready for business. The Governor was talking with the correspondents at the time. "Tell the committee I'll see them shortly," he sent word. "Just at present I am engaged with a more important committee."

Governor Sulzer plans to give a dinner for "the boys" at the executive mansion during the session and, in turn, will be the guest of honor at the annual dinner of the Correspondents' Association.

TO GIVE DINNER TO "THE BOYS."

Frank A. Tierney, a member of the staff of the Albany Times-Union, has been selected by Lieutenant-Governor Martin H. Glynn, publisher of that paper, as his secretary. Mr. Tierney is popular among the newspaper fraternity at the Capitol, and has been roundly congratulated by his colleagues. For the past two years Mr. Tierney has been secretary of the State Factory Investigating Commission. He is well known throughout the State.

"Baron" W. Axel Warn, correspondent of the New York Times, probably will be elected president of the Legislative Correspondents' Association, to succeed Joseph J. Earley, of the Brooklyn Standard Union.

### Curtis Company Increases Capital.

The Curtis Publishing Co., of Philadelphia, has filed notice at Harrisburg, Pa., of an increase in capital stock from \$8,000,000 to \$10,000,000.

## NEW PAPER FOR SEATTLE.

### The Evening Sun to Be Launched Feb. 1 by Wells and Hartman.

The Seattle (Wash.) Sun, an evening newspaper, will be established in that city on Feb. 1 by E. H. Wells and John P. Hartman. Mr. Wells was at one time editor of the Seattle Star and the Tacoma Times. Four years ago he sold his Star stock for \$65,000.

Mr. Wells has engaged several men

## DECREASE IN PAPER STOCK

### Largely Due to Heavy Shipments, Says Report for November.

The American Paper and Pulp Association reports to the Commissioner of Corporations at Washington that stocks of news print paper on Nov. 30, 1912, were 43,504 tons, a decrease of 3,007 tons from October. Stocks on Nov. 30, 1911, were 38,650 tons. The decrease was largely due to heavy shipments dur-



SIR JOHN S. WILLISON,

MANAGING EDITOR TORONTO NEWS, KNIGHTED NEW YEAR'S DAY, 1913.

from the Seattle Star, who, it is reported, will be Sun stockholders. Messrs. Wells and Hartman have incorporated the Sun Publishing Co., with capital stock of \$200,000. In announcements in Seattle papers Mr. Wells says that the new paper will have "an editor who will not need to be gagged."

About twenty thousand subscriptions have been obtained at twenty-five cents a month. A. J. Copeland, manager of the San Diego Sun and once manager of the Tacoma Times, will be business manager of the Sun.

### Utica Editor Critically Ill.

E. Prentiss Bailey, editor of the Utica (N. Y.) Observer, is in a critical condition at his home in that city. He has been ill for several months, and his friends fear that, owing to his advanced age, he will not recover. Mr. Bailey is over eighty years of age, and for sixty has been editor of the Observer.

### Italian Editor Wins Libel Case.

In the libel action brought at Rome by Charles Barsotti, proprietor of Il Progresso Italo-Americano, a New York Italian daily paper, Ernesto Butta, the Rome correspondent of Il Giornale Italiano, another New York paper, has been condemned to three years' imprisonment and to pay a fine of \$600.

## MR. REID'S FUNERAL.

### SERVICE AT THE CATHEDRAL ATTENDED BY MANY DISTINGUISHED MEN.

**Bishop Greer Conducts the Ceremonies, Assisted by Dean Grosvenor and Eminent Clergymen—List of Pall Bearers Included Ambassador Bryce and Secretary Knox—Burial at Sleepy Hollow.**

The funeral of the late Whitelaw Reid, the United States Ambassador to Great Britain and owner of the New York Tribune, which took place on Saturday at the Cathedral of St. John the Divine, in New York, was the most impressive church funeral ceremony ever held in the city.

Among those who assembled to honor the memory of the great diplomat and editor were many of the most distinguished men of affairs in the United States. President Taft, former President Roosevelt, James Bryce, the British Ambassador; members of the diplomatic corps, Joseph H. Choate, former Ambassador to Great Britain; Chauncey M. Depew, Henry Clews, the editors of the leading newspapers of New York, officers of the Army and Navy, and representatives of the clubs and associations with which Mr. Reid was formerly associated were in attendance.

COFFIN COVERED BY A FLAG.

The great building was crowded to the doors when the coffin, covered with the Stars and Stripes, was borne up the central aisle and placed in the chancel in front of the altar. At no other public funeral have so many massive floral memorials, the gifts of Mr. Reid's friends and associates, been displayed. Three large wreaths of orchids and lilies of the valley, the offerings of the immediate family, lay against the coffin, which rested on a black velvet base. A large anchor of white carnations and immortelles, the gift of Captain Greatorex and the officers and men of the Natal, the British warship that brought Mr. Reid's body to this country, occupied a conspicuous space at the front of the chancel. A large, solid wreath of violets from the employes of the Tribune hung on its wall. There were also wreaths from President Taft, Ambassador Bryce, James Gordon Bennett, the Duke of Connaught, the Duke and Duchess of Roxburghe, Secretary and Mrs. Knox, John Pierpont Morgan, Mr. and Mrs. Andrew Carnegie and others.

THE SUNLIGHT AND THE FLOWERS.

These many floral pieces gave a touch of color to the otherwise somber appearance of the chancel, and as the sunlight streamed in through the windows it fell upon the flowers, intensifying their hues and making them more beautiful than ever.

Following the clergy and the choir boys in the solemn procession that moved on the right-center aisles of the Cathedral were the honorary pallbearers, who included Philander Chase Knox, Secretary of State; James Bryce, Ambassador from Great Britain; Senator Elihu Root, Senator Henry Cabot Lodge, Judge George Gray, Rear Admiral William Sheffield Cowles, Hart Lyman, editor of the Tribune; Donald Nicholson, vice-president of the Tribune Association; Joseph Hodges Choate, former Ambassador to Great Britain; Chauncey Mitchell Depew, John Pierpont Morgan, Robert Bacon, former Ambassador to France; William Douglas Sloane, Robert Tod Lincoln, former Minister to Great Britain; John Cad-

wallader, and Henry White, former Ambassador to France.

The members of the family, preceded by Mrs. Reid and her son, Ogden Mills Reid, followed. The whole assemblage in the Cathedral stood with bowed heads as the funeral party moved up the center aisle to the chancel.

The opening sentences of the service were read by Rev. Dr. Robbins and the lesson by Dean William H. Grosvenor. The choir then sang the anthem from "The Light of the World" by Sullivan, starting with the lines, "Though I pass through the valley of the shadow of death." Bishop Larned read the creed and prayers, and then followed the singing by the choir of Hymn No. 395 of the St. Alban's tune book, "Those Eternal Bowers Men Hath Never Trod," which was a favorite hymn of Mr. Reid's. Immediately preceding the benediction, which was pronounced by Bishop Greer, the choir sang a hymn written by John W. Chadwick which had been a special favorite of Ambassador Reid. The words of the hymn were as follows:

It singeth low in every heart,  
We hear it each and all—  
A song of those who answer not,  
However we may call.  
They throng the silence of the breast;  
We see them as of yore—  
The kind, the true, the brave, the sweet,  
Who walk with us no more.

More homelike seems the vast unknown,  
Since they have entered there;  
To follow them were not so hard,  
Wherever they may fare.  
They cannot be where God is not,  
On any sea or shore;  
What'er betides, Thy love abides,  
Our God for evermore!

At the conclusion of the service Mr. Reid's body was borne from the Cathedral and placed on a gun carriage. An escort consisting of a battalion of the United States Infantry from Governors Island, preceded by the regimental band, led the funeral cortege in solemn procession down Morningside avenue to 110th street, and thence to Fifth avenue, along which the troops marched to Fifty-first street, thence east by the late ambassador's home, and thence to the Grand Central Station, where a special train was in waiting to take the body and intimate friends of Mr. Reid to the Sleepy Hollow Cemetery, where a simple ceremony was held. Mr. Reid's body was sealed in one of the nine compartments of the family vault in the center of the wall at the right of the entrance.

The members of the Tribune staff attended the service in a body. Among them were Hart Lyman, Conde Hamlin, H. J. Pruden, Henry W. Sackett, H. E. Krehbiel, Willis Fletcher, W. Johnson, F. Cunliffe Owen, Alexander Swett, H. F. Sherwood and E. A. Fletcher.

The Publishers' Association was represented by Colonel William Jay, of the New York Herald; Ralph Pulitzer and Don C. Seitz, of the World; William C. Reick, of the Sun; Charles R. Miller and Adolph S. Ochs, of the Times; Herbert E. Gunnison, of the Brooklyn Eagle; Herman Ridder, of the Staats-Zietung; Frank A. Munsey, of the Press, and Herbert A. Bridgman, of the Brooklyn Standard Union. The Lotus Club delegation included Frank R. Lawrence, Chester S. Lord, Charles W. Price, John Harsen Rhoades, John Elderkin, William T. Evans, Melville E. Stone, Arthur Warren, Andrew Carnegie, Walter E. Frew, Elbridge G. Snow, Carroll Beckwith, William Berri, Clinton W. Sweet, Howard K. Burras, William M. Chase, Irving Batcheller, James Creelman, F. A. Duneka, Stephen Fiske, Henry Waterson, Edward G. Riggs, James Speyer, Irving R. Wiles and Frederick S. Church.

The Press Club was represented by Charles R. Macauley, John O'Keefe and Frank McBreen.

#### Cuban Editor Fights Duel.

Col. Orestes Ferrera, Speaker of the House of Representatives, and Miguel Coyula, of the editorial staff of La Lucha, fought a duel with swords in Havana on Jan. 8. Neither was seriously injured. The duel was the outcome of certain strictures on Col. Ferrera published by that paper.

#### NEW EDITOR BROOKLYN TIMES.

##### John N. Harman Elected by Directors to Succeed J. M. Cruikshank.

At a meeting of the board of directors of the Brooklyn Daily Times on Wednesday evening, John N. Harman, the managing editor, was chosen as the successor of the late John M. Cruikshank, as editor of that paper. Mr. Harman who is the youngest editor-in-chief in Greater New York, became city editor of the Times two years ago when the present management took the paper over. Prior to that time Mr. Harman held the same position with the Brooklyn Citizen for nine years.

John N. Harman was born in Watertown, N. Y., in 1874, from the high school of which town he was a graduate.

#### CHEAPER PAPER IN SIGHT.

##### Quebec Removes Restrictions Upon the Exportation of Pulp Wood.

John Norris, chairman of the Committee on Paper, of the American Newspaper Publishers' Association, contributes to the association's Bulletin for Jan. 1 the following notes on the paper and wood pulp industry:

"The Provincial Council of Quebec has removed its restrictions upon the exportation of pulp wood from the Crown lands of the principal paper mills of the Province, viz.: Laurentide, Belgo-Canadian, Price Bros. & Co., Wayagamack.

"These mills have producing capacity of 480 tons per day of news print paper, and fifty tons of kraft paper. That action insures the admission into the

creased its output to 480 tons per day; that of J. R. Booth, at Ottawa, to 110 tons per day.

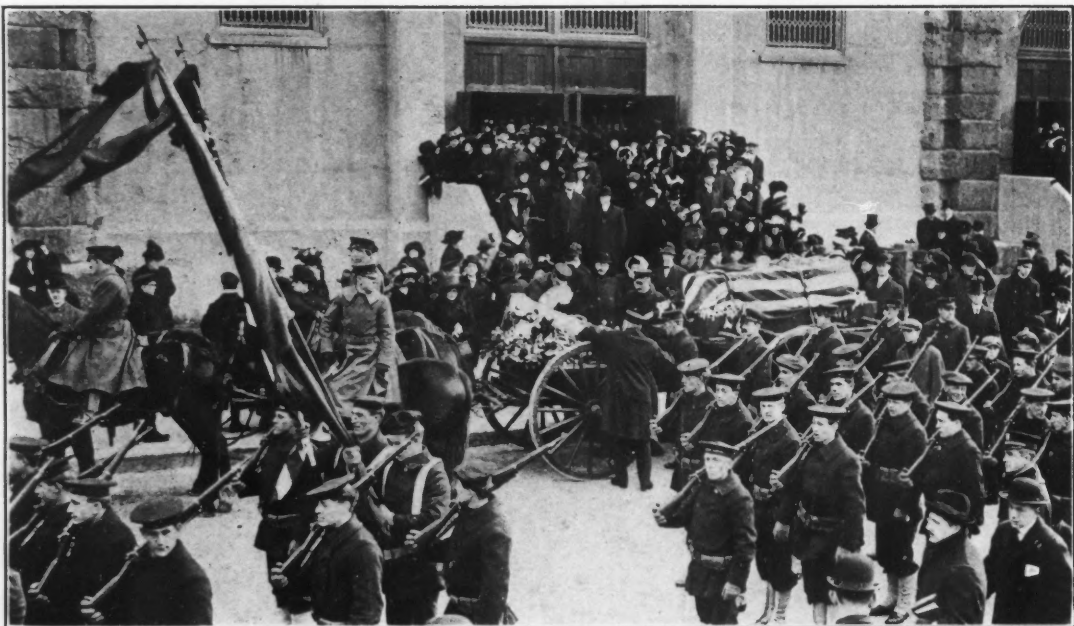
"The supply of news print paper to the Brooklyn Standard-Union has been shifted from the Great Northern to the Tidewater mill.

"The International Paper Co. has contracted through James Outterson, of the De Grasse mill, for the supply of paper to the St. Louis Dispatch."

#### CHANGE IN TOWN AND COUNTRY

##### Messrs. Coe, Thompson and Whigham Acquire Substantial Interest.

John A. McKay, president of the Stuyvesant Co., announces that a substantial interest in Town and Country has been acquired by H. I. Whigham,



MR. REID'S BODY LEAVING THE CATHEDRAL ESCORTED BY UNITED STATES TROOPS.

He was an attendant of Cornell University, and his advent in Brooklyn was marked by his being made the assistant city editor of the Brooklyn Daily Eagle. In March, 1902, he was chosen city editor of the Brooklyn Citizen, which position he held until two years ago, when the present owners took charge of the Brooklyn Daily Times. In October of last year he was made managing editor and his promotion on Wednesday was no surprise to those associated in the newspaper field.

In assuming the editorial control on Thursday of this week the following announcement was printed at the top of the editorial page of the Times:

"The board of directors of the Brooklyn Daily Times has elected me a director and named me as editor of the paper to fill the vacancy caused by the death of John M. Cruikshank. In thus succeeding my life-long friend, whose death was a deep personal loss, it will be my endeavor to continue the Times on the high plane upon which he had already placed it, and to carry out the plans for its advancement which he had already made. The Times will not only continue to be the spokesman for the Boroughs of Brooklyn and Queens, but it will at the same time stand for the best interests of Long Island and the City of New York. In short, it will be my endeavor to preserve the honorable traditions of the paper and to continue its useful career in the daily life of this community. JOHN N. HARMAN."

Charles H. Mann, Superintendent of the House Press Gallery, who has been seriously ill at Providence Hospital here, is recovering rapidly and it is expected that he will resume his duties some time this month.

United States, free of import duty, of all the products of those mills. It is inevitable that the other and smaller mills in that province will obtain a similar concession when they ask for it, and that the news print paper mills in Ontario will be forced by competition to obtain equal concessions from the authorities of that province.

"British Columbia removed its restrictions last summer on the Powell River mill. The action of the provincial governments is calculated to stimulate new production in Canada to supply the large and constantly increasing market in the United States.

"The Powell River Co., Ltd., in offering its bonds to the public for sale, declares that: 'Making a substantial allowance for the possibility of a reduction in the price of paper through competition or unforeseen conditions, the company's profits by July 1, 1913, will be not less than \$15 per ton on an annual output of 60,000 tons—\$900,000.'

"The Powell River Co. is operating two machines at Powell River, British Columbia, with an output of 100 tons per day. It is installing two additional machines which will increase its output to 200 tons per day, or 60,000 tons per annum. This estimated profit of \$15 per ton indicates that that mill can make paper f. o. b. mill at not more than \$23 per ton and probably at less cost.

"The new De Grasse machine for New York World supply is expected to start Feb. 1, 1913, adding fifty-five tons per day to its capacity.

"The Lake Superior mill at Sault Ste. Marie is starting its third machine which will add fifty-five tons per day to its production.

"The Great Northern mill has in-

the editor; Franklin Coe, for ten years past associated with Collier's, and Frederick I. Thompson, publisher and principal owner of the Mobile (Ala.) Register.

Officers of the Stuyvesant Co. are: John A. McKay, president; F. I. Thompson, vice-president; Franklin Coe, treasurer and publisher; and H. J. Whigham, secretary. Mr. Coe will retire on Feb. 1, 1913, from the publishing firm of P. F. Collier & Son, Inc., of which he has been vice-president and treasurer, to assume the management of Town and Country.

#### Threatens Editor with Dynamite.

As a result of his activity against disorderly houses and gambling resorts in Monessen, Pa., Harry R. Pore, editor of the Independent, has received a letter threatening to blow him and his printing establishment up. The letter, which was placed in the hands of the postal authorities, alleges Pore is "sore" because he does not realize in the "hauls." The writer says he intends to set off the dynamite underneath Pore's newspaper establishment.

#### Butte Inter Mountain Sold.

J. H. Durston, founder of the Anacoda (Mont.) Standard, and until recently its editor, and who is recognized as one of the leading journalists of Montana, on Jan. 1, 1913, purchased the plant, circulation and good will of the Butte Inter Mountain. On Jan. 2, when he took over the property, he changed the name of the publication to the Butte Daily Post. The plant will be at once increased and improved as rapidly as circumstances will permit.

The Lamar County Record, published at Purvis, Miss., for the past twenty years, has suspended publication.



# THE BANNER YEAR

OF

# The Indianapolis News

## Circulation

(1912)

Average daily paid circulation, city and suburbs . . . . .	<b>52,470</b>
Average daily paid circulation, country . . . . .	<b>49,954</b>
Total . . . . .	<b>102,424</b>

**Increase Over Year 1911**

**8,574**

This is **net circulation**, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

### Net Circulation in Indianapolis and Suburbs

City Carriers . . . . .	<b>42,653</b>
Suburban Carriers . . . . .	<b>2,390</b>
Newsboys . . . . .	<b>4,299</b>
News Stands . . . . .	<b>2,602</b>
Service . . . . .	<b>526</b>
Total . . . . .	<b>52,470</b>

## Advertising

(1912)

	COLUMNS
Display . . . . .	<b>22,679.55</b>
Classified . . . . .	<b>5,980.08</b>
Total . . . . .	<b>28,659.63</b>

**Daily Average 91.27**

**Columns.**

During the year 1912 the other Indianapolis daily papers printed a total of 22,726.86 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper). The News having **5,932.77 columns more than all the others combined.**

In the classified (want) advertising The News easily maintained its supremacy, having a total of **313,580** of these ads, **83,304** more than the other city papers combined.

### EASTERN REPRESENTATIVE

Dan A. Carroll

Tribune Building, New York City

### WESTERN REPRESENTATIVE

W. Y. Perry

First National Bank Building, Chicago

## CHICAGO HAPPENINGS

**James Keeley, Managing Editor of the Tribune, Dean of the College of Journalism at Notre Dame University—Ben Franklin Anniversary.**  
(Special Correspondence.)

CHICAGO, Jan. 8.—The many friends of James Keeley, managing editor of the Chicago Tribune, were agreeably surprised to learn last week that he has been appointed dean of the College of Journalism at Notre Dame University, Notre Dame, Ind. This is believed to be the first instance on record in which such an honor has been conferred upon a newspaper man who continues in the practice of his profession. Mr. Keeley has indicated his acceptance by delivering the foundation lecture in the new college.

Plans for the new college are along lines of practical daily newspaper work. Dean Keeley's faculty will be composed of men engaged in the various departments of big newspapers.

President Cavanaugh will leave for Rome in a few weeks. It is intimated that he will lay the plans of what he calls a "practicalized college of journalism" before the Vatican, making arrangements for an international exchange of teachers of journalism.

The Chicago Press League, of which Mrs. Frederick K. Bowes is president, opened the French salon at the Household Show Saturday at the Coliseum under the auspices of the Household Benevolent Workers. A feature of the program was the portrayal of the language of the hand by Miss Meta Welters and Mlle. Zenie.

One of the most elaborate New Year celebrations was that of the Chicago Press Club. Practically every table was reserved and a diversity of talent entertained the guests. Among those on the program were, Dr. G. Frank Lydston, Miss Rose Kane, Col. William Lightfoot Visscher, Dr. George F. Butler, Leroy T. Goble, Miss Marguerite Ray, Richard Henry Little and players from the leading theaters.

R. S. Millan has filed suit in the Circuit Court to enforce a mechanic's lien for \$303.08 against the Workers' Publishing Society, which published the defunct World.

CHICAGO, Jan. 8.—The members of the Chicago Allied Printing Trades Council, at its annual election last week, showed their attitude toward J. H. Schussler, president of the council, who was at the head of the faction that approved the action of that body in the newspaper strike of last summer, by defeating him for reelection. Florence Donoghue, president of the Mailers' Union No. 2, was the successful candidate.

The 207th anniversary of the birth of Benjamin Franklin will be observed by the Old Time Printers' Association at the Hotel LaSalle on Friday evening, Jan. 17. The printers will give their annual banquet and ball. John Canty is chairman of the committee on arrangements.

The Tribune is fighting Alderman Al. R. Tearney, who has been violating the closing laws with his saloon and cafe. One night last week Tearney assaulted



HARRISON M. PARKER,

THE NEW PUBLISHER OF THE CHICAGO EVENING AMERICAN.

Harold P. Brown, a Tribune photographer, who had taken a picture of the outside of his cafe. Efforts of the Tribune to punish Tearney have so far proven unavailing. Tearney has several times been arrested, but has secured his release through his influence and by legal tricks.

The winter term of the Chicago Y. M. C. A. class in advertising started on Jan. 3. The course is in charge of Andrew N. Fox, advertising manager of the Benjamin Electric Manufacturing Co. The course was opened with a lecture by R. R. Shuman, advertising manager of the Liquid Carbonate Co., on "The Place and Opportunity of the Ad Man."

There was some rivalry between the Chicago Tribune and the Record Herald in testing the service of parcel post and the express company between a number of cities. In nearly every case Uncle Sam delivered the package quicker than the express company.

When Joe Beatty Burt, former chairman of the Chicago Bar Association's solicitation committee, was asked the other day what could be done to improve the law journals of the country, he said:

"My general criticism of the law journals is that they give too much space to the practices of the lawyers and too little space to the administration of justice. In my talks with the editors of law papers I have not been able to find an editor who is satisfied with his own publication.

"I would also suggest that these law papers put the soft pedal on advocating new laws to cure every ill of the body politic. We have too many laws now. The lawyers are getting to be our most rabid reformers."

### Columbus Trade School Paper.

The Columbus (O.) Trade School is issuing a well-printed four-page paper which contains helpful information about the school and its purposes, as well as matter that should assist and encourage the boys in the various departments. It is gotten up by the boys in the printing department of the school.

## THE DETROIT NEWS

(Evening)

Over 140,000

## THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

## WHY I USED THE Louisville Courier Journal

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

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

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

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

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

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

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

The S. C. Beckwith Special Agency

Sole Foreign Representatives,

New York St. Louis Chicago

## Do We Get the Blue Ribbon for 1912?

## The Paterson Press and Sunday Chronicle

(Sunday edition of the Press) made an ACTUAL GAIN in 1912 over 1911 of

**936,651 Agate Lines**

of paid advertising. We believe this to be the record gain of any daily and Sunday newspaper in the United States.

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

WM. B. BRYANT, Gen. Mgr.

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

**\$50,000**

in cash available for first payment upon newspaper property. All negotiations treated confidentially.

**HARWELL, CANNON & McCARTHY**

Brokers in Magazine and Newspaper Properties

200 Fifth Ave., New York City

## The Biggest Value in New England

A Quality and Quantity Combination that Cannot be Exceeded.

### THE BOSTON HERALD

(Morning)

### THE BOSTON TRAVELER AND EVENING HERALD

Combined Circulation Morning and Afternoon exceeds 280,000 copies per day.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH SPECIAL AGENCY

(Sole Foreign Representatives)

New York Chicago St. Louis

## 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: 5024 Metropolitan Bldg.

CHAS. H. EDDY, Representative.

Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg.

EDDY & VIRTUE, Representatives.

Telephone, Central 2486.



# Another Record Breaker

More people read

## THE CHICAGO DAILY NEWS

in December last than in any previous  
December in the paper's history.

Here are the average daily net paid circulations for December since THE DAILY NEWS passed the 300,000 mark :

December, 1902.....	300,589
" 1903.....	319,518
" 1904.....	307,765
" 1905.....	308,865
" 1906.....	313,344
" 1907.....	324,845
December, 1908.....	322,278
" 1909.....	324,682
" 1910.....	314,309
" 1911.....	330,036
" 1912.....	347,536

Here are the figures in detail for December, 1912 :  
*State of Illinois, County of Cook, ss.:*

HOPEWELL L. ROGERS, business manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of December, A. D. 1912, was as follows:

Days.	Copies.	Days.	Copies.	Days.	Copies.
1.....	Sunday	12.....	353,592	22.....	Sunday
2.....	342,504	13.....	353,086	23.....	349,680
3.....	337,949	14.....	336,154	24.....	336,177
4.....	344,849	15.....	Sunday	25.....	Holiday
5.....	358,601	16.....	359,496	26.....	346,139
6.....	351,197	17.....	356,865	27.....	344,916
7.....	330,804	18.....	357,736	28.....	334,533
8.....	Sunday	19.....	352,555	29.....	Sunday
9.....	356,639	20.....	353,752	30.....	355,366
10.....	356,633	21.....	330,515	31.....	344,593
11.....	354,604				

Total for month..... 8,698,935  
Less returns and allowances..... 10,528

Total sold, net..... 8,688,407  
Daily average sold..... 347,536

All "exchanges," copies used by employees, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 2d day of January, A. D. 1913.  
[L. S.] HENRY C. LATSHAW, Notary Public.

More people advertised their "wants" in *The Chicago Daily News* in December last than in any other December in the paper's history, and the total of display and classified advertising exceeded that of the previous December.

Here are the December advertising figures :

Display .....	1,618.17 columns
Classified .....	985.64 "
Total .....	2,603.81 columns
Twenty-five publication days, averaging	104.15 columns

*The Daily News* prints more "Help Wanted" ads than all other Chicago papers — daily and Sunday, combined. It is Chicago's "Want Ad" Directory.

## WASHINGTON TOPICS.

**New Names Added to Congressional Directory—Successors to Robert W. Bailey and Sherman Allen, of the Treasury Department—Correspondents with Taft at Panama—House Superintendent Mann III.**  
(Special Correspondence.)

WASHINGTON, Jan. 10.—The second edition of the Congressional Directory, out Jan. 15, and which contains the list of the correspondents entitled to admission to the press galleries of Congress and the papers which they represent, will show the following changes: William A. Lockyer and Horace Epes to be new members of the Congressional staff of the Associated Press; and J. Stewart Price, a brother of W. W. Price, of the Washington Star, to be an addition to the staff of Mr. Arnold, manager of the United Press bureau here.

Other names to appear in the second edition will be those of T. E. Spencer, representing the Hartford Times and Bridgeport Standard; E. B. Johns, correspondent for the Sandusky (O.) Register, who is Washington representative for the Army and Navy Journal. Fred M. Kerby's name will appear as representing the Cleveland (O.) Press, as will that of Robert F. Wilson for the Milwaukee Leader. Walter Harper has added the Mobile Register to his string of papers. Alfred L. Geiger will be shown as being a member of the staff of the New York Herald, instead of the Sun. L. P. Brown, whose place he takes, has joined the staff of the United Press. Orville H. Stewart will temporarily fill the place vacated by Mr. Geiger on the Sun. The names of C. K. McClatchy, Jr., of the Sacramento Bee, and Frank R. Lamb, as a member of the New York Tribune staff, will appear in the directory for the first time.

Congressman W. W. Wedemeyer, of the Second Michigan Congressional District, who took his own life last week by jumping overboard from a ship which was bringing him back to the United States from Panama, was defeated in the last election by Samuel W. Beakes, of Ann Arbor, Mich., the owner and editor of the Ann Arbor Argus. It is said that this defeat caused his rash act. Mr. Wedemeyer in his younger days was a newspaper man. He worked his way through the University of Michigan by corresponding for newspapers.

There are six Washington correspondents who enjoy the distinction of being in a class by themselves, from the fact that they represent newspapers owned by United States Senators. They are Robert M. Ginter, of the Pittsburgh Gazette-Times, whose paper is owned by Senator George T. Oliver; Walter J. Gard, of the Houston Post, which newspaper is owned by R. M. Johnston, who has just been sworn in as Senator to succeed Joseph W. Bailey, of Texas; John W. Flenner, of the Arkansas Gazette,

whose paper is owned by J. N. Heiskell, who has been appointed to fill the unexpired term of Jeff Davis, of Arkansas, who died suddenly last week; George W. Summer, of the Charleston Gazette, which paper is owned by Senator William E. Chilton, of West Virginia; Ames Brown, of the Nashville Tennessean, whose paper is owned by Senator Luke Lea; and Colonel Henry Hall, of the Pittsburgh Chronicle-Telegraph, of which Senator George T. Oliver is proprietor. All of the correspondents mentioned have offices on the fifth floor of the Washington Post building, with the exception of Walter Gard who has just recently moved from the fifth floor of the Post building to the Munsey building.

Just who will succeed the two newspaper correspondents, Robert W. Bailey and Sherman Allen, as assistant secretaries of the Treasury, is now a topic of conversation among the correspondents here. These two former newspaper men have made a big success of their administration of the affairs of the Treasury Department, and it is only natural to suppose that their places will be filled with men draughted from the fourth estate.

Mr. Bailey was a member of the Associated Press staff here for a number of years before his appointment to his present position, and Mr. Allen was a member of the New York Herald staff when he was made assistant secretary to the President and then Assistant Secretary of the Treasury. Several other newspaper men have held the office of Assistant Secretary of this department and it is now argued that President Wilson will fill the two vacancies that will occur on March 4, by appointing newspaper men to the posts.

Six newspaper men, one photographer and two moving picture operators accompanied President Taft on his recent trip to the Panama Canal. The newspaper men, who left on the U. S. S. Delaware, convoy of the Arkansas, on which battleship the President traveled, were W. W. Price, Washington Star; George Griswold Hill, New York Tribune; Bond P. Geddes, United Press Association; Robert Dongan, Associated Press; Guy Mason, New York World, and Fred Starck, Cincinnati Enquirer. The party will spend Christmas on the Isthmus. The moving picture men were H. M. Dean and L. J. Simon, and photographer, A. E. Wallace.

A familiar figure is missing at the Capitol this session. The veteran superintendent of the House press gallery, Charles H. Mann, aged seventy-three, is critically ill at Providence Hospital. Mr. Mann was operated on for a serious malady from which he has suffered at times. Mr. Mann has been in charge of the House press gallery for thirty-three years and is popular both with the newspaper men and Congressmen as well. He has not been able to get to the Capitol this session, and Edwin A. Halsey, the assistant in the Senate gallery, is temporarily in charge.

The annual meeting of the Main Corral, Military Order of the Carabao, the governing body of all corals throughout the country and Manila, was held recently at the Army and Navy Club of Washington.

A new constitution and by-laws that has been pending for two years was adopted, which contains a new clause providing associate membership to accredited war correspondents who served in the Philippines between May 1, 1898, and July 4, 1902, inclusive.

The clause relating to war correspondents will make eligible for membership many well-known newspaper men, some of whom are Ed. L. Keen, Frederick Palmer, Martin Egan, Harold Martin, Robert Collins, John T. McCutcheon, A. G. Robertson, Oscar King Davis, John F. Bass, Sydney Adanson and many others.

W. L. Geppert, editor of the Clarksburg (W. Va.) Telegram, is in New York visiting his father, W. L. Geppert, Sr.

## MILTON ELECTED PRESIDENT.

## Changes on Chattanooga News and Some of Its Recent Feats.

Recent issues of the Chattanooga (Tenn.) News give ample evidence of the enterprising spirit of that paper. The Annual Christmas Shopper's edition contained nearly 3,000 inches display advertising, the typographical appearance of the various ads as well as the color work reaching a high standard of merit. A later issue contained an advertisement by the Wesco Co., a local concern, printed in three colors, with a holly border effect. The design was planned and the copy written by a member of the News ad staff.

On Jan. 1 the News announced a number of mechanical improvements, including additional typesetting and stereotyping equipment. At the meeting of the directors of the News Co. the following officers were elected for the ensuing year: G. F. Milton, president; W. C. Johnson, vice-president and treasurer; H. A. Rouser, secretary. Mr. Johnson will assist in the general management and Mr. Rouser will be business manager of the News.

The News was purchased from its former owner, J. B. Pound, Jan. 1, 1909, since which date the paper has shown a steady growth in circulation and advertising. G. F. Milton, the president, was publisher and principal owner of the Knoxville Sentinel for thirteen years, he having disposed of his interest to Curtis B. Johnson on Dec. 1, 1912, for the purpose of concentrating his efforts on the Chattanooga News.

## Editor of Houston Post Now Senator.

R. M. Johnston, editor of the Houston Post, has been officially appointed by Governor Colquitt as successor to Joseph W. Bailey in the United States Senate for the term expiring March 4 next. Colonel Johnston is expected to hold office only until the expiration of Senator Bailey's term, as Congressman

Morris Sheppard was named at the Democratic primaries as preferential choice to succeed Senator Bailey. The Texas legislature, which selects Senator Bailey's successor, will convene on Jan. 12.

## J. N. Heiskell Appointed Senator.

John N. Heiskell, editor of the Arkansas Gazette at Little Rock, has been appointed United States Senator by Governor George W. Dohaghey, to succeed the late Jeff Davis. The appointment is for the short term ending on March. Mr. Heiskell is forty years old and a native of Tennessee. He did newspaper work in Chicago and Louisville before going to Little Rock as editor of the Gazette, of which he is part owner. Mr. Heiskell never before held a political office. He says that when the legislature elects a Senator he will return to Little Rock and resume his editorial work.

## 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, Mallery Bldg., Chicago

## 1912 STATEMENT

## THE BROOKLYN DAILY EAGLE

Brooklyn and Long Island, with a population of more than two million people, are very essential in every New York City advertising campaign.

In this important field The Brooklyn Daily Eagle is the representative newspaper.

The Eagle to-day ranks second among all the newspapers of New York City in the total amount of advertising carried.

These are the official figures for 1912. The measurement is in agate lines of paid advertising:

First Paper	12,309,932
BROOKLYN EAGLE	9,792,227
Third Paper	9,612,701
Fourth Paper	9,421,915

In classified advertising The Eagle stood close to the top of the list in every department. It was:

First in Hotels, Resorts, Railroads and Steamships.  
Third in Schools and Instruction.  
Fourth in Real Estate, Financial, Automobiles, Help and Situations Wanted.

The Eagle excludes from its advertising columns objectionable and questionable advertising.

## THE BROOKLYN DAILY EAGLE

The Home Paper of Brooklyn and Long Island

## 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.



During 1912 the  
**NEW YORK  
EVENING JOURNAL**

**Printed 25,790 Columns**

*(7,221,200 Agate Lines)*

of display advertising, which was more  
display advertising than printed by any other  
New York newspaper.

*It leads its next nearest competitor in the evening field  
by more than 2800 columns (784,000 agate lines).*

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During 1912 the  
**NEW YORK EVENING JOURNAL  
Gained 4,106 Columns**

*(1,149,680 Agate Lines)*

which was a larger gain than made by any  
other New York newspaper.

*The wonderful advertising record of the New York  
Evening Journal for the year 1912 shows that from the  
viewpoint of advertisers NOTHING EQUALS the  
VALUE OF CIRCULATION.*

### IMPORTANCE OF TRUTH IN THE NEWS.

**Miss Ida Tarbell Tells Columbia Students of Journalism That a Good Reporter Is as Scarce as a Great Poet—Impossible to Get the Facts Out of High Protectionist or Radical Socialistic Newspapers.**

Earl Hall was packed to the doors, all standing room being taken, when Miss Ida Tarbell, of the American Magazine, rose to address the Columbia School of Journalism on Monday afternoon, Jan. 6. Miss Tarbell spoke on "The Truth in the News," and said in part:

"The news is that proportion of the exhibit of human life which editors think interesting enough to publish. Everything that happens to men and women is news at some time, but perhaps never is everything that is happening to men and women at a particular time news. To-day the news is a scientific discovery; to-morrow it is a divorce. To-day it is a war, to-morrow it is a baseball game. Sometimes it is a great thing. Sometimes it is a small thing. To illustrate from my own experience.

"I came home the first of October keen about the political situation. I had been cut off from American newspapers, and I planned to lay hold of my colleagues with the prospect of having an interesting time. I found them strangely ignorant on the whole of the subject. The one thing that absorbed them was the National League baseball game. If I had brought home the wisest philosophy of all Europe I could not have got it printed. If I had brought home some baseball philosophy, which I didn't, I could have sold it at a dollar a word.

**THE CANNERIES REVELATIONS.**  
"Another illustration is had in the shocking things recently revealed about the canneries in New York and the interest the public is taking in them. There is nothing new in these revelations to us who have been familiar with industrial conditions. Five years ago there was an investigation of the canneries in New York State that brought out the same facts; they were all repeated in hearings before Governor Hughes. Those who were interested in it could get no publicity for them. It was not news. Finally, drop by drop, year after year, it has made an impression on the public mind, and we shall probably have some legislation at this session of the Legislature in Albany. This, for social workers, is encouraging.

"Another piece of news of to-day that illustrates my point is that about the New York, New Haven and Hartford road. There is nothing new about the situation. Everyone who has had any occasion to use the railroads in New England knows how bad the service has been. They know that the consolidation of railroads and street car lines has not resulted in improvement of service, but in its deterioration. All these facts are not new, but it is a good illustration of the last straw that breaks the camel's back. The Grand Trunk was that last straw.

**THE GREAT PROBLEM.**  
"The great problem in news is to get the truth. Untinking people say this is no problem, that the reason newspapers don't print the truth is that they are not interested in getting the truth. This is not true, but it is true that we rarely take seriously enough the gathering of facts. We are rarely trained scientifically.

We are prone to think anybody can be a good reporter. But I believe a good reporter is as rare as a great poet. One reason for this is the under-estimation of his task.

"Of the things essential to make a good reporter one of the first is that one should learn to see with his eyes. Good and accurate observing comes from training. Many of us are color blind, form blind and number blind. You must seize the physical aspect of things almost involuntarily. For instance, a man is sent to report a fire. He must have an eye trained for the physical facts and the physical aspect. He must take in at a glance the size of the building, the number of windows, the struggle that is going on between man and the elements. He must see all this without effort so that time is left for the harder gathering of facts.

"Next, a reporter must go to his task with an insatiable curiosity. He must have a curiosity, an interest that will not let him go back until he has got every fact.

"Another thing of great importance is to build up what you see and what you gather into a good story. It is as important to put things in their logical relation and order in writing a story as it is in building a house.

"A great many men who have been well trained as reporters are ineffective because they go to a particular assignment without a knowledge of the facts. If a man is to do reporting in New York City, what he really ought to know is the history of the town, its government, its people. He must have the whole panorama at his finger tips. He may not put much of this into his story, but if he knows it, his story gets a back-ground, a substance it can get in no other way. The knowledge in the back of his head that he does not put down on the manuscript affects his story curiously.

"There is one form of reporting that is likely to be a farce because of the lack of knowledge on the part of the reporter, that is interviewing, a form particularly popular in this country. Interviewing is a delicate business and no man should undertake it until he is prepared with a knowledge of the person whom he is to interview. It is pitiful to see a reporter squirming around trying to catch hold of some question to ask. The trouble is he knows nothing about the person he is interviewing, nothing of his life, or what he stands for. The practise has grown up of dictating to the reporter what you want to have published and then asking to see the copy before it goes in. You interview yourself—that's what it amounts to.

**PROPENSITIES TO BE AVOIDED.**

"A serious interference in the truth in news is the propensity of an editor or a reporter to use only those facts that will support some theory they have at heart. Say a reporter is sent to report a murder. From the moment he develops a theory about the crime he is a dangerous person. The only facts he looks for are those that prove his theory. In politics there is this tendency to twist facts to

serve a cause. This is not confined to newspapers of our own times. Every historical student, in reading old documents, has difficulty in finding what is truth and what is not truth. The reason is they were written by human beings like ourselves.

"In the press to-day it is practically impossible for us to get facts out of two classes of papers, one is the stand-pat, high-protectionist papers, the other the radical socialistic press. Out of this comes the impression that you don't ever get the truth out of newspapers. I do believe our better class of journals try to discriminate and, whatever their editorial policy is, to give us the news in the news columns. As you know, in the last Presidential campaign, the press of New York did not support the Progressive party, but, in my judgment there was no newspaper that gave a truer representation of the campaign than one that editorially pounded Theodore Roosevelt every day in the week.

**A WONDERFUL REPORT.**

"Nothing I saw in the whole campaign did so much to impress me with the spirit of the movement as a report in a New York newspaper of the Progressive convention in Chicago in August. It was a wonderful picture. You could not read it without the impression that it was true. So serious was the impression it made that the story went abroad that the man who had written the report had been sent to Chicago to ridicule the convention; while there he became so imbued with the spirit of the convention that he wrote a true account and with it sent in his resignation. I knew the report had been published. When I heard this I wrote to a reporter on the paper asking him for the facts. He replied that the story that the man who wrote up the Bull Moose convention had been sent to ridicule it was false. 'The men in charge of the news are singularly free, and in this fact the big future of the newspaper lies.' I agree with the young man that it is in this fact that the future of the newspaper lies.

**MUSTN'T PRINT EVERYTHING.**

"Mr. Dana used to say that anything that the Almighty allowed to happen he was willing to print. But even if the Almighty has allowed a thing to happen, there is sometimes a question as to whether it should be printed. In the case of a great disaster that is going to cause a panic there is reason to go slowly. The newspapers don't agree with me here, the great crime being that somebody will get ahead of you, not that you cause a panic.

"The efforts of the Turks in the last war to keep the truth from the press have been almost naïve. The reports of some battles have been literally funny, they were so obviously doctored. There is a question whether the steamship companies were right in trying to keep back the news of the Titanic disaster. But if the people on deck could not believe the ship was going to sink there is some excuse for the men in the office, who thought the ship unsinkable, not crediting the report of the disaster.

"There is a great deal to be said on the point of suppressing news about scandals. My own feeling is that we have a great reform to accomplish here. I am convinced that in the case of boys and girls in this city that criminal instincts are encouraged by the lavish way crime is punished.

**THE PROPHETS WERE MUCK-RAKERS.**

"In our time there is much discussion of exposure, or of muck-raking, as it is called. Muck-raking consists in laying

bare the practises, conditions, or policies existing in institutions or in groups of men. There has been a great deal of nonsense talked about it. It is treated as a new development, but the prophets were excellent muck-rakers. Martin Luther did a great deal of muck-raking, and Voltaire had not a peer. As long as men combine to do things secretly the reporters will have the task of exposing them. It is an unpleasant one, but if he is any good, he will not shirk it.

"If journalism does stand for anything, it stands for the public good. We hear that muck-raking is done to build up a circulation, to create a sensation. It is true that muck-raking is used for private benefit, that it is used to discredit certain systems for the purpose of substituting another system, probably a bad. You cannot condemn any profession or form of trade in toto for the abuse of it in individual instances. There is a pamphlet now on my desk in which the writer, a banker of this city, would do away with the whole tribe of muck-rakers. He was led to this conclusion by the fact that a reporter mis-stated some facts he had given him. But if this rule were applied to that gentleman's business it would be disastrous for him, for there are several bankers in jail for misusing funds; but I know of no muck-raker who has been sent to jail for distorting facts, though probably some should have been.

**CRIME OF DISTORTED FACTS.**

"There is no form of journalism that should be done more carefully than this that deals with the integrity of institutions, with the integrity of men and women. I believe it is a crime against the public to withhold certain facts, but it is equally a crime against the public to publish distorted facts.

"The great characteristic of the public is not suspicion, it is credulity. The printed word as a rule carries conviction. It is so easy to deceive the public by advertising frauds that there is no responsible periodical that does not have its advertising scrutinized. Every editor knows how hard it is to publish something symbolic or satirical and get it taken for what it is and not literally.

"No reporter, whatever his training or experience, gives an impression of truth if he does not have a passion for truth—for things that are so. Let him have this, with training and industry, and his reporting will become something more than mere space-filling. It will have the first quality of literature, for what is literature in its fundamentals but a report of life? He who is led to believe that it is ever anything else can never hope to stand among the mighty. In my judgment, there is no department of journalism which leads so surely into the higher ranks of literature as that of truthful reporting."

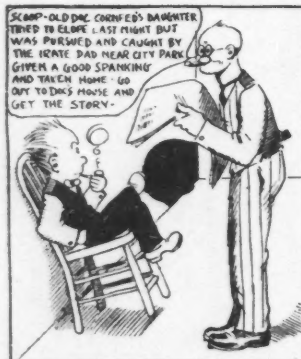
**Voice Now Associated Advertising.**

The official organ of the Associated Advertising Clubs of America, hitherto known as the Voice, will hereafter be known under the title of Associated Advertising. The new name, which was suggested by the publication commission and adopted by the executive committee, expresses, it is believed, more clearly the editorial policy of the publication, which will be to review every branch of advertising represented in the Associated Clubs.

### SCOOP THE CUB REPORTER

### Scoop Doesn't Know Why Miss Cornfed Got So Crusty

### By "HOP"





**"QUANTITY - QUALITY"**  
**The Winning Combination**

DURING THE YEAR 1912

**New York American**  


Led all other New York Morning and Sunday newspapers  
 in Total Advertising gain. The American

**GAINED 778,794 LINES**

This is more than **THREE TIMES** the gain made by  
 the New York World in the same period.

**THE AMERICAN ALSO LED IN  
 DRY GOODS ADVERTISING GAIN**

**I**T IS recognized that Dry Goods Ad-  
 vertising indicates the trend of "best  
 results," in view of the fact of its close  
 daily contact with the buying public. It  
 shows the way in no unmistakable man-  
 ner to the most profitable medium.

1912 Compared With 1911

**New York American Gained  
 400,067 Lines Dry Goods**

*Figures compiled by Statistical Department New York Evening Post.*

**ADVERTISING THAT PAYS GROWS  
 ADVERTISING THAT GROWS PAYS**

# TRENTON

CITY OF GROWING IMPORTANCE

World Famous in Pottery, Iron and Rubber Industries.

Million a Month Pay Roll

A highly paid skilled labor community, thrifty and independent.

Nation Famous as Eastern Leader in non-partisan politics.

Commission Government Ruled

An independent city politically, financially and commercially.

A ONE-PAPER CITY

# T I M E S

PAPER OF GROWING INFLUENCE

State Famous as a Leader in Progressive Policies.

Independent and Non-Partisan

The recognized medium by classified users and readers.

City Famous as Leader in Independent Action and Constructive force.

Evening and Sunday

The Papers with a Punch—24,000 evening, 16,000 Sunday.

THE ONE CITY PAPER

## New Jersey's Great Seven-Day Paper

Foreign Advertising Representatives :

KELLY-SMITH CO. - 220 Fifth Ave., New York - Peoples Gas Bldg., Chicago

### BUSINESS AND THE PRESS.

#### Dr. Talcott Williams Declares Newspapers Represent Nation's Thrift.

Journalism was discussed from several angles last week before a meeting of the American Political Science Association in convention in Boston. Dr. Talcott Williams, director of the school of Journalism in Columbia University, commenting on the assertion that "the American newspaper as a whole is reproached with representing too much the business, the capital and the associated wealth of the land," said:

"There are at least 5,000,000 men, each a reader, interested personally in 1,500,000 firms. There are 1,000,000 to 2,000,000 owners of shares and bonds. There are 7,000,000 life insurance policies with an average of \$1,700 each, representing 3,500,000 of the insured, one to every six families in the country. Whom should the American newspapers represent but this property-owning business majority, which every man or woman of thrift, industry and initiative can join at will?"

Rollo Ogden, of the New York Evening Post, said:

"The press lies as an instrument ready to the hand of those who would, first, create a common sentiment respecting some surviving form of oppression, some industrial or social wrong, and then transmute that feeling into agitation and reform by law."

The discussion which followed was engaged in by Robert Lincoln O'Brien, of the Boston Herald; Henry Jones Ford, of Princeton, and Samuel Bowles, Jr., of the Boston Post.

#### Sues to Enjoin Cut Rate Clubbing.

Popular Mechanics Magazine has brought suit in the United States District Court of Massachusetts for \$5,000 damages, and an injunction against the School Arts Publishing Co.,

of Boston, publisher of the School Arts Magazine, which has been offering Popular Mechanics Magazine in a cut rate combination with its own publications. The cut rate offer is alleged to have been made without consulting the Popular Mechanics people in any way, and in spite of the fact that the magazine has printed for years in large type on its front cover every month, the statement that it does not club. This suit is said to be the first of its kind ever brought.

#### Invents New Gas Process.

Joe Phillips, a machinist in the employ of the Joplin (Mo.) News-Herald, has invented a system of making gas from gasolene without using heat to generate it. Although Phillips has been working on the process for twelve years, he had never put it to a test until recently, when the natural gas used under the linotypes and melting pots of the stereotyping rooms was shut off one day and the paper barely managed to get out its edition. It was, therefore, advisable to provide an emergency gas supply. Phillips then put his "gas plant" through a successful test.

#### McClure Syndicate Features.

The McClure Newspaper Syndicate is putting out a lot of new and valuable features, including six stories by Jack Rose, President-elect Woodrow Wilson's story of George Washington and Richard Harding Davis's series of ten "Masterpieces of Short Fiction." Its new daily comic, "Home Wanted," by Clare Victor Diggins, is proving a success. It is now placing another daily comic, entitled "Mr. O. U. Kidd," by F. M. Follette. A new series of twelve baseball articles by Christy Mathewson is to be put out shortly.

#### Mrs. Villard Speaks on Garrison.

Mrs. Henry Villard, daughter of William Lloyd Garrison, the Abolition-

ist, and mother of Oswald Garrison Villard, owner of the New York Evening Post, was among the speakers at the union meeting held Sunday night in the Church of the Messiah to commemorate the fiftieth anniversary of the emancipation proclamation of President Lincoln. Mrs. Villard, recalling incidents in her father's work for emancipation as she noted them in her childhood, said that when he was accused of using strong language he replied: "I must be as hard as truth and as uncompromising as justice."

#### Baltimore Publicity Committee.

President E. J. Shay, of the Advertising Club of Baltimore, has appointed Alfred I. Hart, editor of the Old Bay Line Magazine, chairman of the press and publicity committee. The other members of the committee are: Walter R. Hough, city editor Baltimore Star; William B. Kines, city editor Baltimore American; J. Edwin Murphy, city editor Baltimore Evening News; John C. Cullen, city editor Evening Sun; Clarke J. Fitzpatrick, city editor the Sun; J. Hampton Baumgartner, publicity representative of the B. & O. R. R.; Hugh Hassan, Jr., district passenger agent Northern Central Ry. (Pa. R.R.); Robert E. Lee, personal representative of Mayor Preston; Word H. Mills, assistant secretary of the Advertising Club of Baltimore, and Walter S. Hamburger, advertising manager of Hochschild, Kohn & Co.

#### Berri Now Controls Standard Union.

William Berri has purchased from the executors of the estate of Millard E. Smith the building in which the Brooklyn Standard Union is published and the interest the estate had in the Brooklyn Standard Union Publishing Co. Through the purchase of the stock held by the Smith estate, Mr. Berri now controls the Standard Union, with the exception of two shares.

### A HISTORY OF "BIG 6."

#### Important Volume by George A. Stevens Just Issued by State.

A most important contribution to the history of the American industrial movement has just been issued by the New York State Department of Labor in the form of a 668 page volume, entitled "New York Typographical Union No. 6: Study of a Modern Trade Union and Its Predecessors," by George A. Stevens. The author, who is senior statistician in the State Labor Bureau, has been identified with the printing trade and the trade union and labor movement for many years and is a profound student of economic and industrial questions.

No less than six protective organizations of printers preceded the Big Six. Three of these were founded in the eighteenth century and three in the nineteenth. The present body dates from Jan. 1, 1850, with no less a person than Horace Greeley as its first president. It began with a membership of twenty-eight printers; to-day there are about seven thousand in the organization.

Mr. Stevens spares no labor in giving a comprehensive account of No. 6 and throughout his story of the rise and development of that giant organization he evinces a masterful knowledge of this subject.

The book is replete with invaluable information, containing, among others, chapters on women printers, the advent of the linotype, wage scale problems, the struggle for an eight-hour law, apprenticeship, prison labor and No. 6's benevolent work. One can hardly close the volume without noting the long list of distinguished members that have been on the roll of this powerful union of printers.

The Gary (Ind.) Tribune has recently installed a new Hoe press.



# 8.642.511 LINES

## It Is Still the Globe in Boston

The year 1912 was one of progress for the Boston Globe. In advertising totals and in circulation receipts the Globe exceeded all previous records.

During 1912 the Globe printed 8,642,511 lines of advertising. This was a gain for the Globe of 266,450 lines over 1911, and was 1,724,621 more lines than appeared in any other Boston newspaper during the year.

**Total 506,937—Lead 340,485**

Last year the Globe printed 506,937 want advertisements. This was a gain for the Globe of 8,337 want advts over 1911, and was 340,485 more want advts than were printed in any other Boston newspaper.

Want advertisers know—They trace results—They know what they get for the money they expend in advertising—**In Boston They Use The Globe.**

## Boston's Best Mediums

The Daily Globe has a larger circulation than that of any other two-cent newspaper published in the United States. The Daily Globe is circulated in the homes of Boston and its surrounding territory, among the people who answer advertisements and who have the money with which to respond to them.

The Sunday Globe is recognized as one of the best advertising mediums in the world. Circulated in the homes of the substantial and well-to-do people of Boston and New England, it brings phenomenal results to advertisers.

The following figures explain themselves:

## Advertising Totals for 1912

The total advertising in the four Boston newspapers having Daily and Sunday editions for the year 1912 was:

1.	Boston Globe	-	-	8,642,511 Lines
				(Showing a gain of 266,450 lines over 1911)
2.	Boston Post	-	-	6,917,890 Lines
3.	Boston American	-	-	6,302,100 Lines
4.	Boston Herald	-	-	4,550,175 Lines

The above totals include all kinds of advertising, from that of the big department store to the smallest want advertisement.

## Automobile Advertising for 1912

During the year 1912 the Boston Globe printed a total of 588,752 lines of automobile advertising. Of this total 350,947 lines were display and 237,805 lines were printed on the classified pages, a large amount of it being display and paid for at the regular automobile display rate. The second paper, during the 12 months, printed 395,065 lines. Of this total, 358,750 lines were display and 36,315 lines appeared on the classified page.

Advertisers in the classified columns know which paper brings results. **In Boston They Use the Globe.**

The average issue of the Globe during the year 1912 was:

Daily Globe **190,149** | Sunday Globe **322,915**

The cash receipts of the Boston Globe from the sale of papers during 1912 were larger than those of any previous year in its history.

To increase your business in Boston and New England during 1913, advertise liberally in the Globe.

## PRESS ASSOCIATIONS.

Members of the Houston Press Club were hosts last week at an informal reception tendered Eugene Walter, playwright, whose latest play, "The Trail of the Lonesome Pine," was being given at the Prince Theater. Mr. Walter is possessed of a pleasing personality and made a delightful guest. Everett Lloyd acted as chairman of the evening and a most enjoyable time was the result.

Only a light vote was cast at the Des Moines Press Club election last week. W. C. Jarnigan, of the Daily Capital, was chosen president; Frank Lyman, Jr., of the News, vice-president; Edgar Markham, of the Register and Leader, secretary; W. H. Wiseman, of the Capital, treasurer. The five members of the executive committee for the next year will be Robert A. Wright, of the Register and Leader; Ora Williams, of the News; George Wright, of the Homestead; Garrett Hol, Jr., of the Western Newspaper Union, and E. J. Costello, of the Associated Press.

The Seattle Press Club's New Year's reception was one of the most enjoyable ever held by the organization. Bernice De Pasqual sang several songs and thrilled her audience to the core.

The San Luis Valley Press Association of Colorado, meeting at Alamosa last week, appointed the following members to attend the meeting of the State Editorial Association at Denver on Jan. 13: John D. Frazer, of the Antonita Ledger; W. H. Cochran, Jr., of Del Norte Prospector; E. S. Conant, of Monte Vista Journal; A. S. Tohill, of Monte Vista Graphic; A. Oliver, of Alamosa Independent-Journal; C. H. Wilder, of Alamosa Courier; Frank McQ. Hartman, of Alamosa Empire; George E. Wood, of Blanca News.

At the annual meeting of the Maine Press Association, to be held in Augusta, Jan. 29 and 30, the organization will be fifty years old and the event is to be celebrated by a program of exceptional interest and value. The association has voted to invite all newspaper and job printing proprietors and editors to attend these sessions and assist in making this fiftieth anniversary a notable occasion for the craft in the State.

Members of the Pittsburgh Press Club entertained wives and sweethearts Dec. 30 at a "Night in Bohemia." The clubrooms were decorated profusely in greens and holiday beauties. About 100 members and women friends attended. A musical program of "home talent," aided by entertainers from Pittsburgh theaters, made it a merry affair. The big Christmas tree that delighted 200 poor children Christmas eve was prettier than ever, and around it and under it the Press Club folks bid the old year adieu twenty-four hours in advance of anybody else.

Cone, Lorenzen & Woodman will represent in the foreign field, East and West, the St. Louis Republic, Twice-a-Week Republic and the Farm Progress.

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

## SENT TO JAIL FOR CONTEMPT.

**Publisher, Editor and Stockholder of Boise News Serve Ten Days.**

R. S. Sheridan, publisher of the Boise (Idaho) Capital News; C. O. Broxon, managing editor, and A. R. Cruzen, a local capitalist, convicted of contempt for criticizing the court's decision barring the Progressive candidates for Presidential Electors from the Idaho ballot, were sentenced to ten days in the county jail on Thursday. In addition to the jail sentence imposed on the three men, they are to pay fines of \$500 each.

Although A. R. Cruzen, in his answer to the court's charges, made affidavit that he was in no way connected with the paper, the sworn statement of the publisher, made in compliance with the Federal law, was introduced, showing the ownership of stock and bonds of the company, and the court held Cruzen equally guilty with the publisher and editor.

Representative Dow Duning, of Owyhee county, has started a movement to have one hundred thousand persons contribute one cent each to pay the \$500 fine imposed upon the convicted men. He contributed the first cent and expressed the hope that there were 100,000 men and women in the United States who would follow his example and make similar contributions "for the cause of freedom." Colonel Roosevelt has sent \$10, the remittance to represent contributions from 1,000 residents of Oyster Bay and other Long Island towns.

Colonel Roosevelt wrote to Senator Dixon, of Montana; Poindexter, of Washington; Bristow, of Kansas, and Borah, of Idaho, asking them to investigate the conviction, which he considered an outrage. The Senators who have received the Colonel's letter are convinced that nothing can be done, even if the Justice of the Supreme Court of Idaho had been guilty of great wrong. The court is a State tribunal and subject exclusively to State control.

## ITEM INSURES EMPLOYEES.

**New Orleans Newspaper to Give Each One \$1,000 Life Insurance.**

James M. Thomson, publisher of the New Orleans Item, on Jan. 2 addressed a letter to the employees of the Item, in which he offered each one who had been in the company's employ one year, on behalf of the Item Co., a thousand dollars straight life insurance in the Pan-American Life Insurance Co., the only local company in the city. In the course of the letter Mr. Thomson said:

It is my belief that every substantial concern should help its people provide against sickness, against old age and against death; three things to which each of us must look forward. I hope that in another year I will be able to offer the employees of the Item a life insurance, sick benefit and old age pension scheme to which we may mutually contribute, and which will help provide against those contingencies in so far as we are jointly able to provide against them.

It is understood, of course, that the offer of this life insurance policy has nothing to do in any way with the compensation of any person in any department of the paper, as it is offered to all the employees of the paper, including the carriers.

It is our purpose to take some pension system under consideration during the coming year, and we will be pleased to have employees submit any practical ideas in this direction to the heads of their departments.

## World Winter Resort Annual.

The Winter Resort Annual for 1912-1913, issued by the New York World, is an attractive publication typographically and from an advertising viewpoint. The front cover, printed in colors, is filled with an illustration showing branches laden with oranges. The inside pages are devoted to the announcements of hotels, steamship companies and railway lines that make a specialty of winter travel. Such a publication is invaluable to anyone contemplating a vacation trip during the cold months, as it contains the kind of information he wants to know. Twenty thousand copies of the annual have been distributed in the centers where the most of the vacation business originates.

## TELEGRAPH'S NEW AD MANAGER

**C. F. Seidell Succeeds H. A. Hallett, Who Resigns Because of Ill Health.**

Charles F. Seidell, who for the past four months has been in charge of the dry goods store advertising of the New York Morning Telegraph, has been appointed advertising manager of that newspaper, succeeding H. A. Hallett, who has resigned on account of ill health.

Mr. Seidell has had an extensive experience in the advertising field. He began his business career on the Pittsburgh Times, which he left to enter the general advertising field, in which for three years he controlled the publicity of the Pittsburgh (Street) Railway Co. For nine years he was advertising manager of the Pittsburgh Dispatch. Subsequently he worked on the New York Times, New York Journal and the Philadelphia Evening Telegraph.

## BUSINESS OFFICE NOTES.

In 1912 the New York Times published 8,884,590 lines of advertisements—the greatest volume in its history—a gain of more than three-quarters of a million lines compared with 1911.

The Daily Review, of Decatur, Ill., in its 120th regular monthly statement of circulation, shows that for the month of December, 1912, the average daily distribution of the paper for last year was 13,446.

The Denver (Colo.) Post announces that during 1912 it printed 8,609,132 agate lines of advertising, of which 1,324,764 lines were foreign display advertising. This is a record of which Messrs. Tamm and Bonfil are naturally very proud. The Denver Post is represented in the East by Cone, Lorenzen & Woodman, Brunswick building, New York.

The Sandusky (O.) Register retains its lead in advertising in that city, according to its sworn statement for the twelve months ending Nov. 30. During that period it printed in the daily and Sunday issues 336,420 inches of advertising, or 19,703 more than its nearest competitor.

The Winnipeg (Man.) Telegram has issued a circulation statement, showing that its increase has been 900 per cent. in twelve years. Its gain last year was 30 per cent., or 11,541 copies.

## OBITUARY NOTES.

MRS. MARY JANE KENNEY BIRMINGHAM died on Sunday in her eighty-second year at her home, 58 West Fifty-seventh street, New York. She was the wife of the Rev. Dr. Daniel M. Birmingham, for many years in the ministry of the Methodist Episcopal Church, and the mother of Ernest F. Birmingham, editor of The Fourth Estate, her only son. She also leaves a daughter, Mrs. Frederick H. Gray, of Oroville, Cal.

CHARLES A. ABBOTT, senior member of the advertising firm of Abbott & Co., New York, died on Monday at the Long Island College Hospital in Brooklyn. He was born in Fairlee, Vt., eighty-five years ago.

E. C. FORNEY, formerly a newspaper man of this city and a nephew of the late Colonel John Forney, of the Philadelphia Press, died on Sunday at Strand, Okla., where he had recently bought a farm. He was an aspirant for United States Senator in New Mexico prior to Statehood.

H. F. FIELD, city editor of the Sharon (Pa.) Telegraph, died suddenly at his home in Amherst, O., on Jan. 6.

HARRY PEYTON STEGER, literary executor of the late O. Henry, editor of Short Stories, a magazine, and editorial manager of the book department of

Doubleday, Page & Co., died Sunday at the Polyclinic Hospital, New York. Death was caused by kidney trouble and injuries which he received on New Year's Day by falling from a street car.

JOHN F. COAD, forty-eight years of age, former city editor of the Olean (N. Y.) Evening Herald, and at one time publisher of the Saturday Star, died at his home in that city on Jan. 2.

FRANK A. MACDONALD, editor and manager of the Huntington (W. Va.) Herald-Dispatch, died last Monday after an illness of several months.

JAMES RYAN, for fifty-nine years head of the Appleton (Wis.) Crescent, and said to be the oldest active newspaper man in the country, died in that city last Monday after an illness of a few weeks.

CHARLES B. PIERSON, for many years connected with the circulation department of the Chicago Daily News, died Dec. 28 at Newberg, Ore., where he had gone to recuperate his health.

HENRY C. BAIRD, eighty-seven years old, Philadelphia's oldest publisher of industrial and technical books, and former publisher of the Pennsylvania Evening Herald, died at his home in that city on Dec. 30.

**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**

## NOTICE

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

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

There isn't a newspaper in any English-speaking country in the world that cannot increase its local advertising patronage with the help of Fisk Interlocking Advertising Service. Write for Sample.

Henry Stirling Fisk, Pres.

**FISK PUBLISHING COMPANY**  
356 So. Hamlin Ave., Chicago

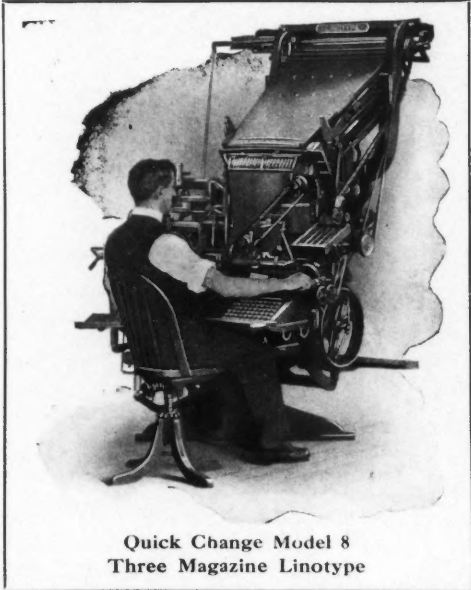
## Want a Kansas Newspaper?

The University of Kansas, Department of Journalism, maintains a free clearing house. It puts prospective buyers in touch with excellent Kansas properties.

**Lawrence, Kansas**



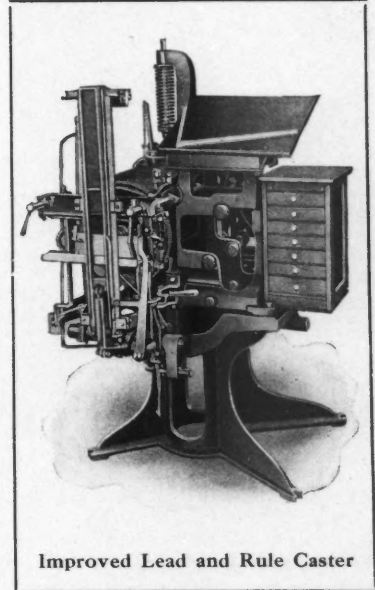
# Preparing for Big Business



Quick Change Model 8  
Three Magazine Linotype

## The New York **SUN**

Installs



Improved Lead and Rule Caster

# 8 MORE MODEL 8 LINOTYPES 8

Also 1 Lead and Rule Caster and 1 Miller Saw-Trimmer

The Sun now has a battery of 18 Linotypes  
15 of which are Multiple Magazine Machines

All Display Heads, from 30-point down, in All Editions of The Sun, Are  
Composed on the Linotype

MULTIPLE MAGAZINE LINOTYPES have been operated on their merits in  
The Sun composing room. This additional order for Model 8's is evidence  
therefore of their superior efficiency and versatility.

*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 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 Street

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

New York, Saturday, January 11, 1913

## THE PASSING OF WHITELAW REID.

The death of Whitelaw Reid is a serious loss to American journalism, of which he was one of its foremost exemplars. Although for a number of years he had practically withdrawn from its ranks, his keen interest in the profession manifested itself in many ways.

Diplomacy held for him many attractions. His accurate knowledge of public affairs derived from long experience as the editor of New York's most influential Republican newspaper, the Tribune, and his wide acquaintance with statesmen and government officials of the highest type, and with business and professional men, admirably fitted him to represent, as he did for many years, the United States government in France and Great Britain. He filled those responsible positions with signal ability, and never, even once, did he fail to perform his duties to the entire satisfaction of the State Department and the people whose faithful representative he was.

But amid the many official and social duties he was called upon to perform, he never forgot the ladder up which he had climbed to international fame. He was constantly in touch with newspaper affairs in America, and while he no longer exercised a supervising control over the Tribune, he was keenly interested in its affairs. He knew what was going on at home through the leading newspapers of the metropolitan cities. The knowledge thus acquired was supplemented by information gained through interviews with distinguished Americans who called upon him in London.

Mr. Reid stood for the highest ideals in journalism. He believed that there is no more responsible position than that of editor and that his relations to the public which he serves should be actuated by the noblest motives. While he remained editor of the Tribune he conducted that newspaper in accordance with those principles. Mr. Reid imbued the members of the editorial staff, with which the writer was at one time connected, with the same spirit that animated himself. It was said of the Tribune in those days that never a line appeared in its columns that could not be read, without harm, by the youngest member of the family circle. People felt that the Tribune deserved their confidence because it had won their respect.

The Tribune's editor was never what is known as a "popular" man with his staff; that is, he was not of the familiar, "Hullo Bill," type. At the same time his employes held him in high esteem because of his kindness and his personal interest in them. He rarely ever visited the city room or talked with

the reporters, and yet he always spoke to them, calling them by name, whenever he met them in the elevator or on the street.

While Mr. Reid's name will live long in the annals of diplomacy, it is probable that his work as a journalist will carry his name farthest into the future.

## EDITORIAL COMMENT.

Governor Haines, of Maine, has appealed to the newspapers of the State, without regard to party affiliation, to help create a public sentiment against rum selling and rum drinking. He admits that the press can do more to help or hinder the cause than any other influence. Governor Haines is not throwing bouquets at the newspapers when he makes this statement. It is a self-evident fact.

The railroads of Texas are the first, we believe, to unite in carrying on an advertising campaign in their own interest. They have been made to realize that it is possible through co-operation to bring about a better feeling toward the several railroads through an intelligent use of printers' ink in mediums that are appearing in the leading farm periodicals and in the daily and weekly newspapers have been devoted to cultivating the good will of the residents of the State. They have shown that the railroads can prosper only as the people prosper.

Senator Bailey's attack on William Randolph Hearst in his farewell speech in the Senate was what might be expected from a man of his stamp. Calling names and using language that is popular only in bar-rooms will not save Bailey from his fate.

Newspapers and newspaper men are open to criticism because they are public institutions. They are not impeccable and often say and do things they ought not, but the most of them are honest and do the best they can to fulfill their obligations to their readers. The vicious attacks of politicians and persons whose crookedness they have exposed will not hurt them in the least.

## SIGNIFICANCE OF NEWSPAPER NAMES.

THE PEORIA JOURNAL.

PEORIA, Ill., Jan. 3, 1913.

THE EDITOR AND PUBLISHER:

It is not to be wondered at that the names of the newspapers in our country serve to indicate the prevailing industry of each region or the nationality of the settlers. Thus we have the Bullfrog Miner in Nevada, the Lead Belt News in Missouri, the Bourbon News in Kentucky, the Hot Blast in Alabama, La Bandera Americana in New Mexico, the Silver Belt in Arizona, the Nugget in Alaska, Il Vindice in Colorado and Bulldog of Hilsen in Minnesota.

What could be more expressive than the Oil City Derrick, the Tar Heel, the Sangamon Sawyer, Yellow Jacket, Hoop and Horn, or even the Gazeta-Buffaloska? The Penny Press of Middletown, Connecticut, has a rival in the Picayune of New Orleans.

We might know the Log Cabin comes from Kentucky and the Breeze from Kansas, nor are we surprised to learn that the Rip-Saw is a socialist publication. Most society papers are called the Mirror, but a daring editor in Clinton, Iowa, has called his the Merry War. Another knight of the pen labeled his paper the Experiment, probably showing his frame of mind.

The Sun, the Moon and the Stars are all represented in the newspaper firmament. There is a Firm Foundation, and even the undertakers have a publication called Sunnyside. Alliteration's artful aid is invoked for Tiller and Toiler and its rival, Barrels and Bottles.

That the press should champion the rights of the people is evidenced by the frequent use of such names as Banner, Chief, Chieftain, Guard, Guardian, Monitor, Palladium, Patriot, Safeguard, Searchlight, Sentinel, Shield, Signal and Spy. The list of stock

names emphasizing the news features includes the Call, Capital, Chronicle, Courier, Democrat, Dispatch, Herald, Journal, Leader, Ledger, News, Post, Record, Republican, Review, Times and Tribune. The palm for an elaborate headline should be passed over to the Mountain Echo, which reverberates at Shickshinney, Pennsylvania.

GEORGE F. PAULL.

## TO CELEBRATE FIRST ISSUE OF GRAPHIC. THE INLAND PRINTER, 1729 Tribune Building.

NEW YORK, Jan. 7, 1913.

THE EDITOR AND PUBLISHER:

This is to recall to the men who helped to make the New York Daily Graphic, which was the first illustrated daily newspaper in the world, that on March 4 next will be the fortieth anniversary of the printing of the first copy. The writer spent ten years on the Graphic, and would like to join with others of the "alumni" in celebrating the event in some manner. All those in favor will please answer "aye" to

S. H. HORGAN.

## AN APPRECIATIVE TRIBUTE.

KIRKSVILLE DAILY EXPRESS.

KIRKSVILLE, Mo., Jan. 4, 1913.

THE EDITOR AND PUBLISHER:

I have grown fond of your magazine and would not think of doing without it in my business.

So I enclose herewith a check covering subscription.

I want to thank you from the bottom of my heart for the fight you are making for more national advertising in the newspapers as opposed to advertising in the magazines, and I wish the very fullest measure of success and pleasure in the making of this splendid organ.

E. E. SWAIN,  
Publisher.

## THEN AND SINCE.

BY STRICKLAND GILLILAN.

When I was calling—not long ago—  
I knew I knew all that a human could know.  
If ever a newspaper writer could reach  
The place where I thought myself—wow, what a  
"peach!"

Yet—strange as it seems to you—others were blind  
To my wonderful charms of perfections of mind!  
And I looked with contempt on one pitiful "dub"—  
A "pinhead" who fired me when I was a "cub."

Poor fellow, we couldn't expect him to see,  
With mere human eyes, the great genius in me!  
I sighed and forgave him, as egotists do,  
And sighed yet again at his crippled-up crew.  
Weeks after, I noticed the paper was still  
Produced at the very same price—and a chill  
Of something like wisdom crept into my brain—  
Suppose that my "canning" had proven a gain!

Since then I've been thinking too much for my  
pride—

For something superfluous in me has died. ...  
I've less difficulty in seeing myself  
Through other folks' eyes. When I think of the  
self—

Small sum though it was!—that I took for my toil  
When I was an "onion" and started to moil,  
I think of employers of then, as a rule,  
As "The kind men who fed me when I was a fool."

## Mr. Creelman's Bequest.

James Creelman, the new associated editor of the Evening Mail, left the following verse on his desk in the offices of the Municipal Civil Service Commission, from which he resigned Jan. 1:

## TO MY SUCCESSOR.

"How happy is he born and taught  
"Who serveth not another's will;  
"Whose armor is his honest thought,  
"And simple truth his utmost skill.  
"That man is freed from servile bonds  
"Of hope to rise or fear to fall;  
"Lord of himself though not of lands,  
"And having nothing, yet hath all."



**PERSONALS.**

Harrison M. Parker, whose engagement with the Chicago American was announced in these columns last week, has been made publisher of that paper. Charles T. Henderson is the president and treasurer.

W. P. Leach, who has resigned as publisher of the Evening Journal to become general manager of the Cleveland Evening News and the Morning Leader, leaves New York for Cleveland on Jan. 11. Mr. Leach has been in complete charge of Mr. Hanna's newspaper properties since Jan. 1.

John A. Mitchell, proprietor and editor of Life, has been appointed by Mayor Gaynor a member of the New York Municipal Art Commission.

Bruce Haldeman, president of the Louisville Courier-Journal, left Louisville this week for Naples, Lee County, Fla., where he will remain for several weeks. Naples is Mr. Haldeman's winter home.

Charles H. Frost, manager of the Plainfield (N. J.) Courier-News, sailed this week on the Adriatic on a three months' tour of Egypt, North Africa, Spain and France.

John Delaney, business manager of the New York Telegraph, has been appointed by Governor Sulzer a member of the investigating committee that is making a sweeping inquiry into the various State departments.

Aubrey Harwell is visiting Birmingham, New Orleans and other Southern cities in the interests of the newspaper and magazine brokerage firm of Harwell, Cannon & McCarthy, Fifth Avenue Building, New York.

**EDITORIAL STAFF NEWS.**

George H. Gordon has resigned as managing editor of the Chicago Daily Press and returned to New York. Mr. Gordon organized the Press and had the pleasure of seeing that newspaper on a paying basis in less than three months. Just a year ago he was sent to Rome with Cardinal Farley by the New York Globe.

H. A. Merrill, who for several years has been connected with the Kennebec Journal, at Augusta, Me., has become editor of the Biddeford Record.

J. K. Ohl, for years city editor and Washington correspondent of the Atlanta Constitution and for the past six years the Pekin staff representative of the New York Herald, in charge of the Asiatic news service, has been transferred from China to New York, and is now actively identified with the editorial department of the Herald, with headquarters in New York and Washington.

Harry M. Bush on Jan. 1 resigned from the staff of the Kalamazoo (Mich.) Gazette to become editor of the Dowagiac (Mich.) Daily News.

Edward E. Underhill, who for several years has reported the State Senate proceedings and written State politics for the Newark (N. J.) Evening News, resigned Jan. 1, to take charge of a new department of publicity which he is to organize and manage for the Prudential Insurance Co.

C. Fort Andrews, who has been secretary of the Waycross (Ga.) Board of Trade for the past three years, is now managing editor of the Daily Journal of that city.

R. E. Turpin, formerly city editor of the Louisville Courier-Journal, who went to Colorado some years ago, where he bought a fruit farm in the Pomona section, has returned to newspaperdom

in a responsible editorial position on the Denver Times, and has also taken editorial charge of the Intermountain Fruit Journal.

Harry Fiske, of the Fiske Publishing Co., Chicago, has become associated with the Dry Goods Reporter.

Edward J. Bangs, secretary to Andrew M. Lawrence, publisher of the Chicago Examiner, has been with the Ex-



EDWARD J. BANGS.

aminer for the past eight years and a half. His first position was that of copy boy in the editorial department. He has held positions in the various departments of the paper.

**WASHINGTON PERSONALS.**

Ashman Brown, formerly Washington correspondent of the Seattle Post-Intelligencer, and secretary to former Secretary Ballinger and the present Secretary of Interior, Mr. Fisher, will shortly return to active newspaper work.

L. C. Chew, assistant to Louis Ludlow on the Louisville (Ky.) Herald, will be married to Miss Helen A. Ruel, of Washington, on Jan. 29.

G. A. Lyon, Jr., and John Martin, of the Washington Star, and Graham Nichol, of the Washington Times, were witnesses before the local insurance investigating committee on last Monday.

Earl Godwin, of the Congressional staff of the Washington Star, has been appointed assistant secretary of the fire-works committee of the inaugural ceremonies.

W. S. Forrest, of the United Press, who has been seriously ill in Garfield Hospital, is greatly improved and will shortly leave the hospital.

Charles C. Randolph, formerly of the New York Times staff here, and afterward publisher of the Phoenix (Ariz.) Republican, is looking for a desirable weekly paper in New York State.

Thomas J. Pence, who was chief publicity agent of the Wilson campaign, is being boomed for Collector of the Port of New York.

Ira E. Bennett, of the San Francisco Call, is chairman of the printing committee of the inaugural ceremonies.

C. P. Taft, owner of the Cincinnati (O.) Times-Star, and brother to President Taft, visited Washington several days this week.

**IN NEW YORK TOWN.**

John A. Hennessy, who recently resigned as managing editor of the New York Press, is to receive appointment to an important post at the hands of Governor Sulzer. It is said that the "job" will pay somewhere in the neighborhood of \$15,000.

Hamilton Ormsbe, sometime dramatic editor of the Brooklyn Eagle, is now literary editor and occupies the old desk of the late F. Dana Reed.

Charles T. Heaslip, who recently resigned from the editorial staff of the Mail, has joined the Press as re-write man.

L. A. Shuler left the Evening World on Thursday to become connected with the Curt's Publishing Co., Philadelphia.

Harry C. Witwer, formerly of the Newark (N. J.) Evening News and for the past two years with the New York American, is now on the staff of the Mail.

Herbert Bayard Swope, of the World, received \$500 from Ralph Pulitzer as a reward for the best work done by a member of the staff during the past year.

Clifton Thomas Caruthers, youngest son of F. D. Caruthers, of the New York World, sailed on his second voyage to Panama on the S. S. Colon last Friday. The young man is now a quartermaster on the ship, having gotten a seagoing experience from five round trips to Europe as a cadet on the S. S. St. Louis, of the American Line. He reports "things doing" in the Canal Zone.

John B. Foster, for sixteen years sporting editor of the Evening Telegram, resigned on Thursday to become secretary of the Giants. He was tendered a farewell dinner Thursday night by his associates on the Telegram and presented with a Tiffany watch as a token of their affection.

James R. Crowell, morning make-up man, succeeds Mr. Foster on the Telegram.

**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.

**TO PUBLISHERS:**

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

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

**DAILY NEWS**

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

**LINOTYPE MACHINES**

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

RICH & McLEAN, New York.  
51 Cliff St.

**ILLUSTRATING AND CARTOONING**

neatly done. Submit your proposition and I will gladly furnish prices. J. N. DELISLE 617 Charles St., St. Paul, Minn.

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.

**SUCCESSFUL EASTERN**

evening daily. Annual business over \$84,000; net profit over \$9,000. One-half or less will be sold to an experienced publisher competent to take full charge of business end; \$15,000 cash necessary. Proposition F. L.

**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.

**CLASSIFIED PROMOTER**

T. A. Brown, classified promoter, now open for a proposition. Best of references furnished. Address THE EDITOR AND PUBLISHER.

**TRADE PAPER PUBLISHING.**

I know how to talk trade paper advertising, and how to write trade paper copy. Am not a copy chaser, but a creator of advertising. Am thoroughly equipped to handle your entire advertising department. Twenty-eight years of age, ten years' advertising experience. At present employed, but possibilities limited. Address P. O. Box 142, care THE EDITOR AND PUBLISHER.

**MR. PUBLISHER,**

Is your competitor carrying more business than you are? Is your advertising department thoroughly organized and working with snap and ginger? If you are located in a town of 25,000 or over, I am prepared to take hold of your entire advertising department and organize it properly. Will guarantee to show increase. Twenty-eight years of age, Christian, ten years' advertising experience. A wide acquaintance with National advertisers and advertising agents throughout the country. Salary moderate, until I show the result. Address BOX 62, care THE EDITOR AND PUBLISHER.

**PRESSMAN**

experienced in all kinds of newspaper press-work, desires position as foreman. References given. Address Pressman, care THE EDITOR AND PUBLISHER.

**MANAGER**

Who has been highly successful in upbuilding newspaper properties, seeks connection on a strictly contingent basis, preferably with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers that are not earning satisfactory profits. American; age 33; good executive; careful and economical manager, with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Address "H. H. H.," care THE EDITOR AND PUBLISHER.

**YOU NEED A MAN,**

One who can take charge of your Advertising Department Display, or the Classified, or both, and make them grow faster—AN ADVERTISING MANAGER with the ability to write copy and who at the same time possesses the ability to devise and execute new and practical sales methods. THIS ADVERTISEMENT is directed to any executive who has an opening or to the few who are always ready to MAKE an opening for such a man. Address T. A. BROWN, care Moulton, 519 5th St., Brooklyn, N. Y.

**FOR SALE**

**20-PAGE NEWSPAPER PRESS,**  
Hoe No. 3 supplement, 4, 8, 10, 12, 16 or 20 pages, with red line attachment. Complete stereotype plant, with flat casting box; 10 tables and chases. Motor. Press can be shown running. Low price for prompt shipment. Also, 3 typewriters, Burroughs adding machine, cash register, safe, office furniture; newspaper type, etc. PECKHAM MACHINERY CO., 1 Madison Ave., New York City.

**FOR SALE.**

**3-DECK PRESS.** Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price.  
**4-DECK PRESS.** Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt.  
**ONE FLAT-BED PERFECTING PRESS.** Prints 4, 6, 8 pages. Will be overhauled and rebuilt.  
THE GOSS PRINTING PRESS CO., Chicago, Ill.

**BUSINESS OPPORTUNITIES**

**NOW IS A GOOD TIME**

to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 33d St., New York City.

**MAGERS QUILTS BALTIMORE SUN.****Takes Over the Paper's Job and Book Printing Department.**

As already noted in these columns, J. W. Magers, business manager of the Baltimore Sun, on Jan. 1 severed his connection with the Sun in order to engage in business for himself, by taking over the ownership of the Sun's book and job printing office, which has been conducted as a department of the Baltimore Sun since 1875.



J. W. MAGERS.

Mr. Magers became circulation manager of the Sun June 6, 1910, and when on Nov. 1, 1911, the business and circulation departments were consolidated, he was placed in charge of both.

Mr. Magers will incorporate the book and job business which he has taken over. It is his intention to develop booklet and house organ printing and make it a permanent feature of his business. Mr. Magers' friends wish him all kinds of success in his new field.

**Gossip from Fleet Street.**

Fleet street gossip credits Lord Northcliffe with an intention to increase his already huge number of publications by bringing out a humorous weekly, which will be a sort of rival to Punch. His Lordship himself, however, says nothing, but the men on Punch have been talking seriously, as Punch men often do, about the report. It may only have arisen out of the appearance of an article in the Daily Mail just before Christmas lamenting the decay of English humor and flaying Punch unmercifully. Before this Punch had printed a long skit on Lord Northcliffe and his publications and well known contributors to the Daily Mail.

**Murphy Returns to Newspaper Work.**

J. Clem Murphy, who has served two years as secretary to Frederick W. Plaisted, who was until Jan. 1 Governor of Maine, has resumed his former occupation as a newspaper man. This is the occupation in which he was reared and in which he has had an exceptionally successful career. It is an unanimous opinion in the "Hub," which is the name applied to the press room in the State house, that Mr. Murphy's loss of a congenial position is a gain to the newspaper profession of the State.

**INDEPENDENT'S NEW DRESS.****Weekly Periodical Adopts Handsomely Designed Ten-point Century Expanded Type.**

The Independent, of which George French is now the publisher, appeared

last week in a new dress of type. It has adopted for its text pages the strong but very handsomely designed ten-point Century expanded type, with its quoted paragraphs and minor departments set in the eight-point of the same face, with a one-point lead. The headings are set in boldface of the same type.

This type has probably the best optical quality of any available design, and the use throughout of the same design makes the typographical pages very agreeable to the eye, the harmony thus secured leaving the eye perfectly free and unembarrassed to follow the literary sense of the articles.

The heading upon the first page of text has been carefully studied to form an agreeable feature quite in harmony with the text, and carefully toned to complement the page. All of the other features are planned with the same thought in mind, and the pages are made up after a formula furnished to the printers, fixing the spaces around the heads, etc., all calculated to contribute to the optical comfort of the reader.

The standard cover, which is varied once or twice a month by a special design, is simple and formal, but designed to create a favorable impression at the first glance.

**Walter Pulitzer Writes an Opera.**

Walter Pulitzer has surprised his friends by writing a three-act comic opera, entitled "The Pasha's Wives." Hitherto Mr. Pulitzer has been known as a clever writer of verse and has composed a few songs, but this is the first time he has undertaken a substantial work. Those who have listened to selections from the opera say that the music is bright, catchy and pleasing. The book is by Eden E. Greville, an English dramatist.



A. C. MACCAREY.

**Manager of Eddy's Boston Branch.**

A. C. MacCarey has been appointed manager of the recently opened Boston branch at 703 Old South building, of Charles H. Eddy, the New York special representative. Mr. MacCarey, who has been connected with the New York office, is an experienced and successful advertising man and comes well equipped for his new duties.

The Trenton and Suburban News, a Sunday paper, has filed a petition in bankruptcy, in the United States Court.

# A Message To Advertisers

There's only one way to buy newspaper circulation, that is on the basis of the daily average for an entire year.

No one can or will dispute the fact that newspaper circulations fluctuate.

The newspaper business is not unlike other businesses in regard to the fluctuation of daily, weekly and monthly cash sales.

New York evening newspapers have their greatest circulation in April, during the opening games of the baseball season, and in October, during the post series at the close of the baseball season. The only deviation from these more or less fixed periods when it is possible to inflate circulation is when a catastrophe such as the Titanic disaster occurs.

To buy advertising space in a newspaper for an extended period on the strength of the number of copies printed or sold for cash during the month of April or the month of October would be foolish. It would be about as foolish as buying a store on the showing of its sales for only two months, say May and December.

It is almost as foolish to buy advertising space in a newspaper for an extended period on circulation figures for a period of six or nine months. The reason is clear. The circulation statement for six months invariably includes either the opening or the closing of the baseball season, and the circulation statement for nine months includes both.

The full year basis of estimating the daily average net paid circulation includes all seasons, the high and low periods, the spring and fall months, when circulations reach their top notch, and the summer and winter months, when circulation drops down from the highest point.

That the average daily net paid circulation for a full year is the fairest, squarest and only accurate way in which to compute circulation as a basis for establishing an honest and equitable rate must be conceded by all conscientious publishers.

When a newspaper sells its advertising space on a commodity basis it sells a definite number of possible or prospective customers.

The only way to estimate accurately the commodity (prospective customers) which any newspaper has to sell is to average its daily net paid circulation for a full year.

**PLAYING FAIR WITH THE ADVERTISER IS ONE THING, AND PRETENDING TO PLAY FAIR IS QUITE ANOTHER.**

Since April, 1910, THE GLOBE has plainly stated and proved its net paid circulation month by month and submitted to five different audits by organizations representing advertisers or doing the work for advertisers.

**The Globe**  
AND **Continental Advertiser**  
NEW YORK'S GREATEST NEWSPAPER.

New York's Foremost High-Class Evening Newspaper



## WHAT "GREASING THE WHEELS" DOES.

By Thomas E. Dockrell.

(Copyright, 1913, by Thomas E. Dockrell.)

At last some of the more important publications are becoming unselfish. They are taking a new interest in the welfare of the advertiser. Read the following two paragraphs of a letter just issued by the Vogue Co.:

"After consulting with the officers of the Association of American Advertising Agents, we have decided to accept their suggestion and raise the agents' commission on VOGUE to thirteen per cent.

"Advertising agents will be allowed a commission of thirteen per cent., and a cash discount of three per cent. on all orders received at the new \$400 rate. This increase in agents' commission, according to the Association of American Advertising Agents, will enable you to give the best service to your clients who use VOGUE."

Is not that last sentence, quivering with solicitous regard for service to the advertiser, delicious? No selfishness there—of course—everything for the advertiser!

At the head of the letter, in red type, ran the three words, "Increased Agents' Commission," and the uninitiated might think for a moment that these words were intended to show the agent where he could make a bigger profit. No such thing, of course, was intended. The words were merely put there so that the agent would read the body of the letter and learn of Vogue's intense interest in the advertiser.

The agent has no interest, we all know, in his personal profit. The fact that Everybody's Magazine, which, for a long time gave the biggest commission of any magazine, was the leader in the amount of business carried, was, of course, not due to the larger profit to the agent. Everybody knows that it was merely a coincidence.

I wonder how many of these agents who advise the advertiser to use Vogue have already telegraphed the advertiser that Vogue has taken a new interest in his business and has shown that interest by slipping a little extra to the spender of the advertiser's money.

Ye Gods! They talk about the waste in advertising—is it any wonder?

The agent of the buyer "getting his" from the seller! The purchasing agent getting his commission from the houses from which he buys!

The advertising agent is the modern mental hermaphrodite, absolutely sexless in his interest, provided he "gets his." Understand that the terrific waste in advertising was bred straight from the loins of the premium-on-expenditure system. What did the business man expect when he practically said to the advertising agency system, "You can't get anything from me unless you persuade me to spend money."

Of course, no man hits at the individual agent—it is basically the system that's wrong. I think that something I wrote on this subject two years ago will bear repetition. It was only a thought, but it is as true to-day as it was then.

"The largest advertisers in the world are the department stores.

"They know advertising thoroughly—because its value is reported every day in the cash till.

"They use newspapers and place their business direct. They do not employ advertising agents. Practically, they get the net rate.

"If the advertising agent had any value apart from that of a receiver of commissions, wouldn't it seem reasonable that the Department Store would employ him?

"Isn't it a peculiar coincidence that the department store which doesn't employ an advertising agent—which is in direct touch with the publications—which practically only uses newspapers—and gets a

net rate—is the largest and most successful advertiser?

"Sometimes, through the fog of 'hot air' that hangs over the agency proposition, comes a wave of cold air due to hard facts."

And now read over those two paragraphs from Vogue's letter. It is one of the most beautiful examples that could come to your notice of "tipping the waiter" or "squaring the policeman on the beat"—by letter.

A man once gave a Jewish boy a quarter. The next day he met him and asked him what he had done with the money. "Nothing," said the boy; "I have it." "What?" he said. "You didn't use it for anything?" "Oh, yes," said the boy, "I used it." "For what did you use it?" said his interrogator. "Well," he said, "I go by the drug store and I change it into nickles; then I go by the newspaper stand and I change the nickles into pennies."

"Do you mean to tell me," said the man, "that you're carrying all those pennies about with you?" "Oh, no," was the reply; "I changed the pennies back into nickles at another store, and then I go by another store and change the nickles back into a quarter," saying which he produced the coin. "You are a fool," said the man; "what did you go to that trouble for?" "I should worry?" was the reply. "Maybe somebody makes a mistake in the change."

And so Vogue in increasing the commission to the agent is actuated solely in the interest of better service for advertising; but, of course—"If somebody makes a mistake in the change—"

The whole trouble with advertising has been that the agent is interested in volume of expenditure, while the advertiser is interested in volume of profit. And since the one has no necessary relation to the other, it is foolish for the advertiser to remunerate his agent only in proportion as he increases expenditure.

So much poppycock and balderdash is talked about "service" that it is impossible to understand how any except the most gullible can credit its sincerity. The prime requisite in an agent is not the ability to give service but the ability to persuade an advertiser to spend money. Look back through your memory at the accounts that have changed hands from agent to agent, and you'll see that a great lot of them depended not on their ability to make good over a long period but to make expenditure over a short time.

However, there's not much use in bothering about the subject except to keep it alive. There's no use in going into the details of where the matter is bad, because until its foundation is righted the rest of the structure must, of necessity, be out of "plumb."

Other articles by Thomas E. Dockrell that have recently appeared in these columns:

"WHERE WE ARE AT IN ADVERTISING"—October 12, 1912.

"HOW THE SYSTEM OF AGENCY REMUNERATION MISLED AGENT AND ADVERTISER"—October 19.

"NEW ATTITUDE OF RETAILERS TOWARD TRADE-MARKED ARTICLES."—October 26.

"SOME THOUGHTS ON COPY."—November 2.

"WHEN THE DAY OF THE NET RATE COMES."—November 9.

"THE NEWSPAPER'S SOLICITATION OF THE MANUFACTURER."—November 16.

"SOME THINGS THAT COUNT IN ADVERTISING."—November 23.

"NECESSITY OF VARIATION IN ADVERTISING SPACE AND COPY."—November 30.

"SOME NONSENSE THAT IS TALKED."—December 7.

"THE SIGNIFICANCE OF GUARANTEEING ADVERTISING."—December 21.

"NEWSPAPER SOLICITATION THAT IS REALLY EFFECTIVE."—December 28.

# The Pittsburgh Leader

A PAPER THAT DOES THINGS

## Advertising Gain 3,056,128 AGATE LINES

The figures showing the gigantic strides made are as follows:

1912—9,872,416 agate lines,

1908—6,816,288 agate lines,

gain in 5 years as mentioned above.

No such Marvelous record was ever known in the newspaper world.

## Circulation: 85,332 Gross

These are not The Leader's figures, but the figures of the Association of American Advertisers. When their certificate is shown, it is not a claim of some newspapers, BUT IT IS AN ESTABLISHED FACT. Their certificate is on file at the office of the Pittsburgh Leader for inspection of all advertisers.

The Leader takes this occasion to thank its friends for their support and confidence, and as The Leader prospers it promises to pass prosperity around.

A. P. MOORE  
Publisher

WM. E. MOFFETT  
Adv. Manager

## VERREE & CONKLIN, Inc.

REPRESENTATIVES

NEW YORK

CHICAGO

INSPECT NEW TERMINAL.

Magazine Representatives Guests of General Passenger Agent Vosburgh.

At the invitation of L. F. Vosburgh, general passenger agent of the New York Central, a number of the magazine writers of the city on Tuesday inspected the new Grand Central Terminal, which is rapidly approaching completion. For the convenience of the guests the party was broken up into groups, each of which was presided over by a railroad officer who explained the arrangements that are being made to handle the great volume of traffic that flows through the terminal daily.

It would require several pages of THE EDITOR AND PUBLISHER to describe the wonderful work that has been accomplished by the engineering staff of the railroads represented in the erection of the great building. The perplexing and almost impossible tasks they have performed command admiration. To the lay mind it seems as though the area they have had at their disposal could not be utilized to better advantage.

The great concourse is a magnificent room characterized by simplicity and ease of access. The waiting rooms, the restaurant and the passageways seem to be perfectly adapted to public needs.

Work in the terminal began in 1903 and it will not be finished until 1915. The main building is nearly completed and will probably be thrown open to the public in a few weeks.

Those who inspected the terminal on Tuesday were:

R. H. Titherington, Munsey's Magazine; Fred B. Appleget, Publishers' Guide; Burton J. Hendrick and Geo. Kibbe Turner, McClure's Magazine; Ida M. Tarbell, American Magazine; C. P. Connolly, Collier's Weekly; Trumbull White, Everybody's Magazine; Arthur W. Page, World's Work; Samuel Merwin, Irving S. Cobb, Samuel G. Blythe, Edward Hungerford.

Edward Mott Wooley and James H. Collins, Saturday Evening Post; Jesse Lynch Williams and William Inghis, Harper's Weekly; Isaac F. Marcossou, Munsey's Magazine; Herbert N. Casson, McCann Co.; Robert Mackay, Railroad Man's Magazine; Ellis Parker Butler, Albert Britt, Outing Magazine; Chas. W. Hurd, Printers' Ink.

Frank LeRoy Blanchard, THE EDITOR AND PUBLISHER; Charles F. Carter, F. W. Spicer, Fourth Estate; Henry Tyrell, New York World; Geo. Buchanan Fife, Associated Sunday Magazine; Lynn S. Abbott, Bi-Monthly Magazine; Richard Barry, Pearson's Magazine; C. B. De Camp, Metropolitan Magazine, Will Payne, Arthur B. Reeve, Cosmopolitan Magazine; H. E. Lesan, president H. E. Lesan Advertising Agency.

The railroad officials who contributed to the pleasure of the inspection were:

G. W. Kittridge, chief engineer Grand Central Terminal; G. A. Harwood, chief engineer electric zone; A. R. Whaley, terminal manager; Miles Bronson, superintendent electric division; L. F. Vosburgh, general passenger agent; H. E. Willer, assistant to vice-president; P. V. B. Lockwood, advertising manager.

Subscribe to THE EDITOR AND PUBLISHER NOW!



The German Journal (formerly known as Das Morgen Journal) takes pleasure in announcing that

HON. THEODORE SUTRO

the foremost German-American of literary ability, became President and Editor of this newspaper on January 1st.

The German Journal in the past five years has surpassed all other German papers in circulation and prestige. It is the only growing German paper.

Beginning January 5th, the Sunday edition includes a 32-page Woman's and Story Magazine. This magazine is the most interesting periodical published in the German language either in America or abroad!

Ad Fakers Better Keep Away.

An ordinance designed to prevent fraudulent or misleading advertising has been passed by the North Yakima (Wash.) city council on the petition of the Yakima Business Men's Association and will take effect Jan. 30. After that date, according to the terms of the new law, if a merchant in North Yakima advertises that he is conducting a closing-out sale, he will be expected to close out; and any continuance in business will bring a fine. If he advertises a sale at less than wholesale prices, he may be called upon to show that his selling price is actually less than what the wholesaler received. Or if he urges his customers to buy goods from a bankrupt stock at less than fifty cents on the dollar, he may look for a summons to substantiate his statements.

Eleven Dailies to Use Linen Paper.

The newspaper publishers of the country were recently asked if they would be willing to publish copies of their paper on linen paper in response to the demand made by librarians for daily newspapers that could be preserved indefinitely. A large number of replies have been received to this invitation, but only eleven papers found the project sufficiently attractive to justify the labor and cost which such special printing would entail. The papers which agreed to print library copies on linen are the Brooklyn Daily Eagle, the Montgomery (Ala.) Advertiser, New York Staats Zeitung, New Orleans Item, Providence Journal, Providence Evening Bulletin, the Capital of Topeka, Kan., Minneapolis Tribune, Washington Evening Star, Daily Northwestern and the St. Paul Pioneer Press.

CHANGES IN INTEREST.

LANCASTER, Ky.—Joseph Robinson has purchased the interest of G. C. Walker in the Record and assumed charge Jan. 1. R. L. Elkin is the new business manager of the paper.

NORWALK, O.—R. C. Snyder, formerly owner and editor of the Coshocton Daily Age, has purchased the Evening Herald from A. N. Lawton.

BISON, S. D.—The Pioneer and the Courier have been consolidated and will be hereafter issued by the Bison Publishing Co., of which C. Emerson and C. S. Reed are the largest stockholders.

AMERICUS, Ga.—The ownership and management of the Times-Recorder has been sold to George R. Ellis from Thos. Gramble.

WALLA WALLA, Wash.—The Morning Union, the oldest paper in the city, is now owned by John H. McDonald, S. E. Ladue and D. W. Ifft. McDonald is in charge of the editorial department; Ladue, business manager; and Ifft, advertising manager.

WAYLAND, N. Y.—The Register, an old established paper, has been sold to V. L. Tripp, J. C. Barber and C. M. Alvord, who took possession last Monday.

ROCKVILLE CENTRE, N. Y.—Everett W. Seaman has bought the Herald and will take immediate charge of the paper.

PERRY, Ia.—A deal was closed last week whereby Harry Hazelett, formerly of the Ida Grove Record-Era, becomes the owner of the Independent and will publish the paper as a Democratic organ.

VIRGINIA, Minn.—The Enterprise, founded by W. E. Hannaford, has been acquired by the Enterprise Co., incorporated by Mr. Hannaford, Paul J. Erickson and George F. Shea.

PORT WASHINGTON, Wis.—H. W. Bolens, mayor of the city, has bought the Azoukee County Advertiser from the heirs of M. G. Bohan, and may merge it with the Star, another paper owned by Mr. Bolens.

OXFORD, Kan.—The Register has been sold by B. S. Edwards to Harry Hoffman, who took possession Jan. 1.

He Leads a Busy Life.

(From the Michigan Bulletin.)

Some men can fill various occupations and not half try. And fill them good, mind you. Now, there's Homer Harwood, of Warren! In addition to publishing the Weekly Watchman, Mr. Harwood is a justice of the peace, has a retail lumber yard, and also handles rubber roofing, sash doors, cement and other lines. To fill up spare time, he is an active member of several societies and organizations. When he has nothing else to occupy his time, he makes collections, or loans money for business purposes.

Exhibit Work of Newspaper Artists.

A collection of drawings by T. E. Powers, Bud Fisher, H. B. Eddy, Robert Edgren, Goldberg, E. Frederick, Harry Lewis, Swinnerton, MacGill and McManus were publicly exhibited at the Vocational School for Boys, New York, on Jan. 8 and 9. These drawings supplemented an exhibition of sketches from life and casts by the students of the school and included newspaper, magazine and advertising illustrations.

THE NEWS BUFFALO, N. Y. Circulation for 11 Months, 1912 99,200 The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City. EDWARD H. BUTLER, Editor and Prop'r KELLY-SMITH CO., Foreign Representatives Chicago New York City Peoples Gas Bldg. 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

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 H. L. SELDEN & CO. Peoples Gas Bldg. CHICAGO GEO. H. ALCORN Tribune Bldg. NEW YORK

That Post Rooster Just can't resist getting in another crow about the BIG GAINS made in advertising up to Jan. 1, 1913—in THE PITTSBURGH POST (Every Morning and Sunday.) There must always be a top-notch in every field. In the great Pittsburgh field THE POST is a top-notch advertiser value because there is no waste circulation and best results are assured. EMIL M. SCHOLZ, General Manager CONE, LORENZEN & WOODMAN, Foreign Representatives, NEW YORK. CHICAGO.



# The New York Times' Best Year

The net paid daily sale of *The New York Times*, December 31, 1912, was 233,669 copies, and on the corresponding day in 1911 it was 200,002.

In 1912 *The New York Times* published 8,844,866 lines of advertisements — the greatest volume in its history, and a gain of 714,441 lines over 1911.

### EDITORS TO MEET JAN. 28.

#### Pennsylvania Association Will Hear Talks on Cost Systems and Schools of Journalism.

The annual meeting of the Pennsylvania State Editorial Association will be held in Harrisburg, Jan. 28. President George W. Wagenseller, editor of the Middleburg Post, announces that the program will include a discussion of the cost system by C. P. Cummings, manager Philadelphia Printers' Board of Trade, and the establishment of schools of journalism in the State by J. H. Zerby, editor of the Pottsville Republican.

Dr. E. E. Sparks, president of Pennsylvania State College, will speak on "The School of Journalism." R. P. Habgood, secretary-treasurer, will introduce the subject for discussion—the enlargement of the usefulness of the association by making two affiliated branches of the organization, one for daily newspapers and one for weeklies.

Dr. Talcott Williams, head of the Pulitzer School of Journalism, has accepted an invitation and will make an address.

#### New Ad Agency at Little Rock, Ark.

The Co-operative Advertising Agency, a new concern, has opened up offices in Little Rock, Ark. Its purpose will be to plan and manage advertising campaigns, placing copy anywhere in the United States. E. N. Snodgrass is the manager of the concern and will be assisted by Waring Sherwood, a commercial artist, and Guy F. Williams.

#### Change in Western Representation.

The John M. Branham Co. is the new representative of the Pittsburgh Gazette-Times and Chronicle-Telegraph in the Western field, with headquarters in Chicago. J. C. Wilberding will continue to represent both papers in the Eastern field.

### APPRECIATIVE MESSAGES.

J. Hampton Baumgartner, of the advertising department of the Baltimore & Ohio Railroad Co., Baltimore, Md., under the date of Jan. 2, says: "It is hardly necessary for me to assure you of the high regard in which I hold THE EDITOR AND PUBLISHER. To my mind it is one of the best and liveliest publications that I see. It contains a host of interesting articles of importance to those in any way engaged in journalism and keeps right up to date on the various changes of the staffs of newspapers than other publications throughout the country. With good wishes for the prosperity and continued success of THE EDITOR AND PUBLISHER during the new year."

Mr. Lambert, of the editorial staff of the Metal Worker, Plumber and Steam Fitter, writes THE EDITOR AND PUBLISHER, under date of Jan. 2: "You are publishing a remarkably good paper; in fact, I know of no other paper that is so well adjusted to its field and which covers it at the same time so thoroughly and capably."

Arthur E. Sproul, of the Powell System, says: "Let me take this occasion to express my strong approval of THE EDITOR AND PUBLISHER. It is a most welcome weekly visitor."

James H. Potts, editor of the Troy (N. Y.) Times in a letter under date of Dec. 30, writes: "You are making a paper that is helpful to journalists."

#### Outcault Co. Cuts Big Melon.

A \$20,000 melon was cut by eighty representatives of the Outcault Advertising Co. of Chicago at a family Christmas dinner held at the Congress Hotel. Richard Outcault presided and presented the prizes, representing rewards for business efficiency during the year 1912. The first prize, \$1,000 in gold, was presented to Edgar Watson, and the second, \$700 in gold, to L. L. Latour, of Atlanta, Georgia.

### NOVEL CIGAR CAMPAIGN.

#### United Cigar Stores to Spend \$100,000 in Publishing a News Story by Whelan.

The Leven Advertising Co., of Chicago, is placing an advertising campaign for the United Cigar Stores. A series of thirteen ads, which will be set in reading matter style and have the appearance of a contributed story, will be run in leading Sunday newspapers in every city where there is a United Cigar Store. It means an expenditure of nearly \$100,000. The advertising started on Jan. 5.

All of the copy will have the heading "The Inside Story of an Idea Which Saved the World Millions," by George J. Whelan, president of United Cigar Stores." Sub-heads for the first three ads, copy for which is being sent to the newspapers, are: "The Birth of the Idea," "Adventuring into the World," and "We Invade the Metropolis."

This advertising campaign should serve as an object lesson for publishers who are permitting press agents to put over stories that are not nearly as interesting, and should mean converting the publishers to the idea that all advertising should pay the regular advertising rates.

#### Lawlor's New Series of Comics.

Will Lawlor, who drew the Buster Brown pictures for three years for the New York Herald after Outcault left Mr. Bennett's paper, and whose "Dan-can Smith's Humor and Philosophy" and Scrap Book page illustrations attracted considerable attention, is now running a new series, entitled "Sisters of Eve," in the Evening Telegram. Mr. Lawlor's work shows ability and nerve in eliminating unnecessary lines in telling his picture story. He possesses a keen sense of humor and as he is a close student of human nature manages to hit off the foibles of life in a pleasing manner.

### Will Keep Its Columns Clean.

John M. Hertel, advertising manager of the Memphis (Tenn.) News Scimitar, notifies us that, beginning Jan. 1, the News Scimitar has refused to accept the announcements of advertising doctors and patent medicines dealing with private diseases. Every contract for this kind of advertising was canceled on the above date. This new policy of the paper has been favorably received by local and national advertisers. Some seven years ago the News Scimitar eliminated all liquor advertisers from its columns and was one of the first newspapers of the country to take this step. It meant a sacrifice of tens of thousands of dollars, but proved to be one of the best investments that the News Scimitar had ever made. Henceforth no advertisement will be received of any business, profession or calling that is conceivably impeachable. The News Scimitar's gain in advertising during 1912 over the record of the year previous was 25,122 inches.

#### Prosperity in Pittsburgh.

The Pittsburgh Dispatch is being complimented on the financial and industrial review of 1912 published Jan. 1. The paper secured the opinions of authorities in many cities throughout the country relative to local and general conditions and the summing up indicates that the present widespread prosperity is certain to continue throughout 1913, and longer if President Wilson and Congress play safe and sane with national legislation. New Year's morning the Dispatch carried 207 columns of advertising, giving that paper a big, fat, healthy look, the best evidence that Pittsburgh and her merchants are doing a thriving business.

Two of the St. Louis papers, the Post-Dispatch and the Times, gave their output in the city the day before Christmas to their newsboys and carriers as a Christmas gift.

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, HORACE M. FORD,  
Brunswick Bldg., People's Gas Bldg.,  
New York 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!

### KNIGHTED BY KING GEORGE.

**J. S. Willison, Managing Editor Toronto News, Signally Honored.**

Journalism has been recognized by King George in the list of New Year's honors announced in London last week. John Stephen Willison, president and editor of the Toronto (Canada) News, was made a knight, as was also James D. Shaw, formerly a reporter on the staff of the Leeds Mercury and now head of the official staff of Parliamentary reporters.

Mr. Willison is the second Canadian promoted to knighthood, Hugh Graham, of the Montreal Star, being the first, in 1908.

He has been in a sense a maker of governments, for in 1896, when editor of the Toronto Globe, he played an important part in the overthrow of the conservative administration of that day. In the interval between then and 1911 Mr. Willison swung completely around the political circle and in the latter year he helped to bring the present conservative government into power.

A Canadian by birth, Sir John was born in a rural section of Ontario, and after receiving a common school education, entered business, from which he drifted into journalism in the office of the London (Ont.) Advertiser in 1882. The following year he joined the staff of the Toronto Globe, and for several years was its press gallery representative at Ottawa. The familiarity which he there acquired with Canadian politics led to his selection as editor of the Globe in 1890.

The Globe, at the time of his acceptance of the editorial chair, had sunk from the position of power which it had gained under the management of the Hon. George Brown and was not in good repute with the rank and file of the Liberal party. To Sir John Willison belongs credit in large measure for its restoration to its present place of pre-eminence as the senior Liberal organ of the Dominion. He possessed good organizing ability, a talent for selecting the best men, and more than all else he was fighting the battle of a party which had been many years in opposition.

Following the election of 1896, which brought the government of Sir Wilfrid Laurier into power, Sir John wrote a two-volume work entitled, "Sir Wilfrid Laurier and the Liberal Party; a Political History," which is one of the most notable contributions to modern Canadian literature. He was on terms of the closest intimacy with the premier and wrote from inside knowledge of the political movements of the preceding twenty years.

In November, 1902, Sir John resigned from the Globe and accepted the editorial management of the News, which had been purchased and rehabilitated by a prominent Toronto financier.

When the reciprocity treaty was framed in 1911, Sir John attacked it with great vigor, voicing in his paper the sentiments of the imperialistic section of the people. The campaign, which he supported, was endorsed at the polls, and to-day the News is closest of all the Toronto papers to the ear of the Government. It was undoubtedly owing to the share he took in electing the Right Hon. R. L. Borden in 1911 that he has been knighted, though nominally the honor has come to him for distinguished journalistic and literary achievements.

In addition to his book on Sir Wilfrid Laurier, Sir John has written several important pamphlets on questions of public interest. He is also the representative in Canada of the London Times, and as such his opinions carry great weight in the mother country. He wields a clever pen and is a polished and forceful leader writer, extremely well posted on the history and resources of the country.

Personally Sir John is affable, free from idiosyncracies and an easy chief to work under. He is an excellent after-dinner speaker and is in requisition con-

stantly for banquets and other functions all over the country. He has taken an active interest in the welfare of the Canadian press, and in his time has served as president of the Canadian Press Association. He was also active in 1904 in the formation of the Canadian Associated Press.

### SENATE SECRETARYSHIP.

**Correspondent of Memphis Commercial Appeal Likely to Land Job.**

The friends of Robert M. Gates, Washington correspondent of the Memphis Commercial Appeal, are urging his appointment as Secretary of the Senate. Mr. Gates, through his long residence in Washington and his wide acquaintance with public men of both parties, is admirably equipped for the position. It is asserted that enough Senators have pledged Mr. Gates their



ROBERT M. GATES.

support to secure his appointment.

Mr. Gates began his newspaper career on the Jackson (Tenn.) Blade, which afterward became the Sun in 1894.

Two years later he went to the Jackson Morning Whig, as editor. Subsequently he was on the Nashville American and the Paducah (Ky.) Daily News. He went to Memphis in 1900 and joined the staff of the Evening Scimitar, for which he reported city politics and railroads for two years.

Quitting newspaper work for one year to travel in the lecture field with Senator Robert L. Taylor, of Tennessee, he resumed newspaper activities in 1903 on the Memphis Commercial Appeal. In 1904 he was sent to Washington as its staff representative, and has filled that position ever since.

### Receives Opossum by Parcel Post.

Daniel Carter Beard, the artist and author, who lives at Bowne avenue and Amity street, Flushing, N. Y., received an opossum from Ernest Thompson Seton, the naturalist, by parcel post, on Saturday. It was the first package delivered in Flushing under the new system. The opossum was sent from Mr. Seton's home at Cos Cob, Conn. Mr. Beard plans to give a "possum" dinner soon to his friends.

### In the Religious Ad Field.

The Brooklyn Eagle is at present conducting a campaign to increase its advertising in the field of religious literature. To this end it is seeking to interest publishers of these books in its proposition to run their ads next to the sermons of Brooklyn clergymen which it publishes as a Monday feature. Yearly contracts are offered at attractive prices. Peter F. Haigney has charge of the campaign.

## 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

*It's a great sight to see the people in the Union Station at Albany, N. Y. You, who know, realize what a great travel center Albany is. A strategic point to carry many an advertising campaign.*

**THE KNICKERBOCKER PRESS—Albany's morning newspaper continues to break records. Its circulation is now 33,300.**

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.

Going to advertise in Tennessee? Find out about The Democrat.

ASK

THE JOHN BUDD CO.

New York Chicago St. Louis



**LIVE AD CLUB NEWS**

A conference of the members of the press and publicity committee of the Baltimore Ad Club was called by Chairman Alfred I. Hart, on Wednesday. Plans were defined and discussed for securing the widest possible publicity in connection with the international convention of advertising men, to be held in Baltimore next June. Letters received daily by President Edward J. Shay from affiliated clubs give indication that the attendance at this year's convention will be the largest since the national organization was effected.

A Cab-Hurry and Ruti-Tuti Exhibition (Mexican for a gridiron affair) was given by members of the Toledo Ad Club on Saturday evening. Conspicuous among the attractions were "tableaux vivants," a heart-gripping dramatic playlet, entitled "The Lines Case," a skit labeled "The Buckskin Mitten" and a number branded, "Wilson—That's All." The affair was preceded by a Dutch lunch.

An adaptation of the familiar "so-much-down-and-so-much-a-month" plan was made last week by the Dallas Advertising League in a decision to start an "on-to-Baltimore fund" for the annual convention of the Associated Advertising Clubs of America in June. Twelve of the forty members present signified their intention of "saving up" for the trip, and deposits are to be made with Herman Philipson, chairman of the "on-to-Baltimore" committee, at the next meeting. A special train of Dallas boosters is planned for the great Baltimore convention.

Eighty-five members attended the weekly luncheon of the Pittsburgh Publicity Association in the new clubrooms on the tenth floor of the Keenan Building. The association now has 288 members. President T. D. Harmon spoke on the important place occupied by the farm paper in modern advertising. It is the means of educating the man on the farm to what the world is producing from day to day, he said, and keeps him posted on the latest productions for his comfort and makes his work easier.

The San Francisco Advertising Men's Association is planning to send a large delegation of ad men to the national convention of the clubs, to be held in Baltimore. It is expected that the advertising clubs of the other large cities on the Pacific Coast will co-operate with the San Francisco club so as to make a big showing. William Woodhead, president of the association and a member of the executive committee of the Associated Advertising Clubs of America, at the weekly luncheon of the ad men, said that San Francisco would undoubtedly get the convention to meet in 1915.

A clubroom with an up-to-date advertising library is the aim of the Leavenworth (Kan.) Ad Club. Steps are being taken by the officers of the club to find suitable rooms which can be converted into quarters. At present the Ad Club has \$150 as a nucleus for a library fund. It is planned to equip the library with all of the latest books and magazines on advertising.

Nominations for officers and directors of the Omaha Ad Club were made at the weekly meeting at the Henshaw. The following names were submitted for the election to be held this week: President, Victor White, Charles L. Hopper, Ed Swobe and W. G. Cleveland; vice-president, Charles L. Alden, W. G. Cleveland, H. E. Mahaffey, A. C. Scott and Charles Schwager; treasurer, O. T. Eastman; secretary, Sam Reese, Jr.; recorder, Fred Creigh.

The Rochester Ad Club has organized a stock company for the purpose of raising \$100,000 for the Infants'

Summer Hospital. The managers of the company to raise this sum are now selling shares at a par value of ten cents, and stocks will be issued in blocks of such size as will meet all requirements. The official advertisement of the corporation reads as follows:  
Babies' health, unlimited.  
Infants' Summer Hospital.  
Rochester Ad Club, incorporators.  
Capital stock unlimited.  
All stock preferred.  
Guaranteed continuous dividends for perpetual happiness.

William D. Wilmot, president of the Merchants' Association of Fall River, gave a talk last week on "Honesty in Advertising" at a dinner of the Worcester Publicity Association. The speaker believes that if publishers would positively refuse to print any exaggerated or misleading advertisements their space would soon become far more powerful and valuable; that advertisers could afford and would willingly pay a much higher rate for space than they do now; that more business men would advertise than do now if they could have their words read and trusted.

The first of a series of lectures on advertising, under the auspices of the Washington (D. C.) Ad Club was delivered last Monday night when S. Roland Hall spoke on "Retail Advertising Successes" to a large audience, which gave close attention to his remarks, and the lantern slides which illustrated his talk. Other lectures scheduled are: Jan. 20, "Retail Advertising," by Manley Gillum; Feb. 3, "Preparing an Advertisement Structure," by Gerrald B. Wadsworth; Feb. 17, "Advertising—Co-operation," by W. F. Werheim; March 17, "Complete Advertising Campaign," by Ernest Calkins; April 7, "Service to Customers," by E. St. Elmo Lewis; April 21, "National Advertising Successes," by Herbert S. Houston.

Charles R. Wiens was elected president of the Buffalo Ad Club at the annual election held Saturday. The other officers are: Walter P. Werheim, vice-president; George W. Billings, corresponding secretary; James H. Ford, recording secretary, and Glenn F. Gaskill, treasurer. The following directors were elected: W. Bartlett Sumner, Charles F. Alward, William P. Goodspeed, Carl J. Balliett, John Messersmith, Finley H. Green, De Forest Porter, William E. Robertson, C. Edward Brett and B. Herbert Blakeslee.

**"The Burning of the Hammer."**  
A unique ceremony. "The burning of the Hammer" (The hammer of "knockery") was conducted with solemn rites in the square at Market and Kearny streets in San Francisco on Christmas Eve under the auspices of the San Francisco Call. Mme. Bernice De Pasquali, assisted by a chorus of one thousand voices and a dozen anvils, flashing electric sparks, sung the Anvil Chorus from "Il Trovatore" preliminary to the cremation. Mayor Rolph declared that the hammer had been dead a year, but added that it should be cremated to insure its annihilation. He praised the Call's initiative and the spirit which prompted the movement.

**New York to Have a New Weekly.**  
H. A. Klein, head of Klein's News Service, Tribune building, New York, announces that beginning about the middle of February he will publish a new weekly. It will not attempt to cover the general news field, but will devote itself to public affairs, printing the facts and telling the truth "solely for the public good." The first issue will contain the opening chapter of a remarkable story of political corruption, in which will be shown "how a great city has been wronged and mismanaged." Mr. Klein has had much experience in newspaper work, having been for sixteen years attached to the World, American

and Brooklyn Eagle, during which period he exposed a number of important cases of graft and malfeasance in public office.

**NEW PUBLICATIONS.**

WICHITA, Kan.—The first issue of the American, edited and published by R. K. Evans, formerly editor of the Springfield (Mo.) American, made its appearance last Friday.

JACKSON, Miss.—The Mississippi State Journal, Thomas E. Kelly, editor and proprietor, made its initial appearance on Jan. 1.

MYRTLE, Miss.—The Union Advertiser, published by Alexander Robinson, who has managed papers in Corning, Ark., and Houlika, Miss., will be launched Jan. 15.

YORK, Ala.—The Enterprise is the name of a new weekly paper which began publication on Jan. 2.

HETTINGER, N. D.—A new paper, called the Journal, has been established by Walter F. Kelley and M. A. Fuller.

LEXINGTON, Ky.—The first issue of the Enterprise, published by John B. Towill, formerly of the Batesburg Enterprise, appeared the first of the year.

WALTON, Okla.—A. W. Maxwell, formerly president of the Guthrie Star Co., and F. C. Maxwell will publish the Journal, a new paper to appear soon.

AURORA, Neb.—Clark Perkins will be the managing editor and James Schoonover the business manager of the Republican, to be issued shortly.

SAN MARCOS, Tex.—El Mayo is the title of a newspaper that made its initial appearance last week.

**Big Paper Mill for Ridgefield.**

Several acres of land on the Hackensack River water front in Ridgefield Park, N. J., have been purchased by a syndicate of New York capitalists, upon which a new paper mill will be erected. Thomas W. Morse, who has been engaged in paper mill work for twenty-five years, and who for several years was part owner of the Little Ferry Paper Co., is Bergen County's representative back of the proposition. He says the plan is to erect a mill 400 feet long and about 100 feet in width and equip it with the latest improved machinery. Work will begin on the building as soon as the weather permits.

**The Memphis News - Scimitar**

continues its steady progress. The local merchants of Memphis are realizing more and more that the NEWS-SCIMITAR, with the largest city circulation in Memphis, is the best medium for them. Six days a week the NEWS-SCIMITAR carries many more columns of paid advertising than any other Memphis paper.

NOVEMBER CIRCULATION  
**46,320**  
Daily Net Average

Of this 21,780 was in Memphis and Shelby Co. One must use the EVENING NEWS-SCIMITAR to cover the Memphis territory.

*Laue Block* Inc.  
Managers of Foreign Advertising  
250 Fifth Ave., New York  
Steger Bldg. CHICAGO  
Tremont Bldg. BOSTON

**Try Your Parcels Post Copy IN THE ST. LOUIS REPUBLIC TRIO**

ONE DOLLAR per agate line will pay for the insertion of your attached advertisement in the ST. LOUIS REPUBLIC TRIO, with a guaranteed circulation of over 615,000. This rate includes two issues of the Twice-A-Week Republic, 340,000 circulation; one issue of the Semi-Monthly Farm Progress, exceeding 150,000 circulation; one issue of the Sunday Republic, exceeding 125,000 circulation, the same advertisement to appear in all three publications.

This circulation is distributed as follows:

Missouri	213,323	Texas	45,469
Iowa	14,539	Kentucky	14,749
Oklahoma	46,763	Indiana	13,501
Nebraska	7,267	Tennessee	8,458
Kansas	27,936	Illinois	88,780
Arkansas	45,434	Scattering	88,781

Right now is the time. The Republic Trio has paid thousands of publicity and mail order advertisers. You want the small town and country trade. Change your magazine copy. Make it read "For sale by all dealers or sent direct on receipt of price," and try it in The Republic Trio. This is the one best medium for a test.

**CONE, LORENZEN & WOODMAN**  
Special Representatives  
New York                      Kansas City                      Chicago

## NORTHWESTERN NEWS.

**Two Newspaper Men Win Seats in the Washington Legislature—Support Promised for the Bill Against Fake Advertising—N. W. Durham Lectures on "The Spokane House"—Personals from the Field.**

(Special Correspondence.)

Spokane, Wash., Jan. 3.—Frank W. Middaugh, the oldest member of the Spokane Chronicle staff in point of age and the second oldest in length of service, has been elected to the lower House of the Washington Legislature, and will attend the January session. Mr. Middaugh was for years the Chronicle's correspondent at the Legislature, and is one of the best known political writers in the Pacific Northwest.

Competing against five other advertising men, A. O. Loomis, advertising manager of the Spokesman-Review, won a silver cup for delivering the best one-minute address at the Christmas celebration of the Spokane Ad Club. The speakers told what the Ad Club should do in the interests of Spokane during the year 1913.

Discharged by wire from his position as press agent for the Boston Bloomer Girls' baseball team when he reached Spokane last June, Robert Halcott, veteran advance man for all sorts of amusement enterprises, late of Chicago, filed suit against the owners for \$700 damages in Superior Court and was awarded \$157.

Spokane county's legislative delegation pledged itself to support a bill against fake advertising that will be introduced at the January session. Senator Harry Rosenhaupt and Representatives H. H. Cleland and M. M. Neumann appeared before the Spokane Ad Club, which is urging the measure, and promised their individual support, since which the delegation voted as a unit to work for the bill.

G. A. Roberts, who came to Spokane as night editor for the Associated Press, has resigned and is handling real estate for the Chronicle.

A. P. Leavitt, a white-haired man who is said to have been a writer for the New York Tribune years ago, but now an apple picker in the Yakima Valley, has patented a device for fastening shoes without the trouble of lacing them, a single pull on a strap, corresponding to the tongue, turning the trick.

George Fields, editor of the Idaho Post, Moscow, Ia., and president of the Inland Empire Press Association, defeated State Senator Jerome J. Day, a millionaire mine owner, for his seat in the State Senate, displacing Day after the latter had served four years in the Legislature. Fields has the reputation of being one of the best plain and fancy orators in Idaho, all of which helped him materially in his campaign.

Stoddard King, for three years a member of the Spokesman-Review staff, now a junior at Yale, won two \$25 prizes in a contest conducted by Life.

The Christmas number of Gonzaga, the monthly publication of Gonzaga University, in Spokane, contains 80 pages of well-selected and attractively arranged reading matter and cuts John T. Raffis is editor.

Charles N. King, editor of the Bonners Ferry (Ida.) Herald, and Miss Alma Sydow were married at Sandpoint, Ida., recently.

Byron E. Cooney, former associate editor of the Butte Evening News, edited a daily paper in Spokane during the convention of the American Mining Congress. Cooney is now publicity director of the Home Telephone Co.

Nelson W. Durham, formerly managing editor of the Spokesman-Review, delivered an address on "The Spokane House" before a gathering of local people. The building was erected in 1812 by John Jacob Astor's fur traders.

Mr. Durham has made a close study of history of the Spokane country, and recently published a volume on the subject.

Harlan E. Babcock, formerly a news writer in Spokane, is now editor of the Gazette, Kalamazoo, Mich.

Prof. W. W. Present, editor of Liberty, published in Washington, D. C., is making a tour of the Northwest, lecturing at different cities en route.

An original essay and oratorical contest was held in the Ritzville (Wash.) High School Dec. 19, under the auspices of the Washington State Journal and the Ritzville Times. The contestants were selected from the schools of several Washington towns and were given the choice of ten subjects. A gold medal was awarded by the papers as a prize to the orator whose topic was "The Greatest Man America Has Produced."

### Houston's Newspaper Publicity Plan.

The advertising committee of the Chamber of Commerce has completed plans for an extensive advertising campaign for Houston to be conducted throughout the winter. Following a sixteen-page article in the Sunset Magazine it was decided to place at once a series of articles in three northern newspapers to appear thrice weekly, beginning in January. The newspapers to be used are the St. Paul News, the Minneapolis News and the Omaha News. These papers will carry eight articles on Texas as a whole throughout the campaign and an article in each of the three papers on Houston every other day.

### NEW INCORPORATIONS.

NEW YORK, N. Y.—Housewives' League Magazine, of Manhattan; publishing; \$20,000 capital; William F. Payson, Horatio S. Kraus, Lawton L. Walton, incorporators.

GREENSBORO, N. C.—The Piedmont Publishing Co.; \$50,000 capital authorized; to publish newspapers. Incorporated by I. C. Griffin, I. Foust and T. R. Foust.

ROCKFORD, Ill.—Swedish Journal Publishing Co.; \$10,000 capital. Incorporated by Charles J. Anderson, Axel W. Fredriksen, Vernie E. Olson.

ELIZABETH, N. J.—Review Press Co.; capital, \$50,000. Incorporated by T. A. McDevitt and others.

MITCHELL, Ia.—The Mid-West Publishing Co.; capital, \$25,000. Incorporated by Hoyt Cox, E. M. Cod and A. Hartwood.

SAN ANTONIO, Tex.—Railroad World Publishing Co.; capital stock, \$15,000. Incorporated by J. M. McLeese, W. H. Pearce and C. L. Klasing.

NEW YORK, N. Y.—The Typo Alliance, of Manhattan; publishing and advertising; \$100,000 capital. Incorporated by Horace E. Frame, Belden S. Day and Alfred H. Haarbleicher.

LINCOLN, Neb.—Press Publishing Co.; incorporated for \$80,000 by E. P. Holmes, G. L. De Lancy and H. W. Enderis; to take over the Freie Press.

### Edmonton Journal Staff Dinner.

The members of the Edmonton (Alta.) Journal, ninety-seven strong, were entertained at a banquet on Dec. 28 by M. R. Jennings, editor, and the management of the paper. One of the features of the evening was a burlesque extra edition of the Journal, in which the truth was maligned with great effect, and the news made to conform to the spirit of the occasion. The speeches, many, but brief, were interspersed with musical selections, rendered by the members of the staff. The affair proved an exceedingly delightful one.

### New Jewish Paper in Montreal.

A new Jewish newspaper, called the Canadian Jewish World, will be launched in Montreal in March. The editor will be R. Branin, at present editor of the Jewish Eagle. The publishers have purchased a site in the center of the city for the erection of a ten-story building.

## BE FIRST IN YOUR FIELD

Get the livest, most up-to-date Premium.

## New Parcels Post Zone Map

Equally attractive for circulation and classified ad departments.

A winner on the coupon plan.

Everybody interested and will want it.

Just issued. Write for terms.

**S. BLAKE WILLSDEN**

32 S. Wabash Avenue

Chicago, Ill.

## SCOOP, THE CUB REPORTER

THE PROVED COMIC SUCCESS

Don't waste your time and space trying to make a go of something which hasn't the "go" in it

The International Syndicate - - Baltimore, Md.



## 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

## COMMENT BY SENATOR BRISTOW

We have just arranged for a new series of special articles by the Kansas Senator, analyzing developments at Washington before and after the change of administrations. The articles will average about 1,000 words, and will be released weekly. They are bound to attract widespread attention. Wire us to reserve territory.

THE CENTRAL PRESS ASSOCIATION, Cleveland

It is a fact that  
Without exception

THE BEST DAILY COMICS

AND

THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate

45 West 34th Street, New York City

The very best

**New Daily Comic**

on the market

**"THE NEARLYWEDS"**

By GEORGE McMANUS

Write for details

National News Association

200 William St., New York City

## Adams Features

Ten High Class DETECTIVE Stories

Two thousand words each, illustrated.

"The Detective and the Diamond."

"The Manicure Shop Mystery."

"The Twirly Twins in Trouble."

"The Poppy Seed Puzzle."

"In the Crocodile's Jaws."

"A Poker Chip and a Parrot."

"The Dutchess Diamond Disappears."

"A Mexican Mystery."

"A Clue and a Connoisseur."

"A Baffling Blow."

Fifteen Dollars for the Ten Stories Complete

Exclusive territory.

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

GET  
**Today's News  
Today**  
**"By United Press"**

General Office:

WORLD BLDG., NEW YORK

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

WIRE



WRITE

## NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service. Address: Herald Square, New York City. Canadian Branch: Besbarats Bldg., Montreal

Because it had a double page advertisement which broke down its press and also that of the German paper published in that city, the Shawano (Wis.) Advertiser; to take over the Freie Press, a



THE NEW YORK WORLD FORUM.

Some Comments on the Paper's New House Organ.

The World Forum, a newspaper conducted in the interest of the 1,800 employees of the New York World, made its appearance on the first of the year. It is an interesting publication in many respects. It is run on the theory that any community of 1,800 or so souls needs a newspaper, which is a very sound theory, but one is inclined to wonder if it will print the "inside" news. Will its reporters have the courage to detail the truth when the "iron ball rolls?"

In looking over the editorial page one notes that Ralph Pulitzer is honorary president; J. Angus Shaw, honorary treasurer; Frank Cobb, honorary editor, and so on, but it does not appear that there are any honorary reporters (we all know that there are honorable ones) or honorary salaries.

Charles E. Keegan, of the Evening World editorial department, in a letter to the editor suggests that there be established a gymnasium for the employes of the World. That is an excellent idea as it would give the reporters and copy-readers a chance to settle their age long feud with the gloves. There never was a reporter who didn't swear that the copyreader eliminated the choicest bit of his story and it is seldom that one can find a sub-editor—as our English brethren more properly club them—who has seen copy turned out by a reporter that was fit to go into the paper without editing.

An illustration of "Accuracy, terseness, accuracy"—the late J. P.'s motto—is found in a list of "Journalists in Congress," published in the Forum. The name of Senator Isaac Stephenson, of Wisconsin, is printed "Stevenson." You see it sounds about the same either way and it is terser than the other way in that one letter is saved.

There is a woman's department, too, consisting of one page, and it tells how to care for the hair, how to make buckwheat batter and what to wear at the opera. From the latter one may deduce that there must be something in those stories of fabulous salaries paid New York newspaper folk. The writer is not from Missouri, but he is from the West, and his advice to you newspaper folk west of the Hudson is not to credit everything you see in the papers—not even in the World Forum.

While we are harping on big money, however, it might be well to call attention to a late piece of news from the World shop that did not get into the Forum. Herbert Bayard Swope, noted as the reporter with the best "front" in the land and as holder of the championship in missing the first edition, was awarded \$500 for meritorious work during the year on the Hyde, Becker and other big news stories. The World also awarded as a Christmas gift a week's salary to all its employes who had served a year, which piece of generosity cost about \$35,000.

To return to the Forum, it has two very interesting articles for outsiders: Cartoonist Macauley and his work (a little too high flown and extreme in its praise, perhaps, but with good meat in it), and a decidedly informative article on newspaper work in Japan by the World's Japanese reporter, Mock Joya. All in all it's not a bad idea—the World Forum.

Sues Publisher for \$100,000 Libel.

Christopher P. Connolly, magazine writer, began suit for \$100,000 damages for libel Saturday in the Federal Court for the Eastern District of New York against the Edward Thompson Co., of Northport, L. I., publishers of Law Notes. The suit is based on the publication in the last August number of Law Notes of a speech made by Caruthers Ewing before the Georgia Bar Association on Mr. Connolly's series of magazine articles, entitled "Big Business and the Bench."

ABOUT ERNEST PULLMAN,

Who Represents the Albany Knickerbocker Press at Washington.

The Washington correspondent of the Albany Knickerbocker Press, Ernest Hazen Pullman, although a young man, is an able newspaper writer, and has had long service at the national capital, where he was born July 14, 1884.

He is a self-made reporter, having started as a "copy boy" in the office of the Associated Press at the capital in



ERNEST HAZEN PULLMAN.

December, 1899, after completing the graded schools. His natural ability and aggressiveness, combined with hard work and experience, have made him one of the most accurate and capable of the Washington correspondents.

While with the "A. P." Mr. Pullman studied typewriting by day and stenography at home by night.

Several years ago he made the only exclusive extensive report of the two separate arguments of the Tobacco Trust case in the United States Supreme Court for the United States Tobacco Journal. Other exclusive stories of his have been interviews with the Peruvian Minister on the atrocities in the rubber district of Peru, and the Nicaraguan Minister on the opening of the Panama Canal. For the Knickerbocker Press he took up a campaign last winter and obtained for Albany an improved postal delivery service.

Uses R. H. Davis's Name to Defraud.

Several men well known in New York have been approached by a young man, posing as Richard Harding Davis, and asked to join in a scheme for the purchase and rejuvenation of the Washington Herald. Chester W. Chapin went so far as to subscribe \$500 to the enterprise after a talk with a "Mr. Davis," and gave a check to a man who said he was the journalist's secretary. Mr. Chapin stopped payment on the check just as it was returned for collection. Archer M. Huntington was approached by telephone, but declined to take interest in the project. The real Richard Harding Davis has set the police in search of the man who is using his name in a scheme to defraud.

Editor Resides on His Yacht.

Frank A. Eagan, editor of the yachting publication, Motor Print, is probably the only New York editor who lives the year round on a yacht. Until two years ago he occupied a house in Westchester; then, realizing that he had to forego residence in either his yacht, the Egan, or his country place, he decided to give up the latter and make the yacht his permanent home. The Egan is moored in the basin of the Seabury Tube Co., the yacht builders, at 177th street and the Harlem River. She is eighty-seven feet long and equipped with 150-horsepower gasoline engines.

"The World Almanac for 1913 has outdone its previous records for completeness of information and ease with which any desired fact or figure may be found."

—Jan. 4 issue THE EDITOR AND PUBLISHER.

An invaluable helper for every advertiser and advertising agent.

It will Answer any Question you may ask it.

# 1913 The WORLD ALMANAC AND ENCYCLOPEDIA

Over 25,000 Facts and Figures.

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INDISPENSABLE REFERENCE BOOK FOR EDITORS, BUSINESS OFFICE MEN AND ADVERTISING MEN

It will protect you in thousands of arguments, and the knowledge to be had from this big little book is a schooling in itself.

It will Save you Money every day in the year.

25c ON NEWS STANDS (West of Buffalo and Pittsburgh 30c) BY MAIL 35c

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

Metal Economy

The PARCEL POST will prove of great mutual advantage to us. On account of the reduced cost of delivering packages we are enabled to offer you a large sample of OXODIO, our metal-flux and preservative, sufficient to thoroughly convince you of its worth, for 25c. Don't put this paper down until you have enclosed a quarter in an envelope addressed to us. We'll do the rest.



14 Dover Street, New York

TURNER'S BULLETIN

The Biggest Advertisers Await Turner's Signed Reports from Canada, United States and Europe

DATA C. A. CO., NEWARK, N. J.

## CONCERNING LIBEL.

**If You Print What Is True and Fair You Need Not Worry About Libel Law, Says Isaac D. White—How to Avoid Trouble—When Hurtful Misstatements Are Made an Apology Should Be Made Forthwith.**

Isaac D. White, one of the best-known newspaper writers in the United States, and for a quarter of a century a member of the staff of the New York World, contributed to the Sunday World Dec. 29 an important article on "Accuracy and Fair Play in the New Journalism." Mr. White shows the evil of fake stories and gives a number of striking examples. In speaking of libel he says:

"The test of accuracy and fair play, if consistently applied by reporters and editors to articles intended for publication, would almost invariably lead them in a straight path through the intricate mazes of the Libel law. In the words 'accuracy and fair play,' synonymous with truth and justice, is summed up the law of libel, just as the Golden Rule embodies the Ten Commandments.

"The question should not be whether an article intended for publication is 'safe' or how close it is possible to approach the libel line without tripping over it. If what is published is true and fair, the writer need not worry about the Libel law, civil or criminal.

"At the risk of being accused of high treason by my colleagues, permit me to observe that the Libel law is a pretty fine thing. The better you become acquainted with it the more you like it. It was not made in a hurry, as some of our laws have been. It is English by birth and traces its ancestry back to the Court of Star Chamber established by Henry VII. about the middle of the fifteenth century.

"None of its provisions has ever been suddenly changed, but it has developed and broadened by a gradual process that has been in accord with public sentiment and the spirit of the times. In substance and general effect the Libel law to-day is the same in all the States of the Union and in England.

"It insures the freedom of the press with the same certainty that it protects the citizen from abuse of the press's power. In every newspaper office it has an influence for good because it fixes the responsibility for errors, thereby tending to prevent their repetition, and puts on record writers who are habitually careless or untruthful. Malicious libel is rare.

"By far the worst feature of libel actions is the publicity which the trial in open court gives to the shortcomings of the newspapers. Many libel actions are of course without merit, brought by legal sharks for blackmailing clients, but there are likewise many cases where good grounds for an action exist.

"Judges and juries have neither sympathy nor patience with a newspaper which is forced to admit in court that it has inadvertently injured some innocent person by publishing a statement that was false. That which in the rush and excitement of the newspaper office, from the newspaper viewpoint, may have seemed to be commendable enterprise, in the court room, before a judge and jury, is seen from an entirely different angle and may be put down as gross and malicious carelessness or a reckless disregard for the rights of another.

"It does not help matters for a reporter to go on the stand and tell the jury that he wrote in good faith, but now discovers, much to his regret, that in his haste 'to catch an edition' or to score a 'beat' he made an error. The hard cash required each year to defend and settle these suits is a minor consideration as compared with injury to reputation and peace of mind caused by the false publication and the loss of pres-

# 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



## A REMARKABLE OFFER OF HENDERSON'S SPECIALTIES

is the title of our 1912 catalogue—the most beautiful and complete horticultural publication of the day—really a book of 204 pages, 5 colored plates and over 800 photo engravings, showing actual results without exaggeration. It is a mine of information of everything in Gardening either for pleasure or profit and embodies the results of over sixty-four years of practical experience.

To give this catalogue the largest possible distribution we make the following liberal offer:

### Every Empty Envelope Counts As Cash

To everyone who will state where this advertisement was seen and who encloses Ten Cents we will mail the catalogue

And also Send Free of Charge

Our Famous 50 Cent "HENDERSON" COLLECTION OF SEEDS containing one packet each of Ponderosa Tomato, Big Boston Lettuce, Scarlet Globe Radish, Henderson's Invincible Asters, Mammoth Butterfly Fancies and Giant Spencer Sweet Peas in a coupon envelope which, when emptied and returned, will be accepted as a 25-cent cash payment on any order amounting to \$1.00 and upward.

In addition all ordering from this advertisement will receive a copy of our new Garden Guide and Record. This is a hand book of general garden information, planting tables, cooking recipes, cultural directions, etc., etc., and in all is one of the most necessary and valuable of our many publications.

**PETER HENDERSON & Co.** 35 & 37  
CORTLAND ST.  
NEW YORK CITY

To The Editor and Publisher:

This is the reproduction of an advertisement which has appeared several times in the United Sunday Magazines. We have used the entire list of these papers with satisfactory results over a period of several years and the space used during 1913 will be larger than during any previous season.

November 2, 1912.

*Peter Henderson & Co.*  
*Frank H. Cole adv. mgr.*

tige to the offending newspaper which the trial of such suits to a certainty engenders.

"Whenever it is discovered that a misstatement has resulted in injury to any one, the offending newspaper should make prompt correction and apology, regardless of whether or not an action for libel is brought or threatened. Where material damage has resulted from the publication and the injured person is willing to arbitrate in good faith and upon a reasonable basis, settlement should be made without recourse to the courts.

"Likewise when unscrupulous persons, abetted by unscrupulous attorneys, seek to recover on false allegations and perjured complaints, or when attorneys of the ambulance-chasing species attempt to promote groundless litigation, neither trouble nor expense should be spared in fighting their claims to the last ditch. The World has exposed many of these crooked litigants and in some recent cases the attorney has been disbarred or his client sent to prison."

The Owensville (Ind.) Star and News-Echo have been consolidated and are now issued under the editorial management of Mr. Hutfish, of the latter paper.

### HONEST ADVERTISING.

**A Fort Worth Merchant Uses Large Space to Express His Ideas on the Subject.**

Jamieson Diggs Co., clothiers, of Fort Worth, Tex., in a recent issue of the Star-Telegram of that city, recently used a three-column, fourteen-inch space to reproduce a cartoon from Voice, showing Uncle Sam with a club, labeled "Vigilance Committee," in hand taking a small boy, "dishonest advertising," with his soothing syrups, patent medicines, and "we teach hypnotism" bag of tricks to the woodshed. Beneath the cartoon is a good talk on honest advertising, and the work the Fort Worth Ad Club is doing to put an end to fake advertising in that city.

Advertisements of this kind are calculated to aid the advertising business, teaching the public to discriminate between truthful and untruthful advertising, and has a tendency to convince live advertisers that they cannot afford to advertise other than truthfully.

The Newark (N. J.) News has installed a new giant press that can produce 144,000 twelve-page papers an hour. It is a product of Walter Scott & Co., of Plainfield.

### New Ad Agency at Gloversville.

The International Advertising Co., recently organized at Gloversville, N. Y., is composed of railroad men who make a specialty of railroad and resort advertising. R. M. Colt is president and treasurer; R. C. Grinnell, vice-president and secretary; and John T. Morrison, attorney. The company has been appointed publishers of the Official Electric Railway Guide of the State of New York by twenty-seven electric railway lines. Fifty thousand copies of the Guide will be distributed monthly.

### Prizes to Best Staff of Advertiser.

The Advertiser, the organ of the Advertiser Club, of Detroit, will be published by a different staff every number, and at the end of the year prizes will be awarded to the staff which makes the best business and editorial record. The contest begins with the January number, and the judges will be Charles A. Hughes, president of the club; John Irving Romer, editor of Printers' Ink; Charles A. Parker, of the Curtis Advertising Co., and J. W. T. Knox, advertising manager of the Nelson-Baker Co.

There are 302 newspapers, dailies to annuals, with a combined average circulation of 1,330,140, in North Carolina.



**MADE DRAFTS ON N. Y. POST.**

**Swindler Practises His Frauds on Unsuspecting in Europe.**

William Lodtman, who was first exposed by the New York Sun in 1896 for passing forged drafts in the name of some newspaper with which he pretended to have an editorial or business relation, is again practicing his frauds, this time in Europe.

Following his usual methods—methods which have landed him in prison numerous times—Lodtman made drafts on the New York Evening Post. Several of these drafts have been repudiated by banks here within the past two months. The most recent of the forgeries came to this city through the office of the Guaranty Trust Co. and was drawn on the Evening Post through the Chatham National Bank.

Lodtman is sixty-seven years old. In sixteen years he has used the names of the Sun, the Tribune, the Herald and the Evening Post, of this city; the Public Ledger, Philadelphia, and the Globe-Democrat of St. Louis. His drafts have been usually for small amounts. Besides his own name he has used the aliases of William Lansing, H. J. Frawley and James J. Elliott.

**A. P. Nominating Committee Meeting.**

The nominating committee of the Associated Press, which nominates the directors, will meet at Washington, D. C., on Jan. 13. The members of this important committee are: Eastern division—Oswald Garrison Villard, New York Evening Post; Robert Lincoln O'Bryan, Boston Herald. Central division—Thomas Rees, Springfield (Ill.) State Register; Lewis T. Golding, St. Louis News and Press. Western division—Scott C. Bone, Seattle Post-Intelligencer; W. W. Chapin, San Francisco Call. Southern division—W. J. Crawford, Memphis Commercial-Appeal; R. M. Johnston, Houston Post. The committee submits the names of twice as many candidates as there are vacancies to be filled at the annual meeting in April.

**United Press Adopts New Policy.**

Beginning with the first of the year, the United Press has adopted a new policy in regard to its service. Heretofore it has supplied the New York News Bureau with ticker reports, several moving picture concerns with special news service, and sporting bulletins for various sections of the country. It has recently even received an application from a company for a telephone news service. Hereafter the service of the United Press will be confined solely and strictly to afternoon papers and no news will be supplied to publicity agencies other than bona-fide newspapers in the afternoon field.

**Mr. Munsey Urges Parties to Merge.**

Frank A. Munsey took up the entire first page of the New York Press on Wednesday with a signed article urging the Progressive party, of which he was an organizer and to which he was one of the principal financial contributors, and the Republican party to amalgamate and form a new party. His scheme, as outlined in big type, is for the old and the new parties to unite in a "holding organization" similar to that of a business trust. Mr. Munsey suggests that each party hold State conferences and appoint delegates to a national meeting, which shall form the new and consolidated or reunited party.

**Woodward Adds Baltimore Sun.**

The Baltimore Sun is now associated with the Chicago Daily News, the Boston Globe and the Chicago Record-Herald in the Eastern foreign advertising field. John B. Woodward, who represents this strong list of papers, has added to his staff W. S. Bird, who formerly was the direct representative of the Sun in the Eastern field.

The New York Warheit has been elected to membership in the American Newspaper Publishers' Association.

**MY, WHAT A WHACK!**

**How the Ann Arbor Times-News Treats a Space Grabber.**

It is not often that the seeker after free publicity receives so neat a thrust as the one given below. Read both letters.

**THE TOLEDO COMMERCE CLUB.**

Toledo, O., Dec. 30, 1912.  
Manager, Ann Arbor Times-News,  
Ann Arbor, Mich.

Dear Sir:—We enclose an exclusive story regarding the opening of the Toledo Factories building which we believe has news value and will be of interest to your readers. We are also sending you, under separate cover, a cut of the building. We will be greatly indebted to you if you can make use of this story and request that you send us a copy of the paper in which it appears.

Very truly yours,  
JOHN D. BIGGERS, Secretary.  
P. S.—Your paper is the only one in Ann Arbor to which we have sent this story.

**THE TIMES-NEWS.**

Ann Arbor, Mich., Jan. 2, 1913.  
JOHN D. BIGGERS, Toledo Commercial Club,  
Toledo, Ohio.

Dear Sir:—For the good Lord's sake, why? You pay absolutely everybody else for the preparation of such an article as the Toledo Factories Building proposition, and then expect the newspaper man, who puts absolutely and exclusively the only germ of value into the whole thing, to do it, not only free, but to an actual expense to himself.

Why not start the new year decently by quitting such practices?

Yours truly,  
TIMES-NEWS CO.

**AS TO THE WORD "LINOTYPE."**

**The Mergenthaler Co. Defines its Right to Its Sole Use.**

THE EDITOR AND PUBLISHER is in receipt of the following letter from the Mergenthaler Linotype Co.:

The word "Linotype" is the registered trade-mark of the Mergenthaler Linotype Company, and is our exclusive property. No one else, therefore, can manufacture and sell composing machines under the name "Linotype."

Should any of your correspondents use the words "Linotype Company" as part of the business title of any concern using Linotypes, they should be informed that the word "Linotype" is registered in the Patent Office as our trade-mark, and that no one has a right to use it in connection with any other machines than those built by this company, or in the title of any commercial establishment.

Trade composition plants do not make or deal in Linotype machines, but do Linotype composition. A title conveying the latter idea, we would, of course, have no objection to, as, for instance, "Syracuse Linotype Composing Company," or "Charlotte Linotype Printing Company," or "Denver Linotyping Company." They will no doubt appreciate that this suggestion is made in our mutual interests.

We are calling your attention to the above at this time so as to avoid any future complications.

Trusting you will accept this letter in the spirit in which it is written, and wishing you the compliments of the season, we beg to remain,

Yours very truly,  
MERGENTHALER LINOTYPE COMPANY

**Becomes Secretary to Marse Henry.**

G. E. Johnson retired on Jan. 1 as general circulation manager of the Courier-Journal and Louisville Times, to become confidential secretary to Henry Watterson. In addition he will establish for the Courier-Journal and Times a reference and biographical library. He has been with the Courier-Journal more than forty-two years, as circulation manager for the two papers for the past twelve years. He will be succeeded by H. V. Bomar.

H. V. Bomar, who succeeds Mr. Johnson as circulation manager, has been associated with him and his employer, Bruce Haldeman, for many years, starting in as a carrier and then securing control of a district. He is a member of the I. C. M. A. and has many friends among the circulators of the country.

A dinner was given by the advertising staff of the New York Evening Journal Friday evening in the Yale room of the Hotel McAlpin in celebration of the advertising victories in 1912 which resulted in a gain for the year of 4,106 columns of paid advertising.

**SPHINX CLUB'S UNIQUE DINNER.**

**Presidents of Leading National and Local Advertising Organizations to Be Its Guests.**

A unique feature of the next Sphinx Club dinner to be held at the Waldorf-Astoria, Jan. 14, will be the presence of the presidents of all the great advertising organizations that are national in their scope and the leading local associations in New York, Boston Philadelphia and Chicago.

Those who have thus far accepted invitations are:

George W. Coleman, president Associated Advertising Clubs of America.

Bert Moses, president Association of American Advertisers.

W. H. Ingersoll, president Advertising Men's League.

L. C. McChesney, president Advertising Managers' Association.

William H. Johns, chairman Association of New York Advertising Agents.

James M. Dunlap, president Chicago Advertising Association.

Cyrus H. K. Curtis, president Periodical Publishers' Association.

Carrol Swan, president Pilgrim Publicity Association, Boston.

L. J. Kolb, president Poor Richard Club, Philadelphia.

H. L. Bridgman, representing the Publishers' Association of New York City.

Richard H. Waldo, president Quoin Club.

F. L. F. Gauss, president Representatives' Club.

M. D. Hutton, president Six Point League.

Harry Tipper, president Technical Publicity Association.

A. N. Lawson, owner of the Norwalk (O.) Herald, has sold his plant and newspaper to R. C. Snyder, formerly of Coshocton, O. Mr. Lawson was at one time the Editor of the McKeesport (Pa.) News.

**WEDDING BELLS.**

J. A. Coll, editor of the Easton (Md.) Gazette, and Miss Blanche Madigan, of Connellsville, Pa., were married on Thursday in the latter city.

The marriage of Miss Elsie J. Price and Charles W. Patrick, of the Pueblo (Colo.) Star-Journal editorial staff, took place in La Junta, Colo., on Jan. 2.

Fred Wagner, automobile editor of the Seattle Times, and Miss Edna I. Teager, were married in Seattle last week.

The marriage of Miss Harriet Manske, of Milwaukee, to F. H. Salzman, of the Charles H. Fuller Advertising Agency, Chicago, was solemnized Dec. 23 at Milwaukee.

**Mrs. Homer C. Davenport's Suit.**

The suit of the widow of Homer C. Davenport, the cartoonist, against Mrs. Ada Howard Reakirt to recover thirty Arabian and Morgan horses now on a stock farm at Homdel, in Monmouth County, N. J., was brought to trial before Vice-Chancellor Garrison in Jersey City last week. Mrs. Reakirt testified that she purchased the property from Mr. Davenport on June 6, 1911, paying \$11,000 and assuming a \$45,000 mortgage. She sold the farm last year to Paul Armstrong.

**John O'Hara Cosgrave Married.**

John O'Hara Cosgrave, editor of the New York World Sunday Magazine, and Mrs. Jessica Garretson Finch were married on Saturday at the bride's country home, Belle Haven, Conn. Mr. Cosgrave was formerly editor of Everybody's Magazine and later of Collier's Weekly. Mrs. Finch is the founder and head of the Finch School of New York, and is well known in educational and suffrage circles.

**The Standardization of Advertising**

An interesting series of articles by  
Harry R. Drummond

will be run in

**THE EDITOR AND PUBLISHER**

beginning January, 18th, 1913,  
and continuing for six weeks.

The Manufacturer,  
The Retailer,  
The Advertising Manager,  
The Newspaper Publisher,  
will each get his and get it good.

This series of articles, while it is  
frankly critical, is intended to point  
out evils in order that they may be  
remedied.

Drummond's viewpoints are revolutionary,  
his criticisms are brutally frank—but  
they are the result of years of experience  
and are, we think, well worth your reading.

**TIPS FOR THE AD MANAGER.**

Allen Advertising Agency, 1451 West Thirty-sixth street, New York City, is making new contracts with a large list of dailies for Liggett & Myers Tobacco Co., Fatima Cigarettes, New York City and St. Louis, Mo. It is also placing orders for some Pennsylvania papers for Lash's Bitters Co., 721 Washington street, New York City, and 1721 Mission street, San Francisco, Cal.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are again placing ten inches eighteen-time orders generally for Western Union Telegraph Co., 195 Broadway, New York City. They are also renewing orders for some Western papers for Naull Bros., Spaghetti and Macaroni, St. Louis, Mo.

Blackman-Ross Co., 10 East Thirty-third street, New York City, is placing new schedules with a list of Eastern papers for H. O. Co., Buffalo, N. Y.

Chesman-Nelson Co., Times building, Chattanooga, Tenn., is placing three-inch orders one t. a. w. for one year with Texas papers for J. J. Krom & Co., Chattanooga, Tenn.

Co-operative Advertising Co., Real Estate Trust building, Philadelphia, is sending out some orders with Pennsylvania papers for Aschenbach & Miller, Philadelphia Bird Food Co. and H. H. H. Medicine Co., Philadelphia.

Earnshaw-Lent Co., 80 Maiden Lane, New York City, is making new contracts with a selected list of papers for E. De Raimboulville, Vichy Celestines, 220 Broadway, New York City, and also for Andreas Saxlemaer, Hunyadi Janos, 130 Fulton street, New York City.

Will H. Dilg Advertising Agency, Hearst building, Chicago, is placing contracts with some Western papers for 2,000 lines for Solzburger & Son, Solzburger Majestic Buttering, Chicago, Ill.

Roberts & MacAvinche, of Chicago, are sending out renewal orders for the Globe Pharmaceutical Co. and the Turnock Medicine Co. to daily papers. Also the Globe Separator Co. to agricultural papers.

A. R. Elliott, 62 West Broadway, New York City, is renewing some contracts for John Duncan's Sons, Lea & Perrin's Worcestershire Sauce, 241 West street, New York City.

E. N. Erickson Advertising Agency, 21 Park Row, New York City, is making 2,000 one-inch contracts with some Boston papers for Alcock Manufacturing Co., 274 Canal street, New York City.

Chas. H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing 1,000 inch-contracts with some Southern papers for Dr. W. S. Burkhardt.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, are placing orders on contracts for Cresko Laboratories, 71 Madison avenue, New York City.

J. Roland Kay Co., 172 Washington street, Chicago, Ill., is handling the advertising for C. E. Brooks Appliance Co., Marshall, Mich.

Frank Seaman, 116 West Thirty-second street, New York City, is placing orders with New York City papers for Yama Farms, Napanach, Ulster County, N. Y.

F. W. Catterer Medicine Co., Jacksonville, Fla., is making 200 inch-contracts direct with Mississippi papers, to be used in one year.

Frank Kiernan & Co., 156 Broadway, New York City, are placing some new contracts for Dr. A. T. Sanden, 1261 Broadway, New York City.

H. H. Levey, Marbridge building, New York City, is handling the advertising for Frankel Bros., Frankel Clothing, 318 East Thirty-second street, New York City.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is making 357 inch-contracts with Mississippi papers, to be used in one year, for Allen Manufacturing Co., Nashville, Tenn.

J. W. Morgan Advertising Agency, 44 East Twenty-third street, New York City, is placing 200-line, one t. a. mo., t. f. orders generally for Charles Clute & Sons, 125 East Twenty-third street, New York City.

Morse International Agency, Fourth avenue and Thirtieth street, New York City, is making renewals for B. F. Allen & Co., Beecham's Pills, 417 Canal street, New York City.

J. W. Morton, Jr., 21 Irving place, New York City, is placing one-time orders with some large Sunday papers for Kops Bros., Nemo Corsets, 120 East Sixteenth street, New York City.

Pepsin Syrup Co., Monticello, Ill., is making new contracts with Ohio and Pennsylvania papers.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is placing orders with Pacific coast papers for Resinol Chemical Co., Resinol Soap, Baltimore, Md.

Honig Advertising Service, Examiner building, San Francisco, Cal., is placing orders with some New York City papers for California Fruit Cannery Association, Del Monte Peaches, etc., San Francisco, Cal.; North & Dalzell, agents, 111 Hudson street, New York City.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is renewing contracts with a selected list of papers for Marvel Co., 44 East Twenty-third street, New York City. They are also placing thirty-five-line, 114-time orders with Middle West papers for the Horlick's Malted Milk Co., Racine, Wis.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is renewing some contracts where they have expired for Pinkham Medicine Co., Boston, Mass.

Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is making 3,000 line-contracts with some Western papers for Crex Carpet Co., 377 Broadway, New York City. It is also placing copy on contracts for Tokalon Manufacturing Co., Syracuse, N. Y.

C. H. Fuller, Chicago, Ill., is placing 10,000 lines one-year contracts with Southern papers for Dr. W. S. Burkhardt, Cincinnati, O.

Wylie B. Jones, Binghamton, N. Y., is making renewals for Steam Electric Paste, Chicago, Ill.

Street & Finney, New York City, are making 5,000 lines one-year contracts with Middle West papers for Chase Motor Truck, Syracuse, N. Y.

**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.

<b>ARIZONA.</b> GAZETTE—Av. Cir. Nov., 6,228...Phoenix	<b>MISSOURI.</b> GLOBE .....Joplin POST-DISPATCH .....St. Louis
<b>CALIFORNIA.</b> ENTERPRISE .....Chico RECORD .....Los Angeles TRIBUNE .....Los Angeles <small>Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.</small>	<b>MONTANA.</b> MINER .....Butte
<b>ILLINOIS.</b> INDEPENDENT .....Santa Barbara BULLETIN .....San Francisco CALL .....San Francisco EXAMINER .....San Francisco ORCHARD AND FARM IRRIGATION San Francisco <small>The leading Farm Journal of the Pacific Coast and the Irrigated States.</small>	<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384)....Lincoln
<b>FLORIDA.</b> RECORD .....Stockton <small>Only newspaper in Stockton that will tell its circulation.</small>	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>GEORGIA.</b> METROPOLIS .....Jacksonville	<b>NEW MEXICO.</b> MORNING JOURNAL.....Albuquerque
<b>INDIANA.</b> ATLANTA JOURNAL(Cir.55,117)Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>NEW YORK.</b> KNICKERBOCKER PRESS.....Albany BUFFALO EVENING NEWS....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York STANDARD PRESS.....Troy
<b>KANSAS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR.....Peoria	<b>OHIO.</b> PLAIN DEALER.....Cleveland <small>Circulation for October, 1912</small> Daily ..... 109,946 Sunday ..... 140,114 VINDICATOR .....Youngstown
<b>KENTUCKY.</b> LEADER-TRIBUNE .....Marion THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>LOUISIANA.</b> CAPITAL .....Des Moines REGISTER & LEADER.....Des Moines THE TIMES-JOURNAL.....Dubuque	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia <small>(Cir. July, 1912, S. 20,986; D. 20,956)</small>
<b>MARYLAND.</b> CAPITAL .....Topeka	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>MASSACHUSETTS.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth <small>Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small> CHRONICLE .....Houston
<b>MINNESOTA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-DEMOCRAT .....New Orleans	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle WISCONSIN. EVENING WISCONSIN.....Milwaukee
<b>MICHIGAN.</b> PATRIOT (Morning).....Jackson Daily (Except Monday) Average First Nine Months, 1912 Daily..... 10,613 Sunday..... 11,639	<b>CANADA.</b> ALBERTA. HERALD .....Calgary BRITISH COLUMBIA. WORLD .....Vancouver
<b>MISSOURI.</b> THE SUN.....Baltimore <small>has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</small>	<b>ONTARIO.</b> FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal

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. ANTISEL, O. G. DAVIES,  
366 Fifth Avenue, 306 Gumbel Bldg.,  
New York City, Kansas City.

**New Orleans States**  
**32,000 Daily, net**  
Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.  
Week of Nov. 4 to 10, inclusive, The States led The Item by 11,078 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.**

Thomas E. Dockrell delivered one of his dynamic addresses before the Pittsburgh Chapter, American Institute of Banking, at its meeting in that city Jan. 8. The title of his speech was "The Power Behind Personality."

Charles J. Brooks, Eastern representative of the San Francisco Chronicle, has been elected secretary and treasurer of the California Society of New York for the ensuing year.

William F. Oakley, who has been in charge of the foreign advertising of the Munsey newspapers, with headquarters in New York, has resigned to join the foreign advertising staff of the New York American.

George R. Schaffer, former advertising manager for the Tobey Furniture Co., Chicago, is now with the Charles D. Frey Advertising Illustrated.

W. J. Hofmann, advertising manager of the Portland Oregonian, was in San Francisco last week with the Royal Rosarians, who planted 53 rosebushes on the site selected for the Oregon Building at the Panama Exposition.

Leon W. Hopkins, recently with the New York World and formerly with Lord & Thomas, is now with the Johnston-Ayres Co., advertising agents, of San Francisco.

Wilbur D. Nesbit, who for a number of years has been conducting a humorous column in the Chicago Evening Post, has recently resigned to become head of the copy department of the Mahin Advertising Co.

A. R. Keator has been appointed manager of the Chicago office of the Julius Mathews Special Agency, which recently moved into new quarters in 715 Hartford building.

M. R. Newton, former advertising manager of the United States Motor Co., located in New York, has become director of publicity for the White Co., at Cleveland.

Geo. G. Young, business and advertising manager of the New York German Journal, left on Saturday for a short vacation trip to the Panama Canal.

A. D. Pierce, formerly with the McManus Advertising Agency, is now manager of the Detroit office of the Charles H. Fuller Co.

Thomas G. Devaney, advertising manager for Orkin Brothers, Omaha, Neb.,

has resigned to join the King-Swanson Co., of that city, in the same capacity.

H. J. Sprague, formerly of the New York Times, is now associated with Maclay & Mullally Brothers, general advertising agents, New York.

Fred G. Aulsbrook, for the past seven years connected with the foreign advertising department of the New York American, resigned on Jan. 4 to take charge of the advertising and sales department of the Diamond Gelatine Co., New York and Chicago. Mr. Aulsbrook was recently elected vice-president of the concern.

**Change in Eastern Representation.**

The Eastern representation of the San Francisco Call, W. W. Chapin, publisher, will be changed on Jan. 15 from the well-known special J. C. Wilberding to the Wm. J. Morton Co., publishers' representatives, 200 Fifth avenue, New York. George Krogness retains the Western representation of the Call.

**CIRCULATION NOTES.**

The Spokane (Wash.) Chronicle is giving as a premium a parcel post map prepared by the Buying-at-Home League of its city and showing the zone circles, described with Spokane as a center.

The Youngstown (O.) Vindicator began on Jan. 6 the publication in serial form of President-elect Woodrow Wilson's "Life of Washington," and offers \$100 in prizes to school children for the best essays based upon the Life.

The Wheeling (W. Va.) Intelligencer bowling contest began Jan. 1 and has already resulted in a spirited competition among those who desire to nominate candidates for the trips to the American Bowling Congress tournament at Toledo, O., next month.

The Brookings (S. D.) Register offered as a special inducement in its auto contest a gold watch to the candidate who turned in the most subscriptions by the end of this week.

The Bainbridge (Ga.) Post is running a circulation contest, with a Hupmobile and a Starr piano at first and second prizes.

The Aberdeen (S. D.) American's offer of a trip to Bermuda, New York and Washington, D. C., during February and March is attracting much attention and bringing good results to that paper.

The Schenectady Gazette, in its issue of Jan. 28, began the publication of a series of advertisers' maps, illustrating the distribution of the circulation of that newspaper. Map No. 1 showed that, out of 1,326 families living in the section outlined, 1,279 are regular subscribers of the Gazette. This form of advertising seems to hit the nail on the head. It tells a striking story.

The West Chester Star, the new morning paper of West Chester, Pa., has announced a circulation campaign of eight weeks, using eight tours to the Bermuda Islands and other prizes. The enterprise is in the hands of W. B. Prickett, of the Keystone Circulation Co., of Swarthmore, Pa. The Star was started last September, and now has a circulation of nearly 5,000 copies daily.

**Marion Star Changes Its Name.**

The name of the Marion (O.) Star has been changed to the Ohio Star. The paper, which will hereafter have a general circulation, is issued by the Harding Publishing Co., under the editorial supervision of Warren G. Harding, well known in political circles. The literary editor will be Dr. J. B. Naylor, poet and lecturer, and the managing editor, Clarence Maris, who has been publicity agent for the Republican State Central Committee. A Columbus office will be maintained.

In our issue of Dec. 28 we inadvertently stated that Charles G. Scholz had been connected with the Omaha Bee; it should have been the Sacramento (Cal.) Bee.

**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 ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252
- HOWLAND-GARDINER-FENTON**  
20 Broad St., New York  
Tel. Rector 2573
- KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

**ILLINOIS**

- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpem Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**  
64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**  
175 5th Ave., New York.  
Majestic Theatre Bldg., Chicago.

**CUBA, PORTO RICO and WEST INDIES**

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

**W. D. Nugent Joins Boston American.**

W. D. Nugent, who was the New York representative of the Philadelphia Record and for the past three years advertising manager of that paper, has been made advertising manager of the Boston American. A dinner was given to Mr. Nugent last Thursday evening by his advertising friends in Philadelphia. Mr. Nugent will assume his new duties next Monday.

**REDUCE COSTS OF PRODUCING PRINTING TURN WASTE INTO PROFIT**

by the old-time method of economy; not cheese-paring economy, but wise and real economy; save the waste.

IN every office there is a large daily accumulation of waste paper; it is worth money—a great deal of money. If you save it all, buy a **WOLVERINE BALER** (sold for \$45 or \$60 according to size) you can declare a dividend from proceeds of sale. And you will improve sanitary conditions, reduce risk by fire, pay 100% to 200% on the necessary investment, encourage economy in your force. Don't overlook the fact that we make and sell type.

**Barnhart Bros. & Spindler**

Chicago New York Washington St. Louis Dallas Kansas City Omaha St. Paul Seattle

**Publishers' Representatives**

- ALLEN & WARD**  
25 W. 42nd St., New York  
30 N. Dearborn St., Chicago
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., New York  
Mallers Bldg., Chicago
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN,**  
Brunswick Bldg., New York  
Mallers Bldg., Chicago  
Gumbel Bldg., Kansas City
- GRIFFITH, HARRY C.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154
- HENKEL, F. W.**  
Peoples Gas Bldg., Chicago  
Tel. Randolph 3465
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
200 Fifth Ave., New York
- PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214
- PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- STOCKWELL, W. H.**  
629 People's Gas Bldg., Chicago.  
Canadian papers exclusively.

**ADVERTISING MEDIA**

**ILLINOIS**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,200; Sunday, 84,350—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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

SEND FOR SAMPLE

**F. E. OKIE CO.**

Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO  
**POWERS**  
THE FASTEST  
ENGRAVERS  
OPEN 24 HOURS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 696-4

**Press Clippings**  
Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by  
**BURRELLE**  
CHARLES HEMSTREET, Manager  
45 Lafayette Street, New York City  
Established a Quarter of a Century

# 1912

During the year 1912 THE CHICAGO TRIBUNE has given to its readers 11,374 pages, composed of news, features, pictures and advertising. Each issue of THE SUNDAY TRIBUNE alone has contained the equivalent of three standard size monthly magazines. All this has been available to Chicago people at a penny a day and five cents on Sunday.

It would be idle to attempt statistics covering the nature of what has been printed in THE CHICAGO TRIBUNE'S news, editorial and feature columns during the past year. The achievement of which we are most proud is the increase of THE TRIBUNE'S *personal service* to its readers. That our principles and service are generally acceptable to our readers is best shown by the fact that we have more of them than ever before in THE TRIBUNE'S history.

The circulation of THE CHICAGO TRIBUNE is now at its highest point in the sixty-five years that THE TRIBUNE has existed. The verification of this fact is now being made by the official auditor of the Association of American Advertisers, an organization that prefers to see for itself rather than to be told.

January 1, 1913.

THE CHICAGO TRIBUNE'S advertising patronage is also at high water mark. During the year 1912 we have printed 39,739.95 columns of clean, paid-for advertising, which is the greatest volume ever printed in one year by THE TRIBUNE, and a gain of 1,657.40 columns over the previous year. As an indication of THE TRIBUNE'S supremacy in this respect, it may be pointed out that no other Chicago morning paper has gained over 1911; that THE TRIBUNE'S volume is 67 per cent greater than that of the next morning paper; that the volume of TRIBUNE Want Ads is greater than that of the three other morning papers combined; that in the latest month of 1912 for which statistics are available THE TRIBUNE not only printed far more advertising than any other Chicago paper, but also more than the first paper in New York City.

Therefore, for this the most successful and most gratifying year in THE CHICAGO TRIBUNE'S history, we wish to express deep gratitude to our readers and to our advertisers, in Chicago and elsewhere, whose appreciation has made this record possible.

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)



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