

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 12, No. 40

NEW YORK, MARCH 22, 1913

10 Cents a Copy

ASSOCIATION MERGER.

DAILY, THE NATIONAL (NOT INC.) AND THE UNITED NEWSPAPERS TO BECOME ONE.

New Organization, to Be Known As the Daily Newspaper Association, Will Work for the Promotion and Direct Solicitation of Newspaper Advertising—Concentration of Effort Eliminates Waste of Energy.

An announcement of great interest and importance to the newspaper advertising field was made on Thursday, to the effect that arrangements have been made to consolidate the work of the Daily Newspaper Association, the National Newspapers, not inc., and the United Newspapers.

During an extended period the desirability of a merger or consolidation between the Daily Newspaper Association and the National Newspapers has been urged and discussed by representatives of both associations. These associations have had as their sole object the promotion and the direct solicitation of advertising for newspapers. The only differences between them have been in the main those of method and policy. The desirability of including in this advocated merger or consolidation the newspaper advertising promotion and solicitation phase of the work of the Associated Newspapers has also been considered and urged for some time.

A definite plan for the consummation of this consolidation was submitted in February by the Daily Newspaper Association. Subsequently, the United Newspapers was organized to undertake the newspaper advertising work formerly maintained by the Associated Newspapers.

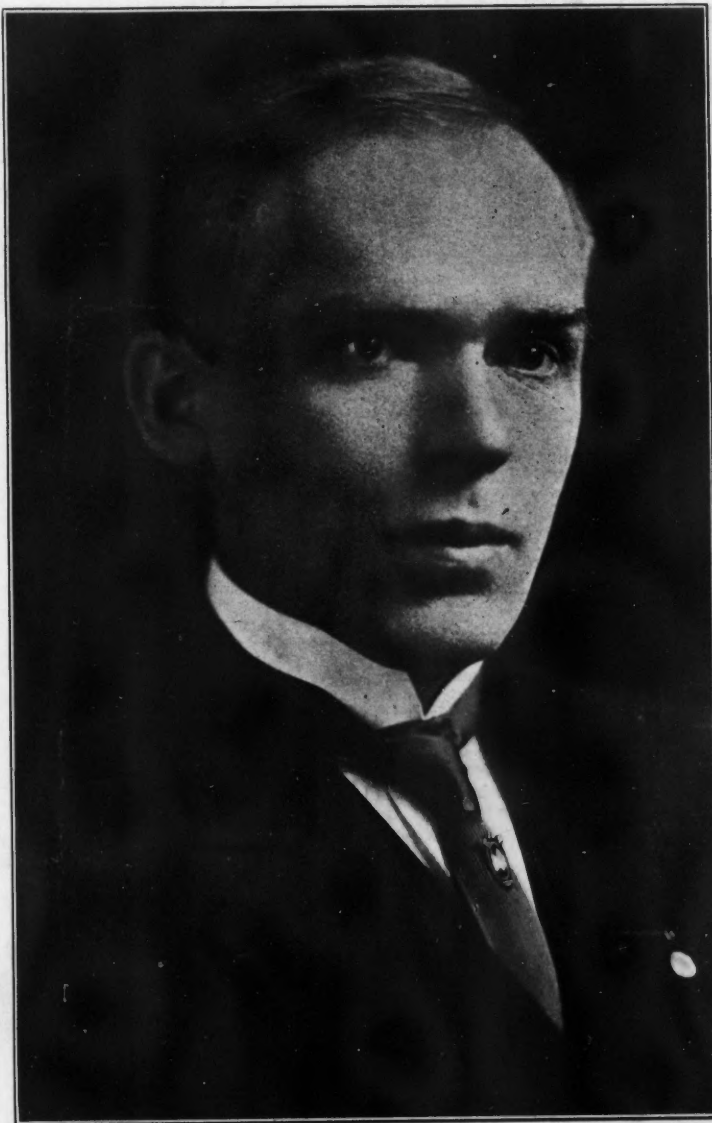
As a result of the overtures for the consolidation a conference was held in New York on Monday, March 17, to take action in the matter. Those present were Louis Wiley, president of the Daily Newspaper Association; Hopewell L. Rogers, president of the National Newspapers, not inc.; Jason Rogers, president of the United Newspapers, and J. W. Adams, general manager of the Daily Newspaper Association.

The consolidation of the three organizations was agreed upon, subject to the approval of the executive committees, the Boards of Directors and members of each association. The new association will be known as "The Daily Newspaper Association." At a subsequent meeting, which will be held in the immediate future, the election of officers and adjustment of minor details will take place.

This consolidation insures one strong, inclusive organization. It eliminates the division of effort, and hence the waste of energy which would be unavoidable if the present organizations remained separate.
(Continued on page 10.)

Hawthorne Gets One-Year Sentence.

Julian Hawthorne, the journalist; Albert Freeman and Dr. Wm. J. Morton were found guilty of using the mails to defraud by Judge Mayer, in the United States District Court at New York, March 14. Advertisements written by Hawthorne and circulated for the purpose of selling stock in Canadian mining properties were the basis of the action. Hawthorne and Morton were sentenced to one year and one day, while Freeman received sentences aggregating six years. Judge Mayer denied a motion to set aside the verdict, and an appeal will probably be made to the United States Court of Appeals.



C. S. PETERSON,

(See page 10.)

NEW OWNER OF CHICAGO HEMLANDET, OLDEST SWEDISH PAPER IN AMERICA.

Senator Walsh Buys Helena Paper.

The Helena (Mont.) Independent, a morning daily, was sold last week to a company of Montana Democrats, headed by United States Senator T. J. Walsh, at a reported price of \$90,000. William A. Campbell, of St. Paul, secretary of the Northwest Development League, is secretary of the new publishing company. Guy E. La Follette, formerly an Eastern newspaper man, who has been running a Democratic paper in Portland, Ore., is the new managing editor.

Bombs Mailed to Calcutta Editors.

Several bombs intended to kill or maim the editors of leading papers in Calcutta, India, sent through the post office of that city in the form of letters, exploded March 17 while being stamped and mortally wounded three mail clerks. The infernal machines were addressed to the editors of the Englishman, the Statesman, the Capital and the Empire.

Break Away from American News Co.

Beginning with the May issue of the Cosmopolitan and Hearst's Magazine, those publications will break away from

the American News Co. and effect their distribution in the New England States through independent dealer channels, under the control really of Mr. Hearst's Boston American and New York American.

Governor Blease Vents His Anger.

Because they wrote editorials criticizing his political views, Governor Cole T. Blease, of South Carolina, has revoked the notary public commissions of Charles P. Calvert, editor, and Captain Charles Petty, associate editor, of the Spartansburg Journal.

Newsstand Bill Passes Assembly.

The Assembly at Albany has passed without a dissenting vote the Levy bill authorizing the Board of Aldermen of New York to issue permits for the erection of newsstands on streets where the stoop line has been abolished, and at subway entrances and exits. The bill will probably pass the Senate.

Fire Wrecks Elmira Telegram Plant.

In one of the most disastrous fires in years that visited Elmira, N. Y., March 13, the plant of the Telegram Publishing Co. was completely destroyed.

WASHINGTON TOPICS.

AN INJUNCTION PREVENTS ENFORCEMENT OF THE NEWSPAPER PUBLICITY LAW.

Question of Constitutionality Must Be Decided First—President Gives Reception to Newspaper Men—Tells Them the Press Is the Best Friend the Country Has—Wood Pulp Likely to Go On Free List.

(Special Correspondence.)

WASHINGTON, March 20.—The Supreme Court has adopted the unusual course of enjoining the enforcement of a law pending the consideration of a case before it in order to prevent Postmaster General Burleson from enforcing the newspaper publicity law previous to the court's determination of whether the law is constitutional.

Chief Justice White on Monday made formal announcement that the "motion for a restraining order in No. 818 was granted." The motion for this order was made last week by Robert C. Morris, attorney for the Journal of Commerce of New York, which has been fighting the constitutionality of the law which would require newspapers to publish and file with the Post Office Department a statement giving the names of their stockholders, bondholders, security holders, and the amount of their daily circulation, and also to mark all paid-for articles as advertisements.

AWAITING FINAL ACTION.

No intimation was given by the court as to when it would announce its decision as to the validity of the law. The case has been under consideration since Dec. 3, when oral arguments to the court were concluded. The fact that the restraining order was granted Monday is taken as indicating that it may be several weeks before the final decision is forthcoming.

The opinion of the Supreme Court granting the injunction prohibiting the enforcement of the law was transmitted to the Department of Justice on Tuesday and the Postmaster General was immediately notified of the court's action. While the injunction only applies to the newspaper requesting the restraining order, the New York Journal of Commerce, it is generally conceded that the order of the court would apply to all papers that have not filed statements with the Postmaster General as required by the publicity act. That the Postmaster General will respect the order of the court in this case goes without saying, and it is now construed by those in a position to know that there will be no enforcement of the law until a decision has been reached by the court and not then should the court declare the law unconstitutional.

PRESIDENT SEES NEWSPAPER MEN.

President Wilson gave a general reception to the newspaper men of Washington last Saturday. Nearly one hundred of the correspondents were introduced to the President by James D. Preston, superintendent of the Senate press gallery. The Executive assured the correspondents that the reason of his long delay in meeting them was not because the doors of his office had been closed to promote exclusiveness, but to facilitate public business.

"I am devoting all my time to getting on to this job," he said, "but I am sure you have found the door open to the office of my dear friend Tumulty."

"I have a very friendly feeling for the gentlemen of the press despite what you may have heard to the contrary. I real-

ize the press is the best friend the country has, and I have had a delightful group of newspaper men with me at Trenton. Many of them have followed me here. They have treated me most generously and so have you all.

"I do not believe any man who ever entered upon the duties of this difficult office was treated with greater kindness by the press. The thing I am finding hardest is to deserve it.

"I did not realize there were so many of you, and your numbers force me to make a speech to you en masse instead of chatting with each of you, as I had hoped to do, and thus getting greater pleasure and personal acquaintance out of this meeting. I want to say to you that I thank you and am proud to be a member of the National Press Club of Washington."

The President reiterated that he would maintain an open door policy.

Senator Gilbert M. Hitchcock, of Nebraska, publisher of the Omaha World-Herald, has been made chairman of the Committee on Philippines of the Senate, one of the most important committees of the Senate. The administration is on record as being in favor of the freedom of the Philippines, and it is certain that some legislation looking to the independence of the islands in the immediate or not distant future will be considered by the Senate at an early date.

Wood pulp, pulp wood and print paper will in all probability be placed on the free list of the tariff bills that are now being framed, to be acted on at the special session of Congress which has been called for April 7. It is known that the Ways and Means Committee of the House has had these articles under consideration, and it can be stated from an authoritative source that wood for the purpose of making the paper, and the finished product, will undoubtedly be placed along with many other articles that will enter this country free of duty under the Democratic tariff regulations.

It is also known that printing presses and machinery used by publishers will come in at a greatly reduced rate, notwithstanding the many protests that have been filed with the Ways and Means Committee regarding the reduction of duty on this particular kind of machinery.

A brief rest has been given the newspapermen by the adjournment of the Senate, which was in special session until the 17th of this month. As there are no special committee meetings except the Democratic members of the Ways and Means Committee, an opportunity has been given to the correspondents here to have a short respite from their arduous duties. With the incoming Congress, which is expected to last until the first of August, it is anticipated that in all probability other subjects than the tariff will be considered, and that this will be one of the busiest special sessions that Congress has had in many years.

Mr. Nelson's Contempt Case Hearing.

Hearings in the contempt of court case against William R. Nelson, editor and owner of the Kansas City Star, were begun on Tuesday before Charles C. Crow, commissioner, appointed by the Missouri Supreme Court. Mr. Nelson was cited for contempt last month by Judge Joseph A. Guthrie and sentenced to jail, but received a stay by obtaining a writ of habeas corpus.

Perth Amboy Chronicle Fails.

The Perth Amboy Chronicle, of which Wilbur G. Miller is general manager, has gone into the hands of a receiver. Mr. Miller put up a splendid fight in behalf of the property during the last three years and succeeded in building up its circulation and its advertising patronage to a marked degree. Certain stockholders, we are informed, insisted that the new management should be responsible for the payment of debts incurred by the paper years ago. This forced the Chronicle into bankruptcy.

CHICAGO HAPPENINGS.

Publisher of Manufacturers' News Arrested on Charge of Libel Preferred by A. M. Lawrence—Farm Press Club Holds a Two Days' Convention—Rawson Bennett Lectures on Newspaper—A. H. Terry Missing
(Special Correspondence.)

CHICAGO, March 12.—On two charges of criminal libel John Mack Glenn, secretary of the Illinois Manufacturers' Association and publisher of the Manufacturers' News, was arrested last week Friday. Mr. Glenn was released as soon as the formalities were disposed of in Judge Olson's court on a \$2,000 bond.

The complaints in the warrants were sworn to by Andrew M. Lawrence, publisher of the Chicago Examiner, and the warrants were issued against the defendant as an individual. The basis of the criminal charge was an editorial which Glenn has confessed writing and publishing in the Manufacturers' News of March 6. This editorial stated that Lieutenant Governor O'Hara, chairman of the Illinois Senate White Slavery Commission, was once an employe of the Chicago Examiner, that he is still a friend of Andrew M. Lawrence, the publisher of the Examiner, and that additional advertising by the State street stores in the Hearst papers might cause a change in the Senate commission's method of investigating the white slavery problem.

MR. LAWRENCE'S STATEMENT.

Andrew M. Lawrence has issued the following statement:

"I am a journalist endeavoring to do my best, according to my lights, for the betterment of Chicago and the conditions existing here.

"I feel that I have been defamed by men who know that they are not telling the truth and who have made no attempt to verify their statements. The publication by Mr. Glenn is intended to injure me in the minds of my fellow citizens and is a conspicuous example of that intent.

"It is my firm determination to ask the law to protect me, even if I am a newspaper man. The officials of the State will be asked to try this case upon its merits. If I am engaged in such attempts of intimidation as Mr. Glenn states, the community should know it, and if I am not, Glenn should be punished."

When Glenn was called before the commission he admitted that he had no foundation for his statements.

At a hearing on Saturday the case was continued until March 21 by Judge Scully, on motion of the defense. On that date the defense will move to quash the complaint. In the event that the motion is overruled Colin C. H. Fyffe, Glenn's lawyer, said he would demand a jury trial.

TALK ON NEWSPAPER MAKING.

Rawson Bennett gave an interesting talk last week Friday on "The Making of a Newspaper" at the Southern Club of Chicago. He told of many incidents in his career, illustrating the methods by which news is obtained. The four principal sources of news, he said, were public offices, public markets, semi-public corporations and human vanity. To these might be added the news that may be obtained from personal acquaintances. Mr. Bennett asserted, in referring to criticism aimed at what is termed "yellow journalism," that it is the public that supports the newspaper and if sensationalism is objected to it can be stopped by withdrawing its support.

Responsibility for the cleanliness of a publication's advertising columns was placed with the publisher when E. W. Parsons, advertising manager of the Tribune, spoke before the Executives' Club last week at the Hotel Sherman. Mr. Parsons said that the Tribune for years has barred fake medical, financial and commercial advertisements from

its columns for the protection of its readers, and maintains a close supervision of small classified ads, prosecuting where the circumstances warrant. There was, he affirmed, a growing sentiment in this direction on the part of the best publishers in the country.

WOMAN'S PRESS CLUB.

Members of the Illinois Women's Press Association were the guests of Mrs. Ottokar Clark-Mottl and heard Mr. Mottl lecture on Zanzibar, East Africa, in her studio, in the Auditorium building, Sunday afternoon. Dr. Carlo Somigli sang and Mrs. Mottl played the accompaniment.

The executive committee of the Illinois State Press Association has decided to hold the annual meeting of the association this year in Decatur.

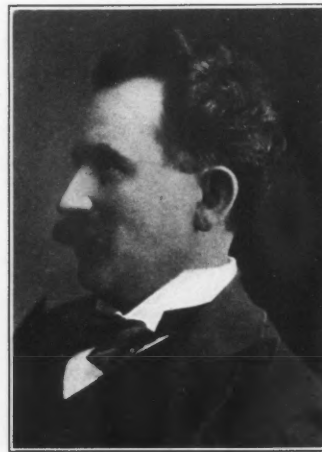
The police have been asked to search for Alma H. Terry, a former newspaper editor and special writer, who has been missing for a year from his home at 4506 Prairie avenue. His wife expresses her belief that he has met with an accident or foul play. Mrs. Terry has been ill in a hospital for several weeks because of worry over her husband's absence.

The Farm Press Club, the national organization of farm paper publishers, held a two-day convention here last week. Owners and publishers of agricultural magazines in many parts of the West and South attended. Among the speakers were C. C. Rosewater, of Omaha, Neb.; A. G. Samuel, of St. Joseph, Mo.; Hugh McVey, of Des Moines, Ia., and F. J. Merriam, of Atlanta.

BANQUET TO JEWISH EDITOR.

Professor Selikovitch Receives Ovation on His Fiftieth Birthday.

Prof. Getzel Selikovitch, one of the editors of the New York Jewish Daily News, was tendered a banquet at Tuxedo Hall Thursday evening on the occasion of his fiftieth birthday. There was a large gathering of prominent guests, almost every profession being



GETZEL SELIKOVITCH.

represented, and the honored guest was hailed as the Nestor among Jewish writers.

The professor was touched deeply by the many sincere tributes and responded to the toasts with one of his characteristic speeches. His witticisms were pointed and the well-known Selikovitch humor was evident throughout his address.

During the course of the evening a handsomely gotten-up volume of his works was presented to each of the guests as a souvenir of the occasion. Numerous telegrams of congratulation from almost every corner of the globe were read by the toastmaster. The arrangements for the banquet were handled by E. Sarasohn, one of the publishers, and E. Wolberg, advertising manager, of the Daily News.

GRAND RAPIDS NEWS MANAGER.

W. J. Etten, Formerly of the Chicago Journal, in Charge of That Paper.

William J. Etten, who has been for two years the managing editor of the Grand Rapids (Mich.) News, and who has been advanced to the position of general manager of that newspaper, as told in these columns last week, is also the vice-president of the Daily News Co., which controls the Michigan publication.

C. A. Johnson, brother of A. P. Johnson, the publisher, becomes the business manager of the News, succeeding A. K.



WILLIAM J. ETTEN.

Moore, who has left the paper to become sales manager for the Triplex Manufacturing Co., of Grand Rapids.

Mr. Etten has had a thorough training in the newspaper business. Born in Lafayette, Ind., and was graduated at Purdue University in the class of 1892. In college he belonged to the famous Delta Delta chapter of the Sigma Chi fraternity, which has among its members George Ade, John T. McCutcheon, the cartoonist; Booth Tarkington, and other celebrities.

He began his newspaper work in Lafayette, but soon drifted to Chicago, where he worked on the Record, the Mail and the Journal. He was at one time the managing editor of the Chicago Journal. Later he worked in Los Angeles, whence he went to Memphis to become the managing editor of the Scimitar until its consolidation with the Memphis News. Then he was for a year the managing editor of the Grand Rapids Herald.

The theater lured him for four years, during three of which he was business manager for Richard Carle, the remaining year being given to publicity work for Frank Daniels, Elsie Janis and Bessie McCoy. Two years ago he went to Grand Rapids to play his second newspaper engagement there.

Journal to Arbitrate Complaints.

Under the new rules passed since Matthew Hale purchased the Boston Journal from Frank A. Munsey last week, a board of arbitration will consider all complaints about news declared to be unfair or untrue. Mr. Hale says editorially: "The Journal does not intend to print news unfairly. It proposes a board of arbitration to pass upon complaints made by any reader who presents a prima facie case that any article appearing in the Journal is unfair or untrue; one member to represent this newspaper, one to represent the complainant, and one, chosen by these two, to represent the public."

The Whitesburg (Ky.) Mountain Eagle has arranged for the erection of a large office building as a new home.

WAGES ARE GOING UP.

List of Newspaper Offices in Which New Scales Have Been Adopted For the Composing And the Mailing Rooms.

The old newspaper and job scales having expired March 1, the local Typographical Union of Louisville, Ky., has asked for a new job scale of \$18, with 50 cents more every six months for three years, which will bring the scale up to \$21. The newspaper scale for afternoon papers provides for an increase from \$22.50 to \$24.60 and for morning papers from \$24.96 to \$27.

Under the new scale adopted at Harrisburg, Pa., hand men now receive \$17.25, a raise of \$2.25 per week. Only one newspaper at Fort Collins, Colo., the Courier, has accepted the new scale. The new scale of wages is as follows: Under a five-year contract foremen are to receive \$25, machine operators \$25, floormen \$20.

The local Typographical Union of Alliance, O., has secured the adoption of a new scale, raising the pay of the job and ad men from \$12 to \$15 per week, machine operators from \$15 to \$18 and foremen from \$16 to \$19. Overtime will be a price and one-third. At the end of one year ad and job compositors will receive \$16 per week.

INCREASE AT AKRON.

Akron, O., Typographical Union has secured the adoption of a new scale which provides for an increase of from \$2 to \$2.50 in the wages of its members.

Hamilton, Ont., printers have closed a contract with publishers calling for an increase in the book and job scale of \$3 a week at the end of the third year under a five-year contract. The pay for hand compositors is increased from \$16 to \$18, to be in force for two years, \$18.50 for the third year and then \$19 per week. The pay of machine operators is advanced to \$20.50 during 1913, to \$21 during 1914, to \$22 during 1915 to \$22.50 during 1916 and then to \$23 per week. The old scale was \$18.

The new scale which goes into effect in Bismark, N. D., provides for an increase of \$2.50 per week for floormen and 90 cents for machine men, making a flat scale for day work of \$22.50; night work, \$25; foremen receiving \$25 and \$27, respectively.

A new three-year agreement has been reached by the Peterboro Typographical Union and the employing printers of that city. The new scale went into effect Feb. 1. Hand compositors and floormen receive \$15 per week in 1913, \$16 in 1914, \$17 in 1915; foremen \$17 per week in 1913, \$18 in 1914, \$19 in 1915. Machine operators \$17 per week in 1913, \$18 in 1914 and 1915. All night work \$2 additional. The old scale is \$14 for hand compositors and \$17 for linotype operators.

THE HEARST PAPERS.

The Hearst newspapers of Chicago and Mailers' Union No. 2 have agreed on a contract for three years beginning Feb. 17, 1913, under which the day foreman receives \$30 a week; night, \$35; journeymen \$19.50 per week of forty-eight hours on the American, the afternoon paper, and \$18 per week for thirty-six hours on the morning paper, the Examiner. All overtime 50 cents per hour. Extra men to receive same scale as regulars, except for inserting Sunday supplements, when a scale of 40 cents per hour shall prevail day or night, except Saturday night, when they shall receive \$3.50 for eight hours and 50 cents an hour thereafter. Saturday night work is \$1 for eight hours, including thirty minutes' lunch time.

A new scale under a five-year contract has gone into effect at Yonkers, N. Y., which provides an increase for the first year of \$1 a week for machine operators, \$1.50 for job and floormen, \$3 for machinist operators, \$2 for newspaper foremen and \$3 for job foremen. For the second and succeeding three years the increase is to be \$1 per week all around.

Negotiations with the publishers of

Lynn, Mass., newspapers have resulted in reducing the hours per week from forty-seven to forty-one. The wages remain at the old figure.

An increase of \$1 per week has been secured by the printers of Winnipeg, Man., for work on newspapers, making the pay \$29 for night and \$26 for day.

An increase of 50 cents per week has been secured by the Houghton, Mich., Typographical Union, under which the men on the morning papers will receive \$22.50 per week and on evening papers

NORTH CAROLINA PUBLISHERS.

New Association Holds Its Second Meeting and Listens to Valuable Suggestions.

The North Carolina Association of Afternoon Papers held its second meeting at Raleigh the last week in February. Among those present were C. J. Weaver, of the Durham Sun; John Oglesby, of the Concord Tribune; John D. Gold, of the Wilson Times, and J. L.

MONTREAL HERALD BUILDING.

New Seven-Story Fireproof Structure Built of Reinforced Concrete.

The Montreal Herald has recently moved into its new fireproof building at Craig and St. Alexander streets. The structure covers an area of 12,000 square feet and has a frontage of eighty feet on Craig street and 150 feet on St. Alexander street. The total cost of land and building is over \$350,000.

The building consists of seven stories and a high basement and is constructed of reinforced concrete. The facades are architecturally pleasing and the window spaces much larger in proportion to the wall area than is usual. The building is as nearly fireproof as can be made and contains in addition a full supply of fire extinguishers and interior and exterior fire escapes. The lighting is effectively arranged and the elevator facilities are of the best.

The Herald occupies the ground floor, with the mechanical departments in the rear of the building. James S. Brierley, president of the publishing company, had this section especially laid out to house the giant presses and mechanical apparatus of the paper.

On March 15 the Herald, in celebration of its centennial anniversary, printed an issue containing 122 pages, constituting one of the largest newspapers ever issued in Canada. The Herald was born Oct. 12, 1811. During the hundred years of its history the paper has had its ups and downs, its periods of prosperity and of stress, but its general course has been ever onward and upward. Few papers in Canada have greater prestige and influence than the Herald under the presidency of James S. Brierley, its present editor-in-chief. The centennial issue is brimful of industry matter. Naturally, much space is given to the history of the Herald and the development of Montreal. One of the striking features is a fac-simile copy of the issue of March 28, 1812.



MONTREAL HERALD'S NEW HOME.

\$20.50, and \$18.50 for book and job work.

The Pottsville, Pa., Typographical Union has secured the adoption of a scale calling for an increase of 50 cents per week for three years.

The Typographical Union of Stockton, Cal., has increased its scale \$1.50 per week for every member. All employers have signed the agreement. The foremen on morning papers now get \$33 per week for a three machine office, or more, and \$30 for less than that number. Foremen on evening papers receive \$30.50 and \$28.50 per week for offices having a similar capacity. Ad foremen will receive \$30 and \$27 per week for morning and evening papers, respectively. Machine operators get same pay as the ad foremen. Floor and ad men will receive \$27 and \$22.50 for day and night work, respectively.

The new scale adopted at Evansville, Ind., provides for a rise in wages from \$24 to \$25.50 for night work and from \$22.50 to \$24 for day work at the end of four years.

An increase of \$1.50 per week under a three-year agreement has been secured for the members of the Woonsocket, R. I., Typographical Union.

A. P. Executive Committee Meeting.

The regular monthly meeting of the executive committee of the Associated Press was held in the New York office on March 12, with Frank B. Noyes, Washington Star, president of the A. P.; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; Charles A. Rook, Pittsburgh Dispatch; Melville E. Stone, general manager, and Frederick Roy Martin, assistant general manager, present. Routine business was transacted.

THE EDITOR AND PUBLISHER IS \$2 a year.

Horne, Jr., of the Rocky Mount Evening Telegram.

C. D. Lee, president of the United Press Associations, conferred with the members relative to the present telegraphic news service furnished by his organization. It was finally agreed that the U. P. would establish an office at Raleigh at which the papers of the association are to be furnished with State and national news. Five hundred words of general news are to be forwarded to the office by the U. P. and distributed from there by telegraph to the New Bern Sun, Salisbury Post, Concord Tribune and Fayetteville Observer, and by telephone to the Greensboro Record, Durham Sun, Wilson Times and Rocky Mount Telegram. The State news is to be sent out after the filing of the general news report. The cost of the service to each paper will be \$12 a week.

Mr. Gold proposed that the papers belonging to the association form a "select list," with foreign rates based on per thousand circulation, and place same in the hands of an agent who shall represent all the North Carolina newspapers. The subject was discussed at some length, but was finally laid over until the next meeting.

Mr. Horne pointed out a number of ways by which the members could save money on supplies and feature matter by making purchases in bulk for all.

Keep Up With the Procession.

T. A. Brown, of the advertising department of the Johnstown (Pa.) Leader, writes us as follows: "Your paper is surely a live one, and no advertising man can afford to be without it if he wants to be alive to everything that's new."

The Harleysville (Pa.) News and the Landsdale Republican are to be merged.

NEW PUBLICATIONS.

KIRKSVILLE, Mo. — The Morning News, a new paper, was launched March 13. It is published by the Adair-Macon-Shelby Co., which was formed to take over the Democrat, the La Plata Home Press and the Clarence Courier, and is edited by H. J. Simmons, who also edits the other publications of the company.

GLEASON, Tenn. — The Herald, a new weekly, will make its appearance early in April, under the editorship of M. E. Fanning.

MANNING, N. D. — J. I. Howard, editor of the McHenry Tribune, will establish a newspaper within the next two weeks.

CLEARFIELD, Pa. — Members of the Washington Party have formed a publishing company, and will soon launch a new paper. The officers are Robert H. Somerville, of Minburne, president; Harry A. Reed, secretary and general manager, and E. W. Hess, treasurer.

ROCKFIELD, Ill. — The Labor News, a weekly, will make its appearance in the near future.

MOLSON, Wash. — The Review, Frank Chitly, editor, was launched this week.

LA GRANGE, Ga. — The Reporter has been issuing a series of daily extras, which, it is believed, are the forerunners of a daily paper for this town.

OCONOMOWOC, Wis. — The Leader is a new paper, edited and published by S. V. McElroy.

HILLSBORO, Tex. — The first issue of the Dispatch, published by Smith & Connelly, made its appearance last week.

50,000,000 Parcels Sent.

Reports submitted to Postmaster General Burleson show that approximately 50,000,000 parcel post packages were handled throughout the postal service during the month of February, which is about 10,000,000 in excess of the number handled during the previous month.

AMERICA'S LEADING CARTOONISTS.

William A. Ireland,

Of the Columbus (O.) Evening Dispatch.

Anyone speaking of William A. Ireland in Columbus, O., would be certain to draw the reply: "Oh, you mean Billie Ireland!" There you are; he's Billie to all his friends, and nearly every man, woman and child in town is a friend of his whether he knows it or not.

Be it known right here that Billie didn't write this. Oh, no! The man

He has never yet kicked over his drawing table because someone interrupted him at his work. It's the glad hand that is always pointing toward the door no matter how busy he is—and when you talk about busy, well, Billie is the foundation stone of that word.

As for his cartoons, they are the bubbles in the wine of life. Their chief characteristic is their good, human



WILLIAM A. IRELAND.

doesn't live who could induce him to put himself in cold print. He doesn't write about himself and he doesn't talk about himself. He's not a talker when it comes to his profession; he's a doer. He's not one of your temperamental chaps. His rotund person is filled with red blood, and his big heart is overflowing with the milk of human kindness for his friends and the friends of friends of his.

values, their humor that is spontaneous; their homely touch that is appealing, and, when occasion demands, their straight-arm punch that usually leaves the victim hanging on the ropes. Billie is just coming into his own, for he's only 33 years old. There is a very charming Mrs. Billie, and the cutest kind of a little Billie whose name happens to be Ruth.

Billie himself was born in Chillicothe,

An Unparalleled Record for 1912 THE BOSTON HERALD

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

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

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

Circulation booklet sent upon request. Address "Desk F," New York Office. Nothing better in New England for profitable publicity.

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

There is only
ONE SURE WAY
to cover

Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

**CHESTER TIMES and the
MORNING REPUBLICAN**

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

Write for rates.
Chester, Pa.

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

one Ohio town that was completely finished years ago, but instead of shying at the name he is proud of his birthplace and his birthplace is prouder of him. He has been a big chunk of the Columbus Evening Dispatch for many, many years, for he began drawing cartoons for its columns and the edification of its many readers when he was still in his teens. He was never spoiled by any art training. He was born that way, and his friends wish him long life and no change in his system. That's Billie. You ought to know him.

SEEKING NEW MEMBERS.

The Association of American Advertisers Opens Important Campaign.

The Association of American Advertisers, which is now established in its new office in Chicago, has begun an active canvass for new members which promises to be eminently successful.

The Syracuse convention, it will be remembered, decided, in reference to the suggestion of advertising agent publishers, street car men and others, to open the door of membership to the above.

This association, dealing solely in facts, has done much to spread knowledge of and confidence in advertising mediums and advertising. Its officers serve without salaries or allowance for any expenses. Its funds are and will be entirely devoted to auditing work, and the gathering and dissemination of the facts thus disclosed. The data is published without "color" or bias—facts without comments.

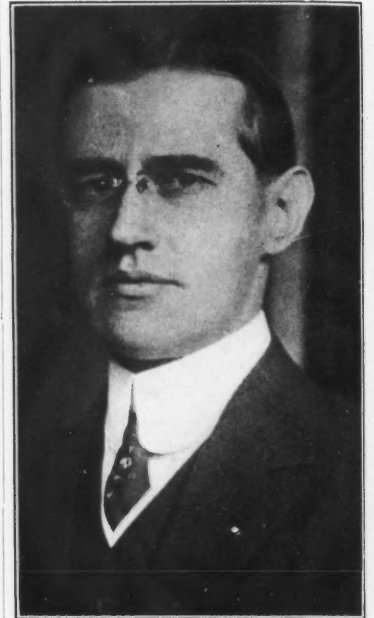
The association's sole aim is to seek for authentic data, thus establishing, standardizing and uplifting the work of honorable-dealing proprietors of advertising media. The service seeks to assist all such proprietors and their representatives to a better recognition of the values they have to offer the advertiser.

Suspension of the H. W. Hedge Co.

The Homer W. Hedge Co., one of the long-established general advertising agents in New York, has suspended. The business has been conducted for some months by the creditors' committee, which has at length concluded that the company's affairs are in such condition that a further continuation would be inexpedient. According to the committee's announcement, there are no funds or assets to satisfy the claims.

Scattergood in New Orleans.

O. O. Scattergood, who, as announced in these columns last week, has left the Louisville Herald to become circulation manager of the New Orleans Times Democrat, has been engaged in circulation work for the last nineteen years. The first seven years he was connected with the Chicago Daily News and the



O. O. SCATTERGOOD.

old Chicago Record. The following eleven years were spent in the service of the Hearst newspapers of Chicago, where he started as a traveling man, and closed his work on those newspapers as assistant circulation manager of the Examiner. For the past year he was circulation manager of the Louisville Herald, where an unusual record in progress has been made, for which he modestly claims a part of the credit. Mr. Scattergood will be associated with his old friend, John T. Toler, the newly appointed business manager of the Times Democrat.

The Stack - Parker Advertising Agency, Chicago, has changed its name to the Stack Advertising Agency.



THE "IMPOSSIBLE" MR. WILSON.

HIGH TREASON OF JOURNALISM.

That is What Chicago Tribune Editor Calls the Suppression of the News.

"Suppression of news is more of a wrong than the printing of a piece of news that might possibly better not have been written. By improper suppression, a newspaper sells its soul and betrays its readers. Suppression of the news, to my mind, is the high treason of journalism."

So said James Keeley, editor and general manager of the Chicago Tribune, in a recent address before the students in journalism at the University of Wisconsin.

"No paper that permits its advertisers or the personal, social and financial friends of its editor to control or taint its news and editorial columns ever has become a big newspaper, a successful newspaper, or a newspaper that is respected by the people. The man in the street instinctively senses this sort of treason and he punishes," continued Mr. Keeley.

"In the past there have been notorious examples of papers owned and controlled by politicians and the predatory powers. Some are dead, others have changed hands, and those that remain are leeches on the money bags that gave them birth and furnished the sustenance to keep them alive.

"The sneering belief expressed by so many that the advertisers have a mortgage on the editorial columns of all newspapers is not true. There are free men and there are slaves in our business as there are in all lines of work. The newspaper field is not inhabited solely by saints, neither has any other profession a monopoly of the pure in heart. The average of honesty in the newspaper business, however, will compare favorably with that in any other trade or profession.

"The man who thinks he can betray his readers, the man who thinks he can let dollars supersede duty, the man who thinks that he can let private interest dictate his policy—and doing these things secretly imagine that he can pose as a leader of public opinion, an exponent of right and honesty—is fooling himself, not the public. The public is canny and its eye teeth are getting sharper every minute. The day of invisible government in the newspaper world, as in the political world, is vanishing.

"Honesty of purpose, and the determination to carry that purpose into effect, is the backbone of a newspaper's reputation. An honest man makes mistakes, and a newspaper is operated and produced by finite minds. The decent newspaper wants to print the truth. A lie is a business boomerang. A newspaper's reputation for reliability is its stock in trade. Inaccuracy is the cardinal sin. Doubtless some papers are in need of abolition."

Bliss Perry is Bromley Lecturer.

It was announced at New Haven on Saturday that Bliss Perry, essayist and former editor of the Atlantic Monthly, now a professor at Harvard, had been appointed Bromley lecturer on journalism at Yale next year.

The Tennessee Press Association will hold its convention at Columbia, May 9.

Detroit Saturday Night

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

Foreign Advertising Representatives

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

NOTICE!
 On Sunday, April 6
William Randolph Hearst

will begin the publication
 in Atlanta, Ga., of



Circulation First Issue
100,000 copies

"Supremacy In The South"

FOREIGN REPRESENTATIVES

WILLIAM N. CALLENDER, Jr., Broadway and 59th Street, New York
CHARLES T. HENDERSON, 504 Hearst Building, Chicago
V. P. MALONEY, 80 Summer Street, Boston, Mass.
J. CARR GAMBLE, 1304 Third National Bank Building, St. Louis, Mo.

CHANGES IN INTEREST.

ATLANTIC, Ia.—R. C. Spencer & Co., recent purchasers of the Advocate plant, have sold the paper and printing outfit to O. O. Connelley.

HUNTSVILLE, Tex.—The Post-Item has been bought by Herbert Davis, the present editor, and A. R. Bowen, who will continue the business under the firm name of Davis & Bowen.

HECLA, S. D.—The Standard has been bought by Frank W. Walcup, who takes possession April 1.

MADISONVILLE, Ky.—W. W. Smoak, of Walterboro, Ga., has purchased a half interest in the Hustler from C. C. Givens, and will take charge of the business this week.

STURGIS, S. D.—J. E. Handlin has sold the Black Hills Press to H. E. Willis, publisher of the Ainsworth (Neb.) Star-Journal.

STROOL, S. D.—L. C. Emerson has leased his two weekly newspapers, the Leader and the Thunder Butte Echo, to E. A. Carlson, who will conduct them in the future.

WELLS, Minn.—The Farm Advocate has come into the ownership of F. H. Sickles, of Anamosa, Ia.

MEMPHIS, Tenn.—The Daily Record, a review of statistical news of the day, has been purchased from the Brooke Publishing Co. by the Commercial Reporter Co., and will in the future be operated by that corporation.

ELDRID, N. Y.—B. G. McFall, editor and proprietor of the Eagle, transferred all rights and privileges of the paper to the Rev. W. J. Wilkinson last week.

COOPERSTOWN, N. D.—P. R. Trub-

shaw, for over twenty-five years publisher of the Courier, has sold his interests in that paper to the Griggs County Sentinel, and hereafter the two papers will be merged.

COLUMBIA, Mo.—C. C. Howard, who founded the Daily Times three years ago, has sold the paper to C. A. Kimball, of Manhattan, Kan.

TARPOON SPRINGS, Fla.—The Leader has been sold by E. L. Zimmerman to A. C. Byringer, who takes possession at once.

PETALUMA, Cal.—D. W. Ravenscroft has disposed of his interests in the Courier to Homer W. Wood.

Everywhere in Trouble.

The Everywhere Publishing Co., publisher of Everywhere, a monthly founded by Will M. Carlton, the poet, in 1894, with offices at 150 Nassau street, this city, and 444 Greene avenue, Brooklyn, and printing plant at 15 Vandewater street, has made an assignment to George W. Phillips. The liabilities will not exceed \$3,000; nominal assets are about the same, mostly in copyrights.

New Asbury Park Weeklies Appear.

The Progressive Times, Asbury Park, N. J., a weekly newspaper, was launched last Saturday, with John A. Githens, Jr., as editor and proprietor. The People's Advocate, a Republican organ, launched in the last campaign, has announced its continuance as a weekly. William K. Fenn, councilman from the Second Ward, is the editor of the latter paper.

H. H. KOHLSAAT ILL HERE.

Chicago Publisher Suffered Brain Hemorrhage but Is on Way to Rapid Recovery.

H. H. Kohlsaatt, publisher of the Chicago Inter-Ocean, is ill at the Holland House, where he was stricken last Sunday afternoon with a slight hemorrhage of the brain. His condition is not serious, but will necessitate absolute confinement to his room for the next two weeks.

Mr. Kohlsaatt arrived here last week with Mrs. Kohlsaatt, who sailed for Europe on Saturday. His visit was for the purpose of bidding Mrs. Kohlsaatt farewell, and it was his intention to return to Chicago on Sunday. Saturday afternoon he felt indisposed, but thought nothing of the matter until on Sunday he found that there was an impediment in his speech. He called in Dr. Maurice Carpenter, who informed him that he had suffered a slight hemorrhage on the left side of the brain.

The doctor insisted that Mr. Kohlsaatt go to bed and deny himself to all visitors. H. W. Cornell, staff correspondent of the Chicago Inter-Ocean, was informed of Mr. Kohlsaatt's condition, but was requested by Mr. Kohlsaatt not to notify the editors of the Inter-Ocean or the family, as that might cause unnecessary concern and alarm. Although the steamship on which Mrs. Kohlsaatt left for Europe was within easy wireless range, no message was sent to her.

Dr. Carpenter, who has been in constant attendance upon Mr. Kohlsaatt, reports his patient's condition as favorable and believes there is no immediate danger. "The chief thing, of course," says Dr. Carpenter, "is that he be kept quiet, but this is difficult, as he is vigorous and impatient at restraint."

Adjourns Pulitzer Suit to April 5.

Magistrate Kernochen, who issued a summons earlier in the week for Mayor Gaynor, heard argument Thursday afternoon on the application of Ralph Pulitzer, of the World, for a warrant for the Mayor on a charge of criminal libel. Mr. Pulitzer alleges that Mr. Gaynor defamed the memory of his father, the late Joseph Pulitzer, in a recent speech in Brooklyn. The Mayor did not appear, but was represented by his counsel, Stephen C. Baldwin. I. Taylor appeared for Mr. Pulitzer, who is out of the country. A half dozen witnesses were examined and the Magistrate gave both sides until April 5 to file briefs.

Look Out for Him!

A man named Kenneth Douglas, formerly managing director of the Canadian Writers, Ltd., of Toronto, has been working off worthless checks on everybody he knows in New York and Chicago. George Matthew Adams, of the Adams Newspaper Service, is one of his victims. A friend of Mr. Adams, in Chicago, was victimized to the extent of nearly \$300. Publishers and newspaper men generally are warned to be on the lookout for him.

Fire wrecked the plant of the Elk Point (S. D.) Courier, R. P. Willis, publisher, last week.

Leads All

Daily AND Sunday The Omaha Daily News

Daily Average February, - 72,446
 Sunday Average February - 44,105

"The Southwest's Greatest Newspaper"
 9 cents per line, flat

C. D. BERTOLET,
 Mgr. For. Adv. Dept.

New York, 366 Fifth Ave.
 J. F. ANTISDEL
 S. W. DUBOIS
 A. K. HAMMOND
 Chicago, 1110 Boyce Bldg.
 E. B. SPICER
 S. R. ARKIE
 E. N. CRAWFORD
 E. R. LANDIS

IN KANSAS CITY, OSCAR DAVIES.

BOSTON NEWS BUDGET.

A Modest Judge Makes Battle Royal Upon Newspaper Photographers and Furnishes Some Fine Exposures—Edward J. Dunn Elected President of Press Club—Camera Man Saves Three Horses at Fire.

(Special Correspondence.)

BOSTON, March 21.—During the past week the Admiral Eaton death mystery has been the "lead" story in the Boston papers, and Judge George W. Kelley, counsel for the admiral's widow, furnished the leading incident one day last week for the newspaper men when he had a battle royal with a flying squadron of newspaper photographers. The judge, who boasts that his picture has never been in any newspaper, was armed with a baseball bat which he swung like a flail. It happened in this way.

It was about the middle of the afternoon, and the town of Rockland was the scene. The judge had stepped into the periodical store to buy a glass of soda; and, looking out of the window, he saw half a dozen photographers waiting for him. The judge had spent most of the day trying to avoid them, individually or collectively, but this time he realized that he was caught.

WOULD BAT THEM OUT.

Seizing a baseball bat (it was later put down on his account), he jumped out of the door and threatened direful things to any man who dared take his picture. Click went many cameras and up went the bat to come down full force on the camera of Bill Somers, of the Post. It was a complete knockout.

Then the judge made another wild swing, and one of the photographers took to his heels with the judge after him. This was just what "the boys" wanted, for while the judge went flying up the street the photographers took many exposures, nearly all of them depicting the judge with both feet off the ground.

Finally the judge became so irate that he grabbed "Rad" (G. S. Radway) by the hair, and started mixing it up so violently that Chief of Police Mike Sayward literally had to drag him off.

THE JUDGE IN ACTION.

The next morning all the Boston papers had pictures of the judge in action.

Edward J. Dunn, of the Post, was elected president of the Boston Press Club at the annual meeting last week. Leverett D. G. Bentley, of the Globe, was chosen vice-president; George A. Sargent, of the Transcript, secretary; A. Harry French, of the A. P., financial secretary, and Charles O'Hara, of the Post, treasurer. James T. Hooley, Edwin W. Lambert, Walter J. Ryan, Charles H. Finley, Andrew J. Bailey and Howard F. Brock were elected directors. Edwin Reynolds, Paul Stanwood, Thomas P. Duffin, Michael W. Ahern and Charles E. Young were elected members of the membership committee.

All the newspaper men of Boston were invited to the rooms of the Boston Press Club last Monday noon to meet Speaker Champ Clark, who was in the city. There was a large number of "scribes" present, and Champ told them that he was in the game once upon a time himself. He said that the very

first story that he wrote came near causing a duel.

Van Ness Harwood, of the World, came over from New York last week to cover the Eaton case for his paper.

Arnold Belcher, one of the Globe's photographers, dropped his camera at a four-alarm fire on Causeway street the other day, to go into a stable and bring out three horses which were being suffocated. Belcher came near being trampled to death, but he succeeded in getting the frightened animals out of the building. He then picked up his camera "and went to work."

The March dinner of the Boston Newspaper Club will be held next Thursday, March 27, at the Boston City Club.

New Managing Editor of Georgian.

Harry Schraudenbach has become the managing editor of the Atlanta Georgian, after having held the position of night editor of the Chicago Examiner for the past four years. He graduated from Northwestern Univer-



HARRY M. SCHRAUDENBACH.

sity twelve years ago and joined the staff of the Examiner as contributor on collegiate articles. He has been successively sporting editor, make-up man, Sunday editor and night editor of the Examiner, and now takes the managing editorship of the Georgian, a position extended to him by Mr. Hearst personally because of his splendid record and aggressive spirit. Mr. Schraudenbach attended a beefsteak dinner given in his honor by his associates on the Examiner last Saturday, on which occasion they bade him Godspeed in his new post.

SOUTHWESTERN AD MEN.

Associated Clubs Discuss Publicity Problems in Two-day Convention at St. Louis.

The fifth annual convention of the Southwestern Division of the A. A. C. of A. met in a two-days' session at St. Louis last week. President J. W. Booth, of the St. Louis Ad Men's League, in an address of welcome, assured the visitors that his city believes in advertising and expects to do more of it in the future than any other American city.

The banquet closing the first day's session was after the gridiron fashion. Robert E. Lee, of the Drygoodsman, acted as toastmaster. The speakers were Alfred I. Hart, of Baltimore, who told of the preparations being made for the national convention in June; C. C. Rosewater, business manager of the Omaha Bee, and of the Twentieth Century Farmer, who explained how legitimate advertisers can get in touch with the farmer; J. W. Woodley, chairman of the East St. Louis Vigilance Committee, on needed legislation against fraudulent ads; G. P. Knapp on "Culture in Advertising," and Flint Garrison on "The Advertising Profession."

The closing day was taken up with discussions and lectures on many phases of advertising. At the noon luncheon George H. Johns, of the Post-Dispatch, lectured on "Municipal Publicity," ad-

vocating the establishment of a municipal advertising department. H. S. Gardner delivered an address on advertising comparisons in the cities and small towns, and J. C. Hobleman gave an illustrated talk on "Window Dressing as a Factor in Advertising."

At the meeting in the afternoon it was voted to recommend to the national executive committee, which meets at the convention in June, that the Southwestern Division be dissolved and re-districted by States if possible. It is thought by the ad men that better results can be obtained by organizing the men in each State into a separate body to advertise their own home than by bringing delegates a thousand miles to listen to talk about the city where they are meeting.

The following officers were re-elected: President, F. E. Johnston, Dallas, Tex.; first vice-president, W. H. Bowman, Leavenworth, Kan.; secretary, Edward R. Henry, Fort Worth, Tex.; treasurer, S. M. Goldberg, Kansas City, Mo.

IN HONOR OF COL. F. P. HOLLAND

New York Advertising Men Entertain the Texas Editor at Luncheon.

When O. J. Gude, the well-known specialist in outdoor advertising, and a member of the New York delegation to the Dallas Advertising Club convention last spring, learned on Wednesday that Col. F. P. Holland, of Dallas, owner of Holland's Magazine and a bunch of farm papers, was in town, he immediately conceived the idea of giving the latter a pleasant surprise.

So he got in touch with a number of the delegates who had enjoyed Colonel Holland's generous hospitality in Texas and invited them to attend a luncheon, to be given in the latter's honor at the Aldine Club on Thursday.

In the meantime Mr. Gude asked the colonel to take a quiet lunch with him at the club at the hour agreed upon. When, on Thursday noon, Mr. Gude es-

corted his guest into a private dining room at the Aldine, the latter was astonished to be greeted by a score of old friends, who gave him a welcoming cheer. He was visibly affected by the warmth of the greeting.

At the conclusion of the luncheon, informal addresses were made by Mr. Gude, Robert Frothingham, J. M. Hopkins, H. H. Cooke, Frank Leroy Blanchard and Frank Holland, Jr. Mr. Frothingham, on behalf of the company, presented Colonel Holland with a silver loving cup. In appreciation of the gift and the kindly things said about him, Colonel Holland made a brief speech, which was heartily applauded.

The list of guests included O. J. Gude, Frank Holland, Jr., J. M. Hopkins, H. H. Cooke, G. E. Katz, Llewellyn Pratt, Roy Kimball, H. N. Kirby, Sam Leith, Frank E. Morrison, George Auer (Albany), F. L. Blanchard, Robert Frothingham and David D. Lee.

"Paterson has always been A Dark Egypt

as regards the newspaper situation."

so said one of the leading space buyers the other day, "and before we make any more contracts we are going to investigate conditions there."

That's precisely what the Paterson Press and Sunday Chronicle (the Sunday edition of the Press) have been urging advertising agencies to do for the past 12 months. Every up-to-date space buyer should follow suit.

Drop into Paterson any old day, ask the leading merchants and newsdealers, ministers, lawyers, doctors, anybody, in fact, except the publishers of the other papers—and we will be satisfied with the outcome. (During the past three weeks the Sunday Chronicle carried over 40,000 lines of Automobile advertising alone.)

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

Paterson Press—Sunday Chronicle
W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

A LITTLE SPACE WITH A LOT OF PRESTIGE

Is better than a lot of space with a little prestige.

THE NEWS LEAGUE PAPERS HAVE THE PRESTIGE

Use what space you need at any time—the rates are flat—6 cents a line for both papers.

They are read in more than 75 per cent. of Dayton and Springfield homes.

News League of Ohio, Desk N. Dayton, O.

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

BASEBALL POSTER

This poster is a humdinger! It pictures an exciting moment in the game—a Red Sox sliding under the second baseman—a close finish—is he out? Yes, it has the punch, and is in colors—fine combination, too. Do you realize that the ball days are only two weeks off? We can furnish the poster in quantities of 200 and up at three dollars a hundred—larger quantities less money. You can print the home schedule dates in one corner, the name of your paper at the top and a catch phrase at the bottom. It's the kind of a poster you can put up in hotel news-stands, barber shops, cafes and cigar stores. Wire or write for sample.

WORLD COLOR PRINTING CO., ST. LOUIS, MO.

R. S. GRABLE, Manager

AMERICAN PRESSMEN DECISION.

Arbitration Decided Against Employes On One Point and Support Them in Another.

A controversy having arisen between the New York American and the pressmen employed by that paper as to whether or not the pressmen could be required to prepare the presses before 6 a. m. for an early edition of the New York Evening Journal after the edition of the American had been run off, without the payment of overtime, and whether the New York American should be compelled to give the pressmen half an hour for lunch at the expense of the office if they were required to remain after 6 a. m., Charles Stelzle (chairman), A. B. Kreidler, representing Pressmen's Union, and Louis Wiley, representing Publishers' Association, were appointed arbitrators.

After a conference, the arbitrators announced their decision to be that the cleaning and making ready of the presses of the New York American after the newspaper has been run off is not such work as entitles the men to receive extra compensation therefor, when the work is done within the hours constituting a day's labor.

THE BEST MATRICES

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

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

WIRE  WRITE

The very best

New Daily Comic

on the market

"AH YES!

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

National News Association

200 William St., New York City

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

NEW CHICAGO SPECIAL AGENCY.

Charles P. Knill and A. E. Chamberlain Form Partnership for Western Representation.

It is announced in the East that Charles P. Knill, who represents the New York Sun in the West, with offices in the Steger building, Chicago, and A. E. Chamberlain, Western manager for O'Mara & Ormsbee, publishers' representatives, Chicago, will be associated as partners in a new special agency for the Western representation of newspapers, beginning April 1.

H. J. Grant will succeed Mr. Chamberlain at once as Western manager for O'Mara & Ormsbee. Mr. Grant was associated with N. W. Ayer & Son for nearly four years. He resigned to organize the foreign sales department of the Rubberset Co., with headquarters in London, England, and later the American sales department was also placed in his charge. He then became associated with Samuel Courtauld & Co., Ltd., an English corporation, and was placed in entire charge of the organization of its American works at Marcus Hook, Pa. Mr. Grant has successfully established the American Viscose Co., resigning on account of his wife's ill health, and has since been traveling abroad and on the Pacific Coast.

Messrs. Knill and Chamberlain are well and favorably known in the trade and have a host of friends, and a large success is predicted for the new agency, which starts under favorable auspices.

Palmer Negotiated Journal Sale.

The sale of the Boston Journal to Matthew Hale, as recorded in these columns last week, was brought about by Charles M. Palmer, the New York newspaper broker, who during his career has handled some of the largest newspaper properties that have changed hands during the past fifteen years.

Charles Chanler, who left the New York Telegraph to take a position on the Atlanta Georgian, was assistant to Victor Ryberg, the circulation manager on the former publication. His position on the Georgian is that of county circulator, D. J. Hanlon being head of the circulation department.

Cone Lorenzen & Woodman, special representatives, of New York, have been appointed representatives of the Evening Telegram outside the city of New York.

OBITUARY NOTES.

EDWARD PYM REMINGTON, fifty years old, head of the Remington Advertising Agency of Pittsburgh and New York, died in Pittsburgh on March 10. He had been in business for many years and was widely known among advertisers and publishers. He made newspaper advertising his life's work, and did much to advance publicity methods, maintaining his business upon a high plane.

CHARLES F. ERIKSON, for eight years publisher of the Chicago Tribune-News, a Swedish paper, died on Sunday at a hospital in that city, following an oper-

ation for appendicitis. He was born in 1866.

CHARLES A. D. MEYERHOF, a veteran newspaperman and linguist, died March 13 in this city. He started the Westchester County News, in the Bronx, about fifteen years ago, and later became associate editor of the North Side News. Mr. Meyerhof was a member of the New York Tribune staff for several years.

HARRY W. DESMOND, editor and founder of the Architectural Record, New York, died at his home in Cranford, N. J., on Tuesday. He was also founder of Sweet's Index.

JOSEPH H. FILES, aged sixty-seven years, since 1903 chief editorial writer of the Portland (Me.) Press, died at his home on March 13. He was formerly on the staff of the Portland Advertiser.

ALBERT PLUMMER, seventy-three years of age, for thirty-five years with the Shoe and Leather Reporter, and for many years its editor, died at his home in Auburndale, Mass., on March 13.

DR. AMBROSE TREGANOWAN, eighty-five, who established and conducted for many years the South Amboy (N. J.) Argus, accepting no remuneration for his services as editor, died in that city last week.

WILLIAM B. MANNING, founder of the Norwich (Conn.) Bulletin, died in that city March 15.

E. H. OVERMAN, editor and publisher of the Shaniko (Ore.) Star, died suddenly at the Dalles, Oregon, March 12. He was at one time connected with the Empire at Waterville, Wash.; the Wilson Creek World, and the Ephrata Journal.

HARRY HAGERMAN, sporting writer of the Chicago American, died of pneumonia on March 11. He was married less than a year ago.

W. H. W. MORAN, who in 1895 founded the Manassas (Va.) Journal, and author of several books, best known of which is "From School Room to Bar," died in that city last week.

REV. DR. WILLIAM G. FARRINGTON, who was for years editor of the Churchman, died in Orange, N. J., on Saturday. He was eighty years old.

FRANK F. HOUCK, seventy-nine years old, for many years publisher of Volks Zeitung, Lebanon, Pa., a German newspaper, died in that city last Monday.

JAMES EDMUNDS, connected with the New Orleans Times-Democrat and Picayune in years past in an editorial capacity, died last week in the City Hospital for the Insane, at New Orleans.

LOYD HOPKINS, one of the owners of the North Manchester (Ind.) Journal, died after a long illness, on March 10.

JOHN H. JOHNSON, aged sixty-three, for a long time in charge of the Chicago Inter-Ocean's city circulation, died in that city last week.

Jacksonville Courier Thirty Years Old.

The Jacksonville (Ill.) Courier celebrated its thirtieth anniversary on March 1 by printing a special twelve-page paper. The Courier is now and has been since its establishment identified with the Doying family. An interesting illustrated history of the paper, detailing its growth and development, is featured in this issue.

DAILY

**Scoop, the Cub Reporter
Wellman's Komik Kolum
Single Comics
1 and 2 col. Puzzles
Weather Reports
Embroidery Patterns
Line Fashions
Half-tone Fashions
Barbara Boyd
Portraits**

Check Service of interest and let us tell you more about it.

THE INTERNATIONAL SYNDICATE
Baltimore, Md.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

Adams Features



The Special Service Co.

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

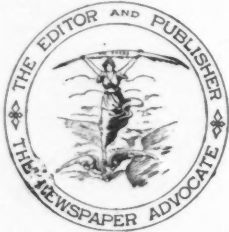
EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

THE EDITOR AND PUBLISHER AND JOURNALIST FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

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



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

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

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, March 22, 1913

HOW SCHOOLS OF JOURNALISM MAY HELP NEWSPAPER PUBLISHERS.

State colleges and universities naturally have a greater responsibility resting upon them in their relations to the people of the State than other institutions, because they are supported by the commonwealth and every man who pays taxes contributes his share of the expense. To give back to the people an adequate return for their money is one way of insuring a continuation of the annual appropriation.

It is a source of much satisfaction to note the growing desire on the part of these State educational institutions to extend their usefulness beyond the supplying of courses of study for young men and women. The agricultural colleges now conduct model farms which the farmers are invited to visit and see how the work is carried on under modern improved methods. Through the co-operation of the railroads once or twice a year special trains containing exhibits of farm machinery, fertilizers, fruit, vegetables and grains, and carrying experts who lecture on the farmers' problems, tour the several States for educational purposes.

The men who have been instrumental in establishing schools of journalism in connection with many of the State universities have not limited the scope of these institutions to the education of youth in newspaper work, but have planned for them a wider field of usefulness by giving practical help to adults.

The University of Kansas is the first to show what can be done in this direction. The department of journalism has placed its equipment and resources at the service of the newspaper publishers of the State. It maintains a clearing house where buyers and sellers of Kansas newspaper properties may get together. It assists printers in estimating technical jobs. It furnishes cost system blanks and, if the legislature permits, will send an expert to help install cost systems and promote efficiency in country offices.

It uses its monotype at odd hours to cast up job type which it exchanges for the Kansas editors' worn-out type, the only expense being a charge of twenty cents an hour for the actual time spent in weighing, sorting, packing and shipping.

Is there any doubt as to the benefits which such a service will confer upon Kansas journalism? Will it not enable the publishers to put out better and

more attractive newspapers, help them to make more money while increasing the efficiency of their plants? Will not the standard of journalism in the State be advanced to a higher level and will not all Kansans be directly benefited?

Let us hope that the other colleges and universities of the country, in which schools of journalism are maintained, will follow the example of the University of Kansas.

BAD YEAR FOR THE SWINDLERS.

According to the report of Chief Inspector Robert S. Sharp, of the Post Office Department, the amount of money obtained by get-rich-quick men and other fraud operators doing business through the mails and arrested during the year ending June 12, 1912, was approximately \$52,000,000 as compared with \$77,000,000 for the previous year.

While the activity of the department is no doubt responsible for a portion of the \$25,000,000 saved to the public, by far the larger part is due to the work of the publishers who have cleaned up their columns and to the Vigilance Committees of the Associated Advertising Clubs of America, which have carried on a most vigorous campaign against advertising frauds during the past two years.

It seems hardly possible that fakers and swindlers could be so successful in relieving people of such a vast amount of money. It proves conclusively, however, that not only are the fools not all dead but that they possess the necessary thrift to save up \$52,000,000 for the benefit of men and women who live by their wits.

It should be remembered that these gatherers-in of accumulated wealth have not used the popular mediums exclusively in setting the trap for the unwary. The advertising columns of the newspapers and magazines are not quite as accessible to swindlers as formerly. Many of the advertising managers have acquired the nasty habit of asking embarrassing questions about the character of the article for which publicity is sought, and about the responsibility of the people behind it. They won't let you run in their papers a simple little announcement to the effect that the mining stock you offer for sale at ten cents a share will pay 200 per cent. dividends semi-annually!

There are some newspapers still left, however, that are not overparticular as to what the advertising copy says as long as it is not indecent and pays a good rate, but their number is growing beautifully less each year.

We shall never be entirely rid of swindlers, for, like taxes, debts and the measles, they survive revolutions, revivals, plagues and earthquakes. The only thing we can do is to put a crimp in their incomes now and then by due process of law or through publicity. It's a hopeful sign that in one year we have cut them down a third.

The Johnstown Leader is printing on Saturday of each week a half-page church advertisement that is paid for by a man who is interested in the religious development of the city. "I am Going to Church To-morrow" was the title of the ad in the March 15 issue. It was written in the most approved style of advertising art, and had the grip and compelling force that moves men to action. Such advertising as this should fill the Johnstown churches inside of a month.

THE FIRST AD WRITERS' CLUB

PITTSBURGH, Pa., March 8, 1913.

THE EDITOR AND PUBLISHER:

I was much interested in President Coleman's reference to ad club history in the March issue of Associated Advertising, under the heading, "A Good Job for Some Rainy Day."

He is quite correct in his reference to the organization of the first ad writers' club, which was established in August, 1890, in Detroit, but is possibly not aware that the story of the first ad club was published in detail in the July 29, 1911, issue of THE EDITOR AND PUBLISHER. By consulting the files

of Printer's Ink of August or September, 1890, and the New York Clothing Gazette or the Haberdasher, published by the Jos. Gibson Co., additional details may be obtained.

Notwithstanding the claims of other clubs as to being first, I am fully convinced that President Coleman is right in his version as to the claim that the first ad writers' club was established in Detroit, in 1890. It is also true, possibly, that the writer is the only survivor of that club who has continued his activity in the advertising field since the organization of the Detroit club.

BYRON W. ORR,

Director Publicity, The Sun.

UNDER THE LIBRARY LAMP.

SELLING NEWSPAPER SPACE: HOW TO DEVELOP LOCAL ADVERTISING. By Joseph E. Chasoff, Manager of Advertising Promotion, the St. Louis Republic. The Ronald Press Co., New York.

The present book belongs to the literature of selling, and is based upon a series of lectures which the author delivered to students of advertising in the School of Journalism at the University of Missouri. The problems of certain Missouri newspapers relating especially to advertising have also served as an inspiration out of which the book has grown.

The advertising solicitor with a daily paper connection will find much that will be useful to him in this volume. For example, the author points out that real salesmanship is developmental. It never solicits; it points out opportunity; it is informative, and it is educational. If the seller of newspaper space can get this angle of his occupation the book will be worth its cost if out of it he gets nothing else.

The advertising man, it appears from the Chasoff book, must have knowledge and personality. Most advertising men will be inclined to agree with the author in this regard from their own experience. If the seller of newspaper space can present a definite plan he has half the battle gained before he begins working on his prospect.

If the advertising salesman's belief in his medium is well grounded; if he has an abiding faith in the power of honest advertising, and he appreciates the problems of the solicited advertisers, he should be able to do business.

The book contains an argument for persistency in advertising, for "keeping everlastingly at it." The statement is boldly made that an engine of one-horse-power running all the time is many times more effective than one of forty-horse-power standing still. The solicitor must educate the space buyer. He must seek for business not as charity, not as a duty, but on the ground that advertising is a service with a cash value.

Co-operation between publisher and advertiser is advocated in the book and instances are cited where this co-operation was profitable to all concerned.

The author holds that advertising statements should be specific and positive in tone. Cleverness counts for nothing. It is, in fact, only too often an actual detriment. It is the perfectly straightforward statement that carries conviction and makes sales.

The final chapter on advertising for advertising is meaty. It points out to the publisher the value of advertising his stock in trade along new and interesting lines. All in all, the book is not only readable, but the author is applying the principles laid down in his own book to the advertising problems that arise in the office of the paper with which he is now connected with the most gratifying results. Such things are, after all, the acid tests whereby the value of such a book, as the one just considered, must be judged.

THE EDITOR AND PUBLISHER will furnish its subscribers and regular readers free tickets to the National Printing and Advertising Exposition, to be held at the Grand Central Palace April 19-26, upon application, provided that the requests reach this office not later than March 29. We will have a booth at the exposition, at which we hope to have the pleasure of greeting our friends while the show is on.

PERSONALS.

W. R. Nelson, editor of the Kansas City Star, was elected to honorary membership in the Kansas City Historical Society at its meeting last week.

Elbert H. Baker, publisher of the Cleveland Plain Dealer, and John Stewart Bryan, publisher and editor of the Richmond News Leader, were visitors to New York this week.

William Allen White, editor of the Emporia (Kan.) Gazette, and author of "A Certain Rich Man," is spending several months in California, where he is at work on a new novel.

Herbert L. Bridgman, business manager of the Brooklyn Standard Union, sailed for Naples last Saturday, en route to the International Geographic Congress at home. He expects to visit the scene of the present war in the Balkans.

August S. Crane, proprietor of the Elizabeth (N. J.) Daily Journal, is enjoying a pleasant stay in Jamaica.

Charles B. Spatz, editor of the Boyertown (Pa.) Democrat, is a candidate for appointment by President Wilson, as United States Printer.

John A. Jones, editor of the Glens Falls (N. Y.) Messenger, has been nominated for the office of village clerk on the Republican ticket.

GENERAL STAFF NEWS.

Frederick Palmer, war correspondent of the New York Times, who recently returned from the Balkan States, was one of the speakers who discussed the Balkan War at the Republican Club last Saturday.

Warren O. Hodgden, for five years industrial secretary of the Joliet (Ill.) Commercial Club, has become managing editor of the News, with which paper he was previously connected as city editor.

J. B. Myrick, formerly of the Seattle Post-Intelligencer, is now writing editorials for the Sun, the new evening daily of that city.

D. A. Dennison, for a long time a member of the Bradford (Pa.) Era, has become chief of staff on the Oil and Gas Journal, a weekly published at Tulsa, Okla.

Meredith Davis, recently city editor of the Richmond (Va.) News Leader and a former Philadelphia newspaper man, is now assistant city editor of the San Antonio (Tex.) Light.

Mrs. Harriet E. Fayes, the well-known newspaper woman, was the principal speaker at the fifth semi-annual convention of the United Cloak and Suit Designers' Association, held in New York last Saturday. Her theme was the development of the garment-making industry in this country.

Thomas E. Butler, for years associated with different papers as circulation manager, business manager and publisher, has become manager of circulation for the Butte (Mont.) Daily Post.

Bert E. Barnes, formerly of the Bridgeport (Conn.) Post and Farmer, and E. G. Barnes, formerly of the Farmer, are now with the Boston American.

Jack Davis, war correspondent of the London Post, who represented his paper at the recent war in Tripoli, delivered an illustrated lecture on the "Massacres of the Turco-Italian War" before a large audience at the Berkeley Theater last Tuesday.

W. A. Griffin, formerly with the Waterloo (Ia.) Courier, is now tele-

graph editor of the Colorado Springs Gazette.

Bradley B. Hogue, of the Dallas (Tex.) Times-Herald editorial staff, has been appointed private secretary to Congressman H. W. Summers.

R. I. Benefill, formerly sporting editor of the Fort Dodge (Ia.) Chronicle, has taken a similar position with the Quincy (Ill.) Daily Journal.

J. W. Hayes, of Portland, Ore., a blind newspaper writer, author of "Tales of the Sierras" and once Associated Press operator at Cleveland, O., is in the Northwest completing a journey of 22,000 miles, embracing travels in thirty-eight States.

I. E. Seymour, formerly of the circulation department of the Capper publications, has taken charge of the circulation department of the Sedalia (Mo.) Garden and Farm News.

WASHINGTON PERSONALS.

Harold E. West, of the Baltimore office of the Sun, has joined the staff of the Washington bureau.

Arthur J. Sinnott, of the Newark News, will return home for the annual dinner of the editorial and reportorial staffs of his paper on March 29.

John E. Nevin, of the New York office of the United Press, has been transferred here to cover the White House news.

Percy Arnold, chief of the United Press staff, is sojourning at Old Point Comfort for a few days and Bond P. Geddes is holding down the desk in his absence.

Earl Godwin, of the Washington Star, who went to Bermuda to recuperate from the effects of the grip, has returned in excellent health.

Brice Clagett, formerly of the Washington Post, has joined the reportorial staff of the Star.

G. Gould Lincoln, who has succeeded John B. Smallwood as the Senate representative of the Star, is one of the crack tennis players of the National Capital.

George H. Manning has been placed in charge of the Washington correspondence of the Charlotte (N. C.) Observer. Mr. Manning is well known in the press gallery, having been with the Associated Press and the Hearst service for twelve years. Mr. Manning succeeds H. C. Bryant, who is now the special representative of the New York World.

IN NEW YORK TOWN.

Henry E. Rood, editor of the Evening Post Saturday Illustrated Supplement since its inauguration about a month ago, has resigned and will be succeeded by H. I. Brock, who is now at the city desk and was formerly with the Times.

Lynne Metcalfe has resigned as Sunday editor of the Press to take charge of the feature pages of the Evening Journal. His former post is taken by George W. Stearns, who was assistant Sunday editor.

Martin Green, of the World, "prince of reporters," will be tendered a dinner at Delmonico's, April 26, to which are being invited the most distinguished men in the country, who will be given an opportunity to join in the first real testimonial to a real reporter. John T. Kelly is chairman of the Dinner Committee and about 100 newspaper men are active members of various committees.

J. F. Hamer has been appointed dramatic editor of the American, a position which he held until a year ago when he became a member of the Washington staff of the Hearst newspapers.

Lewis Wood, of the Tribune, sailed for London this morning to become assistant to Fred B. Pitney, the London correspondent of that paper. He was tendered a farewell banquet by his associates Thursday night.

Jerome Beatty, formerly of the Sunday World staff, is on a pleasure trip to New Orleans.

P. J. Roosevelt, son of Emlen Roosevelt and nephew of one Theodore Roosevelt (consult social or political register), is an alert, unsophisticated, hard-working member of city editor Hughes' reportorial staff on the Globe.

HELP WANTED

MANAGING EDITOR WANTED for leading daily of its State in the southwest—one who is willing to invest from \$5,000 to \$15,000 in stock of company. Address "SOUTHWEST," care THE EDITOR AND PUBLISHER.

WANTED.

first class News Editor for work in New York, familiar with handling telegraph, acquainted with needs of out of New York newspapers. Must have some executive ability as well as news judgment. Good future for right man. Answer "E. G. S.," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

MR. EDITOR: WILL YOU SELL interest or all daily evening, city 15,000 to 50,000 population to good business or editorial manager. Write J. LEINERTZ, Manager Weekly World, Toledo, O.

\$20,000 WILL BUY

weekly devoted to one of the artistic professions. Established thirty years, leader in its field. Yearly income about \$10,000. Harris-Dibble Co., 71 West 23d street, New York.

FOR SALE

FOR SALE.

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

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

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

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

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.

EDITORIALS,

Sane, vigorous and timely, furnished. Also articles on special topics. Address RELIABLE, care THE EDITOR AND PUBLISHER.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUSINESS, 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, 51 Cliff St., New York.

\$50,000 CASH

available as first payment on daily newspaper property in Illinois, Iowa, southern or eastern Michigan or Indiana. Proposition F. Z.

C. M. PALMER

Newspaper Broker

277 Broadway New York

SITUATIONS WANTED

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

DO YOU WANT THIS SUCCESSFUL NEWSPAPER ADVERTISING MANAGER?

This is a high-class, straightforward, clean-cut, clean-living advertising manager—who is accustomed to fair dealing and to meeting and mixing with business men. He is able to gain and keep the business as well as the respect and confidence of all advertisers. Young, married, reliable, energetic and an enthusiastic worker. This is not the typical dyed-in-the-wool advertising man whose motto is: "Do and say any old thing to get the business." This man can profit the newspaper and the advertisers. Has good position and has been exceptionally successful in increasing the advertising for metropolitan daily, but as field is limited would change where future is bright. Possesses sound business judgment and a forceful, agreeable personality. No bad habits. All answers confidential. Address "CLEAN-CUT," care THE EDITOR AND PUBLISHER.

CIRCULATION BUILDING BY NEW IDEAS.

Editor, in city of 125,000 near New York, who has been one of the chief factors in increasing circulation of the paper 10,000 in 11 months, offers his services for a permanent or temporary position. I can repeat this success on any paper.

Local stories, 250 of them unique, were played up sensibly but with so much dramatic interest as to attract the attention of the entire city.

New subscribers were secured in scores. Fifteen years' experience as editor, manager, editorial writer and idea man.

Highest possible references; samples of work. Reasonable salary only when employer is satisfied ability has not been misrepresented. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

EDITORIAL WRITER.

First-class man offers his services; young, well grounded in economic, socio-political, domestic and foreign affairs; in touch with general material, ethical and scientific progress; could fill in as art, literary or dramatic critic; academic education and 10 years' general experience; will submit specimens. Address "R. S. T.," care THE EDITOR AND PUBLISHER.

CIRCULATION MAN.

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

DO YOU KNOW A PUBLISHER

who needs a wideawake business or advertising manager? We know of such a man, whose services are available. He is young and ambitious, of best habits, and absolutely dependable. His work covers nearly 12 years with good daily papers of 5,000 to 40,000 circulation. He has made changes that broaden his experience, but stayed with each employer long enough to establish a record of success. He understands modern circulation and advertising business building methods. He is a worker. If you know of an opening for such a man at \$50 a week, write "M. C. WILLIAMS," care THE EDITOR AND PUBLISHER.

CARTOONING.

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

BUSINESS MANAGER.

Man with large general experience, who knows every department of newspaper work, and has produced splendid results, capable of handling a large property, seeks new connection; now employed. Address BOX 29, care THE EDITOR AND PUBLISHER.

AGENCY OFFICE MAN.

experienced in figuring estimates, rates, billing, bookkeeping, etc.; married, age 26, wishes to connect with first-class advertising or special agency. BOX 9, care THE EDITOR AND PUBLISHER.

With its purchasing power having long since eliminated the element of chance or experiment, the South is considered one of the most attractive advertising fields of America, and in recognition of this fact the advertisers of every section of the country are turning to that great territory covered so thoroughly, convincingly and profitably by

The Louisville Courier-Journal and The Louisville Times

In this community no other newspaper is necessary, for the combined use of these two journals, different in character yet each supreme in its field, will place the advertiser's appeal before practically the entire buying element of Southern Indiana, Kentucky, Tennessee and other States in the South.

The morning Courier-Journal, Sunday and daily, meets the needs of advertisers who seek the most profitable field. For half a century it has been entering the homes of the people of consequence and enjoys the confidence of its readers.

It is clean, reliable and influential; its circulation the most desirable in quantity and quality; its management honest and straightforward; its rates reasonable and one price to all.

Appealing to all classes, the Louisville Times, published in the afternoon, stands without a peer in this community, and is the highest type of the popular newspaper. It is the hand-shaking, good fellowship brand that finds favor with the people, for it tells in terse, attractive form the story of the world's affairs, without bias or prejudice, and tells it first.

The two newspapers are now published in a new four-story plant, one of the most modern and complete in the country, made necessary by the steady growth of the two great journals.

The S. C. Beckwith Special Agency
Sole Foreign Representatives,
New York St. Louis Chicago

The Seattle Times
STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

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

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

THE NEWS
BUFFALO, N. Y.
Circulation for Year, 1912
99,565

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try The New Age Magazine,—The National Masonic Monthly.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.
Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

**HERE'S A GOOD BUY—
THE READING NEWS**

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

HOW BUSINESS END WORKS.

Chicago Tribune Manager Describes His Department to Notre Dame Journalism Students.

J. W. Field, head of the business department of the Chicago Tribune, in a lecture delivered March 13 to the journalist students of Notre Dame University, Notre Dame, Ind., explained the workings of the business end of a newspaper. Mr. Field said that, contrary to the idea of most newspaper readers, the romance and human interest of the newspaper are not confined to news writers. He explained that the management of any business has to deal with the same human qualities, the same enthusiasm, loyalty, energy and efficiency with which the captain of the football team is confronted.

The speaker described the business department of a newspaper as consisting of four divisions: Accounting, advertising, circulation and manufacturing. Touching on the advertising department, the lecturer laid special stress on the point that advertisements are news, and a paper carrying a large amount of advertising is more valuable to the subscriber than a paper without this commercial news.

"In the want ad columns of a newspaper are dozens of tabloid human interest stories," Mr. Field said. "There is the appeal from a convict whose term in prison is about to expire and who must find work before he can be set free. A distracted mother pleads for information concerning her wayward son. These and dozens of other little heart stories appear in the columns of a metropolitan newspaper."

Describing the various ways of obtaining circulation, Mr. Field said that premiums, contests, prizes and gifts are employed by some newspapers for this end; indeed, it not infrequently happens that a newspaper will pay out nearly as much to obtain circulation as its gross circulation revenue. But this practice, if persisted in, spells ruin for any newspaper.

In conclusion, the lecturer expressed his idea of the duty and rights of a business manager in this fashion:

"In giving the foregoing outline of the business side of a newspaper, you will observe that I have not invaded the fields of the news and editorial departments. I believe this is the correct policy for a business manager to adopt. I believe that he should neither seek nor be given any voice whatsoever in the news, editorial or feature columns of the newspaper."

CHICAGO HEMLANDET SOLD.

C. S. Peterson, Its New Owner, Makes Many Improvements.

The first Swedish newspaper in America, Hemlandet, has been purchased by C. S. Peterson, of Chicago, from A. E. Johnson, of New York.

Mr. Peterson, who has long been identified with the publishing and printing business, plans to establish several departures in the publication of the foreign language newspaper.

In the first issue under the new management the size of the paper was changed from twelve to sixteen pages. Two weeks later it was further increased to twenty pages, which will be its permanent size unless the advertising compels still more pages.

Mr. Peterson plans to give his readers at least 100 columns of reading matter, mostly original, in each issue. Special correspondents have been appointed in all parts of Sweden, and a well-known Swedish writer has left his native land to become associated with Mr. Peterson in his new enterprise.

The contributors to the Hemlandet whose nationality renders it impossible for them to express their views in any but their native tongue are John Ericson, city engineer; Drs. Anders Friek, Hugo Oldenborg Carl G. Swenson, all of Chicago. Governor Adolph O. Eberhart, of Minnesota, will also be a regular writer for the paper.

ASSOCIATIONS UNITE.

(Continued from page 1.)

maintained in the field. It will work for the promotion and direct solicitation of newspaper advertising.

The fifth annual dinner of the Daily Newspaper Association, which had been scheduled for Tuesday, April 23, will be omitted, and in its place will be held the first annual dinner of the new Daily Newspaper Association.

Louis Wiley, president of the Daily Newspaper Association, said:

"The possibilities of the united action of the daily newspapers of the country under the auspices of this new association, in the promotion of daily newspaper advertising, are great.

"General advertisers are more than ever awakening to the advantages of newspaper advertising, and it remains with the newspapers to act together in an intelligent way to make the best of their opportunity.

"The proposed amalgamation of the three associations actively in the field will have a helpful effect generally.

"The officers of the other associations have shown a commendable spirit in sacrificing their own plans for the general good, and the result will be highly beneficial."

Jason Rogers, publisher of the New York Globe, and president of the United Newspapers, said to a representative of THE EDITOR AND PUBLISHER, at Pinchurst, N. C.:

"In reference to the conference held last Monday between Hopewell L. Rogers, of the Chicago Daily News, and president of the National Newspapers: Louis Wiley, of the New York Times, and president of the Daily Newspaper Club, and myself, I am firmly convinced that we have at last produced a single organization that will be able to conduct a nation-wide movement that will produce a greater volume of advertising for the newspapers.

"There are still some details of the plan to be worked out before the combined enterprise can be said to be a fact, but I think there will be little difficulty in adjusting the slight differences between the three organizations.

"The remarkable growth of the United Newspapers, until it is now well over 150 strong, with over 300 other newspapers which have expressed their willingness to co-operate, has convincingly shown how the newspapers can be brought together to fight for business that rightfully belongs to them.

"My idea throughout has been to produce a plan that would merit the support of practically every worth-while newspaper in the country. The conference last Monday, held at the instance of those identified with the other two organizations, was exactly in line with my first conception of the big plan, and I am sure that every member of the three organizations will be delighted to know of this remarkable step forward.

"Newspaper publishers in the past have been always too prone to 'knock' the other fellow when they could not get an account. Those of us who have traveled much about the country and are conversant with big conditions realize that the newspapers can get best results by supporting a movement that means 'more business for all newspapers.' Each paper will get its share when the advertiser reaches their territory.

"There is no possible question but what 'the newspaper' is the greatest and most profitable advertising medium. Without concrete and definite organization such as we are creating, they never can produce the facts and figures that prove their point to all advertisers. It is impossible for a business man to talk to all the newspapermen who try to see him. When we can have one man representing practically all the newspapers see him, the case will be different."

The Roanoke (Va.) Times is erecting a three-story, fireproof structure on the corner of Commerce street and Campbell avenue, as a new home to be ready early in the fall.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY
Publishers' Representative

New York:
806 Nassau-Beekman Bldg.
Chicago: 1100 Boyce Bldg. Philadelphia: 924 Arch St.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday
CIRCULATION IN PITTSBURG

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

THE DETROIT NEWS
(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning) (Sunday)
Over 23,000 Over 100,000

All Net Paid Circulation
NEW YORK OFFICE: Metropolitan Tower I. A. KLEIM, Manager
CHICAGO OFFICE: Peoples Gas Bldg. JOHN GLASS, Manager

BUY NO PIG IN A POKE!

Buy space that will bring results. YOU NEED IT if you want your advertising to pay.

The Pittsburgh Sun
(Every Afternoon except Sunday).

IT'S CLEAN pays liberal dividends on space used. Best and cleanest afternoon newspaper in Pittsburgh.

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

The New Orleans Item

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

Picayune 19,882
Times-Democrat 22,400
States 29,257
Item **44,752**

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

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

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Get the best results.

THE NEW YORK EVENING JOURNAL

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

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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.

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

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

Fire at Healdsburg, Cal., destroyed the plants of the Enterprise and the Tribune.

PRESS ASSOCIATIONS.

The Ohio Buckeye Press Association, at its annual meeting at Chillicothe last week, elected the following officers: President, E. B. Yale; vice-president, W. J. Mortal; corresponding secretary, C. B. Unger; recording secretary, C. C. Myers; treasurer, A. D. Robinson. The association adopted a resolution protesting against the passing of any legislation which would give the insurance commissioner power to designate a list of publications which carry annual statements. The claim is that he would be partial. It also indorsed the substitute for House bill No. 1, referring to "publishing the truth."

Plans for reducing the cost of plate matter and patent insides were discussed by a North Dakota Press Association cabinet meeting at Minot, March 3. President Percy R. Trubshaw was in the chair. The consensus of opinion was that the price charged for the "adless" plate was unreasonable and that measures should be taken to obtain this service at a lower rate. It was suggested it might be possible to form an association among publishers in the State which could furnish this material to the members at a more reasonable rate.

"The Relation Between Editorial Management and Advertising Patronage" was the subject of the address given at the weekly luncheon of the Springfield (Mass.) Publicity Club by Waldo L. Cook, of the Republican editorial staff. The speaker discussed in particular the charge that newspapers are controlled by advertising interests, and he developed the theory of the newspaper as a public utility in the light of its primary function of printing the news. In his final analysis the speaker interpreted advertising as current history and declared that it should be subjected to the test of truth like current history in other forms.

About 100 newspaper men attended the annual meeting of the New Hampshire Press Association at Manchester last week. It was voted to change the name of the organization to the New Hampshire Newspaper Men's Association and to admit employes in mechanical departments of newspapers to membership. Mayor Charles C. Hayes was a speaker at the banquet. Officers elected were: Judge Omer A. Towne, Franklin, president; C. L. Barney, Canaan, and Edward J. Gallagher, Concord, vice-presidents; Harold S. Taylor, Manchester, secretary and treasurer; Willis C. Patten, Manchester, auditor.

The Western Iowa Editorial Association held its midwinter meeting at Council Bluffs recently. There was a goodly number of editors present and the program one that held the undivided interest of all. Dr. H. B. Jennings spoke on "Why Doctors Do Not Advertise." His address was followed by a lively discussion. "A Cost Talk," by C. E. Corey, of the Ben Franklin Club, Omaha, and a humorous talk on "Odds and Ends" proved highly interesting and entertaining. Election of officers resulted as follows: President, W. C. McClintock, Beacon, Tabor; vice-president, F. H. McCabe, Observer, Logan; secretary-treasurer, C. C. Sheaffer, Enterprise, Randolph. It was decided to hold the mid-year meeting at Atlantic.

The first annual banquet of the newspaper men of Jamestown (N. Y.) was held last week. There were about fifty men present representing all the publications in the city. An interesting program of a novel nature was carried out. A press club was organized with those present as charter members. Vernelle A. Hatch, of the Evening Journal, was elected president and I. Harold Swanson, of the Morning Post, was chosen secretary.

At the recent forty-third annual meeting of the Michigan Press Association

at Detroit the following officers were elected for the ensuing year: President, Louis A. Weil, Port Huron Times-Herald; vice-president, A. D. Gallery, Tuscola County Advertiser; secretary, James B. Haskins, Howard City Record; treasurer, E. J. McCall, Gratiot County Herald.

The forty-seventh annual convention of the Minnesota Editorial Association was held recently at St. Paul. Mayor H. P. Keller welcomed the delegates to the city, and President H. C. Miller of the association delivered his annual address. Among the speakers at the last day's session were Firman A. Wilson, Bernridge, on "The Country Press and What It Stands For," and J. R. Landy, Olivia, on "How to Make the Country Newspaper a Better Paying Proposition." Governor A. O. Eberhart was the guest at the banquet.

Whitelaw Reid's Prophetic Lecture.

James M. Lee, director of the Department of Journalism, addressed the members of the Scoop Club, organized by journalism students at New York University, on "Whitelaw Reid: the First Great Editor to Advocate a School of Journalism," last Saturday. He read extracts from a lecture on "Schools of Journalism," delivered by Mr. Reid at the university in the early seventies, in which American newspapers were described as being "crude, shallow, coarse, unjust, impertinent; meddling in private affairs, distorting news to suit their own view and wielding their tremendous power to feed fat private grudges." By way of contrast, Mr. Lee pointed out how conditions have changed in accordance with the prophecy made by Mr. Reid forty years ago.

Manchester Mirror's Souvenir Number

The Manchester (N. H.) Mirror recently issued a souvenir number of seventy-six pages in commemoration of its sixty-second birthday. It was generously illustrated and contained a concise and up-to-date history of Manchester and her manufactories. Pictures of all the churches and school houses, other public buildings, principal streets, parks and scores of portraits were run. The publication, which was printed on special heavy paper, was the most elaborate ever issued by a New Hampshire newspaper.

North American Religious Ads Pay.

The page of religious advertising now printed on Saturday, each week, in the Philadelphia North American is finding great favor among the clergy and people of that city. The upper part of the page contains a display advertisement, printed in large type, urging men and women to attend divine services on Sunday, or making an undenominational religious appeal of some sort. Below is given a list of the churches, their location and pastors. These advertisements are eagerly read and are doing a lot of good. The clergymen are much pleased with the results already obtained.

Interchange Staffs for One Day.

The staff of the Daily Maroon, the University of Chicago student paper, changed places with the staff of the Gary Tribune for one day last week. Managing Editor Frederick Carr, of the Gary daily, took his reporters to Chicago and assigned them to write campus happenings, report lectures and "cover" all the stories that came within the reportorial province of the student paper. And for one day the student reporters were assigned to police and routine work in Gary by Managing Editor Hiram Kennicott, of the Maroon. Miss Nina O'Neil, one of the co-eds, conducted the lovelorn column of the Gary newspaper.

The Jackson (Miss.) Clarion-Ledger, a morning daily, is erecting a three-story brick structure as a new home.

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.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

Fraudulent Advertising

The Oklahoma Legislature proposes to exclude proprietary medical preparations from the stores of druggists in that State, and in eleven other States efforts are being made to pass laws against fraudulent advertising.

THE NEW YORK TIMES has for many years rejected the advertisements of worthless patent medicines and other advertising matter calculated to injure the public.

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

38—

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

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

Albany, N. Y.

The Elizabeth (N.J.) Times

Only Democratic daily in Fifth Congressional District

NEW SPECIAL AGENCY FORMED.

Hasbrook & Story Open Air Office in Fifth Avenue Building.

Hasbrook & Story is the name of a new firm of special representatives that has opened offices in the Fifth Avenue building, New York City.

Walter H. Story has had long experience in advertising work—first on the local staff of several Philadelphia news-



PHILLIPS HASBROOK.

papers and later in the foreign field with Hand, Knox & Co., J. C. Wilberding and I. A. Klein.

After several years with I. A. Klein, Phillips Hasbrook resigned to associate himself with Mr. Story in the new agency. Besides his experience with Mr. Klein, Mr. Hasbrook has been connected with the New York Globe, Brooklyn Eagle, Binghamton Press and Minneapolis Times. He is a son of Col. C. E. Hasbrook, the former pub-



WALTER H. STORY.

lisher of the Kansas City Times, and other large dailies.

The agency has been appointed foreign advertising representatives in the Eastern field of the Atlanta Constitution and Philadelphia Evening Telegraph. This is the first time in the case of the Atlanta Constitution that that newspaper has placed its Eastern business in the hands of a special agency.

New General Agency.

Peter Vredenburg and T. F. Kennedy, of New York, who have had an extended experience in the advertising agency field, have formed a partnership, and will hereafter conduct a general advertising business under the firm name of the Vredenburg-Kennedy Agency, with offices at 450 Fourth avenue.

WOMAN IN JOURNALISM

She Has Established for Herself a Unique and Indispensable Position in the Field, Says Marion B. Haymaker.

Students in journalism at the University of Pittsburgh listened with deep interest on Monday to an address by Marion Brunot Haymaker on "Woman's Opportunity in Journalism." The lecture, in part, was as follows:

"The newspaper, ever alert, has been quick to grasp the trend of the world's gaze. It has been quick to see the niche in news that woman can fill. And so has evolved the fullfledged newspaper woman. She has established her place on the staff of the daily papers, never to leave. She has claimed her right to fling her splotches of black right in the face of the public, to see both men and women squirm, then sit up and take notice, then ask for more.

"The public cries for the woman newspaper writer because she is unique. She can give them matter that is fresh. Her name at the head of an article has a peculiar significance that man's never assumed. She is romantic, sentimental, prophetic, militant, enthusiastic, quick-witted, unwilling to give up and, last and best, sympathetic as only the mother-heart can be.

"By this I do not mean that woman has been discovered to be better than man in the arena of the news sheet. As managing editor, as city editor, as 'make-up' editor, as business manager, as political or financial editor, we have not, as yet, been able to cope with him. But as the touch of red and yellow is to the brown of the autumn, so is the touch of woman's pen to the average daily paper.

WHERE SHE COPES WITH MAN.

"There is the general reporter. We see her come to the office with the menfolk, have her desk in the city room, and being given her assignments by the city editor. It may be the police courts one day; the divorce grind the next; triplets on the South Side the next. And so on through the lesser phases of everyday news. She may prove herself especially talented, and pass on to be a 'sob artist' on big murder trials, or covering the feminine side of such events as we had recently in Washington.

"The newspaper woman may take up interview work. Someone new always is hobbing into sudden popularity. She may interview a rising playwright; the head of the housekeepers' co-operative association; the great singer; the well-known writer of books; the wives of illustrious statesmen, or the statesmen themselves. She may turn to the other side of affairs, and take in the shadows of men and women that haunt the lower strata of life.

"A gigantic opportunity for originality has this woman. She must be capable of drawing upon the romances, the sentiments, the talents of others without in any way committing herself. She must please both the readers and the one read about. In this line no more successful woman can be mentioned than Nixola Greeley Smith, of the New York World, and Margaret Hubbard Ayres, of the Hearst syndicate.

SOME WHO HAVE MADE GOOD.

"Along comes the woman who writes special feature articles for the woman's page, or the editorial department. This woman has gained her place through the dialogue, the monologue, the essay. And so long as the fresh idea is presented by this petticoat on pen pertinence predisposed her place will be undisputed, her rights will be undisturbed. But, aye, there's the rub.

"This woman tells you what she has done through Ella Wheeler Wilcox, with her poems, her prose; through Dorothy Dix, with her clever negro dialect, her lifting of the curtain upon domestic foibles; through Helen Rowland, with her epigrams and Solomon's wife's confessions; through Katherine

Ward, with her heart poems; through Winifred Black—the pioneer woman's page essayist; through Beatrice Fairfax, and her advice to the lovelorn.

"The household departments, the beauty departments, the fashion departments should be discussed. The first connects itself irrevocably with Marion Harland, a name known in every household in the United States. The second with Lillian Russell, and Mae Martin. The third with Cora Moore, whose work appears at the present time on the Chronicle-Telegraph home page. Also with Mrs. Merriot, the editor of the fashion supplement of the New York Sunday Herald, a sheet hard to excel in chic toggery.

"It is the same with New York, San Francisco, or Pittsburgh. All are waiting to be amused by the original thinker. And as we entertain, so can we preach betterment; co-operation; better pay for women workers; higher ideals for children than sweatshops, and mines, and factories. So can we help to leave behind us the prejudices that have cabined and confined, without uplifting."

Newswriters' Club Banquet.

Plans are nearly completed for the tenth annual roast of the Rochester Newswriters' Club, which will take place March 29 at the Powers Hotel. The dinner is a big event in this section of the State, and the guest list is always filled weeks in advance. James H. Thompson, telegraph editor of the Post Express, will be roastmaster. Some novel stunts will be pulled off. The banquet committee is composed as follows: William F. Butler, Arthur P. Kelly, Clarence A. Little, Union and Advertiser; James A. Thompson, S. B. Sabin, F. Alan Craigie, Post Express; John E. Mabie, Samuel P. Burrill, Charles Stillson, Herald; Donald T. Fraser, Frank H. Chase, Harold H. Sanford, Democrat and Chronicle; Norman Nairn, Charles E. Welch, Walter S. Green, the Evening Times; Willard A. Marakle, Albany correspondent; Herman Ferno, Abenpost. President Harry J. Dodgson, Treasurer Albert M. Flannery and Secretary Allan M. Franklin are members ex-officio.

League of Advertising Women.

The League of Advertising Women on Tuesday, March 11, discussed "Woman in the Advertising Agency." The speakers were Mrs. Caroline L. Overman, of J. Richards & Staff, and Miss Mary E. Walker, of the George L. Dyer Agency. It has also been decided that, in addition to the evening dinners once a month, an informal business luncheon will be held on the third Saturday of each month. This meeting is for members only, and at which will be discussed subjects of vital interest to the members. The League of Advertising Women has received an invitation from the Advertising Men's League of New York to be their guests at the dinner given March 26 at the Aldine Club, when the interesting topic "American Fashions" will be discussed.

Ad Students Inspect Eagle Plant.

Young men of the Twenty-third street Y. M. C. A. advertising class made a tour of the Brooklyn Eagle building Saturday evening under the direction of H. W. Doremus, the assistant instructor. They inspected the Eagle plant from cellar to dome and saw the Sunday issue being written, prepared and run off on the presses. Those in the party included H. S. Beeks, L. E. Firth, H. Lebovich, W. C. Michel, W. H. Longe, N. Palmer, J. Thornton, G. W. Force, T. D. Hogan, J. A. Donahue, J. Foster, E. Hume, L. H. Fox, H. K. Heiss, J. Smith, F. Getts, I. Liebowitz, H. J. Schwartz, J. W. Conniff, A. Bacigalupi, H. W. Levine, A. W. Stuck, A. V. Ansel and R. H. Pusch.

Fire at Burkesville, Ky., totally destroyed the building and plant of the Banner, causing temporary suspension of the paper.

\$200,000

available for the purchase of a daily newspaper property in any good growing city of the United States having at present over 100,000 population. All correspondence confidential.

HARWELL, CANNON & McCARTHY

Brokers in Magazine and Newspaper Properties
200 Fifth Ave., New York City

TURNER'S 26 BULLETIN

Publications with Circulation Figures Signed by

C. Godwin Turner

Carry with them a Proof and a Challenge to the World!

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

Press Clippings

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

BURRELLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4990-4 Bookman

"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.

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.

YOU MUST USE THE
LOS ANGELES EXAMINER

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

MUNICIPAL PUBLICITY.

What Advertising Has Done to Bring New Industries and People to Ambitious Towns and Cities—Getting Ready for the Campaign—The Problems That Must Be Solved—Cultivation of Proper Civic Pride.

Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, in an address on "Municipal Advertising" before the Hoboken Board of Trade, at its meeting at Meyers' Hotel on March 11, spoke in part as follows:

"Municipal advertising had its beginning in the West, where the need of population and industries was acutely felt by well-located struggling towns and cities. The founders and early residents of these places were not content to wait for the development that would come with natural growth of the country. Why wait, they asked, two or three generations for results that may be brought about in a few years by advertising?"

"And so these hustling, bustling, red-blooded men of the West called in the advertising experts, told them what they wanted, and, filling their pockets with money, told them to go ahead and see what they could accomplish.

BASED ON FUNDAMENTALS.

"These advertising experts applied to municipal advertising the same principles that they adopted in handling commercial publicity. They studied each city by itself, and ascertained its advantages in location, in climate, in natural resources and its commercial possibilities. These were the selling points that were used in appealing to people living in crowded cities of the East. They planned their campaigns with infinite care, chose the mediums that reached the people they sought to influence, and went ahead with the work.

"Dallas, Tex., advertised in four or five magazines for nine months, and as a result received 22,000 inquiries. The correspondence and personal interviews that followed brought to the city twenty-five new industries. A number of Northern business concerns established branches in Dallas and over 2,000,000 acres of land in the vicinity were sold.

"Oakland, Cal., wanted to do something special to attract Eastern settlers and capital to her doors and let some of the rest of the world know of the opportunities she had to offer. The chamber of commerce appropriated \$2,400—not a very large sum, you will admit—for an advertising campaign that resulted very satisfactory.

EXPERIENCE OF CITIES.

"A profitable advertising campaign was conducted recently by Pensacola, Fla. Property owners raised \$100,000 to be expended in three years. Fifteen thousand dollars were spent the first three months, with the result that the price of city property advanced \$5 a foot, and near-by farms \$15 an acre.

"With an expenditure of \$20,000, Omaha secured sixty factories, with 2,000 operatives employed; Des Moines, \$14,000, twenty factories, with 600 workmen, and 1,400 new buildings were erected.

"Kansas City expended \$16,000, got eighty factories, with 3,600 men. Cincinnati spent \$22,000 and obtained thirty factories and 900 men. Memphis, during the first three months, expended \$2,000 and got six factories.

"San Antonio expended \$17,000 and obtained eighteen factories and 1,800 men. In two months Buffalo expended \$3,000, and as a result obtained twelve factories and 750 men. Lynchburgh in one month spent \$600, two factories and 400 men were the result.

"What are the needs of Hoboken from a business viewpoint? You want more people to find homes within your boundaries. You are looking forward to the time when new steamship companies will be located at piers along the water front; when your factory sites will be occupied by prosperous industries, and when your excellent railroad and ocean

shipping facilities will attract hundreds of wholesale dealers and importers to your city.

"Your city has facilities for handling a greater volume of commerce than most cities on the Atlantic coast.

"The expense of doing business in New York is constantly increasing. Land values are mounting skyward so fast that manufacturers are finding it difficult to compete with their rivals located in the smaller cities, because of the enormous rents they are obliged to pay. It is because of the high rents in the residential section of Manhattan that a million and a half persons who work in the city now have their homes in the suburbs.

"Because of its proximity to the metropolis, Hoboken is in a position to offer these two most desirable classes of people factory sites and homes at about one-half the price they are now paying.

"How can Hoboken interest and attract these people to the city? There is only one effective and economic way—and that is through advertising, which is sometimes called 'the short cut to success.'

GETTING READY.

"Before a municipality undertakes to advertise there are a number of things to be done. The first is to acquaint your citizens with Hoboken's advantages as a business and social center. Give them an accurate idea of what is being done to make it a model city. Tell them about its industries, and acquaint them with the merits of their products. Print interesting facts concerning the public institutions, the libraries, hospitals, churches, clubs, societies, and fraternal organizations. Let them know about your public schools and higher institutions of learning.

"When all these things have been accomplished you will find that your citizens will be proud of your municipality, and will become enthusiastic supporters of its development. Everyone will become an advertising medium of the biggest and best type. Knockers will disappear like clouds beneath the rays of the morning sun, and in their places will be found whole regiments of boosters. The more factories, business houses and people that can be induced to locate in your city, the greater the amount of money that will be spent here for labor, for materials, for rents, for clothing, food and furniture.

"If you adopt the right plan you can raise all the money you need for your publicity campaign in two weeks. But to do this you have got to work like nailers.

"It is possible for you to have a city that will stand for something besides commercialism; a city in which any boy or girl may be prepared in the public schools to meet the responsibilities of life in the best possible manner; a city whose people will glory in the fact that they live here and work here."

Bok to Address the League.

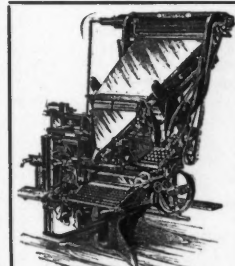
The Advertising Men's League of New York will hold a special dinner Wednesday evening, March 26, at which a discussion will be had on the subject of "Trade Mark Quality Standards." Members are requested to bring their wives or sweethearts to listen to addresses by Edward Bok, editor of the Ladies' Home Journal, and Lionel Kremer, an authority on textile merchandizing. Long distance telephone messages from big men and women will be one of the features of the occasion. A group of models will show advance summer fashions of American design, including the New York Times prize designs.

Didn't Argue With Mr. Murch.

There has been much comment from members of the Chicago Advertising Association regarding the lecture on "Dishonest Advertising" that was prepared by Mr. Murch, of the Detroit Times, and read before the association March 6. The directors of the association at a recent meeting authorized the following notice to be mailed to all the members:

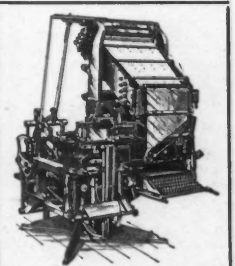
CORRECTIONS

Can be made with practically no loss of time on



Quick Change Model 8 Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINTYPES**



Quick Change Model 9 Four Magazine Linotype

The operator can change the machine for the purpose of making corrections in matter previously set quicker than a hand man could put up a pair of cases. After the corrections are set, he can change back and resume his regular composition just as quickly.

The Multiple Linotype Way Is the Modern Way

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

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

"The board of directors of the Advertising Association of Chicago, at a special meeting held March 8 in the club rooms, instructed me to write you to the effect that the lecture on 'Dishonest Advertising' given in the club rooms Thursday, March 6, was prepared and sent out by the vigilance committee of the Associated Advertising Clubs of America and cannot be considered in any way as representing the opinions of this association. The board of directors disclaim all responsibility for any of the statements made in said lecture."

Rumored Sale of N. Y. Press Denied.

Rumors were current in newspaper row on Wednesday that Herman Ridder, owner of the Staats-Zeitung, had virtually bought the Press from Frank A. Munsey. These were based upon stories that Mr. Ridder, who is actively supporting Governor Sulzer in his present attitude, had decided to buy an English newspaper to further the Governor's interest. Mr. Munsey said, in reply to an inquiry, that "it is a pipe dream so far as I am concerned. The Press isn't for sale." Mr. Ridder declared that there was no truth in the story. He would like to buy an English newspaper, however.

Fire of unknown origin destroyed the plant of the New Waverly (Tex.) Echo last week.

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes & Son
METALS

14 Dover Street, New York

BARNHARTALL-BRASS GALLEYS

Are the strongest where the strain comes—at the corners. The bottoms are straightened by a special process which gives almost perfect flatness. The rims are extra heavy. Many styles are provided with a foot clamp which locks by means of a lever. For special purposes—linotype, monotype, newspaper composition, etc.—there are special galleys each adapted to its particular use.

You will be interested in the circular describing and illustrating these galleys. We shall be pleased to send you a copy on request.

BARNHART BROS. & SPINDLER

St. Louis 168 - 170 - 172 New York
Omaha W. Monroe St. Kansas City
Washington Seattle
St. Paul CHICAGO Dallas
Makers of the famous Barnhart Type

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

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 200 Chestnut street, Philadelphia, Pa., are making contracts for the Reynolds Corporation, "Spotless Cleanser," Winston-Salem, N. C.

Van Cleve Co., 250 Fifth avenue, New York City, is sending out contracts of 10,000 lines to New England papers for the Corset H. Co., "Ivy" Corset, Worcester, Mass.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising of the Altemarle-Hoffman Hotel, New York City; the Hotel Everett, Washington, D. C.; the Richmond Hotel, Washington, D. C.; the Kennard Hotel, Cleveland, and the Normandie Hotel, Detroit, Mich., on an exchange basis.

The Hollyday's Advertising Agency, Boyce building, Chicago, Ill., has been placing 52 and 56-inch copy for the Aluminum Ware Co., of Maywood, Ill., in the metropolitan cities of the Middle West and will invade the East within a few weeks with an extensive campaign.

The D'Arcy Advertising Co., Fullerton building, St. Louis, Mo., will shortly issue new orders for the Coca-Cola Co., Atlanta, Ga.

Nelson Chesman & Co., 200 Fifth avenue, New York City, are placing mail orders for the Gordon Camera Co.

Diamond McDonnell Co., Indigo Blue, 409 North Fourth street, Philadelphia, is reported to be placing its advertising direct.

Frank Seaman, 116 West Thirty-second street, New York City, is making trade deals for rooms and meals with Southern and Western papers for the McAlpin Hotel, Broadway and Thirty-fourth street, New York City.

H. Sumner Sternberg Co., 208 Fifth avenue, New York City, is gradually extending the advertising for the Standard Varnish Co., "Stanvar," Port Richmond, Staten Island, N. Y.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is using 3,000-l. orders with the same list of papers used last year for the Bankers' Trust Co., 16 Wall street, New York City.

Bromfield & Field, Inc., 1780 Broadway, New York City, are placing in a selected list of national magazines the joint advertising of the Jamestown Lounge Co. and Lackawanna Leather Co. for the purpose of exploiting their trade-marked product, Lack-Tan Leather Furniture.

The Blackman-Ross Co., 10 East Thirty-third street, New York City, is sending out orders to Western papers for the Vacuum Oil Co., 29 Broadway, New York City.

Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is placing small orders with a list of papers for the W. M. Ostrander Co., 12 West Thirty-first street, New York City.

H. K. McCann Co., Boyer building, Detroit, Mich., is handling the advertising for the Val Dona Prescriptions, Detroit, Mich.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is renewing contracts with newspapers for the Talcum Puff Co., "Air Floal Talcum Powder," Bush Terminal, Brooklyn, N. Y.

E. P. Shumway Co., 373 Washington street, Boston, Mass., is handling some of the advertising for the Washburn Purizone Co., Providence, R. I., and part of it is being issued direct.

Ernest J. Gouletton Advertising Agency, 18 Tremont street, Boston, Mass., is sending out contracts to Mississippi papers for the Geo. H. Snow Shoe Co., "Snow Shoes," Brockton, Mass.

The Matos-Menz Advertising Co., Bulletin building, Philadelphia, is issuing 5,000-l. 1 y. contract to Pennsylvania papers for the Boro Salsine Co., and is also placing 40-l. 9 t. orders with New Jersey papers for the Atlantic City Neal Institute.

The Blackburn Advertising Agency, Patterson building, Dayton, O., is handling 100-l. 1 t. a. w. t. f. orders for the Royal Remedy & Extract Co., "Sonder's Extracts," Dayton, O., in Indiana, Michigan and Ohio papers. It is also preparing an additional list of papers for Weller's Tonic Pills, Buffalo, N. Y., and the

Dayton Medicine Co., Dayton, O., for papers in Indiana, Kentucky, Ohio and Pennsylvania.

Geo. L. Dyer Co., 42 Broadway, New York City, it is reported, will shortly make up a new list for the Gillette Sales Co., "Gillette Safety Razor," Boston, Mass.

The A. W. Erickson Advertising Agency, Fourth avenue building, New York City, it is said, will place orders with a selected list of papers for the Barrett Manufacturing Co., "Carbonal," 17 Battery place, New York City.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is making 11,648-l. contracts with Pennsylvania papers for Chas. D. Barney & Co., bankers, 122 South Fourth street, Philadelphia.

Vredenburg-Kennedy Co., 456 Fourth avenue, New York City, will place the advertising for H. Planten & Sons, "Blair's Rheumatic Pills," 93 Henry street, Brooklyn, N. Y. It will also place the advertising of the Cresco Laboratories, 72 Madison avenue, New York City, and the Pilgrim Manufacturing Co., "El Rado," 37 East Twenty-eighth street, New York City.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is contracting the advertising for Lamson & Hubbard, Lamson Hats, 92 Bedford street, Boston, Mass.

Harper Bros., Pearl street, New York City, are sending out advertising contracts generally through various agents.

Ewing & Miles, Fuller building, New York City, are making contracts with Pennsylvania papers for the Oxadine Co., Westfield, N. J. They are also placing orders with New York, New Jersey and Connecticut papers for the Munsey Magazine, Fuller building, and are making up a list of newspapers for the Glidden Varnish Co., Jap-a-Lac, Cleveland, O.

Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, Pa., is placing small orders with a selected list of papers for the Six Little Tailors Co.

The Blackburn Advertising Agency, Patterson building, Dayton, O., is sending out orders to run 2 t. a. w. for four months in Indiana, Michigan, Ohio and Pennsylvania papers for the Sweat-no-More Powder Co.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, will place the advertising for Tobacco Products Co., "Milo Cigarettes," Studebaker building, Broadway and Forty-eighth street, New York City.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is renewing contracts for the Othine Co., Buffalo, N. Y.

The J. W. Morgan Advertising Agency, 44 East Twenty-third street, New York City, is issuing four-inch, 3 t. orders for the Life Publishing Co.

W. S. Hill Co., Vendergrift building, Pittsburgh, Pa., is making 2-inch, 30 t. contracts with Eastern papers for the Craig-Centre Co.

The Stewart-Davis Advertising Agency, Kesner building, Chicago, Ill., is sending out 10,000-l. one-year contracts generally for Wm. Wrigley, Jr., Co., Chicago, Ill.

The Guenther-Bradford Co., 64 West Randolph street, Chicago, Ill., is placing 5 1/2-inch, 2 t. a. w. t. f. orders with Alabama papers for George H. Mayo.

H. W. Kastor & Sons Advertising Co., Steger building, Chicago, Ill., will issue copy 27 t. with Texas papers for the J. T. Milliken Co., St. Louis, Mo.

E. J. Thiele & Co., 10 South La Salle street, Chicago, Ill., are sending out 5,000-l. 1 yr. contracts to Pacific Coast papers for Gage-Downs Co.

Williams & Cunyngnam, Heyworth building, Chicago, Ill., are handling 5,000-l. 1 yr. orders to be placed with Texas papers for A. Stein & Co.

Open a Detroit Office.

Cone, Lorenzen & Woodman, publishers' representatives of New York, Chicago and Kansas City, have opened a Detroit office, with Roy J. Buell as manager. He was formerly advertising manager of the Regal Motor Car Co., assistant advertising manager of the Willys-Overland Co. and assistant sales manager of the Ohio Electric Car Co. Previous to that time Mr. Buell had been a practical printer, part owner of a country newspaper and telegraph editor with a Detroit newspaper. He is a native of Michigan, has lived in and around Detroit all his life and has the friendship of the advertising and sales managers of all the automobile companies. He is a valuable addition to the staff of Cone, Lorenzen & Woodman.

Fire damaged the press room of the Bloomsburg (Pa.) Sentinel last week.

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.

Table listing publications by state: ARIZONA (GAZETTE), CALIFORNIA (ENTERPRISE, RECORD, TRIBUNE, INDEPENDENT, BULLETIN, CALL, EXAMINER, ORCHARD AND FARM IRRIGATION, RECORD), FLORIDA (METROPOLIS), GEORGIA (ATLANTA JOURNAL, CONSTITUTION, CHRONICLE, LEDGER), ILLINOIS (POLISH DAILY ZGODA, SKANDINAVEN, HERALD, NEWS, HERALD-TRANSCRIPT, JOURNAL, STAR), INDIANA (LEADER-TRIBUNE, THE AVE MARIA), IOWA (REGISTER & LEADER, THE TIMES-JOURNAL), KANSAS (CAPITAL), KENTUCKY (COURIER-JOURNAL, TIMES), LOUISIANA (DAILY STATES, ITEM, TIMES-DEMOCRAT), MARYLAND (THE SUN), MICHIGAN (PATRIOT), MINNESOTA (TRIBUNE).

Table listing publications by state: MISSOURI (GLOBE, POST-DISPATCH), MONTANA (MINER), NEBRASKA (FREIE PRESSE), NEW JERSEY (PRESS, JOURNAL, COURIER-NEWS), NEW MEXICO (MORNING JOURNAL), NEW YORK (KNICKERBOCKER PRESS, BUFFALO EVENING NEWS, SOLLETTINO DELLA SERA, EVENING MAIL, STANDARD PRESS), OHIO (PLAIN DEALER, Daily, Sunday, VINDICATOR), PENNSYLVANIA (TIMES, DAILY DEMOCRAT, DISPATCH, PRESS, GERMAN GAZETTE, TIMES-LEADER, GAZETTE), SOUTH CAROLINA (DAILY MAIL, THE STATE), TENNESSEE (NEWS-SCIMITAR, BANNER), TEXAS (STAR-TELEGRAM, CHRONICLE), WASHINGTON (POST-INTELLIGENCER), WISCONSIN (EVENING WISCONSIN), CANADA (ALBERTA, HERALD, WORLD, ONTARIO, FREE PRESS, LA PATRIE, LA PRESSE).

New Orleans States 32,000 Daily. Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS.

P. J. Evans, chairman of the noon-day luncheon committee of the Pilgrim Publicity Association, Boston, left March 8 for the Isle of Pines to advance the movement for the annexation of the island to the United States. Mr. Evans has also arranged to stop at Havana to organize an advertising club.

Elwood H. Randolph has resigned as advertising manager of the New York Press after thirteen years of service with that paper. He is succeeded by F. D. Webb, of the Baltimore News.

Alexander Dugas, for four years with the George Ethridge Co., has been appointed chief of the art department of Nelson Chesman & Co.'s New York office.

Joe Mack, advertising manager of the Cleveland Leader, was a visitor in New York this week.

Victor Eubank, well known in advertising and publicity circles, has become connected with the M. B. Hilly Advertising Agency, Chicago. Mr. Eubank for a number of years was associated with the late Joseph E. G. Ryan, and recently with Walter Bermingham, of the Inter-Ocean, and has handled much publicity and advertising in the automobile field.

J. D. Larson, advertising manager of the Ogden (Utah) Examiner, and for fifteen years in the publicity business, has been elected to the position of secretary and manager of the Ogden Publicity Bureau.

Edward J. Eckhardt, copy writer and artist, who has directed the advertising for Ludwig Baumann & Co.'s Harlem store the past eight years; Von Cleff & Co.'s wholesale cutlery house, and several other important accounts, has assumed charge of the copy and illustrating departments of the Frank Kiernan & Co. Advertising Agency, 156 Broadway, New York. As a copy man and originator, Mr. Eckhardt enjoys an excellent reputation and is a valuable acquisition to the Kiernan Agency's staff.

Manly M. Gillam, of New York, advertising counsel and formerly advertising manager of Wanamaker's, the Pope Manufacturing Co., was in Spokane, Wash., last week and addressed the study circle of the Ad Club on the subject of "Retail Advertising."

Benton G. L. Dodge, formerly advertising manager of the Standard Welding Co., Cleveland, has joined the Arthur C. Rogers Agency of that city.

Alexander Dugas, for four years with the George Ethridge Co., has been appointed chief of the art department of Nelson Chesman & Co., New York office.

Wallace C. Richardson, Eastern representative of the Standard Farm Papers, and Vic Young, of Frank Seaman, Inc., were tendered a luncheon, March 13, in celebration of their twenty-five years of service in the advertising business.

S. M. Goldberg, for the past six years special advertising representative for Appeal to Reason and other publications in St. Louis and Kansas City territory, becomes manager of the New York office May 1.

Truman A. De Weese, director of publicity for the Shredded Wheat Co., has returned to New York after a trip to Europe, where he visited Paris, Munich, Rome, Naples and towns along the French and Italian Riviera.

The Tawas City (Mich.) Herald plant was destroyed by fire last week.

JOIN I. A. KLEIN STAFF.

Edward W. Killmer and J. X. Gooris
Now with New York Publishers' Representative.

Edward W. Killmer, who for the past ten years has been with the James Gordon Bennett newspapers—New York Herald and Evening Telegram—has joined the staff of I. A. Klein, publishers' representative, Metropolitan Tower.



EDWARD W. KILLMER.

Mr. Killmer comes highly recommended to Mr. Klein through Edward De Witt, business manager of the Herald, and many of the advertising agencies.

I. A. Klein has also added to his staff Joseph X. Gooris, who has been with the Chicago Tribune for six years, being connected as a solicitor with the New York office for the past two years and having been in the home office, in the local field, for four years. Prior to that



JOSEPH X. GOORIS.

time Mr. Gooris spent seven years in the advertising departments of department stores in Chicago and Boston.

Mr. Gooris has a thorough knowledge of merchandizing and distribution and is able to see the question from an advertiser's point of view and render valuable assistance to advertisers seeking new markets. This experience links closely with the promotion work now done by many newspapers.

A. E. Morse and A. E. Benson have formed the Morse-Benson Co., to con-

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
30 N. Dearborn St., Chicago
- ANDERSON, C. I., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y.; Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- GRIFFITH, HARRY C.**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.**
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.**
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

Advertising Agents

- ADVERTISERS' SERVICE**
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
- HOWLAND-GARDINER-FENTON**
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,**
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY**
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

duct a general advertising business in the Mears building, Scranton, Pa. Both men are well known in the advertising field.

Hearing on News Service Merger.

The New Jersey Public Utilities Commission reserved decision last Tuesday on the application for merger made by the International News Service and the National News Association, both Hearst corporations. It was explained at the hearing that the purpose of the proposed consolidation is to eliminate unnecessary expenses, as both concerns are covering the same field.

Post Loses a Point in City Suit.

The New York Evening Post lost a point last Friday in the suit brought against the newspaper by the City of New York to recover \$13,920 paid for election notices on the ground that the newspaper broke the contract by failing to publish the notices on one of the dates prescribed, which was a Sunday. The Appellate Division reversed a decision of Justice McCall, holding that the complaint set up a number of causes

of action. The court says that under the contract the Evening Post agreed to print the election notices on all the dates mentioned, and that the failure to publish them on one day is a breach of the entire contract.

Dinner to William T. Dewart.

On the eve of his departure for a month's trip to the Pacific Coast, William T. Dewart, vice-president and general manager of the Frank A. Munsey Co., was tendered a dinner by the staff of the company at the City Club Thursday evening, March 13. Among those present were Ervin Wardman, C. H. Pope, Richard H. Titherington, Edward C. Conlin, Foster Gilroy, Robert H. Davis, Harry W. King, Russell A. Lewis, Robert H. Mackey, William F. Smith, Frederick W. Small, Matthew White, Jr., John Grant Dater, John D. Brophy, Robert C. Ferris, C. T. Dixon, H. W. Durant, Hugh Dewart, Gilbert T. Hodges, Ralph Danenhower, H. H. Chandler, Jr., and Isaac F. Marcossan. Mr. Dewart is to join his family at Pasadena, Cal.

Here's Food for Thought

It would be ridiculously conservative to estimate that the average household in which **THE CHICAGO DAILY TRIBUNE** is read spends \$200 a year—only \$16.66 a month—for food.

Based upon this absurdly small budget, the families who read **THE CHICAGO DAILY TRIBUNE** spend \$50,000,000 (fifty million dollars) a year for food.

You, who make foods under private brands, and who seek the patronage of the public—do you consider this huge business worth going after?

Then why don't you go after it?

Here are some facts that should make the manufacturers of food products wonder why they have slumbered so long.

They should also make Chicago housewives wonder if, from among all the different brands of the many kinds of food, they are buying the most delicious, satisfying and pure at the lowest possible prices.

Space permits an analysis of breakfast only. You can consider the other meals of the day in your own way.

FRUIT

Of all the delicious fruits, both fresh and canned, not a single manufacturer told **TRIBUNE** readers during the year 1912 why they should buy his particular kind.

CEREALS

There are over 100 different kinds of breakfast foods manufactured in the United States. Only 4 of these were advertised in **THE TRIBUNE** during 1912.

BREAD, MUFFINS, ETC.

Of all the many manufacturers of flour, yeast, baking powder, etc., only 5 have told **TRIBUNE** readers about their products during the year 1912.

BACON, HAM AND SAUSAGE

Out of at least 25 different brands, only 2 have advertised in **THE TRIBUNE** during 1912.

FISH (Both Fresh and Salt)

There are hundreds of different brands of boxed and tinned fish, delicious for a regular breakfast dish, or as a change from eggs. Of these only two told **TRIBUNE** readers about the nature and usefulness of their products during 1912.

COFFEE

Think of all the brands of coffee of which their respective wholesalers expect great things. Yet with all their pride of ownership, their care in preparation and their *willingness* (at least) to sell, how many of them told **TRIBUNE** readers about their merits during 1912? Just one!

SUGAR, SALT, PEPPER, SPICES, ETC.

How many Chicago housewives know whose sugar, whose salt, whose pepper, whose spices they are buying? How many are sure that, of all the brands of these necessities, they have selected the best, both in quality and price? It is not surprising if they do *not* know, because not a single one of these products has been advertised in **THE TRIBUNE** during 1912.

This astonishing situation does not mean that **THE CHICAGO TRIBUNE'S** advertising patronage is less than that of other papers. Far from it, for **THE TRIBUNE** prints far more advertising than any other Chicago paper, and for the past four months printed even more than the first paper in New York City. It means simply that the manufacturers of Food Products have overlooked a gold mine—a fifty million dollar gold mine.

The first makers of Food Products who go after **THE CHICAGO TRIBUNE'S** \$50,000,000 market are going to reap a great, big harvest.

Who will they be?

The Tribune prints far more advertising than any other Chicago newspaper

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office, 1207 Croisic Building, 220 Fifth Ave., New York City

