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MONTREAL SITUATION

SIR HUGH GRAHAM ISSUES STATEMENT REGARDING HIS NEWSPAPER ACTIVITIES.

Says Star Is Only Paper He Owns Outright—Has Small Interest in Others for Purpose of Furthering Project to Unite Them in Securing a Dependable Paper Supply—No Attempt to Dictate Papers' Policy.

In view of the many stories that have recently been published concerning the newspaper activities of Sir Hugh Graham, owner of the Montreal Star, that distinguished publisher has issued a statement for the purpose of setting the public right upon his relationship to several Montreal newspaper properties, in which among other things he says:

"Over a year ago I was asked by some personal friends, men deeply interested in honest government, strong supporters of our public institutions, to value the Montreal Witness. This led to my being asked to negotiate for its purchase; and, later, to my taking a comparatively small financial interest therein.

"Following this transaction, some months later, I was asked by the same persons to value the Montreal Herald. My report led later on to my negotiating for its purchase, with a view to its amalgamation with the Telegraph and Witness, and, when the arrangement was found feasible, I became similarly interested in it, to a comparatively small extent. I was instrumental in purchasing the then proprietor's interest and have handed it over to the Montreal Trust Company which, when the organization is complete, will transfer it to the individual owners or their representatives.

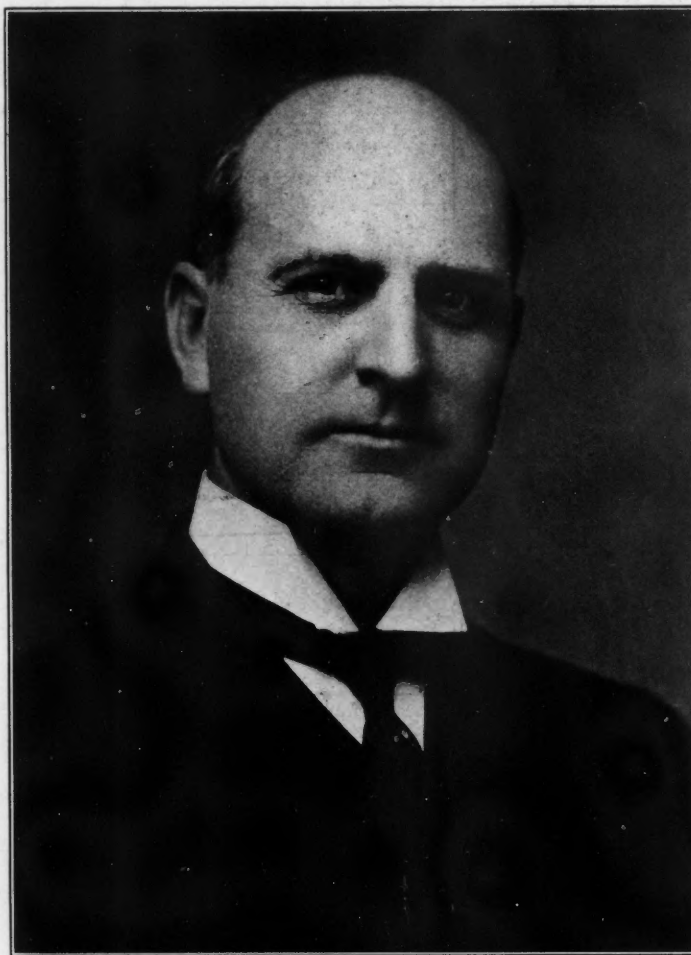
"Now as to the very natural question, so often asked, why I am interested in other papers, besides the Star:

"Eleven years ago the certainty that a grave pulp and paper famine would eventually overtake Canada and the United States was realized by several Canadian newspaper proprietors. They saw clearly, that the wasteful destruction of the pulp forests by man and fire, unbalanced by re-forestation, must whittle away our visible supply toward an early vanishing point.

"At that time, the President of the Toronto Globe, the proprietor of the Hamilton Spectator and the publisher of the Montreal Star held a conference in Toronto, and, agreeing as to the menacing outlook, took steps to inquire into the feasibility of establishing a paper mill on the Nepigon River, and engaged Thomas Pringle and Son, Engineers, of Montreal, to report upon it. The report was unfavorable.

"By forestry, milling and newspaper experts I was then advised to become interested in a sufficient number of newspapers to secure an aggregate order for white paper of at least a hundred tons a day, and, by inducing all the publishers to install the same sized presses, the whole output of the paper mill would be of uniform width, which would reduce the cost of production to a minimum. This seemed to be the best solution of the problem of how to get a permanent and adequate supply of paper.

"This is the secret of my seeking an interest in other newspapers. In every case where I am interested I have succeeded in convincing the managers of these papers of the wisdom of joining with me in assembling the orders for paper, with a view to ultimately taking



GUS W. THOMASSON.
PRESIDENT ASSOCIATED ADVERTISING CLUBS OF TEXAS.

up the mill's whole output. This is a very simple business policy, which has commended itself to every newspaper man to whom I have presented it. Of not a single paper outside of the Star, which is the only paper I own, do I attempt to dictate the policy.

"I have now formed a purely business alliance with a sufficient number of papers to be able to say that in the near future an order will go to the largest paper mills in Canada for their entire output, aggregating millions of dollars per annum, of a uniform width of roll and at an advantageous price, by which all the interested publishers will be equally benefited."

Hungarian Press Law Causes Riot.

After armed guards had ejected unruly members of the opposition during a hot debate the press reform law was passed in the lower house of the Hungarian Parliament, at Budapest, last week. Count Julius Andrássy, formerly Premier; Count Aladar Zichy and a dozen other Deputies were thrown out of the building after defying a ruling of the President. The uproar was so great that it was impossible to conduct business until the wearied members of the opposition quit the House in a body. The press reform bill is designed to protect the government against the attacks of the press. The opposition maintained that the provisions of the bill imperiled the freedom of the Hungarian people.

FAHEY BUYS WORCESTER POST

Acquires All Stock of Newspaper from Widows of Former Owners.

The Worcester (Mass.) Evening Post was purchased on Thursday by John H. Fahey of Boston, from Mrs. Eugene H. Moriarity, widow of its former editor and publisher and Mrs. Peter A. Conlin, widow of Mr. Moriarity's late associate in the ownership of the paper.

By the sale Mr. Fahey acquired all of the stock of the newspaper and becomes president of the Worcester Post company and publisher of the paper.

Mr. Fahey was for several years publisher of the Boston Traveler before that paper was merged with the Boston Evening Herald. Since disposing of his interest in the Traveler he has devoted much of his time to the Chamber of Commerce work.

F. P. Glass Unseated By One Vote.

One vote stood between Frank P. Glass, editor of the Birmingham (Ala.) News and a seat in the Senate. Mr. Glass held an appointment of the Governor of Alabama to the vacancy in the Senate made by the death of the late Senator Johnston. His case was taken up on Monday and debated for two days, a final vote being taken late Wednesday evening. On the test vote which was non-partisan, Mr. Glass received thirty-one votes in favor of his being seated against thirty-two.

A. P. ATTACKED BY SUN

ATTORNEY GENERAL ASKED TO PROCEED AGAINST IT UNDER ANTI-TRUST LAW.

New York Newspaper Charges Illegal Combination in Restraint of Gathering and Disseminating News—Complains of Unfair Methods and Alleges that Associated Press Uses Boycott to Destroy Its Service.

Alleging that the Associated Press is an illegal combination in restraint of the trade of gathering and disseminating news the Sun Printing and Publishing Association, publisher of the New York Sun, filed an elaborate complaint Wednesday with Attorney General McReynolds asking the Federal Government to proceed civilly or criminally against the association under the Sherman Anti-Trust Law.

The complaint is signed by W. T. Reick, president of the Sun Printing and Publishing Association, and his counsel, Clarence J. Shearn and James M. Beck.

It is set forth in the complaint that the Associated Press has refused to sell its news service to the Sun and it is charged that no member of the association is permitted to purchase news from the Sun on the ground that the Sun service is "antagonistic to the service of the Associated Press."

Along with the brief the Sun Association presents many exhibits, including by-laws of the Associated Press and correspondence. Mr. Reick, it appears from the complaint, wrote to Frank B. Noyes, president of the Associated Press, on April 23 last applying to be furnished with the news reports of the Associated Press for publication in his two papers. Mr. Noyes replied that the Associated Press is a "co-operative organization which, under its charter, is not permitted to sell news." He added that its function is to collect news for its members only and inquired whether the Sun desired to apply for membership. To this the Sun replied that it was not disposed to apply for membership until the legality of the Associated Press had been judicially determined.

Another exhibit is a letter from Melville E. Stone, general manager of the Associated Press, to Henry King, editor of the Globe-Democrat, of St. Louis, under date of July 19, 1897, which says:

Complaint is made to me that the Globe-Democrat is taking the Laffan Service from the New York Sun. I beg to notify you that the Laffan Service and the New York Sun have been declared antagonistic by the Board of Directors, as you are probably already aware, and that to take the service from them or to pay them any money on account of a news service, is a clear violation of your contract with the Associated Press, and one which I would feel bound to present to the Board of Directors for action.

Among the newspapers which the Sun says have been prevented from purchasing the Sun news reports by the Associated Press are the Chicago Tribune, the St. Louis Globe-Democrat, the Cincinnati Tribune, the Philadelphia Record, the Boston Globe, the Rochester Democrat and Chronicle, Pittsburgh Post, Boston Herald, Detroit Free Press, Baltimore American and the Washington Post.

It is pointed out in the complaint that the Associated Press, leasing over 35,000 miles of telegraph wires in all the States, operating them daily by its own employees and sending often as many as 60,000 words (over forty columns) a day, is virtually an operating telegraph company. Then follows a brief history of the Associated Press and other news

agencies of the world, designed to show that the association has unlawfully monopolized the collection and distribution of world news, and is still doing so.

The Sun describes itself as the only serious competitor of the Associated Press in the United States. Its service, according to the complaint, is made "intolerably" expensive by the exclusive methods of the Associated Press. Only by selling its news to other newspapers can it pay the enormous cost of collecting the news, it contends, and the alleged boycott of the Associated Press makes this resale unnecessarily difficult.

NO EVENING NEWS MONOPOLY.

Plenty of Competition for Associated Press, Declares Roy Howard.

"The matter of government action against the Associated Press will have to advance considerably farther than it has progressed to-day, before we will be seriously interested," said Roy W. Howard, president of the United Press Associations, to a representative of the Editor and Publisher Thursday.

"The stories relative to the action taken by Mr. Reick, of the Sun, were a bit misleading in that while they referred particularly to the morning paper situation, a person not familiar with the facts might have been led to believe that the Associated Press has no more competition in the afternoon field than in the morning.

"From the fact that the United Press, which serves only afternoon papers, is supplying its reports to considerably more than 500 papers, and from the fact that the United Press has working alliances with foreign agencies covering every part of the civilized world, I fail to see how the evening report of the 'A. P.' can be classed as monopolistic.

"Personally, I think it might be a good thing for the general newspaper situation if the Associated Press were forced to abandon its practice of granting exclusive franchises and if it were forced to compete on a straight basis of service. That the proposition is not one of vital importance, however, is demonstrated by the number of afternoon papers which have refused to accept, or have surrendered, Associated Press franchises. It is just as well to remember that considerably more than half the successful afternoon papers of the country are to-day enjoying their prosperity without using or ever having used the Associated Press telegraph reports.

GOVERNMENT OWNERSHIP.

Burleson Advocates Taking Over Electrical Lines of Communication.

Government ownership of telephone and telegraph lines is believed to be one of the possibilities of the near future. Postmaster General Burleson in a recent communication to Congress advocated Government ownership of electrical means of communication. This report was sent to the Senate in compliance with a resolution passed by that body asking for information upon this important subject. In his annual report the Postmaster General in speaking of this matter said in part:

A study of the constitutional purposes of the postal establishment leads to the conviction that the Post Office Department should have control over all means of the communication of intelligence. The first telegraph line in this country was maintained and operated as a part of the Postal Service, and it is to be regretted that Congress saw fit to relinquish this facility to private enterprise.

The act of July 24, 1896, providing for the Government acquisition of the telegraph lines upon payment of an appraised valuation and the act of 1902 directing the Postmaster General "to report to Congress the probable cost of connecting a telegraph and telephone system with the Postal Service by some feasible plan," are evidences of the policy of this Government ultimately to acquire and operate these electrical means of communication as postal facilities, as is done by all the principal nations, the United States alone excepted.

Every argument in favor of the Government ownership of telegraph lines may be advanced with logic and force in favor of the Government ownership of telephone lines. Since June last the department has been conducting a careful investigation to determine the desirability and practicability of extending the Government ownership and control of means of communication.



CONGRESSMAN A. M. PALMER.
PRESIDENT OF THE STROUDSBURG (PA.) TIMES-DEMOCRAT.

HUERTA INVITES REPORTERS. BILL TO AVOID LIBEL SUITS.

Offers to Pay All Expenses of Correspondents from Ten Newspapers.

President Huerta, of Mexico, sent out on Wednesday to newspapers in Europe, South America and the United States a message inviting the "ten principal newspapers" to send representatives to investigate conditions. The message reads in part:

"In order that the results of the military operations may be known, I wish the correspondents from the newspapers to come to this country to see for themselves; and for this purpose the Government in my charge puts at the disposition of ten reporters of the principal newspapers of your great republic ten first-class transportations, and upon their arrival in the national territory, this Government will provide them with all necessary funds for their expenses and an armed force so that with due safety they may travel about and be in the principal fields of operation and report as eye-witnesses the true facts."

Orders Trans-Atlantic Flyer.

Rodman Wanamaker, who is more or less interested in the Philadelphia Telegraph, the North American and the Record, has commissioned Glenn H. Curtiss to construct a flying boat capable of a continuous trans-Atlantic flight. Mr. Wanamaker has stated that his commission originated purely in the cause of science and in the interest of world peace. The machine now under construction has been named the Rodman Wanamaker Trans-Atlantic Flyer. When the machine reaches perfection a man may leave this country on a Friday afternoon, be in London Saturday and back again in New York by Monday.

If Newspapers Print a Retraction Furnished by Injured Person No Suit Can Be Brought.

The first bill affecting newspapers introduced in the Virginia Legislature for several sessions was offered last week by Delegate Aubrey Weaver, of Warren, in the House of Delegates. The bill provides that when a newspaper publishes an incorrect article, injuring anyone, the editor may within six days publish a correction in the same column, and under the same size headline, and this second publication, or correction, which is to be prepared by the alleged injured party, under oath, and submitted to the editor, shall entirely relieve the paper of any charge of libel which may be brought against it.

The publication of the correction is left to the option of the editor of the paper, but the bill provides that the person who believes himself injured "shall" prepare the correction and submit it to the editor.

Advertised Will In Newspapers.

Harry M. Gescheidt, a prominent New York lawyer who died on January 12, left a will containing certain peculiar provisions. One of these carried a bequest of \$150,000 for a "bread line." The will also provided that an exact copy of it should appear as advertising matter for six successive weeks in the Brooklyn Eagle, New York Staats-Zeitung, American and World.

The people of the United States read and support as many newspapers as England, France and Germany combined.

WASHINGTON TOPICS.

Delegation Arrives at Capital to Urge Adoption of One-Cent Letter Postage—Pendell Declines the Ambassadorship to Russia.

(Special Correspondence.)

WASHINGTON, D. C., FEB. 5.—Charles William Burrows, of Cleveland, O., president of the National One-Cent Letter Postage Association, which has its headquarters in that city, with a delegation composed of George T. McIntosh, W. M. Pattison and former Representative James H. Cassidy, has arrived in Washington to take up the fight for one-cent postage on letters.

The reason for the present activity, it is said, is due to the belief that the Government is deriving an increased revenue of \$70,000,000 on mail matter yearly, and that letters, which are known as first class matter, are unduly taxed for the expenses of carrying mail matter of other classes.

The subject of one-cent letter postage is not a new one with the Post Office Department, which has for years discouraged the agitation in its favor. Postmaster General Hitchcock, during the last administration, is said to have passed it by because of the greater importance of the postal savings and parcel post service.

Henry M. Pindell, editor of the Peoria (Ill.) Journal, has declined the appointment as ambassador to Russia, to which he was confirmed by the Senate last week.

He expressed the belief that the controversy that preceded his confirmation had embarrassed him so that he might not be able to properly act as ambassador.

The President immediately accepted the declination and in a letter to Pindell praised him for his action.

"I think, therefore," wrote Mr. Pindell, "that trusting me to be guided by my own instinct in the matter, you will accept my assurance of deep gratitude for the honor you have sought to do me, and to permit me with genuine regret, but with no hesitation of judgment to decline the appointment."

In accepting the declination, President Wilson expressed keen disappointment, but intimated that he would have opportunity to again express his confidence by an appointment to another post.

"It is only a very imperfect consolation," wrote the President, "that I may now again express my unqualified confidence in your ability, your character, your discretion, and your entire suitability for such a post."

It is understood that Charles R. Crane, of Chicago, will be offered the post, which Mr. Pindell has declined.

CONGRESSMAN PALMER'S BILL.

Representative A. Mitchell Palmer, of Pennsylvania, president of the Stroudsburg Printing Company, publishers of the Daily Times-Democrat, has introduced into Congress a bill which seeks to prevent interstate commerce in the products of child labor. The new measure is known as the Palmer Child Labor bill and represents the thought of the trustees of the National Committee on Child Labor. According to the New York Globe and Commercial Advertiser, "The Palmer bill assumes that it is wicked and abominable for children under 14 years of age to be employed in quarries, mines or factories; and that children between the ages of 14 and 16 should not work more than eight hours a day or before the hour of 7 a. m. and after the hour 7 p. m. The bill is taking a lively interest in the bill, and it will have the strongest support of the administration."

Applying the principle upon which the drug and food act is based, the bill forbids the interstate shipment of goods not produced in accord with the law, and places the responsibility upon the manufacturer employing child labor illegally rather than upon the common carriers who transfer the goods, and against whom most of the legislation which has been heretofore introduced in Congress, has been directed.

LIBERTY RESTRICTED.

Judge Cullen Calls Attention that Laws Are Constantly Being Adopted that Deny Citizens Rights Given Them Under the Constitution—Denounces Minnesota Statute Forbidding Reports of Executions.

In his address before the New York Bar Association last week Edgar M. Cullen, formerly chief justice of the Court of Appeals, entered his protest against the decline in personal liberty so evident in these times. In his youth, he said "liberty was deemed to be the right of the citizen to act and live as he thought best so long as his conduct did not invade a like right on the part of others. To-day, according to the notion of many people, liberty is the right of part of the people to compel the other part to do what the first part thinks the latter ought to do for its own benefit."

For support of this statement Judge Cullen mentioned the suspending of habeas corpus proceedings in West Virginia during the strikes of 1912, the placing of a Washington town under martial law in order to enforce the liquor law, the forbidding of newspaper reports of executions in Minnesota and the eugenic law in two states. He declared that the decisions of the West Virginia courts with regard to the suspension of liberties guaranteed under the Constitution exalted the military power beyond any height hitherto known in this country and placed the disposal of life and property of any citizen at the uncontrolled discretion of a single man.

FATAL TO LIBERTY OF PRESS.

Of the Minnesota law forbidding reports of executions, Judge Cullen declared that the court decisions supporting it "enunciated a doctrine" fatal to the liberty of the press. He added:

"I believe that on many subjects it is right that the public mind should be excited in spite of whatever disadvantage may come from that condition, and I had supposed that it was the inalienable right of the press to excite public opinion on the subject of any wrong so that that wrong might be redressed."

Judge Cullen said that the present day tendency was to make all human shortcomings crimes.

"In this State," he said, "we now have over 200 felonies and over double that number of misdemeanors. No trade or calling seems so limited, no society or association so insignificant, the advocates of no hobby or nostrum so few or so wanting in influence as to be denied the privilege of having a new misdemeanor created. Misdemeanors have become so common that there is speculation among the curious as to how many the average decent citizen will ordinarily commit in a day."

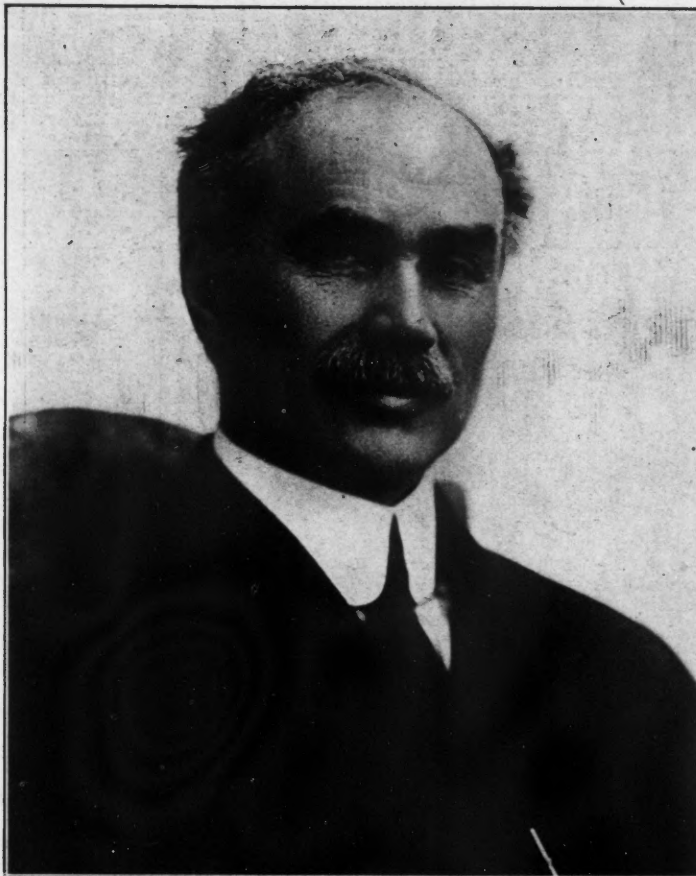
Proposed Laws on Newspaper Sales.

The Committee on Legal Affairs of the Massachusetts Legislature heard two newspaper bills at its meeting in Boston, last week. One is intended to prevent one wholesale newsdealer from handling all the papers in his territory. The other prevents the sale of a Sunday paper for a price higher than the one marked upon it. The first bill was opposed by Charles T. Gallagher, counsel for Boston newspapers; Thomas Downey, circulation manager of the Boston Globe, who pointed out its impracticability, and T. H. Buttmer, counsel for the New England Suburban Newsdealers' Association.

Newsboys To Be Organized.

The newsboys of the country are to be organized in a union of their own, and brought into direct affiliation with the American Federation of Labor, according to an agreement reached Saturday by the executive council of the Federation of Labor at its closing meeting, held in Washington, D. C.

Passage of uniform state laws governing advertisement for men during strikes will be advocated by the federation, as will a law prohibiting employment of white women in establishments controlled by Chinese or Japanese.



E. H. WELLS.
PUBLISHER OF THE SEATTLE SUN.

SEATTLE SUN PROSPERITY.

Paper Achieves 41,000 Circulation in the Eleven Months of Its Career.

That a clean advertising policy pays has recently been proven in Seattle by the experience of the Sun, of which E. H. Wells is editor and publisher, which celebrated its first anniversary Feb. 3.

The Sun began the twelfth month of its first year with a sworn circulation of 41,000, though not a solicitor had been in the field for six months, and not a premium had been used. At that time, the management claimed, it was carrying the second largest volume of local advertising (of the class accepted) of any newspaper in Seattle. It was just beginning to attract the favorable attention of foreign advertisers of the country.

At the outset the Sun put up the bars absolutely against all kinds of questionable advertising. On top of this it waged a determined fight against quack doctors, patent medicines and promoters of fake sales.

The Sun prints from fourteen to twenty pages daily, has the telegraph service in the United Press and the feature service of the Associated Newspapers, of which it is a member.

Albany Correspondents' Election.

The Legislative Correspondents' Association at Albany last week elected the following officers for the ensuing year: George W. Franklin, Troy Record, president; Charles H. Armitage, Buffalo News; Charles S. Hand, New York World, vice presidents; Fred T. Carozze, Albany, secretary; George R. Cozzens, the Associated Press, Albany, treasurer; W. A. Warn, New York Times; I. J. Early, Brooklyn Standard-Union; L. J. Lang, W. A. Marakle, Rochester Democrat-Chronicle; William Owen, Albany Journal; A. G. Preston, Buffalo Courier; J. G. Knauber, Syracuse Journal, and P. T. Rellihan, New York Press, directors.

RETRIAL IN BATES SUIT.

City Court Jury Disagrees in Chicago Record-Herald Claim.

A jury before Justice R. T. Lynch in the City Court failed to agree in the suit for \$1480 brought by the Chicago Record-Herald against Charles Austin Bates, and Samuel S. Messiter, holding power of attorney, for alleged breach of agreement. The Herald was represented by Morris & Plante, attorneys for the American Newspaper Publishers Association.

The case arose through the assignment of the plaintiff's claim to Messiter on the basis of 15 4-10 per cent accompanied by an agreement that should Mr. Bates make a compromise with any creditor at a higher rate he should thereupon become liable for the difference between the Herald's settlement and that obtained by the most highly favored creditor.

When a settlement with the New York World was made by Bates through Messiter, the present suit for the balance due was begun.

Hammerstein Withdraws Libel Action

Oscar Hammerstein has withdrawn the charge of criminal libel which he recently brought against F. H. Pierson, city editor of the New York Herald, who was in no way responsible for the article. The proceedings followed the publication recently in the Herald of a special cable despatch from Paris detailing the attitude and trouble which certain foreign opera stars found themselves in owing to the fact that Mr. Hammerstein had found it necessary to postpone his proposed season of Grand Opera in this city. Mr. Hammerstein was under a misapprehension as to the motive of the Herald in its original publication, but now believes that there was no intention to purposely harm him.

XENIA, O.—Dr. Austin M. Patterson, who for the past two years has conducted the Republican, has, owing to failing health, disposed of his interest in that paper. J. F. Orr and C. F. Ridehour are the new proprietors.

PLAINDEALER WINS SUIT.

Establishes Its Right to Fix Price on Sale of a News Agency

W. C. Norris, a news agent, sometime ago secured a contract for handling the several editions of the Cleveland Plaindealer at a certain price, with the privilege of transferring the agency "under suitable conditions, to suitable parties." The sales of Plain Dealers at length comprised one-third the entire business of the Norris agency.

Recently Norris decided to transfer the agency and made a contract with a man to pass over to him the business, including the right to handle the Plain Dealer, for \$7,000. When the Plain Dealer Publishing Co. learned of the transaction it notified the prospective purchaser that unless the price was reduced by Norris from \$7,000 to \$5,000, which, it declared, was all the agency was worth, it would refuse to allow him to handle the Plain Dealer, because the former figure was an exorbitant price and its payment would result in an injury to the Plain Dealer's business.

Claiming that Norris was not satisfactory as an agent the publishers of the Plain Dealer then insisted that he transfer the agency to the prospective purchaser for \$5,000 under a threat of withholding papers from him.

Norris complied with this demand and made the transfer for \$5,000, but immediately sued the Plain Dealer for \$10,000 damages under a claim of duress. The Plaintiff set up that there was a trade custom among publishers and news agencies, by which a news agent could transfer an agency to anyone personally acceptable to the publisher, for any price the agent could obtain.

The case came up on appeal in Cleveland last week, and the Court, in dismissing Norris' petition, said that there was a complete written contract between Norris and the Plain Dealer Publishing Co. which contract could not be varied by a trade custom, and that the company had such an interest in the agency that it had a perfect right to fix the terms of sale between Norris and the purchaser.

New Paper at Middletown.

A new weekly newspaper will see the light for the first time this week in Middletown, N. Y. It will be known as the Middletown Sunday Call, and will be issued by the Sunday Call Publishing Co., of which W. F. Bailey is president, Richard M. Bailey, vice-president, and Howard P. Bailey is secretary-treasurer. W. F. Bailey, who will be the editor, was for four years managing editor of the Middletown Press. He was at one time night manager of the old Publishers Press Association and covered the Assembly at Albany for a time for that organization. He is well and favorably known throughout the state. Mr. Bailey's sons are associated with him in the new venture.

MSS. of Bret Harte Stories Sold.

The original manuscripts of stories by Bret Harte that first appeared in The New York Sun were the principal objects of interest in the library sales at the American Art Association. Tuesday the highest price of the auction was \$735, paid by George D. Smith, for the manuscript of "Thankful Blossom," which was printed in The Sun on four consecutive Sundays beginning on December 3, 1876. Mr. Smith paid \$135 for "Man Who Had Been Shot," April 1, 1877; \$260 for "My Friend the Tramp," March 11, 1877; \$195 for "A Sleeping Car Experience," March 18, 1877, and \$140 for "At 5 O'Clock in the Morning," March 4, 1877.

Odell Resigns from Scranton Papers.

The Rev. Dr. Joseph H. Odell, pastor of the Second Presbyterian Church and since the beginning of the receivership last June editor-in-chief of the Scranton (Pa.) Tribune-Republican and Truth, has resigned both positions, effective Feb. 9. The Tribune-Republican and Truth which were edited by Dr. Odell, will be sold March 10.

NEWSPAPER PROMOTION.

Sketch of W. D. Showalter, a Pioneer in the Work of Arousing Interest in the Ad Columns.

Promotion work is the "first order of business" nowadays with practically every live newspaper in the country. The A. N. P. A. has put the stamp of its official sanction on the movement, and through its Advertising Bureau is supplying to its membership certain forms of promotion copy. Conservative papers are falling into line in this movement with surprising readiness and enthusiasm.

Eleven years ago a newspaper man of New York, after a long experience in editorial and executive positions on New York newspapers, "saw a great light." He believed that advertising should be made a purely business proposition, rather than one of semi-compulsion, with users of newspaper space. And he realized that it could never be made so until each newspaper took up, seriously and persistently, the task of educating its readers to read the advertisements—to watch the "ads" for buying opportunities. He realized, as most observers have realized in the past, that the majority of newspaper readers were inclined to "skip the ads." To alter this state of affairs, to bring about a stimulated interest in advertised offerings, to persuade the readers of a newspaper that with the aid of the ads in it they could place the buying of household goods upon a business basis, seemed to him to be the obvious task confronting publishers everywhere.

It seemed to him that this work could be done through campaigns of education, conducted through the columns of the papers themselves. But, ten and eleven years ago, he found that the publishers, as a general rule, did not consider it "legitimate" to advertise their papers in their own columns. He fought this fallacy long and hard. Gradually his views, and his constructive work, won favor. Publishers who tried to show him the "error of his ways" years ago are now making strenuous efforts to put into effect his ideas.

This pioneer is W. D. Showalter, of the "Showalter Service." For eleven years he has sat in his office, at 150 Nassau street, preaching this promotion doctrine to publishers. Hundreds of them have rallied to his support, and have used and are using his promotion copy. He has seen the change of viewpoint take place—and it is not too much to say that he has done more than any other one man to bring it about.

Today, not only one leading paper in almost every American city uses his copy, but it is translated into French, and used by the leading French newspapers. It is used in England—the London Daily Express being one of his regular clients, with other lesser English newspapers.

It has even been asserted that Showalter is "the most widely printed writer of the present day." And yet his name is not known at all to the reading public, because his matter is sold on condition that it be used as though prepared in the offices of the newspapers using it. He is a nameless author, so far as the public is concerned.

Showalter does not bewail the "competition" which his work has called forth. He realizes that he can serve but one newspaper in any field, and that all newspapers must use copy on the same general lines. He considers that the present movement toward better promotion work among newspapers is a triumph of his own ideas, and he proposes to keep as far ahead of the procession in the future as he has done in the past.

He believes, with Emerson, that "Around Every Circle Another Circle May be Drawn," and he predicts that the year 1914 will set new marks of accomplishment for all live newspapers.

The Portland (Me.) Press has moved from Exchange street, where it was located for about forty years, to Monument Square.



W. D. SHOWALTER.

GRIT FAMILY DINNER.

Williamsport Paper's Staff Holds Its Thirteenth Annual Meeting.

The thirteenth annual meeting and banquet of the officers, directors and employees of the Grit Publishing Company, Williamsport, Pa., took place in the Grit building, that city, January 21. Two hundred were present—every one connected with the establishment. Dietrick Lamade, the president of the company, acted as host and toastmaster.

Beside each plate each diner found a souvenir in form of a crisp one dollar bill, and a memento in the form of a handsomely engraved and printed card, with this aphorism: "Happiness is a by-product obtained from work well done, God bless the good-natured, for they bless everybody else."

Following the feast, Mr. Lamade opened the speaking programme of the evening, which consisted of reports from the heads of the several departments of the Grit, songs and choruses by a double quartet, and humorous recitations by an entertainer. All the reports showed that decided progress had been made in every department of the paper during 1913—the paper had been made better, circulation and all other business had increased, equipment had been materially improved, and the force of employees had become more accomplished and gotten closer together in team work.

Toledo Republican a New Weekly.

The Toledo Republican Publishing Company was incorporated last week for \$5,000 by Dr. A. E. Scheble, Mark W. Madge, W. W. Campbell, J. C. McFellin and F. A. Herman. The company will publish a weekly newspaper, advocating Republican principles.

Extortion Plot Laid to Editor.

Charged with conspiracy to extort money Horace L. Throop, publisher of the Kewanee (Ill.) Daily Call, and Adolph Mohler, are alleged to have attempted to sell the "good will" of the paper to the Consolidated Light and Power Company, Chicago, for \$25,000. The Cook County Grand Jury is reported to have returned indictments against both men. Mohler, it is said, called on E. W. Smith, manager of the company, and suggested that only by the purchase of the paper could the attacks which it had been making on the concern be stopped. It is charged that at one meeting held in the offices of the company in Kewanee a dictaphone recorded the conversation in which the paper was to be purchased for \$25,000 and the presses and the entire physical plant to be resold to Mr. Throop for \$5,000.

INSTALLS ENGRAVING PLANT.

University of Missouri Supplies the Last Requisite for Newspaper Work.

With the installation of a completely equipped photo-engraving plant at the School of Journalism of the University of Missouri, the last step has been taken toward reproducing, so far as possible, metropolitan conditions for the student reporters. The plant has just been finished and is now supplying cuts daily for the University Missourian, the newspaper published by the students of Journalism.

Students who turn in stories now are expected to supplement their work with photographs, just as if they were working on a large city daily. Many of the pictures are snapped by the students.

The aim of the school is not to teach photo-engraving, but to give the students a chance to see their work not only in print, but illustrated. Demonstrations of the general methods followed in making cuts are also to be given to the students.

The plant is the most complete in the state, outside the larger cities. It is equipped for making both half-tones and zinc etchings. Herbert W. Smith, a graduate of the School of Journalism three years ago, is in charge of the photo-engraving department.

Besides getting illustrations, journalism students now write and edit the news stories for the Missourian, write the heads, write the editorials, sell advertising space and write the ads. They also control the business side of the paper, which is owned by an organization of the students.

Press Woman Arrested in Mexico.

Victoria Hastings, an American newspaper woman, and Mr. Wallace, staff photographer for an American publication, were arrested in Mexico City Tuesday night. The charges against them have not been made public. The American Embassy is endeavoring to obtain their release.

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for last six months of 1913—

Daily, 67,080 Sunday, 86,877

This is the largest circulation of any daily or Sunday paper on the North Pacific Coast.

During the year 1913. The Times carried total space of 766,517 inches, leading the P. I. by 222,510 inches. The foreign advertising of the Times amounted to 77,269 inches, a gain of 3,516 inches over 1912. The P. I. carried 25,000 inches of foreign advertising less than the Times.

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Arizona Newspaper Circulation

SHOWING a most remarkable growth in clean circulation, due to increased news services and popular clean-up of the advertising columns of the

ARIZONA REPUBLICAN

THE BIG, clean, reliable and popular daily newspaper of Arizona; published in Phoenix. Circulation Statement, as made to government, period April 1st to September 30th, 1913, average gross, 5497; net paid, 4751

Daily Average, December, 1913

Gross, 6931. Net Paid, 6221

CIRCULATION open at any time for verification by any one interested. ANNOUNCEMENT. ALL PATENT MEDICINE, as well as fake, objectionable and disagreeable advertising, positively not accepted. (This factor has been the Republican's greatest circulation builder.)

THE PROOF of the PUDDING: 5,756,240 agate lines of advertising carried by The Republican in 1913. Write us or see

ALLEN & WARD, Representatives

New York, Brunswick Building

Chicago, Advertising Building

The Evening Post

NEW YORK

Announces that it will publish on Wednesday, February 25th A Woman Suffrage Number

On that day one whole section of the NEW YORK EVENING POST will be produced in its entirety and sold on the streets of New York and other large cities by THE COMMITTEE FOR EDITING A SUFFRAGE ISSUE OF THE NEW YORK EVENING POST, which Committee has been especially appointed by the International, National, State, and allied organizations devoted to the promotion of Woman Suffrage.

This particular number of the NEW YORK EVENING POST is planned and is being edited to present

The Most Complete and Authoritative Exposition of the Woman Suffrage Movement

that has ever been published in any newspaper

The articles will be contributed by distinguished women connected with the movement, and by eminent men supporting it. The news about the progress of Woman Suffrage throughout the world, and the tabulations of Facts that will be presented, will be of lasting value to all thinking men and women, whether opposed to, or favoring, the Cause.

Some of the Special Features Include:

1. **The First Comprehensive Statement of the Organized Suffrage Movement of To-Day.**
What each Association stands for, and is doing—International, National, and Local. Who are the real workers.
2. **The Political Status of the Woman Suffrage Movement To-day.**
Where Women Vote—all over the World.
The Campaign States. The Federal Amendment.
Organizations endorsing Votes for Women.
3. **3,600,000 Women Voters and What They Do With the Ballot.**
Figures and Testimony from the Ten Suffrage States.
The Women Voters of the Democratic Party.
Figures showing how the Democratic Party stands on Equal Suffrage, and what power the Women Voters will have in 1916.

This Woman Suffrage issue of the EVENING POST will have large national and international value, because it tells so much more than has ever before been attempted in one publication.

This edition of the EVENING POST will be an excellent medium for advertisers who wish to reach a splendid class of readers. Reservations for advertising space may be made *now*. No extra charge for this date.

The Evening Post

'Phone, 84 Cortlandt

20 Vesey Street, New York

C. H. Eddy Foreign Advertising Representative, New York and Boston

Eddy & Virtue, Chicago

LIBEL LAW DECISIONS.

Valuable Data for the Guidance of Newspaper Publishers in Handling News and Editorial Matter.

By W. J. STANTON.

It may be stated as a general proposition that words written or printed may be libelous and actionable *per se*, that is, actionable without any allegations of special damages, if they tend to expose plaintiff to public hatred, contempt, ridicule, aversion or disgrace and to induce an evil opinion of him in the minds of right thinking persons and to deprive him of their friendly intercourse and society, even though the same words if spoken would not have been actionable. The reason for the distinction between written and spoken slander is that the former is in more permanent form and may be circulated more extensively than the latter and is therefore calculated to do much greater injury than slander merely spoken. A further reason is that a written slander requires deliberation and is therefore more injurious, since a person reducing an accusation to writing is presumed to have satisfied himself of its truth.

Defamatory words, to be libelous *per se*, must be of such a nature that the court can presume, as a matter of law, that they will tend to disgrace and degrade the party or hold him up to public hatred, contempt or ridicule or cause him to be shunned and avoided. In many cases, however, words charging plaintiff with commission of acts permissible in law, although they lack public approval, have been held not to be libelous, as for instance charging one with setting up the statute of limitations or the illegality of a contract as a defense. Mere general abuse and scurrility, however ill-natured and vexatious, is no more actionable when written than when spoken, if it does not convey a degrading charge or imputation.

WHAT IS LIBEL PER SE?

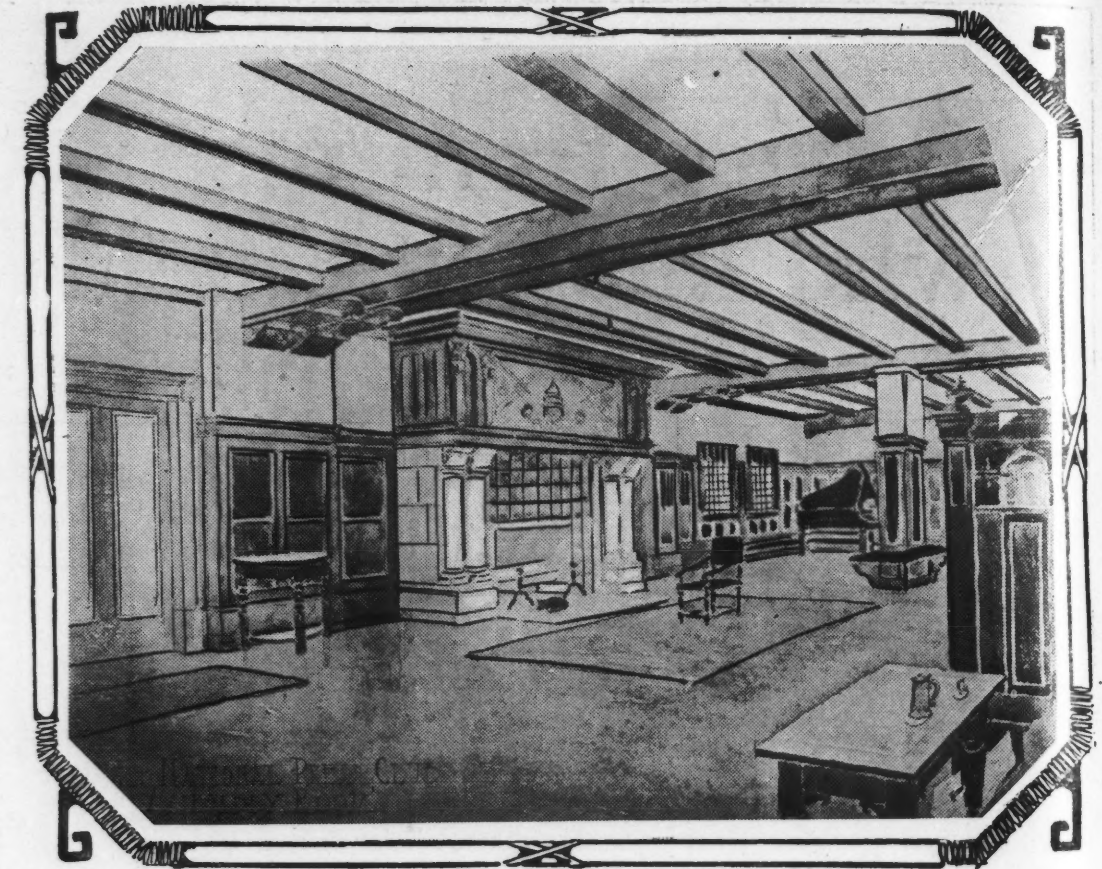
Written charges imputing falsehood in direct form, or words implying want of veracity, are libelous *per se*. A publication which imputes an unwillingness or refusal to pay just debts is libelous *per se*, as tending to destroy the parties' reputation for integrity and fair dealing. So it is generally held libelous *per se* to establish or cause to be published one's name as a delinquent debtor or as one unworthy of financial credit. But when the charge does not affect a person in his business or profession it is not libelous *per se* to publish of him that he owes money, or to charge him with mere inability to pay his debts, or failure to pay a debt. Imputations of illegitimacy, or to publish of a white man that he is a negro, or that he is colored has been held libelous *per se* by the courts of Louisiana and South Carolina.

From motives of public policy the law recognizes certain communications or publications as privileged. That is, publications or communications which under ordinary circumstances would be slanderous or libelous are held to be privileged when spoken or written on or in connection with a lawful occasion. Privileged communications are of two kinds, those absolutely privileged and those qualifiedly privileged.

An absolutely privileged communication is one for which an action will not lie, even though the words are published maliciously and with knowledge of their falsity, whereas a qualifiedly privileged communication is one which is *prima facie* privileged only and which privilege may be lost by proof of malice in the publication of the libel or slander.

PRIVILEGED COMMUNICATIONS.

Absolutely privileged communications are confined to cases where the public service or due administration of justice requires that a person shall speak his mind freely. Examples of such cases are legislative proceedings, judicial proceedings, testimony in court, argument of counsel, etc. Where a



INTERIOR OF THE NEW HOME OF THE NATIONAL PRESS CLUB, WASHINGTON, D. C.
Courtesy of the Washington Star.

party makes a communication and such communication is prompted by a duty owed either to the public or to a third party, or the communication is one in which the party has an interest and it is made to another having a corresponding interest, the communication is privileged if made in good faith and without actual malice. The duty under which the party is privileged to make the communication need not be one having the force of a legal obligation, but it is sufficient if it is social or moral in its nature and defendant in good faith believes he is acting in pursuance thereof, although in fact he is mistaken.

The interests of society require that immunity should be granted to the discussion of public affairs and that all acts and matters of a public nature may be freely published with fitting comments or strictures. But the privilege is limited strictly to comment and criticism and does not extend to protect false statements, unjust inferences, imputation of evil motives and attacks on private character, the publisher being responsible for the truth of what he alleges as facts. Comment and criticism of the acts and conduct of public men are privileged if fair and reasonable and made in good faith. But it has been held that the right to criticize does not as a general rule embrace the right to attack the private character of a public officer or to falsely impute to him misconduct in office. In some jurisdictions, however, it is held that even though the statements are not strictly true, defendant is not liable if there was probable cause for the statements and there is no proof of express malice.

When a man becomes a candidate for office his character for honesty and integrity and his qualifications and fitness for the position are put before the public and are thereby made proper subject for comment. It is held in some states that matters having a bearing on the character and fitness of a candidate for office may be published if they are in good faith and on probable cause believed to be facts. It has been held that the publication of an attack upon a person who is not a candidate for the votes of the people, but who is seeking an appointive office, is not privileged.

A newspaper published an article charging that while a candidate for office had been a member of a committee appointed to sell court house bonds, he rejected a bid of \$58,325 and accepted a bid of \$55,000, and that no explanation had been made by the committee for its action in throwing away the people's money, and that it had been generally reported that one of the committee was a tool of plaintiff and yet he had the effrontery to ask the voters to elect him Supervisor.

The Supreme Court of Wisconsin held that the article sustained an innuendo that plaintiff as a member of the bond committee betrayed the trust reposed in him, and accepted a bribe from the successful bidder, to the loss and damage of the county.

The court holds that words which tend to bring a person into public hatred, contempt or ridicule when published are actionable, though the same words which implies, or may be generally understood to imply reproach, dishonesty, scandal or ridicule of the person, is a libel if false and maliciously published.

The article published also charged the candidate with being a political boss, with ambition to "break into the county board" and that he was a reactionary and an obstacle in the path of municipal progress. The court held that this allegation merely meant that he was a ruling power in politics or in a faction of a political party, and was desirous of obtaining a seat on the county board, and was not libelous.

Pittsburgh Newspaper Conference.

The fourth newspaper conference of the Department of Journalism of the University of Pittsburgh was held last week in Thaw Hall, before the newspaper and advertising students. W. T. Mossman talked on "The Value of Newspaper Advertising," Allen G. Fink discussed "Advertising from the Agency's Viewpoint," Charles M. Bregg, dramatic editor of the Pittsburgh Gazette Times, spoke on "The Newspaper's Relation to the Public," and Edward C. Sykes, of the Pittsburgh Chronicle Telegraph, told the students how the "Billy" Sunday campaign is reported.

POPULAR TOM BATEMAN.

Why the Printers Always Give Him The Glad Hand When He Calls.

One of the most popular men in the printing machinery field is "Tom" Bateman, New York manager of the Printing Machinery Co., of Cincinnati, manufacturers of the Warmock Diagonal Block plate mounting system and Sterling Expansion Hook Book Blocks. He has travelled so long and so thoroughly the several states of the Union that you cannot find a town of any considerable size where printing is done that Bateman has not visited. He's the kind of a salesman who carries sunshine along with him, and as a result he is always welcome whether the printer wants anything in his line or not.

Mr. Bateman is one of the most successful sales-managers doing business with printers. The reason for this is because he knows printers, knows their wants, their good points and their shortcomings, and likes them in spite of their shortcomings.

Tom Bateman has a great many friends in the printing and allied lines—and a few enemies. He has made the friends because he has a pleasant little habit of saying just exactly what he means, and he has made enemies for just the same reason.

Tom claims that the perfect man is he who is 51% straight. He has tried to live up to this specification and expects others to do the same.

Plan to Control Billboards.

An ordinance imposing a special tax on billboards and electric signs has been drawn and will shortly come before the Board of Aldermen. A bill conferring supervision over billboards as fire hazards will also be introduced into the legislature. The subject of advertising as represented by billboards will be discussed at a luncheon at the City Club before the ordinance comes up.

Maxwell Cohen, a newsboy of Boston, has been awarded a scholarship to Harvard College.

Advice from men who know the field

Suppose you were considering advertising in a Chicago newspaper —

Wouldn't you consult a Chicago man about the merits of the various newspapers rather than some one who lived in New York or San Francisco?

If that Chicago man were an advertiser himself his word would carry still more weight. And, if you were able to consult hundreds of Chicago advertisers who spend millions of dollars annually in newspapers, you would be apt to take their combined judgment as final, wouldn't you?

The Chicago Daily News, from January 1 to December 31 last year, printed more *local* display advertising *six days a week* than any other Chicago newspaper *printed in seven*.

The figures are:

The Daily News	4,837,689 lines
Second paper	4,779,591 lines
Third paper	3,684,948 lines
Fourth paper	3,265,467 lines
Fifth paper	2,457,426 lines
Sixth paper	1,994,826 lines
Seventh paper	1,561,383 lines
Eighth paper	1,373,073 lines

Here is proof that Chicago advertisers consider the Daily News the best advertising medium in Chicago.

Are *you* willing to accept their judgment?

The Chicago Daily News

Over 360,000 daily

John B. Woodward
Eastern Representative
710 Times Building
New York

The Philadelphia German Daily Gazette

CARRIES MORE
Local and
General
ADVERTISING

than any other
German daily
published in
this country

HOWARD C. STORY,
Publishers' Representative
NEW YORK: 806 Nassau-Beekman Bldg.
CHICAGO: PHILADELPHIA:
1100 Boyce Bldg. 924 Arch St.

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

Chicago Evening American

Get the best results

The Circulation of
THE BOSTON AMERICAN
IS OVER
400,000
DAILY and SUNDAY
The LARGEST in NEW ENGLAND

The GLOBE offers you two margins over any other paper in the high-class New York evening field.

More NET CASH CIRCULATION (Yearly Average).

Less cost per thousand circulation.



YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN **135,000**

REV. DR. THOMAS O. CONANT, formerly editor-in-chief of the Watchman and more recently associate editor of the Watchman-Examiner, died on Jan. 29 at his home in Montclair, N. J.

WHITE ROASTS WHITE.

How the Editor of the Emporia Gazette Receives the Proposal to Nominate William Allen for Governor.

Emporia, Kan., Jan. 15.—This is the way William Allen White's Emporia Gazette receives the suggestion that White be nominated for governor: "A number of Progressives at Lakin, more kind than considerate, yesterday resolved in favor of this man White of Emporia for governor. They wanted him to run as a Progressive candidate. "To which the Gazette says, 'No—a thousand times, no.' For we are on to that man White, and without wishing to speak disrespectfully of a fellow townsman, who, so far as we know, may be at least outwardly decent in the simpler relations of life—perhaps he pays his debts when it is convenient, and he may be kind to his family, though that's not to his credit, for who wouldn't be?—and he may have kept out of jail, one way or another, for some time—without, as we say desiring to speak disrespectfully of this man we know that he is not the man either to run for governor or, if such a grotesque thing could be imagined, to serve as governor.

JUST COMMON POLITICAL SCOLD!

"He can't make a speech. He has a lot of radical convictions, which he sometimes comes into the Gazette office and exploits, which are dangerous. He has been jawing politicians for twenty years until he is a common scold, and he has set up his so-called ideals so high that the Angel Gabriel himself couldn't give the performance that this man White would have to advertise on the bills.

"So, in the words of the poet, 'Nix on Willyum Allen.' The Gazette's nose is hard and cold on the proposition to make him governor. He is a four flusher, a ring tailed, rip-snoiting hell-raiser and a grandstander. He makes a big noise. He yips and kioodles around a good deal, but he is everlasting and pre-eminently N. G. as gubernatorial timber—full of knots, warts, woodpecker holes, and rotten spots.

"He would have the enmity of more men who have walked the plank politically than any other man in Kansas, and his candidacy would issue an irrevocable charter in Kansas for the Progressive party to be the official minority representative, world without end.

POOR WHITE! ALL AG'IN HIM.

"Men and women would be trampled to death at 7 o'clock election morning trying to get to the polls to cast the first vote against him, and at night perfectly good citizens, kind fathers and indulgent husbands, would risk a jail sentence to get in at least ten votes against him as repeaters. It may be that the Progressive party needs a goat, but the demand doesn't require a billygoat.

"Now is the time for all good men to come to the aid of the party.

"But this man White is a shoulder galled, sore backed, hamstrung, wind-broken, spring-halted, stump sucking old stager, who in addition to being no good for draft and general purposes has the political bots, blind stagers, heaves, pinkeye, and epizootic. Moreover, he is locoed and has other defects. People in the state may be fooled by the doped gait and fancy steps of this man White. But we know him.

THREATENS TO TELL HORRID TRUTH.

"And if he is a candidate for governor or for any other office we propose to tell the truth about him—how he robbed the county with a padded printing bill, how he offered to trade off his support to a congressman for a government job, how he has blackmailed good citizens and has run a bulldozing, disreputable newspaper in this town for twenty years, and has grafted off business men and sold fake mining stock and advocated anarchy and assassination.

"These are but a few preliminary

things that occur to us as the moment passes. But if his fool friends insist on playing up this self-advertising game for him any longer we propose to abandon twenty years of guarded innuendo and prattling subterfuge and come out with the real facts. We shall speak plainly hereafter.

"A word to the wise should gather no moss."

WORCESTER FIELD NOTES.

(Special Correspondence.)

WORCESTER, MASS., FEB. 3.—Stricken with diabetic coma Jan. 25, from which he never regained consciousness, Harry A. Noyes, one of the best known newspapermen in Massachusetts and New Hampshire, died at Nashua, N. H., Jan. 28. At the time of his death Mr. Noyes was employed by the Nashua (N. H.) Telegraph as city hall reporter. For ten years he worked on the Worcester (Mass.) Telegram, as police, city hall and automobile reporter. He left the Telegram last summer on account of his health, going to New Hampshire for a rest. When he left the Telegram, members of the city staff gave a benefit performance of an original newspaper play at a local theater called "Held for Release", the play and music being written, staged and acted by Telegram reporters. Besides his wife, Alice V. (Holt) Noyes, he leaves two children, Phillis, aged 6 years, and Russell, aged 4.

For the first time in its 29 years of experience, The Worcester (Mass.) Telegram is now getting out a three-page theatrical and motion picture section, Sundays, with Walter M. Merkel in charge. Another innovation with The Telegram is a church page issued Saturdays. One half the page is reading matter and the other half advertising matter. Willim J. Dewing is editor of this feature. The automobile section issued on Sunday has been doubled in size, and is now running between four and five pages a week. William Brennan is on the advertising end and Harlow L. Steele on the editorial.

The Worcester (Mass.) Evening Gazette has a new advertising feature, namely, a department for studio news and advertising. As Worcester is a great musical center it looks as if this feature would become popular.

George F. Simmons, who left the Worcester (Mass.) Evening Gazette last month to become circulation manager of the Worcester Telegram, besides managing an automobile voting contest for The Telegram is now conducting a fund to purchase an artificial leg for little Louie Levine, one of Worcester's most popular newsboys

NEW INCORPORATIONS.

NEW YORK, N. Y.—Associated Military Press; capital \$100,000; C. Hill, W. H. Cheppu, E. Z. Parker.

MILFORD, ILL.—Herald Company; capital \$6,500; printing, engraving and publishing business; incorporators, Joseph Bechly, John L. Smiley and Otto Smith.

NIAGARA FALLS, N. Y.—Non Despotie Publishing Co.; capital \$10,000; L. A. Campbell, H. P. Dann, A. L. McFarlane.

BOSTON, MASS.—Auto News Publishing Company; capital \$25,000; incorporators, George B. Reed, Mamie O. R. Means.

MENOMONIE, WIS.—Flint-Douglass Printing Company; capital stock, \$25,000; to publish Dunn County News and general printing; incorporated by J. T. Flint, M. C. Douglass and Mrs. J. T. Flint.

What It Means.

The fact that one mail order firm in Chicago, one only of many in the country, sold \$93,000,000 of goods in 1913, indicates the inroads these houses are making among local merchants. This is an average of \$1.00 for each inhabitant. In a town like Danvers it means the taking of \$10,000 out of the local money circulation. It shows also what continuous advertising will do. If the other mail order firms are doing a like business the country merchants had better get a hustle on before it is too late.—Tri-Town Weekly Press.

R. J. BIDWELL CO.

Pacific Coast
Representative

Of

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

742 Market Street
SAN FRANCISCO

The Omaha Daily News

Begins the New Year with

A Daily Average
Circulation of **72,653**

December Averages

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

C. D. BERTOLET, Mgr.,
General Advertising Department.

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

C. T. BRAINARD, President.

Representatives:

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

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE NEW HAVEN Times-Leader

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

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

THE NEW YORK WORLD

“One of the Very Best Advertising Mediums in the Field Today”

AUBERT J. FAY, PRESIDENT.

EDGAR L. FAY, VICE PRES. AND TREAS.



ESTABLISHED 1855

Father John's Medicine

PREPARED BY

CARLETON & HOVEY COMPANY,

ADDRESS ALL COMMUNICATIONS TO THE FIRM
NOT TO INDIVIDUALS

CABLE ADDRESS,
FATHER JOHN-LOWELL
W.U.TEL. CODE.

Lowell, Mass., U.S.A.

OFFICES 333 CENTRAL STREET.

December 29, 1913.

The New York World,
World Building,
New York City.

Dear Sir:-

We believe that the New York World is one of the very best advertising mediums in the field today, and we anticipate that Father John's Medicine advertising will appear in your columns for many years to come.

Very sincerely yours,

Dic. A.J.F.
M.L.J.

*Carlton and Hovey Company
Subscribed by Aubert J. Fay President*

“We anticipate that Father John's Medicine advertising will appear in your columns for many years to come.”

THE WORLD leads in circulation and in advertising

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, February 7, 1914

THE LIBERTY OF THE PRESS.

Judge Cullen sounded a note of warning in his recent address before the New York Bar Association, reported elsewhere in this issue, when he called attention to the manner in which the right of personal liberty was being restricted by the passage of unjust laws. He declared that the Minnesota statute forbidding the publication of reports of executions, and the court decisions supporting it, enunciated a doctrine fatal to the liberty of the press. Continuing he said:

"I believe that on many subjects it is right that the public mind should be excited in spite of whatever disadvantage may come from the condition, and I had supposed that it was the inalienable right of the press to excite public opinion on the subject of any wrong so that that wrong might be redressed."

Anyone who has attended legislative sessions in many of the states has been impressed with the superficiality and often gross and inexcusable ignorance displayed by members in discussing important measures that come before them for action. A majority of those who represent state districts seem to be more often guided in arriving at their conclusions by considerations of party expediency, or private benefit rather than of general public good.

Those who have been sharply criticised by the newspapers are ever ready to father and support any bill that will introduce a thorn into the flesh of the publishers. It makes no difference to them whether it will work a hardship to any other industry or class of workers in the state, for so long as it curtails the revenues or restricts the privileges of the newspapers, it receives their votes.

When you find a government in such a condition that it seeks to restrain the liberty of the press by sumptuary legislation of an unjust, and therefore of an unnecessarily restrictive character, you at once recognize the symptoms of a disease which, if unchecked and not extirpated from the body politic will bring about its destruction.

Fortunately we have not yet reached any alarming stage in our history which indicates the approach of such a fate. We believe that the good common sense of our people coupled with intelligence founded on education of a liberal character will compel the safeguarding of the liberty of the press and the protection of the people's rights, guaranteed them under the constitution.

NO FREEDOM OF PRESS IN RUSSIA.

Publishing a newspaper in Russia is attended at times by considerable discomfiture. Editors never know where they are at with reference to the government. If they conform to one set of rules one day they are apt to get into trouble the next through some change made in the rules over night.

Freedom of the press was one of a list of specific liberties promised in the Czar's manifesto of eight years ago assuring the introduction of elementary freedom into Russian life. It was only the liberty

of the press that had any real lease of life in the years that followed. During the five years Stolypin was at the head of the government the newspapers were allowed to say pretty much anything they liked about him. But after his death and the fear of a revolution had abated and the bureaucracy fought to get back old conditions, the first thing the latter did was to attack the press.

The church party, which works hand in hand with the reaction party, has succeeded in curbing hostile critics in the press. The government has recently issued an order forbidding any mention of changes in the equipment in the army or navy in the newspapers. Hardly a day passes during which two or three papers in St. Petersburg, Moscow, Odessa and Kiev have not had their issues confiscated and have been fined 500 rubles with the alternative of three months in jail for the editor. Eight editors of a labor paper in St. Petersburg are now confined in the same prison.

After paying \$6,250 in fines one of the high-class newspapers decided that it was inexpedient to longer defy the government by expressing opinions at variance with those entertained by it. The position of the Russian press is not quite hopeless, although it has no weapon handy with which to resist the imposition of the police gag.

THE JACKSONVILLE NEWS FAILURE.

The experience of Clarence B. and Albert Hanson in trying to establish a newspaper at Jacksonville shows that it is an easy matter to start a daily, but quite another to keep it going on shoe string capital. The Hansons launched the Jacksonville News Dec. 15 and on Jan. 27 it ceased publication, and a sheriff took possession of the furniture and carted it off.

The city already had two excellent newspapers, the Morning Florida Times-Union, founded in 1878, and the Evening Metropolis, in 1887. Both are Democratic in politics, and are conducted on up-to-date lines. They are also enterprising and have the confidence of the people they serve. Jacksonville, according to the late census, has a population of 57,000. It is a commercial and not a manufacturing city. Its population is larger in winter than summer, owing to the presence of hundreds of people who seek relief from the rigors of a northern winter. The city is large enough to support one afternoon and one morning newspaper in good shape. We understand that the Florida Times-Union and the Metropolis enjoy a comfortable degree of prosperity.

Into this community came the Hanson brothers, who had had considerable newspaper experience in Mobile, Pensacola, Birmingham and Montgomery. They were supposed to know the South, its business opportunities and its resources. They decided to enter the Jacksonville field with a newspaper—the News. They put in an up-to-date plant, engaged a staff of capable men and started in. At the end of a month and a half the paper gave up the ghost. What is the explanation?

At least three things contributed to the fiasco: First, the mistaken supposition that a small city, already well served by two newspapers and giving them good support, will welcome a third and give it the financial encouragement that it needs to become a permanent institution.

Second, insufficient capital. It hardly seems possible that such experienced newspaper men as the Hansons would fall into the inexcusable error of supposing that they could establish any kind of a daily newspaper and make it self supporting in forty-two days on a cash capital of less than ten thousand dollars. In a progressive city without newspapers or with only one or two anemic, spineless dailies, such a thing might be possible, but not in a city like Jacksonville already amply provided. To start a newspaper in such a place a capital of at least \$150,000 or \$200,000 should be available.

Third, lack of advertising support from the business men of the city. It is fair to assume that the largest and most successful firms at present advertise in the morning and the evening papers already established, and that the smaller concerns advertised in one of them.

From whom, then, did the Hansons, as publishers

of the News, expect to derive their revenue? From the merchants who were advertising in the Times-Union and the Metropolis; or from those who felt they could afford to advertise in only one of them? Or, did they suppose that they could develop enough new advertisers to make the paper profitable in a field that had been cultivated to the limit by the two existing papers?

To succeed in the newspaper business a number of things are absolutely necessary. First, the opportunity; second, a sufficient amount of capital to run the paper for at least a year without a substantial volume of advertising and circulation; third, the ability to publish the kind of a paper the people want; and fourth, the hearty support of local merchants and general advertisers. The lack of any one of these elements is sufficient to wreck any newspaper enterprise.

EDITORIAL COMMENT.

We have received a letter from E. C. Regen, acting business manager of the Washington Times, calling attention to an error in the Mail Order Journal's report of total lines of advertising carried by a number of leading newspapers in 1913, reproduced in an issue of Jan. 24, which gave that paper 5,752,200 lines, whereas the figure should have been 5,983,937 lines, or a gain of 2,913 lines. The error, it was explained, was due to a mistake made by the Washington Star in measuring up the Times advertising, the Star having furnished the Mail Order Journal with the record of all the Washington papers.

About a year ago the Phoenix (Ariz.) Republican, of which Dwight B. Heard is president and general manager, and Charles A. Stauffer is business manager, gave notice that it would in future eliminate patent medicine and other objectionable advertising from its columns. At the time the Republican was carrying about \$450 worth a month. The paper could ill afford to lose this revenue, but the publishers decided that they would make the sacrifice in order to give their readers a cleaner and better paper, and at the same time clear their own consciences. The result of this action has been a surprise to them, for not only has the paper made a large gain in advertising, but its circulation has forged ahead in a surprising way.

There are a great many people who complain bitterly about the lack of response they get out of advertising who are very careless about what they put into advertising. Just as far as you get away from the truth in advertising, just that far you get away from results from advertising. All advertising is discounted because some of it is subject to discount, and if you want your advertising to be net you must help discredit the discounter so that he will have to quit advertising entirely and leave the field to honest men.

HOW TO SAVE ON COPY PAPER.

THE HOLYOKE DAILY TRANSCRIPT,
Holyoke, Mass., Feb. 2, 1914.

EDITOR AND PUBLISHER:

Your issue of the 31st ult saddens me beyond words. For on your editorial page, sir, you cast a slur on the indefatigable press agents.

Now we find this press agent stuff remarkably useful. In the first place, most of it is printed on fairly good paper; and by turning it over carefully one can always use it for copy, a fact that our managing editor, Mr. Dwight, always turns to account; and if you had your way, we would have to use twice as much good paper as at present.

Furthermore, there appears, at times, bright little notes, which, carefully suppressing the name of the motor car exposition, or what not, furnishes more or less readable stuff.

And if any one is fool enough to use these notices and reading matter in full, they ought never to be bothered with contracts for advertising, and the chances are that they will not.

Therefore spare the press agent; he gives us at least 25 pounds of good copy paper every year.

H. E. FULLER.

PERSONALS.

Charles H. Grasty, publisher of the Baltimore Sun, recently had as his guest for several days, Col. George Harvey, editor of the North American Review.

James Schermerhorn, editor of the Detroit Times, delivered an address on "The Soul of a City" before the Atlanta Ad Men's Club on January 29.

Victor Rosewater, owner of the Omaha (Neb.) Bee, is spending several weeks' vacation at New Orleans.

John S. Ritenour has been elected president and editor of the Monongahela (Pa.) Times Publishing Company, succeeding Claude E. Towner, who recently resigned.

Ralph L. Millet, formerly on the Kennebec (Me.) Journal, and for the past five years with the Dallas Dispatch, has been appointed editor of that paper. He succeeds Alfred O. Anderson, who established the Dispatch, and will retain the title of editor-in-chief.

William H. Davis, editor and manager of the Maine Farmer at Augusta, has become secretary and manager of the Malden (Mass.) Free Press, which bought the Malden Mirror on Monday.

James A. Dunn, who for fourteen years was the Holyoke correspondent of the Springfield (Mass.) Union, is now editor of the Holyoke (Mass.) Telegram.

James J. O'Donnell, publisher of the Holyoke (Mass.) Telegram, has begun his duties as postmaster of that city, having been appointed December 1 last by President Wilson.

John H. Hunt, editor and publisher of the Sag Harbor (L. I.) Express, is taking a rest cure at a New Jersey health resort.

R. S. McKay, for twenty years on the staff of the Nashville (Tenn.) Banner, and more recently with the Democrat of that city, left for Waco, Tex., last week to assume the duties of business manager of the Morning News.

Robert Glen, editor of the Spokane (Wash.) Spokesman-Review, is visiting in the East.

A. C. Goodwin, editor of the Salt Lake (Utah) Telegram, has resigned to give his entire time to the Goodwin Weekly, a publication he founded in 1902.

GENERAL STAFF PERSONALS.

Edward Maher, a member of the Chicago Press Club, has been elected a director of the Chicago Law Institute.

M. E. Coleman, day manager of the Chicago office of the Associated Press, who went to the Calumet copper region to cover the strike, has returned to Chicago.

Phil C. Sayles, in advertising department of the Grand Rapids (Mich.) Press for several years, has taken the advertising management of the Adrian (Mich.) Daily Times.

W. S. MacDonald has resigned as circulation manager of the David C. Cook publication at Elgin, Ill., and gone to Los Angeles for a vacation. He is succeeded by Thomas Jones, who was his assistant for some time. Ed. Helmer, of the traveling staff, has also resigned. Robert Wentworth Floyd, of the Woman's World New York office, spoke before the advertising class of the Twenty-third Street Y. M. C. A. Wednesday evening on "Relation of the Advertising to the Sales Department."

John Messick has been appointed advertising manager of the Philadelphia Evening Telegraph. He formerly had the position of classified advertising manager of the Philadelphia Public Ledger.

Miss Esther Griffin White, one of the best known newspaper women of Indiana, is now in New York looking over

the newspaper field. Miss White was at various times dramatic critic and special feature writer on the Richmond (Ind.) Palladium, the Richmond (Ind.) Item and was a correspondent for the Sunday Indianapolis Star. Not long ago Miss White issued a book entitled "Indiana Book Plates," which had a wide circulation, both here and abroad. She has also cultivated the muse.

William A. Searle, on the staff of the Rochester Post-Express, will, on April 1, assume the secretaryship of the Rome (N. Y.) Chamber of Commerce.

D. J. Griffin, formerly connected with the Lee Syndicate of newspapers, was in Spokane this week en route to Honolulu.

D. C. Kemp, who for four years has been connected with the Scripps newspapers in California, and who recently has been traveling auditor for the papers, has resigned to enter the manufacturing field in Los Angeles. He will be secretary of the Nomel Manufacturing Company, a corporation recently organized.

Wellington Taylor Leonard is the new managing editor of the Mansfield (O.) Daily Shield, succeeding William W. Carter, who went to the Shield a couple of months ago from the News, where he was city editor for nearly nineteen years.

Charles P. Thompson, superintendent of the Washington Bureau of the Associated Press, is in New York to meet his son, an officer of the Michigan, who was recently operated on for appendicitis.

Frederick Walther, advertising manager of the New York Press, was given a testimonial dinner at Hotel St. Denis last Tuesday by representatives from every department of the paper.

Leslie Hahn, of the Associated Press, has been transferred to the Washington Bureau from Louisville to take charge of the day south wire succeeding Mr. Ziegner, who has gone to Louisville.

IN NEW YORK TOWN.

Roderic C. Penfield at one time editor of the Evening Mail's Saturday Supplement and later of the staff of Harper's Weekly, has gone into the publication of the Opera Magazine, a monthly periodical devoted to grand opera and the encouragement of its rendition in the English tongue.

Timothy Walsh, of the Wall street staff of the New York World, who lives in Flushing, L. I., suffered the loss of his house by fire on Saturday last.

Theodore M. Stitt, a reporter on the Brooklyn Standard-Union, has been appointed secretary to Fire Commissioner Adamson. He has been on the City Hall beat for more than six years.

A. S. Van Westrum, literary editor of the New York Tribune, has not succeeded Henry Edward Krehbiel, who has been musical critic of that paper since 1880, as was recently reported.

George W. Gray, of the World, has gone to Boston, where he has become editor of the Chamber of Commerce News.

S. V. Hopkins has joined the advertising staff of the Evening Post Saturday Magazine, from the Metropolitan Magazine.

VISITORS TO NEW YORK.

George H. Larke, publisher of the Indianapolis (Ind.) Sun.

J. D. Plummer, publisher of the Springfield (Mass.) Union.

O. M. Phillips, business manager of the Youngstown (O.) Telegram.

C. P. Thurtle, business manager of the Montana Record.

C. J. Pyle, business manager of the Wilmington (Del.) Journal.

William Marion Reedy, editor and proprietor of the St. Louis Mirror.

WASHINGTON PERSONALS.

Lee Lamar Robinson, in addition to the Louisville Post and Lexington Leader, is now correspondent for the Pittsburgh Evening Sun and Post.

Harry B. Hunt has just arrived in Washington and will represent the Scripps papers, the Columbus Citizen and Toledo News-Bee.

Elisha A. Hanson now represents three Iowa papers, the Muscatine Journal, Ottumwa Courier and Davenport Times.

Stanley M. Reynolds, White House representative of the Washington Times, has just been appointed correspondent of the New York Press.

Robert H. Patchin, formerly actively identified with newspaper work in this city, has sailed for South America in the interest of an Illinois manufacturing association.

Phillip Troup, formerly associated with Willis J. Abbot, of this city, and more recently editor of the New Haven Union, has been confirmed as postmaster of New Haven, Conn.

C. W. Collins, of the London office of the Associated Press, was a visitor to Washington last week.

John Duffey, of the publicity department of the Lehigh Railroad and formerly city editor of the Chicago Tribune, accompanied "Butch" McDevitt, of Wilkes-Barre, Pa., to Washington on Tuesday.

Theodore H. Tiller, of the Washington Times, has been elected chairman of the entertainment committee of the National Press Club, in place of Robert H. Patchin, who resigned.

Parker R. Anderson, of the Charlotte Chronicle and Greensboro News, is chairman of the arrangements committee of the North Carolina Society, which is to be given Saturday night in honor of distinguished North Carolinians.

Offers Bill to Repeal Press Law.

Representative J. Hampton Moore of Pennsylvania has introduced a bill in the House of Representatives to repeal all the provisions of the newspaper publicity law except that which requires periodical publications to mark as "advertisement" all news and editorial matter printed in consideration of money or anything of value. Mr. Moore declares that the law is discriminatory and special legislation.

PUBLISHER'S NOTICE.

Advertising Rates: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 146 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

ADVERTISING MEDIA

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

HELP WANTED

IF YOU ARE the advertising manager of a paper in a city from 20,000 to 35,000, and if you would like to take a chance on a "live" morning daily newspaper in a city of 300,000, where there is plenty of hard work and where you will start in given territory, address BOX D, 1167, care The Editor and Publisher.

ONLY DAILY

newspaper property in rapidly growing city of 6,000. Annual volume of business, \$28,000. Annual return to owner for personal effort, maintenance of equipment and income from investment, \$10,000. Will be sold for \$25,000. \$15,000 cash necessary. Will sell one-half to competent mechanical man. Proposition, I. W.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

SITUATIONS WANTED

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

ENERGETIC young man, now circulation manager monthly class periodical. 10,000 copies, seeks foothold in business department publishing concern. Soliciting experience, good correspondent, knowledge stenography, rapid typist, understands principles copy writing and advertising display. Bx, care The Editor and Publisher.

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

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

POSITION WANTED on daily or weekly paper in small city, by reporter of several years' experience. Good references. State salary, nature of work and opportunity for advancement. "AMBITIOUS," care The Editor and Publisher.

AN EDITOR who knows small city daily and county weekly newspaper work from the ground up, and who has made this a specialty will shortly be in a position to offer his services as editor or managing editor to a paper that can promise a present and future reward in proportion to value rendered. He is young, ambitious and of good personality. His management is efficient and his editorials have a punch. To a paper that qualifies, this man besides offering his services will consider a financial investment after a thorough knowledge of conditions, gleaned through actual work, has been made. One thing is essential, that the paper offer a future that promises a permanent field. Address "EDITOR D 1172," care The Editor and Publisher.

EDITORIAL WRITER—High class, aggressive, energetic, logical, readable, Republican, man take full charge, now employed; references A1. Desires place on afternoon paper, city 20,000 up, at salary commensurate with ability; 40; married. Address "VIM," care The Editor and Publisher, N. Y.

BUSINESS OPPORTUNITY

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

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

MISCELLANEOUS

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

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

The Catholic Tribune

(English)

Katholischer Westen

(German)

Luxemburger Gazette

(German)

40,000 Circulation
Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

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

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

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

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

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

Labor Law Restricts Newsboys Age.

It is illegal for boys under 16 years of age to deliver newspapers before 8 a. m. in New York State, according to the opinion given by Attorney General Carmody last week. Mr. Carmody says that if this prohibition works injustice in discrimination against morning newspapers, the present Legislature can grant relief. It is said a bill will be introduced at the present session to give the State Industrial Board power to regulate this matter. The law provides that no child under 16 shall be permitted to work in the distribution or transmission of merchandise, articles, or messages before 8 o'clock in the morning.

PRESS ASSOCIATIONS.

The third annual meeting of the Ozark Press Association was held at Springfield, Mo. The principal addresses were given by Charles G. Revelle and Paul W. Brown, of the editorial staff of the St. Louis Republic. Papers were read by a number of members of the association dealing with problems in the country newspaper office. These officers were elected: President, Will Zorn, West Plains; vice-president, P. A. Bennett, Buffalo; secretary, B. F. Carney, Crane, and treasurer, J. W. Brandon, Springfield.

The "get-together" meeting of the representatives of the Michigan Press will be held at Detroit, Feb. 20 and 21. The object of the joint meeting is to unite the press associations into one strong organization. Invitations have been extended to the Wolverine Press Association, the Michigan Press Association, the West Michigan Press club, the Western Michigan Press association, the Northern Michigan Press association, the Northeastern Michigan Press Association, the Michigan Woman's Press Association, and all other similar organizations to join in the meeting.

Grand opera night was observed at the Boston Press Club last week when Director Henry Russell and a group of singers from the Boston Opera House gave an entertainment at the club. The contributing artists were Mr. d'Alvarez, Tanlongo, Mme. Beriza, Miss Sharlow, Marco Ancona and Miss Androva. The program was extended and varied and applause greeted every number.

The Central New York Newspaper Publishers Association held its January meeting at Oneida last week. The features of the business session were papers by Vice President B. G. Seamans of the Pulaski Democrat, and J. C. Peck of the Cazenovia Republican, the latter, being on local advertising. Both papers elicited much discussion.

At the meeting of the Northern Minnesota Editorial Association at Little Falls last week, Charles F. Scheers was elected president; Fred Schilplin, vice-president, and A. G. Rutledge, secretary. E. C. Kiley, of the Grand Rapids Herald-Review, delivered an address.

The International Labor Press Association met at St. Louis last week, to consider the calling of an international convention of editors and managers of labor publications. St. Louis is favored for the convention.

The executive head of the National Negro Press Association has issued a call for a mid-winter session of the association to be held in Nashville, Tenn., Feb. 13-14. Declaring their loyalty to the flag and constitution, the association has been working for the past few years to develop plans for the general uplift of the negro people. Many reforms have already been inaugurated and help has been given to thousands of the race.

Preparations are going forward for the benefit performance of the Brooklyn Press Club, known as the second annual "Extra." The proceeds will be devoted to a new clubhouse. The performance will be held at the Majestic Theatre on Feb. 9. Doris Keane, in Edgar Sheldon's "Romance," with the entire original cast, will be the attraction.

At the quarterly meeting of the Western New York Newspaper Publishers' Association, held at Rochester last week, a legislative committee was appointed to meet with similar committees from Central and Eastern New York, to discuss the advisability of keeping a representative at Albany to watch legislation which might affect newspaper publishers throughout the state. Addresses made by J. E. DuBois, of the Newark Union-Gazette; L. B. Tuttle, of the East Rochester Realties, and James H. Lee, manager of the Buffalo office of the American Press Association.

WRITERS SIGN ARTICLES.

Missoula Paper Prints Names At Top of All Important Articles.

Newspaper events come rapidly in Missoula, Mont., due to the activities of the Thirteen Ems Club. Through the agency of this organization the Missoulian last month established the practice of printing the writers' names in black face at the top of important stories. So much notoriety did not sit well with the reporters, so now merely the initials are printed below the articles. Editorially the Missoulian says regarding the experiment:

"There is no other purpose in this plan than the attempt to find out if the reading public is interested in knowing who writes the stories which it reads from day to day. Last week served to introduce, personally, the writers of the Missoulian staff. Perhaps, now, the initials will serve the purpose sought without the unpleasant publicity which accompanied the style of signature followed at the beginning. We shall see how this change works out."

Ninety-six Pages for a Cent.

Ninety-six pages for a cent! That was the size and price of the special number of the Mobile (Ala.) Post, issued Jan. 28. We do not recall another instance in which so large a newspaper has been sold at so small a price. It was called "The Mobile Booster Edition" because it was devoted entirely to the history and upbuilding of the progressive city on the Gulf of Mexico. It contained articles on its industries, schools, business houses, and described the several steps that had been taken in Mobile development, and told of its resources and possibilities in an entertaining manner. The number carried \$9,000 worth of advertising. The post is only fourteen weeks old, having been established by C. H. Allen, formerly general manager of the Register, and W. R. Cothran, one of the former owners of the Item.

J. M. Duncan Out of I. T. U. Race.

James M. Duncan, First Vice President of the International Typographical Union, who is serving out the unexpired term of ex-President James M. Lynch, now State Commissioner of Labor, will not be a candidate for the Presidency at the election to be held in May. Marsden G. Scott, president of Big Six, is in the field and has the endorsement of a number of local unions. Mr. Lynch's report shows that when he became President on Nov. 1, 1900, the membership was 32,813 and the funds of the union totaled \$33,440. The membership now is 70,000, and the funds \$900,012.

Wheat From Saskatchewan.

We have received from Henry De Clergue and staff, of the Leader Publishing Company, Ltd., of Regina, Saskatchewan, a miniature metal grain elevator filled with a sample of Marquis wheat which was awarded the world's championship at a recent Dry Farming Congress. Saskatchewan, in 1913, with only 10 per cent. of the arable land under cultivation produced 112,369,405 bushels of wheat, which is said to be the largest amount ever produced by any province or state in the world. The Regina Leader is the largest and most influential daily newspaper published in the province.

When Cuts Are Too Narrow.

Electrotypes for advertisements furnished to newspapers are frequently narrower than the columns of the paper, necessitating the filling out of the space on both sides of the electros with leads or slugs. A writer in the American Printer advises that such cuts be made the proper width for the column of the paper in which they are to be used by tacking reglet or other suitable wooden material on each side. This obviates spacing out the electros every time it is used and saves time and pull-outs.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

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

The Evening Mail

203 Broadway New York

Sunday Advertising

In January, The New York Times published 261,992 lines of advertisements in its Sunday editions and was the only newspaper among those leading in volume of advertising to record a gain in Sunday advertising.

A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION NET PAID

H. M. PINDELL, Prop.

CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

The 1914 Edition of the
AMERICAN NEWSPAPER
ANNUAL and DIRECTORY
 Is Ready for Delivery

Price \$5.00. Sent anywhere in U. S. on receipt of price, "Express Charges Collect." Order from the Publishers:

N. W. AYER & SON, Philadelphia

WOULD ADVERTISE THE SOUTH.

Special Committee of S. N. P. A. Meets to Consider Plans.

A special committee of the Southern Newspaper Publishers' Association, consisting of W. R. Hinman, of the Jacksonville Times-Union; W. L. Halstead, of the Atlanta Constitution; Victor H. Hanson, of the Birmingham News; Curtis B. Johnson, of the Knoxville Sentinel, and A. G. Neumyer, of the New Orleans Item, were appointed at the convention at Birmingham, Ala., some weeks ago for the purpose of devising ways and means to more thoroughly bring to the attention of the world the manifold advantages of the great Southland.

This committee met in Knoxville, Tenn., January 20, and in order to make its work as efficient as possible it invited a number of newspaper men to be present at its deliberations and give the committee the benefit of their advice. The list included G. J. Palmer, of the Houston Post; W. T. Anderson, Macon Telegraph; W. C. Johnson, Chattanooga News; W. B. Sullivan, Columbia (S. C.) Record; W. M. Clemens, Birmingham News; R. W. Brown, Louisville Times; Robert Jones, Asheville Citizen, and E. M. Foster, Nashville Banner.

The result of the committee's work will not be made public until the annual meeting to be held in Atlanta in March. It is reported, however, that the committee favors the levying of an assessment on each newspaper, based upon its circulation, to create a large fund to be spent in various forms of advertising.

Jackson Patriot's Enterprise.

The Jackson (Mich.) Patriot, a morning newspaper printed every day except Sunday, brought out an extra on Monday, Jan. 25, to supply its readers with news of the wreck of a passenger train on the Michigan Central through collision with a freight, in which three men were killed, including the engineer, and

ten persons were injured. The accident occurred three miles north of Jackson at about 10 o'clock Sunday evening. The managers of the paper realizing the importance of the news to the people of Jackson, at once got busy. Reporters and editors were summoned to the office, the composing room staff was assembled and the machinery for gathering the news of the wreck and putting it into type was quickly in motion. At 5:30 the Patriot was on the street with its extra containing an exhaustive story of the accident. Copies were mailed to every subscriber on the nine rural routes and 4,300 copies were sold on the streets. Milo W. Whittaker, its manager, received many compliments for the enterprise shown by the Patriot.

Complimentary to Saturday Night.

An unusual compliment was paid the Detroit Saturday Night by the Battle Creek (Mich.) Daily Journal in its issue of Jan. 18, when it reproduced, in display type, to the extent of three half columns, the contents of a card advertisement sent out by the former. This was prepared by an introduction, written by the Journal's editor, paying high tribute to Messrs. Orr and Nimmo, who conduct the Saturday Night.

Birrell Urges Truth First in Press.

Responding to the toast, "Literature and Journalism," at the newspaper men's dinner in London, Saturday night, Augustine Birrell declared that nobody could say that journalism, because it was produced quickly to meet the occasion, was on that account necessarily not literature. A review of a book might be much better than the book itself. He urged that contributors to the press put truth first, and afterward beauty, if they could find it.

The New York American a short time ago installed a Scott Matrix Rolling Machine which has given so much satisfaction that it has ordered three more to replace older machines.

"PEACE AT TWILIGHT."

BY FARMER SMITH.

They sat in one corner of the room, the soft light of the little lamp falling upon the table before them. The music of the restaurant floated across the room, but the couple did not seem to hear it.

"Tell me," she said softly folding her beautiful hands on the table before her. "Tell me, how did you come to write that beautiful poem, 'Peace at Twilight'?"

A pained expression came over his face as he answered:

"I had an order from a publisher. I had delayed writing the poem for him because my wife was sick. A telegram came demanding the poem.

"I sat down to write it while the trained nurse stayed with my wife.

"In the middle of the poem the baby began to cry and I took him on my lap while I pounded the typewriter with one finger.

"The doctor came and went and the poem progressed. Suddenly I heard a shriek. The cook had fallen down stairs and had broken her leg.

"An ambulance came and took her to the hospital."

"Pardon, sir; but is there anything else you wish?" asked the waiter.

"No," replied the author.

Continuing to his companion he said: "The baby fell asleep—I cooked supper for myself and the nurse and—finished 'Peace at Twilight.'"

"It is very beautiful," she said, clearing her throat.

New Enterprises for Elkhart, Ind.

The Elkhart (Ind.) Progressive Democrat, a morning newspaper, was launched Feb. 1. James A. Bell is the publisher, and W. C. B. Harrison, editor of the new daily. The Elkhart Truth, an evening newspaper, owned by Col. C. G. Conn, former congressman, will issue a Sunday morning edition starting this week. Mr. Bell was formerly manager of Truth.

Manufacturers Should Cooperate.

Norfolk, Neb., January 30, 1914.

Editor and Publisher:

Country newspapers are being hampered in order to get them to cooperate with manufacturers. It seems to me one way for manufacturers to get co-operation, would be to co-operate.

Larned, Carter & Co., Detroit, wrote us they would have a page ad in the Saturday Evening Post, Jan. 31, and asked our co-operation in getting a local dealer to publish an ad in The News on the same day, agreeing to furnish plates for such display. We persuaded the local dealer, A. L. Killian Co., to run a page ad in The News on the day the Post ad should appear. Ten days before that date we wrote Larned, Carter & Co. and advised them of this co-operation, asking for the plates they had promised. We received no reply and no plates.

The Killian Co. then wrote Larned, Carter & Co., asking for the plates. The Killian Co. request was also ignored.

I have a feeling that co-operation should begin at home.

N. A. HUSE,
 Editor Norfolk Daily News.

Ship News Reporters to Dine.

The Ship News Reporters Association of New York will hold its annual dinner on Saturday night, February 21, at Kalil's, in Park place. The dinner will be served in the rathskeller. Afterward the diners will go upstairs to the "tango room," where a vaudeville entertainment will be given.

Saw More Than Double.

On the day after Christmas the editor of the Milwaukee Free Press announced that the mouth of the Mississippi is four miles higher than its source, and if the earth should stop revolving the water would all flow the other way. Now that all the holiday festivities are over he is probably in a better frame of mind.—Syracuse Post-Standard.

LIVE AD CLUB NEWS

Addressing the Cincinnati Ad Men's Club last week H. J. Hoover, commercial manager of the Union Gas and Electric Company, declared that newspaper advertising is the best selling force outside of the personal efforts of salesmen. As a concrete example of the efficiency of newspaper advertising, Mr. Hoover told of increasing the business in his department during the past year to a point equal to the combined increase of the two previous years. This, he said, was a direct result of press advertising.

The Little Rock (Ark.) Advertisers' Club was formally organized at a meeting held last week. S. M. Brooks was elected president; Waring Sherwood, first vice-president; W. L. Jukes, second vice-president; Levings Sandford, treasurer, and Arthur C. Wilson, secretary. The club will be composed of Little Rock's representative business men who, either professionally or semi-professionally, write, buy, sell or who are directly interested in advertising. The purpose will be mainly the general uplifting of all forms of advertising.

By a unanimous vote the Kansas City (Mo.) Advertising Club approved last week an ordinance designed to punish persons publishing fraudulent advertisements, either in newspapers, upon billboards or by circulars. The purpose of the measure is to prohibit advertising designed to mislead the public. President C. L. Brittain, of the club, is conducting the campaign in behalf of the ordinance. The measure will be introduced in the council within a few weeks.

The value of the daily newspaper as an advertising medium was discussed before the Worcester (Mass.) Publicity Association last week by Truman A. De Weese, director of publicity for the Shredded Wheat Company. Mr. De Weese said that the newspaper is an advertising medium par excellence, for it permits of daily repetition in a vehicle that sustains intimate relation to the home. He gave many points in favor of the daily press for advertising commodities of universal use.

Permanent quarters have been secured by the Toledo Ad Club in the Nasby Building. They have been decorated and furnished in comfortable fashion and the next meeting will be in the nature of a housewarming. A large electric sign is to be placed on the building, offering a welcome and indicating the home of the ad men.

According to a report from Bridgeport, Conn., the Publicity Club of that city is in a fair way to be disbanded owing to the indifferent interest shown in it by local advertising men. The club was organized in November, 1912. The number of paid members is only 37.

OBITUARY NOTES.

GEORGE D. PERKINS, editor and publisher of The Sioux City (Ia.) Journal, died in that city Feb. 3. Mr. Perkins was 74 years old, and for forty-five years had been editor and publisher of The Journal. His death was due to a complication of diseases. Mr. Perkins had served four terms in Congress.

BENJAMIN F. FUNK, vice president of the publishing firm of Funk & Wignalls, died suddenly while taking his noonday exercises in a gymnasium on Feb. 2. Mr. Funk was 64 years old. His home was at Westerleigh, S. I.

GEN. JAMES GRANT WILSON, famous as a soldier and author, died in St. Luke's Hospital Sunday of heart disease. He was 81 years old. Mr. Wilson went abroad in 1855 and after his return established in Chicago the first literary journal in that section, the Record, of which he was editor until the opening of the Civil War. He then sold the magazine and went to the front. The soldier-author resigned in July, 1865, and came to this city. His life was then given to literary labors which covered

a wide field, and he also found time to do much in aid of large public projects. Some of the many books which he either wrote or edited were "Love in Letters," "Life of General U. S. Grant," "Life and Letters of Fitz-Greene Halleck," "Sketches of Illustrious Soldiers," "Bryant and His Friends," "Appleton's Encyclopedia of American Biography" and "Memorial History of the City of New York."

IDA ELIZABETH ATWOOD CHAMBERLIN, wife of Joseph Edgar Chamberlin, literary and art critic of The New York Evening Mail, died Sunday at Chino, Cal. She was born in Bay City, Mich., May 13, 1856, the daughter of Charles Atwood, for thirty years a well-known newspaper man of the West. Mrs. Chamberlin was at one time a special writer on The Evening Mail.

FRANK TERRY, formerly one of the owners of the Lafayette (Ind.) Journal, died in a St. Louis hospital last week.

EMMA BULLET, Paris correspondent of The Brooklyn Eagle since 1882, died at her home in that city on Jan. 31. She was born in Belfort, France, in 1842, and was brought to this country at an early age. She returned to Paris in 1870 and served as a nurse during the Franco-German war. In 1878 she became attached to the Eagle as a Paris correspondent. The death of Miss Bullet was entirely unexpected. She is survived by her sister, Mrs. H. E. Krehbiel, the wife of the musical editor of The New York Tribune, who sailed for France on Feb. 4. Miss Bullet's funeral will be held on Mrs. Krehbiel's arrival.

MRS. CHARLES W. REICK, mother of W. C. Reick, president of the New York Sun Publishing Company, died on Feb. 2, in Philadelphia, at the house of her daughter, Mrs. Charles Chickering. Mrs. Reick was in her eightieth year.

Unveil Statue of Horace Greeley.

Celebrating the 103rd anniversary of the birth of Horace Greeley, residents of Chappaqua, N. Y., and surrounding towns unveiled a handsome statue of the great editor at that place on Tuesday. The statue, which is of heroic size, and mounted on a red granite pedestal, stands on an eminence a little to the westward of the railroad station. The statue was unveiled by Mrs. F. M. Greeley Clendenin, daughter of Greeley. The principal address was made by John I. Bristol, president of the Chappaqua Historical Society. Among the others who spoke were Marsden G. Scott, president of Bix Six, of which Greeley was one of the first members.

Federal Inquiry Aims At Printers.

The Federal Grand Jury has begun an investigation of the Allied Printing Trades Council, which has for its object the discovery of whether or not sufficient evidence can be procured to warrant the bringing of a civil suit under the Sherman law. The "Union Label" has for many years been a bone of contention which has, it is alleged, much the same effect as a "black list." The present investigation hinges in part at least upon the labor troubles of Doubleday, Page & Co., of which firm Walter A. Page, the U. S. Ambassador to England is a member. Frank N. Doubleday, of this firm, and George M. Gill, of the Gill Engraving Co., were examined.

New Nicaragua Press Law Severe.

The new press law in Nicaragua severely punishes by fine and imprisonment any slanderous and injurious attacks on government officials, diplomatic representatives and the clergy. It provides that the author and editor be jointly responsible. The cases will be heard by five judges of the Court of Appeals at San Juan del Sur, sitting as a jury.

The estate of E. A. Penniman, editor of the Honesdale (Pa.) Citizen, has been appraised at \$27,988.69, exclusive of his residence which is valued at \$10,000.

BOOKLET ON CO-OPERATION.

Tells of Ad Bureau's Work for Mutual Benefit of Newspaper and General Advertiser.

The Bureau of Advertising, American Newspaper Publishers' Association, has issued an interesting booklet to advertisers, agencies, and newspaper special representatives all over the United States and Canada, entitled "Co-operation." It deals in detail with the work of newspapers in behalf of general advertisers, who use the daily press.

The booklet is handsomely printed and is well-written. The cover design is a particularly striking one, showing a printing press, a factory, a store window and a home, linked together to illustrate at a glance the Bureau's propaganda of combining the interests of the newspaper, the manufacturer, the dealer and the consumer for mutual benefit.

Among the illustrations in the booklet are a number showing window displays given by dealers in nationally distributed products, at the suggestion of newspapers carrying the advertising of these products.

The booklet indicates clearly that the Bureau of Advertising has succeeded in awakening newspapers to the importance of the local co-operative idea. It will prove of tremendous value to advertisers, and will undoubtedly lead to a broader use of newspapers in national campaigns.

Summing up the work of the Bureau the booklet says:

"The Bureau wants to work with manufacturers who need the support of local dealers to help bring standard products to the consumer's home. This support may be obtained best through the newspapers carrying the manufacturer's advertising. On behalf of any reputable product about to be advertised in newspapers, the bureau will get in touch with any list of daily publications selected by the manufacturer, with a view to gathering special data on local conditions or establishing effective communication between the newspaper office and the dealer's store calculated to win the dealer's intelligent enthusiasm."

Press Club Weekly Table Talk.

The New York Press Club has inaugurated a new department. It is called the Press Club Weekly Table Talk. The first of these talks was given on Thursday of this week. Following the luncheon, which lasted from 12.30 until 2.30, was an address by Admiral Charles D. Sigsbee, of the Maine, who spoke on "The Influence of the Panama Canal on Our Future Naval Policy." The Admiral also related some new incidents connected with the sinking of the battleship which inspired the famous slogan, "Remember the Maine." Phil D. Dillon presided and introduced the speaker. Miss Katherine B. Davis, the newly appointed Commissioner of Correction, will speak on the prison problem next week.

Evening Sun Plans Music Carnival.

The New York Evening Sun, in cooperation with the Wage Earners' Theatre League and the Theatre Centers for Schools, has arranged a carnival of music, which will be unique in New York City. The Russian Symphony Orchestra and other musical organizations and singing societies will participate in the festival, which will continue from March 3 to 8, inclusive. Famous soloists who have become favorites will take part. The festival will be under the general direction of Julius Hopp, whose work in the development of art and music among the working classes has given him a prominent place.

Lynn News Financial Edition.

The issue of the Lynn (Mass.) Evening News, dated January 15, was entitled the Banking and Financial edition. A special ad section of eight pages devoted to banking and finance was a feature of the issue. Fred Druchl is the local manager of the News.

As a newspaper man you know the telling effect of the

Human Interest Story

SKETCHES FROM LIFE are pen pictures of life as it really is — "chock" full of "heart throbs" and "kick."

It is a daily feature of six three column mats per week — and the cost? — Well it's attractively low.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. Grable, Mgr.

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UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service

200 WILLIAM ST., NEW YORK CITY

Have You Seen the Proofs?

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

Newspaper Feature Service

M. KOENIGSBERG, Manager

41 Park Row

New York City

Embroidery Patterns

Sunday and Week-day

The International Syndicate

Features for Newspapers, Baltimore, Md.

I HELP EDITORS

Exclusive Editorials, drawing on Human Welfare and Civic Progress everywhere, to give your city ideas. Popular subjects. Human Welfare News—Essential feature of modern newspapers. For editorial page. Write for free trial and terms in your territory. Special Service a Specialty.

BRUCE W. ULSH
Prestige Builder, WABASH, INDIANA

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

CONVENTION PLANS.

Notable Speakers and Exceptional Program to Greet Delegates of National Editorial Association at Houston, April 23.

A great welcome is being arranged by the entire State of Texas to the delegates at the twenty-eighth annual convention of the National Editorial Association at Houston, April 23 to 25. Following the business session there will be an eight-day tour of the state, during which the delegates will enjoy the hospitality of the cities of San Antonio, Austin, Waco, Fort Worth, Dallas and Galveston.

Without any expense to the visitors, towns will be booked and the railroad fare and entertainment for the train will be paid by the cities visited. At a recent meeting of the arrangements committee it was decided that a car of welcome, stocked with some of the state's products, meet the visitors at the state line and escort them in. Lee J. Rountree was made general manager of the welcoming car with an advisory committee.

The headquarters of the convention will be at the Rice Hotel, Houston, an eighteen-story structure recently erected. The name of Rice is a familiar one in Houston, which boasts of the Rice Institute, endowed for ten million dollars.

HOUSTON'S BIG PLANS.

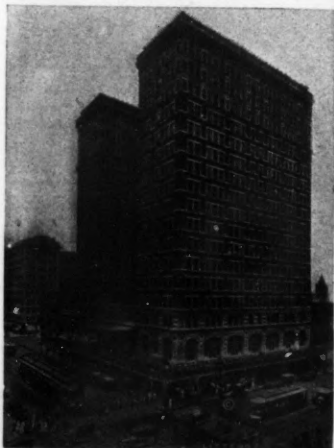
Houston is not going to allow the other cities of the state to monopolize the entertainment features, for its committee has arranged an automobile ride over the city, a reception and banquet with dancing, a theatre party, a launch trip over the Houston ship canal to the historic San Jacinto battlefield, and a barbecue dinner, among other things.

In the number of notable public men who will be present and make addresses the arrangement for the business session of the association at Houston will surpass any program that has previously been a feature of National Editorial Association meetings. An innovation that will be appreciated will be a session dedicated to the ladies, when the limelight will be turned on the work and problems of women journalists.

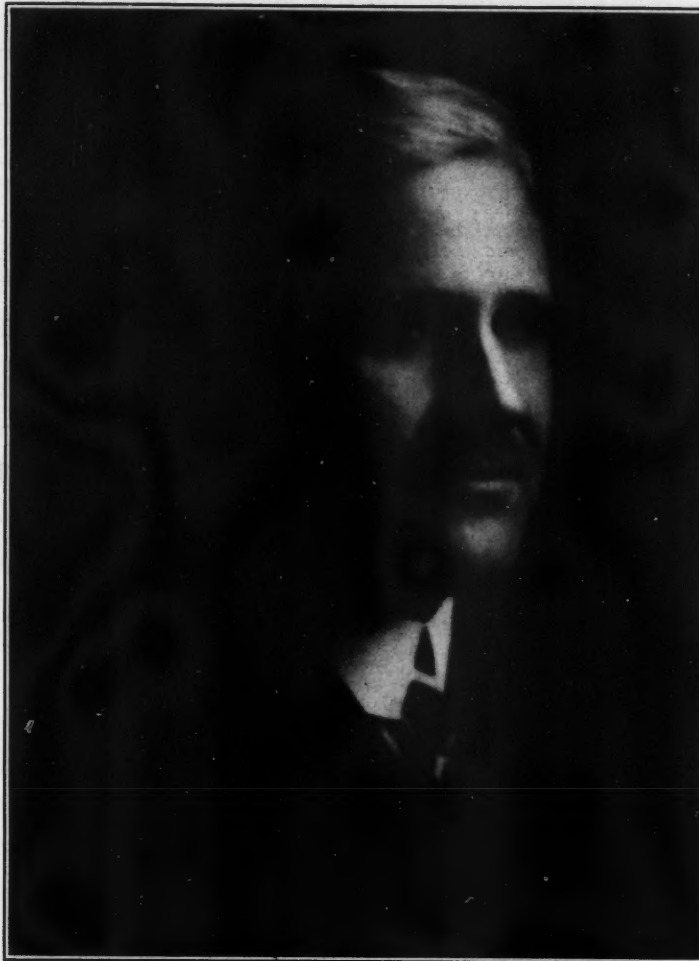
Secretary of the Navy Josephus Daniels, owner and editor of the Raleigh (N. C.) News and Observer, has accepted an invitation to deliver an address. Tentative promises have been made by other prominent men and a later announcement will reveal a remarkable list of notable speakers.

PURPOSES OF ASSOCIATION.

The National Editorial Association is an organization of men and women engaged in newspaper work in all its branches—writers, editors, publishers, educators in schools of journalism, etc. There is being formed an advertising bureau to bring to newspapers published in the smaller cities and larger towns general advertising which now they do not obtain. A plan is also being that will guard the interests of the press not only in Congress and in State Legislatures, but wherever there shall be need for its services.



RICE HOTEL, HEADQUARTERS.



BENJAMIN T. BUTTERWORTH.
NEW ADVERTISING MANAGER OF THE NEW YORK HERALD.

Herald's New Advertising Manager.

Benjamin T. Butterworth has been appointed advertising manager of the New York Herald and Evening Telegram, succeeding E. D. DeWitt, who was recently promoted to the position of general manager. Mr. Butterworth is well known in local advertising circles and his friends predict his success in his new berth.

Baltimore Sun's Almanac.

The Baltimore Sun Almanac for 1914 has progress written all over it. In 1876 this annual began with 32 pages, but the current issue contains 256 pages, indicative of the growth of the publication. Much helpful matter has been condensed into the pages of this "Blue Book," which is characterized by accuracy and authority. The included material is by no means all concerned with the city of publication.

Local advertising clubs are being formed to work with the Associated Advertising Clubs of America in the promotion of advertising, and in general the association desires to enhance by every honest and dignified method possible the financial returns from all forms of editing, publishing and printing in which its members are engaged.

The officers of the National Editorial Association are: President, John Clyde Oswald, the American Printer, New York; vice-president, George E. Hosmer, Herald, Fort Morgan, Col.; secretary, George Schlosser, Press, Sioux Falls, S. D.; treasurer, W. R. Hodges, Herald-Despatch, Sleepy Eye, Minn. Executive Committee: W. B. Collins, Leader, Gloversville, N. Y.; E. H. Tomlinson, Record, Morristown, N. J.; Frank Roderus, American Sugar Industry, Chicago, Ill.; H. C. Hotaling, Enterprise, Mapleton, Minn.; F. O. Edgecomb, Signal, Geneva, Neb.; Lee J. Rountree, Commercial, Georgetown, Tex.

LOSES IN COPYRIGHT SUIT.

Newspaper Not Liable for Article Compiled from U. S. Bulletin.

The United States Appellate Court at Philadelphia, in an important interpretation of the copyright law relative to newspaper publication, has found in favor of the defendant in the suit of William A. Du Puy, a Washington newspaper correspondent, against the Camden (N. J.) Post-Telegram Company.

Du Puy sued the Post company to recover \$1 each on 5,000 copies of its newspapers issued May 14, which contained an article entitled "Peace Day in Public Schools," alleged to violate the plaintiff's copyright. Judge Buffington pointed out that the evidence tended to show that Du Puy offered for sale his article to the New York Times and sixteen other newspapers prior to obtaining a copyright. He did sell a copy to the Times which, it was alleged by the plaintiff, was marked copyrighted. If this were so, the court held, the plaintiff's act was in violation of Section 29 of the Copyright law.

The opinion further decided that Du Puy had no right to the article, as he was neither the originator nor the writer. The writing was the result of a bulletin prepared by Fannie Fern Andrews, which was issued by the United States Bureau of Education.

This is Fast Telegraphing.

What is believed to be a record for short time telegraphic transmission was achieved in Washington, D. C., Friday, Jan. 30, by the United Press on its eastern trunk wire, where there are 22 receiving offices. During 83 minutes sending time yesterday, B. F. Wilson sent from the Washington Bureau exactly 3,000 words of stories covering the Nantucket-Monroe collision. Not counting time for a few "breaks" and short periods of wire trouble, this was at the rate of 2,166 words an hour, or a little better than 36 words a minute.

CHANGES ON THE PICAYUNE.

Thomas G. Rapier and Four Members of the Staff Resign from the New Orleans Daily.

Thomas G. Rapier, for forty-eight years connected with The Picayune, and up to three years the supreme head of the property, has resigned as general manager. Thursday Leonard Nicholson, president of the company, who, with his brother, York Nicholson, owns 1,600 of its 2,000 shares, was in full charge of the newspaper.

The resignation of Mr. Rapier, tendered voluntarily, was preceded by requests for the resignations of four of the important members of the editorial staff—Major T. E. Davis, for over thirty years editor-in-chief; John S. Kendall, Sunday editor; H. H. Ahrens, who writes "The Picayunes" on the editorial page, and Edward Foster, assistant commercial editor. It was said that these were to be followed by retirements in other departments. Major Davis is a Confederate veteran and widely known throughout the South in Confederate circles.

The changes, following the failure of negotiations for the sale of the paper, are said to be due to a policy of retrenchment which a heavy reduction in revenue has made necessary. Up to last September the subscription price of The Picayune was 25 cents a week. It sold the paper to the boss carriers for 18 cents.

In an effort to meet the advertising and circulation competition of the afternoon papers The Picayune cut the price to the public to 15 cents and to the carriers to 8½, a loss of 9½ per week per subscriber. On a basis of 20,000 circulation in the city and country that meant a reduction in income of \$1,900 a week or \$98,800 a year.

The result of the reduction was a disappointment. The effect on the circulation of the afternoon papers was trifling and ephemeral.

Following the reduction in price the management inaugurated various economies, cutting down the number of employes, decreasing the size of the paper and eliminating various features.

Elmer C. Rood has become business manager of the paper.

CHANGES IN INTEREST.

BLUEFIELD, W. VA.—The Sandy Valley News has been sold to W. L. Ownley by E. H. Whitten. The paper, under its new management, will abandon Bull Moose principles in favor of the Democratic Party.

YUSCUMBIA, ALA.—The Alabamian Dispatch has been sold to F. M. Vancil, former principal of schools at Eureka, Mont.

ANACORTES, WASH.—Joseph G. Tuttle, formerly proprietor of the Big Bend Empire, at Waterville, Wash., has bought a half interest in the Citizen.

PAXTON, ILL.—The Milford Herald has been sold by Gene L'Hote to a company formed to continue the publication of the paper.

WHITE CITY, KAN.—J. W. Watkins has sold the White City Register to Jay Brittain, who takes immediate possession.

MONTICELLO, ILL.—R. J. Whitehead, foreman of the H. D. Peters Company, has purchased a half interest in the Bulletin, the only Democratic paper in Piatt County.

FORT PIERRE, S. D.—E. V. Dickson, formerly of The Cottonwood Republican, has bought the Stock Growers' News of Fort Pierre and will take immediate charge.

FORMAN, N. D.—William S. Kurly, formerly publisher of the Sargent County Independent at Forman, has purchased the Mobridge Bulletin, published semi-weekly.

OMAHA, NEB.—The Ainsworth Star-Journal has been purchased by G. F. Williams, who formerly owned an interest in the Gordon Journal.

GIBSLAND, LA.—The News, a weekly newspaper, has been sold to C. A. Smith of Rayville, La.

Allen & Ward Add to List.

Allen & Ward, New York and Chicago, have been appointed Eastern representatives of the Fond Du Lac (Wis.) Reporter and the Eugene (Ore.) Guard Reporter. N. H. Brewster, formerly connected with the Marconi wireless papers, has joined the New York office of Allen & Ward.

The plant of the Green County Herald at Monroe, Wis., was destroyed by fire last week.

Fire in the Charlotte (N. C.) News building did damage to the amount of \$150 last week.

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

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

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*
1 Madison Avenue, New York City, U. S. A.

THE N. Y. AMERICAN HAS ORDERED FOUR SCOTT MATRIX ROLLING MACHINES

THIS New Matrix Rolling Machine is the strongest ever built. It is built for wet and dry mats.

WALTER SCOTT & CO.
PLAINFIELD, N. J.

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. 4900-4 Beekman

CHICAGO HAPPENINGS

Press Club Scoop Show Arrangements—Annenberg Sues the Peoria Star for Libel—John C. Eastman, Publisher of Journal, Indorsed for U. S. Senate—London Publisher Talks on International Advertising Exhibit.

(Special Correspondence.)

CHICAGO, FEB. 4.—Arrangements are being made for the production of the annual scoop show of the Press Club. A committee consisting of Rudolph Berliner, Jay Cairns, William F. Nutt, William Cochran, Edwin F. Clipson and Walter Wood was appointed to take charge. The date of performance has not been determined, but it is settled that the principal feature will be an old time minstrel first part, staged by "Billy" Baxter.

A suit for \$25,000, charging libel, has been filed in the Circuit court by Max Annenberg, manager of the circulation department of The Tribune, against the Peoria Star Company and Eugene F. Baldwin, publisher of the Star. According to counsel representing the plaintiff, the suit is based upon an alleged libelous article printed last summer regarding the shooting of Alexander Belford.

John C. Eastman, publisher of the Chicago Journal, has been indorsed for the Democratic nomination for United States senator by the Twenty-second Ward Democratic Italian Club. Mr. Eastman was asked in resolutions to enter the race as a harmony candidate.

H. Val Fisher, president of the Advertising World, London, spoke last week before the Advertising Club's noon meeting. Mr. Fisher told his impressions of advertisers and advertising agency men during his visit in New York, Chicago, and other important American cities. The object of his visit to America he says, is to invite American manufacturers, and particularly American advertisers, to visit the International Advertising exhibition to be held in London in April. The exhibition is the first of its kind ever held in any part of the world. Its object is to promote the interchange of trading between nations. Advertising, Mr. Fisher says, has done more for such an interchange of trade than anything else under the sun, yet international advertising is only in its infancy.

The program of the Illinois Woman's Press Club for Feb. 5 was Chris Anderson, barytone; an address by A. A. McCormick; "Poetry and Press of India", by Basanta Koormer Roy; address by Mrs. Medill McCormick; Genevieve Barry, soprano. The meeting was at the Hotel La Salle.

The Forty Club gave a dinner on Feb. 3, the birthday of Will J. Davis, who was seventy on that day. The club commissioned him a colonel. The dinner also took the form of a farewell testimonial to Clare Briggs, cartoonist, on the eve of his departure for New York.

George C. Rice of the Chicago Journal has purchased from the heirs of Fernando Jones the block of ground bounded by Armitage, Avers, Dickens and Springfield avenues, for a reported consideration of \$10,000.

A decision was handed down by Judge John M. O'Connor of the Superior Court, fixing a value of \$50 a square foot upon the premises 57-63 West Monroe street, upon which the Inter Ocean Building is located. Suit had been brought by heirs of James M. Adsit to establish a valuation basis upon which the yearly rental to be paid under a long term lease on the ground could be gauged. The suit was the result of a ten-year revaluation clause in the original lease by late Mr. Adsit, and the ten year period upon which the present suit was based started May 1, 1911. On a basis of \$50 a square foot the property is given a total valuation of \$661,200. Under the terms of the lease and the revaluation clause the yearly rental was to be 6 per cent of the appraised ground value. Considering the \$50 a square foot basis the Inter Ocean Company must pay an annual rental of \$39,672 for the ten-year period ending 1921.

LINOTYPE PRIZE OFFERS.

Fine Opportunity for Machine Operators to Make Big Money.

According to reports, great interest is being manifested in the Linotype Quality and Versatility Competitions now being conducted by the Mergenthaler Linotype Company. Not only many of the larger plants, but scores of smaller-town offices as well have signified their intention of entering the contests for one or more of the valuable prizes offered.

Prizes amounting to \$5,800, of which \$1,000 is a special prize for the most artistic and perfect specimen of linotype composition especially produced in competition for this prize. Also \$4,800 in prizes will be divided among four classes for the best specimens submitted produced in the regular course of business, there being three material and three money prizes in each class.

The Publicity Department, Tribune Building, New York City, or any agency of the Mergenthaler Linotype Company, will furnish entry blank and booklet on request.

NEW PUBLICATIONS.

PHILIPSBURG, MONT.—Ross Hargrave, former publisher of the Clarksfork (Idaho) Times, has established the Press.

LYNCHBURG, O.—Robert E. Stroup is the editor and general manager of a new paper that is being promoted by the business men of this town.

PIKEVILLE, KY.—A new and independent weekly newspaper was started February 1 by Lewis Morse and others, of Cynthiana. The plant formerly used by the Sun Printing Company in publishing the Progressive Kentuckian, will be taken over by Mr. Morse.

LACKAWANNA, N. Y.—The Globe, a new paper will be launched this week by C. W. Newman, of Buffalo, as editor and publisher.

The Ledger's New Press.

The Philadelphia Public Ledger has recently completed the installation of a new press—the fifth Hoe press now in use in printing the Public Ledger. This new press represents the latest achievements of the master-builders of printing presses—R. Hoe & Co., of New York. It is called the "Hoe Double Quadruple Octuple Web Perfecting Press," and includes every new mechanical feature developed to date. It will print 30,000 complete copies of the Public Ledger per hour, or 60,000 copies of an ordinary 16-page newspaper. An interesting fact brought out in the announcement of the installation of the press is that the first Hoe press ever built was placed in the office of the Public Ledger in 1846. It was known as the "Hoe Type Revolving Machine."

Bridgeport Post Raises Its Price.

The Bridgeport (Conn.) Post increased the price of its Sunday issue from three to five cents, effective Feb. 1. For a year it has sold for three cents, but, says the Post, "it is thought best now to return to the usual Sunday newspaper price, which is really demanded by the publishing cost." The announcement says that the Sunday Post does not aim to compete with the New York Sunday papers, with their bulk of advertising sheets and magazine sections, but fills a niche of its own, which is made intensely interesting to the people of Bridgeport."

Joint Meeting of Pennsylvania Press.

The Pennsylvania Associated Dailies, the Weekly Newspaper Association and the State Editorial Association will hold joint sessions in Harrisburg Feb. 10. Among the speakers on the program are John Clyde Oswald, of the American Printer, New York, who is president of the National Editorial Association; Jason Rogers, publisher of the New York Globe, who will discuss advertising problems, and C. Godwin Turner of New York City, an expert on internal newspaper management.

ELIMINATION

One of the most important duties of an intelligent Newspaper Broker, both to the seller and buyer, is the process of elimination. Eliminating incompetent buyers for the owner and eliminating worthless properties for the buyer. That is the foundation upon which we have built a successful brokerage business, and the service we are now equipped to render is decidedly valuable to every customer of this organization.

HARWELL, CANNON & McCARTHY
Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE, NEW YORK, N. Y.

\$7,000

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

American Newspaper Exchange
Rand McNally Building, CHICAGO

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

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

BURRELLE

60-62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

PUBLISHING A DAILY.

Cyrus H. K. Curtis, Owner of Philadelphia Public Ledger, Discusses Problems and Difficulties of Modern Newspaper.

News gathering and printing, the romance and hourly drama of the daily newspaper and the ideals of modern journalism were discussed last week by Cyrus H. K. Curtis, president of the Philadelphia Public Ledger Company, before the Men's Club of the Unitarian Church of Germantown. His subject was "Problems and Difficulties of Publishing a Daily Newspaper."

Mr. Curtis told of his interest in the Public Ledger from boyhood, of the paper's history, of the entrance of himself into the Public Ledger Company and of how he was trying to give Philadelphia the best newspaper in the land.

"I believe that it is possible to have a combination of dignity and 'punch,'" said Mr. Curtis. "It's not the price of the paper, but the stuff that's in it that makes for its success or failure."

FINDING RIGHT SORT OF MEN.

One of the problems, he declared, was to find the right sort of men. As to editorial writers, he indicated that men with absolutely judicial minds were required, men who would be fair to both sides and, having thoroughly studied the facts, would render a verdict accordingly.

Discussing the increase in the price of the paper, Mr. Curtis said that when the new rate went into effect the circulation dropped, but that now the figure was comparatively near to that which marked the one-cent price.

Mr. Curtis was vigorously applauded when he told of the throwing out of patent medicine and liquor advertisements, and of the so-called Sunday "funny" supplements.

In a running history of the Public Ledger, Mr. Curtis said that his paper had built the first so-called newspaper building in the United States; that the office of the paper contained a picture showing Charles Dickens starting a new press; that the composing room was the first composing room in the country to be lighted by electricity, and that this paper was the first to receive a cable.

MASS OF WORK REQUIRED.

The famous publisher then went into detail as to the mass of work and the army of men and women that the finished paper presented—all those intimate details that the average reader knows so little about but is so pleased to hear of.

In the "question and answer" discussion after the talk, Mr. Curtis was asked if it was possible for a paper to succeed and yet leave out the sensational elements.

"Absolutely possible," replied Mr. Curtis. He added that "we cut out scandal and crime, unless it is important, in which case the news is printed; the details left out." He said that there was plenty of good news.

Largest Hotel Ad Ever Printed.

The largest hotel ad ever printed appeared in the Philadelphia North American, Thursday, Jan. 29. It consisted of an entire section of fourteen pages and was devoted to the exploitation of the new Hotel Adelphia, which opened its doors to the public on Wednesday evening. While text and illustrations describing the attractive and interesting features of the new hostelry occupied the larger part of the space, a large number of advertisements of firms that had designed, built, decorated and furnished the hotel with everything necessary to provide for creature and alimentary comforts, were included. The cover pages were printed in colors.

Like a Dear Friend.

I enclose herewith check of \$2 to cover my subscription to THE EDITOR AND PUBLISHER, and would find the omission of the paper like the absence of a dear friend—the kind who is full of clever and real information, never pedantic or tiresome, but always refreshingly instructive and entertaining.

WILBUR G. MILLER.

No Liquor Ads for Gazette-Times.

The Pittsburgh Gazette-Times and the Chronicle-Telegraph, owned by Senator Oliver, took a noteworthy step on Jan. 27, by announcing that in order to harmonize their business policy with their editorial utterances they would thereafter neither seek nor accept advertisements of intoxicating liquors and that they would cancel existing contracts for such advertising where possible, refusing to renew any upon their expiration. The papers have received many letters of approval and commendation for this forward step.

Hetherwick Returns to Daily States.

Henry Lawson Hetherwick, formerly of the advertising department of the New Orleans Daily States, returned to the States on the first of the month. Hetherwick left New Orleans last August to take charge of the advertising department of the Shreveport Journal, and during his connection with the paper he succeeded in showing a large increase in business. He recently got out, with the help of one assistant, a 92 page edition which carried 117,652 agate lines of local advertising.

Make Week's Trip Through Aqueduct

Four New York newspaper men recently completed the 115 mile journey from Ashokan reservoir to Brooklyn, most of which was made through the \$160,000,000 aqueduct. The journey by foot began a week ago Monday. Frequently the party was walking 750 feet under the surface, while the depth under Manhattan was never less than 350 feet. Although they were far under ground they were subject to many changes of weather, striking fogs frequently and many rainstorms from the numerous springs that trickle through the cement walls.

Sun Alumni to Hold Dinner.

The New York Sun Alumni, an organization of about two hundred men who worked on the Sun, will celebrate its tenth anniversary with a dinner at the Waldorf-Astoria on Feb. 13. Among the members who will be present are Dr. Talcott Williams, director of the Pulitzer School of Journalism, and president of the Sun Alumni; President George W. Hinman of Marietta College, Chester S. Lord of the Board of Regents, Gov. Clark of Alaska, Robert Sterling Yard, editor of the Century; Representative Edward W. Townsend and Brand Whitlock, Minister to Belgium.

Livingston on the Job.

During the last ten days Robert E. Livingston, of the Consolidated Gas Company, has been very much in evidence to his old newspaper associates in active newspaper work. First of all "Bob" turned up in charge of the non-sensical run on the Bank of Savings. It was through him that the reporters were able to obtain every bit of actual "inside" information. Then "Bob" gave out the details of Lord Strathcona's will. Evidently "Bob" is as versatile as ever.

Bayne Joins Woodward Staff.

E. N. Bayne, who was connected with the New York office of N. W. Ayer & Son, advertising agents, has become associated with J. B. Woodward who represents the Chicago Daily News, Boston Globe, Chicago-Record-Herald and Baltimore Sun in the Eastern field. Those actively engaged in the interest of the above mentioned papers in the Eastern field are as follows: J. B. Woodward, W. S. Bird, E. N. Bayne and H. M. Kyle.

Oranges from Los Angeles Times.

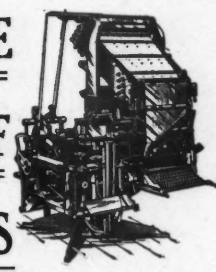
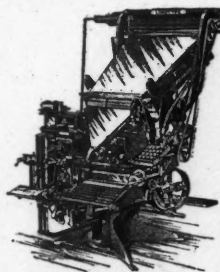
THE EDITOR AND PUBLISHER is indebted to the Los Angeles Times for a full sized box of delicious Washington navel oranges from the Tejon Ranches in Kern and Los Angeles Counties. The box was sent through the office of Williams, Lawrence & Cresmer, Foreign Representatives, New York. The oranges made a hit with every member of the staff from the office boy up.

Only Linotypes

Can compose from six to twelve different faces from a single keyboard of only 90 keys. Turn a lever and get from 5-point to 36-point.

Quick Change Model 8

Quick Change Model 9



**MULTIPLE
MAGAZINE
LINOTYPES**

Three Magazine Linotype

Four Magazine Linotype

Set the entire paper — heads, ads, and body matter. One man does the work. No waiting for changes. No other composing machine can even IMITATE these features. There is a Linotype to suit the requirements of every composing room — large or small. Write for prices and terms.

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 South Wabash Avenue
SAN FRANCISCO: 638-646 Sacramento Street
NEW ORLEANS: 549 Baronne Street
TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

Through the settlement of a long drawn-out litigation, Mrs. Elizabeth Seaman, who before her marriage was Miss Nellie Bly, a newspaper writer, last week regained possession of the American Steel Barrel Company, one of two corporations left her by her husband. Judge Mayer, presiding in the Federal Court in Brooklyn, granted the motion of her attorneys permitting her to pay to the Iron Clad Manufacturing Company \$50,000 in settlement of all claims against that concern for which she might be held responsible.

We have two experienced stereotypers, Messrs. C. A. Puget and Wm. E. Kearns, on the road to demonstrate the

Superiority of the Flexitype

to any other dry mat. Publishers who have been disappointed with results of other dry mats are especially requested to permit demonstrations. Several papers are now using our mats exclusively after having used other dry mats for a year.

ONE of them, the Daily Review, of Decatur, Ill. (Mr. J. P. Drennan, Publ.), writes: "We are exceedingly well pleased with the Flexitype mat and have decided to make a contract with you."

Mr. W. O. Taylor, Boston Globe, says: "Our people feel that you have the best dry mat that has been used up to date."

Mr. Henry D. Sum, Mgr. New St. Louis Star: "Your mats are wonderful time savers, and the only reason that we can see for not replacing the wet mats entirely is the price."

Because of its flexibility our mat can be rolled up to a 3 inch tube. We, therefore, did not have to build a curved roaster for it. It can be dried on any good scorcher. The Flexitype Scorcher is a good one. It does not burn the surface of the mat before it gets a chance to dry, and it dries it equally in all its parts. Ask what others think of our Humidor.

Write for list of users and descriptive circulars

THE FLEXITYPE CO., 1570 W. 3d St., Cleveland, O.

TIPS FOR THE AD MANAGER

Guenther-Bradford Company, 64 W. Randolph street, Chicago, Ill., is placing 35 1. 8 t. orders with some weekly papers for Dr. J. E. Cannaday, Eczema Remedy, Sedalla Mo.

E. Everett Smith Advertising Agency, Mutual Life Building, Philadelphia, Pa., is forwarding 500 1. orders to a few Pennsylvania papers for the Searle Manufacturing Company, "Loosecarf Collars," Troy, N. Y.

It is reported that the Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., will shortly issue orders to some Western papers for Alan & Co., steamships, Chicago, Ill.

The Hercules Powder Company, Wilmington, Del., has transferred its advertising account to Collin Armstrong, Inc., 115 Broadway, New York City.

Albert Frank & Company, 26 Beaver street, New York City, it is reported, are handling the advertising account of the French Line, 19 State street, New York City.

Earnshaw-Lent Company, 80 Maiden lane, New York City, is making some new contracts for E. De Raimbouville, "Vichy Celestines," 220 Broadway, New York City.

Maclay & Mulally Brothers, 60 Broadway, New York City, are sending out 4 in. 1 t. orders to a selected list of papers for the Home Life Insurance Company, 256 Broadway, of the same city.

The United Fruit Company, 17 Battery place, New York City, have transferred their advertising account to Frank Seaman, 116 West Thirty-second street, of the same city.

H. E. Lesan Adversising Agency, 440 Fourth avenue, New York City, is placing one time orders with some New York State and New England papers for the American Real Estate Company, 527 Fifth avenue, New York City.

Robert M. McMullen Company, Cambridge Building, New York City, is making contracts with a selected list of papers for the American Sugar Refining Company, "Crystal Domino Sugar," 117 Wall street, New York City.

The Wintergreen Compound Company, Rochester, N. Y., is now attempting to place its orders direct.

Prairie Rice Plantation, Little Rock, Ark., is issuing orders generally.

Calkins & Holden, 250 Fifth avenue, New York City, are in charge of the advertising of the Philadelphia Public Ledger in Pennsylvania papers.

Strang & Prosser Advertising Agency, Alaska Building, Seattle, Wash., is handling the advertising account of the Arctic Cleanser Company. It is also gradually extending the advertising account to other Pacific Coast papers for Sol Duc Mineral Water Company, Mutual Life Building, Seattle, Wash.

Booth Overton Company, 11 Broadway, New York City, is issuing orders direct to a selected list of daily and weekly papers.

Campbell-Ewald Company, Wayne Co. Bank Building, Detroit, Mich., is forwarding orders to Western papers for the Tiffany Electric Co.

H. H. Levey, Harbridge Building, New York City, is sending orders to a selected list of papers for Joseph W. Stern & Co., Music Publishers, 102 West Thirty-eighth street, New York City.

J. Walter Thompson, 44 East Twenty-third street, New York City, is placing 45 1. 4 t. orders with some Western papers for Elite Styles Co., Fashion Publication, 9 East Thirty-seventh street, New York City.

Bromfield & Field, 171 Madison avenue, New York City, are issuing 28 1. 3 t. orders to farm papers for Burhee & Company, Seeds, 475 North Fifth street, Philadelphia, Pa.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is in charge of the advertising account of The Liverpool, London & Globe Insurance Co., Ltd., London, England, and 80 William street, New York City.

The report in last week's issue that R. A. Foley would handle the larger portion of the Liggett & Myers Tobacco Co. advertising

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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

was partially incorrect inasmuch as Frank Seaman, 116 West Thirty-second street, New York City, will retain the larger portion.

Hugh A. McAtamney & Company, Woolworth Building, New York City, are placing orders with papers in the following cities: Baltimore, Boston, N. Y. City, a few Western New York papers, Washington, D. C., some Pennsylvania papers, for the Hotel Adelphi, Chestnut and Thirteenth streets, Philadelphia Pa.

Levin & Bradt Advertising Agency, 1260 Broadway, New York City, is making contracts with the same list of papers as last year for the Mutual Life Insurance Co., 32 Nassau street, New York City.

Dauchy Company, 9 Murray Street, New York City, is placing 5 in. 13 t. orders with Eastern papers for S. Olmsted Company, Le Roy, N. Y.

T. E. Bashom, Louisville, Ky., is issuing 10 in. 6 t. contracts to Middle West papers for Paul Jones Company, of the same city.

Snitzler Company, Hearst Building, Chicago, Ill., is making 5,000 1. 1 yr. contracts with Texas papers for H. S. Peterson Company, of the same city.

Nelson Chesman & Company, 1127 Pine Street, St. Louis, Mo., are sending out 20 1. 4 t. orders to weekly papers for Schlisler Cornell Seed Company, St. Louis, Mo.

Charles H. Fuller Company, 623 So. Washash Avenue, Chicago, Ill., is forwarding 1,000 1. 1 yr. contracts to a few Texas papers for E. W. Rose Medical Company. It is also placing copy to run 2 t. a. w. for 6 mo. with a selected list of papers for E. Lawrence & Co. "Get's it."

I. Dupont, Wilmington, Delaware, is placing 3 in. 52 t. orders with a selected list of Sunday papers direct.

HEAR YE, HEAR YE SPHINX'S!

No one can read the advance notice of Sphinx Club dinners sent to members without feeling that they are written by a genuine, all-wool-and-a-yard-wide advertising man of the blue ribbon class. Here is a specimen of his skill:

The courteous knights of the Sphinx Club will have on Tuesday evening, February 17, an opportunity which may never come again to demonstrate their devotion and glorify their gallantry to the matrons and maids who, for a year, have dreamed with desire for the arrival of "Ladies' Night," the best of all the year.

The delightful affairs of the past will be dimmed by the splendor of the one now at hand. The surprises of years gone by will be surpassed by the sensations erried in this one night.

The character of the splendid entertainment will be bigger if possible than ever before. Prepare yourself for stunning and brilliant features which will cause you to wonder how Chairman Preston P. Lyman and his Entertainment Committee can furnish so much at so paltry a pittance.

Directory of Ad Specials.

The Benjamin & Kentnor Company, the well known and enterprising special representatives of New York, have issued their annual directory of New York publishers specials for 1914, a book that has become invaluable for those who place advertising in the leading newspapers of the country. It contains, first, a list of the papers represented by states; and second, the names of the agents and the papers contained in their several lists, together with their addresses and telephone numbers. Frank R. Northrup, of 225 Fifth avenue, has the distinction of representing the largest number, 54, with Payne & Young a close second, with 53.

Technical Publicity Program.

The February meeting of the Technical Publicity Association will be held on the 19th instead of the 12th inst., "New Processes of Printing" being the general subject of the evening. The speakers and their subjects are as follows:

"The Rotarygravure Process," by Stephen H. Horgan, editor process engraving department of Inland Printer, New York City; "Three and Four-Color Process Printing," by Michael Scilino, sales manager Quadri Color Company, New York City; "Offset Lithography," by Charles W. Frazier, secretary Brett Lithographing Company, New York City, and "The Photo-gelatine Process," by E. S. Flammer, president Wyanoak Company, New York City.

The Niagara Falls (N. Y.) Gazette is erecting a three-story building for its plant.

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 with columns for state/region and newspaper name/circulation. Includes sections for ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, CANADA, and BRITISH COLUMBIA.

AD FIELD PERSONALS.

William Woodhead, president of the Associated Advertising Clubs of America, on his way back to the Pacific Coast after attending the recent meeting of the executive committee in New York, stopped off at Fort Worth long enough to receive a hearty greeting from a committee of the Ad Men's Club, who were at the station when his train arrived. He said that the use of the Truth emblem in advertisements, which originated in Fort Worth, is becoming very popular.

William H. Ingersoll, president of the Advertising Men's League of New York City, and advertising manager of R. H. Ingersoll & Brother, will deliver an address at the second annual meeting of the United States Chamber of Commerce at Washington February 13 on the "Maintenance of Resale Prices."

Charles W. Raidt, once in the advertising service of the Birmingham News, has been appointed sales manager of the East Birmingham Iron Roofing Company.

John L. Rogers is the new advertising manager for the Charles Williams stores of Brooklyn. Mr. Rogers was formerly of the advertising staff of Montgomery, Ward & Co.'s great mail order house.

Announcement has been made of the association of Josiah Judson Hazen with the John O. Powers Company of this city as vice president. He was formerly advertising director of the Century and St. Nicholas magazines.

Edward J. Shay, three times unanimously elected president of the Baltimore Ad Club, resigned February 5 because of the press of private duties.

Victor Young, space buyer for Frank Seaman, Inc., resigns Feb. 15, to take up work in Chicago.

Crater Lands Three Prizes.

George B. Crater, advertising manager of the Greensboro (N. C.) News, is a bit chesty these days because he has won three first prizes in succession in ad writing contests. This is the way it happened. Huylers at Easter and Christmas and occasionally at other times offer prizes to dealers for the best written advertisement of their goods. A local firm in Greensboro, regularly advertising in the News, told Mr. Crater about the prizes and the latter proceeded to get busy. The ads in the several contests were written by Mr. Crater and set up in the News office. When the prizes were awarded Crater's ads took the biscuit—the first prize in each contest.

Sears-Roebuck's Big Year.

The annual report of Sears-Roebuck & Co., the great mail order house of Chicago, for the year ended December 31, 1913, shows that after paying 7 per cent. on the preferred stock the balance of \$8,468,317 was equal to 21.17 per cent. earned on the \$40,000,000 common stock. This compares with 19.34 per cent. earned on the same stock the year previous. The total income of the company for the year was \$91,619,247, as compared with \$77,313,693 last year. Net profits for the year were \$9,027,670, against \$8,322,611 in 1912. Undivided profits were increased from \$12,059,286 on December 31, 1912, to \$17,727,638 on December 31, 1913.

Galveston Tribune Election.

At the annual meeting of the stockholders of the Galveston (Tex.) Tribune held last week the following were elected directors for the ensuing year: C. H. McMaster, R. Waverley Smith, J. H. Lanobehn, Thomas E. Gaffney, John D. Hodson, James T. Prendergast. Immediately after this election the board of directors met and re-elected officers as follows: President, C. H. McMaster; vice president, R. Waverley Smith; secretary-treasurer, Thomas E. Gaffney.

ONE OF TEXAS' LIVE WIRES.

President Thomasson, of the A. A. C. A. of Texas, a Man of Many Activities.

Gus W. Thomasson, who was re-elected president of the Associated Advertising Clubs of Texas, at the meeting held in Beaumont, is advertising manager of the Harris-Lipsitz Co., wholesale dry goods dealers of Dallas. He is also chairman of the Research Committee and a director of the Dallas Advertising League.

Mr. Thomasson was chairman of the Campaign Committee when Dallas secured the national convention of the A. A. C. A. in 1912, and did much to bring about the success of that meeting. His activity in the advertising field is still further indicated by the fact that he was recently elected Chairman Advertising Committee of the Dallas Trade League, an allied organization of the Chamber of Commerce, handling publicity work for the Dallas market.

Few men in Texas have given more of their time and thought to the development of the advertising interests of Dallas and the State of Texas than Mr. Thomasson.

TWELVE PAGE BAKING CO. AD.

Mobile Register Makes a Record for This Class of Advertising.

The Mobile Register on January 25 published a twelve page advertisement for the Smith Baking Company of that city. J. A. Dair, the advertising manager of The Mobile Register, thinks that it makes a record for the South for this class of business. The copy was prepared by H. G. Crawford, advertising manager for the Smith Baking Company, and filled the entire twelve page section.

The Mobile Register will celebrate its one-hundredth anniversary in May. Since Mr. Frederic I. Thompson, the publisher, has had charge of the Register, some three years, he has rapidly brought it to a commanding position in the South. The Register now has a daily paid circulation of 15,500, and a Sunday paid circulation of 20,500.

Boston Post's Circulation Analysis.

The Boston Post has issued for the benefit of advertisers a complete analysis of its circulation in the form of a limp leather covered booklet of pocket size. It is the seventh analysis published by the Post and is even more comprehensive than its predecessors. For instance, it gives the daily average circulation of the daily and the Sunday editions in nearly every town in New England, which shows its wide and thorough distribution. Other interesting figures are those giving the amount of paper used in 1913—49,582,481 pounds. The average net paid circulation of the Daily Post was 392,723 copies, and the average total circulation was 426,872. This is said to be the largest morning circulation in the United States.

Richmond Hill Record Sold.

Thomas Coates, publisher of the Richmond Hill (L. I.) Record, has sold that newspaper through Howell, Cannon & McCarthy, newspaper brokers of New York, to Edwin G. Heath, of the editorial staff of the Albany Times-Union. Mr. Heath was formerly on the staff of the Boston Post.

Would Take Mileage for Ad Bills.

Curtis E. Blin-Sinzer, editor of the Roxborough (Pa.) Independent, would like to trade advertising for mileage. He has asked the Public Service Commission at Harrisburg, Pa., to render a decision as to whether a railroad company cannot contract with a newspaper to pay for its advertising in as many miles cash value as the advertising bill amounts to, by issuing a mileage book for the use of the newspapers advertised in.

The Pacific County Times of Raymond, Wash., is in the hands of a receiver.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ADVERTISING FOR THE FARMER.
Agricultural Editor Urges Use of Want Ad Columns to Increase Sales.

(Special Correspondence.)
MADISON, WIS., JAN. 30.—That success in farming means not only to economically raise the largest possible amounts of the different crops and produce, but to sell these at the best advantage, was the statement of Andrew W. Hopkins, agricultural editor of the University of Wisconsin Press Bulletin, in an address on "Advertising for the Farmer," before the Country Life Conference here today.

Mr. Hopkins called attention to the merits of using the want ad columns in local newspapers for increasing sales, now that the parcel post weight limit has been raised to fifty pounds. He also exhibited several samples of neat and convenient packages for marketing, and suggested how they might be used advantageously in selling farm produce.

Quality of the product, however, must be the keynote in all advertising campaigns, the speaker said. Without that the results will be short lived. Another important factor in successful selling of farm products is to dispose of them under a special brand.

Advertising Agents

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

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

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

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

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

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

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

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

NEW AD INCORPORATIONS.
WILMINGTON, DEL.—National Advertising & Demonstrating Company; to transact a general printing and advertising business; capital \$200,000; incorporators: C. B. Bishop, C. J. Jacobs, H. W. Davis.

BOSTON, MASS.—The Mercantile Service Company; advertising; capital \$50,000; incorporators: P. S. Marks, J. A. Cunningham, W. H. Keith.

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

KANE, ILL.—The Household Oracle Advertising agency; capital, \$1,500; advertising and publishing business; incorporators, H. L. Manning, C. B. Foreman, W. B. Greene and W. S. Porter.

Reciver for Hutchinson Gazette.
Application has been filed for a receiver for the Hutchinson (Kan.) Daily Gazette, a Democratic newspaper. Bruce Dodson, of Kansas City, a creditor for \$10,000, is the plaintiff. Governor Hodges is one of the stockholders and was understood to have control at one time. Koon C. Beck is head of a large group of stockholders.

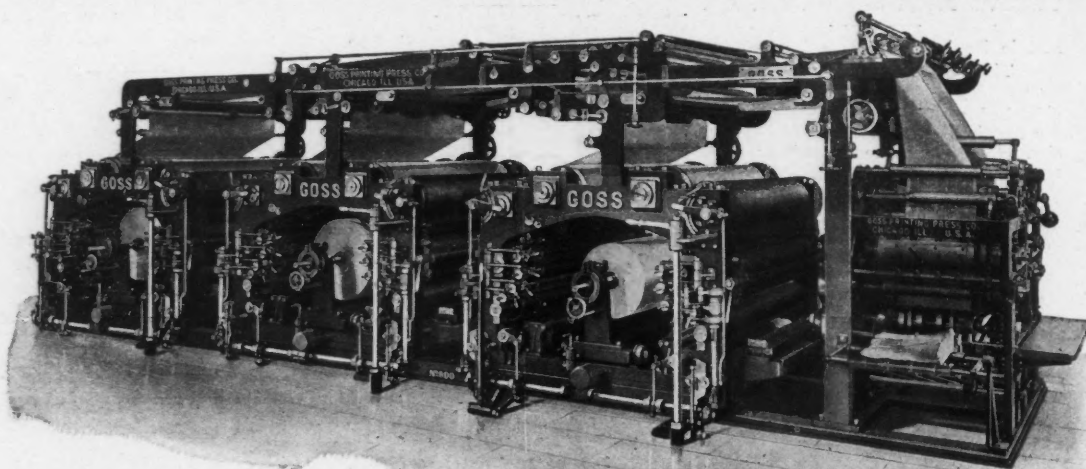
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No. 160

The Fastest Newspaper
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Patented



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



The
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Special
High Speed
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No. 161
Low Construction

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

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We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

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PATENTED ROLLER SOCKETS—with safety lock and quick throw-off.

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Ask your pressman if he has any of the above improvements on his presses of other makers.

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