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# THE EDITOR AND PUBLISHER AND JOURNALIST

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## HEADS MUNSEY LIST.

**Ervin Wardman Appointed General Manager of All the Publishers' Newspapers and Magazines—James C. Garrison Succeeds Him as Editor of the New York Press—Other Changes in Staff of That Paper.**

Ervin Wardman, editor-in-chief of the New York Press, has been placed in complete charge of all the Munsey publications and will hereafter make his headquarters at the Munsey offices on Fifth avenue.

Mr. Wardman, who left the Press on Wednesday, is succeeded by James C. Garrison, who has been connected with the paper for many years as an editorial writer.

Mr. Wardman went to the Press as managing editor in 1895 and later succeeded ex-Congressman Lemuel Ely Quigg as editor-in-chief. During his seventeen years' service on the Press he has established for himself a national reputation as an outspoken, fearless editorial writer and has developed the Press into one of the leading Republican papers of the country.

James C. Garrison, who succeeds Mr. Wardman as editor of the Press, has been the leading editorial writer on the paper for many years and entered its service as a copy-reader in 1895. On the resignation of John A. Hennessy a month ago Mr. Garrison became managing editor.

J. Edwin Murphy, who has been in charge of the Baltimore News, one of the Munsey papers, comes to the Press as managing editor. Charles Sarver, who was recently made assistant managing editor, has resigned, and J. M. Loughborough, night city editor, has joined the staff of the American.

## A \$2,000,000 Pulp Mill for Quebec.

As a result of the decision of the Quebec government to lift the embargo placed on the exportation of pulp made from lumber cut on crown lands, the St. Lawrence Pulp & Lumber Corporation, incorporated in New York State with a capitalization of \$4,000,000, has resolved to establish a \$2,000,000 pulp and paper plant in Quebec Province. John Hall Kelly, M.P.P., who has acted as lawyer for the corporation, says the company will have its Canadian office at New Carlisle, Bonaventure County, and its limits at Cross Pabos, Gaspe Peninsula. The company will manufacture paper in Quebec and ship it across the line free, under the new United States Customs regulation.

## Seattle Evening Sun Launched.

The Seattle (Wash.) Sun, an evening newspaper, made its first appearance in that city on Monday, and according to the announcements of the publishers, E. H. Wells and John P. Hartman, started with a circulation of 55,000 copies. Mr. Wells was at one time editor of the Seattle Star and the Tacoma Times. A. J. Copeland, formerly manager of the San Diego Sun, is the business manager of the new paper. The Evening Sun was incorporated with a capital stock of \$200,000. It uses the United Press service.

## Chicago Special Victim of Hold-Up.

George W. Herbert, special representative of agricultural publications, with offices in Chicago, was the victim of a hold-up man at Kansas City last Sunday night. He was found lying on the street with his forehead cut and other marks of violence. His watch and a \$300 diamond ring were stolen.

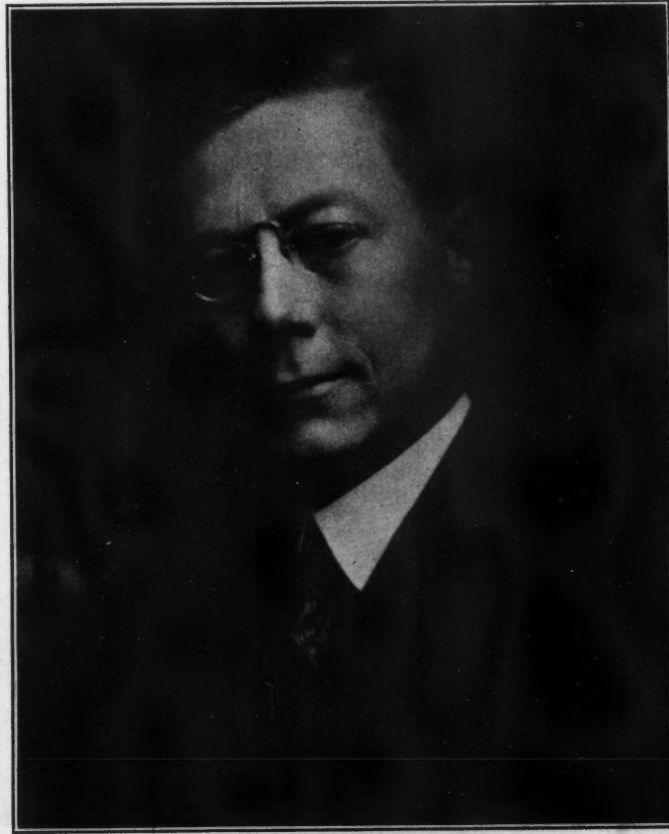
## FIGHTING THE PAPER STUFFERS.

**Philadelphia Circulation Managers Read the Riot Act to Offenders.**

The circulation managers of "the City of Brotherly Love" recently served notice on some recalcitrant newsdealers that if they persisted in the practice of inserting circulars in daily newspapers delivered at the homes of Philadelphia

## Paris Editor Gets Five Years.

The Assize Court of Paris on Wednesday condemned the manager and editor of La Bataille Syndicate to five years in jail and to pay a fine of \$600 for an article printed in that paper in October, urging the assassination of King Alfonso of Spain if he should go to Paris. The court also announced that similar sentences would be imposed for any repetition of the offense.



GEORGE H. LARKE,  
THE NEW PUBLISHER OF THE INDIANAPOLIS SUN.

subscribers, they would cease to recognize them as official carriers.

The New York World termed this practice, which originated with New York dealers, the "cuckoo" scheme, and was instrumental in fighting the Sam Howirtz test case through the courts.

As reported in these columns some weeks ago, Howirtz was fined by Magistrate Freschi and appealed the case to Judge Foster of the Court of General Sessions, who confirmed the judgment of the lower court, making it unlawful to distribute handbills in newspapers.

## 150,000 Pennies Pay Editors' Fines.

With approximately 150,000 pennies contributed, Capt. R. S. Sheridan, C. C. Broxon and A. R. Cruzen, editor, publisher and stockholder, respectively, of the Boise (Idaho) Capital, on Saturday paid their fines of \$500 each, assessed by the Idaho Supreme Court for contempt. The charges resulted from the publication in the paper of criticisms by Colonel Roosevelt of the decision of the court barring Progressive electors from the ballot.

The Brattleboro (Vt.) Reformer, a weekly founded in 1876, is to become a daily, with an Associated Press service.

## MAY REPEAL PRESS LAW.

**Congressman Bailey Pledges Himself to Take Up the Fight.**

(Special Correspondence.)

WASHINGTON, D. C., Feb. 6.—"The postal press law, passed at the last session of Congress, ought to be repealed," said Representative-elect W. W. Bailey, of Johnstown, Pa., owner and editor of the Johnstown Democrat. "I will fight to have it repealed just as soon as I get to Congress," said Mr. Bailey, who recently passed through Washington en route to Florida, "if it has not by that time been materially changed by the present Congress, or wiped out by the Supreme Court. It is likely something of the kind may happen.

"The newspaper business is subject to greater competition than any other. Free competition is the supreme regulator. In the control of news or opinion there would be some reason for such a restrictive act as the postal press law to which I refer, which compels the publisher to make public circulation of his paper and the names of those financially interested in it; but as a matter of fact, the newspaper at Podunk, for instance, is up against competition from New York and other cities."

## WASHINGTON TOPICS.

**Shipping Periodicals by Fast Freight Has Saved the Government a Million Dollars, Says Postmaster General Hitchcock in Annual Report—Second Class Matter Costs Six Cents a Pound to Carry.**

(Special Correspondence.)

WASHINGTON, Feb. 5.—The annual report of Postmaster General Hitchcock, just made public, contains suggestions of vital interest to editors and publishers.

In referring to the shipment of periodicals by freight he says:

Although confined in its operation to one of the four contract sections of the country, the plan of shipping monthly, semi-monthly and bi-weekly periodicals in fast freight trains, which was proposed in the last annual report as a measure for reducing the great loss sustained in transporting second class mail, resulted in a saving during the year of more than a million dollars.

After the close of the fiscal year this method of transporting periodicals was successfully extended to another contract section, but for the present the plan can not be adopted in the remaining two sections, as Congress on Aug. 24, 1912, prohibited the further application of the policy.

The prohibition is to be regretted, for it has been clearly shown by the experience already gained that aside from the important saving effected the withdrawal from the regular mail trains of the vast quantities of periodical matter greatly facilitates the handling of first class mail.

The Postmaster General suggests the consolidation of the third and fourth classes of mail. The report on this subject says:

Owing to the graduated zone rate applicable to fourth class mail under the new parcel post law and the unchanged flat rate on third class mail, postage charges for these two classes of mail bear no fixed ratio to each other. For certain weights and zones the parcel post rates are lower than the third class rates, while in other cases they are higher. This condition is likely to result in much confusion and should not exist. Packages containing books or catalogues do not differ in any essential particular from other parcels and they should be handled by parcel post. Prior to the enactment of the parcel post law the department urged that these two classes of mail be consolidated, and the recommendation for such action is now renewed.

Referring to the commission which investigated the question of changing the rate upon second class mail matter the report reads:

Without taking into account certain items of cost, regarding which exact information was not obtainable, the commission found that the cost of handling and transporting second class mail was approximately six cents a pound. The department's recommendation that as a step toward the proper adjustment of postage charges the rate be increased from one cent to two cents a pound on all second class publications, except those mailed for delivery in the county of publication, was approved by the commission. Thus far Congress has not acted on the report, but it is hoped that the matter will receive early attention. The enactment of legislation raising the rate to two cents a pound would be an important step toward a general equalization of postage charges.

There is a widespread popular interest in the plan to lower the postal charge on letters from two cents to one cent an ounce. The proposed increase in the second class rate would pave the way for this change, making it possible to reduce the first class rate without departing from the present policy of a self-supporting postal service.

Speaking of the parcel post the report says:

"The restriction that places an eleven-

pound limit on the weight of parcels mailed should be regarded as merely tentative. After the system is thoroughly organized on that basis the scope of the service in its usefulness to the public should be still further enlarged by increasing the weight limit. If properly developed under efficient management, the parcel post will prove to be a most important factor in reducing the cost of living."

"The School of Journalism" provided material for much merriment to the guests at the Gridiron Club dinner held last Saturday night, which was one of the snappiest the famous organization has ever given. Two members of the club impersonated reporters and were given assignments by the "professor" of the school, and their reports of the several assignments were very amusing.

One of the returns was a report on the real reason why Secretary Nagel refused admittance to this country of Dictator Castro. It was said the purpose was to establish a precedent for use when Theodore Roosevelt comes back after his next trip abroad.

The "professor" asked one of the reporters, "Have you adopted one of the developments of latter day journalism by buying stolen letters?" The reporter's reply was: "I have a telegram addressed to Frank A. Munsey. It says: 'I have read your plan for a political holding company. Hereafter please confine your writings to writing checks.' It is dated Oyster Bay."

This skit, at the expense of the Pulitzer School of Journalism, and many others greatly amused the many distinguished guests, among whom was President Taft. Rudolph Kauffmann, managing editor of the Washington Star, was inaugurated president of the club, and John E. Monk, of the St. Paul Dispatch, and John P. Gavit, of the New York Evening Post, were initiated as members.

Among the out-of-town newspaper men who were guests at the dinner were: Cyrus H. K. Curtis, Curtis Publishing Co., of Philadelphia; John M. Deponai, Baltimore Star; General Felix Agnes, Baltimore American; James C. Hemphill, New York Times; Kin Hubbard (aka Martin), Indianapolis News; John T. McCutcheon, Chicago Tribune; Edwin G. Pipp, Detroit News; John A. Sleicher, Leslie-Judge, New York; J. William Stoddard, Baltimore American; Melville E. Stone, Associated Press; George Kibbe Turner, McClure's Magazine; O. G. Villard, New York Evening Post; James T. Williams, Boston Transcript; Delavan Smith, Indianapolis News.

The next dinner of the club will be held April 12, when it is expected that President-elect Wilson will be a guest.

The large collection of pictures of distinguished stars of the newspaper profession which hang in the press gallery of the House of Representatives has recently been augmented by the acquisition of a striking portrait of Charles P. Taft, brother of the President, and editor and owner of the Cincinnati Times-Star.

#### Must File New Answer to Post Suit.

New answers will have to be filed by the Summit (N. J.) Record in the two \$10,000 libel suits instituted against it by the New York Evening Post. Jus-

## \$6,000

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

Brokers in Newspaper and Magazine Properties

**HARWELL, CANNON & MCCARTHY**  
200 Fifth Ave., New York City

tice Bergen, sitting at Elizabeth, N. J., has held that under the statutes governing libel, the defense can be that an article is either true or justified, but not both, as was pleaded by the Record. The action of the Post against the Record is the outcome of an editorial criticising the New York daily for having put out Sunday issues on October 6 and 13, 1910. The Sunday issues were put out, the Record claimed, in order that the Post might carry city advertising in connection with the impending election.

#### GANG RULE FIGHT, SAYS PEW.

##### Editor News-Post Arrested for Alleged Libels Against Magistrate.

Marten E. Pew, editor of the Philadelphia News-Post, was arrested a little after midnight Thursday on a warrant charging criminal libel, issued by Magistrate William F. Campbell. Pew spent the night in a cell and was later released on a \$6,000 bond.

The charge was brought by Magistrate James Carey, who claims that the



J. B. HERSHEY

ADVERTISING MANAGER, SAN FRANCISCO EXAMINER.

#### HERSHEY GOES TO 'FRISCO.

##### Becomes Advertising Manager of Mr. Hearst's Examiner.

J. B. Hershey, who for twelve years has been with the Canton (O.) Repository, the greater part of the time as advertising manager, will on Feb. 15 succeed Charles L. Young as advertising manager of the San Francisco Examiner. Mr. Young has been promoted to business manager.

Mr. Hershey is regarded as one of the ablest of the Ohio advertising men. He is acquainted with both the local and foreign fields and is a thoroughly equipped newspaper man. His friends in New York and Chicago are congratulating him upon his new appointment.

#### Wreck Daily Nationalist Plant.

An attempt was made recently to wreck the Daily Nationalist newspaper plant at Manhattan, Kan. The machines were smashed with hammers and the belts cut, causing \$500 damage. N. W. Huston, the owner, declares that the vandalism is the work of his enemies.

editor libeled him when he printed the alleged confession of L. A. Boyd, superintendent of Washington Park, of that city, that the latter had been bribed by Carey to fix juries carrying damage suits against the Philadelphia Rapid Transit Company.

Pew is already under \$500 bail on another libel charge brought by Carey. In the first instance Carey caused Pew's arrest as the result of a story in which the latter attacked Carey for sending a girl to jail over night because she had been arrested on the charge of "interfering with a fireman," who, it is alleged, was choking another woman whom he had arrested. After his first arrest, Pew continued his fight on Carey and the magistrates' system of the city, and on Monday printed the bribery charge which resulted in the second arrest.

"The whole political gang is behind Carey in this fight," said Pew after his release, "but they cannot gag my paper. I shall print the truth about them. The issue of gang rule in Philadelphia is to be fought out in this case, and I am prepared to fight to a finish."

#### NELSON MAY NOT GO TO JAIL.

##### Held in Contempt, Publisher Kansas City Star Is Saved by Higher Court.

W. R. Nelson, editor and owner of the Kansas City (Mo.) Star, was pronounced guilty of contempt by Judge Joseph A. Guthrie in the County Circuit Court of that city on Saturday and sentenced to one day in jail. The charge was that Mr. Nelson, through his paper, had defamed the court in the publication of an article stating that the judge, upon the advice of a divorce lawyer, had allowed attorney's fees to take precedence over alimony in a divorce suit that was dismissed without being brought to trial.

After passing sentence Judge Guthrie ordered that Mr. Nelson be turned over immediately to the sheriff and be taken to jail. Attorney Walsh for Mr. Nelson urged the court to grant five minutes in which to get the writ of habeas corpus. The court demurred, an argument ensued, but finally the time was allowed. Within the allotted time the writ was granted by the Court of Appeals. After argument Judge J. M. Johnston released Mr. Nelson upon his personal bail of \$100.

At the hearing Mr. Walsh argued that the Star published the proceedings in the divorce case as a matter of news and told nothing but the truth. Judge Guthrie's decision elicited from him the accusation that it had been prepared in advance of the hearing. This the court admitted, with the statement that it was as "easily prepared then as any time, since the court had the facts in its breast."

The Appellate Court on Monday certified the case to the State Supreme Court and a review of the application for a writ of habeas corpus will probably not be made before April 1.

#### PAPER CARRIERS' BANQUET.

##### Philadelphia Association Listens to Some Good Speeches.

The Paper Carriers' Association of Philadelphia, 250 strong, turned out for their twenty-sixth annual banquet last Thursday night. This organization is one of the strongest, if not the strongest, paper carriers' association on the continent. Over \$1,000,000 are invested in the routes held by the members, who are in turn protected by the daily morning papers. These conditions have not only resulted in making the association strong after twenty-six years of continuous existence, but it has also made Philadelphia the strongest morning paper city in the country.

E. J. Cattell, chief of the bureau of contracts and statistics, was the principal speaker of the evening. The others representing the daily papers were: Geo. R. Mundy, of the Enquirer; A. E. MacKinnon, of the New York World; Jas. L. Farley, of the North-American; E. H. Wiggan, of the Press, and W. P. Kelly, of the Record.

Leroy Fairman, who has been editor of Advertising and Selling for several years, has resigned. His resignation will go into effect March 1.

#### THE DETROIT NEWS

(Evening)

Over 140,000

#### THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

**CHICAGO HAPPENINGS.**

**Presidents of Central Division A. A. C. A. Meet and Discuss Plans for Helpfulness—Getting Ready for Baltimore — Carpenter - Scheerer Agency Gives Luncheon to Publishers — Agate Club Entertains.**

(Special Correspondence.)

CHICAGO, Feb. 5.—The presidents of the advertising clubs composing the Central Division of the Associated Advertising Clubs of America, held a meeting at the LaSalle Hotel, Chicago, on Monday, Feb. 3. The following were present:

David Gibson, president Advertising Men's Club of Cleveland, Ohio; James M. Dunlap, president, and F. E. M. Cole, of the Advertising Association of Chicago; G. T. Hodges, president, and Wm. Boyd, of the Agate Club of Chicago; E. R. Parsons, president Advertising Club of Columbus, Ohio; Clark E. Schurmen, president Grand Rapids Advertising Club; H. Glenn Stibbs, president Dayton, Ohio, Advertising Club; Raymond T. Carver, president Advertising Club of Milwaukee; C. R. Trowbridge, president, and L. W. Allen, Adsell League of South Bend; Blaque Willson, president Toledo Advertising Club; Charles H. Morath, president, and W. B. Hallock, Kalamazoo Advertising League; J. H. Rigour, secretary Elgin Advertising Club; H. E. Baldwin, president, and J. S. Botts, Joliet Advertising Club. John W. Philp of the Dallas Advertising Club, who is a member of the committee on small town clubs, was also present.

President W. R. Emery and James A. Townsend, secretary, had charge of the meeting. There was a discussion of plans as to how the clubs could interchange information and advise about the work and do other things that would prove of mutual benefit. Much enthusiasm was created for the meeting of the National Association at Baltimore next June. Reports of the different presidents showed that the clubs composing the central division were displaying much interest and doing excellent work along the lines of better advertising.

The Carpenter-Scheerer Special Agency gave a luncheon to the publishers they represent and a number of friends at the rooms of the Advertising Association of Chicago, on Tuesday, Feb. 4. The following publishers were present: Norman B. Black, manager Grand Forks, N. D., Times-Herald; Mr. Leigh Harris, publisher Henderson, Ky., Journal; C. E. Snively publisher Canton, Ill., Register; John C. Fisher, publisher Cairo, Ill., Citizen; Leonard Sawvel, publisher Waukegan, Ill., Gazette; Wm. Shumaker, publisher Three Rivers, Mich., Commercial; O. P. Bassett, publisher Elkhart, Ind., Review; Harry Johnson, publisher Rockford, Ill., Republic; Harry Pollard, manager Rockford, Ill., Republic, and A. L. Richmond, Sterling, Ill., Standard. James O'Shaughnessy was toast master, and talks were made by C. E. Snively and Frank Benedict, immigration agent of the Soo Line railway. Miss Irene Skinner gave two recitations. Norman B. Black sang several Scotch ballads. Harry Snyder of the Chas. H. Fuller Co. also sang several selections, and the only

Tom Nixon presided at the piano. After the luncheon and entertainment the publishers held a business meeting and discussed matters of mutual interest.

The Agate Club of Chicago at their regular meeting on Monday, Feb. 3, had a large number of invited guests who are attending the Chicago Automobile Show. Charles W. Mears, advertising manager of the Winton Motor Co. of Toledo, O., gave an address on the automobile industry, its history and present status. Mr. Mears expressed himself clearly and forcefully. L. W. Ellis, of

**WISCONSIN UNIVERSITY LEADS.**

**Has More Students in Journalism Course Than Other Institutions.**

That the University of Wisconsin has the largest enrollment in its course in journalism of any American university is shown by statistics just compiled by Rudolf Tombo, Jr., registrar of Columbia University, New York, and recently published in Science.

The University of Wisconsin ranks first in the number of journalism stu-

**HOBBY NIGHT AT THE NATIONAL**

**Distinguished Guests Furnish a Lively Entertainment.**

Hobby night at the National Press Club of Washington, D. C., was an event of unusual interest this year. Last Thursday night the hobbies of five of America's most prominent citizens were ridden before one of the largest gatherings of the season at the club. Henry W. Savage, of dramatic fame; Edward B. Moore, commissioner of patents; George von L. Meyer, secretary of the navy; William A. White, superintendent of the Government Hospital for the Insane, and John Philip Sousa, the famous bandmaster, told of the hobbies dearest to them before a very attentive audience. John Philip Sousa did not perform on any instrument, as one might suppose, but kept his listeners in an uproar with some amusing anecdotes regarding musical composition.

Secretary Meyer spoke on battleships, and the others told of the hobbies nearest to them. Alfred Henry Lewis was the starter, and kept each speaker within the ten minute limit. Hobby night is an annual event with the Press Club, and some of the greatest men of the country have ridden their hobbies there.

**Philadelphia Press Staff Banquet.**

Forty members of the Philadelphia Press staff were present at the third annual banquet in the Bellevue-Stratford at one o'clock Monday morning. The diners represented the local news, art and editorial departments, with the heads of the other departments as special guests. Frederick H. Howland, the principal speaker, took for his theme "Sentiment and Good Fellowship in Newspaper Work," and when he was through the diners proceeded to carry out the spirit of his address. One of the features of the banquet was the third issue of the "Baby Press," a miniature reproduction of the daily paper. Among those present were: F. J. McLain, W. A. Dickerson, L. P. Martin, Henry M. Eaton, E. Eastman Irvine, Leo. Pollock, Ben K. Raleigh, H. Chambers, J. V. Gudchus, T. Francis Healey, Walter Shapler, T. A. Gerhard, S. G. Mitchell, Jacob Smith, George Hofstetter, James F. McCoy, Thomas J. Walker, August Mertz, A. W. Ford, Edmund C. Taylor and Wm. J. Yeocell.

**No Money for Press-Post Creditors.**

General creditors of the defunct Columbus Press-Post Publishing Co., which up until nearly two years ago issued an afternoon newspaper, will get nothing from the assets of the company, according to the final report of the receiver, Attorney Charles P. Outhwaite, with the county courts. His report shows that there has been received by him \$10,995.50 and expended \$10,633, leaving but a small balance. The general creditors, several hundred in number, hold claims aggregating \$115,000.

The Nevada City (Cal.) Transcript, established more than fifty years ago, breathed its last with Saturday's issue.

Duluth, Minn., has inaugurated an advertising campaign, using newspapers in Northern Michigan, Wisconsin, Minnesota, North Dakota and South Dakota.



**JAMES C. GARRISON.**  
THE NEW EDITOR OF THE NEW YORK PRESS.

the Rumley Products Co. of LaPorte, spoke of the advertising methods of his company.

Plans for the entertainment to be presented by the Chicago Press League in the hope of creating a fund for the proposed "Gentlewoman's Home," the pet project of the league, are being pushed forward by the president, Mrs. Frederick K. Bowes. An exposition of foodstuffs is being arranged, the exhibit to be elucidated by lectures by prominent people drawn from among the principal authorities on the market and pure food questions. The exposition will last three days, and will be held in the banquet room of the Auditorium Hotel.

A dispatch from London says that the new play, "Years of Discretion," written by Frederic and Fanny Locke Hatton, of Chicago, and produced by David Belasco in America, has been selected by Charles Frohman for his next essay at the Duke of York's Theater, where "Peter Pan" will continue to run until the second or third week in February. Mr. Hatton is the Post's dramatic critic. The play is now at the Belasco Theater, New York.

dents, with 95 thus far this year; the new Pulitzer School at Columbia is second with 72 students; the University of Indiana is third in size with 70 students, and the University of Missouri fourth with 55.

The total number of regular and special students in classes in journalism at Wisconsin this year will reach 160, the largest number since the course was established eight years ago.

**Denver Mayor Suspends Creel.**

Police Commissioner George Creel, of Denver, newspaper man, who recently married Blanche Bates, the actress, was suspended from office on Saturday pending a hearing on charges preferred against him by Mayor Arnold, who alleges that Mr. Creel was causing dissension in the fire and police boards. As the result of altercation Fire Commissioner T. F. McGrew, whom Mr. Creel accused of drunkenness at a recent board meeting, has resigned "for the good of the service;" and now attacks Creel, charging that he lent him money for his wedding expenses.

**Detroit Saturday Night**

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

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

**When an advertiser looks to Los Angeles and San Diego to place his advertising the first two papers which he thinks of are the LOS ANGELES RECORD and SAN DIEGO SUN; the two leaders in their respective fields.**

## TIMES IN NEW HOME.

**Plant of New York Daily Represents the Last Word in Newspaper Efficiency and Comfort of Employees.**

The New York Times moved its operating departments into its new home, the Times Annex, last Sunday. This is the second removal in eight years, in which time the circulation of the paper has doubled and now reaches 240,000 copies, net, daily.

The new building of the Times houses an ideal plant, which represents the last word in newspaper production. The structure is situated in West Forty-third street, just around the corner from Times Square, and occupies a lot measuring 143 feet on the street, with a depth of 100 feet. The building has eleven floors above the street and a press room and sub-basement below the surface. More than 144,000 feet in floor space is designed primarily for newspaper use. Mortimer J. Fox was the architect and the George A. Fuller Co. built the structure.

The building is a handsome addition to the architecture of the Times Square district. The street and easterly fronts are built of Indiana limestone, light Kittanning-faced brick and mat glazed terra cotta, all of a light color, which especially adds to the attractiveness of the building.

All parts of the floor space are very bright, and the entire rear of the first floor is covered by a skylight.

### MECHANICAL EQUIPMENT.

The mechanical equipment on the first floor below the street level consists of five presses—four double sextuple Hoe presses and one octuple press—the combined actual capacity of which will exceed 372,000 sixteen-page papers an hour. When all the five presses are running at full speed they can print each minute, on both sides of the paper, on unbroken ribbon, two newspaper pages wide and twelve and a half miles long, or 750 miles an hour.

The efficiency ideas of John Norris and many publishers have been worked out in arrangement of the mechanical plant.

One of the new mechanical features of the plant is that the paper makes an unbroken journey from the sub-basement, where it is stored, clear through the press room floor and the presses and out on the street floor, where it appears in the shape of perfectly printed, pasted and folded newspapers all counted and ready to be distributed. The change of rolls is accomplished by a flying paster, necessitating no stopping of the presses.

The stereotyping plant consists of two double junior autoplates casting twelve plates a minute. The inking plant, slung from the press room ceiling, is a steel ink tank holding eight and a half tons, stored under pressure of fifteen pounds to the square inch.

The colossal presses are operated by means of push buttons. Each double sextuple press has twenty-six buttons controlling its operation. A "safe" button protects every pressman against the sudden starting of the machine.

The general business office is on the second floor. The news, local and tele-



NEW YORK TIMES NEW ANNEX BUILDING.

graph will be handled on the third floor, which will show one of the largest and most distinctive "city rooms" in the world.

The composing room, on the fourth floor, has probably no equal among newspapers for either size or completeness of equipment. The last and best devices that modern efficiency has invented in method, convenience, furniture and fixture are represented here with fifty-two linotype and type-casting machines.

Details throughout show the same completeness as in the mechanical departments. Precaution against fire has been studied to the last detail of perfection, and the automatic sprinkler system is the last word.

A special fireproof benzine room has been built outside the building and connected by a safety door with the composing room.

A specialty is the panic-proof doors leading from crowded floors to the covered fire escapes. These doors are so constructed that pushing from within unlocks them and throws them open.

### Municipal Paper for Atlantic City.

Through a resolution adopted by the City Commission last week Atlantic City, N. J., is to issue a newspaper in which will be given full details of the work of all departments, together with the financial standing at the end of each month. John Sprogle was appointed editor, at a salary of \$1,200 a year.

### Connecticut Editors Meet Feb. 10.

The annual meeting of the Connecticut Editorial Association will be held at Hotel Taft, New Haven, on Feb. 10. The business meeting and election of officers will take place in the afternoon and the banquet in the evening. C. F. Chopin, editor of the Waterbury American, will act as toastmaster at the banquet, and the speakers scheduled are as follows: James C. Hemphill, of the New York Times, on "A Journalist at Large"; Edward F. Slack, of the Montreal Gazette, on "The Making of Canadian Newspapers"; Rev. Dr. Charles R. Brown, of Yale University, on "The Newspaper and Public Opinion"; Judge Robert L. Munger, of Ansonia, on "The Courts and the Press."

Best Bet. E. & P. at \$2 a Year.

## CONNECTICUT NOTES.

Fred Larson, formerly sporting editor of the Bridgeport (Conn.) Sunday Herald, now of St. Paul, Minn., is visiting friends in Bridgeport.

Harry L. Gaskell has joined the staff of the Bridgeport (Conn.) Sunday Herald and will cover the Waterbury territory. He has been on the night desk of the New London (Conn.) Telegraph and at one time was engaged in Bridgeport newspaper work.

Clifford Crudginton, city hall reporter for the Bridgeport (Conn.) Standard, is handling the publicity work for the pure food exposition to be given at the armory in that city during March under the direction of the Commercial Travelers.

At the annual banquet of the Fairfield County Game and Fish Protective Association last week in Bridgeport, Conn., State Senator Archibald McNeil, Jr., president of the Morning Telegram, was a guest and the principal speaker.

The bowling team representing the Bridgeport (Conn.) Morning Telegram will go to Port Chester, N. Y., Saturday night to bowl the printers' team of that place. Arthur F. Williams, city editor of the Telegram, is captain and manager of the Telegram team.

### New Arrival at W. D. Bryant's.

A new arrival at the home of W. D. Bryant, general manager of the Paterson (N. J.) Press and Sunday Chronicle, on Friday of last week was a baby girl, who announced in a high key that she intended to make a long visit, provided she was well taken care of. Mr. Bryant's two little boys were much interested in the little stranger and wanted to hold her in their arms, but Mrs. Bryant told them they would have to wait awhile until the baby had recovered from her long ride on the stork's back.

### Advertisers cannot afford to ignore the LOUISVILLE COURIER-JOURNAL and LOUISVILLE TIMES.

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

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

### An Unparalleled Record for 1912

#### THE BOSTON HERALD

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

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

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

Nothing better in New England for profitable publicity.

### THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

### The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

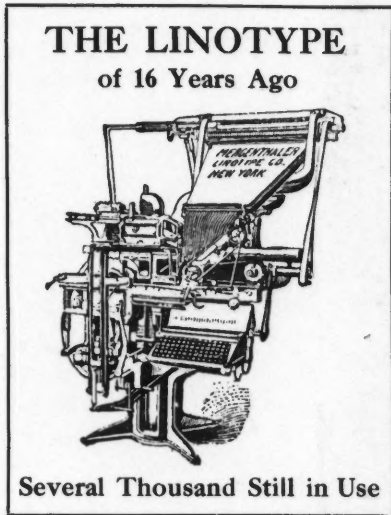
Cheap quantity class means large waste and unsatisfactory returns in poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE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

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

### THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager  
NEW YORK OFFICE: 5024 Metropolitan Bldg.  
CHAS. H. EDDY, Representative.  
Telephone, Gramercy 4211.  
CHICAGO OFFICE: People's Gas Bldg.  
EDDY & VIRTUE, Representatives.  
Telephone, Central 3486.

**Less than \$25.00 a Year**  
**FOR MAINTENANCE**



More than  
**1,500**  
**Linotype**  
**Users**

Who take pride in the condition of their machines still spend less than \$25.00 a year per machine for parts, supplies, and matrix sorts.

**Less Than 50 Cents a Week**

It cost THE BROOKLYN DAILY EAGLE only \$586.08 during its fiscal year to keep its battery of 36 Linotypes, some of which are from 14 to 16 years old, in tip top condition.

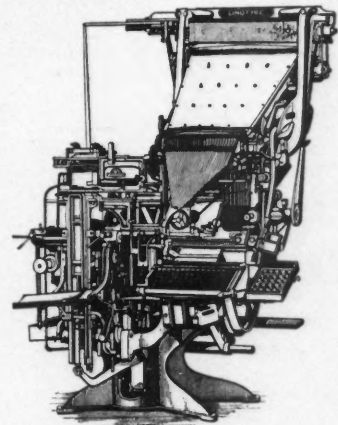
Less than \$15.00 a year, or  
Less than 30 cts. a week per machine.

Thoughtful buyers will think twice before pitting cheapness and imitation against

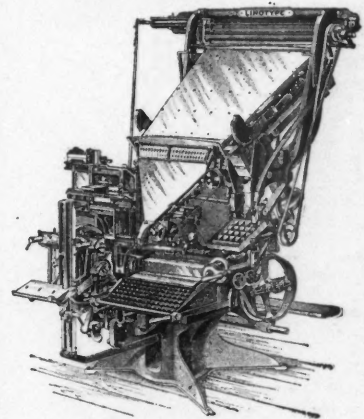
**GUARANTEED**

**Linotype Construction, Quality, and Service**

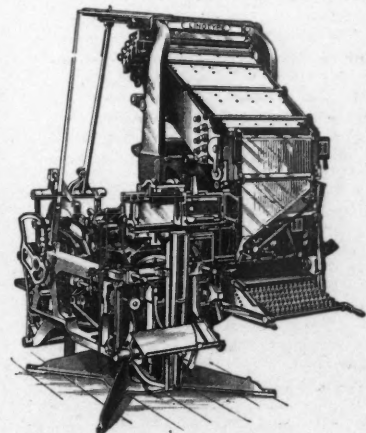
**MULTIPLE MAGAZINE LINOTYPES OF TODAY**



Quick Change Model 4  
Double Magazine Linotype



Quick Change Model 8  
Three Magazine Linotype



Quick Change Model 9  
Four Magazine Linotype

More than 3,000 Already in Use

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

## PITTSBURGH ACTIVITIES.

## Brisbane Addresses the Traffic Club and F. Hopkinson Smith the Engineers.

(Special Correspondence.)

PITTSBURGH, Pa., Feb. 5.—Pittsburgh newspaper men have been enjoying a round of activities somewhat outside the usual line. With Professor H. F. Harrington, of Ohio State University, telling of the new journalism; Arthur Brisbane, of the New York Evening Journal, giving some hot shots about newspapers and railroads, and with F. Hopkinson Smith's pointed shafts at newspaper men there has been plenty of food for discussion if not for deep thought. As an interesting affair, mentally and gastronomically, was the dinner given by the Pittsburgh Chapter of the Base Ball Writers' Association to W. H. Locke, former secretary of the Pittsburgh Base Ball Club and now president of the Philadelphia National League Club, and himself a well-known newspaper man ten years ago. When he worked on various papers.

The brilliant Brisbane spoke at the Traffic Club banquet on newspapers and the railroad. His best points, as usual, were when he drifted away from his text.

F. Hopkinson Smith made an address at the Engineers' banquet, and said some things that indicated either a wonderful knowledge or a wonderful ignorance of newspaper reporters and the daily routine of their work.

The dinner tendered to Mr. Locke was a very successful affair. Morgan E. Gable, in charge of the editorial page of the Gazette-Times, was toastmaster and outdid himself. The committee in charge was made up of the sporting editors of the Pittsburgh papers: James Jerpe, Ralph Davis, E. F. Ballinger, Richard Guy, David J. Davies, E. S. McCarthy, James J. Long, Wm. Kelly, W. B. McVickers, J. N. McMurry, Leslie McPherson, Samuel Sivitz and James McShane.

John H. Dailey, who worked himself up from galley boy to managing editor, is now Director of the Department of Public Safety of Pittsburgh, at a salary of \$5,000 a year. Mayor Magee has just appointed him to succeed Congressman-elect John M. Morin. Mr. Dailey has been Mayor Magee's secretary. Mr. Dailey's newspaper work was principally with the Post and the Sun.

## STILL JUMPING 121,800 Lines

was the gain in advertising made by the

### PATERSON PRESS AND SUNDAY CHRONICLE

(Sunday Edition of Press)

IN JAN., 1913, OVER JAN., 1912

Practically all business from local merchants who know the TRUE situation in Paterson, N. J., thereby having the advantage over the space buyer who gets his information second or third hand.

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

PAYNE & YOUNG, Foreign Representatives  
Send for Sample Copies and Rate Cards.

## The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

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

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

As was to be expected, Mayor Magee approved the recommendation of the Police Trial Board that Policeman Joseph Kealy be dismissed for assaulting Frank R. Boyd, a reporter for the Tri-State News Bureau, at a fire on the North Side. A good result of the case is that policemen have been instructed to recognize the newspaper men's badges, for which they deposit two dollars for each badge with the Department of Public Safety.

## CHANGES ON INDIANAPOLIS SUN.

## Roderick Munford Becomes Managing Editor and T. W. Clay Circulation Manager.

On the front page of this issue appears the portrait of George H. Larke, the new publisher of the Indianapolis Sun. Mr. Larke is no stranger in the newspaper field. A few years ago he was business manager of the St. Joseph (Mo.) Gazette. Then he went to the Denver Post in a similar capacity. Here he did such good work that Messrs. Tammen and Bonfils placed him in charge of the Kansas City Post, which he brought to the front in record-breaking time.

W. D. Boyce, the Chicago publisher, induced Mr. Larke to join his staff as general manager. Here he found ample scope for his abilities, but he missed the attractions of daily newspaper work, and after awhile decided that when opportunity offered he would return to that field.

For several months he had his eye on the Indianapolis Sun, and when the right time came three weeks ago he and Mr. Boyce purchased the property. Mr. Boyce put in his share of the money as an investment.

Mr. Larke, since taking over the property, has made a few changes in the personnel of the staff. T. W. Clay, under whose management the circulation of the Kansas City Post developed from 50,000 to 120,000 in about two years, has taken charge of the Sun's circulation. Mr. Clay, who received his early training on the Kansas City Star, is regarded as one of the ablest of the younger circulation men in the west.

Alva E. Lamberton, formerly of the Denver and the Kansas City Post, has been appointed auditor, and Miss Helen Glazebrook, assistant auditor.

Roderick Munford, who has been connected with the Sun for some time, has been appointed managing editor.

The Sun now takes the United Press and the Newspaper Enterprise Syndicate services, and has had added several other new features.

## Grit Family's Annual Meeting.

The twelfth annual meeting of the Grit Family, composed of employees at the home offices of the publication, was held in Williamsport, Mass., Jan. 22. The proceedings included reports of the year's progress, award of prizes for special work, a banquet, and an entertainment provided by Grit talent. The assembly hall of the company was filled with handsomely decorated tables, at which more than 225 persons were seated. Beside each plate was an envelope containing a new one-dollar bill as a souvenir of the occasion. Dietrick Lamade, general manager of Grit, was the toastmaster and he expressed the gratification of the company at the substantial progress made by Grit in every direction during the past year and renewed the assurances of the company to be solicitous of the employees' welfare and fully reward all services rendered.

## Harry First in Florida.

Harry First, the genial circulation manager of the Cincinnati Enquirer, is enjoying a brief outing in Florida. Mr. First is the chairman of the Cincinnati Circulation Managers' Association, and writes that the arrangements for the entertainment of the I. C. M. A. in June are progressing nicely. He says that every effort is being made to have the program of instruction and entertainment replete with brand new features.

## THE MAN IN THE CORNER.

## Interesting Facts About J. B. Comstock of P. &amp; F. Corbin.

John B. Comstock, the advertising manager of P. & F. Corbin manufacturers, New Britain, Conn., has been engaged in advertising from the early days of his business career. His first articles were published in the Iron Age, for which he wrote almost continuously for a number of years. His letters in the



JOHN B. COMSTOCK.

Bingham and Corbin house organs from "The Man in the Corner" have been given place in hardware journals in all English-speaking parts of the world.

Two series of articles "The Knight of the Grip" and the "Ironville Hardware Association" which appeared in the Iron Age, have been issued in book form. He has bought, in his time, several million dollars' worth of material of various kinds.

In 1903 when connected with the Corbin concern Mr. Comstock resigned to become technical writer for the Westinghouse Electric & Manufacturing Co., at Pittsburgh, for which he reorganized and became manager of its publicity department. Three years ago he returned to his old place in New Britain, during which period he has reorganized its sales soliciting methods and organized two departments for publicity work.

His writing is direct and forceful, and free from frills. He has the power to plan and the ability to execute, and his horizon has been constantly widening through the years.

P. & F. Corbin have recently entered the advertising field, using a number of general mediums with satisfactory results. The account is in Mr. Comstock's charge. Wood, Putnam & Wood Co., of Boston, are the agents.

## Stockbridge's New Berth.

Frank Parker Stockbridge has been appointed managing editor of Popular Mechanics' Magazine, Chicago, succeeding W. H. Dearden, who resigned Jan. 1. Mr. Stockbridge has done daily newspaper work in Buffalo, Cincinnati, St. Louis, Washington and New York, having been for some time on the American, the Herald, and for two years city editor of the Globe. For the last two years he has been engaged exclusively in magazine work, except for a few months spent in organizing the pre-convention publicity of Woodrow Wilson, whose transcontinental tour of 1911, which began his presidential campaign, was planned and conducted by Mr. Stockbridge.

## Mr. Hearst Likes Boston Democracy.

William Randolph Hearst, speaking at a dinner tendered him by Mayor Fitzgerald, of Boston, on Feb. 3, said, re-

garding the relations of his newspapers with the political situation in the United States: "Boston is the only city in the country where I have a newspaper where I feel justified in supporting the Democratic Party by my paper. The Democratic Party in Boston and Massachusetts occupies a unique place in the Democracy of the country. It is in the hands of men thoroughly capable of keeping it on a high, clean plane.

## Newspaper Men at Hearn Dinner.

The leading retail merchants of New York gave a testimonial dinner on Wednesday evening to G. A. Hearn at Sherry's. Benedict J. Greenhut, of Greenhut-Siegel Cooper Co., was the toastmaster. John B. Claffin, of Claffin & Co., and other merchants testified to the sterling qualities of Mr. Hearn. Among those present were: Isaac Gimbel, Rodman Wanamaker, Arthur Brisbane, Herman Ridder, Bernard H. Ridder, Henry Siegel, Joseph B. Greenhut, Nelson W. Greenhut, Louis and Bernard F. Gimbel, J. L. Kesner, Jerome Siegel, Jason Rogers and Louis Wiley.

## Morrison's New Appointment.

Frank E. Morrison, whose appointment as Eastern advertising manager of Associated Advertising (formerly the Voice) was chronicled in these columns last week, has had an extensive experience in the advertising fields. He has been connected with several of the best agencies and largest publications and is well and favorably known.

If Mr. Morrison has any enemies they have carefully kept under cover for a great many years, as none have ever come forward and announced themselves as such. On the contrary, he has an army of friends in almost every city in the country. As an advertising salesman he is an unqualified success, and no doubt will very promptly succeed in persuading publishers and advertisers to believe that Associated Advertising is a good buy.

## WHAT WILL IT DO?

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

## WESEL SPECIAL COMPOSING ROOM FURNITURE

will meet and satisfactorily fulfill any requirement not covered by standard styles. Departure from common practice is sometimes necessary to develop the quickest, easiest and cheapest way of handling work.

We design and make "out of the ordinary" kinds of Composing Room equipment. The country is dotted with plants where efficiency has been increased by our special work.

WE WILL EXHIBIT

at the Printing and Publishing Exposition in April.

## F. Wesel Mfg. Company

Printers and Platemakers' Equipment

Main Office and Works:

70-80 Cranberry St., Brooklyn, N. Y.  
New York, 10 Spruce St.  
Chicago, 431 So. Dearborn St.

# The San Francisco Chronicle Gains

## MORE THAN Examiner and Call Combined

The Chronicle Gained **111,874** Lines of Advertising During January, 1913, Over January, 1912. This Gigantic Gain Is **55,580** LINES MORE THAN THE COMBINED Gains of the Examiner and Call for the same period as shown by the following figures:

### CHRONICLE

LOCAL DISPLAY		FOREIGN DISPLAY		CLASSIFIED	
262,206	Lines January, 1913.	77,462	Lines January, 1913.	162,904	Lines January, 1913.
191,772	Lines January, 1912.	54,054	Lines January, 1912.	144,872	Lines January, 1912.
<b>70,434</b>	LINES GAIN	<b>23,408</b>	LINES GAIN	<b>18,032</b>	LINES GAIN

A Total Gain in January, 1913, Over January, 1912, of **111,874** Lines.

**111,874** Lines Gained by CHRONICLE in January, 1913, over January, 1912.

**56,294** Lines Gained by Examiner and Call Combined, Same Month.

**55,580** Lines GAINED BY THE CHRONICLE OVER the Examiner and Call COMBINED.

This large gain was made by the Chronicle because of its **great home circulation** and because of its wonderful result producing power. The Chronicle is a morning newspaper. And in the morning the advertiser gets the last word with the shoppers, just before they begin to buy. There is no duplication in the circulation of the Chronicle. Instead of one person buying two or more editions, as is often the case with evening papers, practically every copy of the Chronicle is read by several persons.

The readers of the Chronicle have the means to purchase every product advertised to them, and what is nearly as important, they have also been taught by their favorite newspaper how to read and appreciate advertising—and they are consequently responsive to it. No other newspaper in the United States possesses the confidence of its readers to so marked an extent in this respect.

Mere **quantity** of circulation cannot measure the value of a newspaper to its advertisers. **Quantity** is comparatively easy of achievement. Any newspaper that cares to spend the necessary money can acquire it. But all the circulation schemes from the brain of man can never make **quantity** of circulation alone pay advertisers.

The Chronicle is the exponent of the best ideas and ideals of this great section of the country. Its name and fame are known from coast to coast. Its fearlessness, honesty and influence are the pride of its readers.

## Automobile Display Advertising

FOR MONTH OF JANUARY, 1913

<b>Chronicle</b>	- - -	<b>26,921</b>	Lines
Examiner	- - -	25,272	Lines
Call	- - -	16,072	Lines

These figures show that the Chronicle carried **1649** more Lines of Automobile Advertising than the Examiner, and **10,849** more Lines than the Call.

## Daily Average Circulation Over **73,000**

New York Office:  
313 Temple Court,  
Charles J. Brooks, Eastern Manager.

Chicago Office:  
624-25 Harris Trust Bldg.,  
Williams, Lawrence & Cresmer Co.,  
Will T. Cresmer, Manager.

London, England, Office:  
No. 3 Regent St.

## NEWSPAPER INSTITUTE.

**Three Days' Session at Washington University Brings Out Interesting Discussions on Many Topics—A. W. Smith Urges the Reading of Trade Newspapers—James Keeley Advocates Personal Service.**

(Special Correspondence.)

SEATTLE, Feb. 3.—A resolution requesting that a newspaper institute held at the University of Washington, Seattle, Jan. 13 to 15, be made a permanent annual feature was unanimously passed on its concluding day by members of the Washington State Press Association who attended it. The institute was held under the joint auspices of the Extension Department and the Journalism Department.

The first day was given to printing, as many of those present are running country newspapers in connection with job offices, the second to advertising, and the third to news technique and editorial policies.

The adoption of the cost system by all printers, large and small, was earnestly urged on Monday, Jan. 13, by Seneca C. Beach, of Portland, Ore., Pacific Coast representative of the United Typothetae of America; Harry S. Stuff, proprietor of the Staff Printing Concern, Seattle, and Fred W. Kennedy, instructor in printing in the University of Washington.

### SERVING THE CUSTOMER.

Service to the customer and familiarity with the goods to be sold are the prime essentials in the production of effective advertising copy, declared R. E. Morgan, advertising manager of Frederick & Nelson, a Seattle department store, on Tuesday. In the discussion of Mr. Morgan's paper, led by Abram W. Smith, instructor in journalism in the University, Mr. Morgan was asked what answer he made to solicitors for church programs and other such media.

"I always charge expenditures made in response to such solicitation to charity," he replied. "It is not a legitimate advertising expense. I never give them an ad, but just hand them the money. If one woman saw an ad in such a medium, a hundred others would be after us with such propositions."

### HOW TO KEEP UP TO DATE.

Mr. Smith urged all newspapermen to read the journalistic and advertising trade papers.

"In gatherings such as this we can bring ourselves up to date once a year or once in six months," he said. "But there is no way, except by faithful, careful reading of the trade press to keep constantly in possession of the latest methods that have been discovered in our business."

G. F. Vradenburg, business manager of the Seattle Post-Intelligencer and president of the Seattle Ad Club, made a plea for cleaning up the advertising columns.

In the afternoon A. J. Izzard, president of the Izzard-Jacobsen Co., a Seattle advertising agency, in discussing the getting of foreign advertising said the most potent means to this end was the furnishing to the prospective foreign advertiser of specific and full information about the community in which the newspaper was published.

The selling of white space to local advertisers was handled by Robert Aiken, assistant advertising manager of the Seattle Times. J. C. Kaynor, publisher of the Ellensburg Evening Record, gave the newspaperman's side of the foreign advertising question.

On Wednesday Albert Johnson, publisher of the Gray's Harbor Washingtonian, a Hoquiam daily, addressed the entire University in the weekly assembly. Mr. Johnson is Congressman-elect from the second Washington district.

A paper written by James Keeley, managing director of the Chicago Tribune, was read by William H. Horsley, of the University of Washington Daily. Mr. Keeley vigorously set forth and defended his idea of a newspaper,

emphasizing personal service to the readers.

### WOMEN IN NEWSPAPER WORK.

Herbert Hunt, managing editor of the Tacoma Daily News, argued for variety and appropriateness in makeup. As a result of his talk and that of Berthe Knatvold, a special writer on the Perkins papers, of Tacoma, who dealt with women in newspaper work, a hot discussion as to the purpose and methods of the society column arose. This discussion was liberally participated in by coeds in the Department of Journalism of the University.

Lucille W. Thompson, editorial writer on the University of Washington Daily, thought that nobody really wanted the society column to be as inane as it usually is. Marie Gabel, society editor of the Daily, defended her column from the charge of snobbishness. Mattie Beryl Dill, associate editor of the University Daily, supported Miss Thompson and Miss Gabel.

R. H. Mattison, secretary of the Industrial Exploitation Bureau of the Seattle Chamber of Commerce; Arthur A. Smith, publisher of the Port Angeles Tribune-Times, and president of the State Press Association, also spoke.

The visitors were entertained on Monday night at a reception by the Press Club, at luncheon on Tuesday by the Seattle Branch of the United Typothetae of America, and at luncheon on Wednesday by the Faculty Club of the University.

Edwin A. Start, extension director of the University, will print the technical papers presented in a bulletin that will be ready for circulation at an early date.

### ADVERTISING LEAGUE DINNER.

**Members Listen to Excellent Speeches by Messrs. Moses, Wheeler and Foster.**

The February dinner of the New York Advertising Mens' League, which took place at the Aldine Club Thursday evening, was largely attended and proved to be one of the most enthusiastic and helpful meetings held this season. The session was enlivened by music—solos and popular songs.

At the end of the dinner George French read a resolution favoring the adoption by the State legislature of a bill designed to stop fraudulent advertising, which was unanimously passed. A copy will be forwarded to Governor Sulzer.

President W. H. Ingersoll then introduced Bert Moses, secretary and treasurer of the Omega Oil Co., who gave an excellent address in which he related some of his own experiences in the advertising field.

He said that the first five years of the company's business resulted in a loss. Then the tide turned, each year showing a gain until 1912 which the company did the largest business in its history.

"Advertising," remarked Mr. Moses, "is founded on facts, common sense and hard work. Nothing can take the place of these factors and combined they are irresistible in exploiting what you have to sell."

W. W. Wheeler, advertising manager of the Pompeian Cream Co., gave his hearers a lot of valuable points. He showed him how by working upon the law of averages it is possible to settle many important questions that arise in advertising.

The speaker did not believe in spending money continuously to extend distribution. He favored natural growth rather than forced growth.

He had employed coupons to great advantage in securing responses and effecting sales. Coupons, however, should never be printed on the cover of a magazine or upon a page which was backed up on the other side by editorial matter. People dislike to mutilate such pages and therefore will not send in the coupons.

In sending out reply envelopes, he had found that he got more replies when the envelopes were stamped by the

Government rather than those to which stamps are affixed.

John B. Foster, a retail druggist of Newark, made an excellent impression by giving the ad men some wholesome advice as to how they should handle the retailers like himself. He decried window displays, and condemned the most of the circular matter sent to him. He believed in bonuses but argued that the goods given should be the same as those ordered. He declared that cut rating was deplorable and that substitution was rarely resorted to except where the dealer's profit was too small.

### SOME BIG FIGURES.

**Philadelphia Record Shows a Remarkable Gain in Advertising.**

The Philadelphia Record in 1912 carried 5,377,240 agate lines of display or general advertising—a gain of 100,920 lines over the previous year. M. F. Henson, the general manager, states that last year and every year for twenty years the Record published more display advertising than any other Philadelphia paper, morning or evening.

The Record is supreme in its field, also in department store advertising, having printed in 1912 3,289,945 lines of big store copy—almost 600,000 lines more than its nearest competitor.

J. Rowe Stewart, the advertising manager, has had a varied advertising experience, giving him a complete knowledge of the newspaper field. Mr. Stewart began his advertising career on the Record, for a time was William Singler's private secretary, and more recently associated with the agency firm of Tracy, Parry & Stewart.

### Reading News Doing Fine.

The Reading (Pa.) News, which was started only a few months ago, is making excellent progress. Its daily average sworn circulation for December, according to G. L. Jones, the general manager, was 9,242 copies. A few days ago the Board of Trade gave the publishers a dinner, which was attended by eighty-five of the leading business men of the city, as a welcome and endorsement of the new enterprise.

The very best

## New Daily Comic

on the market

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

By GEORGE McMANUS

Write for details

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

## Adams Features

### THE BEST MATRICES

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

Autograph  
Letters

of Celebrated Bought and Sold. Send for price list.  
Walter R. Benjamin, 225 5th Ave., N. Y.  
ESTABLISHED 1867.  
Pub. "THE COLLECTOR." \$1 a yr.



## The Special Service Co.

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

**EXPERTS and SPECIALISTS in CIRCULATION CONTESTS**

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

## Daily Comics

### SCOOP, THE CUB REPORTER

The best daily series

### WELLMAN'S KOMIK KOLUM

The best miscellaneous daily

### SUNNY SIDE OF LIFE

The best single daily

The International Syndicate  
BALTIMORE, MD.

GET

## Today's News Today

**"By United Press"**

General Office:

WORLD BLDG., NEW YORK

It is a fact that  
Without exception

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

are those put out by

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

"HAIRBREADTH HARRY"

"CLUMSY CLAUDE"

"MRS. RUMMAGE"

"MRS. TIMEKILLER"

"SLIM JIM."

"MR. BOSS."

"ANNABELL" CUT OUT FEATURE  
and "PUZZLE SERVICE"

These are Sunday comic pages  
furnished in mat form or printed  
part.

World Color Printing Co.  
ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Mgr.

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

WIRE



WRITE



# INCREASING ITS PACE!

## The New York World Takes Big Lead In 1913 Advertising

The World Printed 1,560,557 Separate Advertisements During 1912--610,958 More Than the Herald, the World's Nearest Competitor, and Note How The World is Running Still Further Away From All Other New York Newspapers in 1913:

121,786	<i>World Ads Last Month</i>
58,214	<i>More Than the Herald</i>
10,698	<i>More Than ALL THE 5 OTHER New York Morning and Sunday Newspapers COMBINED</i>

This was, Furthermore, a 13,019 World Ad GAIN Over January a Year Ago.  
The Secret of The World's Phenomenal Advertising Success Is

# READERS! RELIABILITY! RESULTS!

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

New York, Saturday, February 8, 1913

## SERVING THE ADVERTISER.

It is really remarkable how popular the doctrine of service has become among men in their business and social relationship. The Shylock idea, once so prevalent, is no longer popular among merchants and others engaged in handling commercial affairs. Business is being conducted on a higher moral plan. Men have learned by experience that the Golden Rule is the best foundation upon which to build a successful enterprise. This conviction does not spring from any quickened religious sense. It is not the result of a stirring revival that has broken up the depths of moral indifference of society. It apparently comes from the crystalization of many forces and the prevailing of unusual conditions.

The keynote of business to-day is service. President-elect Wilson, in the many speeches he has delivered during the past six months, uttered no more helpful sentiment than this: "Only those who serve shall profit." John Wanamaker and Marshall Field, the two most successful merchants of our day, based their careers on perfection of service to their customers.

The time has gone by when the publisher's obligation ends when he furnishes the advertiser a true circulation statement and gives his announcement a good position in his paper. The Association of National Advertising Managers, which includes in its membership the men who are handling the bulk of general advertising, called attention to this fact when, a few weeks ago, it complained of the inefficiency of the data usually furnished them by the publishers and of their indifference to their pleas for co-operation in making their campaigns successful.

The question that suggests itself at this time is this: "How far should the publisher go in serving the manufacturer or general advertiser?" Plainly, the publisher must do something, but what? The general advertisers have impressed upon his mind the fact that he must not only furnish a correct circulation statement, but in addition he must show the distribution of that circulation and furnish information as to the several classes of people who subscribe to or buy his publication.

What else should the publisher do? Should he act as agent for the manufacturer—go out and solicit orders from local merchants? Such work seems entirely outside of his province, even if he were offered pay for the service. Several manufacturers have written to newspapers in the smaller cities, asking them to secure promises of window displays from dealers who sell their

goods or who would stock up with them on an attractive basis, it being agreed, of course, that a certain amount of advertising would be carried in the local papers. Many publishers do not object to giving this aid to the manufacturer.

Again, newspaper publishers are frequently requested to send reporters to the stores, to make inquiries in regard to the sales of the manufacturer's products, and as to public opinion concerning them. Such requests are usually granted, the publisher feeling that such information is of great value to the advertiser.

Should such services be paid for? That is a debatable question. Some publishers say no, on the ground that whatever they can do to help the advertiser secure results will increase the value of the medium to the advertiser and make him more eager to employ it. Others say that it is not the duty of the publisher to furnish service of any kind outside of his own paper unless he is paid for it.

THE EDITOR AND PUBLISHER will be glad to receive from its readers expressions of opinion upon the entire subject of service. It's a big and important subject and is worthy of serious consideration.

The United States Supreme Court in a recent decision upholds the constitutionality of a law recently passed by the Legislature of South Dakota making it a criminal offense to hold an "unfair sale," that is, a sale in one community at a lower price than the regular prices ruling in another community, the object being to destroy competition. It looks as though the merchants of South Dakota will be obliged to be more careful than those of other States.

Something unusual in newspaper activities was the act of the Pittsburgh Press in sending to Berlin last month D. S. McCann, a prominent attorney of the city, who is afflicted with tuberculosis, to make a personal trial of the turtle serum prepared by Dr. Friedrich Franz Friedmann, which is declared to be a practical specific for the disease. The principal purpose of the attorney's visit was to determine whether the new serum will actually restore to health those afflicted with the disease or whether it is only another of the long list of preparations from which much was expected but nothing was realized but disappointment. Mr. McCann has taken several treatments and reports by cable that his health has improved. The Press in sending him abroad has instituted a praiseworthy departure in the wide sphere of public service as comprehended in newspaper activities.

The fight against dishonest and fraudulent advertising is winning out all along the line.

## THE ADVERTISING RECORD OF 1912.

THE BROOKLYN DAILY EAGLE,  
BROOKLYN, N. Y., Feb. 3, 1913.

THE EDITOR AND PUBLISHER:

In the February issue of THE EDITOR AND PUBLISHER you carried a statement of evening newspaper advertising for 1912 of twenty leading publications. In same the Brooklyn Eagle is not mentioned, when, as a matter of fact, it ranks, according to the figures of the Los Angeles Times, eleventh among all the papers in the country. I enclose you herewith their statement in agate lines.

The Eagle's record in columns is as follows: Total columns printed in the evening editions, 20,389; total columns printed in the Sunday editions, 10,599, making a grand total of 30,988 columns.

We give you this data thinking that perhaps you might care to make a correction in your list.

LEW C. CORNING,  
Advertising Dept.

[The Indianapolis News' list comprised "twenty of the leading publications," and not "the twenty leading publications." The Los Angeles Times' list contained the seventeen papers "making the best record" in each of the cities named.—Ed.]

## THE DIRECTORY EVIL.

CHARLES H. FULLER COMPANY,

CHICAGO, Feb. 3, 1913.

THE EDITOR AND PUBLISHER:

The writer's attention was directed to an editorial entitled "The Directory Evil," as printed in your issue dated Jan. 25, 1913.

The writer of this letter, who has been more or less directly responsible for the production of our "Advertisers' Directory of Leading Publications" for a number of years past, wishes to take issue with you on the statements you make in the course of this editorial.

In the first place, we do not believe that "The American Newspaper Annual" published by N. W. Ayer & Son, of Philadelphia, fills the necessities of the average advertiser as completely as does our "Advertisers' Directory." For instance, we give a great deal more information covering the leading publications, daily, weekly and monthly, throughout the United States and Canada, than is printed in any other book of a similar type.

We believe that we can say without fear of successful contradiction that we have gone to greater expense in securing circulation information, and the methods we have adopted have cost us more money to produce the "Advertisers' Directory," than has been expended by any other advertising agency in the United States that issues a so-called directory. We do not pretend that our book contains a complete list of all the publications, but we do maintain that it contains information of vital importance to the average advertiser covering all publications that are of any practical value for advertising purposes. Further, that this "Advertisers' Directory" is the only book, in so far as we are aware, that bases every circulation rating assigned on exactly the same definite period, with the exception of publications that begin to issue during our definite period, or where publications are consolidated, or merged, during the same period. In such cases we indicate the exact period covered by the circulation statement, so that the advertiser can readily comprehend the circumstances surrounding each individual case.

In addition to this, we quote the maximum and minimum advertising rate for practically every publication listed, showing by a system of key letters the amount of space required to secure the minimum rate. Aside from this, there are no display advertisements appearing in the "Advertisers' Directory." We have given each publication an opportunity to tell its own story in its own way by means of "Publishers' Announcements," and we have also inaugurated with the current edition a system of guaranteeing the circulations of those publications who desire to take advantage of the opportunity presented.

We therefore wish to reiterate the statement previously made, that the "Advertisers' Directory" contains a large amount of valuable information for the average advertiser contained in no other book of a similar type.

We have no complaint to make of the treatment we have received from publishers throughout the United States, but we do not like to be classed with the publishers of newspaper directories who adopt hold-up methods in order to secure the advertising that is necessary to produce a book for their own advancement. We would be glad, indeed, to eliminate every line of paid advertising from our "Advertisers' Directory," and hope it will be possible for us to secure a sufficient amount of support to make it unnecessary for us to either solicit or accept advertising of any sort for any future edition of our book. The "Advertisers' Directory" has within the past two years become standardized, and we believe you will find it on the desks of more advertising agents and leading advertisers than any other book of its kind that is published and sold at a price of \$5 the copy. There are no complimentary copies of the "Advertisers' Directory" except to our active customers and the publishers whose announcements occur in the book.

Yours very truly,

CHARLES H. FULLER COMPANY.

**PERSONALS.**

Norman E. Mack, proprietor of the Buffalo Times, in the presence of fifty prominent Democrats and members of the National Democratic Committee on Wednesday last in the rooms of the National Committee, New York, presented a \$1,500 solid gold loving cup to William F. McComb as a tribute to the ability he had shown in directing the President-elect's campaign.

Runston Rustromjee, editor of the Oriental Review, Bombay, India, delivered a lecture before the Arche Club, Chicago, on "The Cities and Temples of India."

Edwin Fleming, associate editor of the Buffalo (N. Y.) Courier, is in the field for the appointment of postmaster of Buffalo under the new administration.

Allen K. Moore, for the last two years business manager of the Grand Rapids (Mich.) News, has resigned to go into a manufacturing business.

Roy Hilton, formerly editor of the Manchester (Ia.) Daily News, has become editor of the Morrison (Ill.) Sentinel.

Dayton Selby, for many years owner and editor of the Empire (Mich.) Journal, has become Superintendent of Schools at Glen Arbor, Mich.

Samuel M. Christie, who has been editor of the New Brunswick (N. J.) Times for the past two years, resigned Saturday. He will be succeeded by George D. Johnson, associate editor of the Times for the past five years.

Roy W. Howard, of the United Press, returned Thursday after an extended trip to the Pacific Coast.

**GENERAL STAFF NEWS.**

S. Miles Bouton, Associated Press representative at Berlin, Germany, has been elected secretary of the American Benevolent Association, organized recently, to render temporary relief to Americans in that city who find themselves in financial straits.

Frank Weaver, of the Battle Creek (Mich.) Journal, has joined the Grand Rapids (Mich.) Herald as State editor.

Carl B. Downing has resigned as Washington correspondent of the New York Press.

J. R. Taylor's column on the editorial page of the Chicago Inter-Ocean, entitled "Brain Dusters," seems to be attracting considerable attention. It consists of verses, wise saws and funny-graphs.

Strickland Gillilan, press humorist, of Baltimore, is on a ten-weeks' continuous lecture tour through the Coast States and intervening territory. Gillilan is an enthusiastic member of the Baltimore Ad Club, and as such, made talks to the clubs at Spokane, Seattle and other cities, anent the big June convention in his home city. "And in spite of what I said," Gillilan says, "each city where I have been is going to send a large and lively delegation."

William L. Unduch, formerly advertising and business manager of the Baltimore Sun, has resigned from that publication after nearly twenty-five years' service.

Stewart Edward White, the author and African explorer, broke his right ankle on Tuesday at Santa Barbara, Cal., in a long and spectacular slide for the home plate in the seventh inning of an exciting game of ball which he had successfully pitched.

Arthur W. Stace, of the Grand Rapids (Mich.) Press, is back at his

work of dramatic critic following an attack of pneumonia, which lasted five weeks.

A. M. Roy, editor of the Wellsboro (Pa.) Agitator, is on a trip to the Panama Canal zone, where he expects to remain a month.

Frank A. Adams, has resigned as business manager of the New York Commercial, and is now associated with the Trow Press, New York, under a five year contract.

John H. Bailey, formerly managing editor of the Pittsburgh Post, and more recently private secretary to Mayor Magee, has been appointed director of the Department of Public Safety of that city.

**CHICAGO PERSONALS.**

E. Chubb Fuller, former publisher of the Agricultural Epitomist and well known to advertisers, committed suicide at a hotel at Billings, Mont., last week by taking strychnine.

Henry Barrett Chamberlin, managing editor of the Chicago Record-Herald, has been appointed a colonel on the staff of the Governor of Illinois.

Robert Jones has resigned as managing editor of the Chicago Inter-Ocean to enter the lumber business. He will be succeeded by William E. Moore, who is advanced from the post of city editor, while James Evans Crown becomes city editor.

J. C. Cory, the cartoonist, is enjoying a trip to Panama.

James Keeley, managing editor of the Tribune, visited Des Moines last week and told the people that personal service as well as news made a paper popular with its readers.

Mr. and Mrs. Thomas Nafziger, of 314 Main street, Aurora, Ill., announce the engagement of their daughter, Katherine Margaret, to Arthur O. Page, editor of the Orange Judd Farmer, of Chicago.

**WASHINGTON PERSONALS.**

William B. Lockyer, who was recently appointed a member of the Congressional staff of the Associated Press, is one of the youngest newspaper men in Washington.

Angus McSween, of the Philadelphia North American has contracted with George B. O'Dell, of the New York Mail, to write a weekly letter on the monetary and banking situation which is to be syndicated to Progressive newspapers.

W. Y. Morgan, publisher of the Hutchinson (Kan.) News, is in the city reporting for his paper the proceedings of Congress.

A boy has been born to Mr. and Mrs. Theodore Tiller and has been named Theodore, Jr. Mr. Tiller is a member of the Congressional staff of the Munsey papers.

Charles H. Mann, superintendent of the House Press Gallery, is rapidly recovering from the effects of an operation, and will shortly resume his duties at the Capitol.

Edwin A. Halsey, assistant superintendent of the Senate Press Gallery, was raised to the degree of Master Mason last Monday night.

J. H. Kavanaugh, the "newest" Senator from Arkansas, who succeeded J. N. Heiskell, editor of the Arkansas Gazette, was at one time a member of the staff of the Gazette.

Howard Acton, of the Cincinnati Enquirer, is known as the "Candy Kid" from the fact that he once worked in a candy factory in Cincinnati to get the

inside workings of the factory for a feature story.

The National Press Club will hold a reception at 5 o'clock Friday afternoon in honor of Joseph P. Tumulty, who has been appointed secretary to President-elect Wilson. The reception is in the nature of a "get-acquainted" affair for the reporters and correspondents.

President Taft and Uncle Joe Cannon have accepted invitations to be present at the buffet reception given by newspaper men, known as the "James-town Survivors," to William B. McKinley, of Illinois, at the New Willard Saturday evening.

**MISCELLANEOUS**

**NOTICE**

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

**CARTOONING.**

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

**WANTED—NEWSPAPER IDEAS.**

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

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

**DAILY NEWS**

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

**LINOTYPE MACHINES**

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

**FOR SALE**

**FOR SALE.**

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

**SUPERBLY EQUIPPED**

printing plant and daily newspaper in the most attractive and rapidly growing city of 18,000 in Middle West; newspaper leads in influence and circulation and city is remarkable in its manufacturing and educational importance. Business, properly managed, will pay handsome salary and \$10,000 annual profits. Will dispose of part or entire interest on basis of \$65,000. Address "ATTRACTIVE," care THE EDITOR AND PUBLISHER.

**FOR SALE.**

Rebuilt No. 3 Mergenthaler machine in excellent condition. Fine bargain for any shop. Write SAGINAW DAILY NEWS, Saginaw, Mich.

**HELP WANTED**

**WANTED.**

Three high-class special edition advertising solicitors; leading Eastern daily desires services of experienced and reliable men; good commission arrangement and good leads; give reference in first letter and state experience. Address "SOLICITOR," care THE EDITOR AND PUBLISHER, New York City.

**CIRCULATION MANAGER.**

for growing paper of 11,000 in Canadian town of 50,000; must be hustler, capable of doing things and have best references. Address TELEGRAPH PUBLISHING COMPANY, St. John, N. B.

**REPUTABLE NEWSPAPER**

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

**C. M. PALMER**

Newspaper Broker

277 Broadway, New York

**SITUATIONS WANTED**

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

**TO NEWSPAPER OWNERS AND PUBLISHERS:**

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

**CIRCULATION MANAGER**

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

**BUSINESS OR GENERAL MANAGER.**

Experience, initiative, hard work and reliability. This I have to offer to the publisher who can use the services of trained newspaper builder, familiar with details of editorial and business departments. Expectations as to opportunity: unlimited; as to immediate compensation: moderate. Willing to take hold on partly contingent basis if publication is at present showing inadequate profits or losing; \$8,000. Address "ALERT," care THE EDITOR AND PUBLISHER.

**NEWSPAPER EDITOR.**

Experienced newspaper editor wants permanent position on evening daily. Now employed as night editor on morning paper in city of 50,000. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER, New York City.

**EDITORIAL WRITER.**

28, college graduate, formerly with Washington, D. C., daily, desires to connect with Democratic paper, preferably near New York City. Address "E. W.," care THE EDITOR AND PUBLISHER, New York.

**DO YOU KNOW A PUBLISHER**

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

**CIRCULATION MAN.**

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

**BUSINESS OPPORTUNITIES**

G. S. WYCKOFF, Newspaper Auditor, Appraiser, Systematizer, Financial Adjustments. Strictly 100% confidential service. Newspapers and Magazines privately bought and sold for clients. 72 Isabella Ave., Newark, N. J.

**NOW IS A GOOD TIME**

to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 83d St., New York, 14th district.

## VETERANS OF THE STAR.

**Unusual Records for Long Service Held by Editorial, Business and Composing Room Staffs of Washington Paper.**

Few newspapers have upon their staffs as large a number of employes who have as long terms of service to their credit as the Washington (D. C.) Star. There has long been a saying current at the capital that any man who makes good on the Star has a life job ahead of him.

Philander C. Johnson has been writing "Shooting Stars" for the editorial page of the Star since 1891. He is also the dramatic editor. A news writer of veteran service is William H. Bryan, now real estate editor of the Star, who has been connected with the paper thirty years.

Alexander T. Cowell, or "Eck," as he is known to his friends, has been on the editorial staff for twenty-five years.

Probably Miss Helena McCarthy has enjoyed as long a term of service as society editor as any woman in the country. She has been on the Star over eighteen years and in that time has acquired a knowledge of diplomatic, Congressional, military and naval society in Washington that would enable her to write about as interesting a volume as one could wish to read.

### A GENERATION OF SERVICE.

Alfred J. Clark, for twenty years on the Star, is a veteran Washington newspaper man, and was doing big things before the present generation of cub reporters knew how to read.

Another veteran in years, yet so young looking as to make the stranger gasp, is G. A. Lyon, Jr., associate editor of the Star, who wrote his first story for the Star twenty-five years ago. He has been on the staff of this paper twenty years, and for practically all of that time he has been doing Congressional and political news.

J. Harry Shannon, special writer and exchange editor, has a term of service dating back nearly twenty years.

Howard Brooks probably has an enviable record as a police reporter. He was chasing copy twenty-five years ago, when he was bitten by the newspaper bug. He was such an engaging youngster that he was given a chance at helping out at police headquarters. For a quarter of a century he has handled that end of the business and has never been implicated in a libel suit.

### NEVER SAID A CROSS WORD.

Harry Fry, assistant sporting editor, began his service on the paper twenty years ago as a telegraph operator. C. Fred Cook, city editor, is another veteran of twenty years' service. Practically he has been on the Star all of his business life. Somebody says he has never said a cross word in his life. If he hasn't he is the first city editor to make such a record. The Star's political man, who is held up to all Washington newspaper men as a "star" of the first magnitude, is N. O. Messenger.

Records for long service on the Star are not only to be found in the editorial and business forces, for the composing room has men who have practically grown up among the type cases and linotype machines. The dean of the compos-



FREE PUBLICITY A  
HEAVY STRAIN ON  
GOOD OLD DOBBIN

(From the A. N. P. A. Bulletin.)

ing room is R. A. McLean, now floor superintendent. For years he was foreman, and resigned that position only a few years ago simply because his health would not permit him to continue the arduous duties. He has been on the Star 49 years, and his father was foreman of the Star's composing room before him. The two McLeans were the only foremen the Star ever had until the younger one resigned and the position was given to H. K. Southland, another veteran, who now numbers 26 years on the same paper.

### COMPOSING ROOM RECORDS.

W. J. Gallagher, a corrector, has 40 years' service to his credit in the Star's composing room; Augustus Bruehl has 32 years. Nearly all of the proof readers on the Star have all been there over a quarter of a century. The veterans and their terms of service are: G. A. Meyer, 26 years; A. E. Corning, 27 years; J. W. Snyder, 23 years; George E. Hupert, 25 years; I. R. Field, 14 years.

J. H. Thomas, a copyholder, has been in continuous service in the proof room for 35 years, and W. W. McCollum has for 22 years.

Four of the linotype operators have been on the Star for twenty-five years. These are C. W. Aughinbau, Guy L. Prescott, H. F. Sauter and L. C. Stephens. P. B. Milton lacks just one year of the quarter century mark. J. E. Supplee and Edward Gardner both have been at work in the Star's composing room continuously for twenty years. There are three floor hands in the composing room of the Star who have been there 19 years each. They are H. C. Fisk, John C. Gordon and Harry Simpson. In the press room William A. Fenton, the foreman, has twenty years to his credit; W. W. Burhans, a pressman, is still called "Willie," just as he was twenty years ago, when he was taken on as a messenger boy and apprentice; T. A. Darrow never had any other job except in the Star's press room, where he has been for nearly 24 years. R. D. Brown and Joseph Brown, stereotypers, came out of the navy over 20 years ago and have been handling matrices for the Star ever since. Claude O'Donoghue and Edward Payne are almost in the same class, having graduated from the ranks of messenger boys over 15 years ago in the Star service.

### BUSINESS OFFICE VETERANS.

The "happy family" records extend throughout the business office, too.

Fleming Newbold, business manager, started there as a boy twenty-three years ago, but he is a babe in arms compared to Edward Mix, who started with the Star in 1876 and has been with it continuously. Howard Fisk, in charge of the automobile section, is a messenger boy grown up into the ranks of the department heads and his twenty years of service has seen him doing everything a newspaper requires, from "running copy" to writing it, and getting page after page of advertisements.

Carl Stodder, with 21 years to his credit, is the man who handles the Star's cash. Guy V. Collins, chief clerk, has been on the Star 24 years, and his father was a veteran before him in the news department. LeRoy W. Herron, son of Whit Herron, who died a few years ago, is now advertising manager, with 15 years to his credit. His father for years was the business manager. George Miller, a solicitor of advertisements, has been there 18 years, and Frank Rogers, solicitor, 15 years. Cornelius Eckhardt, the Star's chief accountant, has 25 years to his credit, and Henry Hanford, auditor, has 17 years of Star service behind him. Galt Burns, head of the circulation department, and George Boyd, his right hand man, both have 16 years to their credit.

But the veteran of veterans is old George Johnson, a colored man, now in the mail room. He has been on the Star 60 years.

F. Duval Armstrong, for a number of years on the staff of the New Orleans Picayune, has been appointed general agent of the "Frisco refrigerator line in New Orleans.

### NEW INCORPORATIONS.

NEW YORK, N. Y.—The Mexican Herald Corporation, of Manhattan; capital, \$100,000. Incorporated by Richard Bennett, Jr.; William K. Dupree, Jr.; Roger Sherman.

STIGLER, Okla.—Eureka Publishing Co.; capital stock, \$10,000. Incorporators: S. J. Oslin, C. M. Hicks and E. B. Wallace.

OREVILLE, Cal.—The Daily Tribune; capital, \$10,000. Incorporated by George F. Russell, Samuel J. Munn and others.

### Newspaper Births and Deaths.

Most of us realize vaguely that there are a large number of newspapers printed in this country. Even veterans will doubtless be surprised, however, when confronted by the concrete figures as contained in the American Newspaper Annual and Directory just published. It thus claims that there were 1,686 new papers in 1912. This means that not less than five new papers were started every day last year. There were 1,650 suspensions during the same period, which indicates a net gain of 36 papers to be spread upon the record.

Those who hold that there is no money in the newspaper business will be interested in hearing that the total income of all newspapers and publications was \$360,000,000.

### Find It Invaluable.

William H. Shumaker, business manager of the Three Rivers Daily Commercial, writes: "We should not think of doing business without THE EDITOR AND PUBLISHER, and prize it highly, as we find it invaluable in our business."

## THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

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

Chicago  
Peoples Gas Bldg.

New York City  
220 Fifth Avenue

GOOD people buy the things advertised in good papers—which explains why such a large percentage of accounts in the News League papers make good. You try Dayton and Springfield.

## News League of Ohio

Desk N, Dayton, Ohio

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

### NO THOUGHTFUL ADVERTISER



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

The Pittsburgh Sun

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

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

**AMONG THE NEW BOOKS**

**Dawley's "The Child That Toileth Not," Prof. Hotchkiss' "What to Read on Business."**

**THE CHILD THAT TOILETH NOT.** The Story of a Government Investigation, Hitherto Suppressed. By Thomas Robinson Dawley, Jr. Gracia Publishing Co., 115 Nassau street, New York.

The present book grew out of a speech delivered in the Senate of the United States by Senator Albert J. Beveridge, of Indiana, in which he pleaded for the enactment of a Federal child-labor law and described in most scathing terms the conditions under which children are forced to work in mines, factories and sweatshops. The Senator called their employment "child slavery," and declared that there were at least a million of these child slaves bound to toil in our various industries throughout the country.

Congress subsequently appropriated \$300,000 to pay for investigating and reporting upon the industrial, social, moral, educational and physical condition of women and child workers in the United States, wherever employed, with special reference to their age, hours of labor, term of employment, health; illiteracy, sanitary and other conditions surrounding their occupation, and the means employed for the protection of their health, person and morals.

The book now under consideration is concerned with Mr. Dawley's experience as a Government investigator. He failed not only to find the conditions of slavery that Senator Beveridge had so eloquently described, but, on the contrary, he discovered that the transition from farm life and isolated mountain life to the mills of the South to be highly beneficial to the people and their offspring. He found that the children at work in certain of the cotton mills established in the South were paid wages that they never could have earned if they had remained in their mountain homes or on farms. They were not converted into slaves even while at work in the mills, and the mill workers, both children and those of more advanced age, were highly benefited by the schools established and fostered by the manufacturing companies operating the mills.

Mr. Dawley found over and over again that the establishment of a mill led to the upbuilding of the entire community; it led to the increase of the town's population; it eliminated the moonshining industry that was unlawful, and in the train of the mill came education and a general improvement.

The author reinforces his text with photographs taken in the field that tend to confirm what he has written and present a most interesting picture of the methods used by the Labor Bureau. His book is certainly informative and will be found profitable reading by those interested in welfare work, as well as by those who are in touch with the textile industry and what it can do for the South.

Mr. Dawley has spent a greater portion of his life in newspaper and magazine work. He was editor of the first English paper published in Cuba, and is the author of a book on the Spanish war, which he witnessed from both the Cuban and the Spanish sides, being with the different armies at different times. When he was conducting the Times of Cuba in Havana, during the war, he was thrown into prison, and when released found that his newspaper plant had vanished.

It is because of Mr. Dawley's experiences as a newspaper man that he was specially qualified to make the investigation concerning which he writes in his recent book.

Floyd Dell, literary editor of the Chicago Evening Post, has written a book on "Women as World Builders," which Forbes & Co. will publish in February. It is described as a critical yet sympathetic study of modern feminism.



THOMAS ROBINSON DAWLEY, FORMER EDITOR OF THE TIMES OF CUBA, AND AUTHOR OF "THE CHILD THAT TOILETH NOT."

**DINNER OF DAILY AD MEN.**

**Don C. Seitz Declares That Fifty Merchants Supply Bulk of Ads in New York.**

The Daily Ad Men's Club of New York, one hundred strong, held its annual dinner at the Hotel Lafayette on Wednesday night. Richard B. Adams, president of the club, which is composed of the advertising men of the metropolitan newspapers, was the toastmaster and introduced the speakers.

Don C. Seitz, business manager of the World, told the diners of newspaper advertising conditions thirty years ago and declared that fifty of 250,000 merchants in this city paid for the bulk of advertising.

"One of the first requisites of a good advertising solicitor," said Mr. Seitz, "is that he must have faith in what he has to offer to his customers. The advertising solicitor does an injury to a customer's business if he endeavors to have him discontinue his advertising in one newspaper to patronize another. If the advertising remains in some newspaper the business will grow, and eventually he will come into your newspaper."

Others at the speakers' table were John Purroy Mitchel, E. H. Randolph, E. F. Hooper, Frank Colson, Adams, Winter, Bate Spencer and I. A. Klein.

**Monument to a Live Man.**

Colonel Henry Watterson, of the Louisville Courier Journal is slated to deliver a dedicatory address when the monument to General John B. Castleman of Louisville is unveiled. The novel feature of this monument lies in the fact that it is to be erected during the lifetime of the man it is to commemorate. The monument is the work of R. Hinton Perry, of this city.

EDITOR AND PUBLISHER is \$2 a year.

**ROUND TABLE CONFERENCES**

**H. F. Harrington Addresses Pittsburgh Journalism Students at Opening Meeting.**

A round table conference, at which many of the best known newspaper men of western Pennsylvania and eastern Ohio informally discussed the methods in vogue in, and the problems that confront the world of newspaperdom, was held at the University of Pittsburgh recently.

The chief speaker was Professor H. F. Harrington, Director of the Department of Journalism of Ohio State University who talked on "The New Journalism and Its Opportunity." Mr. Harrington is the author of a number of standard works devoted to his specialty, one of which is in use as a textbook in the journalistic course of the local university.

The following are the speakers who delivered addresses at succeeding conferences: Joseph S. Myers, editor of the Sun and the Post, "The Importance of Accuracy"; Frank C. Harper, associate editor of the Press, on "The Value of a Thorough Knowledge of English"; Charles M. Bregg, dramatic critic of the Gazette Times, on "The Press Agent"; James F. Hudson, associate editor of the Dispatch, on "What Is News?"; Arthur G. Burgoyne, editorial writer of the Chronicle Telegraph, on "Pittsburgh Newspapers' Relation to the Esthetic Movement"; and George E. Seibel, editor of the Volksblatt, Freiheits-Freund, on "The Newspaper as a Civilizing Influence."

**It Is Often Highly Praised.**

Wm. J. Petrain, Librarian of Portland Press Club, Portland, Ore., writes to THE EDITOR AND PUBLISHER: "Your publication is one of the most appreciated periodicals in our files, and often highly praised among the club members in discussing the relative merits of the different periodicals read by them."

**Extensive Ads for G. B. S.—A Beer.**

The first gun in the campaign to popularize the new G. B. S. beer, a Baltimore product, boomed last week at the Belvedere, where the executives, employes and friends of the brewery company got together and discussed publicity methods, George A. Deatel, who is conducting the advertising campaign, was toastmaster. Addresses were made by Albert H. Wehr, president of the G. B. S. company; Emanuel Baum, assistant business manager of the Baltimore American; E. P. Weedon, Marshal Robie and J. R. Moffett. The new company is planning an aggressive advertising campaign in the newspapers.

**FROM OUR READERS.**

W. H. Putnam, 1022 Hoe avenue, New York City, says: "It's worth many times the raised rate."

J. H. Dennis, Hartford (Conn.) Post, writes: "Let me congratulate you on the distinct improvement in your publication during the past few months. The Dockrell articles are each worth more than you charge for the paper."

**Largest proved high-class evening circulation.**

**THE NEW YORK GLOBE**

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

**The New York Times**

**Sunday, February 9**

Remarkable collection of Lincoln pictures. One hundred and ninety-five historic photographs and drawings of Lincoln's childhood, youth, manhood, death and funeral. Scenes in his life, relics and memorials.

Beautiful souvenir forming comprehensive history of the martyred President.

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

**THE EVENING MAIL'S**

**policy of accepting only clean advertisements is a winning one.**

**203 Broadway - New York**

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

**The Elizabeth (N. J.) Times**

**Only Democratic daily in Fifth Congressional District**

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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

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

## ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

## GET THE BEST ALWAYS

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

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

## THE DETROIT TIMES

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

A new Democratic paper is to be launched in Ishpeming, Mich., soon.

## AD MANAGER'S WOES.

Some Reasons Why He Does Not Always Tell the Truth Even When He Knows It Would Be well If He Did.

BY HARRY R. DRUMMOND.

In writing of the advertising manager let it be understood that the average advertising manager of the average retail store is referred to, for he is the man who is doing the destructive advertising to-day. His work is badly done, and the results are horrible to contemplate.

The average advertising manager is holding his job because of his inventive genius and his ability to imply things he does not say.

There seems to be an impression that advertising men, like poets, enjoy a certain license which permits their using "trade terms" which, were they used elsewhere, would be deliberate lies.

This "marvelous method of modern merchandising," which we hear a great deal about, is a system where storekeeping is done by bookkeeping and "sales" must be kept up at any cost.

The average advertising man knows and appreciates the fact that reputation is a wonderful asset, but he is continually prodded by the boss to whoop things up, and, inasmuch as the boss pays the bills and salary and the boss's reputation is the one to suffer, he whoops things up to a fare-you-well.

Two or three instances that have come under the personal observation of the writer will show just how some of these things work; how the crooked part of the business is played.

A cotton manufacturer, who makes a specialty of towels, had a number of factory seconds, rejected goods left over from filling special orders. They were all woven with names of the institutions for which they were made. Some of them had "Lambs' Club" stamped or woven across the center; others had "Hotel Majestic," and still others had other names. They were heavy, serviceable bath towels, but they were all seconds.

They were sold to a merchant who advertised them as "souvenir towels" and did not say anything about their being seconds. He might have told the truth about them and sold them, too; because, at the price he got for them they were splendid values, even if they were seconds, but it was ingrained in him that he must not tell the truth.

Another instance was a piece of copy that came to the advertising desk, offering "New, stylish black dress goods, worth \$1.50 a yard, at 98c."

Investigation showed that the goods in question had been brought out the season before and had not proven popular; that the manufacturer had a job lot left which he sold to the merchant at 62½ cents per yard, and that 98 cents a yard yielded a profit of 33 per cent. How could anyone figure that it was worth \$1.50? Another lie.

Another merchant, who is also a manufacturer, recently offered a number of overcoats at reduced prices. He told just how many coats there were at each of the "regular" prices; and it figured out that, if the "regular" price yielded a profit of 25 per cent., the loss on this sale would be \$11,000; if the "regular" price showed a profit of 33 1/3 per cent., the loss would be \$17,000. It is pretty hard to find an average reader who will believe this kind of bunk.

The advertising manager knows that he is doing wrong, that he is destroying confidence, that he is teaching people to be skeptical, but as long as the boss demands this kind of work and insists upon having it, just so long will he get this kind of work.

The boss hates to be told that he is a liar and a crook. He may know it, and probably does, but the advertising manager who points it out to him is liable to lose his job.

Most advertising managers produce copy to please the boss; not to build

confidence in the store, the merchandise or the prices.

It has been proven (in the few instances where it has been tried) that honest advertising pays, but it is hard to get anyone to stand for it. In many cases that advertising manager is the clerk for the buyers, and buyers—well, buyers are enthusiastic, especially as to their goods.

The advertising man of fifteen years ago is responsible for this condition. He did some very, very strong work—might almost be called strong-arm work. He was a romancer—discounting Poe, Richard Harding Davis, or even Doc Cook.

His copy was good—it was new; it went—then—but it is the devil's own job for the advertising man of to-day to keep up the batting average. People have become "gun shy" and do not believe things any more.

Most advertising managers know this; they realize it, but they can't find the nerve to point it out to the boss. They are afraid of their jobs.

And so the crime goes on. Advertising is being ridiculed—knowingly, maliciously ridiculed—its force being lessened, simply because it is not truthful; or, if truthful, does not teach confidence.

There is a new generation of advertising men in the field now. Many of them are looking far ahead. Many of them have real backbones instead of wishbones, and are teaching, or at least preaching, the square-deal policy.

They are missionaries, to be sure, and some of them are hustling to beat the band to make both ends meet, but before many years they will be the big men of the business—when they find merchants and manufacturers who will back them up and let them create a new standard of advertising.

The advertising manager with a living to make and a job to hold, the advertising manager with convictions, but without the courage of his convictions, is hurting the advertising business every day.

As a rule, the plain, simple truth, without embellishment of any kind, will sell goods if the price is right.

Marshall Field & Co., of Chicago, never use a comparative price in their advertising. They never say that an article is "valued" at one price and sold at another. Carson, Pirie, Scott & Co. never quote alleged "values" in their advertising, and they do business. The Douglas shoes are never said to be worth more than the price asked which, by the way, is the "regular" price. Brooks Bros., clothiers, here in New York, do not have "sales," and yet they do business. It is proven, wherever tried, that honest, business building, confidence building, prestige building advertising is a paying proposition.

The squarest department store advertising done in New York is done by a house that has a smaller per cent. expense for advertising than any other department store in the city.

Advertising managers who will work out their salvation on a percentage basis, who will get the greatest number of returns for each dollar spent, will do so by adhering strictly to honesty, and by using part of their space to tell people something besides imaginary "values" which never exist.

### Erie Evening Herald Fire.

A fire on the morning of Feb. 4, a few minutes after work began in the Erie (Pa.) Evening Herald office, drove the force out, but most of the records were saved from the flames. The machinery was not reached by the fire, but was water-soaked and covered with debris. The plants of the Daily Times and the Morning Dispatch were put at the disposal of the Herald, and within an hour the men were all at work and the edition appeared on the street at the usual hour, just as if nothing had happened. Within a week the Herald will be in temporary quarters, but no editions will be missed in the meantime. The building that burned was the home of the Herald since 1873.

## 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-Beckman Bldg.

Chicago:  
1100 Boyce Bldg.

Philadelphia:  
924 Arch St.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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

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

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

## THE DEMOCRAT Nashville, Tenn.

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

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

H. H. Stansbury is temporarily in charge of the New York American bureau in Washington.

**THE HUB OF THE WHEEL.**

**That Is What Mr. Johnson Calls the Daily Newspaper in Its Relation to Advertising—Policies Must Be Determined by Merchandising Necessities—Helping the Manufacturer.**

W. H. Johnson, advertising manager of the American Sunday Monthly Magazine, made a deep impression by an address on "The Newspaper Advertising Manager," delivered before the A. A. A. convention at Syracuse last week. The speech follows:

For more than two years I sat behind the space buyer's desk handling national newspaper campaigns. I want to say that more crossed over from the other side than across it from the other. I at first took my cue from others of my class. It was the fashion then to believe the newspaper advertising men mostly and intentionally wrong. It seems to be the fashion now.

Candidly, the fashion should become extinct, for it is as silly and as uncomfortable as a hobble skirt, but unlike the hobble skirt, it covers charms without disclosing them. The newspaper man, publisher or advertising manager, is basically honest, basically correct. The fact is vouched for by the annual expenditure with him of a sum of money greater than the advertiser's combined expenditure in all other classes of media. Believe me, dishonest practice, corrupt and untruthful method does not grow or foster such an investment. Delivering the goods as represented was and is the reason why newspapers are making good and earning the two hundred and more millions spent with them annually.

Just as it would be unfair to judge the virtues of the race by the vices of the men in Sing Sing or Auburn, so it is unfair to us to judge our newspapers unsound because of the corrupt practice of an exceedingly small minority and a diminishing minority at that.

If our editors were to publish the kind of newspapers many of you advertisers recommend, we managers would be without jobs, for the reason that the circulation which is your meat and drink and ours would be rendered extinct. It would be the era of the sales circular, the booklet, the trade almanac and the people would not stand for it.

**NEWSPAPER THE HUB.**

Further proof that we are basically right in the product we manufacture lies in the fact that we are the only sellers of a commodity that is universally demanded, and enjoys perfect distribution. Perfect demand and perfect distribution is only created and maintained by manufacturing and selling a product 100 per cent. fine. It is a glowing tribute to the editors who furnish our attention value, that the newspaper habit is a healthy, red-blooded habit 365 days in the year, and not an anemic literary child wrongly conceived and improperly nourished.

But any publication whose relative importance is viewed strictly from its advertising value, must be considered as a part of the wheel, never as the wheel itself. True, I consider the daily newspaper as the hub of the advertising wheel from which all spokes should radiate.

I sincerely believe that if a great many of our national advertisers to-day were not expecting toy wagon campaigns to produce carload efficiency they could better appreciate the truth of the statement.

I believe that if we newspaper advertising managers refused to permit them to indulge in such a belief, we would be better able not only to controvert the arguments of our friend of the magazines, but at the same time be better able to prove the wonderfully great efficiency of the daily press.

**DETERMINE ADS BY NEEDS.**

Advertising policies should be determined by merchandising necessities, and with due regard to the cost of the advertising service to be employed. Most of us would prefer a palace to a cottage, and it is rather a fault than a virtue that most general advertisers are to-day trying to buy the palace with the price of a cottage.

They try to create a nation-wide demand for thirty-five or fifty thousand dollars, and by alluring the local merchant into believing that it is wisdom for him to localize the product through the expenditure of his own money and by so doing standardize some other name than the merchant's own, and at the same time restrict the market from which he can buy his stock. So many lines competing for standardization have embarrassed the retailer that in this year, 1913, he is putting the job of localization entirely up to the manufacturer.

He controls his market through the local press, you can nationalize, localize and standardize your product best through the same agency.

The difficulties that faced the advertising pioneer of a few years ago were vastly less weighty than those facing the advertiser who to-day has entered the lists in competition with him.

**REACHING THE HOME.**

To the manufacturer seeking national or territorial distribution, the newspaper offers the most direct avenue to the home. It is the first readable product demanded at breakfast, the first publication picked up at night. It is the mouth of the retail merchant and the very heart of his business. Whether it pulsates red blood throughout the merchandising system depends absolutely upon the policies upon which the advertiser permits it to feed.

We newspaper advertising managers

clamor for national advertising so called; to deserve it we should prove to the advertiser absolutely on intimate relations with his two greatest necessities—the consumer and the dealer. This is the easiest of the tasks set before us. Any newspaper worthy of the name can prove consumer and dealer interest by submitting a file of the paper itself with a guarantee and an analysis of its circulation. But before we can demand the national advertiser's approbation we must first see to it that he is not expending his money through a local agent or buying through a sub-contractor, space at lower rates than he can buy through his recognized agent or direct. Newspapers are at the present time receiving generous appropriations of which they have little or no knowledge, the fruitful results of which are credited to our friends, the magazines, because the bill is settled via the check of the local merchant.

No self-respecting newspaper will permit a national advertiser to enter its field inefficiently equipped. The publisher or advertising manager will see to it that the copy is right, the appeal suitable to the environment to which it is to be made, and that it is emphatic enough to make itself read and obeyed. The fact that we have encouraged the general advertiser to enter our territories with a positive misconception of the field is one of the reasons why we experience great difficulty in reaching and serving many of them to-day.

To merit his patronage we must not only point the way to the consumer and the dealer, but must see to it that the advertiser does not come to our functions in B. V. D.'s when the occasion demands dress garb from the top hat to the proper shoes.

Until we insist on the same specific attention to detail from the foreign advertiser that we demand from the local advertiser, we are foolish to suggest our publication as valuable or useful to him because through ignorance of local conditions or his prejudices he may, as he has often done, play Delilah to the Samson we offer for his needs.

An advertiser to whom we hut recently talked, has, during the past year, been the victim, or will be if present plans are carried out, of positively idiotic newspaper solicitation.

He has finally agreed to zone his copy and spend \$15,000. How and where? In cities north of the Mason and Dixon line and east of the Mississippi River.

**BUCKING BIG COMPETITION.**

He is going to buck big strong competition. Competition that is spending \$100 where he is spending \$1. This advertiser's campaign will permit of his using one paper in a town with fifty-six-line copy one time a week. If he had but to contend with the reader for time, he couldn't win out, but when you stop to realize that this fifty-six-line copy in one paper one time a week has to buck more than ten times the space of his competitors in two or more newspapers three times a week supplemented by magazine and bill board advertising, can you realize what is going to happen to that advertiser and his \$15,000?

The agent excuses himself with "I must defer to the wishes of my client." What would happen to a lawyer who permitted a client to insanely plead guilty, knowing full well his client to be innocent?

That advertiser, if present plans carry, will "die a horning." If we participate in this sort of malpractice, we have no right to expect the advertiser to consider for one moment the usefulness of newspapers in creating or adding to a well-established business.

Newspapers are only useful to the general advertiser when they parallel his necessities, and when he spends sufficient money to warrant their services. A newspaper campaign, nationally conducted, costs money. A zone campaign properly planned and handled, supplemented by work in other media, will turn over a field to a national advertiser more quickly, more thoroughly and more economically, than through any other sort of channel.

**ONE QUICK AND RIGHT WAY.**

To permit an advertiser to expect miraculous results from an insufficient appropriation is like feeding a typhoid patient soft shell crabs, and expecting him to live.

It can't be done, and the sooner we newspaper managers insist that an efficiency expert can't be hired for the price of an office boy, the quicker we will demonstrate to the general advertiser that we are as we claim to be, the broad, smooth, well-oiled and dustless merchandising highway upon which a campaign can be started with sufficient fuel and be confidently expected to run its course without fear of punctures or skidding.

The newspaper is the quick way, the right way, the sufficient way—when it is utilized with due regard to the advertiser's need. It will carry home a message properly spoken. It will influence trade properly solicited, but it won't do the impossible any more than carbolic acid can be safely used as a substitute for postum cereal.

We can only merit your business, members of the 3 A's, when we prove to you that ours is a machine you need, and prove to ourselves that you need a five-ton advertising truck rather than a goat wagon, and then force you to remember one essential—that you can't get the truck and its services for the price of the goat.

The Devil's Lake, (N. D.) Inter-Ocean plant was completely destroyed by fire last week with a loss of \$10,000.

**CHANGES IN INTEREST.**

ANDERSON, Ind.—James W. Knight has sold his interest in the Daily Bulletin to his partners—Dale J. Crittenberger, Edgar A. Daniels and Thomas McCullough. In the reorganization Daniels is made president, McCullough secretary-treasurer, and Crittenberger vice-president and editor.

AMARILLO, Tex.—Julius W. Cheney, of Crowley, La., has bought a half interest in the Daily Panhandle, the plant of which is valued at \$20,000.

DENISON, Ia.—Hugo and Henry Harthun, sons of the late J. F. Harthun, editor of the German Zeitung, have arranged with the other heirs to gain control of the paper and conduct it.

LIBBY, Mont.—J. W. Barrett has purchased the Herald and plant from J. H. Kennedy. Mr. Barrett has been managing the paper four months, and now takes complete control as editor and publisher.

DES MOINES, Ia.—The Iowa Staats-Anzeiger has been purchased by Val J. Peter, publisher of the Omaha Tribune, a German publication.

DALLAS, Tex.—The Oak Cliff Weekly Eagle has been consolidated with the Weekly Tribune.

TEXARKANA, Ark.—The Daily and Weekly Texarkana was sold on Feb. 1 by the Valiant Publishing Co. to a local stock company. The purchase price is said to be between \$30,000 and \$35,000. J. L. Wadley, for several years editor of the Hot Springs News, is the new editor.

THIEF RIVER FALLS, Minn.—Homer F. Mussey has sold the Times to Thomas H. Smith, of Badger, who issued the first number last week.

PEARSALL, Tex.—Hudson & Woodward, owners of the Leader, have purchased the subscription list of the News from D. W. Huffor. The two papers will be consolidated, and in the future known as Leader and News.

**Eagle's Fine Ad Record.**

Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle, is receiving a good deal of spoken-word publicity these days on the splendid advertising showing made by the Eagle in 1912. Among all New York City newspapers the Eagle carried the second largest amount of paid advertising. It was first in volume of hotel and resort, railroad and steamship advertising; third in school and instruction advertising, and fourth in real estate, financial, automobile, help and situation wanted advertising, despite the fact that it censors its ad columns closely.

**Eastern New York Publishers Meet.**

The Eastern New York Newspaper Publishers' Association held a meeting at the offices of the Troy Record, Troy, N. Y., on Monday afternoon, where the following officers were re-elected: President, D. B. Plum, of the Troy Record; vice-president, J. J. Kane, of the Albany Times-Union; secretary, George J. Auer, of the Albany Knickerbocker Press, and treasurer, A. N. Liecny, of the Schenectady Gazette.

**Lifts Embargo on Crown Land Paper.**

Jules Allard, acting Premier of Canada and Minister of Crown Lands, has announced that any company manufacturing pulp and paper in the Province of Quebec will receive the privileges already granted to the four companies at present manufacturing pulp and paper from crown lands in Quebec.

**TO TEST FRIEDMANN CURE.**

**Pittsburgh Press Sends Consumptive to Berlin for Treatment.**

To test the efficacy of Dr. Friedrich Friedmann's heralded specific for tuberculosis the Pittsburgh Press has sent to Berlin David S. McCann, an attorney of that city, who is suffering with consumption, to take a thorough course of the new treatment at the Friedmann Institute.

Mr. McCann sailed from New York Jan. 12, arriving in Berlin Jan. 24. He took his first treatment several days later and has cabled reports to the Press noting progress toward health.

The Press has undertaken this personal and semi-public test to learn the truth as to the merits of the reputed tubercular specific. The paper presents the matter to consumptives and all interested in the enterprise in this fashion: If Mr. McCann is cured, Dr. Friedmann's claims are sound, but if the Press representative returns to Pittsburgh still a tubercular, there can be little value for consumptives in the Friedmann preparations.

The enterprise of the Press should aid in bringing the cure, if genuine, as promptly as possible to the afflicted, and will save consumptives from the bitterness of disappointed hopes and useless expenditure of savings, in case the preparation falls short of the pretensions made for it.

The Albany (N. Y.) Argus celebrated on Jan. 26 the close of a hundred years of newspaper life.

**TURNER'S BULLETIN**

Nearly 300 Advertisers await Circulation Examinations signed by

C. GODWIN TURNER  
Mgr. & Actuary

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

**Metal Economy**

WILDES' REFINED METALS  
PLUS  
OXODIO  
THE METAL FLUX AND PRESERVATIVE

*Thomas Wildes' Son*  
METALS

14 Dover Street, New York

**NOTICE**

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

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

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

## DAILY NEWSPAPER ADS.

**Mr. Richards Believes Them Pre-eminent Because Universal, Flexible, Effective and Economical.**

St. John Richards, the New York representative of the St. Louis Globe-Democrat, spoke on the subject of newspaper advertising at the A. A. A. convention in Syracuse last week. He said:

The men for whom I talk are the lubricants of the advertising machinery. We oil the bearings, ease the friction, and, being on good terms with all other parts of the machine, aid in the work of giving to each its full rights and values. To the publishers we have to prove our value every day in the year or miss our pay check. To advertisers we are in the nature of being philanthropists, because our endeavor is to aid them in spending their money in the mediums which will give them best value—the newspapers.

Attempting to talk to this association about newspaper advertising makes me feel like the divinity student who was called on to address a congregation of preachers and told "Your time will be five minutes. Your subject, 'The Immortality of the Soul.'" He couldn't hope to tell them anything new. He would be well satisfied to tell them things they believed to be true. If I can do as well I shall be content. I appear before you as the representative of the Six Point League of New York. The Six Point League is an association of New York advertising representatives of daily newspapers published elsewhere.

The object of the association is to extend the knowledge of the pre-eminent value of newspaper advertising. We believe daily newspaper advertising to be pre-eminent, because it is Universal, Prompt, Flexible, Effective and Economical. By Universal and Prompt I mean that any desired selling story can be told to every individual in any town or city in any section of the country in one day by use of the proper choice of daily newspapers.

Any individual in the towns and cities of the selected territory who does not read some daily newspaper would not be of much use to you or any other advertiser. Flexible, because selected classes in the desired territory can be reached by choosing such papers as directly appeal to the kind of readers you need. Your efforts may be concentrated on selected towns or states where your proposition needs the help, and advertising kept out of others where for the moment work is not needed. You have no fear of misdirected efforts.

Newspaper advertising is at all times under direct control of the advertiser. It may be started to-morrow in one town or everywhere. It may be stopped as quickly if need arises.

If a great fire destroys a town, advertisers of fireproof building material tell their story and point a moral in the same issue containing the news story; a story of a bank robbery suggests surety company advertising; a hot summer day with sunstrokes suggests cooling drinks, while snow and sleet on the streets inspires the automobile tire advertiser to tell us about woolly treads, etc. Now, if it is admitted that daily newspapers are read by everyone worth reaching, and that an advertiser may choose his readers in any desired territory by a judicious choice of papers—in other words, if you reach the people you want, do you reach them effectively?

Are you welcome visitors or do you force yourself upon them? When you advertise in newspapers, do not your readers invite you to come to see them and pay for the privilege of welcoming you? Do they not usher you into their homes and libraries and dining rooms and introduce you to their wives and children? Can you find a more effective medium than the columns of the favorite daily newspaper? Can you have a better introduction than that given by a welcome daily visitor, friend and confidant?

The effectiveness of all advertising is measured by the confidence and belief inspired thereby. This introduction by a favorite daily newspaper invites the readers' confidence for you. Now as to Economy. Newspaper space can be bought at prices ranging from one cent to one-tenth of a cent per line per thousand and lower. Probably one-fifth of a cent would be a fair average. At the lower price a ten-line advertisement would be carried to a thousand homes for a cent. But low price does not in itself always mean economy.

If the space bought for one-fifth of a cent were circulated in territory unsuited for any reason to the advertiser's needs or opportunities, that would be a high price. Newspapers, however, allow the advertiser to select suitable territory, as we have seen, so that the circulation he pays for is where he wants it, and the low cost thereby becomes economical. Now the most amazing thing about newspaper advertising is that its value is universally admitted, although subconsciously in some cases.

Even the most pronounced advocate of some other medium will turn to the newspaper when he has some acute personal need which brings from him instinctive expression and immediate action. Take the elementary needs of life. If you want a cook, where do you advertise? If you lose a valuable dog or your pocketbook, or in any of the many emergencies where you must have quick action, which of you would neglect the newspaper? Is not your business need as important and as urgent as these? Is the principle different? Gentlemen, two and two make four. That isn't new, but it's true.

## OBITUARY NOTES.

LEON STRAUSS, for many years the New York correspondent of the Prensa, Buenos Aires, died in Turin, Italy, on Sunday. Since the tragic death of his son, Umberto, who was slain by rebels in Mexico last year while engaged as correspondent for a Mexican newspaper, Signore Strauss had been in poor health. He was sixty-two years of age.

JAS. P. McCRAY, former editor of the Guthrie Star and other Oklahoma dailies, died recently in El Reno after a short illness of pneumonia.

WILLIAM JAMES KELLY, formerly proprietor and editor of the American Model Printer, died Jan. 30 in Brooklyn. He was seventy-two years old and had been a resident of New York for fifty years. Twelve years ago he went to Russia to install the first color press in St. Petersburg.

SAMUEL R. KEMBLE, owner of the Greenville (O.) Daily and Weekly Tribune, died last week in that city as the result of injuries sustained when he fell downstairs at his home.

GEORGE W. SISSON, one of the best-known lumber dealers and paper-mill men in northern New York, died on Monday at his home in Potsdam. He was born in Glens Falls in 1828.

CLARENCE H. WARREN, city editor of the Oakland (Cal.) Tribune, who at different periods of his thirty years of newspaper life was connected with nearly every one of the San Francisco dailies, died last week of heart disease in that city.

FREDERICK WAGNER, editor of the Scranton (Pa.) Wochenblatt since 1861, except for three years, when he served in the Union Army, died Jan. 30, aged seventy-five years.

ISAAC A. MEKEEL died at his home in Montclair on Feb. 3. He was born in Clinton, Ia., in 1870 and was educated in the Friendly Academy, Union Springs, N. Y. He was president and director of the Boot and Shoe Recorder Publishing Co., treasurer and director of the Cleveland Trade Bulletin Co., director of the Dry Goods Reporter Co., treasurer and director of the Federal Advertising Co., treasurer and director of the Root Newspaper Association, general manager and director of the Textile Publishing Co., director of the Tradesmen's Publishing Co. and a long list of other corporations and companies.

JOSEPH RYAN, forty-four years old, at one time associate editor of the Schenectady (N. Y.) Union Star, died at Saranac Lake on Jan. 28.

JOHN D. KIRBY, a well-known turf writer, died at White Plains, N. Y., on Sunday, after a long illness. He was a protégé of Henry Watterson, editor of the Louisville Courier-Journal, and did considerable reportorial work in the moonshine whiskey cases in Kentucky. He came to New York, where he joined the World staff, and later wrote on turf matters for the Times for about seven years, when his illness compelled him to give up active newspaper work.

MRS. JEANETTE ENNIS BELO, president of the A. H. Belo Co., publisher of the Dallas News and the Galveston News, died of pneumonia on Monday at the home of her daughter, Mrs. Charles Peabody, Cambridge, Mass. She was the widow of A. H. Belo, founder of the Dallas News and owner of the Galveston paper. He died twelve years ago, and she succeeded him as head of the company. Mrs. Belo took a great interest in the publications.

GEORGE A. SHIVES, vice-president and treasurer of the Blain Thompson Co. and one of the leading advertising men of Cincinnati, died on Feb. 5. Mr. Shives was formerly managing editor of the St. Louis Chronicle and the Cincinnati Post.

## PACIFIC COAST NEWS.

The Scripps newspaper legislative bureau at Sacramento, Cal., this year is in the able charge of T. T. Grimshaw, city editor of the Los Angeles Record, assisted by Jack Jungmeyer, special correspondent, and E. E. McDowell, of Los Angeles, cartoonist.

William D. Wasson, one of the founders and for many years editor of the San Francisco Daily News, who retired to his ranch in Santa Clara county on account of ill health a year ago, is back again for a few months at least at the city desk of the News. Unlike many tired ex-editors. Mr. Wasson has had the good fortune to accumulate enough honest dollars to keep the wolf at a safe distance for the rest of his life.

George H. Thomas, who began his career as cub on the San Diego Sun, has taken the city desk job on the Los Angeles Record.

The Los Angeles Record has recently ordered a new Goss sextuple press, which will be installed in April, and the San Diego Sun will also install at the same time a Goss four-deck press, which, with its present three deck, will give that paper one of the best mechanical equipments of any newspaper in the country in a city of less than 100,000 people.

George L. Keller, of the Spokane Spokesman-Review local staff, was operated on recently for appendicitis, and despite the advanced condition of the disease, is recovering.

Waldemar Harald Frederick Nickle de Bille (that's his real name), formerly Sunday editor of the Duluth Tribune, has joined the staff of the Spokane Spokesman-Review. He was married recently, his bride being a niece of Waldo G. Paine, chairman of the publicity committee of the Spokane Chamber of Commerce.

Spokane papers are well represented at the Washington and Idaho legisla-

tive sessions by staff correspondents; the Chronicle by Edwin B. Fussell at Olympia, Wash., and the Spokesman-Review by Edward E. Perry at Olympia, and James A. Ford at Boise, Idaho.

Guy R. Kinsley, dramatic writer for the Spokesman-Review, is Sunday editor in the absence of Edward E. Perry.

Vaughn M. Jones, Spokane feature writer for the N. E. A., is on the local staff of the Spokane Press for a few weeks. Roy E. Webster, formerly with the Chronicle, is sporting editor of the Press.

The Spokane Ad Club bill, prohibiting false and misleading advertisements of "fire sales," "bankrupt" stock, salvaged goods and the like, was passed by the Washington State Senate Jan. 31 by a vote of 36 to 0. The bill was introduced by Senator Harry Rosenhaupt, a Spokane lawyer and a member of the local ad club. Sentiment is so favorable toward the bill in the lower house that there is a strong likelihood that it will become a law.

## NEW PUBLICATIONS.

FORT SMITH, Ark.—The first issue of the Informer, the new negro paper, appeared last week.

PENELOPE, Tex.—Sam J. Creswell has started the publication of the Hill County Review, the first number of which appeared this week.

PINEVILLE, Ky.—A stock company has been organized for the purpose of establishing a newspaper. A good part of the stock has already been subscribed. H. F. Hudson will be in charge of the publication.

COUPLAND, Tex.—N. H. Williams is making plans for the publication of a new paper at an early date.

CHARLOTTE, Tex.—Dan W. Hufford and T. R. Sparkman have launched the Citizen.

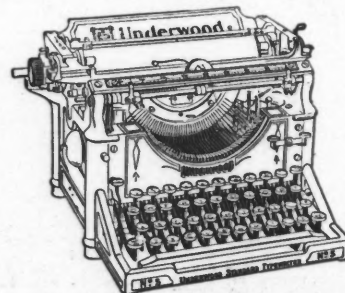
LUCY, La.—Wallace Lasseigne has started a French and English weekly called the Observateur. It will be strictly independent in politics.

## Just to Convince Yourself

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

## Underwood Typewriter

"The Machine You Will Eventually Buy"



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

UNDERWOOD TYPEWRITER CO., INC.

Underwood Building, New York

BRANCHES IN ALL PRINCIPAL CITIES



**JACKSON'S OWN SCHOOL**

**Tom Thinks He Would Make a Hit Teaching Journalism—Copy of the First Lesson for Beginners.**

[Tom Jackson, one of the veteran newspaper men of New York, who has a strong sense of humor and writes funny stuff that is really good when he is in the mood, is contemplating the starting of a school of journalism, of which he will be director, corps of instructors and registrar. He is now engaged in preparing a primer for the use of his pupils, the first lesson of which appears below.—Ed.]

**THE CITY EDITOR.**

What is a city editor?

A city editor is a man who spends his time worrying for fear he may not get the picture of a pretty girl for the front page.

**THE REPORTER.**

Why does a reporter call what he writes a story?

Because it is supposed to rest on some foundation.

**A BEAT.**

What is a beat?

A person who hangs around the cashier's office on pay day—waiting to make a touch.

**THE COPY READER.**

What are the duties of a copy reader? To prevent space writers from becoming owners of automobiles.

**THE MAKE-UP MAN.**

What is a make-up man?

He is a person who decides on what page and in what column every story must go—and gets called down by the boss the next day for lack of judgment.

**THE NIGHT EDITOR.**

What is a night editor?

He is a man who sits at a desk and says: "I guess everything is all right now, so I'll run out and get a bite to eat," six or seven times every evening.

**THE EMERGENCY MAN.**

What are an emergency man's duties?

To sit in the office from 2.30 to 4.30 a. m. and play poker with the foreman

of the composing room, a cartoon artist and a stereotyper.

**THE TELEGRAPH EDITOR.**

What does a telegraph editor do?

He handles matter from out of town and feels sore because the story of a mad dog biting a cow in Hackensack did not get on the first page.

**THE SOCIETY EDITOR.**

What are the duties of a society editor?

He attends "functions." He might call them something else, but he never does. When he gets his clutch on a "function" he holds it up for a column of names, over which he writes "Among those present were the following members of the smart set."

**THE CABLE EDITOR.**

What is a cable editor?

He is an unhappy wretch who tries to keep tab on the names of generals and places in a foreign war, and never feels sure whether Tewfexnazaine is the name of an envoy, a battleship, the scene of a slaughter or something to drink.

**San Francisco Chronicle Gains.**

The San Francisco Chronicle pushed up its high-water mark of gains in its advertising record another notch. According to figures printed elsewhere in this issue, it printed 111,874 more lines last month than in January, 1912, or 53,000 more than its two rivals. In automobile advertising it also leads with 26,921 lines. Its foreign business amounted to 77,462 lines. Charles J. Brooks, the Eastern advertising manager of the Chronicle, is naturally elated over the record made in his department.

**Homestead Plant Destroyed by Fire.**

Fire on Feb. 3 destroyed the plant of the Homestead, Des Moines, Ia., owned by J. M. Pierce, publisher of a number of farm papers, and caused a loss of \$200,000. The fire started in the electrotype foundry on the third floor and soon spread all over the four-story building. The insurance is \$200,000.

**CIRCULATION NOTES.**

Robert J. Corrigan, for several years circulation manager of the Indianapolis Star and Indianapolis Sun, has taken charge of the circulation department of the St. Louis Star. Mr. Corrigan began newspaper work in the circulation department of the Cincinnati Post. For two years he was circulation manager of the Detroit Free Press before going to Indianapolis. It was while in Detroit that he met Mr. Veon, now of the St. Louis Star, who persuaded him to go to that city to live.

The Philadelphia Press is offering 20,000 home sites as prizes for new subscribers. The lots, 25x100, are situated at Chatsworth, Burlington county, N. J., within twenty-nine miles of Philadelphia. The lots will be awarded while they last to all who secure three new, yearly paid-in-advance subscribers, at nine dollars, or two new paid-in-advance subscribers to the daily and Sunday Press, at eleven dollars. The registration fee is \$1.70. The taxes on the home site for a year at the present time will amount to about nineteen cents.

Frank Rowan has left the circulation contest business and is now advertising manager of the Cutting Car Co., Jackson, Mich.

T. S. Powers, the former circulation manager of the Boston Herald, is receiving congratulations from his many friends on the opening, this week, of the new Gordon Picture Theater, of which he is manager.

Weidler & Reed is the name of a new advertising firm organized by Charles L. Weidler and Merrill A. Reed, with offices in the Selling building, Portland, Ore.

F. A. Bush, for ten years reporter on the Belding (Mich.) Banner, became the circulating and advertising manager of the Hastings Banner on Feb. 2.

**HOUSTON CHRONICLE RECORD.**

**Ad Gains for Past Year Put Texas Daily Among First Ten.**

The Houston (Tex.) Chronicle reports that substantial circulation gains in 1912 were supplemented by a total volume in advertising of 7,415,632 lines, a gain of 640,164 lines for the past year. This record, it is claimed, puts this paper among the "first ten" in advertising gains, and in the vanguard of the South and Southwest papers.



ROBERT H. CORNELL.

Robert H. Cornell has been for the past two years advertising manager of the Chronicle, during which period the Texas daily gained 1,410,938 lines in business. Mr. Cornell is sponsor for a unique contest, "Names for Farm Homes," with the object of trade-marking farm produce and developing parcel post business from city users for the farmer, who thus becomes a classified advertising patron.

Charles B. Gillespie, former managing editor and a member of the Houston Chronicle since its birth eleven years ago as secretary of the publishing company, succeeds to the business management of the paper, vice W. L. Halstead, now with the Atlanta Constitution. L. J. Van Laeys is now circulation manager of the Chronicle.

Joseph R. Wilson, brother of Woodrow Wilson, and connected in an editorial capacity with the Nashville (Tenn.) Banner, went to Princeton, N. J., on Thursday to consult with the President-elect as to the advisability of his becoming candidate for the post of secretary of the United States Senate.

**Printing Advertising and EXPOSITION**  
**Publishing Allied Trades**

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

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

A. B. CONNOR, JR.

**Concerning Chocolate Eclair Backbones**

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

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

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

**The Size of Space and the Sighs for Space**

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

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

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

**HARRY A. COCHRANE, President.**

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

**TIPS FOR THE AD. MANAGER.**

The Allen Advertising Agency, 141 West Thirty-sixth street, New York City, is placing orders for the F. M. Hoyt Shoe Co., Beacon Shoes, Manchester, N. H.

Jean Dean Barnes, 354 Fourth avenue, New York City, is starting a campaign in New York City papers which will gradually be extended to other cities for Julius Einstein Co., Crayenette Cloth, 176 William street, New York City.

The Geo. Batten Co., Fourth Avenue Building, New York City, is sending out orders generally for the Vogue Magazine, 443 Fourth avenue, New York, and is placing five-inch one-time orders with a selected list of papers for Leo Feist, music publisher, 134 West Thirty-seventh street, New York.

The Campbell-Ewald Co., Wayne Co. Bank Building, Detroit, Mich., is issuing one-time orders to papers in twenty large Eastern cities on behalf of the United States Motors Co., Broadway and Sixty-first street, New York.

Cowen Co., John Hancock Building, Boston, Mass., and 50 Union Square, New York City, is making copy on contract with Western papers for the Lorillard Tobacco Co., Pick Cut Plug, Jersey City, N. J.

D'Arcy Advertising Co., Fullerton Building, St. Louis, Mo., is sending out orders for 5,000-line contracts to Western papers. It is also reported that the National Oats Co., East St. Louis, Mo.; Cedar Rapids, Ia., and Peoria, Ill., has placed its account with the above agency.

Danchy Co., 9 Murray street, New York, is placing one-inch thirty-nine-time orders with Eastern papers for Allen S. Olmstead, Le Roy, New York.

The Percival K. Frowert Co., 23 W. Forty-second street, New York, is contracting with a few selected Eastern cities the advertising of the Estey Co., Pianos and Organs, 23 West Forty-second street, New York City.

The Kendall Co., 102 W. Forty-second street, New York City, is handling 5,000-line contracts for the J. B. Martin Importation Co., Dubonnet Wines, New York City, to be placed with Chicago papers for the present.

The Lotus Advertising Co., 17 Madison avenue, New York City, will place 7,000-line contracts with New York State papers for Beh & Herter, U-Say Prunes, 140 Franklin street, New York City.

Mahin Advertising Co., 76 W. Moore street, Chicago, Ill., is placing contracts with Western weekly papers for the Hewitt-Lea-Punck Co., Seattle, Wash. This agency is also making large contracts for B. F. Goodrich Co., Akron, O., with Western papers.

Peavear & Co., 25 Exchange street, Rochester, N. Y., it is reported, are placing the advertising for the Wintergreen Compound Co., Rochester, N. Y.

Frank Presbrey Co., 456 Fourth avenue, New York City, is issuing page orders to New York State and New England papers for the American Tobacco Co., Bull Durham Tobacco and Piper Heidsieck Chewing Tobacco, New York.

The Shredded Wheat Co., Shredded Whole Wheat Biscuits, Niagara Falls, N. Y., is reported to be making up a list

of newspapers through the Frank C. Presbrey Co., 456 Fourth Avenue, New York City.

The St. Johnsbury Advertising Agency, 18 Main street, St. Johnsbury, Vt., is asking rates in New England and Southern papers, it is reported.

The Snitzler Advertising Co., Hearst Building, Chicago, is making 5,000-line contracts with Western papers for Johann Hofmeister, Beer Extracts, Chicago.

The Spafford Advertising Agency, John Hancock Building, Boston, Mass., is placing the advertising of the Pneuvac Co., Sweeper Vac, 1451 Broadway, New York City, and Temple Place, Boston, Mass.

The Stoneon Advertising Agency, Hallowell, Me., is renewing one-time orders with a selected list of papers for the Heart Cure Co., Hallowell, Me.

The Taylor-Critchfield Co., Brooks Building, Chicago, is handling the advertising of the Wauchula Development Co., Wauchula, Fla. It is also making 5,000-line contracts with a list of selected papers for the American Radiator Co.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, and Chicago, Ill., is issuing contracts to a list of selected Eastern and Western papers for the C. B. & Q. R. R., Chicago, Ill. It is placing sixty-line four-time orders for Park & Pollard Co., 48 Canal street, with a few papers.

The Climax Cleanser Manufacturing Co. is sending out 5,000-line contracts to Western papers, to be placed by their agents, the J. Walter Thompson Co., American Trust Building, Cleveland, O.

The Troy Advertising Agency, 25 East Fourteenth street, New York City, will place classified orders generally for the Pale Manufacturing Co., 25 East Fourteenth street, New York City.

Albert G. Wade, Old Colony Building, Chicago, Ill., is contracting with New York State papers for the advertising of the Larowe Milling Co., Larro-Feed, 60 Gillespie Building, Detroit, Mich.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are issuing fifty-six lines two times a week for the Royal Worcester Corset Co., Worcester, Mass., to a few large Eastern papers.

The Wyckoff Advertising Co., 14 Elliott street, Buffalo, N. Y., and New York City, is sending out 5,000-line contracts to Southern papers for E. I. Carswell Medicine Co., and is also placing small orders for Prof. Anthony Barker, 110 West Forty-second street, New York City, with papers in Greater New York.

Cleveland A. Chandler, of the Amsterdam Advertising Agency, 35 Congress street, Boston, will place copy in magazines and newspapers for J. K. Alexander, Dahlia King, East Bridgewater, Mass.

The F. A. Gray Advertising Co., Kansas City, Mo., is sending out 2,000-line one-year orders to Southern papers for the Barbo Manufacturing Co.

The J. W. Barber Agency, Boston, Mass., will place forty-two-line five-time orders with Sunday papers for the Carpenter Morton Co. (Colorists.)

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

<b>ARIZONA.</b>	<b>MISSOURI.</b>	
GAZETTE—Av. Cir. Nov., 6,228...Phoenix	GLOBE .....Joplin	
<b>CALIFORNIA.</b>	POST-DISPATCH .....St. Louis	
ENTERPRISE .....Chico	<b>MONTANA.</b>	
RECORD .....Los Angeles	MINER .....Butte	
TRIBUNE .....Los Angeles	<b>NEBRASKA</b>	
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.		
INDEPENDENT .....Santa Barbara	FREIE PRESSE (Cir. 128,384)....Lincoln	
BULLETIN .....San Francisco	<b>NEW JERSEY.</b>	
CALL .....San Francisco	PRESS .....Asbury Park	
EXAMINER .....San Francisco	JOURNAL .....Elizabeth	
ORCHARD AND FARM IRRIGATION	COURIER-NEWS .....Plainfield	
San Francisco	<b>NEW MEXICO.</b>	
The leading Farm Journal of the Pacific Coast and the irrigated States.		
RECORD .....Stockton	MORNING JOURNAL.....Albuquerque	
Only newspaper in Stockton that will tell its circulation.		
<b>FLORIDA.</b>	<b>NEW YORK.</b>	
METROPOLIS .....Jacksonville	KNICKERBOCKER PRESS....Albany	
<b>GEORGIA.</b>	BUFFALO EVENING NEWS....Buffalo	
ATLANTA JOURNAL(Cir.55,117)Atlanta	BOLLETTINO DELLA SERA, New York	
CONSTITUTION .....Atlanta	EVENING MAIL.....New York	
CHRONICLE .....Augusta	STANDARD PRESS.....Troy	
LEDGER .....Columbus	<b>OHIO.</b>	
<b>ILLINOIS.</b>	PLAIN DEALER.....Cleveland	
POLISH DAILY ZGODA.....Chicago	Circulation for December, 1912	
SKANDINAVEN .....Chicago	Daily .....103,732	
HERALD .....Joliet	Sunday .....140,769	
HERALD-TRANSCRIPT .....Peoria	VINDICATOR .....Youngstown	
JOURNAL .....Peoria	<b>PENNSYLVANIA.</b>	
STAR (Circulation 21,589).....Peoria	TIMES .....Chester	
<b>INDIANA.</b>	DAILY DEMOCRAT.....Johnstown	
LEADER-TRIBUNE .....Marion	DISPATCH .....Pittsburgh	
THE AVE MARIA.....Notre Dame	PRESS .....Pittsburgh	
<b>IOWA.</b>	GERMAN GAZETTE.....Philadelphia	
REGISTER & LEADER.....Des Moines	TIMES-LEADER .....Wilkes-Barre	
THE TIMES-JOURNAL.....Dubuque	GAZETTE .....York	
<b>KANSAS</b>	<b>SOUTH CAROLINA.</b>	
CAPITAL .....Topeka	DAILY MAIL.....Anderson	
<b>KENTUCKY.</b>	THE STATE.....Columbia	
COURIER-JOURNAL .....Louisville	(Cir. July, 1912, S. 20,986; D. 20,956)	
TIMES .....Louisville	<b>TENNESSEE.</b>	
<b>LOUISIANA.</b>	NEWS-SCIMITAR .....Memphis	
DAILY STATES.....New Orleans	BANNER .....Nashville	
ITEM .....New Orleans	<b>TEXAS.</b>	
TIMES-DEMOCRAT .....New Orleans	STAR-TELEGRAM .....Fort Worth	
<b>MARYLAND.</b>	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
THE SUN.....Baltimore	CHRONICLE .....Houston	
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		
<b>MICHIGAN.</b>	<b>WASHINGTON.</b>	
PATRIOT (Morning).....Jackson	POST-INTELLIGENCER .....Seattle	
Daily (Except Monday) Average, Year of 1912		
Daily..... 10,589 Sunday..... 11,629	<b>WISCONSIN.</b>	
<b>MINNESOTA.</b>	EVENING WISCONSIN.....Milwaukee	
TRIBUNE, Morn. & Eve.....Minneapolis	<b>CANADA.</b>	
	<b>ALBERTA.</b>	
	HERALD .....Calgary	
	<b>BRITISH COLUMBIA.</b>	
	WORLD .....Vancouver	
	<b>ONTARIO.</b>	
	FREE PRESS.....London	
	<b>QUEBEC.</b>	
	LA PATRIE.....Montreal	
	LA PRESSE .....Montreal	
	(Ave. Cir. for 1912, 114,371).	

**St. Paul's Greatest Newspaper**  
**The St. Paul Daily News**  
 Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.  
**November 70,679 net increase of Circulation 11,136 copies**  
 The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.  
 FOREIGN ADVERTISING DEPARTMENT.  
 C. D. BERTOLET, Mgr.,  
 1110 Boyce Building, Chicago.  
 J. F. ANTISDEL, O. G. DAVIES,  
 366 Fifth Avenue, 306 Gumbel Bldg.,  
 New York City, Kansas City.

**New Orleans States**  
**32,000 Daily.**  
 Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.  
 Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,550 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.  
 Don't be fooled by wild, unsupported claims "month after month."  
 Proof of above record shown by agate rule. The States produces results always.  
**The S. C. BECKWITH SPECIAL AGENCY**  
 Sole Foreign Representatives  
 New York Chicago St. Louis

**AD FIELD PERSONALS.**

E. LeRoy Pelletier has returned to his former position as advertising manager of the Flanders automobile interests. He is also associated with the John Splittdorf Starter Co.

Edward J. Shay, president of the Advertising Club of Baltimore, was in Waterloo, Ia., this week, where he delivered an address before the Town Crier's Club. On his return trip he will make speeches at Chicago, South Bend and Pittsburgh.

Alfred W. McCann, who recently resigned as advertising manager of Francis H. Leggett & Co., New York, is now associated with the Globe, for which paper he is writing a series of pure food articles entitled "Starving America."

Sherwin Cody, the Chicago ad specialist, spoke Tuesday evening before the Advertising Association of Chicago on "Efficiency in the Office."

C. W. Patman has been appointed secretary of the Association of National Advertising Managers, succeeding W. A. Martin, Jr., who goes with the Chalmers Knitting Co., Amsterdam, N. Y. Mr. Patman has been associated with Mr. Waldo in the advertising department of Good Housekeeping and was formerly connected with Knit Goods, the Textile Manufacturers Journal and the Pharmaceutical Era.

G. Raymond Schaeffer, formerly in charge of advertising and sales promotion for the Tobey Furniture Co., Chicago and New York, has been elected vice-president of the Charles Daniel Frey Co., advertising illustrators, Chicago.

Oliver P. T. Wish, advertising manager of the Portland (Me.) Argus for many years, has resigned to become permanent secretary of the Portland Society of Art. to which post he was recently elected.

W. L. Thomas, formerly of the Worcester (Mass.) Telegram, has been appointed advertising manager of the Manchester (N. H.) Leader.

**O'Donnell Goes to Standard Union.**

R. F. R. Huntsman, advertising manager of the Brooklyn Standard Union, has secured another able assistant in Roger J. O'Donnell, who will work in the general field. "Roger," as he is known familiarly to the advertising host, was for many years advertising manager of the Brooklyn Times. His popularity has come as a result of "playing fair" with the other fellow, and the Standard Union will furnish him with further incentive to such representation. He will make his headquarters in the New York office, at 220 Broadway.

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

SEND FOR SAMPLE

**F. E. OKIE CO.**

Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO  
**POWERS**  
OPEN THE FASTEST  
24 HOURS ENGRAVERS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau Street Tel. 6986-4

**Joins Munsey Editorial Forces.**

Russell E. Smith, the well-known newspaper man and fiction writer, has just severed his connection with the Magazine Maker and has taken an editorial position with the Munsey forces.



**RUSSELL E. SMITH.**

Mr. Smith has had a long experience in the newspaper and magazine field, his literary labors having included plays, musical comedies, short stories, verse and moving picture scenarios. He was at one time with the United Press and held editorial and reportorial positions on several western journals before joining the forces of the Magazine Maker, where he had charge of the scenario department.

**WILL WAR ON FAKE LABELS.**

**Fashion Society to Start Campaign for Recognition of American Goods.**

The Society of American Fashions for American Women met for organization on Tuesday afternoon at the Hotel McAlpin. Clowry Chapman, attorney for the Vigilance Committee of the Associated Advertising Clubs of America, presided. One of the objects of the new society is indicated by its title. Another is to war on fake labels.

The new society had examples of fake labels pasted on cards for distribution as exhibits of what many concerns are doing to create the impression that domestic made goods are imported. Milliners are notorious offenders in the use of such labels.

Alexander Grean, of the Grean Shoulder Form & Pad Co., was the first speaker. Mrs. Harriet Edwards Fayes, sometime of the editorial staff of the Dry Goods Economist, pointed out the harmful effects that grow out of the use of fake labels. M. L. Wilson, of the Bromley Lace Works, of Philadelphia, was another speaker.

Among those present at the organization meeting were the following:

George E. Barclay, Business World department of the New York Times; A. L. Carpenter, Miss Moore, of the New York Globe; H. A. Robbins, secretary, the Efficiency League; W. C. McMillan, of the Delineator; Mrs. Helen Purdy, the Ladies World; Mrs. Friend, Vogue; Ada Patterson, Anna Parrett, Harper's Bazaar; Edward Bok, Ladies Home Journal; Mrs. Harriet, Edward Fayes, Miss Esther R. Peyer, New York Tribune; Mrs. Herbert Radnor Lewis, Good Housekeeping; William F. Crerand, Mr. Clifford, of Clifford & Lawton, Silk Journal; B. E. Carroll, Textile Manufacturers Journal, and A. K. Boursault, of H. E. Davidson & Co.

The new association begins work with a membership of seventy-one. It will lend its endorsement to the proposed bill which will be presented to Congress in the early life of the new administration, which will not only make the im-

**DIRECTORY OF ADVERTISERS AIDS.**

**Advertising Agents**

**ADVERTISERS' SERVICE**

5 Beekman St., New York  
Tel. Cortlandt 3155

**AMERICAN SPORTS PUB. CO.**

21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**

115 Broadway, New York  
Tel. 4280 Rector

**BRICKA, GEORGE W., Adv. Agent.**

114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.

**FRANK, ALBERT & CO.**

26-28 Beaver St., New York  
Tel. Broad 3831

**HOGUET & HAFLEY INC.**

Successors to "Hoguet Advertising,"  
20 Vesey Street, Tel. Cortlandt 2252.

**HOWLAND-GARDINER-FENTON**

20 Broad St., New York  
Tel. Rector 2573

**KIERNAN, FRANK & CO.**

156 Broadway, New York  
Tel. 1233 Cortlandt

**MEYEN, C., & CO.**

Tribune Bldg., New York  
Tel. Beekman 1914

**SECURITIES ADV. AGENCY**

27 William St., New York  
Tel. Broad 1420

**ANKRUM ADVERTISING AGENCY**

Classified Specialists  
431 S. Dearborn St., Chicago, Ill.

**CLASSIFIED AD COMPANY**

Clearing House For All Agencies  
Karpen Bldg., Chicago.

**GUENTHER-BRADFORD & CO.**

64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising

**LEVEN ADVERTISING CO.**

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

**THE BEERS ADV. AGENCY**

37 Cuba St., Havana, Cuba  
N. Y. Office, 11th Floor, Fuller Bldg.

portation of fake labels a criminal action, but will interdict their manufacture in this country.

**Fraudulent Advertising.**

The present day reaction against fraudulent advertising was emphasized at a dinner given at the Fifth Avenue Restaurant on Jan. 30 by members of the National Vigilance Committee of the Associated Advertising Clubs of America. An address on the subject, illustrated by lantern projections, as prepared by Karl E. Murchey, of the Detroit Times and delivered by H. D. Robbins, the committee chairman, was a feature of the meeting. Many ads were shown that are now refused by reputable papers.

**A Broken Chase—A Pied Form**

**LOSS**

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

**BARNHART BROS. & SPINDLER**

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

Makers of BARNHART Superior  
Copper Mixed Type

**Publishers' Representatives**

**ALLEN & WARD**

Brunswick Bldg., New York  
30 N. Dearborn St., Chicago

**ANDERSON, C. J.**

Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

**JOHN M. BRANHAM CO.**

Brunswick Bldg., New York  
Mallers Bldg., Chicago

**BUDD, THE JOHN, COMPANY**

Brunswick Bldg., N. Y.; Tribune Bldg.,  
Chic.; Chemical Bldg., St. Louis

**CARPENTER-SCHEERER SP. AGCY**

Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago

**CONE, LORENZEN & WOODMAN**

Brunswick Bldg., N. Y.; Mallers Bldg.,  
Chic.; Gumbel Bldg., Kansas City

**GRIFFITH, HARRY C.**

Brunswick Bldg., New York  
Tel. Madison Sq. 3154

**HENKEL, F. W.**

People's Gas Bldg., Chicago  
Tel. Randolph 3465

**KEATOR, A. R.**

715 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065

**LINDENSTEIN, S. G.**

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

**NORTHROP, FRANK R.**

225 Fifth Ave., New York  
Tel. Madison Sq. 2042

**PAYNE & YOUNG**

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

**PULLEN, BRYANT & CO.**

225 Fifth Ave., New York  
Tel. Gramercy 2214

**PUTNAM, C. I.**

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

**VERREE & CONKLIN, Inc.**

225 Fifth Ave., New York  
Tel. Madison Sq. 962

**STOCKWELL, W. H.**

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

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,000; Sunday, 84,000—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**Press Clippings**

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

**BURRELLE**

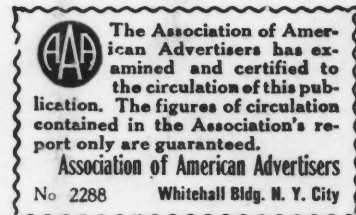
CHARLES HEMSTREET, Manager  
45 Lafayette Street, New York City  
Established a Quarter of a Century



Don't blame your Chicago representative! Blame yourself if you are not selling enough of your product in the Chicago territory. Don't jump on your Chicago representative. You haven't given him half a chance. You can't expect him, single-handed, to cover the whole territory without the *right kind of help from you.*

Why don't you give him an advertising appropriation — a small one if you must, but something. Let him *concentrate* it in the one medium which covers the Chicago territory — The Chicago Tribune. He'll show you results far beyond your dreams. Others have done it and are doing it every day.

If you want some facts and figures showing how others have jumped into the Chicago territory successfully, write to us this very day.



The Tribune prints far more advertising than any other Chicago newspaper.

# The Chicago Tribune.

The World's Greatest Newspaper  
(Trade Mark Registered)

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

