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NEW NEWS SERVICE.

CENTRAL NEWS OF AMERICA ORGANIZED TO SUPPLY TELEGRAPHIC REPORTS.

Jacob B. Shale, formerly Head of Publishers' Press, Is President and General Manager—Will Compete With the Associated Press, United Press Associations, the International News and Laffan Bureaus for Business.

A new telegraph news service of commanding importance will enter the newspaper field next month, and enter into direct competition with the Associated Press, the United Press Associations, the International News Bureau and the Laffan News Bureau.

The organization, known as the Central News of America, was incorporated at Albany last Tuesday with a capital of \$30,000. Jacob B. Shale, formerly president of the Publishers' Press Association, and for many years a publisher of daily newspapers, is the president and general manager; W. H. Hurst, president of the Stock Quotation Telegraph Co., first vice president; James Rascovar, president of the New York News Bureau, second vice president; George J. Hurst, editor of Financial America, treasurer; and Edward Rascovar, secretary of the Hamilton Press, secretary of the board of directors is composed of the above officers, and John J. Walsh and Morgan J. O'Brien, Jr., counsellors at law.

FOUNDING OF PUBLISHERS PRESS.

Mr. Shale, the president, with other newspaper men, was the founder of the Publishers' Press in 1897 and continued at its head until 1907, when the controlling interest was sold to E. W. Scripp. The name of the organization was subsequently changed to the United Press Association. Mr. Shale has an extended knowledge of the publishing field through his long connection with the telegraph news business.

The Association will occupy the second floor of the new twenty-five story building at No. 26 Beaver Street, New York. Its foreign agency will be the Central News of London, England, which was established about fifty years ago and is one of the leading news agencies of Europe.

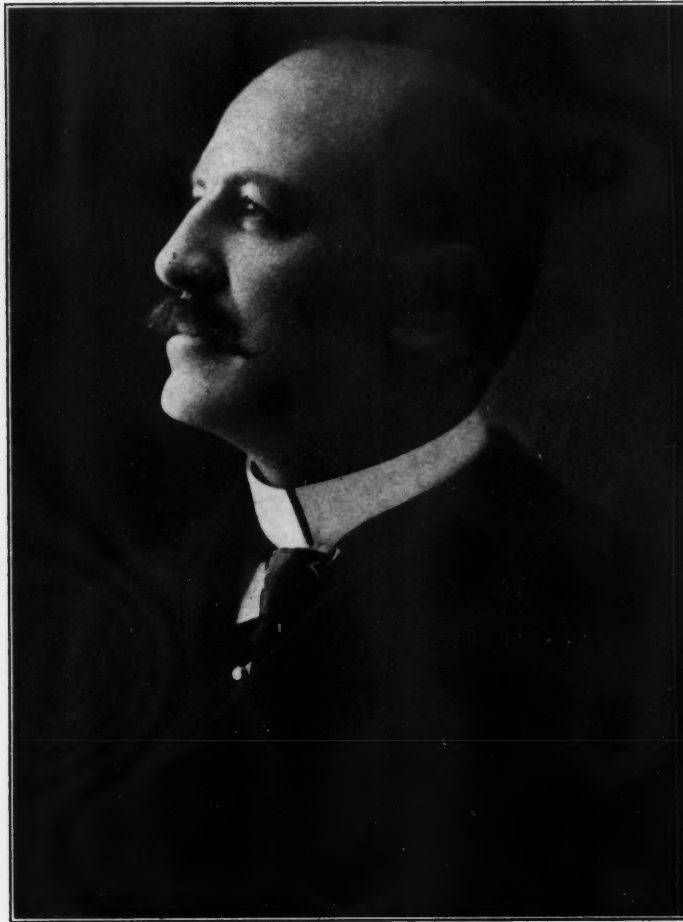
The Central News of America will have the complete service of the New York News Bureau, which for the past forty years has been prominent in the collection and dissemination of financial, commercial, and general news. At the present time the bureau has leased wire connections with seventy-two cities and towns.

CHARACTER OF SERVICE.

Domestic news will be collected through bureaus located in the larger cities, which will be connected with the main office by leased wire; also by special correspondents. The Association will furnish a general news service, foreign and domestic, for both morning and evening papers. Any regular newspaper may become a stockholder with full voting power, if it so desires.

Mr. Shale states that the aim of the management of the Central News will be to furnish a complete news report of the highest possible quality, at a reasonable cost.

The editorial and news staffs will be composed of high grade men, who have already distinguished themselves in this special field.



J. B. SHALE.

PRESIDENT OF THE CENTRAL NEWS OF AMERICA.

Cleveland News Wins Libel Suit.

A jury last week decided in favor of the Cleveland News in a \$25,000 libel suit brought by John Smith, a former city employee. Smith had asked damages for the publication of an alleged libelous article in the News Dec. 17, 1912, in one sentence of which the incorrect statement was made that Smith had pleaded guilty to an indictment for embezzlement of funds from the garbage department. Smith had pleaded not guilty, and Judge Vickery later instructed the jury impaneled to try him to bring in a verdict of not guilty.

Wills \$20,000 to Girl Reporter.

The will of Mrs. Mannie Clementine Newson Maddock made public last week, bequeaths to Miss Bessie Beatty, a San Francisco newspaper reporter, \$20,000 to be used in behalf of poor children as Miss Beatty sees fit. Miss Beatty is the originator of "Happy Land," a yearly Summer camp, where poor children go for outings.

Middletown Journal Plant Burned.

The plant of the Middletown (O.) Journal Company, publishers of the Daily Journal, was destroyed by fire on Feb. 12. The loss is estimated at \$75,000. The origin of the fire is unknown. Frank B. Pauly, managing editor of the Journal, almost lost his life by suf-

focation when he tried to save papers from the editorial rooms. The Journal was the oldest newspaper in Middletown, having been established in 1857.

Judge Buys Columbus Enquirer-Sun.

Judge S. P. Gilbert has bought the Columbus (Ga.) Enquirer-Sun from C. I. Groover, who acquired the paper twenty years ago. The Enquirer-Sun is one of the oldest daily newspapers in the South. The paper of which it was the successor, the Independent, was founded in 1828 by Mirabeau B. Lamar, afterwards president of the Republic of Texas, and has had a historic career. The sale of the property was made through the Jordan Company of Columbus. The price was not made public.

Sommers to Launch Madison Daily.

Madison, Wis., is to have another daily. The Madisonian Publishing Company has filed articles of incorporation with Leo Sommers, publisher and editor of the Weekly Madisonian, Dr. J. C. Sommers and Clarence Sommers as directors. The new enterprise is to be an afternoon paper. Mr. Sommers and Thomas Reynolds started the Weekly Madisonian about 20 years ago. Later he bought Mr. Reynolds' interest and has since successfully continued the business. The Daily Madisonian will be launched next month.

WASHINGTON TOPICS.

SOME IMPORTANT HAPPENINGS THAT ARE OF REAL INTEREST TO NEWSPAPER MEN.

Senator Sterling Introduces a Bill to Give Certain Publications Second-Class Privileges—Otto Praeger's Appointment as Postmaster—Grid-Iron Club Dinner, a Big Success Brings Prominent Men Together.

(Special Correspondence.)

WASHINGTON, D. C., Feb. 19.—Senator Sterling, of South Dakota, has introduced a bill amending the postal laws in regard to certain publications receiving the benefits of the second class rate of postage. The bill reads in part as follows:

All periodical publications issued from a known place of publication at stated intervals, and as frequently as four times a year, by or under the auspices of a benevolent or fraternal society or order organized under the lodge system, and having a bona fide membership of not less than one thousand persons, or by a regularly incorporated institution of learning, or by a regularly established State institution of learning supported in whole or in part by public taxation, or by or under the auspices of trades-unions, and all publications of strictly professional, literary, historical, or scientific societies, including the bulletins issued by State boards of health, State boards or departments charged with the enforcement of laws regulating the distribution and sale of food, dairy, and drug products, or any of these, and by State boards or departments of public charities and corrections, shall be admitted to the mails as second-class matter, and the postage thereon shall be the same as on other second-class matter; and such periodical publications, issued by or under the auspices of benevolent or fraternal societies or orders or trades-unions, or by strictly professional, literary, historical, or scientific societies, shall have the right to carry advertising matter, whether such matter pertains to such benevolent or fraternal societies or orders, trades-unions, strictly professional, literary, historical, or scientific societies, or to other persons, institutions, or concerns; but such periodical publications, hereby permitted to carry advertising matter, must not be designed or published primarily for advertising purposes, and shall be originated and published to further the objects and purposes of such benevolent or fraternal societies or orders, trades-unions, or other societies, respectively; and all such periodicals shall be formed of printed paper sheets, without board, cloth, leather, or other substantial binding, such as distinguish printed books for preservation from periodical publications:

Provided, That the circulation through the mails of periodical publications issued by or under the auspices of benevolent or fraternal societies or orders or trades-unions, or by strictly professional, literary, historical, or scientific societies, as second-class mail matter shall be limited to copies mailed to such members as pay therefor, either as a part of their dues or assessments or otherwise, not less than fifty per centum of the regular subscription price; to other bona fide subscribers; to exchanges; and ten per centum of such circulation as sample copies.

PRAEGER NAMED POSTMASTER.

Otto Praeger, Washington correspondent of the Dallas News and Galveston News, has been named by President Wilson as the Postmaster of Washington City. The position is one of the most important under the Federal government and Mr. Praeger will be the first official to preside over the palatial new postoffice building now nearly completed.

Mr. Praeger grew up in the hardware business, but managed to find time to edit an amateur monthly story paper and write *vox populi* letters to the daily papers. But Mr. Praeger's newspaper career began in 1887, on the San Antonio Light, on the afternoon of the day that his mathematic teacher told him that he had met his Waterloo in the final algebra examination. He remained with the San Antonio Light for a year and

then joined the staff of the San Antonio Express, on which he remained, with a few intermissions, until he came to Washington in 1904 to represent the Dallas and Galveston News. He was also correspondent of the Mexican Herald until the Madero and subsequent revolutions in Mexico put a crimp in journalistic enterprise in that country.

George H. Manning, Washington correspondent for Virginia and North Carolina newspapers, relinquished his position on February 1st as correspondent for the Richmond (Va.) Virginian (morning) and the Richmond Evening Journal, to become correspondent for the



GEORGE H. MANNING.

Richmond Times-Dispatch, the largest newspapers in the Old Dominion. He will continue as correspondent for the Roanoke (Va.) Times which circulates chiefly in Southwestern Virginia and West Virginia and goes but little into the territory covered by the Times-Dispatch. He will also continue as correspondent for four dailies in North Carolina.

Mr. Manning, who is thirty years old, took up Washington correspondence work and was admitted to the Senate and House Press Galleries about 18 months ago. Previous to that he was for about twelve years with the Associated Press, United Press and Hearst News Service. He went with the Hearst News Service about six years ago and was promoted rapidly to positions as reporter, assistant manager, and, later, manager of the Washington Bureau.

THE GRIDIRON DINNER.

The second dinner of the season of the famous Gridiron Club, held at the New Willard last Saturday night, was one of the most brilliant ever given by that organization. The souvenir of the evening was a book of valentines drawn by C. K. Berryman, of the Washington Star. Practically all of the prominent officials of Washington were present, and many of the pet hobbies of the distinguished guests were made the subject of ridicule, all of which was accepted in the proper spirit.

Prominent among the newspaper men guests of the club were Elbert H. Baker, Cleveland Plain Dealer; Felix Agnes, Baltimore American Star; John W. Farley, Boston Herald; Charles H. Grasty, Baltimore Sun; James D. Preston, superintendent Senate Press Gallery; John S. McCutcheon, Chicago Tribune; Norborne Roberson, Boston Globe; Melville E. Stone, Associated Press; James T. Williams, Boston Transcript; Lewis Wiley, New York Times; Hal H. Smith, Baltimore American; Arthur J. Sinnott, Newark News; Edward G. Lowry, New York Evening Post; Victor Kaufmann, Washington Star, and Frank B. Lord, president National Press Club.

Ben Allen, of the Cleveland Plain Dealer, and Sumner M. Curtis, of the Chicago Record-Herald, were initiated by the Gridiron Club at the second din-

SEARCH FOR NEW PULP

New York Herald Tests Paper Made from Different Kinds of Wood to Find Substitute for Spruce—Fir Seems to Give the Best Results—May Prevent Further Rise in Price.

Experiments are now being made by the United States Government looking toward a wood pulp that may serve as well as the spruce wood that has been used almost to the point of extermination. Indications are that fir wood will answer such purpose.

Practically every newspaper published in this country is printed on wood pulp paper. The inroads made upon the available supply of spruce timber, which has been found best adapted for the manufacture of print paper, has been enormous. With thousands of papers issuing daily editions and enlarged Sunday papers, with frequent extras, the exhaustion of the spruce timber has been rapidly approaching, and is now in sight.

Its disappearance as a commercial wood has been estimated by experts as certain to occur within twenty years. In the meantime there is no diminution in the demand for print paper. The tendency toward increased consumption tends further to expand, while the price has doubled since 1900. It was thus evident that some substitute for spruce must be found.

Experiments by the Forest Service at Wausau, Wis., were instituted. White birch, balsam fir, red fir, lowland fir, Eastern hemlock, Western hemlock, Jack pine, lodgepole pine of California, and lodgepole pine of Montana, Western yellow pine, white pine, loblolly pine, Western larch, tamarack, poplar, Sitka spruce, white spruce, black gum and Engelmann spruce from Montana were all subjected to laboratory tests. The various woods were ground and made into mechanical pulp, which was mixed in definite proportions with sulphite or chemical pulp in making the white print paper.

The experiments as conducted in the government laboratory pointed to fir woods as being the best of substitutes for the standard spruce. The experimental wood pulps were shipped to the New Koosa-Edwards Paper Co. at Port Edwards, Wis., where they were turned into finished sheets.

When the paper was ready the New York Herald was asked to test the papers on its presses. It was used in the Herald office last Saturday. The run of the experimental paper was accomplished with no more difficulty than is met with in an ordinary run of spruce stock. The noble fir and the alpine fir were credited with being the best, having a better finish, better surface, better color and a more satisfactory formation than some of the other papers, and the same tensile strength is said to obtain.

The experiments seem to indicate that a further advance in the price of news print paper will be prevented, and will insure a conservation of the remaining spruce forests.

The firs used in the experimental paper making are widely distributed over practically the entire Pacific Slope, as well as the mountain regions of the Northwest, and if scientifically cut are practically inexhaustible. They also have the additional advantage of being quicker in growth than are the spruces which require from thirty to fifty years to mature.

Camden Newspapers Consolidate.

The Camden Citizen and the Benton County Republican, weekly newspapers published at Camden, Tenn., have consolidated, and the new paper will come out this week as the Republican and Citizen. Charles H. Sullivan will be managing editor. The Citizen was owned by James W. Britt, who retains an interest in the new paper with Mr. Sullivan and others. The new paper will be Republican in politics. The other paper in Benton County is the Camden Chronicle, published by J. V. Travis.

SPHINX CLUB'S GALA DINNER.

Brilliant Entertainment and Musicals in Honor of Ladies.

The Sphinx Club of New York, the oldest advertising organization extant, gave a brilliant dinner, entertainment, musicale, and dance, on Tuesday at the Waldorf-Astoria, in honor of Ladies Night, an annual event. Two hundred and seventy members, guests and ladies enjoyed what the older members of the organization said was the most successful affair in the history of the Club.

The grand ball room was a bevy of beauty, grace and charm when the president, the inimitable E. D. Gibbs, proposed a toast to the ladies. The menu contained many delicious dishes "a la Sphinx" contrived by Oscar during the many years he has been catering to the Club. This was the 131st dinner.

The arrangements were perfect. There were no stunts. It was a clean, wholesome entertainment, provided coincidentally with a well-served dinner.

Fred D. Wood's band of about sixty pieces opened the musical festivities with a rollicking piece. As soon as the band had finished the selection and before the applause, the president played a wonderful musical gong, the tones of which signaled the waiters to withdraw. Then immediately, the lights were dimmed, the spot light shone on the center of the stage at the end of the beautifully decorated Grand Ball Room and the artist, who was giving the first number, appeared.

Not a moment was lost. Everything moved with precision. There was a vim and a go and a finish to the arrangements which reflected great credit on the master of ceremonies, R. F. R. Huntsman and his associates of the entertainment committee, P. P. Lynn, chairman, and Einer F. Meyer, Harry C. Atkinson, E. A. Westfall, Samuel E. Leith, James Gilroy and Paul Meyer.

The musical program was provided by the following artists: Louise MacMahon, soprano; Mary Porter Mitchell, contralto; Ellison Van Haase, tenor; Milo Picco, baritone; Hans Kronald, cellist; Alexander Russell, concert pianist, and Frederic D. Wood, band master, and Frank McKee's orchestral quintette.

The musical program and menu was adorned with miniature Gainesboro pictures. The souvenirs were sterling silver rhinestone slipper buckles.

At ten o'clock the diners adjointed to the Astor gallery to witness the dancing of the famous Russian dancers Mlle. Lydia Lopoukova and Edmund Makaliff and to enjoy the delights of the "Bango Tango," the one step, the Maxixe and the many new and novel dances.

NEWS SOURCE KEPT INVIOATE.

New York Tribune Men Refuse to Answer Grand Jury Questions.

Because of a refusal to disclose the source of news covering the Alexander-Heitmeier and Littauer Brothers smuggling cases, as printed in the New York Tribune, George Burdick, formerly city editor and now financial editor of the Tribune, and William L. Curtin, ship news reporter, were before Judge Hand of the United States District Court on Thursday.

The men involved followed what has become a newspaper tradition and refused to answer questions in spite of the fact that President Wilson had granted pardons to the witnesses for "any offenses" they might have committed.

The Tribune men will carry their cases to the Supreme Court if it is decided against them in the lower courts.

The Evening Bronx, New Boro Daily.

The Evening Bronx is a new daily recently launched in that borough. It was formerly a weekly publication. It is an 8-page, 7-column paper devoted to Bronx interests. The editorials are timely and well written. Those in control of the paper are George W. Markey, Jr., president; L. C. Markey, vice-president, and H. E. Connor, secretary-treasurer.

PENNSYLVANIA NEWS NOTES.

Associated Dailies, State Weeklies and Editorial Association in Annual Meetings.

(Special Correspondence.)

HARRISBURG, Pa., Feb. 14.—The Associated Dailies of Pennsylvania in session here have elected the following officers for the coming year: President, E. J. Stackpole, Harrisburg; vice-presidents, E. G. Graft, Williamsport, and Fred L. Rentz, New Castle; secretary, Walter Fosnot, Lewistown; treasurer, W. L. Binder, Pottstown. The executive committee consists of R. P. Habgood, Bradford, chairman; C. N. Andrews, Easton; Charles R. Long, Chester; J. Denny O'Neil, McKeesport; Walter Taylor, York; R. C. Gordon, Waynesboro; William L. McLean, Philadelphia.

The State Editorial Association approved of recommendations from its Resolutions Committee for the establishment of a state school of journalism; admission of newspapers and magazines to the parcel post and protesting against law making insertion of legal notices in legal journals mandatory.

Officers elected were: President, Fred Newell, Canton; vice-presidents, R. H. Thomas, Jr., Mechanicsburg; R. M. Reed, Lebanon; W. L. Binder, Pottstown; secretary and treasurer, R. P. Habgood, Bradford. Executive committee, John J. McLarin, Oil City; C. H. Bressler, Lock Haven; J. H. Tressler, Jeanette; A. L. Etter, Middletown, and Dietrich Lamade, Williamsport.

John Clyde Oswald, of New York, president of the National Editorial Association, was a speaker.

The State Association of Weekly Newspapers elected officers as follows: President, O. P. Bressler, Lock Haven; vice-president, I. N. Graham, Ligonier; secretary and treasurer, George W. Wagenseller, Middleburg.

BAKER ACCEPTS CHALLENGE.

Tacoma, Wash., February 14, 1914.

THE EDITOR AND PUBLISHER:

We were very much surprised to read Colonel Blethen's unprovoked attack on the Tacoma Tribune's circulation. We have had no quarrel with Colonel Blethen, and, so far as we know, our relations heretofore have always been amicable. In the night letter which we forwarded to you on the 14th, we accepted Blethen's \$1,000 challenge made in his statement that there is not a copy of the Tacoma Tribune taken anywhere in King County. As a matter of fact, in Auburn, which is really a suburb of Seattle, actual figures show that the Tribune has a larger paid circulation than the Times. In Olympia, the state capital, the Tribune sells nearly three times as many papers as the Seattle Times.

We defy Colonel Blethen or anyone else to prove that the Tribune has not the largest paid circulation of any newspaper covering southwest Washington. Apparently we have stepped on Mr. Blethen's toes even harder than we knew, from his unprovoked attack. I am enclosing herewith a copy of a first page ad which the Tribune will run Sunday, February 15th, answering Mr. Blethen, and also a card to be inserted in your next issue.

FRANK S. BAKER,
Publisher.

[The article to which Mr. Baker refers was not printed in the EDITOR AND PUBLISHER, but in another trade paper.—Ed.]

Newspaperdom Under New Owners.

Newspaperdom, which suspended publication last fall, has reappeared under new management under date of February 12. In a statement to its readers the paper states that it has now secured ample financial resources. The departments that were features in the old publication are retained under the new regime. Those now in control of Newspaperdom are Tyler L. Redfield, president and treasurer; H. Craig Dare, general manager, and Fred B. Applegate, editor.

CHICAGO HAPPENINGS.

**Ad Men in Infant Welfare Movement
—Quack Doctor Assaults Reporter
—Press Club Cabaret—\$25 Fines
Under Ad Law—Clever Magazine
Subscription Scheme by Girls.**
(Special Correspondence.)

CHICAGO, Feb. 18.—Local advertising men have been interested in the infant welfare movement and are to donate to it for one week in April advertising of various kinds that would cost ordinarily \$150,000.

Florence Sullivan, a former Chicago newspaper man, now private secretary to Gov. Dunne, has been visiting the various state institutions quietly, and as a result numerous shake-ups of employes are announced.

Recent attacks on local quack doctors have made them desperate and one attacked two reporters in an office building last week and tried to throw them out of the window. They were somewhat hurt and had him arrested.

PRESS CLUB GIVES CABARET.

The Chicago Press Club gave a cabaret dance Saturday night, at which professionals danced the latest popular steps.

The Pigeons Publishing Co. has been incorporated for \$2,500 to print, publish and distribute magazines, by Marion Baker, T. S. King and W. R. Hoag.

The Chicago Press Writers' Club had a debate on: "Resolved, That romance is a stronger vehicle for the novelist than realism," last week Friday.

Russell Fox, of the Toronto Telegram, was in town last week investigating cost of subways.

The first two men prosecuted under the new fraudulent advertising law were found guilty and fined \$25 each.

Mrs. Joanna Elizabeth Downes, president of the Illinois Democratic Women's League, has accepted the presidency of the Woman's Publishing Company, formed to publish a Democratic newspaper.

A magazine scheme is securing a lot of subscribers by sending out a crew of solicitors composed of pretty girls stylishly dressed, who pose as college girls working a scheme to earn free scholarships. Many a man falls for it and subscriptions come easy 'tis said.

TACOMA NEWSPAPER JOTTINGS

(Special Correspondence.)

Tacoma, Wash., Feb. 16.—Lucille Thompson, society editor of the News, will address the School of Journalism, at the University of Washington, of which she is a graduate, on "My first year in newspaper work."

Edgar T. Short, for several years employed by the Tacoma Daily News, has resigned to take a position with the county in enforcing the wide-tire law. It gives him outdoor employment, which he felt that he needed on account of ill-health.

Everts, John, of Indianapolis, has joined the staff of the Tacoma News.

Biddy Bishop, sporting editor of the Tacoma News, was called to Aberdeen Jan. 30 to referee a boxing match. His popularity has resulted in many calls of this sort.

Jason Rogers, of the New York Globe, was in Tacoma recently and sold the Associated Newspaper service to the Daily News.

Fire broke out Sunday afternoon, Feb. 1, in the storage vault of the Tacoma News and Tacoma Ledger, and for a time seemed serious. By the use of fire extinguishers and several buckets of water the blaze was quenched after it had burned out some shelving, a number of foreign advertising mats, advertising and circulation records. How the fire started is a mystery.

Michigan Editor Cited for Contempt.

Edward N. Dingley, editor of the Progressive Herald, published at Kalamazoo, Mich., recently printed an alleged editorial attack on Judge N. H. Stewart. As the result of this publication Mr. Dingley has been cited to show cause why he should not be punished for contempt.



CHARLES N. HALSTED.

NEW OWNER OF THE LANSING (MICH.) STATE JOURNAL.

LANSING STATE JOURNAL SOLD. NEW YORK SUN ALUMNI DINE.

The New Owner Is C. N. Halsted, Formerly of Grand Rapids Press. Former Members of Newspaper's Staff Hold Annual Reunion.

Charles N. Halsted, who was advertising manager of the Grand Rapids (Mich.) Press, until Jan. 1, 1914, has purchased a controlling interest in the Lansing State Journal and is now in full charge of the publication.

The officers of the company elected at a meeting held last week are as follows: President, Charles N. Halsted; first vice-president, H. B. Herpolsheimer of Grand Rapids; second vice-president, Mayor A. E. Richardson of Saginaw.

The company is capitalized at \$150,000 common stock, all of which is paid in. The plant is reported to be in excellent condition, and the equipment fully adequate. The present circulation is 15,000. The paper is a three edition afternoon sheet, and employs the services of the associated press. Its location in the capital of the state gives it naturally considerable prestige.

The Lansing State Journal represents a consolidation of the old Lansing State Journal and the State Republican, which was effected in 1911. Prior to its present purchase the paper was owned and published by the Robert Smith Printing Company of Lansing.

Los Angeles Herald's Libel Suit.

The action for libel brought by the Los Angeles Herald against Edwin T. Earl, publisher of the Los Angeles Tribune and Express, J. Clem Arnold, general manager of these papers, came up before the Supreme Court in that city last week. Judge York held that the plaintiff had no cause of action. He sustained the demurrers of Messrs. Earl and Arnold to the amended complaint of the Herald. A second suit, similar in many respects to the above will come up for trial in a few weeks.

WORCESTER POST GOSSIP.

Rumor that Mr. Fahey Will Change It to a Morning Paper.

(Special Correspondence.)

Worcester, Mass., Feb. 14.—Just what the future policy of the Worcester (Mass.) Evening Post will be is a matter that is giving Massachusetts newspaper men plenty to talk about. When John H. Fahey of Boston, formerly publisher of the Boston Traveler, and for 14 years with the Associated Press, bought the Post recently, he stated that the present policy of the paper would remain unchanged, but there are persistent rumors in Worcester to the effect that the Post will be changed to a morning paper. At present it is a one cent, afternoon, democratic paper.

The only morning paper in Worcester is the Telegram, which has stood alone in the field since the failure of the Spy ten years ago. The Telegram has a modern \$300,000 plant and has been established nearly 30 years. If Mr. Fahey really intends to issue a morning paper in Worcester, things should be interesting.

Charles A. Poff, formerly with the Telegram, has become advertising manager for the Post. Herman Eldredge, business manager; Frederick J. McPherson, city editor; and Charles H. Willoughby, court reporter, all of whom have been with the Post for 10 years, resigned the early part of this week. Who will fill their places is not known at present but it is believed that Boston men are slated for these positions.

Lieut. John F. J. Herbert, telegraph editor of the Post, is managing the editorial end temporarily. The Worcester Post Co., a Massachusetts corporation, was reorganized after Mr. Fahey bought all the stock with these officers: President, John H. Fahey, Boston; treasurer, James J. Conroy, Boston; clerk, Sumner Myrick, Boston. For the first time in its existence there are no Worcester stockholders.

Park Gives Raleigh a Treat.

A new kind of record has been made by a newspaper man in Raleigh, N. C. John A. Park, publisher of the Times, secured the Melba-Kubelik concert for his city, which boasts of a magnificent new auditorium. Lionel Powell, Madame Melba's London manager, who was with the company, declared that the Raleigh audience was the largest and most appreciative on the entire southern tour in spite of the fact that Raleigh was the smallest city visited. With the exception of New Orleans, the Raleigh receipts were the largest in the South, even with the concert taking place on Friday, the 13th of February, in the midst of the worst blizzard which has visited North Carolina for years. Mr. Park claims that the splendid results were secured only through newspaper advertising, as every daily in the state carried copy about the event and practically every city of any size ran special trains or special cars.

Fire in Tacoma News Office.

Fire that threatened to result seriously, started in the premium and record vaults of the Tacoma (Wash.) Daily Ledger and Evening News Sunday morning. Several hundred dollars' worth of premiums, advertising and circulation books were destroyed, together with the matrices of foreign advertisements. The fire evidently originated from spontaneous combustion. In the vault were stored a number of oil paintings which the papers had been using as premiums. The oiled canvas being in the warm vault evidently became ignited through spontaneous combustion. The Perkins Building was filled with smoke, and it looked for a while as if a serious fire had started. The vault doors were opened and chemicals and a hose soon put out the fire.

The mother of W. B. Kornfelder, publisher of the Hoboken (N. J.) Observer, died last week.

The Rolfe (Ia.) Arrow and the Reveille have been consolidated.

THE VALUE OF COMICS

As Circulation Producers They Have Won Fame Among Publishers Throughout the Country.

By WILL LAWLER.

"We have the best comic artists and cartoonists in America and there is no reason why we shouldn't feature them."

These words from the lips of a great editor printed and hung on the walls of his newspaper office reflect the thoughts of a man whose evening paper has the largest circulation in the world. The day of the unprogressive editor with old fashioned ideas is past. He must either heed the demand of the public for light, entertaining matter that now exists, or relegate himself and his paper to the background of a meagre circulation.

The comic artist of to-day is a power in newspaperdom and in most cases is paid well, and in some handsomely, because his work when good attracts readers and readers make circulation. His work not only appears in the paper that pays him his salary but is syndicated in many papers throughout the United States, thus enabling the publisher to not only pay the artists good salaries but also make a profit on their labor. In Chicago several newspaper publishers pay their comic artists a percentage of their syndicate profits in addition to their regular salaries.

COMICS HERE TO STAY.

The comic feature in newspapers has come to stay, contrary to the opinion of a few unprogressive editors, who prefer to see nothing but type in their papers.

The masses seem to crave comic pictures and buy the papers that print them. The children look for the picture supplement on Sunday and their elders are attracted toward the comics printed during the week. It is human quality in a comic that shows up the foibles of humanity that makes the strongest appeal and is the most successful.

Some years ago when comics were new to newspapers one of New York's Sunday newspapers increased its circulation by thousands of copies by printing a popular children's series in its special supplement. The wide-awake editor of another daily offered the artist who was drawing the pictures a larger salary and a bonus of \$5,000 to produce the same feature for his newspaper. The two leading evening papers in circulation in New York are using full pages of comics every day and the tendency of the other papers is to follow suit in a smaller way. The circulation of a few other papers, and especially one whose editor could not see the value of such a feature to his publication five years ago, has recently adopted the use of comics, and as a result has increased the circulation of his paper thirteen thousand copies.

My advice to editors in quest of circulation (and what editor is not?) is to use good comics and exploit them by the right kind of advertising.

Give the people the features they want although you may not always care for them yourself. Advertise what you have and an increased circulation will follow.

The plant of the Kinsman (O.) was destroyed by fire last week with a loss of \$6,000.

Classes in news writing and reporting at New York University are holding their sessions in the city room of the Globe.

PRESS CLUB'S TABLE TALK.

Arnold Daly and ex-Congressman Martin W. Littleton Deliver Addresses.

The dining room of the New York Press Club was crowded at Thursday's "Table Talk." After luncheon Philip R. Dillon, who presided, introduced Arnold Daly, the actor, and ex-Congressman Martin Littleton, who were the club's guests.

Mr. Daly, who is the leading exponent of the "new Irishman" on the American stage, produced the first of the Bernard Shaw plays in America—"Candida." More recently he was the leading man in "General John Regan" in New York. His address to the members on "The Modern Stage and the Real Irishman" was a delight.

Congressman Littleton humorously discussed the "Irishmen of Ulster in Ireland."

Next Thursday S. K. Ratcliffe, of London, will talk about "Social Tendencies and Personal Forces in England." Mr. Ratcliffe is editor of the Sociological Review (London), and also a member of the literary staff of the London Daily Mail. He is lecturing in the United States as the representative of the London University Board of Governors.

Ad League's Big Dinner.

Advertising men and consumers everywhere will be interested in the plans for the biggest annual dinner ever given by the Advertising Men's League of New York, Thursday, March 12. It will be known as "Consumer Fashion Night." This means, of course, Ladies' Night. One of the novel features of this dinner will be that every article of food, as well as everything to drink, will be something that is nationally advertised. The big department stores in New York have been invited to exhibit their Spring fashions in novel manner. Every lady will receive a number of souvenirs, among which will be a watch, fountain pen, box of chocolates, box of writing paper, latest popular novel, perfumes, and many other attractive gifts. Prominent speakers, including Alfred McCann, of the New York Evening Globe, and Edward Bok, of the Ladies' Home Journal, will be present.

New Intertype Parts Catalogue.

The International Typesetting Machine Co., of which Herman Ridder is president, has issued its first new parts and supplies catalogue to users of Intertype and other type-setting machines. It is arranged with a view of making the ordering of supplies as simple and convenient as possible. Half tone pictures instead of line cuts are used for illustrations. The catalogue presents an artistic appearance and will secure a hearty welcome in newspaper offices.

Matrices for National Press Club.

In response to a request of the building committee of the National Press Club, for front page matrices of the papers represented by the various members, one hundred and ten have been received by J. Fred Essary, chief of the Baltimore Sun Bureau, chairman of the committee having this work in charge. The "mats" will be used in decorating the assembly and other rooms of the new quarters of the club, which will be occupied about March 1.

By the time the committee is ready to make use of these mats the number will probably be nearer two hundred.

MORRIS' CARTOON BOOK.

William C. Morris, for ten years cartoonist of the Spokane (Wash.) Spokesman-Review, since leaving that paper last July has devoted himself to pro-



W. C. MORRIS.

ducing a book which has given him opportunity to exercise his unusual talents as a draughtsman and caricaturist.

The new work, entitled "The Spokane Book", is made up of portraits of residents of Spokane who have cut out niches for themselves in the Northwest's hall of fame. Those who sat for their pictures, however, are seen from the cartoonist's peculiar viewpoint and the result in every case is quite the reverse of photographic. For instance, a well known horseman and a person of dignity is drawn as a mythological centaur galloping over a western landscape. A connoisseur of first editions, in office an important banker, is represented as a book-worm, burrowing through dusty volumes. And so on for 75 pages: each celebrity is treated in a way to make him appear more characteristic of his works and interests than the man himself as one would meet him on the street.

Favors State Bill Against Inserts.

The Newspaper Publishers' Association of New York City, favors the Murtaugh-Adler bill which is designed to protect newspapers from those who seek to use them for the circulation of unauthorized advertising matter. The association will send a delegation to endorse the passage of the measure. The proposed bill makes it a misdemeanor to include inserts in newspapers handled by newsdealers. It will have a public hearing in Albany on Wednesday.

Cheltenham Medium AND Cheltenham Medium Italic

Many type faces have come and many have gone, but the Cheltenham series goes on forever. This is one of the largest and most prolific type families raised by the American Type Founders Company.

The Cheltenham Medium and the Cheltenham Medium Italic are two of the cleanest and most effective all around job types on the market. A peculiarity of these faces is their adaptability to any kind of printed matter, from a business card to a catalogue. Every printer should be well stocked with these useful faces

— AMERICAN —
TYPE FOUNDERS COMPANY

Set in Cheltenham Medium and Cheltenham Medium Italic

INTERTYPE

DON'T make a mistake when you buy a Composing Machine

You will make a mistake if you let a salesman induce you to invest in a half-size, rebuilt, over-complicated or multiple price machine.

THE LINOTYPE UNEQUALED

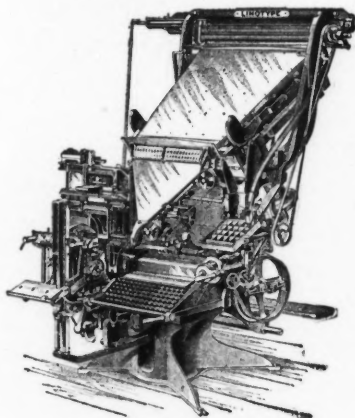
After thorough investigation of all existing methods
of mechanical composition

The Pittsburgh Press

ORDERS

16

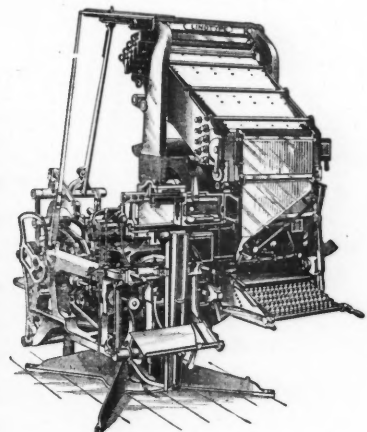
Quick Change Model 8



Three Magazine Linotype

NEW QUICK CHANGE
MULTIPLE
MAGAZINE
LINOTYPES

Quick Change Model 9



Four Magazine Linotype

These sixteen machines will replace thirteen early model single magazine Linotypes which have been in continuous use for almost twenty years, and will increase The Press battery to

28 LINOTYPES

LINOTYPES are lasting in quality. Free from patent litigation. Manufactured by the originators, developers, and improvers of the Linotype art, in the largest composing machine factory in the world.

Ask to have our representative call, or write for full information to our nearest agency.

The Multiple Linotype Way Is the Modern Way

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO:
1100 South Wabash Avenue

SAN FRANCISCO:
638-646 Sacramento Street

NEW ORLEANS:
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

DON SEITZ ON THE NEWSPAPER TRADE.

Business Manager of the New York World Discusses Problems of Metropolitan Daily before Pulitzer Journalism Students—Declares National Newspaper Improbable—How World's Greatest Extra was Issued.

"There is no probability of a national newspaper in the United States," said Don. C. Seitz, business manager of the New York World, Monday afternoon, in an address on "The Newspaper Trade," to the students of the School of Journalism of Columbia University. "In this day of highly developed press co-operation the country paper prints practically all the news that one finds in the city paper, and consequently every paper makes its appeal to the reading public on local issues.

"The World has the largest circulation of any newspaper in the United States, but the country proportion is small all bordering territory. In spite of the large sums of money that have been spent to increase the circulation in Philadelphia the people there will buy the local papers. It cannot even penetrate Trenton, only forty miles from the city, and in Princeton where there are so many university students it has a very small sale. The point is that the newspaper field is local, and to make a success of it, the cultivation must be along local and intensive lines."

CIRCULATION COMES FIRST.

Mr. Seitz quoted Joseph Pulitzer as saying, "Circulation comes first; then the advertising. Circulation goes first; then the advertising." "It is this latter fact," Mr. Seitz declared, "that has carried many newspapers to their destruction as the managers had not started to worry even after the paper's circulation had declined, thinking that the advertising would stay."

The newspaper, which started as an enterprise to advance some cause or thought, has grown into a great business. Roughly there are 22,000 publications in the United States to-day, and most of them are weekly and daily newspapers. Printing and publishing now stands sixth in the industries of the country; the money used amounting to \$727,000,000 in 1909.

Speaking of the business management of a newspaper, Mr. Seitz stated that one rule which could be followed was that a town was good for as many dollars profit a year as there were people. If, for example, a newspaper field had were only getting \$12,000 a year from it, there would be a chance for another paper. If, however, the newspapers were already getting \$20,000 from that field, it would be a poor place for another publication. He said that this rule applied to weeklies as well as dailies.

ADVICE TO COUNTRY PAPERS.

A country newspaper should print the local news and not scold or print editorials about the people. By writing the facts as they were, saying that the streets were not well lighted or the roads were bad, and then mentioning the dark places and mud puddles, the desired reforms could be accomplished. At the same time the man's name who was responsible should be given, but he should not be called names. "Tell it," he said, "tell where it is and who the highway commissioner is."

People like to make a mystery out of the newspaper, but there is no mystery," continued Mr. Seitz. "It is an open page printed every day so that 'he who runs may read.' It is like a sign on a door which says, 'Come in,' but the person who sees it does not have to go in."

"It is not possible to hide the truth about a thing by refusing to print it. It will get into print anyhow. You cannot stop a thing from going into a newspaper by just watching. Any man who tried to stand around watching all the time, would be dead in six months, and more than that, if he turned his back, some other fellow would get the item in. If you want to keep out of a newspaper, keep out of scraps. As Carlyle said, 'Behave yourself, and there will be one rascal less.'

"To work on a newspaper, a man

must always be on the job. The way is hard, and one must give up sleep and meals, but there is no better way than to be there." Mr. Seitz said that after he had been discharged several times from the Brooklyn Eagle, he stayed in the room where the city editor could always see him. It happened once or twice, that all of the reporters had been sent out, when some big news came up that had to be handled at once. As a result, the city editor called on Mr. Seitz and in this way he got the chance to show what he could do.

Speaking of reporters, Mr. Seitz said that he knew of no field where a young man could get ahead faster than in newspaper work. For the first two or three years, the reporter would beat the lawyer by a long way, but the lawyer would catch up as he gained clientele and friends. On the other hand, the newspaper man, unless he were the exceptional man, would let down after a time.

41 MEN GET \$5,000 AND MORE.

Mr. Seitz stated that on the World there were forty-one men getting more than \$5,000 a year, while a great many got \$3,000 to \$4,000. To-day, he said, newspapers expected better things of the men and paid better salaries than a few years ago. It used to be that the man who had failed in everything else, either solicited insurance or went on a newspaper, but that time has gone.

"Everybody in the office should not wait for someone else's theory and direction, when there is something to be done. It is their business to get out a newspaper, and if there is no boss to tell what should be done, one should go ahead and do it anyway, even if discharged for it later. When asked one day, how we put out an extra, I told about the most successful one that the World issues.

"There was a big story ready to break, but it came when least expected. The delivery wagon man got it late one evening from the ticker in a saloon. Two pressmen and a stereotyper were with him, and the four went over to the office. There they found two reporters who were engaged in a poker game, and those men put out the extra. By the time it came from the press, the wagon drivers were there and they distributed it. The World was the only paper that evening with the important news in it."

DINNER TO CLARE A. BRIGGS.

Something About the Career of the Tribune's New Cartoonist.

The Chicago Press Club recently gave a dinner and good luck sendoff to Clare A. Briggs, the cartoonist of the Chicago Tribune, who has come to New York to work on the Tribune. President Washburn acted as toastmaster and speeches were made by Douglas Malloch, Frank Commerford, Charles N. Wheeler and others.

Briggs is the creator of "O Skin-nay! Yoo-hoo!" "The Days of Real Sport" and other popular series of comics. Few artists have come to the front as rapidly as this young man, and there is a reason for it. He portrays the real, practical life of every individual reader. There is not one person who sees his cartoons who does not feel their humaness and at some time in his own life has not gone through the actual experience portrayed by them.

Mr. Briggs was born in a town of 1,000 inhabitants, Reedsburg, Wis., near Baraboo, the home of the famous Ringling circus. At the age of nine he moved with his family to Dixon, Ill., where he served as carrier boy for the Chicago Tribune. When he was fourteen the family moved to Lincoln, Neb., where he continued his studies in the public school after which he attended the university. It was while there that he first showed symptoms of becoming a great artist. His drawings always



Photo by Hollinger

CLARE A. BRIGGS.

won first prize at the State school exhibits. Believing that he had a future in that line he attended a normal school which had a department devoted to drawing. After he had advanced as far as he could in this school, he made up his mind to try to obtain a position, and his first work was on the St. Louis Globe-Democrat. From there he went to New York, and after free lancing, became connected with the Hearst papers, and when the Examiner and American were started in Chicago, he was sent out there to do special work for them. Later on he went to the Chicago Tribune, where he became famous throughout the entire country.

The New York Tribune is exceedingly fortunate in closing a long time contract and undoubtedly will add many thousands of readers on account of his connection with the paper. He will be greatly missed in Chicago, where he has been popular in club life, as he was always willing to give his chalk talks at the clubs and at social functions. Everyone wishes him the greatest success possible in his new field of work.

Should Change Tails.

It was Robert's first visit to the Zoo. "What do you think of the animals?" inquired Uncle Ben. After a critical inspection of the exhibit the boy replied: "I think the kangaroo and the elephant should change tails.—Youngstown Telegram."

For Sale

Hoe Automatic Stereotype Plate

Finishing Machine

having the latest improvements and being in perfect working order. Size sheet, 7-column, 23½ inches.

Must be disposed of at once to make room for our Semi-Auto-plate plant which is ready for shipment.

No reasonable offer will be refused.

THE HARTFORD TIMES

HARTFORD

CONNECTICUT

Seattle Times Admits Tacoma Tribune Growth

Colonel Blithen's absurd \$1000 challenge for the Tacoma Tribune to show any paid circulation in King County and over 500 in southwest Washington is accepted by Tribune. In Auburn, King County, half way between Seattle and Tacoma, more Tacoma Tribunes are sold every night than Seattle Times. The same conditions are true in all the cities and towns in the south of King County. In Olympia, state capital, three Tribunes are sold every night to one Seattle Times. The Tacoma Tribune guarantees a large PAID circulation in Southwest Washington than any other newspaper. ITS NET PAID CIRCULATION for January was over 15,000 daily and 17,000 Sundays.

Advertisers planning a campaign in the Pacific northwest should include the Tacoma Tribune to cover Tacoma and southwestern Washington. The Tribune was the first paper in the northwest to send in its acceptance to the American Audit Association and to throw open its circulation books for general inspection.

The Tacoma Tribune

Putnam & Randall,
45 W. 34th St., New York.

Representatives. Horace M. Ford,
Peoples Gas Bldg., Chicago, Ill.

Journal City



THREE quarters of a million people *buy* THE NEW YORK EVENING JOURNAL each day.

Three quarters of a million people constitute a vast city. At the last census only three cities were as large as the EVENING JOURNAL'S circulation.

To advertise to JOURNAL readers is like showing your goods to a new city larger than St. Louis.

And this comparison is hardly fair. In a city's population every soul is counted while the JOURNAL'S circulation counts only those who *buy* it. Their families and friends make the number of readers more than a million and a half.

These three quarters of a million people who buy the EVENING JOURNAL, like the population of a city, are not composed of any one class. Rich and poor, high and humble, people in every walk of life read the NEW YORK EVENING JOURNAL.

Enough readers of the JOURNAL are people of wealth and taste to make it highly profitable to show your goods in JOURNAL CITY.

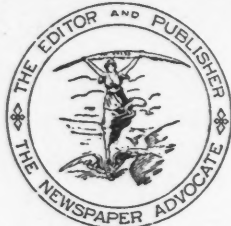
Advertising Department, Columbus Circle, New York

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, February 21, 1914

THE PUBLISHER'S BEST ASSISTANT.

The newspaper publisher who does not faithfully read at least one periodical devoted to the business in which he is engaged is voluntarily depriving himself of the most helpful means there is for increasing his own efficiency and enlarging his income. How is it possible to know what is going on in the fields of advertising and journalism without the aid of such a publication?

The trade or class papers of to-day have become indispensable to the business they represent. The foremost leaders in commercial or professional life depend upon them for information that will acquaint them as to what is going on in the field in which they are engaged. It is the province of the trade paper editor to assemble the latest news, the best thought and the results of the experience of others.

The EDITOR AND PUBLISHER does for the publishers what the Electrical World does for electricians, or the Iron Age does for those engaged in that industry, or the American Medical Journal does for the physicians. It keeps them posted on the new papers launched, changes in interest, new incorporations; prints articles on new newspaper methods, improvements in the mechanical department, new methods for increasing circulation and increasing the popularity of papers; gives tips regarding new advertising going out, tells what newspaper and advertising men are doing, reports addresses upon important subjects, etc.

No other paper covers the newspaper publishing field as thoroughly as the EDITOR AND PUBLISHER or contains so many helpful and practical suggestions. A single article appearing in its columns has been instrumental in saving thousands of dollars to its readers.

It costs just \$2 to become a member of the EDITOR AND PUBLISHER family of readers for one year, and is the best investment any publisher can make, be he the editor of a country weekly or a metropolitan daily.

HELPING THE ADVERTISER.

In furnishing national advertisers information regarding their publications, newspaper publishers show a wide difference of opinion as to the kind of information they may want. Some think that a plain circulation statement, showing the number of copies actually sold and delivered, is all that is required. Others go further and give the distribution by wards or districts in the city of publication, and by towns, outside. Still others furnish valuable data in regard to the city—its chief industries, business houses, schools, general character of the inhabitants, etc.

The Pasadena (Cal.) Star, goes even further than any of these, by supplying the names and addresses of all of its 9,049 subscribers, with the exception of a mailing list of 477 copies. The Omaha (Neb.) Bee, of which Victor Rosewater is editor, and C. C. Rosewater is publisher, has recently issued its "1914 Reference Book," in which is given a lot of valuable matter concerning the resources and industries of

Omaha. A list of towns and cities having over fifteen subscribers is also presented, together with the number of copies distributed.

Publishers are realizing more than ever before, that co-operation with advertisers is the surest way of securing business and of holding it, when once obtained. The newspaper that refuses to submit a circulation statement when requested by an advertiser, discounts largely its own importance and comes close to losing whatever chance it previously had of securing a contract.

There is naturally a divergence of opinion as to how far co-operation should go. Some publishers feel that when they have furnished an accurate circulation statement, they have done enough. Most publishers, however, are willing to help the advertiser in numerous ways; as, for instance, by ascertaining how many stores handle or might be willing to handle his goods, or make a report upon sales, or furnish data as to the character of population, or stimulate dealer interest, etc.

On the principle that advertisers will not continue to use a medium that does not bring satisfactory returns it does seem as though the more a publisher can do, within reasonable limits, to make the campaign a success the better are his chances for renewing a contract from year to year as it expires.

EDITORIAL COMMENT.

The Mail Order Journal, of Chicago, is entitled to much credit for its enterprise in assembling the advertising records of the leading newspapers of the United States for 1913, which are reproduced elsewhere in this issue of the Editor and Publisher. The amount of work involved in the preparation of this record is prodigious, as all the newspapers did not respond to the first request for the figures. It was only by much patience and persistency that the present record was finally completed.

If you are looking for a scheme for a special advertising number you might follow the lead of the Fort Worth Record, which has successfully carried out the following plan: Its advertising staff members called upon the merchants and secured their agreement to offer special reductions on a certain day, to be known as Dollar Day. The Record published preliminary articles announcing the advent of the event, and calling attention to the great savings that could be effected by taking advantage of the bargains offered. Then, finally, it published, on Dollar Day a section of twelve pages filled with the ads of local merchants presenting dollar bargains. There is not a city in the country in which this same plan could not be worked several times a year.

Every newspaper and advertising man who looks over the advertising record of 1913, must be impressed with the fact that while the volume of advertising appearing in the magazines fell off quite sharply during the year, a majority of the newspapers report substantial increases in the number of lines printed, especially in foreign advertising. In the instances in which losses are reported, investigation shows that it was chiefly due to the effect of house cleaning, the elimination of fake and misrepresentative advertising from the columns.

Several correspondents have written us that Boston has other newspapers in the evening field, besides the Globe and American, namely the Traveler and the Record. The only evening newspaper in New York that sells for more than one cent is the Evening Post.

If advertising is such a good thing for the local merchant and the producer of manufactured articles, it is just as good for the newspaper publisher. Seems queer that there are so many of the latter who do not take their own medicine. Is it because they are getting out such poor papers that they are ashamed to call the attention of general advertisers to them?

A journalist can have no greater satisfaction in life than that of knowing that he is publishing a clean newspaper for clean people. No newspaper is

clean whose columns are soiled by the appearance of smutty or lying advertisements, or indecent news stories. To help men and women to increase in intellectual and moral strength, is a privilege beyond price.

The special attention of our readers is requested to the double page announcement in this issue dealing with a New England newspaper comparison of an unusual character.

A KIND WORD FOR FRANK COLSON.

TO THE EDITOR AND PUBLISHER:

February 18, 1914.

I hold in my hand a copy of "Newspaperdom" for Feb. 12th, 1914; and, on its third page, in an announcement of its new ownership, the following is the first paragraph:—

This issue of Newspaperdom appears under new ownership and new management. The facts regarding the recent mismanagement of this publication, due not only to its indifference to the fine opportunities in a field in which Newspaperdom has for many years been a unique and important influence, but, as well, to the failure to properly realize the responsibilities of this journal toward a numerous and representative list of subscribers and advertisers, are more or less well known to its patrons. Notwithstanding the neglect and incapacity of its management, it has retained, practically intact, its list of subscribers, including the leading newspapers, advertising agencies and newspaper advertisers, while its books reveal earnings during the past year which are more than necessary to liquidate all reasonable running expenses.

This paragraph is written about Frank Colson, who was loved by all men who knew him, and who drew a small reward over a number of years in the effort to achieve his ideals in the matter of promoting the growth of newspapers.

"Newspaperdom" was so thoroughly "For Newspapers" that Frank Colson thought of nothing else. No hint of blackmail, no hint of sponging, no begging letter tactics were ever attributed to him. He gave the best he knew and paid the most he could to get it. But with a few splendid exceptions, he got little or no support.

People said he was slow, but he absolutely blazed the trail. Four years ago, he was running articles on subjects then new, and to-day, being discussed in papers dealing with advertising and selling.

He, it was, who printed my reply to Frothingham, for which I get inquiries even now. He went to great expense to print in full, that shattering of magazine claims, and he got no support in return for it.

The man fought hard because he had no financial resources like his successors. But he had a great heart, and he got appreciation of the work he was doing from men who understood.

He is down now, very far down. In the last days of his fight he was very weak and sick, and in piteous desperation showed weaknesses that he kept controlled under a strong hand in the days of his health and strength.

The paragraph quoted at the beginning of this letter says:—

"Notwithstanding the neglect and incapacity of its management, it has retained, practically intact, its list of subscribers, including the leading newspapers, advertising agencies and newspapers, etc., etc."

If, as stated here, its management was so neglected and incapable, how is it that the list of subscribers was retained? There would have been a lot more retained if Frank Colson had had the financial resources.

The man wore himself out in a thankless effort. But the hideous cruelty, the utter lack of humanity, of this commercial obituary of a good fighter, who did good work and then fell down, to my mind bodes ill for the little paper's success.

We are beginning to learn that there are powerful elements in commercial life, that formerly we neglected. In the effort to lead men, the most powerful magnet is the real spirit of service, of leniency, of good will and absolute absence of meanness or hate. As an asset in building a publication that is claiming to help men with their daily problems, "financial resources" lag far behind "spirit."

The "feel" and "appearance" are far from the typographical ideal that Frank always maintained against great odds. The master hand has gone.

Yours very truly,

Thomas E. Dockrell,
Singer Building, New York City.

PERSONALS.

Col. Henry Watterson, editor of the Louisville Courier Journal, celebrated his seventy-fifth birthday on Feb. 16. During the past year Col. Watterson has spent the most of the time abroad, though he has continued to keep in close touch with affairs at home. It is now considerably more than half a century since Col. Watterson began his newspaper career in Washington, his native city. Since 1868 he has been in editorial control of the Courier Journal.

Walter E. Clark, former Governor of Alaska, is spending the Winter in New York City. Mr. Clark is an old newspaper man, having been at one time the Washington correspondent of the New York Sun.

Wilfrid Ward, editor of the Dublin Review, who has just returned to Ireland after visiting this country, has been appointed Bromley lecturer of 1915 at Yale University.

John H. Fahy, of Boston, who recently purchased the Worcester (Mass.) Post, was elected president of the United States Chamber of Commerce at the annual meeting recently held in Washington.

John A. Hennessy, former managing editor of the New York Press, has declined the position of chief investigator for the Assembly graft investigating committee. He is about to leave on a European trip, which he had postponed for several months, and will be absent about five weeks.

S. E. Kiser, of the Chicago Record-Herald, was the Lincoln Birthday chief orator at Waukegan, Ill.

Charles P. Clark, former editor and writer for the Hearst magazines and newspapers, has been added to the staff of Mothers' Magazine, published by the D. C. Cook Co. at Elgin, Ill.

A. R. R. Onyup, who for the past ten years has been connected with the circulation department of the Washington (D. C.) Times, Frank A. Munsey's paper, has joined the advertising copy staff of the paper.

Miss Bertha Earnest, editor of the Ozark Countryman, and associated with the Missouri Leader, has been engaged as managing editor of the Wide West, published at Muskogee, Okla.

William Viertel, formerly in charge of the corporation advertisements, has been appointed editor of the New York City Record, succeeding John F. Lane, who has held the post temporarily since December 4 last. The job carries a salary of \$2,700.

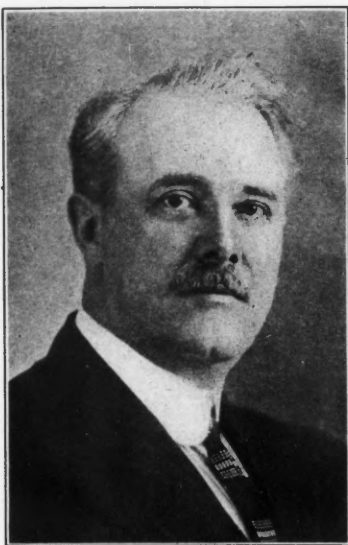
Miss Janet Priest, formerly a well-known dramatic and musical critic, who gave up journalism for the stage a few years ago, has decided, after several highly successful seasons behind the footlights, to forsake the "boards" and become the society editor and musical critic of the Duluth (Minn.) News-Tribune.

Walter H. Cox, publisher of the Fairfax (S. D.) Advertiser, has been nominated for the legislature from his district.

Cyrenus Cole, chief owner and editor of the Cedar Rapids (Ia.) Republican and the Cedar Rapids Evening Times was a New York visitor this week.

Charles H. Havens, editor of the Kokomo (Ind.) Dispatch since 1884, has been nominated by President Wilson as postmaster of that city. Mr. Havens began newspaper work in 1870, folding papers for the Kokomo Radical Democrat, which subsequently became the Dispatch.

E. T. Meredith, editor and proprietor of Successful Farming, has declined a proffered nomination for Governor of Iowa by the Democrats.



E. J. STACKPOLE.
NEW PRESIDENT OF THE ASSOCIATED DAILIES OF PENNSYLVANIA.

Merle Thorpe, of the Department of Journalism of the University of Kansas, has been invited to offer courses in journalism at the Summer session of the University of California.

H. F. McDougal, for two years city editor of the Marysville (Mo.) Tribune, has joined the editorial staff of the St. Joseph Gazette.

H. W. Bistorius, for fourteen years in the service of the Milwaukee (Wis.) Social Democrat, has resigned as business manager of the company on account of ill health.

Joseph Wood, of Portland, has been secretary of the Maine Press Association since 1872. He is one of the veteran newspaper men of that state, and has owned a number of newspaper properties in Maine. He is at present owner of the Portland Cottager.

F. A. Brown, formerly of the advertising staff of the Harrisburg (Pa.) Telegraph and the New Haven Times-Leader, but who has of late been on the staff of the Marion (O.) Tribune, has resigned.

WASHINGTON PERSONALS.

Clark Howell, editor of the Atlanta Constitution, who came to Washington to attend the funeral of the late Senator Bacon, of Georgia, is prominently mentioned as the probable successor of the distinguished Georgian.

Delevan Smith, owner of the Indianapolis News, and Curtis Hodges, the managing editor of the News, were guests of James P. Hornaday at the Gridiron dinner Saturday night.

William E. Brigham, Washington correspondent of the Boston Transcript, has been elected a member of the Gridiron Club.

William Randolph Hearst and Col. John Temple Graves, of the New York American, are said to be among the most graceful dancers of the tango in Washington. Both were seen at their best at a recent dansante given at the New Willard.

Donald MacGregor, formerly of the Washington Times, is now a member of the New York Herald Bureau staff, of which Donald Craig is the popular chief.

Minor Meriwether is now the representative of the Greenville (N. C.) News.

Henry J. Allen, owner of the Wichita (Kan.) Beacon, has returned to Washington temporarily as correspondent of the Kansas City Star, relieving Roy A. Roberts, who has returned to the home office.

William J. Showalter has taken the editorship of the Harrisonburg, Virginia, Daily News-Record. Mr. Showalter will continue to reside in Washington, where he is engaged in literary work, spending his week-ends in Harrisonburg. He assisted in launching the Harrisonburg Daily News in 1898.

Raymond B. Morgan has added the Dallas Times-Herald to the list of papers he represents.

Alfred Twining, who has been chief editorial writer on the Scranton (Pa.) Times, has resigned and gone on an extended Southern trip.

Horace G. McPhie, for seventeen years in the advertising department of the Louisville Times and the Courier-Journal, has resigned to become secretary of the newly incorporated Savings Building and Loan Association, a half million dollar concern.

PUBLISHER'S NOTICE.

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

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

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

Pittsburgh—Davis Book Shop, 146 Wood street.

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

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

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

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

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

ADVERTISING MEDIA

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

BUSINESS OPPORTUNITY

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

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

HELP WANTED

YOU NEED A MAN

One who can take charge of your Advertising Department and make it grow faster. AN ADVERTISING MAN with experience, initiative and reliability. This I have to offer to the publisher who can use the services of a trained ADVERTISING MAN with ability to write copy and devise and execute practical sales methods. THIS ADVERTISEMENT is directed to any executive who has an opening or to the few who are always ready to MAKE an opening for such a man. Address T. A. Brown, care Moulton, 519 5th Street, Brooklyn, New York.

MISCELLANEOUS

I typewrite manuscripts. Fifteen cents per page. Long and varied experience. Refer by permission to Percy Poor Sheehan, author of "The Seer." Gilbert Stodola, 1931 Broadway, R. 419, New York.

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

DAILY NEWS

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

LIQUTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

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

ONLY DAILY

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

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

SITUATIONS WANTED

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

NEWSPAPER PUBLISHER.

Do you need a business manager or advertising manager? Have been connected with big publishing company for several years. Am thoroughly acquainted with newspaper business. At present time advertising manager on daily. Desire place where there is room for advancement. Best of references. Write D1177, care The Editor and Publisher.

EXPERIENCED in the resultful efficient management

of large art departments; thoroughly practical in the various processes of reproduction; skilled in constructive advertising newspaper, magazine, booklet and poster varieties. I want a position. Address XXX, care of The Editor and Publisher.

Change of ownership places on market services of business and advertising manager of experience and ability; clean record with successful papers; can make immediate change; N. E. Territory preferred. ELD-REDGE, Care The Editor and Publisher.

WANTED.

Young man experienced in circulation work desires to secure position as circulation manager or mailing room foreman. No job hunter. Can furnish good reference. James March, Washington, Penna.

CLASSIFIED MANAGER—Will be open for engagement March 15th. Hustler, result producer, forceful ad writer, good systematizer. Age 28, married, clean-cut. If you have an undeveloped page, write me. Address D 1187, Care The Editor and Publisher.

Circulation man wants position as circulation manager. Have had sufficient experience on dailies having from 3,000 to 45,000 circulation to enable me to handle a circulation department in a proficient manner. Am willing to go anywhere in the United States at own expense. If you want a man who can build up your circulation, either in city or country and get the money for it, I would like to communicate with you. References O. K. Address G 27, Care The Editor and Publisher.

Former advertising manager metropolitan daily, thoroughly experienced as solicitor, copy writer and business builder, now on New York City daily, desires advertising or business management evening daily in city of 75,000 to 300,000 population, with salary and commission on increased advertising receipts. Thirty-four years old and unusual references on request. New Business, Care The Editor and Publisher.

Advertising Solicitor, 11 years' experience on dailies. Expert developer of new business. Capable of acting as Advertising or Business Manager. Good references. D. 1182, Care The Editor and Publisher.

MR. PUBLISHER, don't worry about your circulation department, let me eliminate the worry for you. Ten years in circulation "Know How" from actual experience (not office theory). Will submit records of my character and ability for your perusal. Address "Washington," Care The Editor and Publisher.

NOTICE OF ANNUAL MEETING

The stockholders' annual meeting will be held March 7th, 1 P. M., room 509, World Building, New York City, to elect nine directors and two inspectors to serve for one year, and the transaction of such other business as may properly come before the meeting. Also to consider the advisability of accepting 100,000 shares of stock from the President and adopting resolutions with regard thereto.

Cripple River Hydraulic Mining Co.
J. B. SHALE, President.
ALBERT BLACKBURN, Sec'y.

Cost of Running Clean Publications.

Arthur Capper, publisher of the Topeka (Kan.) Daily Capital, and several farm and home magazines, says that during the last five years he has declined annually from \$20,000 to \$30,000 worth of objectionable advertising.

The Seattle Times**"THE BEST THAT MONEY CAN BUY"**

Circulation for last six months of 1913—
Daily, 67,080 Sunday, 86,877
47,000—In Seattle—50,000

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

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

In January local gain was 400 inches—foreign gain 200 inches. Next paper lost 850 inches—foreign loss 391 inches.

Buy the best and you will be content

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

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West.
Leads in special features.

M. D. HUNTON
220 Fifth Avenue, New York
E. C. BODE
Hearst Building, Chicago

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

More **NET CASH CIRCULATION** (Yearly Average).

Less cost per thousand circulation.

The Globe
and Commercial Advertiser, Inc.

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the **GREAT SOUTHWEST**

Sunday Circulation
MORE THAN 135,000

T. L. DE VINNE, PRINTER, DEAD.

Founder of the Great Establishment Was Author of Notable Works.

THEODORE L. DE VINNE, president of the De Vinne Press, and one of the foremost printers in the country, died Monday night at his home in this city.

Mr. De Vinne was born at Stamford, Conn., on Dec. 25, 1828. He was educated at the Newbury, N. Y., Academy, and gained the honorary degree of master of arts at Columbia and Yale Universities in 1901. Mr. De Vinne learned the printer's trade in early life and became an employee and later partner of Francis Hart. After the latter's death the firm became Theodore L. De Vinne & Co., and later was organized as the De Vinne Press. The firm printed the Century and St. Nicholas magazines from their inception and also the Century dictionary. Mr. De Vinne was long recognized as a leader in the improvement of typography. He was a member of the Authors, Century and Grollier clubs, being president of the last named for two terms.

He wrote a standard work on "The Invention of Printing," and a valuable treatise on "Correct Composition." Both were books of reference on disputed points and the latter has become a guide for persons employed in the mechanical art of bookmaking. Another of his writings was the "Practice of Typography," which was devoted to plain printing types.

Mr. De Vinne is survived by his son, Theodore B. De Vinne, vice-president of the De Vinne Press.

Death of Railway Age Gazette Head.

WILLIAM HENRY BOARDMAN, for many years president of the Railroad Gazette, now the Railway Age Gazette, died at his home in Ridgefield, N. J., on Monday. He was born in 1846. After working for a time on his father's newspaper, the Telegraph, of Dixon, Ill., he was employed by the Railroad Gazette, then published at Chicago. From that time until early in 1911, when he fell ill, he gave his entire time to the affairs of what is now the Simmons-Boardman Publishing Company. At the time of the great Chicago fire in 1871, Mr. Boardman came to New York, where the publication of the Railroad Gazette was resumed.

Editor Dies In Snow Near His Home.

EDWARD NICOLL TOWNSEND, editor and publisher of the Hempstead (L. I.) Republican, which he founded eleven years ago, and of the Oyster Bay Pilot, died in front of his home Tuesday night. He was stricken with apoplexy and fell into a snowdrift. His body was found by one of his sons. Mr. Townsend was 57 years old and a member of an old Oyster Bay family. He is survived by his wife and four children.

Madison Eagle Editor Dead.

JOHN E. CLAREY, owner and editor of the Madison (N. J.) Eagle, died of pneumonia last Tuesday. He was born in Vermont 59 years ago. He left Burlington in 1876 to settle in Des Moines, Iowa, where he became city editor of the Evening Leader. He owned later the Des Moines Mail, the Berkshire Courier, San Bernardino (Cal.) Times-Index, and the Muncie Evening Press. Surviving Mr. Clarey are his widow, three sons, and two daughters. Northrup Clarey of The New York Times; John Edward Clarey, Jr., associate editor of The Eagle; Louis Hanawalt Clarey, a sophomore at Cornell University; Miss Margaret Clarey of New York, and Miss Ruth Frances Clarey of Madison.

Death of Zoe Anderson Norris.

MRS. ZOE ANDERSON NORRIS, editor and publisher of the East Side Magazine, died Feb. 13 in the People's Hospital. She was forty-five years old. Mrs. Norris was well known in Bohemian circles and was the promoter of an organization called the "Ragged Edge Klub," composed of writers of radical tenden-

cies and their sympathizers. She was stricken with her fatal illness, following a dinner of her "Klub." Mrs. Norris was formerly a newspaper writer. She also wrote several novels, among which were "The Quest of Polly Locke," "The Way of the Wind," "Kentucky Colonial" stories, "The Call of the West," and the "Color of His Soul." She had predicted her death in the current issue of her magazine. A typical East Side funeral service was held over her body, and members of the "Ragged Edge Klub" and many friends paid last tributes Thursday in an East Side hall, where the body lay in a violet covered coffin.

OBITUARY NOTES.

RICHARD COXE WEIGHTMAN, for many years a newspaper and magazine contributor, died at his home in Washington of heart disease, Tuesday, after an illness which began last September. Mr. Weightman was born on Oct. 25, 1845. In 1861 he enlisted in the Confederate army and served until June, 1865, when he entered journalism in the employ of the New Orleans Times. Later he went to Washington and was for more than ten years an editorial writer on the Post. For several years he was an editorial contributor to the New York Sun.

MILTON J. PLATT, sixty-two years old, financial writer for the Brooklyn Daily Eagle for many years, died Feb. 12 at his home in Brooklyn. He came to this country from England, about thirty years ago, and became financial writer for the Daily Stockholder, of which he ultimately became associate editor. Ten years ago he joined the staff of the Eagle, writing the Wall Street Notes.

THE REV. THERON BROWN, author and for forty-four years associate editor of the Youth's Companion, died at Newtownville (Mass.), aged 89, Feb. 14. He became connected with the Youth's Companion in 1870 and had fulfilled his editorial duties there until his death.

GERSON ROSENZWEIG, prominent as a writer of satire in Hebrew, died of cancer, on Feb. 14. Mr. Rosenzweig was fifty-three years old and had been in this country since 1888. In 1891 Mr. Rosenzweig began the publication of "Haibary," a Jewish weekly, which he continued until 1898.

T. J. RAUBB, for nearly fifty years associated with the Belfast (Ireland) Evening Telegraph composing room, died recently in that city. The funeral was the first in Ireland in which only motor machines were used. The will of Mr. Raubb shows bequests of £500 each to nine Protestant Sunday Schools in Belfast, to one in Armagh, for book purchases or general benefit.

EPHRAIM MOSS, a veteran publisher and newspaper man, died Feb. 13 at his home in Kansas City, Mo. He was eighty-eight years old. In Civil War times Mr. Moss edited and published the Lehigh Register, at Allentown, Pa.

CHARLES W. DOOLEY, dean of the composing room of the Williamsport (Pa.) Sun, passed away Feb. 8 in his seventy-first year. He was born in Abington, Va. in 1843. He fought on the Confederate side during the Civil War. Before the war had ended he went to work on the Richmond Dispatch as a compositor. In 1868 he went to Williamsport, where he worked on the old Standard, then on the Banner and finally on the Sun for nearly forty years.

BENJAMIN A. EATON, newspaper writer and editor, died Wednesday at the Long Island College Hospital, Brooklyn, from a complication of diseases. He was born at Piercetown, Wavne County, Ind., May 24, 1860. He was admitted to the bar there in 1878. A couple of years later he joined the staff of the Fort Wayne Sentinel, and later helped found The Kansas City Star, becoming its city editor and afterward its managing editor. He also helped found the Wichita (Kans.) Beacon.

E. WARREN EVERHARDT, sixty years old, city editor of the Altoona (Pa.) Tribune since 1884, was found dead in bed Feb. 16 when he was called for the day's work.

R. J. BIDWELL CO.

Pacific Coast Representative
of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
Portland Telegram
Chicago Tribune
St. Louis Globe-Democrat
Kansas City Star
Omaha Bee
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

SUPREME
In Its Field and In The Family
A Clean, High-Grade Newspaper
The Omaha Daily News

Has the
Largest Daily and Sunday
Circulation by Many Thousands and
"Covers Nebraska like a Blanket"
Jan. Average 72729 and
Growing Steadily

C. D. BERTOLET
Mngr. Gen'l Adv. Dept.
1110 Boyce Bldg., Chicago
366 Fifth Ave., New York

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION

WASHINGTON

C. T. BRAINARD, President.

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

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE NEW HAVEN Times-Leader

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

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

Mr. Automobile Manufacturer: This advertisement is for you

YOU know that over 60 per cent. of the automobiles sold are sold to former motor car owners. Therefore, if any newspaper can prove that a considerable percentage of automobile owners read it, that particular newspaper ought to be a good medium for you.

A number of automobile companies (including three "electrics") have polled their owners in Chicago to find out what newspapers the owners read. In every case The Chicago Daily News stood first or second. But none of the companies polled *all* the owners of motor cars in Chicago.

The Chicago Daily News recently took the first poll of every owner of an automobile in Chicago (both pleasure car and truck). Letters were sent out to 19,350 owners and 6,633 replied over their own signatures. The returns showed that

*Over 86 per cent read The Chicago Daily News—
more than read any other newspaper*

These replies, which are now on file at our office, give the distribution of Chicago newspapers among these owners as follows:

	Readers	Per Cent of All Cards Returned		Readers	Per Cent of All Cards Returned
1. The Daily News	5,727	86.34	5. American	1,022	15.41
2. Tribune	4,587	69.15	6. Examiner	917	13.82
3. Record-Herald	2,034	30.66	7. Journal	898	13.54
4. Post	1,129	17.02	8. Inter Ocean	420	6.33

The poll cards also offer interesting data about the duplication of circulation among Chicago newspapers.

All this information is based on fact and is incapable of misconstruction—favorable or unfavorable. We shall be very glad to submit the evidence to you. It may give you an entirely new angle on your advertising problems.

THE CHICAGO DAILY NEWS

Over 360,000 Daily.

The Boston Post

*The Great Breakfast Table Paper
of New England*

Daily Average January 1914 **404,927**

Sunday Average January 1914 **330,237**

The Boston Post is

*First in Local Display Advertising
First in Foreign Display Advertising
First in Department Store Advertising
First in Automobile Display Advertising
First in Total Display Advertising*

**You Can Cover New England
With The Post Alone.**

Guaranteed Circulation

☐ The Boston Herald, morning and Sunday, and its evening edition, The Traveler, are soliciting business on net paid circulation.

☐ Second largest net paid morning circulation in New England.

☐ Second largest net paid evening circulation in New England.

☐ Largest combined net paid morning and evening circulation in New England.

Sworn averages for year 1913 :

Daily, 155,777 Sunday, 60,633

O'MARA & ORMSBEE

NEW YORK

CHICAGO

The Boston Evening Transcript

**The Transcript with six issues
a week (no Sunday) publishes**

More financial advertising than any other two Boston newspapers together.

More travel and tour advertising than any other two Boston newspapers together.

More hotel and department.

More high grade real estate.

More school and educational.

More Summer and Winter resort.

More book and literature advertising than any other Boston newspaper, including Sunday editions.

The value of the Transcript as an advertising medium rests on its influence and prestige with a clientele whose purchasing ability is unexcelled in this country.

Foreign Advertising Representatives

CHARLES H. EDDY, Metropolitan Bldg., New York

CHARLES H. EDDY, Old South Building, Boston

EDDY & VIRTUE, Peoples Gas Building, Chicago

**Old But Still Growing in Business
and in Quantity and Quality**

Springfield Republican

MASSACHUSETTS

Daily \$8.00

Sunday \$2.00

Weekly \$1.00

If you have good products to sell and want to reach the New England market, you cannot safely omit the Springfield Republican.

The Republican will be 90 years old in September, and it did the largest business in its history in 1913.

Its cash receipts from advertising in 1913 increased more than 13 per cent. over those of 1912.

Its receipts from circulation also increased.

The Daily Republican is a three cent paper, but is steadily maintaining and extending its business in a field where it meets the competition of numerous one cent and two cent papers.

People take The Republican because they want it and believe in it and think it is better than other papers.

The readers of The Republican have faith in its advertisements, and its superior value as an advertising medium, in comparison with cheaper papers in its territory, is unquestioned.

Send for specimen copies and advertising rates.

Address **The Republican, Springfield, Mass.**

Representatives for Outside Business

New York
Charles H. Eddy
5024 Metropolitan Building
1 Madison Avenue

Chicago
Eddy & Virtue
1054 People's Gas Building
122 So. Michigan Boulevard

Boston
Charles H. Eddy
723 Old South Building
294 Washington St.

AD BUREAU EFFICIENCY

Some of the Things Accomplished
During the First Year of its
Existence that Prove
Its Worth.

The American Newspaper Publishers' Association's Bureau of Advertising has made excellent progress during the past year, the first of its career. This is evident from the record presented in Bulletin 25 recently sent to members. In recounting the results of the bureau's efforts to assist the manufacturers in securing the co-operation of dealers the report says:

"One of the first prominent advertisers to respond to our offer to work with manufacturers who wanted to use newspapers was Swift & Company. This company's fall oleomargarine campaign was so planned as to take advantage of the Bureau's help and at intervals through the fall months Swift & Company notified the Bureau of the list of newspapers chosen for the business. The Bureau got in touch with these lists, asking that the newspapers carrying the business do everything possible to enthruse the dealers handling the product

CO-OPERATION WITH DEALERS.

"Virtually all the publishers to whom we wrote responded enthusiastically to this request for help. Many newspapers that had never before received the Swift copy were placed on the list for the fall campaign, so that the work of the Bureau in this case resulted in business which it is logical to assume would not have been developed in other ways.

"The desire of another large advertiser to work with a potent factor like the Bureau was shown in a letter received in October from the advertising representatives of the William Wrigley, Jr., Company, asking for a list of the Bureau's subscribers, so that, if possible, all of these might be included in the forthcoming Spearmint campaign.

"This campaign involved the use of 20,000 lines of space in each instance. That the Wrigley program is being carried out has been indicated by many appreciative letters from the Bureau's subscribers.

"A small but interesting co-operative campaign brought about through the work of the Bureau was that of the Lovell-McConnell Mfg. Co., makers of the "Klaxon" automobile horn. This concern, not previously a newspaper advertiser, used many pages of advertising space in newspapers all over the Continent, on the strength of the interest aroused by the Bureau's work. This proposition, though a comparatively small one, represented a distinct gain for the daily press.

ARMOUR & CO. CAMPAIGN.

"The case of Armour & Company is a particularly notable one as showing the faith an important advertiser has in the possibilities of our work.

"We have had several conferences with representatives of this firm and recently the Bureau was asked to get in touch with a list of one hundred and twenty-six (126) newspapers selected by Armour & Company for a campaign beginning this month.

"This campaign represents the revision of a former plan and each one of the one hundred and twenty-six newspapers selected was the gainer by 2,050 lines more space than the original contract called for.

"In sending out this communication to the newspapers selected, the Bureau drew attention to the fact that Armour and Company are willing to use space in the daily press in the same proportion as they obtain results. For this reason the newspapers were urged to co-operate heartily with the campaign, with a view of showing Armour and Company the possibilities of employing newspapers in a larger way.

"The Bureau is pleased to announce that if Armour and Company can obtain this legitimate local support of newspapers and dealers, in line with the propaganda now being advocated by the Bureau, their newspaper expenditure for 1914 will be very largely increased.

What's your circulation?

One paper will tell you "it's about 12,000;" another will say "our edition is fully 18,000;" another will boast of "a gain of over 50 per cent." and so on.

But when you ask *The Hartford Times* to give its circulation figures you are favored with something more than mere claims. You get the sworn net paid figures and the proof of the distribution. You receive an invitation to visit its press room and mailing room and you may audit the books of *The Times* if you care to do so. Nothing is approximated — everything is wide open.

"Paid circulation is the circulation that pays advertisers"

The average net *cash* paid circulation of *The Hartford Times* for 1913 was 21,849 copies daily — a clear gain over 1912 of 1,328.

The average net circulation of *The Times* for 1913 — copies actually sold or distributed for services, to advertisers and for files and exchanges — was 23,166; the average press run was much more — but the net *cash* paid circulation is what interests the space buyers and solely upon its net *cash* paid circulation *The Times* bases its advertising rates.

That advertisers seeking the great trade centering in the territory covered by *The Times* are finding *The Times* a gratifyingly profitable medium is clearly proven by the fact that *The Times* carried 258,121 more lines of advertising in its 77 issues (evening only) in October, November and December, 1913, than its nearest competitor carried in 92 issues (morning and Sunday).

Advertisers using THE TIMES pay for
paid circulation only.

The Hartford Times

Hartford, Conn.

KELLY-SMITH COMPANY, Representatives

New York, 220 Fifth Avenue

Chicago, Lytton Building

New England Newspapers Offer a Wo

By WILLIAM C.

Fifty-one New England Newspapers, each with a circulation of 1,532,780 individual buyers of papers, will print for a general advertiser at a cost of \$6,527.25; or they will print 10,000 lines of space

A fifty-line advertisement fifty times in a year—omitting the two weeks covering Christmas and New Year's—a total space of 2,500 lines—costs per line \$2.61.

How about THAT line rate for a circulation of 1,532,780?

A two-hundred line advertisement fifty times in a year—omitting the two weeks covering Christmas and New Year's—a total space of 10,000 lines—cost per line \$2.41.

How about THAT line rate for a circulation of 1,532,780?

When you consider, Mr. General Advertiser, the line rate you pay for a scattered circulation of 1,532,780—touching spots here, there and everywhere and not thoroughly covering any spot—don't you think that you should pay some heed to the power of newspapers which thoroughly blanket every community and every section of the country in which they are published?

Don't you think, also, Mr. General Advertiser, that before you take a plunge into general publicity you should develop your business in a section at a time, secure a thorough distribution, get the co-operation of dealers, and concentrate the work of your sales force in one given territory, thus getting QUICKER results at LESS COST?

There would be just about as much sense in trying to develop the circulation of a newspaper in a wide circle before making an effort to get the people in the town where it is published to read it, as there is in trying to sell the product of manufacturers EVERYWHERE before securing good sales SOMEWHERE.

A definite, concentrated policy of advertising is infinitely more effective than trying to touch the high spots through a general campaign.

The New England Territory has a population of 6,552,681—about one-fourteenth of the total population of the United States. Of this population there are foreign born only 1,825,110. The illiterates over 10 years of age number only 280,806.

It is pretty generally conceded that New Englanders are a home-loving people, of unusual intelligence, of good earning power. It is known that they are thrifty. It is known that they represent a high order of citizenship.

The advertiser who can appeal TO THEM SUCCESSFULLY stands a very good chance of succeeding in other sections of the country. The habit of careful analysis makes New Englanders very good judges of the merits of articles. Their indorsement means much.

Years ago Mr. H. N. McKinney, of N. W. Ayer & Son, gave me an idea of the value of advertising in the New England territory. I think the Ayer agency was the first to adopt the territorial plan of advertising. They made a wonderful success of Uneeda Biscuit by this plan. They got a thorough distribution everywhere before they employed general publicity.

Our magazine friends are opposed to advertising in a territory at a time. They argue first, last and all of the time in favor of their plan, which they say is less costly to the advertiser. They have succeeded largely because the newspapers never got together. No concerted effort has been made to develop business for all good newspapers. Some few successful newspapers have minimized the value of smaller newspapers. They have sought business for themselves and have advised against the use of the other newspapers in their respective communities.

The magazine men are of a high type mentally, and they have pulled together. They have created more general advertising accounts than all of the newspaper representatives put together. There are many thousands of men engaged in newspaper advertising as against a few hundred men in the magazine field, yet the few hundreds, by acting in concert, have licked the pants off of us newspaper fellows. The reason is easy enough to understand. A small army of men well organized can lick a big army of men not well organized.

The magazines and other general media are not useless advertising media by any means, and newspapers, in their efforts to develop business for themselves, must not be foolish enough to decry them. For mail order houses newspapers cannot be used successfully. The general media are valuable for this branch of business. The general media are also splendid to emphasize the names of trade-marked articles. They must be accorded full praise, also, for making advertising dignified, decent and believable. They must be commended for making advertising attractive. They have done much to make of Advertising real Art.

Fifty-one New England Dailies

CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.	
Bridgeport Farmer (E).....	12,508	.0285	.0175	New
Bridgeport Post (E).....	*14,722	.035	.025	cu
Bridgeport Post (S).....	7,000	.025	.02	New
Bridgeport Standard (E).....	7,297	.0321	.0214	cu
†Bridgeport Telegram (M).....	11,394	.02	.02	New
Danbury News (E).....	*6,168	.0118	.0118	†Nort
Hartford Courant (M).....	16,535	.025	.02	†Pitts
Hartford Courant (S).....	17,000	.025	.02	Sale
Hartford Times (E).....	*22,085	.06	.04	†Sprin
Hartford Post (E).....	15,856	.025	.02	†Sprin
Hartford Post (S).....	5,000	.025	.02	Spr
†Meriden Journal (E).....	8,194	.03	.015	Spr
Meriden Record (M).....	8,185	.0357	.015	Taur
†New Haven Journal-Courier (M)...	12,727	.0285	.025	†Taur
New Haven Union (E).....	**16,913	.05	.03	Wor
New Haven Union (S).....	8,821	.0285	.02	Wor
New Haven Times-Leader (E)....	*15,262	.04	.03	Wor
New London Day (E).....	7,467	.0285	.0143	
†Norwich Bulletin (M).....	8,771	.04	.018	
Waterbury American (E).....	7,300	.0357	.0235	
Waterbury Republican (M).....	8,385	.0285	.02	†Ma
Population 1,114,756.				

MAINE.

Portland Argus (M).....	8,500	.035	.015	Pro
Portland Express (E).....	*17,849	.0535	.0375	Pro
†Portland Press (M).....	11,740	.025	.02	Pro
Portland Press (S).....	5,500	.0393	.0321	Wes
Waterville Sentinel (M).....	7,000	.0285	.0143	Woo
Population 742,371.				

MASSACHUSETTS.

Boston Globe (ME).....	259,000	.30	.30	†Bar
Boston Globe (S).....	318,783	.30	.30	Bur
†Boston Journal (M).....	80,000	.16	.125	Rut
†Boston Post (M).....	404,927	.35	.35	
†Boston Post (S).....	342,712	.35	.35	
†Boston Transcript (E).....	31,404	.15	.15	Tot
Boston Herald-Traveler (ME)....	*155,777		.25	*
Boston Herald-Traveler (S).....	60,663		.20	**
Gloucester Times (E).....	7,500	.0214	.015	†
Haverhill Gazette (E).....	10,800	.0214	.0185	on f
Haverhill Herald (E).....	*9,490	.02	.0171	O
Lynn Item (E).....	18,338	.0535	.0357	Boo
Lynn News (E).....	8,560	.0357	.0207	

21 Leading Magazines Charge \$6.29 a Line for 1,339,006
the Rate for Nearly Two Hundred Th

General advertisers desiring further details in respect to Distribution Facilities, and Local Cooperation, are urged to contact the Bureau of Advertising of the American Newspaper Publishers' EDITOR AND PUBLISHER CO., Suite 1117, World Building, New

Wonderful Opportunity to Advertisers

M. C. FREEMAN

Circulation of 5,000 or more, representing a grand total of a general advertiser 50 advertisements of 50 lines each of space within a year at a cost of \$24,114.00.

Dailies 5,000 Circulation and up

MASSACHUSETTS—(Continued).				
10,000 l.	Paper	Circulation	2,500 l.	10,000 l.
.0175	New Bedford Standard and Mercury (ME)	*19,458	.03	.03
.02	New Bedford Standard and Mercury (S)	19,458	.03	.03
.02	Newburyport News (E)	5,744	.0178	.0125
.0118	†Northampton Gazette (E)	5,303	.021	.014
.02	†Pittsfield Eagle (E)	11,874	.02	.0157
.02	Salem News (E)	19,198	.042	.03
.04	†Springfield Republican (M)	17,008	.075	.06
.02	†Springfield Republican (S)	18,463	.075	.0625
.02	Springfield Union (ME)	28,430	.075	.06
.015	Springfield Union (S)	18,576	.075	.06
.015	Taunton Herald-News (E)	5,404	.025	.0178
.025	†Taunton Gazette (E)	6,044	.0215	.015
.03	Worcester Gazette (E)	*20,661	.0425	.032
.02	Worcester Telegram (M)	28,275	.05	.05
.03	Worcester Telegram (S)	31,259	.05	.05
.0143	Population 3,336,416.			
NEW HAMPSHIRE.				
.02	†Manchester Union & Leader (ME)	25,000	.08	.08
Population 430,572.				
RHODE ISLAND.				
.015	Providence Bulletin (E)	*48,102	.09	.09
.0375	Providence Journal (M)	*16,918	.07	.07
.02	Providence Journal (S)	*31,259	.08	.08
.0321	Westerly Sun (E)	5,445	.0178	.0128
.0143	Woonsocket Call & Reporter (E)	12,183	.0357	.0214
Population 542,610.				
VERMONT.				
.30	†Barre Times (E)	6,210	.0215	.015
.30	Burlington Free Press (M)	9,418	.025	.0157
.125	Burlington News (E)	5,976	.0214	.0171
.35	Rutland Herald (M)	5,475	.0214	.0171
Population 355,956.				
.15	Total for New England	1,532,780	2.6109	2.4114
.25	*Net paid figures supplied by publisher.			
.20	**Net paid figures certified by A. A. A. auditor.			
.015	†Publishers' signed statements of average gross figures on file in this office.			
.0171	Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.			
.0207	Population New England, 6,552,681.			

1,339,006 Circulation in New England, Nearly Three Times Hundred Thousand Less Circulation.

respect to New England, Newspapers, Marketing Conditions, urged to communicate with W. A. THOMSON, Director of the Publishers' Association, Suite 814, World Building; or THE Building, New York City.

My only disagreement with our magazine friends is that I don't believe anybody should *first* advertise in general media. After the manufacturer has introduced his article in all territories of the United States, through newspapers, principally, although street cars, signs, posters, etc., can also be employed to advantage, THEN, and THEN ONLY, should he employ the general media. The horse, therefore, has been hitched to the wrong end of the cart all of these years.

In many instances advertisers should never employ general media at all. What is the use of a manufacturer advertising in general media when his product cannot be sold in *all* sections of the country? Yet this is done. It is a waste of money and effort.

The big point about advertising in the newspapers in any section is that there is no waste.

Getting back to New England:

If these 51 newspapers will unite; if their representatives in the general field will accord to each one its full value as an advertising medium; if each representative will take ONE account SOMEWHERE and try to DEVELOP it, what do you suppose would happen?

HOW MANY \$6,527.25 AND \$24,114 accounts WOULD BE DEVELOPED IN THE COURSE OF FIVE YEARS?

A big portion of the business world is just waiting for an opportunity to buy advertising on a basis of maximum results at minimum cost.

But if an advertiser starts a campaign in a *few* newspapers in a big territory all of the other newspapers use most of their efforts toward discouraging him, telling him that his agent or he himself has made an awful blunder in choosing that particular list of newspapers. This is a good way to kill off advertising.

United these 51 New England newspapers can successfully introduce any article of merit in their territory.

Divided they will accomplish nothing. And that is just what we newspaper men have been doing all our lives—fighting for our individual publications—never getting together for our common good.

It is time for us to wake up.

There is no touch like the local touch, and that cannot be gotten except through newspapers. They are a great power in any town, or city, or State, or section. The people may not always like their policies, but nevertheless they bring to their homes daily all of the local and general news. They keep them informed as no other media of publicity can. They familiarize the people with their local stores.

When the manufacturer tells these local people in which stores his product is on sale he is giving them direct, positive information. And that is the mission of advertising. It must not generalize if it is to be effective.

I could never quite understand "Ask your grocer or your dry goods store or your druggist" for articles advertised. If the message about an article says positively that John Jones, the grocer, at Main St. and Passyunk Ave., sells it, then the families in the community know where to go and buy it.

The newspapers can place any article on the map that has merit. They can keep it on the map, too. It won't hurt any to have the general media help to keep it there—but general publicity cannot do the trick half as well as the newspapers, UNITED, can do it.

But Mr. General Publicity will keep on doing it better than newspapers unless the newspapers are willing to co-operate among themselves.

I hope these 51 New England newspapers will see the advantage of uniting in an effort to develop general advertising in their field. They have the power to make every campaign, big or little, a success. They will get renewal orders over 90 per cent. of the time. Renewal orders for general media are mighty few.

Just think, Mr. General Advertiser, of having your message delivered into practically all of New England's homes once a week.

Won't such a campaign, backed up by your sales force, properly introduce you?

The Gazette

by canvass has been shown to be read in
about every newspaper reading
home worth reaching in

Northampton

It is an able local daily—a most efficient advertising medium. The community in which it circulates is prosperous and responsive to appeals made by advertising.

The Northampton Gazette

offers the best medium by
which advertisers can reach
the people of this city and
nearby suburban territory.

Northampton, Mass., is the seat of great educational institutions, including Smith College. It is an important manufacturing centre for varied industries—employing good grade of labor, at good wages.

Worcester, Mass.

Second largest city in the state. Seven hundred Manufacturing Establishments. Some of them largest of their kind in the world. Educational as well as industrial center. Seat of Clark University and Holy Cross College.

Evening Gazette

*Largest City Circulation in Massachusetts
Second Largest City*

*Largest Evening Circulation in Massachusetts
Outside of Boston*

Carries most display advertising of any Worcester daily. Worcester's merchants know the paper that gives best results!

The Concentrated Circulation of the "Gazette" produces maximum results!

Ninety (90%) per cent. of the Gazette's circulation is in and close to Worcester. The "Gazette" is known to be the paper that brings Worcester People into Worcester Stores to Buy Goods!

For **Worcester—The Gazette**
"The Paper that Goes Home!"

Maine's Largest Daily Circulation!

PORTLAND, Maine's largest city, is a good jobbing center, and is itself a manufacturing city of no mean importance. Its thousands of summer visit-

ors make Portland an "all-the-year-round" advertising point. Portland's enterprising merchants are quick to respond to advertised lines. The

Portland^(Me.) Express

is a two-cent evening paper. Its circulation is concentrated almost entirely in Portland and its suburbs, and on the R. F. D. routes within 15 miles.

Over eighty per cent. (80%) of all the families of Portland take the Express. It leads in Display advertising and in Classified advertising, as well as in circulation, and is

The Great "Want Ad" Medium of Maine

☞ Our Sunday Edition is

The Sunday Telegram

Largest Circulation of any Maine Sunday Paper!

Meriden

is an evening newspaper city, therefore, the logical newspaper for advertisers to use is the

Journal

It has the largest circulation, exceeding 8,000 copies daily — and goes to the homes and families at the right hour of the day to be read.

The Only Evening Newspaper

therefore, the only daily that reaches the people at a time when they have time to read the advertising as well as the news of the day.

The Evening Journal is Meriden's leading newspaper for news or advertising.

The Evening Journal, Meriden, Conn.

The Manchester Union and Leader

printed during the year 1913

5,336,044 } lines of paid advertising

an increase of **1,867,432** lines over the previous year. This is the **largest increase** of any newspaper in the United States.

**Guaranteed Circulation
25,000**

Greater by several thousand than the combined guaranteed circulation of all other daily newspapers published in the State of New Hampshire.

Foreign Representative

THE JULIUS MATHEWS SPECIAL AGENCY

Boston

New York

Chicago

Bridgeport, Conn., COVERED

Worry about covering Bridgeport—the BIG city of Western Connecticut—ceases when the order is placed with the

BRIDGEPORT POST

14,722 Copies Daily

Average Net Paid Circulation for January, 1914

If you want to know anything about Bridgeport, the POST will take pleasure in looking it up for you. **ASK!**

NEW YORK | **BENJAMIN & KENTNOR CO.** | CHICAGO

Special Representatives

The Taunton Herald-News

The only one cent paper published in a thriving city of 32,000 inhabitants, with an adjacent territory of 15,000 more, easily accessible by electric cars.

Taunton is "the city without labor troubles." It has never had a serious strike; and this year it celebrates the 275th anniversary of its founding. Its industries are the highest grade and most diversified of any city of like population in New England. Silverware factories, machine shops, stove foundries, button works, carriage manufactories, copper appliances, cotton mills, crucible works, drain pipe and brick industries, drill and eyelet shops, and many others, give employment to intelligent workmen, at good wages.

These people have money to spend, and they are not to be deceived by catch-penny devices. Intelligent, legitimate advertising will reach them. The medium to use is the Taunton Herald-News.

The Herald-News will make contracts at the following rates per inch: 100 inches, 35c.; 200 inches, 32c.; 300 inches, 30c.; 500 inches, 25c.; 1000 inches, 21c.; 2000 inches, 18c.; 3000 inches, 16c. Classified Advertising: 25c. for 5 lines, 3 times; 5c. for each subsequent insertion.

The Morning Record

Delivers many more papers into homes within the city of

Meriden, Connecticut

than does any other newspaper, and it is in high favor with Meriden and Wallingford merchants in all lines, who have learned from their own experience that *The Morning Record* is *unequaled* as a *Money-Maker for Advertisers*.

The Morning Record offers foreign advertisers of high-class products in Meriden an important advantage in barring from its columns all *objectionable* medical advertising.

The Morning Record is the *best Advertising Medium in Meriden*, because it is the best newspaper printed in the city. Any one interested is invited to compare the two local papers for six *consecutive* days.

For sample copies and other particulars address the home office, Meriden, Connecticut

LIVE AD CLUB NEWS.

R. D. Baldwin, advertising manager of the Simonds Saw Company, Fitchburg, was the speaker at the luncheon of the Springfield (Mass.) Publicity Club last week. His address on "The Relation of Manufacturer to the Dealer in Advertising" was listened to with interest by a large number of members of the club. Co-operation is the keynote to success in all business, said the speaker, and this is especially true in the working out of the advertising business. Advertising does not pose as the cure-all for business ills, neither does the adoption of advertising principles by a manufacturer indicate that he must immediately notice a rapid increase in his production and output. The question of primary consequence is to gain the confidence and co-operation of the dealer.

William Woodward Cloud, president of the State Bank of Maryland, was unanimously elected president of the Advertising Club of Baltimore last week to succeed Edward J. Shay, who resigned recently. P. E. Graff was elected vice-president and Gilbert Condon was chosen a member of the board of directors. Their election, like that of Mr. Cloud, was unanimous. In a speech accepting the presidency, Mr. Cloud pledged himself to carry out the policies of Mr. Shay's administration that have made the organization a complete success. Mr. Shay will remain on the board of directors.

The first annual meeting of the Cleveland (O.) Advertising Club was held last week at the Hotel Statler. The ad men heard speeches by Paul E. Ryan, C. C. Coventry, William Downie and George B. Rutherford. Before closing the following newly elected officers of the division were installed: William Downie, president; Dr. F. F. Finch, vice-president; J. H. Harris and C. B. Dyer, secretaries. President Ryan, speaking on "Organization," discussed present ideas in regard to the organization of a business from a theoretical standpoint and urged consideration of a definite and concrete plan of organization by business men to meet actual conditions.

The Advertising Association of San Francisco has heard several instructive addresses during the past month. The Workmen's Compensation Act, which went into effect Jan. 1 in California, was ably covered by Frank B. Lloyd, manager of the Pacific Coast Casualty Co. James A. Barr, manager of the Bureau of Conventions and Societies, presented "Exposition Talk No. 2." On February 4th, President William Woodhead greeted the members with an interesting account of his trip and the meeting of the Executive Committee of the A. A. C. of A., recently held in New York. He reported a most enthusiastic meeting of which the keynote was "co-operation," and predicts great things to result from the big ideas developed by the executive committee. The Association is working hard with a view to sending a big delegation to the Toronto Convention.

The first issue of the Sales Builder, the official organ of the Associated Advertising Clubs of Iowa, has made its appearance. H. M. Harwood of Iowa City, secretary of the state association, is editor of the publication. The purpose of the Sales Builder will be to present to the business men of Iowa the best advertising ideas. Literature will be distributed to aid retailers, jobbers and other business men.

About 200 members and guests attended the unique dinner of the Elizabeth (N. J.) Ad Men's Club last week. Each guest received a suit case of souvenirs contributed by the ad men. President William Sefton acted as toastmaster and among the speakers were R. A. Kline of R. H. Macy & Co.; Don C. Seitz, of the New York World and Joseph P. Day. Mr. Kline gave an interesting and detailed account of how

he built up an efficient salesforce in a big department store, and gave some valuable hints as to the methods of organization. Mr. Seitz told some interesting stories about his boyhood.

Frank Builta of the Nebraska Telephone company, has been elected to succeed Robert Manley as head of the Omaha Ad Club. Mr. Builta will fill the unexpired term of Mr. Manley, who resigned when he became commissioner of the Omaha Commercial Club. Sidney Ranger was elected to the Ad Club executive committee, replacing Mr. Builta, and E. H. Flitton becomes one of the board of directors.

Members of the Houston, (Texas) Ad Club and other young business men of that city have the responsibility of directing an aggregate annual expenditure in advertising amounting to more than half a million dollars. The statement and figures are those of Charles W. Taylor, president of the Houston Retail Merchants' Association, presented in an address last week before the Houston Ad Club at their first monthly social meeting. Mr. Taylor drew the deduction that it is strictly to the interest of all merchants in Houston who employ men to manage their advertising and sales departments to see to it that their employes of that character are members and attend the weekly educational meetings of the club.

Roland Cole of Rochester was the speaker at the weekly luncheon of the Buffalo Ad Club. Mr. Cole spoke on advertising and illustrated his talk with stereopticon views. One of the most successful ways of advertising, said Mr. Cole, is to get away from the traditions of advertising, and break into something new. This he said, had been proved by experiment, by concerns who have been successful to a great extent as the result of advertising just because they separated themselves from the regulation method of advertising and devised entirely new tactics.

John H. Rennard, president of the John H. Rennard Co. and organizer and first president of the Wheeling, (W. Va.) Ad Club, was honored last week by a special meeting of the club members. During a special program, provided for the occasion, he was presented with a neat traveling toilet set, consisting of leather case and Prussian-Persian ivory articles, engraved with the initial "R" on each piece. The presentation address was made by the president, Paul M. Nameyer. Mr. Rennard made a graceful speech of acceptance.

NEW PUBLICATIONS.

MONTEZUMA, KAN.—The Western Sun is a new paper to issue from this new town. It is owned and edited by R. E. Campbell, formerly on a newspaper published in Dexter. The Sun is a four-page, five-column paper.

MARIETTA, PA.—A newspaper man from Reading is figuring on establishing a paper here in the near future.

MERCELES, TEX.—The Tribune has just been issued here. Brooks & Hoyt are its publishers.

HELENA, ARK.—The Clarion has just issued its initial number. As edited by Edgar Graham, of the People's Savings Bank & Trust Co., will devote its influence to the rectifying of existing wrongs and the encouragement of a stricter observance of the law.

BASIL, O.—The Record is a new paper here. Mr. and Mrs. A. A. Miller are associated in editorship and ownership of the journal.

COSHOCOTON, O.—The local Socialist party expects to establish a weekly newspaper here in the near future.

Wouldn't Miss an Issue of the E. & P. Chicago, Jan. 29, 1914.

The Editor and Publisher:

Please let us have a corrected invoice covering our subscription for the coming year, as we do not want to miss any of the issues of your valuable paper.

G. H. E. HAWKINS.

The New Haven Union

Is Given by the]

A. A. A.

The Largest Net Paid

Circulation

in New Haven, Conn.

Think This Over

In the double page announcement on New England newspapers in this issue of The Editor and Publisher The Union gives A. A. A. net figures.

There's a difference and a reason.

E. KATZ, Special Representative

15 East 26th St.
New York

409 Harris Trust Bldg.
Chicago

To reach the purchasing element of Vermont the advertiser would do well to remember

The Burlington Free Press

Burlington, Vermont

The center of the Marble and Granite Industry of the United States, employing a large number of good paid workers.

The Free Press is one of the strongest daily newspapers in Vermont, covering not only Burlington and Suburbs, but a large part of the State as well.

LA COSTE & MAXWELL

Special Representatives

45 West 34th Street

New York City

Local advertisers lead the way to the Muncie Star

In any city it is the local merchant who knows best the "pulling power" of the local advertising medium.

Day after day he has applied the "acid test" of result checking to the newspapers in his city; and because he must advertise constantly his knowledge is always up to the minute.

The proportion in which local advertisers divide their appropriations among the newspapers in any city, therefore, is the truest guide for the foreign advertiser. It is the advice from men who know.

In Muncie, Indiana, in 1913, the local advertisers spent more than four times as much money for advertising in The Muncie Star as they spent with the next Muncie newspaper, and in the actual ad-

vertising space carried The Star led by more than 600,000 lines.

But the Muncie Star does more than merely lead its field. It grows—and thus proves that its advertisers derive profit from their investment in its columns.

Here are the figures:

In the local display advertising carried in 1913 The Muncie Star gained 248,416 lines, an increase of approximately 10 per cent over 1912.

* * * *

The Star enters practically every home in Muncie. Its total circulation approximates the population.

The carrier circulation is 6,900; in the nearby cities and counties it goes to 7,100 subscribers each day; and its circulation on rural routes is 6,800 daily.

Rate, 4 cents a line (flat)

The Muncie Star is a member of the Shaffer group of newspapers—the other members are:

*The Indianapolis Star
The Terre Haute Star
The Louisville Herald*

*The Rocky Mountain News
The Chicago Evening Post
The Denver Times*

Advertisers can secure a combination rate of 15 cents per agate line for the three newspapers of "The Star League" (The Indianapolis Star, The Terre Haute Star and The Muncie Star), by using equal run of copy in each paper in twelve months.

This rate gives an advantage of 2 cents per agate line over the total of the individual rates of the newspapers (Indianapolis, 10 cents; Muncie, 4 cents; Terre Haute, 3 cents). The combination gives a total circulation of 120,000.

Eastern Representative
Kelly-Smith Company
220 Fifth Ave., New York City

Western Representative
John Glass
Peoples Gas Building, Chicago

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

Woman's Place

in

May still be chiefly in the home—all the more reason why her intelligence should not be insulted with a woman's page made up of tags and ends of recipes which won't pan out.

Woman's Place in The New York Evening Post isn't a special page—her doings appear on whatever page they naturally fit in best. Talks on home-making are printed because they are worth reading, not just to make up a section. Therefore, products which will help in real home-making when advertised in The Evening Post will receive the reader's respectful attention.

ESPECIALLY SATURDAYS

3 Cents a Copy—5 Cents Saturdays

The Evening Post

NEW YORK

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

THE NEW ORLEANS ITEM

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

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

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

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

CIRCULATION SCHEME.

How the St. Louis Times Has Increased Its Circulation 30,000 Copies in Three Months—New Plan Has Assisted Merchants in Getting Rid of the Trading Stamp Evil—Promotion Concern to Exploit Country.

J. D. Watts, circulation manager of the St. Louis Times, was sitting at his desk one day a few weeks ago when one of the leading grocers of the city called to see him. The latter explained to Mr. Watts that he had been, for some time, giving out trading stamps as a trade stimulation. His expenditure in this direction had grown so large that



J. D. WATTS.

it had become burdensome, and he wanted to ask Mr. Watts whether he knew of anything that could be used to take their place.

Immediately the idea of using the Evening Times as a trade stimulator came to Mr. Watts, and he offered to supply the grocer with as many copies of the Evening Times as he could use at a wholesale rate. The grocer approved of the idea and agreed to adopt it. Posters were placed in a prominent place in the windows of his store announcing that an evening paper would be given free to all purchasers of goods. The plan proved such a big success that the trading stamps were discontinued, and within three days he increased his original order from 50 copies to 200 copies daily. It was only a short time before other grocers and butchers asked to be supplied with copies of the Times for distribution to their trade. Their requests were granted.

INCREASE TO 100,000.

Mr. Watts then decided to put on a crew of solicitors to try it out further. The first day's work of the solicitors resulted in orders for more than 1,000 copies daily, and in less than three months the circulation of the St. Louis Times increased from 70,000 to more than 100,000 daily. Eighty per cent. of the grocers, butchers and bakers has been signed to handle the St. Louis Times exclusively, and all express themselves as entirely satisfied to continue as long as the St. Louis Times will agree to supply them.

The question naturally arises, "What effect has it on the carriers, newsdealers and newsboys?" In some of the larger cities all newspapers are delivered to subscribers jointly by an official carrier, and in that case there is always a possibility of the carriers getting together and making a strong protest against the scheme. The St. Louis Times maintains its own carrier organization and thus controls its own carrier delivery. After three months of close observation from every standpoint, Mr. Watts has found that it has not effected the business han-

dled by carriers, newsdealers and newsboys to any noticeable extent.

The results from a circulation standpoint have been so large that a local circulation promotion concern is already making arrangements to exploit the scheme for newspapers throughout the country.

NEW PROMOTION FEATURE.

Now Being Worked by Fort Worth Telegram and Daily Oklahoman.

A new newspaper promotion feature has just been announced by the Daily Oklahoman, Oklahoma City, Okla., and the Fort Worth (Tex.) Star-Telegram, to which is given the title of The "88" Picture Puzzle Problem, and is now being employed jointly by both newspapers. The pictures which appear simultaneously in each paper represent some firm in a selected list of Oklahoma and Texas towns.

The readers of both newspapers have the privilege of working out the solutions to the pictures. In this manner the readers of both newspapers will become familiar with the names of every merchant or business firm located in many of the Oklahoma and Texas towns. An official business directory containing over 5000 names is furnished to assist the readers in their solutions.

Prizes aggregating more than \$4000 in cash will be distributed. The first prize being \$1000.

Paid in advance subscriptions will be an important part in the awarding of the prizes, as a dividend prize will be awarded in accordance with the amount paid to either newspaper during the term of the Picture Puzzle Problem.

J. A. Mathews, circulation manager of the Daily Oklahoman, conducted a similar Picture Problem on the Daily Oklahoman last year. It was of Mr. Mathews' own manufacture, and was a remarkable success.

In the new Puzzle Picture Problem just announced, Harold Hough, circulation manager of the Fort Worth Star-Telegram, is working in conjunction with Mr. Mathews.

I. C. M. A. BULLETIN EDITORS.

List of Associates Selected By S. D. Long to Assemble the News.

Sidney D. Long, president of the International Circulation Managers' Association, and editor of the Official Bulletin, which is published every other month, has appointed the following associate editors to whom circulation news may be sent for that publication:

J. M. Schmid, The News, Indianapolis, Ind., Associate Editor for following states: Indiana, Illinois, Kentucky, Ohio, Missouri.

Harold Hough, The Star-Telegram, Ft. Worth, Tex., Associate Editor for the following states: Texas, Louisiana, Arkansas, Mississippi, Alabama, Georgia, Florida.

Daniel Nicoll, The Evening Mail, N. Y. City, N. Y., Associate Editor for the following states: New York, New Jersey, Maryland, Delaware.

E. P. Hopwood, The News-Advertiser, Vancouver, B. C., Associate Editor for the following states: Washington, Oregon, California, Idaho, Nevada, Arizona, Utah, Montana.

John B. Cox, Dispatch and Pioneer Press, St. Paul, Minn., Associate Editor for the following states: Minnesota, Wisconsin, Michigan, N. Dakota, S. Dakota.

J. A. Mathews, The Oklahoma, Oklahoma City, Okla., Associate Editor for the following states: Oklahoma, Kansas, Nebraska, New Mexico, Colorado, Wyoming.

John D. Walker, The Tribune, Johnstown, Pa., Associate Editor for the following states: Pennsylvania, West Virginia, Virginia, North Carolina, South Carolina.

Wiley B. Baker, The News, Chattanooga, Tenn., Associate Editor for Tennessee.

G. A. Discher, The Citizen, Ottawa, Can., Associate Editor for the following provinces: Quebec, including the City of Ottawa, New Brunswick, Nova Scotia.

W. L. Argue, The Star, Toronto, Can., Associate Editor of the following provinces: Ontario, Manitoba, Saskatchewan, Alberta, British Columbia.

Post's Popular Minister Contest.

The Washington Post has inaugurated a "Most Popular Minister Contest." The Post will send twenty of Washington's most popular ministers for a six week's trip to the Holy Land this summer. The contest will be in the interest of securing new subscribers for the paper. So many votes will be given for each new subscription.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

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

The Evening Mail

203 Broadway New York

The New York Times A Leader in January

In January The New York Times published a greater volume of advertisements than any other New York or Brooklyn newspaper, with one exception. In volume of general mercantile advertising, as distinct from want and medical advertisements, The New York Times led ALL other New York and Brooklyn newspapers by 37,138 agate lines, or more than 123 columns of The Times. All objectionable medical advertisements are excluded from The New York Times.

A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

H. C. ROOK,
Real Estate Trust Building, Philadelphia

THE PEORIA JOURNAL

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

THE LARGEST NET PAID Circulation

H. M. PINDELL, Prop.

CHARLES H. EDDY, Representative
Madison Avenue, NEW YORK

NEWSPAPER ADVERTISING RECORD

[The following table showing the total amount of advertising carried by the leading daily newspapers of this country in 1913 was prepared by the Mail Order Journal, of Chicago. The figures given has been supplied by the publishers themselves and are therefore reliable.—Ed.]

Table with columns for newspaper name, 1912 advertising revenue, 1913 advertising revenue, and increase. Includes entries for Chicago Tribune, New York Times, Los Angeles Times, etc.

Table listing advertising revenue for various newspapers in 1913, including Seattle, Wash., Times; Columbia, S. C., State; Milwaukee Journal; etc.

*Decrease. †Published six days a week. A. The New York World was credited in our January issue with 13,275,150 lines for 1913, as this amount was given to us by The World itself, which had included in its statement advertising which had appeared in its Brooklyn edition. The New York Evening Post in its statistics excluded the Brooklyn advertising and credited The World with only 12,218,673 lines. As The World in its own advertisements in trade papers is quoting the figures of the Evening Post, we also adopt them for our statistical review. B. In explanation of its figures, which show a small loss in 1913 compared with 1912, The Minneapolis Journal informs The Mail Order Journal that the statistics reported include advertising in the magazine section of the Sunday issues and the loss is due to decrease in the volume carried in the magazine section. Were that disregarded, The Minneapolis Journal states, a gain of 58 columns, 22 inches each, would have been shown for the year. No county legale are included in this report.

HEARING ON WARD CONTRACT.

Magazine Representatives Denounce Advertising and Vending Monopoly.

The proposed contract between the Interborough Rapid Transit Company and Artemas Ward, successor to Ward & Gow, for the advertising and general vending privileges in the subways, came up for a hearing before the Public Service Commission Monday afternoon. The proposal has aroused vigorous opposition from certain competitors and magazine publishers.

President McNaney of the Board of Aldermen, representing the Board of Estimate, was on hand, and argued that there should be open competition allowed for this contract, and also that there should be no charges made to magazine publishers for selling privileges. Guy L. Harrington, circulation manager of the Motion Picture Magazine, declared at the hearing that Ward & Gow had charged publishers \$30 a month for the privilege of placing their magazines on the stands, and this in itself might exclude some publication, for which the public might have a demand. Moreover, they did not charge all publishers alike, for he had proof positive that the \$30 was not demanded from Mr. Hearst's publications—Hearst's Magazine, the Cosmopolitan, and Harper's Bazar.

Then Mr. Harrington roundly accused Mr. Ward of conducting his stands in a "very tyrannical and independent manner," and showed how his own magazines had been excluded arbitrarily from the subway and elevated stations when he had complained of the way it had been handled.

F. C. J. Tessaro, on behalf of the Periodical Publishers' Association, declared that the charge of \$30 a month for "display" was a "rank piece of impertinence and a hold-up." He vigorously protested against the "unjust discrimination shown by Mr. Ward in his dealings with publishers generally."

The hearing concluded with no word from the Commissioners as to what will be their disposition of the case.

CHANGES IN INTEREST.

SEBREE, KY.—W. G. Collins, former owner and publisher of the Green River News, has bought the Morganfield Post and will remove the plant to this place. LANCASTER, PA.—The Inquirer has been acquired by I. K. Witmer, who purchased it from the estate of Elwood Griest. The new owner was for several years the editor of the paper.

STURGIS, KY.—H. L. Mosgrove who established the News-Democrat, has again acquired control of the publication. For the last two years Mr. Mosgrove has been the managing editor of the Mt. Vernon, Ill. Daily News.

LETTIS, IA.—John Walenter, Jr., formerly of North Chicago, has acquired control of the Record.

SCRANTON, PA.—H. C. Sticher has bought the Gazette of J. B. McNabb. Mr. Sticher had previously purchased three newspapers in Osage County during the last two years.

OSSEO, WIS.—The Recorder has been sold by E. J. Matchett to E. E. Carpenter. The total consideration was \$6,000.

EUFAULA, ALA.—The Citizen and the Times and News, which have been published by Elmer C. Beahrs and T. G. Wilkinson, have been purchased by the latter.

ALMA, NEB.—Arthur Kimberling has bought the Record of Arthur V. Shaffer, who has edited that paper for the last eight years.

GARFIELD, WASH.—J. K. Burchanan has bought interest in the Enterprise, formerly held by D. H. Gwinn and the partnership has thus been dissolved.

ONTARIO, WIS.—Guy R. Cooper has bought the Headlight of Rev. James E. Dew. The new owner will change the name of the paper to the Kickapoo Valley News.

JASPER, TENN.—E. G. Wright has sold a half interest in the Statesman-Democrat to his brother, John P. Wright, formerly with the Cumberland Presbyterian Banner at Tullahoma.

AD AGENCY'S ANNUAL MEETING.

Publishers of daily newspapers in Illinois, Indiana, North Dakota, Kentucky and Michigan, represented by the Carpenter-Scheerer-McCarthy agency, came together in Chicago Feb. 9 for their annual conference with the members of the agency—Willard E. Carpenter, president; Allyne V. Scheerer, vice-president; J. Sullivan, general manager, and Hugo E. Scheerer, secretary and treasurer. On this occasion future developments were discussed and definitely outlined with a view to securing united co-operation in the interests of national advertisers. The name of the agency was changed to the Carpenter-Scheerer-Sullivan agency. J. Sullivan, who has been general manager for some time, will make the New York office his headquarters.

A banquet was held in the Advertising Building, the guests being welcomed by James M. Dunlap, of Dunlap-Ward Advertising Agency, president of the advertising association of Chicago. Among prominent men who were guests and took part in the conference were: R. J. Grassley, manager, California Fruit Growers Exchange; Russell Whitman, Advertisers Audit Association; E. C. Griffith, advertising manager Chicago Daily News; Eugene L. Garey; A. E. Fowler, Mahin Advertising Company; Harry Snyder, Chas. H. Fuller Co.; Norman B. Black; A. E. Chamberlain, and Charles H. Stoddart.

Announces New Representatives.

F. W. Kellogg, the aggressive publisher of San Francisco's new rapidly growing evening newspaper, the Call who is in New York in the interest of business, and his friends, the Messrs. Spreckels, owners of the San Diego (Cal.) Tribune, and the Union, and Guy B. Barbour of the Los Angeles Evening Herald, announces the appointment of C. S. Trowbridge as eastern advertising representative of the three papers, succeeding Messrs. Benjamin & Kentnor Co., Wm. J. Morton Co. and Payne and Young, with offices in the Fifth Avenue Building, New York City. C. H. Brockhagan, formerly business manager of the Seattle, P. I. and the old San Francisco Call, has been appointed Chicago advertising representative, succeeding C. T. Henderson, Elmer Wilson and W. H. Kentnor.

ADVERTISING'S BENEFITS AND ABUSES

John K. Allen Says Local Merchants Fail to Take Advantage of Manufacturers' Publicity—Value of Trade Marks—Effect of Fake Ads Upon the Public—Things That Count in Planning Campaigns.

In an address before the Mercantile Bureau of the Taunton (Mass.) Chamber of Commerce, Feb. 11, John K. Allen, advertising manager of the Christian Science Monitor, of Boston, discussed the topic "Things to Be Advertised," in a manner that aroused much interest among the members.

Mr. Allen first dwelt upon the value of trade marks created through advertising. He said that Eldon Keith, of Walk-Over Shoe fame, had recently stated at a luncheon that capitalists who wanted to buy out the company were willing to allow \$5,000,000 for the trade name, Walk-Over.

"In the petition submitted to the United States District Court in connection with the dissolution of the American Tobacco Company, it was stated," continued Mr. Allen, "that of assets valued at \$227,000,000, the trade marks were worth \$45,000,000.

"President Green of the National Biscuit Company, in a public address at Kansas City, said one of the trade names of their family, 'Uneeda,' was worth more than \$1,000,000 a letter to their company.

"In a suit to protect its Lion and Anchor trade mark, the Gorham Manufacturing Company declared it was worth between one and two million dollars.

"An officer of the Coco-Cola Company puts a value of \$5,000,000 upon their trade mark.

"All these values, tangible and capitalizable, are the results of advertising. I do not need to defend advertising in the light of these illuminating evidences of its power to create wealth."

WHEREIN MERCHANTS FAIL.

Mr. Allen proceeded to discuss the local advertising situation in Taunton. He called special attention to the failure of the merchants to take advantage of the advertising being done by manufacturers by calling attention to the fact in their own advertisements, that the public could buy the articles at their stores.

Continuing he said:

"The whole world of industrialism is linked into one great economic problem—the creation of demand and of supply to satisfy that demand. Excluding professional service, all human effort is engaged in some phase of this great interlocking industrial process. We fall into general classes. We are either producers or distributors of products of human consumption or for human service.

"By advertising the activities of the manufacturer and the distributor may be multiplied indefinitely. Advertising attaches the wings of Mercury to merchandise by which it is carried into far distant places.

"Originally largely used by patent medicine makers and dishonest showmen, it is perhaps not strange that advertising took on exaggeration in statement. A bad character became attached to it, and advertising has been handicapped by crudeness, blatancy and dishonesty. So generally true is this that authorities consider that much of the low efficiency of advertising is due to the public's opinion that much of it is unbelievable.

"The fact that the amount of money spent in this country for advertising amounts to \$600,000,000 a year impresses us with its importance as a business force.

FORCE WRONGFULLY USED.

"This great force can be, and is, to a large extent, wrongfully used. Through advertising the public is robbed, morals debauched and characters ruined.

"Through fraudulent medical advertising the sick are deceived, hope is blasted and drug habits formed.

"Those abuses are being to some degree corrected. The vigilance work of our advertising clubs is correcting some of the more patent wrongs. Public sentiment is frowning upon such advertising and publications printing it are losing the

support of readers. Laws are being enacted to prevent and punish dishonest advertising.

"The publisher's duty is plain. There are men who will not be bound by laws of honorable conduct in their relations with others. These are the fake mining promoters, dishonest land developers, fraudulent medical advertisers and the whole brood of wrong thinkers who put out debasing and destructive advertising.

"If these will not refrain from dishonorable practices it is the duty of the newspaper publisher to close the columns of his paper to such nefarious announcements.

WHY CLEAN COLUMNS PAY.

"Happily the number of publishers who recognize this obligation is increasing. It is getting to be a hallmark to publish the fact that a paper refuses medical advertising and there are many other forms of advertising which are becoming taboo.

"The rejection of unclean, unrighteous advertising makes a medium of greater value to the legitimate advertiser, because he does not have to compete for the reader's attention with that which is beneath his class. Hence the general advertiser of legitimate propositions should look with favor on the mediums which discriminate.

"What, then, are the things to be advertised? All legitimate business and industrial operations and professional services.

"How may and should these things be advertised?

"First and foremost, truthfully. No false, inaccurate or misleading statement should appear in an advertisement.

"Second: the merchandise itself should be honest, as represented.

"Third: the sale made through the advertisement should be just; the goods should be full weight and measure and the prices fair.

"Fourth: the merchandise offered in the advertisement should be pure, it should be clean, unadulterated, wholesome.

ADAPTABILITY ESSENTIAL.

"Fifth: the article offered for sale should be lovely; that is, beautiful, or perfectly adapted to the uses for which they are offered.

"Sixth: the article should be of good report; that is, have a good reputation, either of themselves or because of their makers or distributors.

"You will, I am sure, not accuse me of irreverence when I paraphrase to you Tauntonians, a statement made by a very great and good man, Paul, to a group of people residing in the Roman colonial city of Philippi, applying his ripe judgment to the subject in hand:

"Whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are of good report, if there be any virtue and if there be any praise, advertise these things."

Lovett Joins Globe-Democrat Bureau.

C. A. Lovett has been added to the staff of the enlarged New York Bureau of the St. Louis Globe-Democrat as an aide to Harry E. Whiting, president of the New York Correspondents Club. He will handle news affecting St. Louisans, sport and drama reviews. Mr. Lovett comes to New York from the reportorial staff of the St. Louis Globe-Democrat. His Eastern assignment resulted in his resignation as a director of the Press Club of St. Louis. When George Fitch, the humorist, was managing editor of the Peoria (Ia.) Herald-Transcript, Lovett was with him as sporting editor.

The Vegas (N. M.) Democrat has changed its name to Las Vegas Weekly Paper.

BOSTON JOURNALISM COURSE.

University Classes Under Direction of H. B. Center of the Post.

The course in news reporting and writing to be established at the College of Business Administration, Boston University, is likely to prove one of the most popular in the curriculum. The faculty announces 15 two-hour sessions beginning last week. Enrollment is already large.

Harry B. Center, of the editorial staff of the Boston Post, is in charge of the course. He is a graduate of Boston University, class of 1900, and has an experience of 14 years in active newspaper work.

Among those who have agreed to address the class are Arthur L. Clarke, editor-in-chief; James W. Reardon, managing editor, and Mertin E. Burke, Sunday editor of the Boston American; William D. Sullivan, city editor of the Globe; O. L. Stevens, assistant managing editor of the Christian Science Monitor; C. B. Carberry, managing editor, A. H. Marchant, advertising manager, and F. E. Goodrich, chief editorial writer of the Post; Edward L. Whiting, editor of the Record; Edward W. Hazewell, associate editor, and Jay B. Benton, city editor of the Transcript, and William U. Swan, city editor of the Associated Press.

Crater a Prize Winner.

George B. Crater, advertising manager of the Greensboro (N. C.) Daily News, whose portrait appears below, is the man who won for a local firm three prizes in succession awarded by Huylers, for the best advertisement, used by any of their retailers in their Easter, Thanksgiving



GEORGE B. CRATER.

and Christmas competitions. Mr. Crater's skill as an ad writer is now so well known that he could get a job at any time as a professional ad writer. Mr. Crater prefers for the present, however, to remain advertising manager of the Greensboro News.

The St. Louis Republic has discontinued the publication of all advertising of clairvoyants, traveling doctors and other fakery.

I HELP EDITORS

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

To the Publishers:

We ask you to grant us permission to make a

DRY MAT DEMONSTRATION

at your own plant. Our Mr. C. A. Puget, a practical stereotyper, is now in the East for this purpose.

THE FLEXITYPE CO., 1570 WEST 3rd STREET, CLEVELAND, OHIO

"Our Comic and Puzzle Picture"

is a clever combination of joke and puzzle, some feature of which will appeal to each and every member of your happy family of subscribers.

Get this DAILY MAT PUZZLE FEATURE to go on your Want Ad., Editorial or Family Magazine Page, and your pleased subscribers will advertise the fact to their acquaintances who do not read your paper.

Send for Samples

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to
International News Service
200 WILLIAM ST., NEW YORK CITY

Have You Seen the Proofs?

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

Newspaper Feature Service

M. KOENIGSBERG, Manager

41 Park Row New York City

Daily Fashions

Line in 1 and 2 columns
Half-tone in 2 columns only

The International Syndicate
Features for Newspapers, Baltimore, Md.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.
Central Press Association, Cleveland

REORGANIZATION COMMITTEE REPORT

It Recommends the Formation of A. A. C. A. Departmental Organizations That Shall Become Affiliated With the Association: the Establishing of a National Commission Composed of Leaders in Every Department of Advertising, With Authority to Fix Qualifications of Membership

The report of the committee on reorganization, of the Associated Advertising Clubs of America, consisting of Douglas N. Graves, Herbert Houston, W. C. Freeman, W. H. Ingersoll and Stanley Clague, which was presented at the recent meeting of the executive committee held in New York City, contains much matter of interest to every advertising man or woman in America.

Owing to space limitations it is not possible for us to reproduce the entire report. The following, however, are the more important recommendations made by the committee:

"Our committee is agreed and we recommend to you that in the memberships of the clubs at present affiliated in our association and such memberships as may be in the future added on the same basis should continue the final control and authority of this association, and that no form of reorganization is advisable which may by any possibility become a menace to this control and thereby to the democracy of our association.

"Our committee recommends that the representation and voting power of the affiliated clubs in the National Association should remain unchanged and the same as heretofore.

WHAT PRESENT DUES REPRESENT.

"It is the judgment of our committee that the present dues of \$1.00 per member paid to the National Association by the affiliated clubs represents a fair return for that which the National Association now gives to these members, and that it is, therefore, inadvisable at this time to change these dues.

"Our committee recommends that the National Association shall encourage and promote the formation of these departmental organizations and that these departmentals shall become affiliated with the association.

"These departmental organizations will adequately provide for the respective class interests, but it is essential, also, that the conference of committees introduced at Baltimore or some commission of like character, be given permanent form so that a method may be provided for the consideration and determination of those problems which relate to two or more of these class interests.

A NEW NATIONAL COMMISSION.

"We recommend, therefore, that a commission be formed to be called the National Commission, to supersede the Baltimore Conference of Committees, and to be composed of three delegates elected annually from each affiliated departmental organization, and that this commission be authorized to assume such duties and exercise such authority as will not conflict with the duties and authority of the executive committee.

"This National Commission will bring together into one body the strongest men from every department of advertising; to consider the relations between the different interests of advertising; to formulate united expression on advertising problems which relate to the various special interests of the business, and to report its findings with suggestions for action to the National Association and to executive committee.

"It is the hope of our committee that this National Commission will thus be of great permanent value to our organization in the inception of ideas and plans which will have for their purpose the betterment of class advertising conditions and relations, and we believe that it should have proper representation on the executive committee. We recommend, therefore, that this National Commission shall have authority to

elect annually from its own membership five members of the National Executive Committee so that the departmentals may be thus adequately and directly represented in the councils and activities of the association.

"We recommend, also, that this National Commission shall have authority over eligibility qualifications in the departmentals because this commission composed of representatives from each departmental can best standardize, as far as practicable, these membership qualifications, and because these departmentals will have a greater respect for each other and co-operate in greater harmony if the basis of membership in each is adjusted satisfactorily to all.

"We further recommend that this National Commission shall have authority to determine what interests or classes of advertising may be organized into departmentals and apply for affiliation with the association.

TEMPORARY SUBSTITUTE.

"Since the National Commission cannot be duly elected until the departmentals are formed and since it is provided that the National Commission shall determine the qualifications and limitations governing memberships in the departmentals, it becomes necessary for somebody to act in lieu of the National Commission until its members can be duly elected.

"We recommend then that the Conference of Committees as organized at Baltimore be temporarily substituted for and given the same authority as is suggested for the National Commission, the members of the Conference of Committees to be superseded as fast as regularly elected members of the National Commission are chosen by the departmentals.

HOW A.A.C. OF A. CAN BE FINANCED.

"Now, as to a plan for financing our National Association in a larger way—it is the belief of our committee that the best and most practicable way to do this is through the membership fees of the departmental organizations. It is our suggestion that the qualifications for membership in these departmentals be set high, so high, in fact, that no one may become a member of any of these departmentals who is not conducting his particular business in advertising in harmony with whatever code or declaration of principles and ethics the National Commission may establish as a test of membership eligibility.

"This plan will result in gathering together for the first time in these departmentals for concerted action those men who are actually conducting advertising on the moral plane to which it is the purpose of our association to raise all advertising interests. A membership in the departmentals under the plan suggested by our committee will at once become something of a distinction and honor.

"We believe it will not be difficult to enlist the best men in advertising in these departmentals and that these men will be willing to pay membership fees of such amounts as will in the aggregate adequately finance the larger needs of the national work and provide also such funds as the departmentals may need for their own particular work.

"We recommend that the amount of the membership dues in the respective departmentals and the share of these dues which shall go to the association for national work shall be determined by conference between the executive committee and the respective departmentals upon their formation.

"We believe that through such departmental organizations with mem-

berships limited to honest, responsible men, co-operating through the National Commission and backed by the executive committee, representing the nation-wide membership of the National Association, the big things needed in advertising can be done in a practical way and the Baltimore Declaration of Principles made effective.

"We recommend that the members of the National Commission be made members of the annual meeting or convention of the association and each given a vote therein, with the exception that if any national commissioner be a regular delegate to the convention he must vote with his own club and shall have but one vote.

"Our committee is agreed that a more democratic method should be devised for the election of the executive committee and for the determination of the places in which annual meetings should be held.

"We believe that national committees should be put in nomination by a nominating board selected in the same way as our present election board, and to be substituted therefor, and that they should be elected by the convention in session, and that nominations from the floor should not be prohibited, and we, therefore, recommend these changes.

HOW CONVENTION CITY WILL BE CHOSEN.

"Under our present constitution the executive committee selects the place of convention and the convention in session has authority only to ratify this selection. We recommend that the convention be given authority to confirm the decision of the executive committee.

"We recommend, also, the appointment by the president of a finance committee of five men, three of whom shall be appointed for terms of one year each, one for two years and one for three years. The duty of this committee shall be to require budgets from the different committees and to steer the executive committee in financial matters, but the power of authorizing expenditures to remain, as now, in the executive committee. The chairman of the finance committee shall sign all vouchers for expenditures authorized by the executive committee, which will relieve the president of this burden, and this chairman shall be a member of the executive committee.

"Our committee further recommends:

"1. That all geographical divisions be eliminated from our constitution.

"2. That there be but one vice-president.

"3. That the offices of secretary and treasurer be combined in a secretary-treasurer.

"4. That all persons attending the convention shall register and pay a registration fee of \$2.50, except only the members of the entertaining club and such other exceptions as the executive committee may authorize, and that no association badges or tickets of entertainment shall be issued except to those registering.

"5. That the executive committee be composed of fifteen members made up as follows:

"The president.

"The vice-president.

"The secretary-treasurer.

"Four members to be elected by the convention in session for a term of one year each and three for a term of three years each.

"Five members to be elected by the National Commission from its own membership, each for a term of one year.

"The two executive committeemen-at-large heretofore elected for terms of two and three years respectively, and now in office, to hold over.

"6. That the executive committee shall have power to fill any vacancy in its own membership.

"7. That the membership-at-large be eliminated.

"Your reorganization committee has prepared the draft of a constitution for the National Association which embodies the above recommendations and plan and which is submitted herewith for your consideration."

PREDICTS GOOD TIMES AHEAD.

George B. Gallup Urges Springfield Ad Men to Be on Vanguard.

George B. Gallup, advertising manager of the Cosmopolitan Magazine, delivered an address on "Optimism" before the Springfield (Mass.) Publicity Club recently. He gave a most convincing talk on broad lines in which he predicted a great wave of prosperity and urged the advertising men to be in the van where they belong.

He also spoke in considerable detail of city planning, and emphasized the fact that advertising men, if they appreciated their opportunities, could lead powerfully in this work.

"From my standpoint," said Mr. Gallup, "city planning may be termed advertising efficiency, or efficiency in advertising. Whatever will help us in New England to improve conditions surrounding manufacturing, to make it more efficient, will enable us to retain here the sort of industries which can reach their maximum output and permanent prosperity through national advertising as a means of distribution, and continued profit-taking.

"Advertising efficiency applied to a city means first, getting the people to think clearly about having a better city. After they think clearly, through having the fact properly advertised to them, they will begin to demand a better city. As a city is inspired by this new growth, through modern methods, the manufacturers themselves become more alive to the use of scientific advertising in promoting the sale of their products wherever this is possible."

Arkansas Echo Officers Named.

The stockholders of the Arkansas Echo held their annual meeting at Little Rock last week, and elected the following officers: A. Arnold, Jr., president, re-elected; Dr. W. Aretz, first vice-president; M. Rohner, second vice-president; C. Meurer, editor and secretary; Prof. A. Rust, associate editor; August Probst, manager and treasurer, and Conrad Elksen, Fred Titgen, and J. P. Moser, directors.

Writers' Magazine.

The Writers' Magazine, edited by Modeste Hannis Jordan, appeared in a much enlarged form in its recent issue. There are 150 pages, about three times the usual number. The contents is appealing to all who write for the magazines, the newspapers, for moving picture concerns, or turn out songs. Mrs. Jordan, the editor, is an experienced writer, who takes delight in smoothing the way for young writers who desire to climb.

Philadelphia Paper Carriers' Banquet.

The annual banquet of the Paper Carriers' Protective and Beneficial Association of Philadelphia, held at Lu Lu Temple on Feb. 6, was one of the most successful in the history of that organization. Among the guests present were Mayer and Mrs. Rudolph Blaukenburg; Cyrus H. K. Curtis, president of the Curtis Co., which publishes the Saturday Evening Post, Ladies' Home Journal, Country Gentleman and the Philadelphia Public Ledger; A. E. MacKinnon, of the New York World; James L. Farley, circulation manager of the Philadelphia North American; Louis Rutherford, circulation manager of the Record, and Charles Gore, circulation manager of the Record. Mr. Curtis delivered a highly interesting address on the making of a metropolitan daily, with special reference to the Public Ledger.

Boston Newsmakers' Club Born.

Younger newspaper men of Boston and neighboring towns have organized a new association to be known as the Newsmakers' Club. The following officers were elected: President, Samuel Bowles, Jr.; secretary, Charles R. Fish; treasurer, Walter C. Mahan. The club has taken rooms for the present at 99 Warren avenue.

To the Man Higher Up



The executive—the sales manager—the advertising manager—the man who writes his name on the dotted lines of a contract, are the persons to whom these publications should appeal with unusual force when the purchasing power of circulation is considered.

THE PITTSBURGH POST

AND (Every Morning and Sunday)

THE PITTSBURGH SUN

(Every Afternoon Except Sunday)

will give your advertising a true yardstick of value and right now will prove the best buy you can make in this rich territory.



Cone, Lorenzen & Woodman

Foreign Advertising Representatives

NEW YORK KANSAS CITY DETROIT CHICAGO

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

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

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

FOR SALE

THREE HOE MATRIX ROLLING MACHINES IN GOOD CONDITION

Can be seen in operation
any day in New York.
Price reasonable to quick
purchasers.

WALTER SCOTT & CO.
Plainfield, New Jersey

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

SUES ON FARGO COURIER-NEWS.

L. T. Guild Says He Was Deceived When He Invested in Paper.

Legal actions have been started in connection with the former and present ownership of the Fargo (N. D.) Courier-News. One is by the Rev. Dr. L. T. Guild, the new editor, against A. Y. More, national Progressive committee-man.

The plaintiff sues for \$35,000. He was a minister of the Methodist Church at Toledo and had former newspaper experience. He had two sons in the work and wanted a paper where the family could be together.

Guild declares that he invested \$20,000 in cash, all the money he possessed, in the paper and gave notes for the remainder for a half interest. More had purchased the paper originally on a mortgage foreclosure and had operated it a year or two.

The plaintiff alleges that More misrepresented things, that the circulation was not as large as More asserted and that the paper was not in good standing with advertisers.

The other case is an embezzlement charge made against O. M. and M. N. Hatcher.

Washington Record Sale Adjourned.

The sale of the Washington (Pa.) Record was again continued until this afternoon. A bid of \$3,950 was made on the plant, but the receiver, Charles Howell, adjourned the sale. Previous to the sale the bidders were notified that there was sent due on the property to the amount of \$504; also that the press and stereotyping outfit belonged to R. Hoe & Co., and would not be subject to the sale, as this company elected to take possession. E. H. Martin placed the first bid of \$3,500, and C. E. Carothers made it \$3,600. It then was bid by Martin and Carothers to \$3,950, Martin making the last bid.

HINTS FOR DRY FLONG USERS.

An English Stereotyper Tells How to Obtain Best Results With Them.

R. S. Johnson, Chief Stereotyper of the Darlington, England, North Star, in a letter to the Newspaper World, of London, makes some valuable suggestions upon the handling of dry flong mats, which are well worth reading by American stereotypers and publishers. He says:

"The chief secret in the successful working of the dry flong lies in the employment of slow, but powerful pressure, and especially with picture work, in the use of clean elastic moulding blanketing. This flong does not allow of hand-beating, machine moulding being necessary, and as it is worked to gauge, it gives uniform results. Dry flongs yield much better results, even than wet moulds, with half-tones. The dry flong, which is tough, yet flexible, will, given good pressure in the mangle, cut right into the fine grain of the half-tone and retain every detail with continued casting, and again if the process blocks are in good condition, there is no cause for underlaying or overlaying the mould.

"I may say here that many stereotypers are 'called to book' for bad printing of pictures, when it has not been their fault at all, the fault being entirely in the process department. For picture work with the dry mould, it is essential to have the blocks a thick lead above type height, on metal mounts. For moulding I have my mangle, which is of the latest type and electric driven, set to take the orthodox moulding blanket, with a machine rubber on top and as it gives it a soft and heavy impression, I find it works admirably.

"After I mould my page I pack it and put it on the hot press for a minute or so, with weights on to take any moisture out that may be in the flong. If you do not take this minute or two in drying, you are liable to lose many minutes in the casting of your plates. After the mould is dry you put your tail end on. The reason why I dry it first is, because the mould generally being moist, it shrinks, and the stereo brown not being of a shrinkable nature, it draws the tail of the mould like furrows in a field, especially if you cast your plate broadways on, when you have trouble with a vengeance. It takes us two minutes to mould, pack and dry a press page ready for casting, the packing being nothing to what it is with the wet flong. In casting it is advisable not to use too hot metal.

"In my present paper, where the dry flong was introduced a few months ago when our new machinery was installed under the new regime, it has given complete satisfaction to all concerned, and it would be quite impossible to catch our early trains to Newcastle, etc., without it, now that our circulation is so greatly increased.

"I would impress upon all stereotypers who use or are about to use this process always to keep their flongs in a zinc lined cupboard so as to keep them from becoming too dry. When the mould is too dry and hard, it has a tendency to crease when going through the mangle and should your lino. metal be very soft, it destroys the face, and again when too damp it very often buckles when the metal is poured upon it. Of course, a great deal depends upon the attitude of the 'management' towards improvements of this kind, and in my case I am fortunate in having a manager, who not only is in thorough sympathy with anything likely to facilitate business and reduce labor, but having had experience of dry flongs in his previous office, knows their value."

Pattison With Intertype Company.

W. J. Pattison, treasurer of the American Newspaper Publishers' Association, and until recently publisher of the New York Evening Post, has made a connection with the International Typesetting Machine Company, manufacturers of the Intertype. All communications concerning the Intertype from newspaper publishers will receive Mr. Pattison's personal attention.

APPRECIATION

The Montclair Herald

Montclair, N. J.
February 17th, 1914
HARWELL, CANNON & McCARTHY
200 Fifth Ave., New York, N. Y.

Gentlemen:

Believing that it is but fair to acknowledge competent service, I desire to take this opportunity of stating that your services in my recent purchase of the Montclair Herald were eminently satisfactory to me. I appreciate your painstaking and efficient effort which made possible the closing of the transaction.

Very truly yours

(Signed) HARRY N. REEVES

Harwell, Cannon & McCarthy
Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE, NEW YORK, N. Y.

\$7,000

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

American Newspaper Exchange
Rand McNally Building, CHICAGO

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

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4900-4 Beckman

The following Publications had their Circulations Audited by the

AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

during 1913, and the results appear in the American Newspaper Annual and Directory for 1914, which is now ready for delivery.

The period covered by the audit was uniformly nine months. The examinations were most careful and exacting; they were conducted by men specially trained in work of this kind. The findings were based on the following definition of circulation:

“CIRCULATION. The average number of complete copies of all regular issues for a given period, exclusive of left over, unsold, returned, file, sample, exchange and advertisers' copies.”

The publishers paid for the work, and in our opinion deserve the best kind of consideration at the hands of the space buyers of the country.

Akron, Ohio	Beacon Journal	Daily	18,552	New York, N. Y.	Globe	Daily	*144,514
Albany, N. Y.	Knickerbocker Press	Daily	32,820	New York, N. Y.	Housewife	Monthly	*525,846
Albany, N. Y.	Knickerbocker Press	Sunday	25,343	New York, N. Y.	Jewish Daily Forward	Daily	142,191
Atlanta, Ga.	Southern Ruralist	Semi-monthly	*190,467	New York, N. Y.	Life	Weekly	160,987
Birmingham, Ala.	News	Daily	34,048	New York, N. Y.	People's Home Jour'l	Monthly	908,253
Birmingham, Ala.	News	Sunday	34,012	Philadelphia, Pa.	Bulletin	Daily	*290,325
Boston, Mass.	American	Daily	*352,427	Philadelphia, Pa.	Farm Journal	Monthly	*821,554
Boston, Mass.	American	Sunday	*336,385	Providence, R. I.	Bulletin	Daily	*47,502
Chicago, Ill.	Daily News	Daily	*350,550	Providence, R. I.	Journal	Daily	*19,036
Cleveland, Ohio.	Leader	Daily	65,599	Providence, R. I.	Journal	Sunday	*30,494
Cleveland, Ohio.	Leader	Sunday	78,640	Salt Lake, Utah.	Tribune	Daily	14,159
Cleveland, Ohio.	News	Daily	102,018	Salt Lake, Utah.	Tribune	Sunday	28,012
Grand Rapids, Mich.	News	Daily	20,061	San Antonio, Texas.	Light	Daily	17,507
Los Angeles, Cal.	Examiner	Daily	60,703	San Antonio, Texas.	Light	Sunday	19,566
Los Angeles, Cal.	Examiner	Sunday	123,267	San Francisco, Cal.	Chronicle	Daily	66,087
Los Angeles, Cal.	Times	Daily	85,019	San Francisco, Cal.	Chronicle	Sunday	78,411
Los Angeles, Cal.	Times	Sunday	86,148	Spokane, Wash.	Spokesman-Review	Daily	31,235
Los Angeles, Cal.	Tribune	Daily	55,765	Spokane, Wash.	Spokesman-Review	Sunday	52,090
Los Angeles, Cal.	Tribune	Sunday	54,139	Tacoma, Wash.	Ledger	Daily	20,618
Los Angeles, Cal.	News Scimitar	Daily	48,178	Tacoma, Wash.	Ledger	Sunday	28,307
Memphis, Tenn.	Journal	Daily	*73,405	Tacoma, Wash.	News	Daily	20,429
Milwaukee, Wis.	Journal	Sunday	*46,007	Toledo, Ohio.	Blade	Daily	42,175
Milwaukee, Wis.	Associated	Sunday					
New York, N. Y.	Magazines	Weekly	1,410,587				

*Net Cash Paid.

N. W. AYER & SON, Publishers, PHILADELPHIA

TIPS FOR THE AD MANAGER.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is placing copy with Southern papers for Cammeyer Shoes, Sixth avenue and Twentieth street, New York City.

George Batten Company, Fourth Avenue Building, New York City, is handling the advertising account of the Embossing Company, "Meccano," Albany, N. Y.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is making 1,000 1. contracts with a selected list of large city papers for the American Lady Corset Company, 282 Fort street, W., Detroit, Mich.

Ferry-Hanly-Schott Advertising Company, Commerce Building, Kansas City, Mo., is issuing 400 inches to Mississippi papers for the Davis Milling Company, "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is forwarding 90 word, 6 t. orders to Sunday papers generally for McLean, Black & Company, Beverly street, Boston, Mass.

George L. Dyer Company, 42 Broadway, New York City, is putting forth new schedules for the United Shirt and Collar Company, "Lion Brand," Troy, N. Y.

F. Wallis Armstrong Company, North American Building, Philadelphia, Pa., is placing orders with papers that have contracts for the Joseph Campbell Company, "Campbell's Soups," Camden, N. J.

It is reported that the Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., will shortly take up newspaper advertising for their Spring campaign of the Notaseme Hosiery Company, Masher and Oxford streets, Philadelphia, Pa.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are handling the advertising account of the Special Products Company, "Cutex," 42 Cliff street, the same city.

Herman W. Stevens Agency, Globe Building, Boston, Mass., is sending out orders to a few large Sunday papers for the Boston Antique Furniture Co., 346 Boylston street, Boston, Mass.

J. Walter Thompson Company, 44 East 23d street, New York City and Chicago, Ill., is making 5,000 1. contracts with Texas newspapers for the Seaboard Rice Milling Company, "Comet Rice," Galveston, Texas.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., will place 18 inches to run from three to four months with a large list of daily and weekly papers for Sitley & Son, Inc., "Peerless Brand," Alfalfa Molasses Horse, Alfalfa Molasses, Cattle Feed, Chick Scratch and Mash Foods, Camden, N. J.

Ewing & Miles, Fuller Building, New York City, are handling the advertising account of the Wintergreen Compound Company, Rochester, N. Y.

It is reported that in the future the advertising account of J. S. Tyree Company, "Tyree Antiseptic Powder," H and 15th streets, N. W., Washington, D. C., will be in charge of the Lewis Agency, District National Bank Building, Washington, D. C.

The Morse International Agency, Fourth avenue and 30th street, Chicago, Ill., is issuing 8 in. 56 t. orders to Kentucky papers for the Rumford Chemical Corp., "Horsford's Acid Phosphate," Providence, R. I.

H. Sumner Sternberg Company, 208 Fifth avenue, New York City, is making 5,000 1. contracts with a selected list of papers for Phillips-Jones Company, Girard & Company, "Olus Underwear," "Emperor Gold Label Shirts," 346 and 502 Broadway, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is renewing orders with a selected list of papers for the Packard Motor Car Company, Detroit, Mich.

Tracy-Parry Company, Lafayette Building, Philadelphia, Pa., is forwarding 28 1. 2 t. a. w. orders for 26 weeks to large Southern papers for the Grove Park Inn., Sunset Mountain, Asheville, N. C.

The Vogue Company, "Vogue Magazine," 443 Fourth avenue, New York City, is putting forth orders through various agents.

Brackett-Parker Company, 77 Franklin street, Boston, Mass., and 225 Fifth avenue, New York City, is placing contracts with a selected list of papers for Williams-Clark & Company, "La France Shoes," Lynn, Mass.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., and New York City, is in charge of the advertising account of the H. G. McFaddin & Company, "Emerald Bed Lamp," 45 Warren street, New York City.

M. Plattner, 99 Nassau street, New York City, is issuing orders to papers in cities where Sol Young, Photographer, 40 West 34th street, New York City, have stores.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are sending out 528 1. 1. 5. orders to a few large cities for the Central Shoe Company, of the same city.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is issuing 50 in. 10 t. orders to a selected list for Pinkham Company, Boston, Mass.

Henry Decker, Ltd., Fuller Building, New York, is placing 378 1. 1 t. contracts with a few larger cities for The Metz Company, Waltham, Mass.

The Express Company is forwarding 200 1. 2 t. contracts to a large list of papers through various agencies.

Nichols-Finn Company, 222 South State street, Chicago, Ill., is making 5,000 1. 1 yr. contract with Midwest papers for the Imperial Auto Company, Jackson, Mich.

The Grand Agency, Elkhart, Ind., is handling 3 1/4 in. 9 t. orders with Midwest papers for the Grand Disp. Company.

Frank Presbery Company, 456 Fourth avenue, New York City, is placing 15,000 1. 1 yr. contracts with a few selected cities for the Encyclopedia Britannica Co.

George Batten Company, Fourth Avenue Building, New York City, is again forwarding 1,400 lines to a few selected cities for the Niagara Silk Mills.

ADVENTURES OF AN AD CUT.

Careless Clerk Forgot to Address It But It Reached Home All Right.

The well known border used by the North German Lloyd Steamship Company in their advertising, containing a key with the initials, "N. G. L." in the lower right hand corner, and the words "The Key to Europe," proved its value the other day in an odd way. Collin Armstrong, Inc., the advertising agents of the North German Lloyd, sent a plate of the border to a magazine published in Boston, with a request that the plate be returned after publication.

In the office of the Boston magazine the plate was carefully packed and the requisite amount of postage attached. But there the good work ended. The clerk forgot to place either an address or return instructions upon the package, and in that shape it reached the post office. The postal authorities in Boston opened the package and found only the plate. Without any hesitation, however, they placed it in a New York mail pouch, after putting a rubber band about the blank wrapper. The plate reached New York, and again the package was opened in the post office. It was promptly recognized the second time and turned over to the carrier who delivers mail at No. 5 Broadway, and reached Messrs. Oelrichs & Co., the general agents of the North German Lloyd, still without an address and with little or no delay. All of which proves that postal employees find time to read the advertising columns of the newspapers, in addition to attending to their many other duties.

Gives \$500 for Ad Scholarships.

Five hundred dollars have been given anonymously by a Michigan business man for the establishment of scholarship prizes to students, men or women, in the University of Michigan, at Ann Arbor, who are interested in adver-

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Gross Cir. Jan., 1914, 7615, Phoenix.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
INDIAN. BULLETIN San Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOULLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for Jan., 1914. Daily110,073 Sunday147,528 VINDICATOR Youngstown NEWS Cleveland Circulation for Jan., 1914. Daily 117,929 LEADER Cleveland Circulation for Jan., 1914. Daily 75,068 Sunday 96,986
ILLINOIS. POLISH DAILY ZGODA.... Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT..... Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE.... Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
INDIANA. THE AVE MARIA..... Notre Dame	SOUTH CAROLINA. DAILY MAIL..... Anderson THE STATE..... Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,960)
IOWA. REGISTER & LEADER... Des Moines THE TIMES-JOURNAL.... Dubuque	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
KANSAS. CAPITAL Topeka	TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	WASHINGTON. POST-INTELLIGENCER Seattle
LOUISIANA. DAILY STATES..... New Orleans ITEM New Orleans TIMES-DEMOCRAT ... New Orleans	CANADA. BRITISH COLUMBIA. WORLD Vancouver
MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	ONTARIO. FREE PRESS..... London
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n Member "Gilt Edge" Newspapers	QUEBEC. LA PATRIE..... Montreal LA PRESSE..... Montreal Ave. Cir. for 1912, 114,371
MINNESOTA. TRIBUNE, Mon. & Eve.... Minneapolis	
MISSOURI. POST-DISPATCH St. Louis	
MONTANA. MINER Butte	

ting. The gift will be continued three years, and if successful, the donor will add sufficient funds to found a course in advertising. The award will be made for the first time about May 1.

KALAMAZOO, MICH.—The Michigan Suffragist as published by the Michigan Equal Suffrage Association is now being mailed to subscribers, Mrs. Orton H. Clark is the editor.

New Orleans States

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

32,532 DAILY

Per P. O. Statement

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

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

AD FIELD PERSONALS.

Thomas Balmer has resigned as advertising director of the Woman's World, Chicago, because of ill health. His resignation becomes effective on March 1.

Arthur B. Freeman, advertising manager of the Consumers Co., Chicago, will sever his relations with the concern on May 1.

Harry D. Lasher has joined the staff of the Philadelphia Press as advertising manager. He has had previous connections with several papers in that city.

C. A. Stein has joined forces with Kohler & Campbell, piano manufacturers, New York, as advertising manager. For 11 years he held a similar position with the J. Stevens Arms & Tool Co., Chicopee Falls, Mass.

Thomas L. Briggs has gone from the Franklin Automobile Co. to the Remington Arms-Union Metallic Cartridge Co. as assistant advertising manager.

Clowry C. Chapman, trademark specialist, recently addressed the Kansas City Advertising Club.

Jay G. Shumway has been appointed advertising manager for Kline, Eppihimer & Co., at Reading, Pa.

J. S. Young Goes to Cedar Rapids.

J. S. Young, who for the past five years has been classified manager of the Indianapolis News, has resigned to take the position of advertising manager of the Cedar Rapids (Ia.) Gazette. Pre-



J. S. YOUNG.

vious to his connection with the News, Mr. Young was assistant representative of the Indianapolis News, Washington Star, and Montreal Star in Chicago. He started his career as a clerk in the office of Lord & Thomas, Chicago.

Work of Vigilance Committee.

The Vigilance Committee of the Advertising Men's League of New York invited some of the leading haberdashers of the city to attend a conference last week at which the subject of fake advertising and its elimination was discussed. The haberdashers agreed to assist the committee in its work. At a meeting to be held next week a plan of co-operation is to be presented by a committee appointed for the purpose.



ALBERT S. KOENIG.
PRESIDENT OF NEWARK AD MEN'S CLUB

CAPEHART INCORPORATED.

The Agency Starts Out With a Capital Stock of \$25,000.

Charles Capehart, the general advertising agent, of 450 Fifth Ave., has incorporated his business under the title of "Capehart Maiknown Methods, Inc.," with a capital stock of \$25,000 fully paid in.

The officers of the new company are Charles Capehart, president; John J. Carey, vice-president, and C. H. Freudenthal, treasurer. All these men have been identified in the advertising field for a number of years, Mr. Capehart being especially well known to the publishers of America and Europe through his research work on the "History of Journalism," which was published in the EDITOR AND PUBLISHER, April 26, 1913.

Among the accounts handled by the agency are the following:

Metropolitan Opera House, New York Hippodrome, the Sam S. & Lee Shubert Theatre, New York City; Wm. A. Brady and other New York theatres, the Tyson Company, the Vitagraph Company, Jacob Ruppert Brewery, "Knickerbocker Beer"; the U. S. Distributing Company and August Gemunder & Sons, violin manufacturers, all of New York City.

Johnson & Johnson, New Brunswick, N. J.; The Consumers Brewery Co., Philadelphia, Pa.; Eagle Brewery, Allentown, Pa.; Neverslip Mfg. Co., New Brunswick, N. J.



JAMES T. SULLIVAN.
AUTOMOBILE EDITOR, BOSTON GLOBE.

Tells of Productive Sales Methods.

Clarkson A. Collins, Jr., the vice-president of the Collins Armstrong (Inc.) Advertising and Sales Service, has written a very attractive little booklet on "Productive Sales Methods" that makes a strong appeal to advertisers. The chapters in the booklet have for the most part appeared in various trade papers.

North Arkansas Herald Suspends.

The North Arkansas Daily Herald, published at Harrison, has suspended publication temporarily. It is likely that the paper will be continued under new management very soon. No successor to the late Alex. C. Hall, its editor, has been chosen.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

NEW INCORPORATIONS.

HUNTINGTON, IND.—The Herald Company; capital \$50,000; publish a daily newspaper; directors: N. S. Lesh, W. H. Ball, A. E. Andrews and J. G. Price.

MOLINE, ILL.—Mail Publishing Company, printing and publishing business; incorporators, Woodworth Clum, Charles D. Rosenfield, T. J. Vandusen; no capital given.

ELKHART, IND.—Progressive Democrat Publishing Company; capital stock, \$50,000; to print and publish newspapers; incorporators, J. A. Bell, Elkhart, U. G. Manning, G. C. Lemon.

NEW ORLEANS, LA.—True Woodsman Publishing Company; capital, \$10,000; incorporated by John J. Cronan, president; D. B. Showalter and Leon Locke, vice-presidents; H. L. Hebert, treasurer; M. Whitney, secretary.

BOSTON, MASS.—National Advertisers' Motion Picture Weekly; Nat Burgess, Frank E. Farnsworth, James H. Scannell, incorporators; \$10,000 capital.

EDGEFIELD, S. C.—News-Monitor Company; capital \$4,200; incorporated by W. S. Stokes, J. B. Bailey and G. G. Waters.

Two Ad Lectures at 23d Street.

The 23d St. Y. M. C. A. Class in Advertising, of which Frank L. Blanchard is director, on Wednesday had the unusual experience of listening to two lectures in one evening Robert Tinsman, president of the Federal Advertising

Agency, spoke on "The Merchandising Policy Behind the Advertising Plan." He presented in the hour a most comprehensive series of well thought-out suggestions for advertisers and advertising agents. Col. Eugene L. Markey, sales manager of the Duplex Printing Press Co., of Battle Creek, Mich., occupied the next hour in discussing the "Principles of Successful Solicitation." This was Col. Markey's second address before the class, and he received a hearty welcome. From his wide experience as a business getter he gave the students advice and "pointers" that will save them much trouble and annoyance, and will help them in landing prospects.

Pittsburgh Press Big Linotype Order.

The Pittsburgh Press has given an order to the Mergenthaler Linotype Co. for sixteen quick-change, multiple magazine linotype machines to replace thirteen early model single magazine linotypes, thus increasing the Press' battery to twenty-eight linotypes. It is significant that after using linotypes for twenty years the management is so well pleased with their efficiency that it orders sixteen more machines of that type.

The Muskogee (Okla.) Phoenix has been elected to membership in the American Newspaper Publishers' Association.

An Ultra-Modern Department

PROMPTNESS in the publication of news is the prime essential of newspaper success. Economy of production and excellence of typography also are requisites. When the three meet in a mechanical process it is efficient and therefore modern; when they do not meet it is deficient and not suited to the needs of the times.

Until Henry A. Wise Wood took hold of the stereotyping department it was steeped in the gloom of the mechanical dark ages. Now it surpasses all other departments in the three factors that make for efficiency; it is far ahead of them in ultra-modern engineering development. The Autoplate is the last word, scientifically speaking. Not only did Mr. Wood create it, but he has refined and simplified it until it can earn its way in the smallest office; until it can be procured, in fact, on a profit sharing basis—for but \$2.35 a day; for the same or less than the wage of an apprentice.

That publishers everywhere have rushed to obtain the first of these machines is evidence of the pressing need for them, and the Semi-Autoplate may now be found almost anywhere. In view of its great saving of everything that you wish to save in producing a newspaper, we strongly urge you to install one of these little wonder workers. You will find it to be the best influence making for speed, for money-saving, for convenience, and for typographical excellence at work in any establishment.

Its immediate investigation will repay you handsomely.

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen. Mgr.

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NEW YORK

