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OGDEN MILLS REID,

WHO WAS THIS WEEK ELECTED EDITOR OF THE NEW YORK TRIBUNE.

WASHINGTON TOPICS.

HOW INAUGURATION REPORTS WERE HANDLED BY THE CORRESPONDENTS.

Press Facilities So Ample That There Was No Delay in Forwarding the Hundreds of Dispatches—Sixty Photographers On Hand to Snapshot Scenes and Persons—Names of Writers Who Covered the Event.

(Special Correspondence.)

WASHINGTON, D. C., March 4, 1913.—The ninety millions of people of the United States, including those who were fortunate enough to witness the inaugural ceremonies to-day, were given the details of this magnificent spectacle in a most elaborate, realistic and impartial manner by the press. The press facilities were so carefully planned that no detail was overlooked, and hundreds of press despatches describing the scenes that were enacted to-day were sent flying over the wire without delay.

In addition to the two hundred correspondents that are regularly stationed in Washington, there were here several score of visiting newspaper men to assist in covering the events of this important occasion. Not only did the big dailies throughout the United States send special writers, but about sixty photographers, who were provided a special stand in front of the Capitol, where the inaugural ceremony took place, representing papers all over the United States, were on hand to get pictures.

PLENTY OF ROOM FOR ALL.

Abundance of room was provided for the correspondents on the stand where President Wilson took the oath of office, and accommodations were given to two hundred representatives of newspapers on the presidential reviewing stand, from which the parade was witnessed. Every New York newspaper sent additional men to assist the already well-organized bureaus established in this city.

The Associated Press, as usual, sent out one of the most comprehensive accounts of the ceremony ever given of an event of a similar nature. The Capitol force of the A. P., upon which the duty of reporting the more important events devolved, was under the direction of Worth C. Harder, chief of the Congressional staff. Mr. Harder personally dictated to an operator the running story of the ceremony proper right from the platform where the oath was administered to President Wilson, this being the only special wire on the inaugural stand. David Lawrence, of the A. P., who was with the President at Trenton from the time he was nominated, accompanied him throughout the day. Robert Dugan was with President Taft continuously. L. C. Probert, of the A. P., wrote the afternoon lead for his association, while Grafton Wilcox wrote the night lead, which was a complete summary of the more important events of the day.

UNITED PRESS SERVICE.

The United Press service was under the direction of W. W. Hawkins, of New York, general manager of the association. Perry Arnold, chief of the Washington bureau, gave his personal attention to every detail of the ceremonies, and his association gave a magnificent report to the hundreds of papers it represents.

The Publishers' Press received many congratulations on the completion of its story from its coast to coast seven-night feature news service clients, which include the leading papers like the Cleveland Leader-News, Rocky Mountain News, San Francisco Call, Los Angeles Times, etc.

The Publishers' Press beginning Monday had a large staff of writers in Washington covering every angle of this historic event in the most accurate and graphic manner. Among the writers were:

Mrs. John A. Logan, who has witnessed every inauguration since that of Lincoln; Ira E. Bennett, noted Washington correspondent, and the following correspondents and feature writers: George Griswold Hill, who knows every angle of political and social life in Washington; Francis J. Dyer, Margaret Watts de Peyster, Elinor Booth Simmons, A. C. Johnson, Frank R. Lamb, Elmer Murphy, Sally H. V. Pickett, J. A. Mathews and Theodore Tiller.

E. A. Fowler, of the New York Sun Press Association, and Percy Thomas, of the National Press Association, superintended the reports made for those organizations. Nelly Bly, who in private life is Mrs. Seaman, wrote a general descriptive story of the events at the Capitol from a feminine standpoint for the latter association.

The New York Herald bureau, of which Robert Halsey Patchin is chief, was augmented by the addition of Don Martin, G. N. Van Slack and J. H. Sullivan. Ralph Pulitzer, publisher of the New York World, and Louis Seibold, of the same paper, were present to witness the ceremony, while Alfred Henry Lewis, James J. Montague, John Temple Graves and Miss Genevieve Clark, daughter of the Speaker of the House, wrote the feature story for the New York American.

The New York Times bureau force was under the able management of Richard V. Oulahan, who was assisted in covering the story of the day by Messrs. Soule, Woolcott, Jacobs and Charles Willis Thompson, of the New York office.

The New York Tribune bureau, of which George Griswold Hill is chief, was aided by William H. Keohan and Mrs. Ida Husted Harper, of New York.

John Callan O'Laughlin, chief of the Chicago Tribune, was assisted, in addition to his regular staff, by E. O. Phillips, William E. Corcoran and Miss Walters.

Arthur M. Evans and Richard Fairchild, of the Chicago office, assisted in reporting the events of the day for the Record-Herald.

Other newspaper men who were present and assisted in covering the big story for their papers were: Robert G. Tucker, Cincinnati Enquirer; John Paschall and H. Branch, of the Atlanta Journal; Colonel Gonzales, of the Columbia (S. C.) State; F. P. Glass, of the Birmingham News; Col. Robert Ewing, New Orleans States; Paul T. Harber, the Commerce (Ga.) Observer; Robert Norton, Boston Post; Michael Hennessey, Boston Globe; W. S. Kaltenbacher, Louisville Times; F. W. Bolande, Bridgeport Post; James Thomas Williams, Jr., editor, Boston Transcript; Richard Underwood Johnson, editor of the Century Magazine; J. A. Maloney, Chicago Journal, and Messrs. McQuaid, Boston American; Hartley, Boston Globe; Barr, Pittsburgh Post; Massal, Baltimore Evening Star, and West, of the Baltimore Sun.

Yoshihiro Yanakawa, New York correspondent of the Nichi-Nichi, Tokio, Japan, was among the many foreign correspondents present to report the proceedings for their papers.

The members of the presidential newspaper party who accompanied President-elect Wilson from Trenton were: O. P. Newman, United Press; Walter Miller, New York Sun; David Lawrence, Associated Press; Westley Hamer, New York American; Charles Willis Thompson, New York Times; Louis Seibold, New York World; Don Martin, New York Herald; William H. Keohan, New York Tribune.

The so-called "blue-tag" system of the Post Office Department, which would have been abolished by an amendment to the Post Office appropriation bill, which was agreed to in the Senate, lost its effectiveness in conference, for the matter has been referred, as finally agreed upon by the conferees, to the Commission of Congress having in charge the investigation of second class mail matter.

OGDEN REID SUCCEEDS LYMAN.

Son of Late Ambassador Elected Editor of New York Tribune.

At a meeting of the directors of the New York Tribune Association, held on Wednesday afternoon, Ogden Mills Reid, son of the late Whitelaw Reid, president of the association and managing editor of the paper since last April, was elected editor-in-chief to succeed Hart Lyman, who retired last Saturday. C. W. Gilbert, for seventeen years on the staff of the Tribune, was named chief editorial writer.

Ogden Mills Reid was born in 1884, and graduated from Yale University in 1904, later completing the course in the law school. Following his graduation he took a long trip abroad, and then returned to begin work as a "cub" on the Tribune. He performed the duties of reporter for four years, taking his turn on all kinds of newspaper work.

In March, 1911, Mr. Reid married Helen Miles Rogers, a graduate of Barnard College, who for some time had been social secretary to Mrs. Whitelaw Reid, his mother. Six months later Mr. Reid was elected president of the Tribune Association, and shortly after became managing editor of the paper.

Clinton W. Gilbert was born in Suffolk Co., N. Y., and is a graduate of the University of Rochester. After leaving college he entered newspaper work in this city and was a reporter on the Press from 1891 to 1895. He then went to the Tribune, first as exchange editor and since 1906 as an editorial writer.

Hart Lyman, editor-in-chief of the New York Tribune since March, 1905, and for thirty-seven years a member of the editorial staff, ended his association with the paper last Saturday. Mr. Lyman succeeded the late Whitelaw Reid as editor when the latter became ambassador of the United States to the Court of St. James eight years ago. Mr. Reid succeeded Horace Greeley, founder of the Tribune, and thus Mr. Lyman was the third editor of the paper.

In announcing the retirement of Mr. Lyman, the Tribune on Saturday made this editorial comment:

"The Tribune regrets to announce the retirement of Hart Lyman, whose editorship ends with to-day's issue. Mr. Lyman assumed the post eight years ago and has kept the paper true to its great traditions, being qualified for his task by years of experience as a practical journalist, gained through service upon it in various capacities.

"The good wishes of all the staff and of the owners of the Tribune go with him now that he is seeking the well-earned rest to which his long and faithful labors entitle him."

Hart Lyman was born at Plymouth, Conn., Dec. 8, 1851, of good old New England stock, his father having been a clergyman. He was graduated with honors from Yale University in 1873, and took advanced courses at the universities of Berlin and Heidelberg.

In 1876, almost thirty-seven years to the day of his retirement, Mr. Lyman was ushered into the mighty presence of Horace Greeley and recommended for a "job" on the editorial staff by W. F. G. Shanks, an old-time city editor of the Tribune. The great editor took kindly to the young man, and from that day on Mr. Lyman had been associated with the daily.

Collier's to Reduce Price?

It is rumored that Collier's Weekly will reduce its price on or about May 1 to five cents, and that an aggressive circulation campaign will be undertaken with the purpose of increasing the circulation to a million copies a week.

The Utah lower House has passed a bill which says that the rate for legal advertisements in the State must be not more than \$1.50 a folio of 100 words for the first publication and not more than 50 cents a folio for subsequent publications.

PACIFIC COAST NEWS.

Ayers Retires from Agency to Become an Advertising Counselor.

(Correspondence by Wire.)

SAN FRANCISCO, March 6.—Leo Titus, who for five years has been identified with the Chronicle and Call of San Francisco, has left this city to locate in Los Angeles, where he will be connected with the business department of the Herald. He was given a farewell luncheon by a number of his advertising associates.

Rollin C. Ayres has severed his connection with the well known San Francisco advertising agency known as the Johnston-Ayers company and in future will act as an advertising counselor. He has opened offices in the Monadnock building.

The third of a series of illustrated lectures entitled "Preparing an Advertisement—Its Character," and written by Gerald B. Wadsworth, of New York, was delivered by Arthur J. Hill, of the Charles Green Co. before the Advertising Association of San Francisco and guests, Wednesday, March 5. This association is doing a great work in educating merchants and manufacturers as to the possibilities of the eastern field as a market for California products when exploited by proper publicity through newspapers and other recognized mediums.

PRESS CLUB DINES BRITAIN.

Distinguished Englishman Advocates Exchange Visits by New York Newspaper Men.

About one hundred diners gathered at the New York Press Club Monday night to honor Harry E. Brittain, representative of the British Committee for the Celebration of the One Hundredth Anniversary of Peace Among English Speaking Peoples, and organizer of the Imperial Press Conference. Percy S. Pullen took the chair in the absence of John Temple Graves, president of the club.

Mr. Brittain suggested that visits of English newspapermen to the United States and American newspapermen to England, along the lines of the Imperial Press Conference, would do much to cement good feeling between the two countries. He also advocated the establishment of reciprocal traveling scholarships for newspapermen, to enable those of the two great English-speaking nations to become acquainted with the life, customs and problems of each other on a basis of broad intelligence and sympathy.

Charles F. McLean took the place of Oscar S. Strauss, unavoidably absent, in responding to the toast of "World Peace." Mr. McLean said he had been made a convert to the peace movement by the war horrors he has seen as a correspondent with the German army in the Franco-Prussian war. George T. Wilson paid a tribute to Mr. Brittain in responding to the toast, "Our Guest."

Editor Arrested for Libel.

Alexander Scott, editor of the Orange (N. J.) Weekly Issue, was arrested last week at Paterson, N. J., on a charge of criminal libel growing out of an article in his paper denouncing the police of Paterson. He was arrested after a meeting in a hall of that city where 2,000 silk strikers had gathered to hear Socialist speakers. Scott was released in \$5,000 bail for trial. The chief of police confiscated 5,000 copies of his paper.

Published Woman's Suffrage Issue.

The second annual edition of the Woman's Suffrage issue of the Pittsburgh Sun was published on Thursday, Feb. 27. A complete staff of women prominent in the suffrage movement in Pittsburgh and Western Pennsylvania was in charge of the paper on that day.

CHICAGO HAPPENINGS.

Scandalous Way in Which an Inter-Ocean Reporter Was Robbed of Nine Dollars—Fifty Students Visit the Examiner Office and Inspect the Plant—Natural Food Magazine to Move to New York.

(Special Correspondence.)

CHICAGO, March 5.—The Illinois Woman's Press Association held its March meeting in the rooms of the Press Club Thursday evening under the direction of the publishers' sect'on. Miss Caroline A. Huling, chairman, presided. Ralph Fletcher Seymour spoke on "Specialties in Publishing," and George Cook Shaw, chairman of the Christian Science Committee on Publication for Illinois, on "Clean Journalism." Musical numbers, under the direction of Miss Alice Williams, consisted of songs by Mrs. Marion Taylor Hobbs, violin solo by Herbert Kirschner, harp solo by Miss Mabel Helen Rogers and piano number by Miss Alice Williams.

The National Food Magazine, which was started in Minneapolis and later moved to Chicago, will shortly remove to New York.

It cost Robert M. Buck, a reporter for the Inter-Ocean, just \$9 to learn the latest method of the Chicago "dip." Buck Saturday night rushed out of his office on an important story. He saw a crowd and stopped. Two boys apparently were fighting. Buck edged his way into the crowd and cheered the combatants. Suddenly they stopped. Neither was hurt. They ran in opposite directions. Buck thrust his hands into his trousers pockets. Nine dollars given him by his wife to make a purchase for her were missing. Six other persons also had their pockets picked.

It has lately become something of a fad to have parties of students visit newspaper offices and see how the papers are gotten up. One hundred and fifty students of the Chicago Business College, as guests of the Examiner Saturday night, went through the Hearst building in charge of two instructors. After the inspection the boys were taken to the business offices, where lunch was served.

The negotiations that have been under way for many weeks by Duncan M. Smith and the owners of the Daily Advertiser at DeKalb, it is reported, have been closed and Mr. Smith is now sole owner of the paper. He was for six months an editorial writer on the Rockford Republic and had wide experience on Chicago and other papers.

The enrollment of the school of journalism at the University of Wisconsin is now over 100 students, including some from Illinois.

The Hemlandet, the oldest Swedish newspaper in this country, has been purchased by C. S. Peterson, president of the Swedish Club and a prominent business man of this city. Mr. Peterson will enlarge the newspaper to sixteen pages and will increase the staff. He has engaged P. G. Norberg and Hedvig af Petersens, of the Svenska Daebladet, of Stockholm.

The first floor office of the Chicago Tribune has been remodeled and the entire space given to handling their classified advertising. A woman's special department has been opened, and during the first week 366 inquiries from women were received. There are five separate booths, each in charge of a manager that handle real estate, board and lodging, business chances and miscellaneous to the best advantage.

M. C. Young has disposed of his interest in Farm Press to F. L. Chapman. Mr. Young has purchased Family Magazine from F. O. Balch.

Frank O. Balch, who has been the publisher of Home Life for many years, has disposed of his interest and resigned as president. He is succeeded by Arthur A. Hinkley as president and general manager of the company.

The Chehalis (Wash.) Daily Nugget has discontinued publication.

NELLY BLY'S APPEAL.

Former Newspaper Woman Seeks To Recover Valuable Property.

Nelly Bly, the newspaper woman, who leaped into fame by circumnavigating the world in eighty days, again came into the public eye this week by appealing to the Supreme Court of the United States for help in her business affairs.

After her trip she married Mr. Sea-

Marks Graves of Favorite Horses.

Robert F. Collier, editor of Collier's Weekly, has marked the graves of three favorite horses of his father, the late Peter F. Collier, on the Collier farm at Wickatunk, N. J., with granite headstones. On each stone is cut the name of the horse buried beneath it, dates of his birth and death, and the names of his sire and dam. The horses were Dunsandel, Lakewood, and Good Boy, and were ridden by their owner in fox hunting.

TOLER IN NEW ORLEANS.

Some Facts About the New Business Manager of the Times-Democrat.

John T. Toler, who has been appointed business manager of the Times-Democrat of New Orleans, as noted in his columns last week, began his newspaper career on the old Memphis Appeal as a stenographer. He became circulation manager of the Appeal Avalanche in 1892, and when the Commercial took over the Appeal Avalanche in 1894, he continued as circulation manager of that publication until 1897, when he severed his connection in order to take a college course.

After his graduation he assumed the duties of the general agency of a big life insurance company, but he did not like the work and soon gave it up to become circulation manager of the Nashville American. Subsequently he went to the St. Louis Star, and in 1905 took a position in the circulation department of the Chicago Examiner. On January 1, 1911, he became the circulation manager of the Atlanta Constitution, which position he held until March 1 of this year.

Mr. Toler is considered one of the best circulation managers of the United States. He has made a success on every paper with which he has been connected and is spoken of by his associates in the highest terms.

QUALITIES OF A JOURNALIST.

Pulitzer Press Club Hears Practical Talk on Newspaper Essentials.

John W. Schmidt, associate city editor of the Brooklyn Eagle, gave an interesting talk on journalism before the Pulitzer Press Club at Columbia University last week. Mr. Schmidt threw out some valuable tips as to what will be expected of the young journalists should they get on the staff of a large metropolitan daily, and the qualities that go to make the "star reporter."

Persistence, he said, is one of the most essential qualities of a successful newspaper man; persistence is often what gets men on the staff of a paper, and it is persistence in searching for news that keeps them there. The successful journalist is an investigator; he gets after all the ramifications of a story and gathers up the ends that a mediocre reporter would ignore.

In addition to persistence, brevity in setting forth what news he has collected is a mark of the good reporter. Also, he must have news instinct, by which he knows news when he sees it, at the same time perceiving its value in relation to other news.

New York Art "Bunch" Dine.

The art department staffs of all the newspapers in New York held a beef-steak dinner at Healy's, eleven o'clock Saturday night. The object of the affair was to get the "bunch" together—to have every newspaper art slave meet every one of his comrades in misery—and to see if such a dinner can't be made an annual affair. Among active promoters of the dinner were Albert Hedley, Herald; George Grant, American; F. C. Drake, World; E. Grinham, Sun; J. V. Renck, Evening Mail; A. Weil, Tribune; E. Burroughs, Times; Herbert "Igol," representing the comic departments; and William Van Beitt-huysen, of the World. Hy. Mayer's famous impersonation of a queen was among the features.

Every Issue Worth Two Dollars.

M. F. Hoyle, editor of the Evening Free Lance, of Hollister, Cal., writes under recent date:

Enclosed please find check for \$2 for your valuable publication another year. While I neglected to take advantage of your special renewal offer in December, I would not be without THE EDITOR AND PUBLISHER, as I feel that every issue of it is worth \$2 to me.

I am glad to see that THE EDITOR AND PUBLISHER seems to be enjoying an increasing business right along, and trust that the publication will meet with the continued success that it deserves.



JOHN T. TOLER.
NEW BUSINESS MANAGER OF THE NEW ORLEANS TIMES-DEMOCRAT.

man, a millionaire. Upon his death, she succeeded to much property, including the Iron Clad Manufacturing Co. Bankruptcy proceedings were begun against this company, after alleged forgeries to the injury of the corporation. Creditors asked that the property of the American Steel Barrel Co., another corporation which Mrs. Seaman owned, be declared the assets of the Iron Clad Manufacturing Co. Judge Chatfield, of the Federal District Court of Eastern New York, rendered an opinion against the creditors, but before his order was entered the creditors induced Judge Lacombe, senior judge of the second circuit, upon an allegation of prejudice, to direct Judge Mayer, of the Southern District, to hear the case.

Mrs. Seaman asks the Supreme Court to direct Judge Chatfield to proceed with the case and to prohibit Judge Mayer from considering it.

Changes on Richmond Virginian.

McDonald Lee, of Irvington, chairman of the State Board of Fisheries, was elected president of the Richmond Virginian Publishing Co., at a meeting of the board of directors, held last week. He succeeds S. P. Jones, of Richmond, who becomes vice-president. Solon B. Woodfin, of Richmond, was re-elected secretary-treasurer.

Strikers Attack Newspaper Office.

Striking garment workers besieged the offices of the Jewish Daily Forward New York, on Saturday, throwing stones through the windows and breaking desks and office furniture, because they were displeased with editorial comment on the recent partial settlement of the garment workers' strike. Abraham Cahan, editor of the paper, was threatened by a crowd in front of the office when he arrived. When stones were thrown through the windows the editors and printers barricaded the doors with desks and telephoned for the police.

Article Was Copyrighted Too Late.

Federal Judge Rellstab last week directed a verdict of not guilty in the case of William Du Puy, of Washington, against the Camden (N. J.) Post-Telegram for damages following the reproduction of an article printed by the editor of the paper and which had been copyrighted by Du Puy. The article had been published before it had been copyrighted. Judge Rellstab held that notice was not given the Camden editor, and, besides, printing before copyright dedicated the article to the world.

The Auburn (Ind.) Daily Courier and the Evening Dispatch have merged.

THE TREND OF MODERN JOURNALISM.

Editor Mooney Declares That It Deals with Acts Rather Than with Thoughts—Says a Kind Word for the "Yellows"—More Good Editors To-day Than Ever Before—Essential Qualifications.

C. P. J. Mooney, editor of the Memphis Commercial Appeal, delivered an address on "Journalism" before the Hermean Literary Society at the University of Mississippi, Oxford, on Feb. 22. Governor Brewer and a large number of State officials, besides students, alumni and members of the faculty, gave close attention to the editor's exposition of his subject. Mr. Mooney spoke in part as follows:

"The first journalist was the rude savage who conceived the happy idea of drawing a picture of some sort as a warning to a companion, a friend or an enemy. As there were pictures before there were letters, the first journalists, then, were picture-makers.

"The art of journalism developed and made marvelous progress when the Phoenicians took the alphabet over to the Greeks.

"Moses was a great reporter. What a marvelous interview he had with Jehovah. And just as the reporter to-day transcribes on a typewriter a story that may come by wireless or telephone or by a flying machine messenger and sends it quickly to the machines that seem to have a soul, so did Moses carry down from the mountain the stones or the scroll and make public the commandments of the Lord.

REPORTERS AMONG ANCIENTS.

"The difference is that the story we write to-day is forgotten to-morrow. I have interviewed saints and sinners, princes, dukes, and I have one king to my credit. For twenty-three years I have written an average of 2,000 words a day, or a total of 14,600,000 words. And all that I have done will sink down with me into the silence of the grave. But the story that Moses transcribed is as precious to-day and as interesting as when it came hot from the thunders of Sinai. The Savior of man once wrote in the sand, and the first vagrant breeze destroyed traces of his work; but the memory of that particular piece of journalism will live forever.

"Xenophon's story of the retreat of the 10,000, marked him as a faithful journalist. Were he living to-day he might be resting on his laurels as a war correspondent.

"There were marvelous journalists in the Middle Ages. Marco Polo was a great story-teller. Steele and Addison were capable journalists, and the letters of Junius are written in the best newspaper style.

"Journalism has no limitations. It is an expression of the thoughts and actions of men and things. It is instantaneous history written without regard to its permanency.

METHODS HAVE CHANGED.

"You often hear it stated that there are no more great editors. Mr. Watterson is said to be the last of the old school. In this school were some brilliant men. The elder Bennett, Murat Halsted, I. B. McCullough, Horace Greeley, Chas. A. Dana, were men of great power, and they are not being

succeeded in their work by other men. The reason is that methods have changed. The great editor of forty or fifty years ago was a pamphleteer. He was a speechmaker every day through his paper. He knew little of news and cared less. He was a preacher using type instead of a pulpit.

"Modern journalism has to do with action, with men and events. Modern journalism deals with facts, facts, facts. Mr. Watterson's successor and Mr. Greeley's successor is not in the recesses of an editorial sanctum writing great thoughts. He couldn't draw forty dollars a week at this sort of work. He is out in the big room where telegraph instruments are clicking, where telephone bells are ringing, where typewriters are making as much noise as a circular saw, where there is roar and roar like the buzzing of a hundred gatling guns four miles away. He is trying to get a story into his paper about a general in Mexico revolting against his president, and after dining with him, putting a pistol in his face and calling upon him to surrender. He has no time to write a learned dissertation on the instability of human greatness or the change of a dynasty. He is putting in that time hunting for pictures of Madero and of Huerta, so that to-morrow morning you may see a picture of the man or the thing talked about.

ALERTNESS AND ACTION REQUIRED.

"There are no great journalists, no polemical essays are journalism; but there never were so many able, alert and far-seeing newspaper men as there are to-day. Journalism is action every second of your life. It deals with men and things.

"Journalism is the most natural thing in the world. It is the most matter-of-fact sort of business. It would be the most monotonous work in the world but for the eternal change that is in it. The same play is on every day in the year, but the variety comes because at every performance the star changes.

"Modern journalism must do things and must realize that it must give service in politics, in government, in right living, in education, in farming, in religion and in everything that goes to make the burden of life easier and puts into a man's heart a resolution to strive for the better life in a world to come.

"You hear much about yellow journalism. It has its good and its bad qualities. It is often reckless. It exaggerates. But its recklessness is more often apparent than real, and its exaggeration is simply in the fact that it makes more noise than we are accustomed to. Yellow journalism is to regular journalism as the Salvation Army in the streets with banners flying and drums beating is to the Scotch church, where the men sit on one side and the women on the other and an organ is denounced as the Devil's instrument.

SANENESS AND RIGHT THINKING.

"What, then, should a journalist be? First of all he should be sane. He should remember that things are not what they seem to be. He should remember, also, that many questions have two sides. He should remember that the human mind is a frail thing at best. No two men see the same thing alike. He should remember that even mistakes have possible usefulness. What one man thinks true to-day, is exploded to-morrow. A dream of yesterday is a reality now.

"A journalist must have a sense of proportion. He must not let his imagination run away from his judgment, and therefore, the journalist of to-day will best succeed if he has been trained in a school where the methods of right thinking are used.

"The modern newspaper man should have learned his prayers at his mother's

knees. A man may be creedless; he may be wicked, but if that man has in him no religion or moral instincts he is dangerous.

"Get all the knowledge you can. 'A little learning is a dangerous thing'—everywhere but in a newspaper office. Everything I have learned and everything you have learned is useful in a newspaper office. I never read a chapter in the Bible that I didn't get an idea for an editorial.

RECKLESSNESS THE CHIEF SIN.

"It is easy to criticize. It is easy to find fault. It is easy to pick a flaw in a diamond. But it is hard to cut a diamond. If you must be critical, don't be abusive. If your mind is not sufficiently strong to make constructive work interesting; if you cannot paint the lily; if your heart strings are out of tune with the glad music of the spheres, then stay out of journalism.

"The chief sin of the journalism of America is its recklessness of the consequences of its acts. Another crime of American journalism is the ignorance of some of its workers about the subject they set out to discuss. American journalism is bounding in enterprise but lacking in scholarship. Its language is too often that of the men of the gutter. There is a temptation to vulgarity. The hopeful sign is that the journalist is broadening. He may be a partisan to a theory, but he is ceasing to be a political bigot.

"The moral responsibility of the journalist is great. The man who daily says what is to be or is not to be made public is under awful responsibility. Journalism should stand for decency, for truth and honor, for country and for God."

An American Newspaper in China.

A copy of the China Press, a newspaper printed in the English language, published at Shanghai, China, and edited by Thomas F. Millard, well known in New York as a war correspondent, has been received at this office. It is in every respect an up-to-date American newspaper, even to its pink sporting news sheet and magazine supplement containing as attractive illustrated features as can be found anywhere. Much of the matter is from syndicates on this side of the world. That general advertisers find the Chinese field profitable to cultivate is shown by the advertisement of the following general advertisers which appear in the China Press' columns: Scott's Emulsion, Dunlap Tires, Oliver Typewriter, Victor Talking Machines, Fellows' Hypophosphites, Alabastine, Guinness' Stout, Van Houten's Cocoa, Bull Durham Smoking Tobacco, Buchanan's Scotch, Liederer Champagne, Carnation Milk, Odol.

Bill for More City Newsstands.

A bill has been introduced into the New York Assembly by Aaron J. Levy to amend the New York City charter, in order to give the Board of Aldermen authority to issue permits for newsstands on streets where there is no stoop line, providing the owners of the premises adjacent do not object, as well as at subway entrances. This bill, which is said to have the approval of Governor Sulzer, and if passed would take effect immediately, has been referred to the Cities Committee. Only newspapers and periodicals must be sold on the stands thus authorized.

Chesterton on London Labor Paper.

Gilbert K. Chesterton, prince of paradox writers, has severed his connection with the London Daily News and Leader after many years. In the future he will contribute to the Daily Herald, a labor paper. In explanation of his resignation, Mr. Chesterton says: "I had no complaint against the editor, who had always shown me kindness, but the paper had come to stand for almost everything that I disagree with, and I thought that I had better resign before the next great measure of social reform made it illegal to go on strike."

NEW HEAD OF CENTURY CO.

Vice-President Ellsworth Succeeds Late Frank H. Scott.

The trustees of the Century Co. at their meeting Monday, elected William W. Ellsworth president of the concern, to succeed the late Frank H. Scott. Mr. Ellsworth has been vice-president of the company since November, 1911. In the reorganization in 1881, when the company changed its name from Scribner & Co. to the Century Co., with the founder, Roswell Smith, as president, Mr. Ellsworth was made secretary, and held that post for thirty-two years.

Ira H. Brainerd was elected vice-president; Douglas Z. Doty, secretary, and Josiah J. Hazen, assistant treasurer. Donald Scott continues as treasurer of the company. George Innes, Jr., was elected a trustee to serve with W. W. Ellsworth and Ira H. Brainerd.

Mr. Brainerd, formerly connected with the business department of the house for many years, has been a trustee of the company for the past two years. Douglas Z. Doty is literary adviser to the Century Co., and Josiah J. Hazen is advertising manager of the Century.

Summer Course in Journalism.

For the first time in any school instruction in journalism is to be given as a part of the regular summer session of the University of Missouri. This will give an opportunity for the study of journalism to many persons, both in and out of newspaper offices, who are unable to attend the regular session. The courses in journalism will be supplemented by practical work on the University Missouriian. All of the work of editing and writing for the paper will be done under the direction of members of the faculty of the School of Journalism. Three courses dealing with the gathering, writing and editing of news and special articles will be offered.

Fund for Exchange Journalists.

A fund is to be established for the exchange of newspaper men between this and foreign countries, according to the report read last week by Dr. E. R. L. Gould to the sub-executive committee of the American committee for the celebration of the centenary of peace among English-speaking peoples. Dr. Gould said that such an exchange would make for better understanding among nations of the world, and would become possible through the generosity of a financier.

When Is a Legal Paper?

Attorney-General Johnson of South Dakota holds in a recent opinion that a weekly newspaper once having been a legal paper, is not stricken from the list by the non-publication of the paper for some time, if the identity of the paper has not been lost. The question was raised in regard to a weekly paper in Edmunds County which had suspended for a year or more. The succeeding editor purchased the good will and continued the publication. It remains an official paper of the county, according to the opinion of the Attorney-General.

There is only ONE SURE WAY to cover

Chester and Delaware County

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

CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.

Chester, Pa.

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

An Unparalleled Record for 1912

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

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

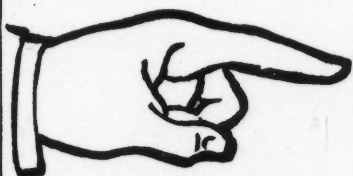
Combined circulation exceeds 200,000 Copies each week day—Sunday exceeds 100,000

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

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

A February Record!

The New York World does
not have to worry about
a short month of
only 28 days



119,831



World Ads. Last Month

8,790 More Than in February, 1912
62,622 More Than the Herald
12,266 More Than the Five
Other New York Morning
and Sunday News-
papers Combined

The World is keeping ahead of its 1912 record. In that year it printed 1,560,557 separate ad'vts—720,171 more than the Herald, its nearest competitor

IN OLD KENTUCKY.

Courier Journal and Times, of Louisville to Issue a Big Special Edition—A \$100,000 Libel Suit—New Morning Daily to Be Launched at Lexington—Sidney Smith Safely Dodges Bullets in Mexico.

(Special Correspondence.)

LOUISVILLE, Ky., March 4.—Probably the most pretentious special edition ever put out by Southern newspapers will soon be issued jointly by the Louisville Times and Courier-Journal. The publishers of these enterprising journals have spared neither time nor money to make the edition an artistic and exquisite production that will reflect credit upon publishers, advertisers and the State of Kentucky.

It is said the edition will go to press carrying advertising in excess of \$60,000. The "big paper," it is expected, will be on the street some time during the week of March 17.

Jesse M. Anderson, editor of the Anderson County News, published at Lawrenceburg, has asked for a change of venue for the libel suit filed against him by two county officials who charge that he published articles injurious to their reputations. The plaintiffs have filed a joint suit, \$100,000 damages being alleged. One hundred witnesses have been summoned in the case.

John C. Shaffer, of Chicago, owner of the Louisville Herald, was a visitor in the city last week.

Thomas M. Owsley, president of the Transylvania Printing Co., who proposes to launch a new morning paper at Lexington, Ky., April 1, states that his plan of organization is working out splendidly. Lively features and an independent policy are points he counts on to win recognition against two established dailies.

Charles Miller, advertising manager for the Louisville Herald, has been confined to his home by illness for a week. He is now improving.

Sidney Smith, formerly of the Lexington Herald staff, later with the Louisville Herald, and more recently with the Mexican Herald, in Mexico City, has succeeded in dodging the missiles and bullets which have been flying about the City of Mexico, as shown by a telegram received by his mother, Mrs. J. Soule Smith. The telegram reads: "All over. Unhurt. Been living in Herald's own home, outside of firing zone.—Sid."

Dismisses Albany Journal Suit.

Justice Rudd, of the Supreme Court at Albany, dismissed Tuesday the action brought by the State against the Albany Journal Co., of which William Barnes, Jr., is president, to recover \$12,497 alleged to have been illegally paid to the company for publishing session laws. During the years 1895 to 1906, inclusive, the Journal was designated to publish session laws as a State and a county paper. The laws were published once and bills were rendered both against the State and the county. The State's contention was that having paid the Journal for publishing the laws as a State paper the additional payment for publishing them as a county paper was illegal. The Court held there was no proof of fraud or bad faith.

The News League Papers Are the Home Newspapers of Dayton and Springfield

They are delivered to three-fourths of the homes of these cities on paid subscription—don't forget that—75 per cent. of the homes.

Circulation Records (or any records having a bearing on circulation) open to investigation of any advertiser or agency.

News League of Ohio

Desk N, Dayton, Ohio

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

Caruthers Back from Cuba.

Frank D. Caruthers, assistant business manager of the New York World, and Mrs. Caruthers, returned this week from a trip to Cuba, where they had a



F. D. CARUTHERS.

delightful time. They visited the principal cities and inspected a number of sugar and tobacco plantations. Cuba at this time of the year is a veritable garden spot.

MICHIGAN PERSONALS.

Henry L. Oakley, for nine years in the newspaper business at Standish, Mich., has been appointed clerk in the office of Secretary of State Martindale, of Michigan, taking up his new work March 3.

Alton D. Spencer, formerly telegraph editor of the Bay City (Mich.) Tribune, is covering general assignments for the Grand Rapids (Mich.) News.

Chase S. Osborn, Jr., son of the former Governor of Michigan, has left the local staff of the Grand Rapids (Mich.) News for the Sault Ste. Marie (Mich.) News, a paper controlled by his father.

Dick Smith, reporter on the Cadillac (Mich.) News, dislocated a wrist in a fall downstairs in an office building, where he had gone on a story, and the next day was hit in the ear by a pellet of hail, which caused deafness for several days.

H. B. Christiency has left the State desk of the Detroit (Mich.) Free Press to become State editor on the Detroit News-Tribune.

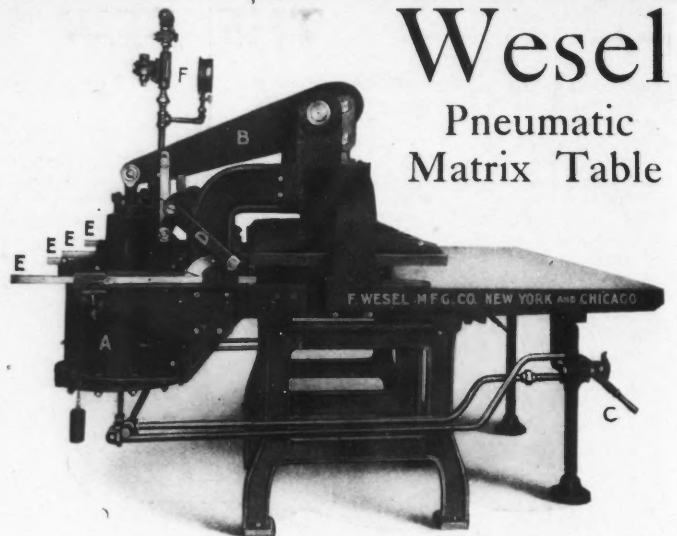
E. E. Nies, formerly editor of the Charlotte (Mich.) Tribune, has been made editor and manager of the San Fernando (Cal.) Democrat.

Court Affirms U. P. Judgment.

The Federal Court of Appeals at St. Louis on Monday handed down a decision affirming the decree in the lower court, giving judgment for \$8,200 to the United Press against the Star-Chronicle Publishing Co., of that city, for breach of contract. This amount represented the sum due for the unexpired portion of the contract, minus the cost of wire and operator.

Correspondents at Lansing.

The correspondents who are covering the Michigan Legislature at Lansing this month are as follows: Fred B. Perry, Detroit News; Major R. C. Vandercook, Associated Press and Lansing Journal; G. M. Hayes, Lansing Journal, Chicago and other papers; Frank Sparks, Grand Rapids Herald; H. Tinkham, Grand Rapids Press; Charles Fox, Grand Rapids News; J. B. Scott, Detroit Times; Ray Derham, Detroit Free Press; Wm. Caylon, Detroit Journal; John Fitzgibbon, Detroit News-Tribune; John H. Dunnewind, Detroit Free Press, and Mr. Price, representing Upper Peninsula papers, while W. D. Burdick looks after the Lansing Press, Detroit Journal and Kalama: o Telegraph-Press.



A SIDE VIEW

From which you can see how the power of the Pneumatic Cylinder is multiplied by the lever B and how the automatic Chase Ejectors E are operated by the lever D when the compressed air in the cylinder is released and allows the lever B to return to its position of rest.

You will see one at our exhibit at THE EXPOSITION at the Grand Central Palace in April.

F. Wesel Manufacturing Co.

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry St., Brooklyn, N. Y.

New York, 10 Spruce Street

Chicago, 431 So. Dearborn Street

Burlesque of a Rejection Slip.

Donald A. Kahn, of South Bend, Ind., who writes articles for many monthlies and weeklies, including Puck and Judge, sends out with his manuscript the following burlesque of a rejection slip:

In submitting the accompanying Ms. to your magazine, the author does not reflect upon the merit of the one or the standard of the other.

Many considerations beside the worth of a story and the station of a periodical enter in when a writer routes his work. For instance, this manuscript may be sent to you because it has been found not available by every other editor in America.

Owing to the large number of periodicals published each month, the author begs to be excused from criticism of your magazine.

Report Sale of Hearst Bonds to Gould.

It is reported that George J. Gould has become the possessor of \$200,000 worth of bonds of William R. Hearst's International Magazine Co. A bulletin issues Tuesday by Dow, Jones & Co., told how agents of the magazine company had been privately soliciting subscriptions to its securities in the financial district. The bonds, a 6 per cent. issue, amounting in all to \$1,000,000, are a first mortgage on the properties of the Cosmopolitan, Motor Boating and Motor, which are controlled by the International Magazine Co.

"Paterson has always been A Dark Egypt as regards the newspaper situation."

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

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

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

PRESS-CHRONICLE CO., Publishers

Paterson, N. J.

PATERSON PRESS—SUNDAY CHRONICLE

W. B. BRYANT, General Manager

PAYNE & YOUNG, Foreign Representatives

COL. R. M. JOHNSON HONORED.

Texans Make Him Their Guest at a Notable Banquet.

Texas is proud of Colonel R. M. Johnson, publisher of the Houston Daily Post, who a few days ago returned home from Washington after serving a brief term as United States Senator.

As an expression of their regard, a large number of the leading men of the State gave a banquet in his honor in Houston, February 21. It proved to be one of the most successful dinners ever held in town.

Thomas H. Stone, the toast-master, spoke of Colonel Johnson's life in Texas with enthusiasm and expressed his deep appreciation of his work as an up-builder of the commonwealth.

L. J. Wortham, editor of the Fort Worth Star Telegram, said that when the heresy of greenbackism, of populism and even the fundamental principles of the bill of rights had been assailed at different times in the State, Colonel Johnson had fought a militant fight to conserve to the people those principles upon which the Government had been founded.

Other speakers were: Colonel Frank Andrews, Dr. A. W. Fly, of Galveston; Edward F. Gottra, of St. Louis, National Democratic Committee man of Missouri; Col. J. F. Walters, Judge William Masterson, Major F. Charles Hume and Sam H. Cowan of Fort Worth. Telegrams of congratulation to the distinguished guest were read from distinguished men all over the country, who were unable to be present.

COUNTS BIG STORE SHOPPERS.

Herald Makes Practical Test With Department Stores in Four Cities.

As a practical test of the efficacy of extensive and systematic Sunday advertising the New York Herald recently arranged for an actual count of persons who, between the hours of ten in the morning and five in the afternoon entered the portals on a Monday of five of the representative department stores of New York, a store in Philadelphia, Mandel Brothers in Chicago, and a large house in Boston.

The record follows:

Table with 3 columns: City, Persons entering five stores, Carriages and automobiles.

NORTHWEST SHY OF REPORTERS

St. Paul Paper Prints a Somewhat Unusual Advertisement.

It is seldom that a daily newspaper in the larger cities is obliged to advertise for reporters, owing to the fact that, as a rule, newspaper officers are besieged by young men who want to become journalists.

TO YOUNG MEN. Most professions are overcrowded nowadays. The exception is the newspaper field. The demand for brains and ability in this business exceeds the supply.

THE NEW YORK HERALD.

ADVERTISING RATES

REVISED TO MARCH 1st, 1913.

Table with 2 columns: Advertising type, Price per line (Sun. Week Day, Days).

RATES FOR CLASSIFIED ADVERTISING.

Large table with 2 columns: Ad type, Price per line (Sun. Week Day, Days).

MISCELLANEOUS INFORMATION.

All display type, excepting in the Sunday Magazine Section and Fashion Supplement, is in outline. Cuts of firm names or trade marks may be reproduced or printed in inline type at advertiser's option.

NO DISCOUNT FOR CASH.

IMPORTANT NOTICE.—No extra charge for display type or cuts under the above classifications.

The Dispatch will consider applications for a limited number of positions in its editorial rooms. Address the managing editor, setting forth in detail your age, education, business experience, if any, etc.

This a chance for SQUARE pegs to get out of ROUND holes. All applications MUST be in writing and accompanied by best of references. Those made in person will not be entertained.

OBITUARY NOTES.

THOMAS W. MORRISON, sixty-five years old, editor and expert in matters pertaining to the printing trade, died Feb. 26 in a hospital at Spring Lake, N. J.

JAMES LACHMAN, for more than twenty years the advertising agent at the Metropolitan Opera House, died of heart failure Feb. 27. Mr. Lachman had been advance agent for many managers and was widely known in theatrical circles.

ISAAC F. RANDOLPH, fifty-six years old, of Elizabeth, N. J., died at Palm Beach, Fla., last week. He was president of the Randolph Advertising Co. and for several years had been head of the New Jersey Landscape Advertising Co.

CHARLES H. LARKIN, a member of the outdoor advertising firm of Hayward-Larkin, operating in Spokane and San Diego, died of appendicitis in Los Angeles. Mr. Larkin was the founder of the Spokane Ad Club.

CLEMENT L. POLLOCK, forty-seven years old, died last Wednesday of a blood clot on the brain at his home in Dorchester, Mass. He had been confined to his bed as the result of a fall which broke one of his kneecaps.

JESSE L. SMITH, 70 years old, formerly for twenty-five years editor and publisher of the Suffolk Bulletin, Huntington, L. I., died in that town Feb. 27.

LEONARD BOARDMAN BROWN, sixty-nine years old, died February 17 at his home in Farmington, Me. Entering the newspaper field at nineteen, he took editorial charge of the Franklin (Me.) Patriot, later joined the staff of the Boston Globe, and at various times worked on other papers of New England.

WILLIAM T. R. MARVIN, editor of the American Journal of Numismatics, died at his home in Brookline, Mass., February 26, aged eighty-one.

MAJOR JOHN J. CAIRNS, sixty years old, advertising agent for the Chicago, Milwaukee & St. Paul Railway, and adjutant-general of the Third Brigade, I. N. G., is dead. Major Cairns was fatally injured last week when he fell or was crowded off the platform of an elevated station.

JOHN P. STEVENSON, for many years editor of the Ionia (Mich.) Standard, died at Rockyford, Col., and was buried at Ionia, March 1.

JOHN DREW, seventy-two years old, one of the founders of the Daily Union, a newspaper started in Detroit in 1866, died at his home in that city, Feb. 27.

ROBERT SOUTHWORTH LAWRENCE, for many years one of the best-known newspaper publishers in the United States, died Feb. 28 of apoplexy, at Camden, N. J. He was seventy-seven years old, and was born in Aurora, N. Y. Mr. Lawrence had owned sixteen newspapers, most of which were published in the West and Southwest.

NEW PLAN A SUCCESS.

The United Newspapers Incorporated with Jason Rogers as President—Many Responses to Invitation to Join the Association.

Jason Rogers, publisher of the New York Globe, reports that the United Newspapers, the organization through which it is hoped to link together all the good daily papers in the country in an effort to develop general advertising, is well under way and that publishers are responding readily to the invitation to join.

Judging from the amount of correspondence, reports, signed agreements, and the like that were piled up on Mr. Rogers' desk when the representative of THE EDITOR AND PUBLISHER called, the Globe's publisher is not overenthusiastic when he says that the movement will be a go. Speaking about the development of the organization, Mr. Rogers said:

"I think I am safe in announcing that we have the United Newspapers launched successfully. The first invitation to publishers was issued only a little more than a week ago and to date we have a larger number of papers affiliated with us than any previous organization of the kind has been able to get together throughout the months or years of its existence.

"I am impressed particularly by the tone of the letters that accompany the responses to our invitation. All the publishers are viewing the plan in the broadest possible spirit; each one seems pleased to join in the movement to show makers of nationally distributed goods the superiority of the daily newspaper as an advertising medium.

"Most of those who have responded seem to appreciate the difficulties under which we are laboring, because of the tremendous amount of detail involved and, as a result, they are complying with our requests for data and the like with record-making promptness and assisting us in every way possible.

"The response of the smaller papers is particularly encouraging. Papers in cities of less than 50,000 population seem to be particularly alive to the importance of our plan."

The United Newspapers, a New Jersey corporation, received its charter this week. The officers are Jason Rogers, president; William A. Thomson, vice-president; James F. Free, secretary and treasurer.

Vancouver Sun Celebrates Birthday.

The Vancouver (B. C.) Sun recently celebrated its first anniversary by a 48-page special edition. The paper was brought into existence primarily as a medium for the dissemination of Liberal principles, and on the occasion of its first birthday the Sun printed a letter of congratulations from Sir Wilfrid Laurier, the veteran statesman, and devoted a full section to an account of Liberalism in Canada. The paper has grown surprisingly during the year and gives substantial evidence that it is an established and potent influence in Canadian journalism.

The Advertising Association of Chicago is having a big boom in membership, due to a contest between teams and also offering a gold watch to each member that brings in a new applicant. It is desired to increase the membership over two hundred more before removing to the new Advertising building on May 1.

The Coming Nation, of Girard, Kan., has moved to Chicago, from which city it will be published in the future.

The McAlester (Okla.) Daily Tribune suspended publication after a brief existence.

The Artesia (N. M.) Advocate plant was partially destroyed by fire last week.

WARD ON CONGREGATIONALISM.

Editor of Independent Talks to Students of Journalism.

Dr. William Hayes Ward, of the Independent, addressed the School of Journalism at Columbia University on "News and Religious Organizations: Congregationalism," on Monday afternoon, Feb. 24. Professor Cunliffe, in introducing the speaker, told of Dr. Ward's career as a journalist and of his good work in connection with the Independent for many years. He knew it when it was primarily a religious publication. He was its editor when its sphere was widened but was still religious, and he has remained its guiding spirit in its present wide and unlimited field.

Dr. Ward related the history of Congregationalism from the time when the Pilgrim Fathers left England to go to Holland and then to America, where for 200 years they ruled New England and gave force and direction to the whole country. The spirit of democracy that finally controlled the United States came from New England.

"The most remarkable thing about the Congregationalists was their love and desire for education. Before they had even built their own houses they had established Harvard College to educate Congregationalist preachers and had compelled every town of 100 families to support a preparatory school.

"It is a remarkable fact that a union church, a church made up of various denominations, has to be a Congregationalist church it can't be anything else. The great work that has been done in the federation of churches was started by the Congregationalists. The success of this fellowship is one of the great steps to be noticed. Churches are coming together, not standing apart."

WEDDING BELLS.

W. Sinkler Manning, of the New York Times' Washington staff, was married to Miss Barbara Brodie in the Capital City last Wednesday.

V. Gilmore Iden, of the New York Journal of Commerce, and Miss Minna Thompson, of Martinsburg, W. Va., were married in Washington last week.

Richard K. Fox, publisher of the Police Gazette, New York, and Mrs. Emma R. Robinson, were married at Stamford, Conn., last Saturday.

Extension of Time in Nelson Case.

The Missouri Supreme Court on Saturday accepted the resignation of Judge Henry C. Timmonds, of Kansas City, as special commissioner to take testimony in the contempt case against William R. Nelson, owner and editor of the Kansas City Star. The court appointed Charles C. Crow, of St. Joseph, commissioner, and extended the time to take testimony until March 25.

Chesterton on Trial for Libel.

Cecil K. Chesterton, editor of the New Witness, London, was arraigned for criminal libel at Bow Street Court, last week and held in \$2,500 bail as the result of alleged statements published in the Eye-Witness and subsequently in the New Witness. They concern the Marconi Co. and the British government, and it is reported that Attorney-General Sir Rufus Isaacs, Postmaster-General Samuel and Managing Director Godfrey Isaacs, may be called to testify for the prosecution. Some of the alleged phrases quoted from Mr. Chesterton's attacks are "parties to a corrupt swindle," "they were guilty of theft, roguery and villainy," "nasty gang" and "malefactors."

An innovation in theater advertising has been inaugurated by Klaw & Erlanger, who are running full-page display advertisements of the Argyle Case, at the Criterion, in the New York Sun.

EXTRA—BASEBALL!

The newspaper with the Hand Casting Box-
Steam Table Stereotype Foundry is wearing a
mighty tight collar—its growth is choked; its de-
velopment strangled. This paper will print 1913
Baseball results as history. The paper with the
16-cent WOOD DRY MAT will print them as news
—hot news from a smoking wire.

We can still supply a limited number of news-
papers with a yearly supply of 16-cent SEMI-
AUTOPLATE DRY MATS in case lots of 1,000.
Deliveries in 30 to 60 days. Sample lots of 25—
\$6.50 cash with order.

To insure quick and profitable growth you
must "scrap" the Drying Table and the Hand
Casting Box.

WOOD FLONG COMPANY

HENRY A. WISE WOOD, President BENJAMIN WOOD, Treas. & Gen. Mgr.

One Madison Avenue
NEW YORK

CIRCULATION NOTES.

The Westchester (Pa.) Star's Bermuda tour contest closed last Saturday with a record of almost four million votes cast. It was a success in every way and brought many hundreds of additional subscribers to the paper. Eight young ladies will take the trip and the four who ran short of the main prize received a fifty-dollar diamond ring each. The contest was conducted by the Keystone Circulation Co., of Swarthmore, Pa., W. B. Prickett, president.

The Augusta Chronicle's inauguration party, composed of the young men who won in the recent circulation contest of that paper, spent a delightful three days in Washington and the surrounding places of interest, under the personal supervision of J. L. Boeshans, circulation manager of the Chronicle. Side trips were taken to Annapolis and Mt. Vernon. There were about thirty young men in the party.

The Charleston (S. C.) News and Courier is conducting a popularity contest in which the prizes are as follows: Capital prize, a five-passenger automobile; grand prize, double tour of Europe; district prizes, five tours of Europe, five \$100 diamond rings, five \$75 bank accounts, and gold watches, scholarships and Victrolas.

The Baltimore News is printing a series of daily baseball puzzles and offering prizes for the successful solution of the entire series.

The Milwaukee (Wis.) Press recently offered a \$5-bill for a letter that contained the best answer to the question "In what line of work do you think you can best succeed, and why?"

The Litchfield (Ill.) Morning News and Evening Herald have been merged.

An innovation in contests is offered by the Nashville (Tenn.) Democrat in the form of a music lovers' competition, with \$1,500 in gold as a capital prize.

Towson, Md.—The Maryland Printing and Publishing Co., with former Senator Arthur P. Gorman as the directing hand, has entered the State field of journalism. The company will be incorporated with a capital stock of \$75,000, and with two county papers—the Towson Democrat and Journal and the Ellicott City Times—as a nucleus.

There will be a conference of the clubs comprising the eastern division of the A. A. C. of A. in New York, on April 11. A morning and afternoon session will be held, followed by a reception and banquet.

St. Paul's Greatest Newspaper
The St. Paul Daily News

Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.

November 70,679 net increase of
Circulation 11,136 copies

The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.

FOREIGN ADVERTISING DEPARTMENT.
C. D. BERTOLET, Mgr.,
1110 Boyce Building, Chicago.
J. F. ANTISDEL, O. G. DAVIES,
366 Fifth Avenue, 306 Gumbel Bldg.,
New York City, Kansas City.

YOU MUST USE THE
LOS ANGELES
EXAMINER

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

HOW CAN PUBLISHERS AID ADVERTISERS?

Second Instalment of the Opinions of Leading Newspaper Men Who Contribute to The Editor and Publisher's Symposium—Divergence of Opinions on the Subject.

[One of the live topics of the hour in journalistic circles concerns the character and extent of the service newspapers should render advertisers outside of the mere printing of their announcements. Should publishers do all they can to make the advertising more effective by interesting local dealers in the goods, or should their obligation begin and cease with the appearance of the advertising in their columns? If such service is to be rendered, what should be its character and how far should it go? Should the newspaper secure window displays; should they furnish lists of dealers who agree to handle the goods? Should they act as the manufacturers' agents in securing orders? The Editor and Publisher prints herewith the second installment of the views of leading newspaper publishers on this vital topic.—E.]

William H. Field, Business Manager Chicago Tribune.—Replying to your letter of the 18th. My views on the subject of co-operation with the manufacturer can be briefly expressed.

Realizing that the success of any advertising medium depends upon the results that it can bring to advertisers, we have long since been training our advertising men not so much to sell white space in *The Tribune* as to help the advertiser increase his business in a legitimate way. We have also spent a good deal of money in advertising our advertising columns to our readers. Through this means we have established a responsiveness to advertised products on the part of *Tribune* readers that is the most significant and encouraging thing in my experience.

As far as it is possible for us to do so, we specialize in our advertising department according to the general lines of business with which our representatives come in contact. By so doing we find that our representatives, assigned respectively to the different lines of business, are able to do more than sell space, and are really of service to the advertiser in pertinent suggestions which they have learned through this theory of specializing.

I do not believe, however, that the representatives of any advertising medium should either be expected or attempt to do the actual work of salesmanship which rightly belongs to the advertiser himself. We are always glad to co-operate through a preliminary investigation of trade conditions, from which we are able to make suggestions as to the best course to pursue, in our opinion. We do not, however, believe in constituting ourselves as the local sales agency for the manufacturer and assuming to represent him by placing his goods on sale among the retailers.

Even though we do specialize as suggested above, our representatives cannot have the knowledge of the manufacturer's product, its points of excellence and its value as compared to that of other manufacturers in the same line, that this manufacturer's own representatives possess. It would, therefore, be unfair to both of us for us to attempt to enter such competition.

Arthur Capper, Publisher of the

THE BEST MATRICES

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

The very best

New Daily Comic

on the market

"AH YES!

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

National News Association
200 William St., New York City

Topeka (Kan.) Daily Capital.—The newspaper publisher who is in sympathy with the present day spirit of business realizes that service is the only foundation upon which substantial and permanent success can be built. The functions of an advertising department that really renders service are three: To sell advertising (not space merely); to make the advertising pay, and to create new advertising. Its work in creating new advertisers is the most important of all its activities.

A manufacturer will often expend in securing an initial order from a desirable customer much more than the profits on that one order, and the expenditure is perfectly legitimate and is good business practice. The broad-minded publisher, it seems to me, can well afford to adopt the same general policy, taking care that he is not imposed upon by the occasional grafter who hopes to shift the legitimate expense of his sales department upon his advertising appropriation.

Conditions vary, I suppose, in different fields and with different propositions. I find Kansas retailers of the pushing sort glad to consider a new line that has merit and is backed up by real advertising. If we can help introduce a new line to a dozen or a score of *Topeka* dealers and thus add to their volume of business, and at the same time extend the field of a national advertiser and secure a new line of advertising for our own paper, it seems to me that we have all profited.

The truth is, business men of the right sort are more and more understanding that their interests are mutual, and the get-together and the work-together spirit is the most encouraging sign of the times.

A. G. Newmyer, Business Manager of the New Orleans Item.—Most manufacturers will agree that publishers cannot secure a maximum volume of advertising without first having obtained a maximum circulation. And most publishers will agree that dealer distribution is to a manufacturer's sales what circulation is to a newspaper's advertising.

A newspaper only succeeds as its advertisers succeed.

If proper dealer distribution is vital to an advertiser's success, it is vital to a newspaper's success—so why shouldn't they aid in procuring it?

Depending upon advertising alone to obtain dealer distribution is as ancient as depending upon show windows alone to sell merchandise.

There's only so much profit in any article. Profit isn't elastic—there's a limit to its reach.

If a producer spends \$200 obtaining proper dealer distribution, and only \$200 remains between his cost and a living profit, he cannot spend \$300 in advertising. If he obtains that \$200 dealer distribution free he will spend \$400 in advertising.

What does it cost the newspapers? First of all, the local dealer knows his local papers—they are (or should be) institutional in his eyes.

The representative of the paper says: "So and so are going to advertise 10,000 lines in our paper; do you know the prospect and are you stocked?" The dealer knows the paper, believes in it and in its promise of advertising. If he's live, he gets busy.

The manufacturer's salesman is unknown. His promises of a similar character would be taken with "a grain of salt." Every city has its quota of cellars stocked with wares to be advertised products.

The newspaper's soliciting staff can easily do this work as a part of its regular routine. Frequently a letter from the newspaper calling attention to the

Don't Overlook Our Proofs

Late changes in WEEKLY Comic, Children's and Home Circle pages; DAILY Half-tone Fashions, Comics and Portraits.

WELLMAN'S KOMIK KOLUM—NEW.

Sample mats, proofs and prices with pleasure on request.

The International Syndicate - Baltimore, Md.



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

forthcoming campaign will have the desired effect.

Live dealers want to be "in" on advertised lines.

Solicitors should be instructed to make their talk a "tip"—not a sign-the-blank sales argument. Trade aid work should only be educative and suggestive—the newspaper should only actually sell advertising and circulation.

Daily newspaper advertising will only grow in volume as manufacturers come to know the importance of concentrating in the pivotal distribution points.

Publishers should do all possible to aid them in procuring distribution, and thus encourage such concentration.

William H. Dow, Business Manager of the Evening Express, Portland, (Me.)—A newspaper should give any reasonable aid to an advertiser to increase the demand for his goods. Opinions as to what is reasonable will, of course, differ.

A newspaper should not act as a salesman. It could not properly sell a line of goods to a local dealer, and then attempt to sell a competing line to the same or another dealer. The paper would be put in the embarrassing position of trying to serve two masters.

The first object of the newspaper should be to give the most effective publicity to the advertiser, through its advertising columns, and it expects and should receive adequate compensation for that service.

It is reasonable to expect co-operation from a newspaper to the extent of furnishing data as to selling conditions, and in presenting propositions to local dealers, with the view to benefit all the parties interested, and a newspaper should be glad to do this. From its knowledge of the local situation the newspaper can give a great deal of valuable assistance.

The advertising department of a newspaper should be equipped with facts relating to the conditions in its field in order to make the work of the solicitors more effective. When it secures new data for an advertiser it adds to the fund of information on hand, and thus strengthens itself. Therefore it would seem that, in getting information for an advertiser, the paper is only doing what it should do for itself.

Of course, a paper ought not to render one advertiser the assistance it could not consistently give to any other, neither should it undertake to supplant the advertiser's own selling organization. But it can legitimately co-operate in many ways to make it easier to get the local dealer interested in a proposition.

It should be remembered that this promotion work increases the expense of the newspaper's advertising department. The newspaper hopes to increase its volume of advertising sufficiently to make the extra expense worth while. But this effort should be kept within reasonable limits. If a newspaper incurs an unusual expense for an individual advertiser it is only fair that the advertiser should pay for the service. But no special assistance ought to be given that could not consistently be given to any advertiser.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

It is a fact that Without exception

THE BEST DAILY COMICS AND THE BEST SUNDAY COMICS

are those put out by

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

HIGH-CLASS

Embroidery Transfer Pattern Service

Half of full page mat
Trial mats furnished

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

Adams Features

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

WIRE



WRITE

Autograph Letters

of Celebrities Bought and Sold. Send for price lists.
Walter R. Benjamin, 225 5th Ave., N. Y.
ESTABLISHED 1887.
Pub. "THE COLLECTOR." \$1 a yr.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

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

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

New York, Saturday, March 8, 1913

WHY BASEBALL MAGNATES GET RICH!

Baseball is undoubtedly our national game, and more people are interested in it than in any other form of outdoor amusement. Newspapers are, therefore, warranted in giving considerable space to the games that are played during the season. Outside of the small cities interest centers in the professional league clubs, which, of course, are operated for the purpose of making money for their owners. The appearances of the clubs in the league cities are like the presentations of operas and plays by traveling theatrical companies.

In view of this fact should not the newspapers exercise a judicious amount of care in the baseball matter they print to see that the purely advertising features should be kept out of the news columns? We have heard a great deal of late about the press agent evil. The business offices are continually complaining that the editorial departments are running as pure news or reading matter, articles that ought to be paid for at regular space rates. As a result the editorial spectacles have been so strengthened in magnifying power that their wearers are able to detect the most skilfully hidden advertisement that may be contained in a contributed article.

A melancholy fact is that while the editors can tell a press agent story a mile off they are wholly blind to the columns of baseball free advertising matter that are turned in by their sporting editors every week. If the sporting editors of the big city dailies were paid fat salaries by the baseball magnates to stimulate public interest in their clubs and games in the newspapers to which they are attached, they could not do better work than they are now doing. Baseball players are given greater and more continuous publicity than the President of the United States. If one of them has a cold, a toothache or stubs his toe, it is given half a column of space. Not content with recording facts the sporting writers insert stories about the players in which the latter are made to figure as gallants and heroes.

The baseball season does not open for several weeks, and yet the sporting papers are packed with columns of stuff about the league clubs. On Tuesday, March 4, the New York morning papers car-

ried 24½ inches, or over 12 pages, of so-called baseball news. The Times had 25 inches; the Sun, 37½; the American, 27; the Tribune, 42½; the Press, 46; the World, 30; the Telegraph, 9½; the Herald, 25. If they print so much matter now, they will have to double the space when the games start.

Don't you wish you were in a business that the newspapers would boost and boom every day in the year without costing you a penny? No wonder the baseball magnates are getting rich!

EDITORIALS STILL POPULAR.

Every once in a while somebody publicly announces that the editorial page of the daily newspapers has lost its influence, and is no more read with the care and attention it once received.

The Pittsburgh Post recently concluded that it would be a good thing to try and find out definitely whether this was true. So it sent to a list of two thousand readers, selected from its mailing list as the representatives of all classes and communities, a list of twenty-four of its features, from editorial to "ticks from the telegraph," upon which they were asked to mark those items that appealed to them most. In the final count the editorials stood as two to three with the sporting news as its nearest competitor.

If a similar experiment was tried by other newspapers the result would be very much the same. The editorial page still wields a great influence and is as popular a feature as any other appearing in the daily papers. No first class newspaper would think of cutting it out, for if it did it would fail to hold the interest of its readers. People like to read the editor's views on the leading topics of the day. Many read the editorial page in order to find out what intelligent men the world over are thinking about. It is therefore the business of the editors to keep in touch with the public opinion and to reflect that public opinion as far forth as possible.

The newspapers are not always right in their interpretation of public opinion or in their advice as to what should be done to bring about needed reforms. Men have been elected to office in spite of the opposition of all the newspapers of a city. This does not prove, however, that the newspapers have no influence. It simply shows that the newspapers may be wrong in their estimates of public men and public measures.

Few newspapers that have cut out the editorial department are ever heard of outside of their own cities. On the other hand, the Brooklyn Eagle, New York Herald, the Philadelphia North American and the Chicago Tribune are widely quoted. In these days a newspaper must have opinions on subjects in which the people are interested, and not be afraid to express them.

EDITORIAL COMMENT.

As predicted in these columns last week, Josephus Daniels, editor of the Raleigh (N. C.) News and Observer, is now a member of President Wilson's Cabinet as Secretary of the Navy. Mr. Daniels is the first newspaper man to be appointed to a Cabinet position. He was born in Washington, N. C., May 18, 1862. When he was only a boy he edited an amateur paper called the Cornucopia, at Wilson, and afterward became the editor of the Wilson Advance, a weekly newspaper. Later he joined the staff of the Raleigh News and Observer and soon worked his way up to the position of editor. Mr. Daniels has a genius for work and is never so happy as when he is up to his ears in tasks that seem monumental to his associates.

As Easter this year falls on March 23, publishers who intend to make an extra drive for advertising for their special issues will have to get busy. Spring advertising usually reaches its highest mark during the week preceding and following Easter. What effect its occurrence so early in the season will have upon business remains to be seen. It has been apparent for several years that women do not buy Easter millinery as much as formerly, one reason

being that the styles change so rapidly that a hat bought at Easter is dreadfully out of style a month later. But although hats may play a less important part than formerly, Easter is generally regarded as the proper time to buy distinctively spring goods. Families who live in the country during the summer are getting ready to migrate. People who have been delaying their purchases of new and light-weight clothes feel that when Easter comes that they can delay no longer. The first peeps of the summer hotels are heard in the land, and everybody feels like getting out into the open and doing something.

THE EDITOR AND PUBLISHER takes pardonable pride in publishing elsewhere in this issue the first rate card of a metropolitan newspaper ever printed as a paid advertisement in a trade paper. The achievement is none the less noteworthy because it marks a new departure on the part of the New York Herald. The Herald's new schedule of rates does away with the former charges for cuts and display type which made it difficult to estimate in advance the exact cost of advertising campaigns in the Herald. The new card has a basic flat rate, with the rates so fixed as to equalize the former charges. It is said that these changes will not interfere with the Herald's distinctive typographical dress. It is hoped that other publishers will profit by the example of the Herald and make THE EDITOR AND PUBLISHER their medium of communication for new rate cards, as well as other announcements, to the national advertisers and space buyers, many of whom are valued readers of THE EDITOR AND PUBLISHER.

A very able citizen, writing in the current issue of Newspaperdom, says: "I firmly believe that this ugly word 'synchronism' contains the future of advertising and of advertising results!" It's a mighty interesting article, full of meat. If you haven't read it, better do so because it's well worth while. It points the need of team work—getting together—cooperation and attention to the little things which mean profits or losses in a general advertising campaign. In the words of the great Angelo, a master craftsman, "Trifles make perfection, but perfection is no trifle." When national advertisers are able to secure from newspaper publishers the degree of co-operation in perfecting sales promotion plans, which they now receive ungrudgingly from the magazines, they'll spend their money in newspapers liberally and effectually, and not until then. Last year the magazines created \$28,000,000 in new business, it is said. Think it over!

Elsewhere in this issue will be found a very able address by O. F. Byxbee on "The Country Newspaper Rate Card." If there is one subject to which publishers have given hours of anxious thought it is the question of rates. Mr. Byxbee's suggestions are founded on his own experience, and will be found mightily helpful.

Ah Boo Ben Add 'Em.

Ah Boo Ben Add 'Em,
Soaked in a tub of grease,
Slept sound beneath a
Blanket of old fleece;
Then woke to see a
Glimmer in his room.
He plugged his ears—
It was the crack of doom.
He saw a printer
Writing in a book;
It was a volume
Hung up on a hook
Ah Boo stuck out his
Head an inch or two.
"What writest thou?"
Thus questioned bold Ah Boo.
"I write the names of
All subscribers here.
Those that are slow I
Must strike out, I fear."
Then up and spake the
Greasy Ah Boo bold:
"I'll pay you now ten
Years ahead in gold."
The printer vanished,
Bought a snow-white vest,
And stuck Ben Add 'Em's
Name above the rest.

PERSONALS.

William Randolph Hearst is on a business trip to the Pacific Coast.

J. A. Macdonald, editor of the Toronto Globe, addressed the Ford Hall meeting, Boston, last Sunday evening on the topic, "War and the Human Breed."

Arthur Brisbane, editor of the New York Evening Journal, will be the principal speaker at the eighth annual dinner of the Friendly Sons of St. Patrick at East Orange, N. J., March 17.

Cyrus H. K. Curtis, president of the Curtis Publishing Co., Philadelphia, and Mrs. Curtis are spending a few weeks at Pasadena, Cal.

Josephus Daniels, proprietor of the Raleigh, N. C., News and Observer, took the oath of office as Secretary of the Navy March 5 at Washington, in the presence of the distinguished company.

Norman E. Mack, editor and proprietor of the Buffalo Times, is being urged upon President Wilson by members of the Democratic National Committee, of which he was chairman, for appointment as Ambassador to Austria.

Horace White, formerly editor of the New York Evening Post, and at one time an editor of the Chicago Tribune, who has been living in California since he retired from the editorship of the former paper, expects to return to Chicago about June 1, where he has leased an apartment.

Edwin D. Cowles, president of the Bay City (Mich.) Tribune Company, and for thirty-eight years an editor in the Saginaw Valley district of Michigan, is in a critical condition as the result of a stroke of paralysis.

Mrs. Phoebe Hearst gave a dinner at the Ritz-Carlton on Sunday evening, at which fourteen guests were present.

Dr. A. Herberman, editor of the Catholic Encyclopedia, has been awarded the Laetare medal by the University of Notre Dame, Ind.

Harwood Hull, who was formerly on the staffs of the Louisville Courier-Journal and the Times, and for some time on the Brooklyn Eagle, has been appointed editor-in-chief of the Porto Rico Progress, an important newspaper in the island. In addition to this post he is newspaper aide to Governor-General Colton, his work being that of describing the industries and resources of Porto Rico for American papers.

GENERAL STAFF NEWS.

Robert M. Gates, a Washington newspaperman, is generally looked upon as the probable winner in the race for the position of Secretary of the United States Senate. Joseph R. Wilson, brother of the President and member of the editorial staff of the Nashville (Tenn.) Banner, is his strongest opponent.

E. J. Rudolph, for years manager of the Buffalo (N. Y.) Courier, has resigned to take a responsible position with the Otis Lithograph Co., of Cleveland.

Johnny Hayes, the champion Marathon runner of 1908, the only American who ever won an Olympic Marathon, is now on the staff of the Hudson (N. J.) Dispatch, at Union Hill, as sporting editor.

James H. Burdett, political writer for the Chicago Daily Journal, has been appointed by Governor Dunne as a member of the State Civil Service Commission.

Curtis Swanick, formerly on Grand Rapids, Battle Creek, Detroit and Chicago newspapers, has returned to the editorial staff of the Detroit Free Press.

Charles W. Meighan, formerly connected with the Spokane Chronicle, who served as secretary of the Weiser (Idaho) Commercial Club for the last eighteen months, has become city editor of the Boise (Idaho) Statesman.

Mrs. Stella Champney, for three years on the city staff of the Grand Rapids (Mich.) Herald, has joined the Detroit Journal.

Stoddard King, for several years a reporter for the Spokesman-Review, has assumed the managing editorship of the Yale News, the daily publication of Yale University.

James Connell, formerly city editor of the Hartford (Conn.) Post, is now managing editor of the Canadian Progress, at Calgary, Alberta.

L. S. Betty, of Montgomery, correspondent of the Nashville (Tenn.) Banner, has been appointed by Governor O'Neal of Alabama an aide-de-camp on his staff, with the rank of lieutenant-colonel.

Thomas Miller, who for fourteen months had been connected with the Pittsburgh Sun as circulation manager, resigned March 1 to join the staff of the David C. Cook Publishing Co., Elgin, Ill. Prior to going to Pittsburgh he had for over fifteen years been connected with the Chicago Record-Herald.

Charles Chanler, former circulation manager of the New York Telegraph, has become circulation manager of the Atlanta Georgian.

WASHINGTON PERSONALS.

Edward E. Britton, associate editor of the Raleigh News and Observer, and secretary to the convention that nominated President Wilson, was among those to witness the inaugural ceremonies, and reported editorially the events for his paper.

Col. Edwin A. Halsey, assistant superintendent of the Senate Press Gallery and a member of the staff of Governor Mann, of Virginia, rode in the inaugural parade as one of the personal escorts of the Governor.

H. E. C. Bryant has been appointed Washington correspondent of the Raleigh News and Observer, succeeding L. Ames Brown, who has joined the New York Sun's staff.

J. B. Smallwood has been made city editor of the Washington Star, vice C. Fred Cook, who has been appointed news editor in place of John Miller, who resigned.

Theodore W. Noyes, editor of the Washington Star, and family will leave Saturday for a short vacation in Panama.

John W. Hunter, publisher of the Washington Herald, gave personal supervision to the members of his staff assigned to cover the inaugural ceremonies.

Earl Godwin, of the Congressional staff of the Washington Star, and chairman of the Inaugural Press Committee, who has suffered from a severe case of grippe, will recuperate in Bermuda.

Robert Adamson, formerly of the New York World, now secretary to Mayor Gaynor, of New York, attended the inaugural ceremonies.

Jack Burke, for the past three years London correspondent of the New York Herald, has returned to New York. Mr. Champion, who has been with the Herald for the past twenty years, succeeds him as London correspondent.

James D. Preston, superintendent of the Senate Press Gallery, has received

many compliments on the way he assisted the Standing Committee of Washington correspondents in completing the excellent arrangements for the newspaper men who covered the inaugural events.

IN NEW YORK TOWN.

Howard White is now in charge of the society department of the Tribune.

Carson Giboney, formerly of the Herald, has joined the Tribune as assistant society editor.

E. D. Doster, of the reportorial staff of the World, has gone to Mexico—on his own initiative and without solicitation from the Huerta government.

A. D. Noyes, financial editor of the Evening Post, returned to his desk early this week after a short stay at Atlantic City.

"Bill" Hanna, baseball writer on the Sun, is with the Giants at Marlin, Tex., from which point he has been sending miles of copy in re the futurists of the spitball.

John J. Leary, Jr., and C. W. Dobbs are two new additions to the reportorial staff of the World.

W. N. Powers, of the copy desk, has been appointed night city editor of the Tribune, succeeding Edward B. Morse, who goes to the telegraph desk.

James T. Grady, on the telegraph desk of the Tribune, has been transferred to the city desk.

"Gene" Young, of the Times, recently joined the editorial staff of the World.

Grace L. Ebert and B. A. Miller are new members of the Press staff.

Edith Brownell is now the editor of the woman's page in the Evening Sun. Of her assistants, Alice Lawton covers the shops and fabrics, Eva Von Baur, woman's work, and Gertrude Marvin, the suffrage situation.

Winfield L. Moody, formerly editor of Scribner's Book Buyer, is writing editorials for the Evening Sun.

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

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

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

MISCELLANEOUS

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

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

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

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

\$5,000 CASH

balance deferred purchases New York State weekly. No direct competition. Returns owner \$2,500 to \$4,500 annually for personal effort and investment. Proposition F. X.

C. M. PALMER

Newspaper Broker

277 Broadway New York

SITUATIONS WANTED

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

TO PUBLISHERS:

Managing editor and business manager thoroughly familiar with all details both of editorial and business departments of daily newspaper, and now employed in another capacity on one of the best-known daily papers in this country, desires to return to executive work on afternoon daily in either of the capacities named. No other reason for leaving present position. Entirely conversant with modern newspaper methods. Knows how to keep down expenses without sacrificing interests of the publication. Can obtain results if the field is there. Understands requirements of daily publications both metropolitan and those in cities of lesser rank. Fully equipped to take entire charge of publication as general manager, if desired. Highest possible references. Address "COLUMBIA," care THE EDITOR AND PUBLISHER.

CIRCULATION MAN.

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

HELP WANTED

WANTED.

WANTED.—A young man as editor. Desirable, though not absolutely necessary that he shall have had drug store experience and understand pharmacy; must, however, be experienced in newspaper or trade journal work, and be able to write good, strong editorials. Address, stating age, experience, qualifications and salary demanded, NATIONAL DRUGGIST, St. Louis, Mo.

I WANT A YOUNG MAN

not over thirty years of age as an editorial writer for a growing newspaper in a large city. I also want one or two staff men who are willing to get on the force of a large metropolitan daily and become an integral part of a newspaper which is now successful. No rover or tippler will interest me. The applicant must write good English, be resourceful, ambitious, accurate and have some element of originality. If you are a man, preferably on a smaller newspaper, and wish to locate in a large city at a moderate salary, write me at once. Applications will be held confidential. Give experience and salary expected. Address "P. P.," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

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

WRITE TO-DAY

for Harris-Dibble Bulletin of Business Opportunities. Just out. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

FOR SALE

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

FOR SALE.

Owing to change of interests, the newspaper brokerage business of BYRNE & COMPANY, 714 Hearst Building, Chicago, including contracts, deals pending, buyers' lists, mail order Campaign Advertising System, desks, good will, etc.

ORANGE, Va.—The Review, which has been discontinued for the past six weeks, has been bought and is being published by B. M. Bushong, editor of the Green County Record.

WHY I USED THE Louisville Courier Journal

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

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

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

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

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

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

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

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

The Seattle Times

STILL MAKING HISTORY

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

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

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

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.

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

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

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

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

A Special Agency

with headquarters in Philadelphia has an interesting proposition to make to newspapers wishing thoroughly competent advertising representation in Pennsylvania, New York, New Jersey, Delaware and Southern States. The members of this agency have been connected with the advertising departments of largest dailies for upwards of twenty years and are intimately acquainted with advertisers, agencies and conditions. If interested write for proposition and details to

SPECIAL AGENCY
Care of Editor and Publisher

GENEVIEVE CLARK, REPORTER.

Accomplished Daughter of Speaker Is Latest Recruit to Newspaperdom in Washington.

Miss Genevieve Champ Clark, the vivacious and beautiful daughter of Speaker Champ Clark, is the latest recruit to the army of newspaper men and women in Washington. This clever Washington society girl is not taking up journalism as a fad, but as a serious asset to her chosen profession of literature.

Her life amid notables and world happenings has been an ideal training for the newspaper field. Her acquaintance is nation-wide and a certain frank



MISS GENEVIEVE CLARK.

sweetness of manner makes her an interviewer par excellence.

Miss Clark has the newspaper sense in a remarkably developed form. Although she is still only a school girl of eighteen she has all the grasp of a veteran reporter on what really makes a story. Of course, she is not regularly employed on any newspaper, but is always ready to lend a hand at any specialized work at the Washington bureau of the New York American, and is very proud of the fact that she has been requested to write a special story of the big Suffrage parade for the Hearst papers.

She is an ardent suffragist from conviction, and after a thorough study of the conditions confronting working women as well as leisure women of today.

Speaker Clark and Mrs. Clark have always striven to make their children independent thinkers and self-reliant, so when Miss Clark told her father she wanted to be a "newspaper woman," he smilingly acquiesced, and relies on her good judgment not to neglect school or other duties for the fascinating pursuit of news. Miss Clark, however, intends to specialize on feature writing, and with her wide equipment and knowledge of national affairs should make a wonderful success.

Just now she is considering the offers of several large syndicates to write

a daily letter from Washington on life at the National Capital as she sees it from the inside. She has a vivid pen that at times is serious and really philosophical, while at other times a golden vein of delicious, girlish humor, subtly fine, illuminates her writing.

She has a quaint touch in her writing and a great deal of strength. It shows original thinking to a remarkable degree, clear perception and a quick estimation of news values that will prove invaluable to her. She considers the mission of the press a most lofty one and one in which a vast amount of good can be accomplished.

The deep sense of responsibility, so characteristic of both Mrs. Clark and the Speaker, is present in their charming daughter, and she says she can imagine no more stupid or utterly useless life than that of a mere society butterfly. At the same time she is fond of congenial companionship, and is one of the most popular girls in national society—a sweet singer, accomplished dancer and an excellent conversationalist.

Recently Miss Clark accompanied the Congressional party to Panama, and on her return wrote the story of her experiences for a syndicate of Sunday newspapers. The story "made a killing." Miss Clark confided to a friend that "she could hardly wait to see her story in print." It is her first long story and her pleasure and excitement is not only pardonable and inspirational to older, more seasoned writers, who, alas, have not only outgrown the thrill but the fresh, clear insight on life that is one of the charms of this notable young priestess of newspaperdom.

Franklin News Celebrates Birthday.

The Franklin (Pa.) Evening News celebrated its thirty-fifth birthday last week by a dinner to its employees. E. T. Stevenson, city editor, acted as toastmaster. James B. Borland, founder and managing editor, delivered the speech of the evening. Cyrus D. Phipps of Rocky Grove, the paper's first correspondent, was presented with a silver loving cup. A feature of the evening was a burlesque extra issue of the News containing a dispatch from Trenton, N. J., stating that President-elect Woodrow Wilson had announced that the News would succeed the Congressional Record as the official paper of the nation.

Jail Sentence for Fake Reporter.

Richard H. Jacobson, of Chicago, who has been posing as a reporter and offering to intercede with Municipal Court judges in the interest of persons arrested for various misdemeanors, was cited for contempt of court, and at his hearing last Monday was sentenced to twenty days in the county jail. In passing sentence, Judge Fry said: "In my eight years on the bench, all the newspaper men I have known have been gentlemen. They have never tried to influence me in the slightest manner." The court overruled a motion to arrest judgment and a motion to vacate sentence, and Jacobson was sent to jail.

Suggests New Substitute for Paper.

A new material for the production of paper was suggested at the Royal Society of Arts in London last week. It was stated that if a plant named hedy-chium coronarium, which is a native of India, were cultivated over vast tropical or semi-tropical spaces, mankind should have no need to cut down the forests and make them into paper. The forests, it was said, could go on fulfilling their natural purpose, and newspapers could be printed on the substance which looked just like what is now called paper.

Several of the Hearst correspondents are reported to have been ordered from Mexico because of the policy of intervention pursued by the Hearst newspapers.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation



City and Country

Advantages, plus quality with quantity of circulation are found in

The Pittsburgh Post

(Every Morning and Sunday)

The field is rich and favorable for advertisers desiring to reach ideal "home" conditions.

EMIL M. SCHOLZ, General Manager.

CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK CHICAGO.

The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

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

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

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

ADVERTISING SERVICE

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

Telephone 6696 Greeley

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

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE DETROIT TIMES

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

The Latah Enterprise is the name of a new paper started at Latah, Wash.

LIVE AD CLUB NEWS.

The work of the National Vigilance Committee of the A. A. C. of A. was the subject of a stereopticon lecture before the St. Louis Ad Club last Wednesday by J. C. Woodley, advertising manager of the General Roofing Co., East St. Louis. The policing of advertising, Mr. Woodley declared, was one of the most important duties of American advertisers, and one that must be thoroughly done to instill into the public mind that confidence essential to successful advertising of honestly made and honestly sold merchandise. He added that only through the medium of the press could the propagation of the work be effectively carried on.

"Eighteen thousand dollars or bust!" was the spirit of the get together "experience meeting" of the Baltimore Ad Club last week, when the completion of the \$50,000 convention fund was the subject up for definite settlement. About \$600 was raised by personal subscription among the members present, in addition to what they had already contributed. At the noon luncheon President Shay introduced two delegates to the coming convention, Leon Levy, of the city of Mexico, and Jacques Thalhimer, of Paris.

John Lee Mahin, head of the Mahin Advertising Agency, Chicago; Thomas E. Dockrell, ad wizard, and M. M. Gillam, dean of publicity promoters, were the speakers at the weekly luncheon of the Cleveland Ad Club. Mr. Mahin declared that he would not be a salesman for a house that did not advertise, and that the cheapness of modern advertising made it incumbent on every business house to use the means within its power to promote publicity. Mr. Dockrell spoke briefly, pointing out that the proper definition of an advertising man is "a fisher of men." Mr. Gillam, who took the subject, "Some Errors in Department Store Advertising," said he would brand no one form of ad as "correct" or "incorrect," but that the question which decided was "Does It Pull?"

The Associated Advertising Clubs of Iowa will have a publicity commission to exploit the resources of Iowa. At the third annual convention the association decided to empower the president, C. H. Weller, of Iowa City, to appoint five men on such a commission. The men appointed were: B. F. Williams, Des Moines, chairman; O. J. Benjamin, Nevada; W. O. Coast, Iowa City; George H. Boyson, Cedar Rapids, and Paul Davis, Waterloo. Pictures will be the principal means used by the commission in carrying out the publicity campaign. A lecture entitled "What Iowa Has to Advertise," illustrated with sixty-five stereopticon slides, has been prepared by H. M. Harwood, secretary of the association and publicity director of the University of Iowa. Already this lecture has been given before the Iowa Retail Clothiers at Oskaloosa, the Southeastern Iowa Retail Lumbermen at Burlington, the Davenport Ad Club, the Iowa City Commercial Club, the convention of Group Seven of the Iowa State Bankers' Association at Waterloo and a farmers' short course at New Hampton.

The Springfield (Mass.) Publicity Club heard an address last week by L. E. Kingman, advertising manager of the Florence Manufacturing Co., the keynote of which was that persistent publicity pays. Mr. Kingman declared that as time goes on the publisher who did not guarantee the truthfulness of his advertisements will be among the minority and that many publishers are now actively engaged in the campaign to eliminate the untrue, misleading and unclean advertisement.

"Retail Advertising Successes" was the subject of an address made by S. Roland Hall, of Scranton, at the weekly luncheon of the Pittsburgh Publicity Association. The talk was illustrated

with lantern slides showing striking forms of advertising. The lecturer said that retail dealers were awakening to the fact that honest advertising paid best.

"Killing the Ogre Dignity" was enacted with appropriate ceremony by members of the Edmonton (Alta.) Ad Club, recently launched. The slaying of the beast was witnessed by several hundred business and professional men of the city. The club represents organized optimism with a definite purpose and has as its slogan, "Anything that helps Edmonton will benefit every person in it." The officers of the club for 1913 are: President, F. G. McDermid; vice-president, P. C. Byron; secretary, Fred V. Hollands; treasurer, A. L. Salesbury; executive committee, the officers and August Wolf.

The Cleveland Ad Club has endorsed a bill, now before the Ohio Legislature, which provides that whoever causes the publication or circulation of an advertisement "containing any assertion, representation or statement of fact which is untrue or deceptive" shall be guilty of a misdemeanor.

The Grand Rapids (Mich.) Ad Club heard addresses last week by Karl E. Murchee, editor of the Detroit Times, on "The Extermination of Fraudulent Advertising," and State Senator William M. Smith on "The Blue Sky Law." Charles L. Merriam read an illustrated educational lecture on "Advertising as a Science." One of the features of the meeting was a display of local advertising, including complete illustrations of advertising campaigns of a manufacturer and a retailer.

Praise for Model 8 Linotype.

Last spring Messrs. Lee Crittenden and Edwin Hulse, efficiency engineers and expert counsellors on printing and equipment, were called upon to make an efficiency report on a large publication plant in New York City. In order to find out how the quick change Model 8 three magazine linotype was regarded as to its adaptability to advertising composition, they addressed an inquiry to the users requesting the information. The responses were enthusiastic and surprising. As the letters were not addressed to the Mergenthaler Co. and were not solicited for business purposes, they are especially valuable. Through the courtesy of Messrs. Crittenden and Hulse, the Mergenthaler Co. has published them in pamphlet form. A hurried reading of the letters discloses the fact that every user of the No. 8 model is not only satisfied with the work of the machine, but is delighted to have such a valuable and efficient machine at his command. The popularity of the new model is such that the company has been obliged to put on a night shift to take care of the orders.

Ad Rates for Political Candidates.

Because an Omaha newspaper charged the candidates for office in that city last fall a higher advertising rate than it did the merchants, the Nebraska Senate has passed a bill prohibiting such practices in the future. The bill says that no newspaper may charge more for political advertising than for commercial advertising, whisky, medicinal and theatrical advertisements excepted.

Rescuing Literature.

Albert B. Kelley, an advertising expert of Philadelphia, sat in the Markham Club turning the seventy or eighty pages—mostly advertising matter—of a weekly.

"Advertising is such an art," he said, "that many people actually buy periodicals as much for the advertisements as for the reading matter."
Mr. Kelley smiled.
"I sat in an editor's office the other day," he continued, "when a poet entered."
"Glad to see you've accepted that sonnet of mine," the poet said, feverishly pushing back his long hair. "I do hope it will be widely read."
"It's sure to be," said the editor. "It's sure to be. I've placed it next to one of our most striking ads."—*New York Tribune.*

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

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

FEBRUARY

In February the New York Times published 666,300 lines of advertisements, a gain of 80,570 lines over February, 1912, which had 29 days as compared with 28 days this year.

The New York Times has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Said a New York City agency Man—"I never considered a morning paper in Albany, N. Y., but I'm using THE KNICKERBOCKER PRESS now."

Circulation 33,000

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

PRESS ASSOCIATIONS

The members of the Woman's Press Club of New York heard addresses by five prominent speakers at their meeting in the Waldorf week ago Saturday. Melville E. Stone, general manager of the Associated Press, took for his subject "The Power of the Press." He declared that a newspaper has the right to inquire into a human being's relation to public affairs, but not into the private relations between two individuals. Will Irwin, who spoke on "Yellow Journalism," said that yellow journalism was the kindergarten in public education and that, to his mind, it was dead. "It did its work," Mr. Irwin remarked; "the good it did lives after it, and the evil was interred with its bones." Other speakers were W. Stephen Bush, Moving Picture World, on "The Press and the Motion Picture"; Miss Julia Butler Briggs, editor Gentlewoman's Fashions, on "Editorial Work from a Woman's Standpoint," and Mrs. Katherine Moody Spalding, on "Women on a Country Daily."

Officers of the year were elected by the Salt Lake City Press Club last week, with Carl R. Williams for president; Bartley T. Brown, vice-president; Capt. E. Le Roy Bourne, second vice-president; Gordon H. Place, secretary-treasurer. Nathaniel Von H. Jackson, T. De Witt Foster and Peter Simpkin were made additional members of the board of managers. Ernest J. Evans, the retiring president, was tendered a vote of thanks for his efficient administration during the past year.

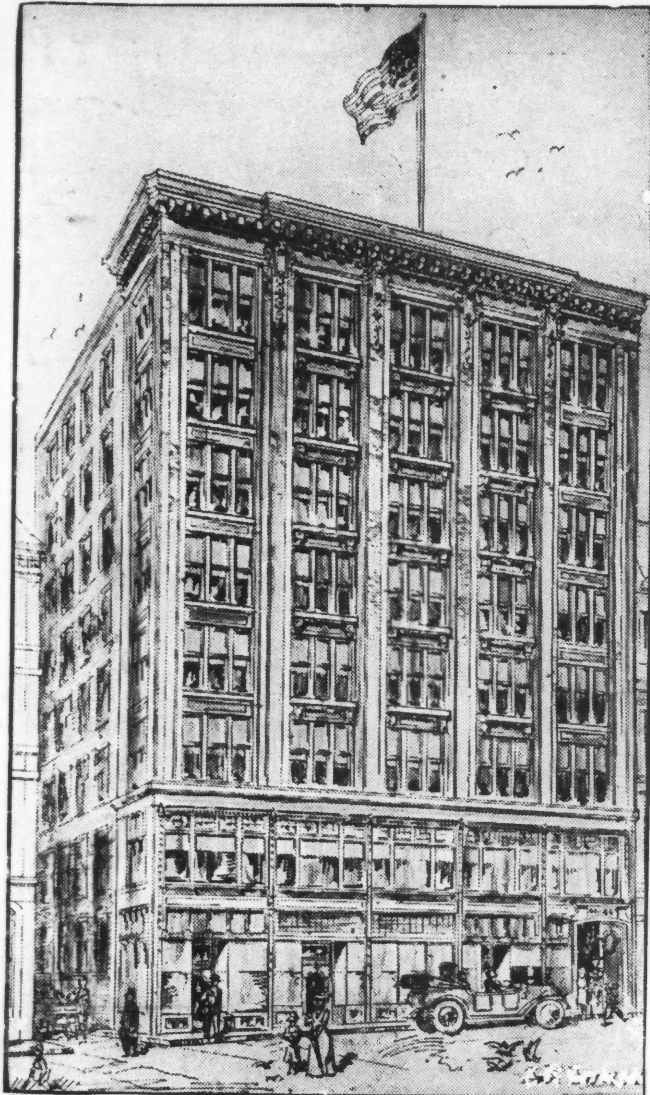
No man shall be free from the wit of the Steam Koller, the publication of the Birmingham (Ala.) Newspaper Club, which will be issued the night of the inaugural banquet, March 13. Hugh W. Roberts has been elected editor, with Leon Friedman and Atticus Mullin as associate editors. Among the guests of honor who have been invited are President Woodrow Wilson, Vice-President Thomas R. Marshall, Speaker Champ Clark, William Jennings Bryan, Senator Ollie James of Kentucky, Congressman A. Mitchell Palmer of Pennsylvania, Senator Hoke Smith of Georgia, Senator A. O. Bacon of Georgia, Senator John Sharp Williams of Mississippi, and practically all the Governors, Senators and Congressmen of the South.

The Nevada State Editorial Association, at its meeting in Carson City last week, elected the following officers for the ensuing year: Paul S. Triplett, Wells Herald, president; D. W. Williams, Fallon Eagle, vice-president; S. Green, Carson Appeal, secretary. The next meeting of the association will be held in August at Goldfield.

Representatives of thirty newspapers in western Nebraska met in convention at Alliance last week and formed the Western Nebraska Editorial Association, which has for its purpose and object the mutual interests of the newspapers of that district. Officers elected were: John W. Thomas, Alliance Herald, president; F. A. Gopen, Sidney Telegraph, vice-president; George C. Snow, Chadron Journal, secretary-treasurer; members of the executive board, John W. Thomas, George C. Snow and G. E. Marks, the latter of the Mitchell Index. About forty newspapers were represented.

The Santa Clara County (Cal.) Editorial Association meeting at San Jose last week elected the following officers for the ensuing year: President, H. W. Simkins; vice-president, W. K. Roberts; secretary, H. C. Smith; treasurer, T. C. Duffy; attorney, G. K. Estes. The association went on record as opposed to the Larkin Senate bill, No. 278, which relates to the publication of patent medicine advertisements.

More than 100 persons, including Lieut.-Gov. William P. O'Neill and members of the Legislature, attended



BOSTON PURITY HOUSE.

NOW BEING ERRECTED FOR THE ADVERTISING MEN OF THE CITY.

the Indianapolis Press Club frolic at the Claypool Hotel. It was a wide-awake affair from start to finish. Toasts were responded to by all the registrars present. Extras of the Press Club Gallinipper, "yellow to the core," were distributed at the tables and found to contain matter of special interest to the guests. Vaudeville numbers were furnished by members from a local theater.

BOSTON PURITY HOUSE.

New Home of the Pilgrim Purity Association Ready in October.

Purity House will be the name of the new home of the Pilgrim Purity Association, about to be erected in Boston. It will occupy the site of the old Bromfield Street Church, which is being demolished to make way for the new structure.

Purity House will be eight stories high and of steel and stone construction with an exterior finish of terra cotta limestone, marble and Roman brick. The third floor of the building will be the home of the Pilgrim Purity Association and will include, besides the executive offices, a library, lounging-room, reading and smoking room, committee rooms and cafe or lunch room.

It is the plan of the association to have the building occupied entirely by individuals or firms engaged in some branch of advertising work and, as the location is central and convenient, there is little doubt that this plan will be carried out. Purity House will be ready for occupancy the first of October. The total outlay will be about \$900,000.

CHANGES IN INTEREST.

ATLANTIC CITY, N. J.—State Senator Walter E. Edge, publisher for eighteen years of the Daily Press, and for seven years president of the Evening Union Publishing Co., has sold the controlling interest in both papers to Nathan J. S. Price, business manager of the two publications.

QUINTON, Okla.—The Times, owned by H. M. Butler, was sold last week to J. W. Sargent.

WINNFIELD, La.—The Comrade has changed ownership from Col. William L. Smylie to C. A. Erskins.

SHEFFIELD, Ia.—The Press has been purchased by Chester Yelland from George B. Tracy, who took possession March 1.

ARCADIA, Mich.—Keddie & Son, owners of the Bear Lake Beacon, have purchased the Booster, which was established a year ago.

BRADLEY, S. D.—The Globe, for several years conducted by W. H. Dudley, has been sold to C. L. Bates, and will hereafter be issued by the Bates Publishing Co.

VAN BUREN, Ark.—R. B. Holbrook, owner and editor of the Clarksville Democrat, has purchased the Daily and Weekly Argus, and took charge March 1.

MARSHFIELD, Wis.—Edward B. Barr and A. J. Campbell have taken over the publication and management of the Times from R. R. Williams.

LAMOILLE, Ill.—Anthony Biermann and Samuel Allen, formerly connected with the Duquoin Evening Herald, have acquired the Gazette.

\$25,000

will buy half interest in evening daily newspaper in good Pennsylvania city, carrying with it the management of the property.

\$10,000 Cash

will buy substantial interest in New Jersey daily newspaper property showing big net earnings. Business management will go to purchaser.

HARWELL, CANNON & McCARTHY

Brokers in Magazine and Newspaper Properties

200 Fifth Ave., New York City

TURNER'S²⁴ BULLETIN

We give you *Working Proof* of all Circulations Examined by

C. GODWIN TURNER

DATA CIR. AUDIT CO., NEWARK, N. J.

Press Clippings

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

BURRELLE

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

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO.
1216 Peoples Gas Bldg.
CHICAGO

GEO. H. ALCORN
Tribune Bldg
NEW YORK

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

HERE'S A GOOD BUY— THE READING NEWS

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

ADVERTISING TRUTHS.

Drummond Declares That Much Advertising Is Ineffective Because It Is Too Strong—Manufacturers Not Assertive Enough.

By HARRY R. DRUMMOND.

The chief trouble with advertising as it is malpracticed to-day is that, in the effort to make it "strong," too much strength creeps in, and it is ineffective because it overstates the facts.

Merchants should realize that "commercial honesty" should be literal honesty, unqualified in any way—that an inference is just as damaging as a positive assertion, and that advertising should be lived up to in spirit as well as in deed. The average merchant will not reform things. He is not big enough. That is why he is an average merchant.

If I could find a manufacturer who has a real backbone instead of a wishbone—an article of real merit, enough money and determination to launch and carry out a real campaign of real advertising—I could build up a real business for him—if he would let me.

This is not a "dream of a rarebit fiend." It has been done, it is being done to-day by manufacturers who are above the average—and they are prospering at it, too. It can be done in wholesale as well as retail trade, the only difference being that the retail trade would be smaller and be confined locally.

Mr. Manufacturer, you are obsessed by the bugaboo of the retailer. You feel that you must toady to him, must cringe to him and must look to him to distribute your goods—permitting him to do things your spirit revolts at, because you are a coward.

Look, Mr. Manufacturer, if you will, at the Arrow Collar people. Look at W. L. Douglas Shoe Co., at the Mark Cross Co., at the Knox and Dunlap hat people.

Do they toady to the retailer? Do they let the retailer put prices on their products? Do they? You know darned well they don't. Their customers get the same deal six days a week and fifty-two weeks a year, from Portland, Me., to Portland, Ore.; from Detroit, Mich., to El Paso, Tex. No matter when or where you buy their goods, there is one price, one standard.

Do they do business? They do. How do they do it? Do they know

their business better than you do yours? Let me tell you, Mr. Manufacturer, they are standardized.

And, Mr. Retailer, you have the "price" bug. You have it bad. You are laboring under the delusion that, by juggling prices, claiming values that do not exist, that never did exist save in your own mind, that you are doing business. You are destroying confidence. You are making skeptical doubters out of people who should be true believers.

Don't tell us it can't be done. Look at Sears, Roebuck & Co., Chicago. They put out a catalog every year. That catalog tells of the goods and the prices. The prices are not juggled. They are standard, and they sold \$67,500,000 worth of goods by mail in 1911—sold these goods to your own people—to people whom you had taught to be afraid of you because of your lack of standardization of prices and qualities.

It is not price alone that sells goods—not by a jug full. It is confidence. Don't think that you build confidence by playing a confidence game. You do not.

Mr. Newspaper Publisher, you are not living up to the best there is in you. You are not keeping your advertising columns as clean as they should be kept.

Of course, you can and do argue that you cannot be held responsible for this—that is why you have given the magazines their power. They can and do look into such things. They are clean. They hold their advertisers down to the truth.

Mayhap they are better men than you are. Mayhap they know their business better than you know yours. Do they?

VIGILANCE COMMITTEE WORK.

Has Accomplished Far-reaching Results, but Is in Need of Funds.

The National Vigilance Committee of the A. A. C. of A. has accomplished far-reaching results in its campaign against fraudulent advertising throughout the country, and this year a number of the States have adopted corrective legislation as the direct or indirect effect of the committee's well-organized activity.

In every line of publications, whether mail-order, farm, religious, newspaper or periodical, the best publications are now refusing dishonest advertising, and many of the important newspapers of the country have purged their columns of ads that will not stand a just test.

The National Committee, of which Harry I. Robbins is chairman, charged with inspiring and directing the vigilance work, is under particularly heavy expenses, and it is feared that the campaign for clean ads will come to a sudden end if it is not financially supported. It needs money badly and has made a plea for contributions—large or small—to the vigilance fund.

About \$300 has been received thus far and includes contributions as follows: L. T. Boyd, Milwaukee Journal, \$25; Aeolian Co., \$25; S. C. Dobbs, Coca-Cola Co., \$10; Charles Henderson, Chicago American, \$10; Robert Jaffray, Toronto Globe, \$25; L. W. Harris, Chester Chemical Co., \$10; W. Templeman, Victoria (B. C.) Times, \$10; Victor F. Lawson, Chicago News, \$100; U. S. Tire Co., \$25.

The finance commission, to whom contributions may be sent, is composed of the following well-known men in the publishing and advertising field: Paul Block, chairman, 250 Fifth avenue, New York; Joseph Blothen, Seattle (Wash.) Times; J. Charles Green, San Francisco, Cal.; E. St. Elmo Lewis, Detroit, Mich.; J. F. MacKay, Toronto Globe, Canada, and A. W. McKeand, Chamber of Commerce, Charleston, S. C.

Good Cheer from Atlanta.

Charles H. Henry, the new general manager of the Atlanta Georgian, writes THE EDITOR AND PUBLISHER as follows: "I read your publication with steadily growing interest, and must congratulate you on the great improvement you have made in it."

LINOTYPE HONESTY
And Accuracy in Construction

What one concern finds its maintenance expense for nine years to be

ELLIOT FAY & SONS,
Publishers of the Courier and Freeman,
Potsdam, New York.

MERGENTHALER LINOTYPE COMPANY,
Tribune Building, New York.

Feb. 22, 1913.

GENTLEMEN:—Having recently compiled figures on the upkeep of our Linotype we thought they might interest you.

We purchased a Model 3 two-letter machine in 1904. The following table shows our expense per year since for supplies:

| | | |
|------|-------|--------|
| 1904 | | \$5.75 |
| 1905 | | .50 |
| 1906 | | 2.55 |
| 1907 | | 12.87 |
| 1908 | | 14.24 |
| 1909 | | 13.74 |
| 1910 | | 23.47 |
| 1911 | | 70.45 |
| 1912 | | 10.67 |

\$154.24

This includes a new set of matrices, sorts for our two first fonts, slide block, border slides, matrix trays and everything connected with keeping the machine in good running order.

We have found the machine an indispensable adjunct to our printing business.
Yours very truly,
ELLIOT FAY & SONS.

**An Average of Only \$17.14 a Year
LESS THAN SIX CENTS A DAY**

This is a significant argument against cheapness and imitation, and in favor of
LINOTYPE EFFICIENCY, QUALITY AND SERVICE

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

Clean Columns Pay.

The Minneapolis Journal was one of the first in its territory to put up the bars against the admission of certain kinds of advertising to its columns. When the new management took control in 1908 announcement was made that no beer or whiskey advertisements would be accepted. Since then other kinds have been placed on the tabooed list, until now, when it includes guaranteed cures, transient fire and bankrupt sales, fraudulent or doubtful financial offerings, massage, objectionable medical, matrimonial offers, large guaranteed dividends, bucket shop, attacks of a personal character, fortune tellers, palmists, suggestive books, want ads requesting money for samples, fake piano sales, sales by itinerant merchants. That the policy pursued has been a wise one is shown by the steady growth in advertising patronage. According to an editorial published recently the Journal has for eight years led all Minneapolis and St. Paul newspapers in advertising.

Printing Taught in High School.

A night class in printing, with J. A. Webster as instructor, has been established in the East Technical High School, Cleveland. A number of advertising men are taking the course, which includes lessons on cover design, margins, proper type harmony, combining design and hand lettering.

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

BARNHART ALL-BRASS GALLEYS

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

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

BARNHART BROS. & SPINDLER

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6900-4 Bookman

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."
SEND FOR SAMPLE
F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

NOTICE
Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.
H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

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

THE COUNTRY NEWSPAPER RATE CARD.

It Should Be Based on the Number of Inches in the Contract, Says O. F. Byxbee—Minimum Charge Should Be Ten Cents an Inch—Publisher Shouldn't Be Frightened by Metropolitan Figures.

O. F. Byxbee, editor of the Inland Storekeeper, Chicago, delivered a valuable address before the Buckeye Press Association last week on "The Country Newspaper Advertising Rate Card." The following excerpts will be found worth reading:

One of the most perplexing problems of the country publisher is his advertising rate card. It is a problem divided into several problems, each puzzling and apparently incapable of being decided with any degree of permanency. There is the problem of the kind of rate card—shall it be a flat rate, an open-space rate or a graded card? If it is to be the latter then there is the problem of how to grade the card accurately. And then there is the greatest problem of all—what shall the prices be?

First let me say, and say emphatically, that advertising rates in country papers are not nearly as high as they should be. I hope the time will come when the very lowest price will be 25 cents an inch on a yearly contract. It seems ridiculous, when you stop to think of it, that an advertiser can purchase a four-inch ad for less than a dollar.

Many newspaper publishers find the cards they are now using inconsistent, and when they attempt to eliminate the inconsistencies discover they have created others.

There is only one basis upon which an equitable card can be drafted, and that is the basis of the number of inches in each contract. Just as soon as a publisher attempts to deviate from that basis he is in trouble, and every attempt to overcome a difficulty leads to new and greater difficulties.

Mr. Byxbee then went on to show that it was a mistake for a publisher to encourage an advertiser to run the same ad month in and month out without change. It was his duty to make the advertising profitable for the advertiser, and this could not be done without frequent changes in copy. It costs the publisher money to reset the ads, but the results usually warrant the expense, and the advertiser in turn uses more space because he sees that publicity pays. Continuing Mr. Byxbee said:

It is just as equitable to average the cost of composition and charge every man in equal proportion whether he changes or not, as it is to charge two men equal for a page advertisement when one fills the space with solid six point and the other believes in white space and a few big lines. In either case it is the advertiser's option.

Then there is the advertisement (usually received through an agency) which is electrolytied. The agency, in endeavoring to secure lower rates, points how there will be no composition, that the publisher not only saves the composition on the advertisement, but also on the reading matter which he would be obliged to place in the space if it was not occupied by the plate.

When you attempt to grade a rate card on any other basis than the number of inches in each contract—in other words, when you attempt to grade a rate card so as to give the small and continuous

advertiser an advantage over the large and spasmodic advertiser (as most rate cards attempt to do)—you encounter a difficulty which it is impossible to overcome. Suppose an advertiser during the holidays wants to use a ten-inch triple-column advertisement ten times, a total of 300 inches. He is told that it will cost him \$45. He looks over the rate card and finds that his competitor, who uses a six-inch advertisement every issue, a total of 312 inches, is paying only \$25. He says, "Why, I am using more space than this other man and yet I must pay nearly twice as much money." He may pay the price, but he has a poor opinion of the publisher and only advertises when he feels absolutely obliged to.

Having demonstrated that the only equitable basis for a rate card is the number of inches in each contract, we have next to decide how much shall be charged per inch. In other words, we have decided the basis for grading the card, and we must next decide the basis for the price to be charged.

The basis of the cost of production enters into the question only as ascertaining how low a price it is possible to accept, no matter how small the circulation may be, and still not conduct business at a loss. Beyond this minimum cost the basis is the service rendered.

The country newspaper, more than any other publication, should make a strong appeal to the prospective advertiser, on the basis of service rendered. Many prospects, and the advertising agencies are the most persistent, will tell you that you should charge according to your circulation—but it is no: circulation, but service that really counts. The paper with 1,000 circulation, reaching practically all the best families in its community, is entitled to a higher rate than the Saturday Evening Post. No advertiser in the Saturday Evening Post can hope to consider every reader as a possible buyer. Just because that paper can command a hundred dollars an inch for two million (or two thousand thousand) circulation, is no reason why the country publisher with only one thousand should divide the Post's price of one hundred dollars by two thousand and be satisfied with five cents an inch.

Circulation is all right, and is a mighty good thing to have, but I want to say a few words of encouragement to the publisher who has only one thousand, and knows that he has about all it is possible for him to get; who knows that he has the best people in his community, and who knows that the claims of a competitor are false, or that his list is made up of people who are not and never could be patrons of his advertisers.

Mr. One Thousand Man, you have no reason to be ashamed of your small circulation; you have no reason for trying to inflate your figures. Tell the truth about your circulation—and talk service to your advertisers.

In the past eighteen years, during which time I have continuously conducted the department of "Newspaper Work" in The Inland Printer, I have been called upon hundreds of times to compile rate cards. This may sound like an exaggeration, but I am sure the average is once a week, and at this average, stating

it at several hundred is putting it mildly. The lowest price per inch should be 10 cents. By the lowest price I mean the cost of a column ad every issue for a year. Contracts calling for a fewer number of inches should be higher, and graded according to the number of inches in each order.

When I first started this study of rate cards I spent my evenings for months trying to figure out a card that could be graded both for time and space and be consistent. I covered reams of paper with figures. Finally I was convinced that it could not be done, and I devised a system of grading, based on the number of inches in each contract, that I have used in compiling rate cards for years, which I believe without exception has given satisfaction.

It would be difficult for me to explain this system without giving you tables of figures. This could be done on a printed page, but not in an oral demonstration. But briefly the plan is this: I am usually asked to grade a card from a certain price for the first inch one insertion, down to a certain price for one column every issue for a year. We will suppose that the price for the first inch is 50 cents. For each additional inch up to five inches I add 40 cents an inch. For example, a two-inch ad would cost 90 cents, a three-inch ad \$1.30, a four-inch ad \$1.70, and a five-inch ad \$2.10. For the next five inches I add 32 cents for each additional inch, making a six-inch ad cost \$2.42 (or \$2.40 in round numbers), and so on up to 10 inches, and from there up to twenty-five inches each additional inch costs 25 cents. This sounds complicated, but it is very simple when you have the figures before you.

You will notice that I say each additional inch. The first inch is always 50 cents on this particular card, no matter what the size of the contract, but the cost of each additional inch grows less and less as the size of the order increases.

LEAGUE'S CRITICAL NIGHT.

New York Ad Men Watch Dissection of Copy Thrown on a Screen.

The monthly meeting of the Advertising Men's League was held at the Aldine Club, March 6. The attendance was large and the members in good spirits and keenly alert.

Good cheer prevailed and the songs were heartily participated in by those present. After the diners had finished they gathered in front of a screen on which were shown a number of advertisements that were criticized from various standpoints by J. George Frederick, O. H. Blackman, of Blackman & Ross, and E. E. Calkins of Calkins & Holden.

Before the advertisements were thrown on the screen a humorous feature was introduced, which elicited much laughter. From a booth was exhibited the figure of a familiar advertising character which apparently addressed the audience and made many humorous references to various members and their advertising. A phonograph also produced advertising songs to familiar tunes.

The serious part of the meeting consisted in the criticism of the advertisements projected upon the screen. The advertisements represented were: Glensbury Underwear, Winchester Fire Arms, Myers's Gloves, Firestone Tires, Take-Home-a-Biscuit, D. & P. Gloves,

a sanitary kalsomine ad and an umbrella advertisement.

The criticism of the seapeaks displayed a careful study of each advertisement, and many helpful suggestions were made by them. The last piece of advertising matter criticized was a form letter issued by a rug house. At the conclusion of the critical studies Mr. Clowry Chapman was invited to give a brief talk on the design of cartons, with special reference to their status in the courts in trade-mark litigation.

At the conclusion of the meeting President Ingersoll announced the names of the members who constitute the nominating committee to choose candidates for the coming election of officers.

NEW PUBLICATIONS.

SAVANNAH, Ga.—The Reflector, a new weekly, catering especially to the laboring people, but also handling current events of interest, will make its first appearance March 15.

PIERRE, S. D.—The Daily Messenger was launched March 3 by the Messenger Publishing Co., recently incorporated at Aberdeen.

BLACK ROCK, Ark.—The first issue of the Herald, a new paper published and edited by T. J. McDowell and R. G. Barnhill, appeared this week.

COUPLAND, Tex.—Harry Hampton Williams, formerly editor of the Elmer (Okla.) Record and Hollis (Okla.) Tribune, has launched the Record.

TOPEKA, Kan.—The Construction News, Fred B. Cooper, editor, made its first appearance last week.

CROSBY, Minn.—Claude M. Atkinson has installed the machinery and equipment for the plant from which he will issue his new paper.

NEW AD INCORPORATIONS.

CAMDEN, N. J.—Sales Service Co.; general advertising agency; capital, \$100,000; incorporators: F. R. Hansell, F. S. Garman, J. A. MacPeak.

NEW YORK, N. Y.—National Commercial Advertising Corporation of Manhattan; capital, \$100,000; incorporated by Martin E. Stiver, Joseph Forsheim, Louis Hess.

ROCKFORD, Ill.—Grill Advertising Co.; capital, \$5,000; general advertising business; incorporators: E. J. Crill, M. H. Crill and W. F. Hull.

PIITTSBURGH, Pa.—Protect U Co.; to do a general advertising business; capital stock, \$100,000.

NEW INCORPORATIONS.

MURRAY, Ky.—News and Truths Publishing Co.; capital, \$5,000; incorporated by H. B. Taylor, W. T. Sledd and others.

WARRENSBURG, Mo.—The Star-Journal Publishing Co.; capital, \$25,000; incorporators: Lydia M. Middleton, E. C. Crossley and others.

CANTON, O.—Daily News Printing Co.; capital stock, \$50,000; 500 shares of \$100 each; incorporated by C. G. Herbruck, Burton Knisely, Harry Coley, R. E. Hayslett and H. R. Black.

SCOOP THE CUB REPORTER

You Can't Stump Scoop - He Got The Interview

By "HOP"



PHILIPPINE JOURNALISM.

Three American Dailies Flourish and Prosper, Says Mr. Dick.

R. McCulloch Dick, editor and publisher of the Philippine Free Press, which has the largest circulation of any periodical published in the Philippines, left New York last week to return to Manila after a year's travel in Europe and the United States.

In speaking of the newspapers in the metropolis of the Philippines, Mr. Dick says that all three of the American dailies published there, the Times, the Cablenews-American and the Bulletin, are thriving and enjoying the benefits of the increased trade which has resulted from the passage of the Payne tariff bill three years ago.

The Times is directed and edited by Martin Egan, formerly of the Associated Press, and who still represents that organization in the Philippines; and the Cablenews-American, recently acquired by Percy G. McDonnell, representative of the New York Sun.

Mr. McDonnell has resigned a position he held with the Government as member of the municipal board of Manila in order to take the more lucrative post of managing editor of the Cablenews-American, in which he is interested.

The Bulletin, which until recently confined itself chiefly to commercial news, has now entered the regular daily field with a cable service and a full staff of reporters. Its publisher is Carson Taylor. With three live American dailies, Mr. Dick says, the Americans in the Philippines are well supplied with news and kept in touch with happenings in their home country and elsewhere.

The Free Press, which Mr. Dick controls, was founded by Patrick Gallagher, now with the Publishers' Press. That the Filipino people are not hostile to publications conducted by Americans is shown, Mr. Dick says, by the fact that four-fifths of the subscribers to the Free Press are Filipinos.

Editors Should Keep Out of Office.

In commenting upon the refusal of the Texas legislature to allow R. M. Johnson, of the Houston Post, and the refusal of the Arkansas legislature to permit Editor Haskell to fill out the brief terms to which they were appointed the Louisville Courier-Journal says:

Wherever the professional politicians have the call they hold the offices for themselves. The editor who butts in is at a fatal disadvantage. He has none at all unless he be backed by the people.

The personal fitness of Messrs. Johnston and Heiskell will not be questioned. In character and ability they are rather above the senatorial average. That which happened to Laf Young, of Iowa, and to the late Editor Patrick Walsh, of Georgia, has happened to them—though in the line of succession they stood not in the line of preferment.

This is as it should be. The journalist who is worth his salt has no business monkeying with the loaves and fishes. They curtail his freedom of utterance. They put dead weights upon his independence and his disinterestedness. They offer bribes to his integrity. His function among many other functions is to keep watch upon the professional politicians and to hold every official to the strictest measure of his responsibility. Naturally, inevitably, the average politician does not love the average newspaper, but rather where he cannot use it he hates and fears it. If it does its duty it will refuse his bidding, and that commonly proves a mortal offense, for the politician cares for nobody who will not work for him and whom he cannot turn to his own account.

A Contest in Printshop Knowledge.

The American Printer, New York, is conducting a Contest in Printshop Knowledge, requiring answers to fifty questions relating to the printing business. The first prize is a set of the Printers' Library in fourteen volumes. The contest began Feb. 1 and will be open until May 1. An interesting feature of this competition is the valuable information that an earnest endeavor to answer the questions will give the contestants.

H. W. Kastor & Co., advertising agency, St. Louis, have moved into new quarters and are now occupying an entire floor in the Mercantile National Bank Building.

Issues Valuable Trade Book.

"America's Leading Manufacturers" is the title of a 200-page reference volume, printed on calendered paper, in five languages, and effectively illustrated, which has just been published by the New York Commercial to enable our consuls abroad to promptly furnish information to foreign buyers about American-made goods. There has been a lack of knowledge on these matters among our consular agents and this volume admirably supplies the proper information. The book has been sent free to all our consuls and to the foreign buyers in the various countries. The volume fills a long-felt want and should prove of immeasurable value in stimulating our foreign trade.

It was prepared under the supervision of W. W. Wilmot, manager of the export trade department of the Commercial.

International Paper Earnings.

The International Paper Co. earned a net revenue of \$3,238,359 for the year ended Dec. 31, 1912, as against \$2,887,402 for the same period of 1911. The surplus after dividends, taxes, etc., was \$749,544, as compared with \$738,122 for the same period of 1911.

C. M. Ritchey Joins Capper Staff.

C. M. Ritchey, formerly Western representative of the St. Louis Republic and Farm Progress, has joined the staff of the Arthur Capper publications, and will represent the Missouri Valley Farmer and Kansas Weekly Capital in both Eastern and Western territory.

Elizabeth Journal's Popular Booth.

The Elizabeth (N. J.) Daily Journal's booth at the recent Industrial Exposition in that city was quite popular with souvenir seekers. The distribution of a facsimile of the New Jersey Journal, July 8, 1795, the "grandfather" of the present paper, and of a miniature reproduction of the Elizabeth Journal

of to-day, proved a strong drawing card. F. Ernest Wallace, chairman of the exposition's advertising committee, and one of its most active workers, is advertising manager of the Journal.

Newspaper Beats.

Arthur W. Dunn, one of the best known of the Washington correspondents, discussing newspaper beats recently, said: "Newspaper beats are largely the result of personal acquaintance. The more extended and intimate one's acquaintance is with men who make the news and who know the news the more beats he is likely to score and the less likely he is to be beaten, which, after all, is a pretty good criterion of a newspaper man's ability. A good beat makes a man feel good for a day, but the gratification is somewhat abated by the fact that he knows that some fellow newspaper worker has been 'called down' for not having the story."

Fire Destroys Westchester Plant.

Fire early Tuesday morning destroyed the building and plant of the White Plains (N. Y.) Westchester News, causing a loss of \$30,000. The paper is owned by Edward B. Long.

Kill Bill for State Newspaper.

The committee on legal affairs of the Massachusetts Legislature has reported against the bill of Arthur D. Hill to provide for a commission to investigate newspapers and to report upon the advisability of the State establishing a newspaper.

A Tie That Binds.

James S. Vance, business manager of the New Age Magazine, writes THE EDITOR AND PUBLISHER as follows: "I enjoy reading your publication very much indeed. In fact, it is one of the ties that holds me to the old newspaper fraternity."

Printing Advertising and Publishing Allied Trades EXPOSITION

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

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

A. B. CONNOR & SONS

Concerning Chocolate Eclair Backbones

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

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

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

The Size of Space and the Sighs for Space

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

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

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

HARRY A. COCHRANE, President.

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

TIPS FOR THE AD MANAGER.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing orders on a trade basis for the Breton Hall, Broadway and 86th street, New York City.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is handling 38-line, 1 t.a.w., t.f. contracts generally for O. H. White, Othine Co., Buffalo, N. Y.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is issuing 50-line, 6t. orders to run during February, March and April, to large city papers for Henry A. Dreer, Inc., "Dreer Seeds," 714 Chestnut street, Philadelphia, Pa.

H. W. Kastor & Sons Advertising Company, Equitable building, St. Louis, Mo., is making 2,000-line contracts with Kentucky papers for the Stafford-Miller Company, "Carmen Complexion Powder," St. Louis, Mo.

George Batten Company, Fourth Avenue building, New York City, is sending out additional orders for the Huyler's Candy Company, 64 Irving place, New York City. It is also reported that it will shortly place contracts with a large list of papers for the National Lead Co., 111 Broadway, New York City.

Jacob Vogel, Park Row building, New York City, will place contracts with a selected list of papers for Steinberg's, Sixth avenue and 18th street, New York City.

Green-Raley-Lucas Advertising Agency, 21 West Favette street, Baltimore, Md., is issuing 14-line, 3 t.a.w., 156 t. orders with Kentucky papers for Hoff's Lemon Seidlitz Co.

H. H. Levey, Marbridge building, New York City, is making contracts for the Albermarle-Hoffman Hotel, New York City, on a trade basis.

Lord & Thomas, 290 Fifth avenue, New York City, are renewing orders with a selected list of papers for C. L. Jones, Elmira, N. Y.

Cowen Company, John Hancock building, Boston, Mass., and 50 Union square, New York City, is placing 5,000-line contracts with Texas papers for P. Lorillard Tobacco Co., "Stag" Tobacco and "Nebo" Cigarettes.

Levin & Brandt Advertising Agency, 1269 Broadway, New York City, is sending out 28-line, 26 t. orders generally for G. P. Putnam Sons, "Bell & Wing," 2 West 45th street, New York City.

E. E. Vreeland, 350 West 38th street, New York City, is issuing contracts to a selected list of papers for the Crown Corset Co., "Rengo Belt Corset," 130 Fifth avenue, New York City.

Meyen & Co., Tribune building, New York City, will place 2-in. 2 t.a.w. for one year orders with New Jersey and Pennsylvania papers for the Poudre Blanche Chemical Co., 1947 Broadway, New York City.

M. Volkmann Advertising Agency, Temple Court, New York City, is handling the advertising of the Fuel Oil Engine Co., "The Merritt Fuel Oil Engine," 72 Pine street, New York City.

Street & Finner, Inc., 45 West 34th street, New York City, are placing 260 lines, 52 times, with Sunday Eastern papers for Hallet & Davis Piano Co.

New Orleans States
32,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces results always.

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

McGuekin-McDevitt Co., Morris building, Philadelphia, is issuing 100 inches for one year to Eastern papers for the Durham Duplex Company, New York.

C. I. Hood Co., Lowell, Mass., is placing some extra space in several papers.

J. Walter Thompson Company, 44 East 23d street, New York City, is making 9-in., 7 t. contracts with a selected list of papers for the Stewart Hartshorn Co., "Hartshorn Self-Acting Shade Rollers," East Newark, N. J.

Frank Presbrey Company, 456 Fourth avenue, New York City, is contracting the advertising for the National Pure Food Co., "Puro Soups," 149 Broadway, New York City.

Dunlap-Ward Co., of Chicago, have started an advertising campaign for the Hydraulic Brick Co., of St. Louis, for their Hy-Tex brand. The copy will run in standard magazines and trade papers, to be followed later by dailies. The concern has 25 plants which manufacture nearly one hundred different kinds of brick.

Bromfield & Field, Inc., are making contracts with farm and medical papers for the Ajax-Grieb Rubber Co., manufacturers of Ajax Tires Guaranteed for 5,000 miles.

Ayer's Newspaper Directory.

N. W. Ayers & Son's American Newspaper Annual and Directory for 1913, just issued, is the kind of a reference book the general advertisers and publishers find invaluable. The new volume, which contains 1410 pages, contains the names of newspapers and periodicals by States; lists of daily newspapers, weekly and monthly publications, religious, agricultural, secret society, foreign language, class and trade publications, and comparative lists. The summary shows that on January 1, 1913, there were 24,381 publications regularly issued in the United States, of which 2,633 were dailies and 17,285 were weeklies. The gain over January, 1912, was 23.

Big Returns from a Single Ad.

The remarkable results secured through trade paper advertising are surprising to those who are unfamiliar with mediums of this character. The issue of Iron Age of Nov. 28 contained an advertisement of the Quigley Furnace & Foundry Co., of Springfield, Mass., relating to the Quigley equipment for burning powdered coal. The ad appeared in but one issue. In response the company received a large number of replies, as the result of which it not only closed considerable business but is preparing plans and estimating work that will total over three-quarters of a million dollars, all for this little bit of advertising.

New St. Louis Feature Syndicate.

Frederic B. Warren, editorial director of the St. Louis Star, has organized the All-American Feature Syndicate to furnish newspapers throughout the country with special feature matter. The service consists of eight magazine feature pages, of which two, at least, will carry four colors; two woman's magazine section pages, one in black and white and the other in four colors; one high caliber editorial page, typed and illustrated like Brisbane's page in the Hearst newspapers, and one suffrage, one national society page, one national personality page and one workers' page. Mr. Warren has assembled a high-class staff of editorial writers and artists, who will give their best efforts to the production of the special pages. Sample sheets from the syndicate received at this office contain many attractive and artistically illustrated articles that will probably find favor in the eyes of many publishers.

The Philadelphia North American is running each Saturday a half-page religious advertisement, prepared and paid for by the Publicity Committee of the Associated Churches of that city.

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.

| | |
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| ARIZONA. GAZETTE—Av. Cir. Nov., 6,228...Phoenix | MISSOURI. GLOBE Joplin POST-DISPATCH St. Louis |
| CALIFORNIA. ENTERPRISE Chico RECORD Los Angeles TRIBUNE Los Angeles <small>Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.</small> | MONTANA. MINER Butte |
| INDIANA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco | NEBRASKA. FREIE PRESSE (Cir. 128,384) ... Lincoln |
| ILLINOIS. ORCHARD AND FARM IRRIGATION San Francisco <small>The leading Farm Journal of the Pacific Coast and the Irrigated States.</small> RECORD Stockton <small>Only newspaper in Stockton that will tell its circulation.</small> | NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield |
| FLORIDA. METROPOLIS Jacksonville | NEW MEXICO. MORNING JOURNAL Albuquerque |
| GEORGIA. ATLANTA JOURNAL (Cir. 54,989) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus | NEW YORK. KNICKERBOCKER PRESS Albany BUFFALO EVENING NEWS Buffalo SOLETTINO DELLA SERA, New York EVENING MAIL New York STANDARD PRESS Troy |
| OHIO. PLAIN DEALER Cleveland <small>Circulation for January 1913.</small> Daily 102,463 Sunday 140,866 INDICATOR Youngstown | PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York |
| INDIANA. LEADER-TRIBUNE Marion THE AVE MARIA Notre Dame | SOUTH CAROLINA. DAILY MAIL Anderson THE STATE Columbia <small>(Cir. July, 1912, S. 20,986; D. 20,956)</small> |
| IOWA. REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque | TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville |
| KANSAS. CAPITAL Topeka | TEXAS. STAR-TELEGRAM Fort Worth <small>Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small> CHRONICLE Houston |
| KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville | WASHINGTON. POST-INTELLIGENCER Seattle |
| LOUISIANA. DAILY STATES New Orleans ITEM New Orleans TIMES-DEMOCRAT New Orleans | WISCONSIN. EVENING WISCONSIN Milwaukee |
| MARYLAND. THE SUN Baltimore <small>has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</small> | CANADA. ALBERTA. HERALD Calgary |
| MICHIGAN. PATRIOT (Morning) Jackson Daily (Except Monday) Average, Year of 1912 Daily 10,589 Sunday 11,629 | BRITISH COLUMBIA. WORLD Vancouver |
| MINNESOTA. TRIBUNE, Morn. & Eve. Minneapolis | ONTARIO. FREE PRESS London QUEBEC. LA PATRIE Montreal LA PRESSE Ave. Cir. for 1912, 114,371 Montreal |

AD FIELD PERSONALS.

A. P. Johnson, publisher of the Grand Rapids (Mich.) News, has returned to his former position on the Chicago Record-Herald, as director of the advertising department.

Fred A. Robbins, formerly of the Orange Judd publications, has joined the staff of Burkitt & Co., advertising agents, Chicago.

B. C. Eldredge, formerly connected with the advertising department of the Memphis Commercial Appeal, has joined the advertising department of the St. Louis Post-Despatch.

R. M. Nicholson, of Bloomington, Ill., has taken the position of advertising manager with the Neenah Paper Co., Neenah, Wis.

Cleaveland A. Chandler, vice-president of the Amsterdam Advertising Agency, Boston, is a member of the Massachusetts Legislature and of the Committee on Mercantile Affairs, of which he is clerk.

Hubert L. Grout has joined the staff of the Potts-Turner Advertising Company at Kansas City, Mo.

Joseph R. Kathrens has been elected vice-president of the H. E. Lesan Advertising Agency. He will remain in Chicago as manager of the Lesan office in that city.

T. B. Hilton has resigned the secretaryship of Barney & Hines, Inc., and become associated with the Pettingill-Flowers Advertising Company of Memphis, Tenn.

L. Collette is now with the Kewanee Boiler Co.'s advertising department at the home office in Chicago. Mr. Collette has had much experience in his work, having been with a number of other large companies.

W. L. Williams, advertising manager of the St. Paul Pioneer Press, who was a recent visitor to Chicago, took home a number of fine contracts on his return.

Changes in Blaine-Thompson Co.

The Blaine-Thompson Co., advertising agents at Cincinnati, of which John E. Blaine, is president, have elected Ren Mulford, Jr., vice-president, succeeding the late George A. Shives. A. L. Pope is secretary and Robert Halstead, who takes Mr. Shives' place on the board, is the new treasurer. The board adopted a memorial to their former associate, who for many years was an active newspaper man and one of the executive heads of the Scripps-McRae League.

Start an Ad Agency in St. Joseph.

G. E. Snyder, formerly with the Samuels Advertising Co., and Fred V. Worden, former advertising manager of the Noyes-Norman Shoe Co., have established an advertising agency in St. Joseph, Mo. The name of the new firm is the Snyder-Worden Advertising Co., and the offices are in the Commercial building.

Ford Hall Anniversary.

Advertising men everywhere will be interested in the fact that the Ford Hall Meetings, Boston, of which President George W. Coleman, of the Associated Advertising Clubs of America, is leader, recently celebrated their fifth anniversary. In honor of the event a special birthday number of Ford Hall Talks was issued, to which Mr. Coleman contributed the leading article: "Five Years of a New World."

Newspapers in South Africa.

There are 247 newspapers registered in South Africa, employing 4,000 European and 650 colored printers. The amount of capital invested in the above is estimated at \$7,500,000. Printing, next to gold mining, is the largest and most important industry.

CHRONICLE DAY AT AD CLUB.

George H. Perry, M. H. de Young and W. W. Chapin Address Unique 'Frisco Gathering.

It was Chronicle day for the San Francisco Advertising Association on February 27, and no effort was lost in making the setting for the luncheon symbolize the functions of the metropolitan daily. The dining room at Techau Tavern was a consistent representation of the Chronicle's managerial, editorial and business departments. The vestibule leading into the dining room represented the main entrance to the Chronicle building, with two men on hand in uniforms. Across the door to the dining room there was an enlarged reproduction of that paper's first page, conveniently rent to permit unhindered access, and the various tables were placarded to stand for all the essential sections into which the newspaper is divided.

R. M. Doppler, advertising manager of the Chronicle, was chairman of the day and introduced George Hough Perry, director of publicity and exploitation for the Panama-Pacific International Exposition, as the principal speaker. Mr. Perry declared that advertising was a science that can be handled accurately and with definite promises of results. To achieve success in advertising, he advocated careful study of the class of trade the advertiser desires to reach and in the preparation of copy he emphasized the importance of adhering to the direct, simple style. He criticized the so-called anniversary and special sales.

M. H. de Young, publisher of the Chronicle, said that advertising is a subject of many angles and may be discussed from various viewpoints. He declared that anniversary and other special sales were often necessary to attract customers and induce sales.

W. W. Chapin, publisher of the Call, in a pleasant talk said he and his organization believed in the Ad Club and were trying to co-operate with it as much as possible.

New England's Industries.

George Brewster Gallup, one of Boston's most prominent advertising men, contributes to the current issue of Pilgrim Publicity a notable article on "Safeguarding Our Industries," in which he urges New England cities to make known to the world their advantages and manufactured products. He shows that the West is developing much more rapidly than the East because of the employment of up-to-date methods. New England makes thousands of articles that are the best in the market, but as they are not trademarked people do not know where they come from. Mr. Gallup urges the improvement of cities and the use of intelligent publicity.

Desk Book in Big Demand.

So large has been the demand for the desk book issued by the School of Journalism of the University of Missouri that the first edition has been exhausted. A second edition has been published, however, of which copies may be obtained from Dean Williams, Columbia, Missouri, upon payment of two cents for postage. The book contains instructions for the preparation of copy, capitalization, punctuation, and spelling, valuable in any newspaper office.

Use Newspapers as a Text Book.

An introductory course in journalism, with a number of standard newspapers as text-books, has been instituted at the University of Maine, Orono. The course is conducted as a part of the regular English branch. The students peruse newspapers daily for examples to follow in learning to write their "copy." Some of the dailies studied are the New York Evening Post, the Times, the Sun, the Boston Transcript and the Chicago Record-Herald.

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

Mr. Hearst's Weekly Budget.

(From the Newspaper Owner.)

Not long ago the Weekly Budget was purchased by the American newspaper magnate, W. R. Hearst; the old title was lately transformed into London Budget, "weekly" being retained in small type over the representation of a penny between the two words. The motto—"The Best Family Paper for the Best Families of Great Britain"—would seem to imply the inauguration of a new era in the history of this Sunday journal, while the appearance and contents of the paper, thoroughly American, bear this out. This "Home and Family Paper," as it terms itself, consists of three parts—news, ten pages; magazine, eight pages; comic—a la Americaine—for the children, four pages in colors. Its captions, though modelled after, are tame compared with the Hearst newspapers in the United States. With well-produced illustrations; an excellent service of foreign intelligence; Guy L'Estrange as Parliamentary critic; and Mrs. Humphrey Ward and Maurice Leblanc as serial writers, it is evident that in the

management of the London Budget there are ample financial resources to draw upon.

Irving Bacheller's Trout Tree.

Last summer, when Irving Bacheller had finished reading the final proofs of "Charge It," his latest book, he invited a friend to his Adirondack camp for a week or so. In one of their walks through his woods Mr. Bacheller pointed out many varieties of beautiful trees and some very rare ones. "But here," he said, stopping near a scrawny sapling on the bank, "is the rarest of them all. It is a 'trout' tree. In an hour the other day I harvested thirty-seven pounds of brook trout from it." He had been fishing in the brook with a cast of flies and had landed every trout in the top of the tree.

Memorial to E. H. Rothrock.

An engraved memorial plate has been placed in the Lewis and Clark High School, Spokane, in memory of Edward H. Rothrock, assistant editor of the Spokane Chronicle, who was shot April 24, 1912.

Those Advertising Men

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