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SUGAR YARN IS KILLED.

MELVILLE E. STONE TESTIFIES BEFORE U. S. SENATE SUGAR LOBBY COMMITTEE.

Position of Associated Press in Ar-buckle-Hamlin Case Is Explained—Service Was Ready to Give Views of Beet Sugar Men—Hamlin Statement Suffered by Application of Blue Pencil at Relay Points.

(Special Correspondence.)

WASHINGTON, June 20.—Associated Press dispatches, the abuse of editors using boiler plate, and sundry tricks of corporation press agents had an inning during the week before the Senate committee which is investigating the charges of President Wilson that the sugar interests had maintained a lobby in Congress and had carried on a nation-wide publicity campaign against free sugar. The contention that boiler plate concerns had taken money for "stories" which editors innocently mistook for "news" was one of the earliest developments of the week's session, but the star feature of the investigation was easily the testimony of Melville E. Stone, general manager of the Associated Press, who took the stand at his own request to explain references that had been made to publicity given the sugar men by his service.

On Oct. 12 of last year John Arbuckle, about to sail for Europe, gave out a statement concerning the sugar situation in the United States, and incidentally touched upon the high cost of living. The Associated Press editors thought the matter important enough to put it on the wires, with the result that, as C. C. Hamlin, chairman of the United States Beet Sugar Industry, alleges it was printed in every newspaper in the association. Mr. Hamlin asserted in a letter to Mr. Stone that the Arbuckle statement was grossly misrepresenting, and asked that, on behalf of the organization headed by him, the Associated Press print a statement by him correcting Mr. Arbuckle.

Taking up the matter with the Colorado Springs representative of the Associated Press, Mr. Hamlin insists that he was assured that a 650-word statement would be accepted. When the story reached the Denver office, then in charge of Chris. D. Haggerty, it was pruned down to 200 words and sent to the East. At relay points, it appears, another sixty-one words were eliminated, with the result that Mr. Hamlin was anything but pleased.

Mr. Hamlin, it seems, lost no time in taking the matter up with Mr. Stone, and the latter, recognizing the ethical points involved, instructed the Chicago office of the Associated Press to take care of any statement that might be made by the beet sugar men at the Chicago convention, scheduled to take place on Nov. 15, 1912. Mr. Stone submitted to the Senate committee a letter which he had written to John P. Gavit, then superintendent of the Central Division of the Associated Press, in which was clearly shown his readiness to give the beet sugar men the consideration they seemed entitled to under the circumstances. Mr. Stone pointed out that he was not personally familiar with the Arbuckle story and that he knew little of the division of interest between the two sugar camps. Expecting, however, that a statement that might be made at Chicago would be largely in the nature of an answer to the Arbuckle statement, he gave Mr. Gavit carte blanche, with the admonition to use good judgment in handling the story.



HAL B. DONLY,
THE NEW PRESIDENT OF THE CANADIAN PRESS ASSOCIATION.

OSWALD ELECTED PRESIDENT.

National Press Association Adjourns After Dedicating New Drive.

COLORADO SPRINGS, Col., June 20.—The new drive into the Garden of the Gods from this city was formally dedicated to-day by the delegates of the National Press Association. The dedication took place following automobile trips of the delegates to the various points of interest in the Pike's Peak region.

The officers elected follow: President, J. Clyde Oswald, New York; vice-president, George E. Hommer, Fort Morgan, Col.; secretary, George Schlosser, Sioux Falls, S. D.; treasurer, W. R. Hodges, Sleepy Eye, Minn.

The executive committee consists of W. E. Collins, New York; S. W. Roundtree, Texas; W. C. Hotaling, Michigan; Frank Roderus, Illinois; F. C. Edgecombe, Nebraska; E. H. Tomlinson, New Jersey.

Governor Blease for Dry Editors.

In order to give the editors of South Carolina "an opportunity to demonstrate by personal conduct some of the precepts they are so constantly preaching," Governor Blease announced on Tuesday that he would take unusual steps to prevent the newspaper men from buying drinks from "blind tigers" when the press association holds its annual meeting at the Isle of Palms, June 26 and 27. The Governor said he would instruct his detectives to shadow every editor and if they caught any of them

buying drinks to arrest the seller and put the editor under at least \$500 bond as a witness. The Governor added he was determined to give editors who bought liquor a taste of publicity.

Hinman, Head of Marietta College.

George Wheeler Hinman, former owner of the Chicago Inter-Ocean, was elected president of Marietta College, Marietta, O., on Wednesday, and probably will assume his new duties next September. Mr. Hinman, who is forty-nine, was graduated from Hamilton College in 1884, and studied further at Berlin, Leipsic and Heidelberg universities. For nine years he was on the New York Sun. In 1898 he became editor of the Chicago Inter-Ocean and six years ago became its owner. Recently he disposed of the property to H. H. Kohlsaat.

Annual Meeting of United Press.

The annual meeting of the board of officers of the United Press Associations, which was held in the office of the corporation in the World building, on Saturday, June 14, resulted in the following selection: President, Roy W. Howard, New York; first vice-president, C. D. Lee, New York; second vice-president, W. W. Hawkins, New York; third vice-president, L. V. Ashbaugh, St. Paul; fourth vice-president, C. S. Jackson, Portland, Ore.; secretary, J. C. Harper, Dallas, Texas, and treasurer, C. F. Mosher, Cincinnati. Aside from the election of officers only routine business was disposed of.

AFFILIATION MEETING.

LARGE ATTENDANCE AND MUCH ENTHUSIASM SHOWN AT BUFFALO SESSION.

Charles R. Wiers, President of the Buffalo Ad Club, Elected President of the Association—Five Hundred and Fifty Persons at the Banquet at the Statler Hotel—Some Notable Speeches—Report of Sessions.

The advertising affiliation comprising the ad clubs of Buffalo, Cleveland, Detroit and Rochester, having a total membership, respectively, of 210, 365, 296 and 350, with an actual attendance of, Rochester 150, Cleveland 135, Detroit 14, Canton, Ohio, 19, and Buffalo about 275, held the most successful meeting in the history of the association at Buffalo on Saturday and Sunday last.

The banquet at the Hotel Statler Saturday evening was attended by 550 men and in brilliancy surpassed anything the affiliated bodies have heretofore experienced. The retiring president, W. H. Campbell, of Rochester, presided at the banquet, and announced that the Board of Directors had elected the following officers: President, Charles R. Wiers, of Larkin & Co., Buffalo; vice-president, H. A. Jones, new president of the Detroit Ad Club; secretary, Luther B. Elliott, of Rochester, and Francis R. Morrison, of Cleveland, treasurer.

Charles R. Wiers, president of the Buffalo Ad Club, accepted the presidency of the affiliation in a graceful and charming little talk, stating that he was deeply appreciative, didn't want the job, said it was no small honor to serve 1,500 of the keenest minds in advertising, and quoted the Hoosier poet of renown, "just do your best."

He explained to the members that they did the work anyway. That he would do the best he could. He then presented silver loving cup to retiring President Campbell "as a tangible expression of regard and esteem," saying, "May the good wishes of 1,500 members inspire you to achieve greater things in the interest of clean manhood and clean advertising."

Ralph Barstow, assistant secretary of the Rochester Chamber of Commerce, told the diners "How Fakers Fake." He explained that the fakers plan their campaigns in the knowledge of the four controlling motives of human activities, vanity—and here the write-up fiend gets busy. The ad man is flint. The boss is easy. The legitimate newspapers have long since discarded all such motives, but Mr. Faker gets on the blind side of the boss, who falls for it. Another cheap fake is the souvenir editions. It's funny how many good business men fail to realize that the day of the souvenir has gone forever.

The philanthropic instinct—another name for the decent side of most natures. Any plan that pays more than 25 per cent. will bear looking into. Syrians collecting money for schools and selling rugs to raise funds to establish hospitals are generally the cheapest fakes—dividing the loot with the bishop when they return home.

A swindler was recently uncovered in Rochester who was actually circularizing the Rochester city directory, containing the names of 225,000 people, trying to sell 25c. packages of needles pleading that he was a consumptive, and was dying, etc., but he had ample means to keep him for many years.

Then there's the crippled girl in Ohio,
(Continued on page 11.)

CANADIAN PROGRESS.

John M. Imrie Appointed Permanent Secretary of the Dominion's Press Association—Will Give Up Editorship of Printer and Publisher and Devote Entire Time to New Duties.
(Special Correspondence.)

TORONTO, June 16.—At the recent meeting of the Canadian Press Association action was taken to increase the revenue of the association to such an extent that it would be possible to secure the services of a permanent secretary for his entire time.

For the past two years Mr. John M. Imrie, managing editor of the Canadian Printer and Publisher, had been giving half his time to the secretarial work of the association, and it was felt that progress could not be maintained unless his undivided services were secured.

The committee laid the proposition before Mr. Imrie after the annual meeting, and upon mature consideration he agreed to accept the position, his tenure of the enlarged office beginning on Aug. 15 next. This means that he resigns the management of the Printer and Publisher, a publication with which he has been associated since 1909, and rejects several very attractive offers which have recently been made to him by other organizations and printing machinery houses.

The step which Mr. Imrie has taken has been practically forced on him. His work for Canadian publishers has been so much appreciated that the association would not hear of his relinquishing his position. The appeal was unanimous and was put to him so strongly that he could not resist.

MR. IMRIE'S CAREER.

Mr. Imrie is a young man, now in his thirtieth year, from whom great things are expected. A native of Toronto, he was brought up in the printing business, and at the age of nineteen, following the death of his father, became sales manager of the old established firm of Imrie & Graham. Three years after he organized the Imrie Printing Co., Ltd., which bought out the older company. He conducted this business for nearly three years with much success, but was forced to sell out on account of ill health. After a trip to England he accepted the position of editor of the Canadian Printer and Publisher.

As editor of this publication he took a great interest in the cost educational work, which was then in its infancy, and through a series of articles woke up the Canadian printing trade to the necessity of knowing their costs. The immediate result of this was that at the annual meeting of the Canadian Press Association in the spring of 1910 that body, acting on his suggestion, sanctioned the holding of a series of district cost conferences under his supervision.

The cost conferences brought Mr. Imrie into close touch with printers and publishers all over the country. He was enthusiastic, and he succeeded in imparting his enthusiasm to those who heard him. His abilities were recognized, and when, at the next meeting of the association, the proposition of appointing a permanent secretary came up, he was immediately considered for the position. Sufficient revenue was raised to enable the association to offer him a small salary for half his time. He was interested in the work and agreed to serve the organization concurrently with his duties on the Printer and Publisher.

It is now two years since this arrangement was entered into, and in the interval the association has made such progress under his guidance that it became necessary to decide whether the organization could afford to employ him for his entire time or stand the chance of losing him. There was only one opinion heard at the last meeting, and that was that on no account could he be spared. The outcome, as noted, is that Mr. Imrie casts in his lot with the association which he has done so much to build up.

W. A. CRAICK.



JOHN M. IMRIE,

WHO BECOMES PERMANENT SECRETARY OF THE CANADIAN PRESS ASSOCIATION.

ANGUS HAMILTON A SUICIDE.

Daring War Correspondent Was at End of His Resources.

Angus Hamilton, the English war correspondent, killed himself in his apartment at Hotel St. Louis, New York, Saturday, by cutting his throat with a razor. He was at the end of his resources after the failure of his lecture on the Balkan war.

Mr. Hamilton was thirty-five years old and was a step-son of Sir Arthur Pinero, the playwright. After studying in England, Germany and France, he came to this country and began his newspaper career as a reporter for the New York Evening Sun.

In part of the Boer War Mr. Hamilton served as war correspondent for the London Times. Throughout the Boer uprising from 1900 until 1902 he represented the Pall Mall Gazette. In 1903 he reported the Balkan-Macedonian troubles, and from 1904 until 1905 he was at the Russian headquarters in the war with Japan for the Manchester Guardian.

The Central News Agency of London sent Mr. Hamilton in the fall of 1912 to the Balkan war. Here he was twice captured by Bulgarians, who believed him to be a Turkish spy. At the time of his second arrest he had ridden ahead of the Turkish patrol and into the Bulgarian picket line. Believing that he was a spy, the Bulgars dragged him from his horse, beat him, lashed him to a cart wheel, and condemned him to die at sunrise. He produced credentials, but they were denounced as forgeries. At length he was recognized by an officer who had seen him at the time of his first capture. He was sent to Sofia as a prisoner until the end of hostilities.

Coming to this country after his return from England, Mr. Hamilton began, Feb. 19, his disastrous series of lectures on the Balkan war.

Among those at the funeral were Richard Harding Davis, Mr. and Mrs. Gouverneur Morris, Mr. and Mrs. Herbert Parsons and Frits Holm. Percy Southerland Bullen was there for the London Daily Telegraph, and the New York Press Club. Alfred J. Rorke represented Lady Pinero and the Central News of London.

PACIFIC COAST NEWS.

(Special by Wire.)

SAN FRANCISCO, June 18.—Flavio Flavius, an Italian journalist, is passing through San Francisco after a tour of the principal cities of South America, where he lectured on literary, musical and economic topics. Mr. Flavius is also a composer and co-author with Alfredo Donizetti, grand nephew of Gaetano Donizetti, who wrote the opera "Lucia," "Favorita" and others of the "Bilatrice." A copy of this opera was presented the other day to Mayor Rolph by M. Flavius, together with a hymn for the 1915 exposition.

Mr. Flavius was formerly proprietor of the Movimento Economico, and at one time editor of LaSera, L'Albe, Il Commercio, L'Italia Finanziaria and other journals. He is accompanied by Alberto Villanello, of Lima, Peru.

C. H. Prisk, owner of newspapers in Pasadena and Grass Valley, is a guest at the Stewart.

Prohibits Circulars in Newspapers.

Governor Tener has approved the bill making it a misdemeanor to insert any advertisement, notice, circular, pamphlet or other printed matter in any newspaper or periodical without consent of the owner or publisher. The penalty is a fine of not over \$100 for each offense. This act is designed to halt the insertion of various kinds of advertising matter in newspapers after they leave the publishing plants and before being distributed to subscribers or buyers.

MAY CRITICISE COURTS.

Judge McPherson Says That Newspapers Criticise the President and Cabinet, Therefore Why Not the Courts? Justices Must Command Respect in Some Other Way Than by Law—Some Entertaining Views.
(By United Press Associations.)

COLORADO SPRINGS, June 19.—Denouncing in bitter words the "yellow journals," as scandal mongers and outlaws, Judge Smith McPherson, of the United States District Court of Iowa, in a paper read for him at to-day's session of the National Press Association, defended the liberty of the press and the right of newspapers to criticise courts. On the latter point he said:

"Many judges think that because they wear the robes of office they should be beyond criticism. This is a fallacy. A judge must command respect in some other way. He cannot command it by becoming a coak, wearing a silk hat or a morning coat or a white tie, or by speaking in guttural tones. To say he should be honest is understood by all. It is not much credit to a man that his friends are obliged to be continually saying that he is honest.

"It is idle to affirm that the courts are not subject to criticism. We freely discuss the President of the United States, some insisting that he is pursuing the right course, while others maintain that he is wrong. But none charge the President with being corrupt. So it is with cabinet officers, and so it should be with courts. Such criticism will not be harmful, but helpful.

"Some courts in the past have undertaken to punish newspaper proprietors because of articles criticising the courts. That practice is practically obsolete, as it should be. No judge has ever yet maintained his dignity, and never will, by bringing an editor before the court and punishing him because of an inadvertence made in the columns of his paper."

HOWLANDS LEAVE OUTLOOK.

William B. Purchases Interest in Independent, and Sons Join Him.

William B. Howland has resigned as vice-president and publisher of the Outlook after twenty-three years' service. He has retained his share in the ownership of that publication and has purchased large interest in the Independent. At the same time that Mr. Howland resigned his sons, K. V. S. Howland and Harold J. Howland, gave up their jobs on the Outlook.

The resignation of the Howlands puts Col. Roosevelt and Dr. Lyman Abbott and members of his family in control of the Outlook. Their departure, it was asserted, was due to a fundamental difference of opinion regarding the publishing policy of the Outlook Co.

Mr. Howland, in a statement to the press through a friend, said:

"While retaining unchanged his considerable share in the ownership of the Outlook. Mr. Howland has purchased also a large interest in the Independent. His personal office will be in the new Publishers' building, at 119 West Fortieth street. The office of the Independent will also be moved soon to the Publishers' building.

"Harold J. Howland has resigned from the editorial staff of the Outlook to become vice-president and a director of the Independent Weekly, Incorporated. He will soon become associate editor of the Independent. Karl V. S. Howland will continue to represent the Howland interest of the Outlook Co.

Frank C. Hoyt, for many years advertising manager of the Outlook, has been elected treasurer in K. V. S. Howland's place, and Travers D. Carman, for many years in the business department of the Outlook, has been appointed advertising manager.

As the result of the various changes on the Independent official staff, George French, publisher of the weekly, has resigned.

A NEW PUBLICITY ERA.

William C. Freeman Points Out the Real Significance of the Work Accomplished by the Baltimore Convention.

By WILLIAM C. FREEMAN.

The formative period of the now great and intense and sane advertising movement required brass bands, badges, entertainments, enthusiasm, oratory.

Sam Dobbs must always have the credit of getting us together. When he took hold he gave the movement great impetus almost immediately. He did it with his wonderfully soft and pleasing voice and his most engaging personality.

I remember well Ira D. Sankey, the singer, who accompanied Dwight Moody in his evangelistic work. He aroused wonderful enthusiasm—the intense kind that makes men and women think and act.

Sam Dobbs did not sing to us, but his oratory was so pleasing and inspiring that men could not resist his call to organize.

Then came along George Coleman, the Dwight Moody of the association—the very sincere, earnest exhorter who traveled to every part of the country and infused into our membership the spirit of right doing. He himself being an exceptional man in doing good work and living the part, exerted a powerful influence over us all. He taught us the wisdom of practising the golden rule among ourselves—being charitable and broad in our opinions of each other, and thus arousing in over 10,000 men a spirit of loyalty—a strong pull together movement for a great cause.

DECLARATION OF PRINCIPLES.

The great work of these two men put us in the happy position at Baltimore of perfecting for the Associated Clubs an organization that will now get down to a real business program without losing any of the fervor they put into it.

The declaration of principles agreed upon by every advertising interest represented at Baltimore forms a basis for the work of the future that will guide us surely and safely toward the goal we are all aiming at, viz., establishing beyond all doubt the integrity of every advertisement that appears in any form anywhere at any time.

I wonder if we all realize the full meaning of the agreement entered into by the thirty-nine men, representing thirteen committees of three each from thirteen departments of advertising! This is one feature that greatly impressed me: If an advertising agent takes an order from a merchant or a manufacturer, he agrees to write truthful copy for his client. He further agrees to investigate the character and integrity of that client as well as the quality and integrity of the article or articles to be advertised before he accepts the business.

WHAT ABOUT THIS?

He will submit his investigations to the committee of three representing each of the twelve other departments. If they approve the advertising will appear; otherwise it won't.

How about that?

Won't it be great when every advertisement we read is entitled to our confidence? Won't it be great to realize that no advertisement will get publicity in newspapers or magazines, on bill board or anywhere else without first receiving the hall mark of the Associated Advertising Clubs of America?

Of course, not every newspaper is represented by membership in the Associated Clubs, but a great many influential newspapers are. Their work, in co-operation with other departments of advertising, will in due time force every newspaper in the country to stand back of the integrity of their advertisers.

Those who have been scoffing at the work of the Associated Clubs had better get down on their knees and pray for right guidance. As sure as the sun rises and sets every advertisement printed must bear the stamp of truth or the law will punish both the publisher and the advertiser who join in misrepresentation.



WILLIAM C. FREEMAN,
THE NEW ADVERTISING MANAGER OF THE NEW YORK TRIBUNE.

The organization of the Department of Retail Advertisers at Baltimore means exactly this: That advertisers and advertising managers agree that in every community in the United States they will work to eliminate all deceptive advertising now used too frequently by local stores. The plan is to get two or three stores in every town to stop frequent special sale and bargain advertising, to utterly eliminate the printing of values, and to make their advertising wholly dependable. It is hoped by this plan to teach offenders that the surest road to success is to stop lying and to tell the truth.

This organization recognizes the necessity of changing and reducing stocks in big stores, and that merchandise must sometimes be sold at reduced prices, but it objects and will try to put a stop to the miscellaneous and oft-repeated seductive promises of merchants to sell to the public merchandise of unusual value at regular, profit-bearing prices.

The Baltimore convention got down to the meat of things more than any other convention we ever held. As Goldberg would say, we were the guys that took the con out of convention.

As to the future. I cherish the idea that in another year or so the organization will become a corporation with power to operate in any State in the Union with paid officers and with sufficient funds to prosecute the work of both the National Vigilance Committee and the Educational Committee.

There should be a president and cabinet composed of the best men in the country engaged in advertising work. There should be a member of the cabinet, with two or three good assistants in every section of the world—that is to say, there should be a member from New England, from the New York section, taking in the territory from New York to Richmond, Va., and as far west as Pittsburgh. There should be a mem-

ber from the growing South; another from the Southwest; another from the Pacific Coast; another from the West; another from the Central West; another from the Northwest; a couple from Canada; a couple more for Europe. They should be all well-paid men and they must be men of exceptional character and ability.

It will require, also, a very complete organization of strong men in the National Vigilance Committee, with ample funds to secure evidence and to send advertising offenders to jail.

The educational work will also require an active and intelligent force of men to lecture, etc.

The natural question is, "Where will the money come from to organize on this big scale?"

My answer is this: If we have 10,000 men actually interested in the work, every one of us should be willing to pay yearly into the treasury the sum of \$25, less than 50 cents a week. This would give us a fund of \$250,000 annually—enough to do all I have suggested.

After we have held our convention in San Francisco in 1915, we should start on a business program on lines similar to those I have described.

We claim as advertising men that we are business builders. Let us show the world that we ourselves are good business men.

Our first great aim is to make all advertising efficient and effective. To make it so, we believe that it must be honest and truthful. To protect the honest advertisers we must put in jail the crooks. To make ourselves efficient we must constantly study and learn. We must move forward all of the time.

Don't you think that our organization should do more? Should we not place at the disposal of all honest advertisers all information about trade conditions in all parts of the world, thereby pointing out to them how they may advertise successfully here, there and every-

PAY HONOR TO W. C. FREEMAN.

Evening Mail Staff Present Retiring Advertising Manager with Silver Service at Dinner.

William C. Freeman, for five years advertising manager of the New York Evening Mail, and now associated with the New York Tribune, was tendered a banquet on June 13 at the Hotel Martini-que, by the directors of the Mail and 108 members of the editorial and news staff, and advertising, business and mechanical departments of the daily. The occasion was quite unusual, as a showing of cordial good feeling and esprit de corps in a newspaper office.

Mr. Freeman was presented with a silver service by the members of the Evening Mail staff, and a number of addresses were made which expressed the feeling of his associates toward him. John C. Cook, business manager of the Mail, was the toastmaster, and he discharged this function with remarkable skill and grace.

A brotherly tribute to Mr. Freeman was paid in a brief but feeling address by Henry L. Stoddard, editor of the Evening Mail. He treated the elevating and stimulating influence exerted by Mr. Freeman in the advertising world as a willing contribution on the part of the Mail to American journalism, and heartily wished Mr. Freeman abundant success in his new connection with the Tribune.

James Creelman spoke gracefully and feelingly of Mr. Freeman's service and influence. The audience was raised to a high pitch of enthusiasm by a stirring speech, half humorous and half sentimental, by John C. Wetmore, editor of the automobile department.

Addresses were made by the Rev. Dr. Emory C. Haynes, R. L. Goldberg, J. E. Chamberlin and others and Mr. Freeman responded feelingly and eloquently.

where. After all, advertising to grow must be paid to pay.

The cabinet officers that I suggest, with the aid of their assistants, could gather in their sections such data as would be of great value to all of us engaged in advertising work as well as to advertisers.

They could, for instance, tell us all about the circulation of all media in their territories, their rates, the earning power of the people, the kind of things the people like and buy, and the numerous other items that are of great help and value to advertisers, agents, sales forces, etc.

There is certainly a great work ahead of us if we will do it.

I believe our new president, Billy Woodhead, will go at things in a very practical, business-like way. He is certain to call on the members of the Executive Committee for some very strenuous work.

Appoint Manager of Scranton Paper.

The Tribune Publishing Co., of Scranton, which is publisher of the Tribune-Republican, a morning newspaper, and of the Truth, an evening newspaper, is now formally in control of William J. Peck and John T. Porter, the two receivers appointed by Judge Witmer. In accordance with the order of the court, the receivers last week filed a bond in the sum of \$50,000, took the oath of office and immediately assumed control of the property of the company. The receivers have appointed William J. Peck, publisher of the Pitts- ton (Pa.) Gazette, as general manager of the Tribune Publishing Co., with full authority over all the departments of both newspapers, and he is now in charge.

Editor of Toronto Globe Injured.

J. A. MacDonald, editor of the Toronto (Can.) Globe, was severely bruised at Sault Ste. Marie, Ont., June 13, when a stairway in the plant of the International Paper Co. gave way. Three other men on the stairway at the time were also injured.

The Montgomery (Tex.) Chronicle has discontinued publication.

CLOSE OF THE BALTIMORE CONVENTION

Declaration of Principles Finds Warmest Approval and Promises New Epoch in Advertising—Commission for Enforcement of Platform Is Created—Departments to Be Converted into Sub-Organizations of Main Body.

By Ward H. Mills.

Staff Representative and Assistant Secretary Advertising Club of Baltimore.

The closing hours of the Baltimore convention of the Associated Advertising Clubs marked the inauguration of a new epoch in the history of commercial publicity. To the ethic of truth was added the ethic of service, and upon these was built a platform of principles as the expression of the organized advertising men of the world that places advertising on a plane as lofty as human endeavor can conceive or reach in society as now constituted.

This platform was produced as the best thought of the 13 co-ordinated departments of the Associated Advertising Clubs and constitutes its Declaration of Faith, and fittingly did William C. Freeman, who read the declaration, describe it as measuring up in importance to the Declaration of Independence. Past President George W. Coleman called it "the Sermon on the Mount as applied to business." Past President Sam C. Dobbs said he would rather have his name attached to it than sign a proclamation of thanksgiving as Governor of his State.

Continuing his statement introductory to the presentation of this report of the co-ordinated departments, Mr. Freeman said in part:

I have been delegated to present to you a declaration of principles which, I think, measures up in importance to the Declaration of Independence.

It is significant that thirteen States originally pledged themselves to maintain a union of liberty, and that to-day I am privileged to bring to you the united pledge of thirteen departments of advertising to promote, in every possible way, business integrity.

I wish to call your attention to the fact also that to-day is Friday, the 13th of June, in the year 1913.

How can we fail to triumph over the enemies of truth and the square deal, backed up, as we are, by such a combination of thirteens?

DECLARATION A GOOD OMEN.

It is a good omen! It is providential! God surely has been working out in all of us this week some very wonderful things. He arranged a beautiful stage setting for this convention, giving us magnificent sunrises and sunsets every day, and He illumined the night with the moon and stars. Even the breezes have been tempered with comfort, peace and good will. The elements, together with the enthusiasm of a kindly and hospitable people, inspired us with higher thoughts, and brought us together in a broader spirit of co-operation and in closer friendship.

Somehow I feel this morning an overwhelming appreciation of God's goodness in directing us in the right path. Something beyond mere human power got thirteen departments of advertising together as by common impulse. Each department submitted a report to the general committee through a committee of three. It is a remarkable circumstance that each report breathed the same spirit of high ideals and a determined purpose to carry them on.

WORDS CAREFULLY WEIGHED.

The several reports formed, collectively, the groundwork of the declaration of principles I am to read to you. Every word and its full meaning were carefully weighed before it was adopted. Every word, sentence and paragraph were unanimously approved. We were in session from 10 o'clock on Wednesday morning until 1 o'clock in the afternoon; then again from 2 o'clock until 5 o'clock Wednesday afternoon. On Thursday morning we started our labors at 10 o'clock, worked until 1 o'clock and then resumed at 2 o'clock.

One of our number, James Keeley, of the Chicago Tribune, who came to this convention against his doctor's orders, was to return to Chicago Wednesday afternoon to get ready to go under the knife for an operation for ap-

pendicitis. But so enthused was he in his work—so thoroughly aroused was he over the great principle we were trying to incorporate into our declaration that he remained until our work had been finished. God be praised that He has given to our cause such a hero!

Then, declaring that in presenting the report of the committee he was realizing the proudest moment of his life, since in it every principle for which he had

zation of the general body, and that into these departmental organizations shall be admitted only those who can and will meet the requirements and qualifications established by the duly authorized commission or investigating body.

ELEMENTS OF THE COMMISSION.

This commission is to be composed of one representative each from the constituent elements of the associated clubs. These elements are: The advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications, trade press, specialty advertising and such other elements as may be added.

The chief function of this commission, whose machinery will be put into

it has in recent years grown into a technical profession—has not acted too soon in elevating its standards was demonstrated when delegates from England, Germany, Sweden, South Africa and Peru frankly told the convention that advertising of American wares abroad has not inspired confidence and the lack of this confidence has had its damaging effect on American manufacturers, although their manufactures may be of a high grade. These foreign delegates were greeted with ovations and were listened to with marked attention. Their presence, their hearty co-operation with the Associated Clubs and the messages which they brought from their fellow workers at their faraway homes, transformed the association from an American into an international association.



DELEGATES OF THE FORT WORTH (TEX.) AD MEN'S CLUB AT BALTIMORE.

fought for many years was embodied, he read the declaration, the full text of which will be found on page 18 of this issue.

A SERMON ON THE MOUNT.

The audience sat silently while the report was being read, and at its conclusion there was a ripple of applause that was checked by Mr. Freeman.

"Is this not a real declaration, my friends?" he asked. "It is a sermon on the mount as applied to a business propaganda."

With cries of "It is," the delegates, dispensing with the formality of a vote, adopted the declaration with unanimous voice.

The declaration, in effect, was a summing up of the principles which have furnished the themes for many speeches in the course of the convention. It was formulated by representatives of the following departments of the association: Advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications, trade press and special advertising.

ASSOCIATION COMMITTED TO TRUTH.

Primarily the declaration commits the association to the principles of absolute honesty in advertising and insists that the departments are determined to work jointly "for the promotion of efficient advertising in harmony with all other departments and interests concerned in promoting the common good of advertising," and where abuses occur, to deal fearlessly for their correction.

To this end the committee expressed the belief that a permanent commission should be established to deal with problems touching upon the carrying into effect of the cardinal principles of the association. The committee further recommended that each of the 13 departments be formed into a sub-organ-

motion as soon as practicable, will be to investigate and regulate advertising in all its many forms. It is noticeable that advertising is placed on the same plane as public utilities have been placed by national and State enactments, with this exception, that the proposed regulation does not rest upon the authority of law, but is committed to men who buy and who sell advertising. Whether this commission, which will be powerless to enforce its mandates, since no penalties for violations are provided, will or will not make effective the high ideals on which it is founded, will be for the future to decide.

TRADE-MARK IN PRACTICAL USE.

The only weapon which the originators of the commission idea say they can employ is a trade-mark, whose display in publications and on billboards will be a guarantee of the quality of advertising mediums. The commission has plenary powers and contemplates the employment of a trade-mark. The convention earlier in the week approved a proposition to extend moral and financial support, if needed, to those publications which suffer many losses by rejection of objectionable advertisements.

It is an experiment, started on lofty principles. If it fails the crusade against improper advertising will suffer a relapse from which recovery will be long and difficult. The first efforts to secure the reform so eagerly sought will, or ought to be objective toward the advertisers, since they are the authors of advertising which the commission may decide to be objectionable. To purify a stream the beginning is made at its source and not at its mouth. This fact, however, stands out conspicuously. At the Baltimore convention men engaged in advertising, in advance of legislation to regulate their business, sought to regulate it themselves.

REFORM MOVEMENT IS TIMELY.
That the advertising profession—and

After the report of the interlocking conference of departments had been adopted, it was announced that the first department to organize under the authority of the declaration was that of the Retail Advertisers' Association of America, which will be incorporated and have its headquarters in New York City. Its officers are: President, Manly M. Gillam, of New York; vice-president, Paul Davis, of Waterloo, Iowa; secretary, S. W. Patman, of New York; treasurer, F. S. Nelson, of San Francisco.

Mr. Gillam announced that the platform of principles upon which the Retail Advertisers' Association of America effected its integrity as a sub-organization within the Associated Advertising Club proposes:

To encourage and make easy the interchange of experience and suggestion between advertising managers, and to create and foster a spirit of mutual helpfulness.

The card of any member of the association will be an open sesame for its advertising representative to any information that can properly be given by any other advertising manager of a member of the association.

More than that, from the office of the secretary of the association, in New York City, will be forwarded to every member of the associ-

(Continued on page 6.)

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1913 The Herald gained 236,226 agate lines over same period of 1912.

In the first three months of 1913 The Herald gained 63,400 lines of foreign advertising over the same period of 1912.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

There is only
ONE SURE WAY
to cover

Chester and Delaware County

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

CHESTER TIMES and the MORNING REPUBLICAN

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

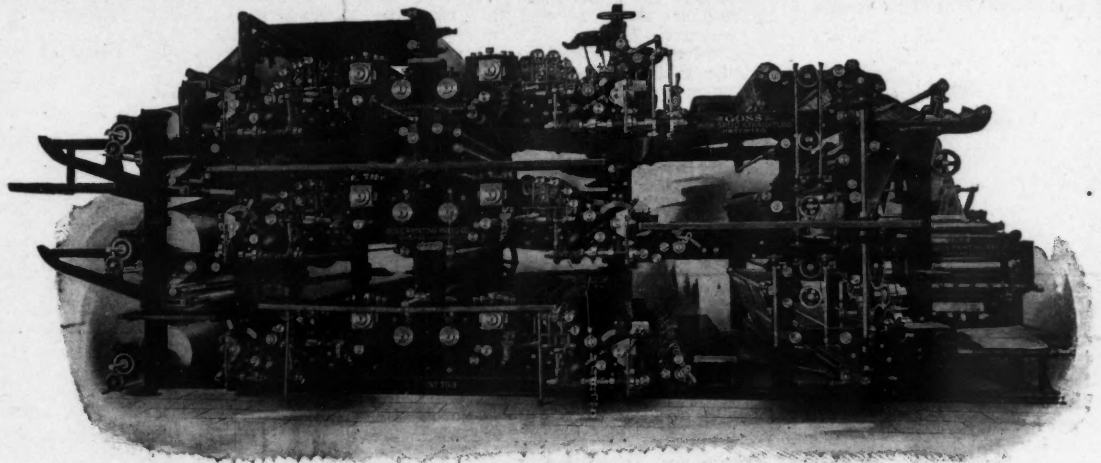
Write for rates.

Chester, Pa.

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

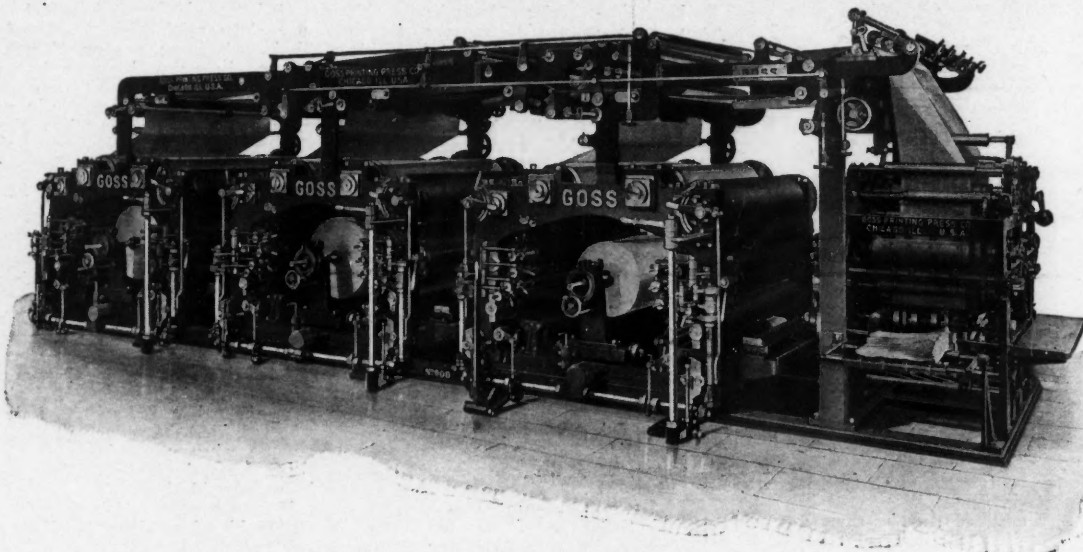
**The
GOSS
High Speed
Sextuple Press
No. 160**

**The Fastest Newspaper
Press Ever Produced
Patented**



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

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



**The
GOSS
Tandem Patented
Special
High Speed
Sextuple Press
No. 161
Low Construction**

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

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

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

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

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

PATENTED RAPID SAFETY PLATE CLAMPS—One-quarter turn of special wrench locks the entire plate.

PATENTED ROTARY FOLDING GUIDE—the greatest invention of the age.

PATENTED INKING FOUNTAINS—(Piano key action) setting all columns from outside of press.

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

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

PATENTED CUTTING AND COLLECTING CYLINDERS—Prevents shavings or ribbons on collected products.

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

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

It will be to your interest to see us before purchasing.

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

CLOSE OF CONVENTION.

(Continued from page 4.)

dition bulletins and letters of information covering any matters of interest as fast as they develop.

More than that, still, it will be the aim and effort of the management of the association to suggest lines and methods of helpfulness to members in the prosecution of their work.

The practical working of the association will be to insure to each member not only the knowledge of advertising methods that have been or are being tried by other members, but precise information as to what the results of such methods were or are.

Up to the present time, the results of the advertising activities of any business have, as a rule, been known to very few. The nature of much of their publicity has of necessity been manifest, but what the fruit of it—the vital thing has been—has been largely left to conjecture, so far as outsiders are concerned. Conjecture, in such cases, is almost always wrong.

Under the working of the Retail Advertisers' Association there need no longer be conjecture.

FOREIGN DELEGATES REPORT.

A part of Friday morning's session was devoted to hearing reports of delegates from other countries, including Canada, England, Brazil, Germany, South Africa and Sweden.

The first foreign representative to speak was Percy C. Burton, of England, newly elected president of the Thirty Club of London, who came as the representative of the associated or allied advertising and publishing organizations of England. He paid a high tribute to Baltimore and its advertising club.

"You Baltimore people taught us a lesson of bravery at the battle of North Point that we in England have not forgotten, and we respect you for it," he said. "We of the British Isle have reason to know the greatness of Baltimore as a port from which sail ships laden with merchandise to all countries.

"England as a manufacturing nation," he said, "consumes vast quantities of the products of other countries, and we of England invite Americans to come into our markets with their products. We import in excess of £6,000,000 goods annually. Our imports from the United States is but a small fraction of the total. There is no adequate reason why America should not supply us with 50 per cent. of our imports. We want your goods—good goods."

ADVERTISING A MATTER OF CHARITY.

The next speaker was the delegate from Peru, South America, F. D. Ross, publisher of a newspaper at Lima. He said that advertising had no standing in his part of the world; that such firms as can be induced to advertise think of the money spent for advertising space as charity and place newspaper advertising in the same category with giving to churches and festivals—just to help the newspaper publisher to live.

"The native newspapers," he said, "have no code of morality. Advertisements and articles on unpleasant diseases are given space beside social events by preference. Collections are unpleasant and difficult to make, because the average business man looks upon advertising as one of those evils that have come to be considered necessary, not for profit to the advertiser, but as a sort of compulsory duty that is owed to the newspaper publisher."

GERMANS ARE MUCH INTERESTED.

The associated advertising and publishing interests of Germany were represented by the next speaker, Christian A. Kupferberg, of Berlin. He said:

"European ad men are taking keen interest in this great convention and especially the German ad clubs, which I represent. They are anxiously awaiting detailed reports of all accomplished. Germany is an excellent market for American goods such as shoes, hosiery, underwear, cosmetic specialties, safety razors, office machines, dictaphones, adding machines, etc., and American designs. Get German copy and designs if you want best results."

Mr. Kupferberg said that Germany can use a great many American products. He told of the German style of magazines, newspapers, trade press, religious press, etc. Retail advertising, he said, is about the same as it is in this country. "Bargain sales are not as they are

here," he said. "They are restricted by the police. The dealer must give notice to the police in advance and there must be no reserves."

No advertising specialties are given out, he said. The dealers signed an agreement for this for five years and they have just signed another agreement for another five years.

"I have received great inspiration by my visit here," he said. "I never heard a better speech than that by Mr. Coleman in Druid Hill Park last Sunday."

In closing Mr. Kupferberg suggested three cheers for the Emperor of Germany and the President of the United States. The cheers were given.

SOUTH AFRICA IS IMPRESSED.

C. J. Sibbett, of Cape Town, South Africa, was the next to speak. He said he had been greatly inspired by his visit here. Before returning home, he said, he will visit many places in this country to make inquiries as to manufacturing. He brought about long applause when



W. BLANCHARD BANCROFT,
One of the Delegates from England.

he said that when he comes to this country he feels as much at home as if he were in England.

He stated that he came not only to interest American advertisers in the South African market, but to introduce American manufacturers to reliable South African merchants who had authorized him to obtain agencies for them in a large number of lines, principally agricultural machinery, automobiles, shoes, corsets, medical remedies, etc. He referred to the revelations the wonderful ethical force that directed the advertisers at the convention was to him. He gave the figures of the South African revenue for 1912 at \$78,000,000 and the imports for that year as \$207,000,000, of which \$17,000,000 was from the United States, an increase of 64.7 per cent. during the last five years. The United States having now overtaken Germany in this market.

When he returns to this country Basil Akerman, of Sweden, said he feels sure that truth in advertising will have conquered.

Axel Palmgren, also of Sweden, spoke. Brazil was also represented and its delegate was to have made a speech, but he was not present when his name was called.

ENTERTAINMENTS ON FRIDAY.

Delegates from foreign countries to the convention of the Associated Advertising Clubs of America were entertained at a dinner at the Merchants' Club Friday afternoon by the committee on foreign delegates of the national association. Besides the foreigners, President William Woodhead, of San Francisco; former President George W. Coleman, and President Shay, of the Baltimore Club, and several invited guests, including Mayor Preston, Mayor's Secretary Robert E. Lee and Commissioner of Street Cleaning William A. Larkin, attended the dinner. Herbert C. Sheridan, chairman of the committee on foreign delegates, was toast-

master, and a number of informal speeches were made. Following the dinner the guests were taken by taxicabs to the wharves of the Standard Oil Co., where they boarded the launch Petrol, of the Standard Oil Co., and a tugboat and were taken on a short trip down the bay.

Among those present were W. Blanchard Bancroft, Joseph Greenaway, Percy C. Burton, F. Reginald Kennington and J. R. Charter, of London, England; Lieut. A. C. Hildage, of Ecuador; Lewis G. Sibbett, of Cape Town, South Africa; Basil Akerman, of Malmoe, Sweden; Axel Palmgren, of Stockholm, Sweden; Christian Adt Kupferberg, of Mainz, Germany; F. E. Ross, Lima, Peru; George W. Coleman, of Boston; William Woodhead, of San Francisco; George B. Gallup, of Boston, and Mayor Preston, Robert E. Lee, his secretary, E. J. Shay, Herbert Sheridan, W. Champ Robinson, W. W. Cloud, H. P. King, T. Lee Clark, Alfred I. Hart, McKee Barclay and H. Findlay French, of Baltimore.

TRIP A VERY PLEASANT AFFAIR.

Not least among the pleasant memories carried home with them by the delegates and visitors was the excursion Friday afternoon down the Patapsco River and the Chesapeake Bay on the big side-wheeler Dreamland. More than 1,000 availed themselves of the opportunity. The steamer, which had been chartered by the Baltimore Club, was gayly decked, and a band of music was along to entertain.

A feature of the trip was the presence of Polk Miller's celebrated negro quartet of singers—a quartet of genuine southern "plantation darkies," who kept the crowd laughing all the way, and whose music was the very best of its sort obtainable. They were brought to Baltimore from the South especially for this occasion.

On this trip a proper climax to a strenuous week of constructive work and of gaiety, the wearied business men were given a view of Baltimore's famous harbor and had a view of ancient Annapolis, the capital of Maryland and seat of the United States Naval Academy. On the lower deck a place was cleared for dancing, where the younger members of the party enjoyed themselves.

CROWD IS CINEMATOGRAPHED.

No sooner had the boat pulled into the channel than a motion picture camera was turned on the party by F. Davis, of the Knickerbocker Film Co. Mr. Davis has made views of the entire convention's festivities, and these will be sent around the world, Baltimore enjoying the advertising.

On each of the three decks of the big steamer members of the Baltimore Advertising Club served as announcers. Through a megaphone they told the party what places of historical and commercial interest they could see. The fireboat Deluge was pointed out and firemen ran to the decks of the latter and cheered when the Dreamland passed.

INNER MAN IS CARED FOR.

When the hour came that the party demanded something to satisfy the inner man, the members of the Baltimore Advertising Club distributed boxes filled with just the kind of lunch that satisfies the hungry.

En route to the city the Dreamland passed the steamers Ontario and Florida. On the former were the Boston Pilgrims en route to their homes and on the latter were the Norfolk and Waterloo delegations. When the Dreamland passed each vessel the St. Mary's band struck up Dixie and the pleasure seekers gave volleys of cheers. The delegates on the other two boats responded. Passing Fort McHenry the crowd sang the Star-Spangled Banner, and Mayor's Secretary Lee announced the connection the port had with the writing of the national anthem.

Coming into port on the return trip all the passengers sang "Maryland, My Maryland" and then came the farewells, but before the final good-bys were said each out-of-town delegate had some word of praise to say for the treatment he or she received in Baltimore and of the success of the convention.

THE TREND OF ADVERTISING.

Its Betterment Really Means Improvement in Business Ideals.

Jesse H. Neal, of the Fowler-Simpson Co., Cleveland, O., and Cleveland member of the Vigilance Committee, spoke on "Advertising Yesterday, To-day and To-morrow." His address follows:

Yesterday advertising was in short pants. Twenty years ago, and even ten years ago, the advertising pages were cut out of magazines before they were bound. They were not worth preserving. To-day it's a significant fact that advertising pages are bound and preserved as important records.

Yesterday the people blamed only themselves if they were taken in by a fraudulent advertisement. The owner of a newspaper was supposed to be running a sort of a public utility which had no right to look beyond the genuineness of the money offered for the service.

Yesterday most publications accepted whatever was offered. Patent medicine advertisers sent page ads to the newspapers, which could only be run when the newspaper had procured a bunch of local testimonials from prominent men.

Yesterday an advertising man took rank in the public mind with the medicine show stroller, or the long-haired, big-hatted street vendor of tapeworm poison. In current literature he was the smooth, slick schemer. To-day you and I hold up our hands proudly in any society, for we know that advertising and the men who make it are admittedly great and vital factors in the commercial development of the age.

To-day advertising is rightfully regarded as an important economic force. A means of more cheaply distributing the necessities of life, and that also brings luxuries within the reach of an increasing number of consumers. Believable advertising means a much higher degree of efficiency in this beneficent work.

Advertising is not an abstract thing. It's the voice of business. We look upon it as the public expression of the man who is behind the man that's behind the ad. So, when we speak of better advertising, we really mean the improvement in business ideals generally.

Many a man should begin a libel suit against his advertising. It misrepresents him.

Even advertising lies, like profanity, may come from a deficient power of expression. Education is the remedy, and the ad clubs are applying it liberally.

To-day all of the great national organizations of retail merchants have declared in favor of higher advertising standards. Commercial organizations everywhere are actively supporting this movement to keep the channels of publicity free of obstructions to legitimate commerce.

To-day laws are being passed in State after State for the protection of the public and the punishment of the man who lies in print.

To-day we find the leading trade papers of the country in the very front of the movement for better, cleaner big-store advertising.

Newspapers have gladly thrown their columns open to local vigilance committees and donated even pages of valuable space. There is nothing wrong with strict honesty as a fundamental principle of advertising.

Here, then, is a practical idea for all of you who buy advertising. When you buy a lot on which to build a home, you want assurance that no low dives can come in around you to depreciate the value of your investment. When you buy space in which to build a business reputation, why not be just as careful about your neighbors?

As for the to-morrow advertising—look around you—what wonders may we not expect from a movement backed by 10,000 such men gathered here.

Walter Macarthur, for many years editor of the Coast Seamen's Journal, has resigned to assume the duties of shipping commissioner of San Francisco.

CONVENTION EXHIBIT

Collection Was of Unusual Merit and High Educational Value—All Phases of Advertising and Printing Represented — Exhibitors Came from Many Lands—Art Department Without Equal—Daily Changes.

(Staff Correspondence.)

A series of highly educational object lessons that attracted the interested attention of practical advertising men, both among those who prepare copy and those who pay for the advertising, was the great advertising exhibit that occupied half the floor space of the vast convention hall at the Baltimore Convention.

As one entered the hall, the first object that attracted the eye was a huge poster, most hideous of aspect but conceded to be artistic even though executed in screaming colors, advertising a certain Spanish wine. Down the aisle the eye was caught by other posters that told their stories, even though far distant from the spectator. These pictures were of the German exhibit. Adjacent were posters and other advertising schemes and campaigns representing the methods of publicity in vogue in Russia, Italy, France, Switzerland, England, Belgium and the Far East.

The striking feature of all the foreign poster work is the entire elimination of detail, and the apparently rough manner in which the work is executed; but it is this very feature that makes the pictures tell their stories to the full even at a casual glance, and from as far away as the poster can be seen.

REVELATION TO AMERICAN AD MEN.

China and the Far East were represented by examples of hand-made paper and a valuable collection of advertising in Chinese of the products of the Standard Oil Co. Advertising as conducted in foreign lands proved a revelation to the average ad man accustomed only to American and English methods.

The English exhibit consisted of a score or more campaigns of noted English advertisers, including Selfridge, Johnnie Walker and Rova Coca. These campaigns were selected as the best of their kind under the direction of the Advertising World, of London, and were bound at an expense, in some cases, of \$500, the expense being borne by the individual advertisers.

The exhibit of foreign advertising was a new feature in the convention, and was brought together through the efforts largely of Arthur T. Wiener, of Berlin and New York, and Christian Adt, Kupferberg of Mainz-am-Rhine, Germany. Herr Kupferberg is the official representative at the convention of the Association of German Advertising Experts.

The newspaper exhibit, under direction of J. W. Adams, furnished the most modern and approved methods of newspaper advertising in local and national campaigns, and indicated the possibilities for efficiency of the newspaper as a medium of advertising.

OUT-DOOR EXHIBITS CHANGE DAILY.

The out-door display, occupying an entire side of the hall under direction of H. J. Mahin, included poster and painted displays. The exhibits were changed daily.

The magazine section under direction of Richard H. Waldo was, like all the exhibits, educational. The section devoted to the Associated Farm Papers, under direction of S. E. Leith, was one of the most instructive displayed in the general exhibit.

FARM PRESS ABLY REPRESENTED.

Fifty-two participants, every one giving an actual demonstration that proved service and showed a substantial improvement in not only the farm press but in the quality of patronage and in their ability to serve the advertiser, the reader and the best interest of our national development were represented. One of the features of the exhibit was an arrangement of ads designed to show how the volume of advertising has increased during the last ten years.

The section of paper lithography, under the direction of Albert de Montluzin, Cincinnati, and M. Zurndorf, of Baltimore, showed in much detail, in three to ten-color posters, elaborate and artistic productions, a special feature being made of "cut-outs" and material for window displays. There could be seen muslin displays cunningly pieced in ten-foot length appearing as one integral whole. Marvels in perspective were shown in cut-outs.

BROADWAY ALSO IN EVIDENCE.

The poster display in the exhibit was largely of original color designs.

The painted display consisted of colored reproductions of billboards, local and national advertising, throughout the country. Especially interesting, perhaps, were the reproductions of the famous signs on New York's "Great White Way."

The exhibit of the Department of Business Literature and Advertising, under the direction of Henry Lewis Johnson, editor of The Graphic Arts, Boston, consisted of a representative collection of advertising effort in printed salesmanship. The means by which food, clothing and mechanical products have attained a nation-wide market were demonstrated by catalogue displays in which identity of products and mechanical details, were presented with the highest skill of the photographer, engraver and printer.

The scope of catalogue advertising was represented by the different lines of business in which the catalogues naturally group themselves. The most remarkable revelation was the group of farm implement and supply catalogues. Instead of being of a cheap, mail-order character, the use of designs, color and printing rivaling that of the next prominent department—the automobile catalogues.

CLEVELAND SECOND TO NEW YORK.

In the extent and standard of work New York City leads, but Cleveland is a good second, and some of the best individual exhibits were from Baltimore, Indianapolis and Montreal. This exhibit was studied more in detail than perhaps any other department in the exhibition. In Baltimore's representation the representation of Norman T. A. Munder is especially noteworthy.

The Advertising Novelty display comprised a great and widely varied assortment of metallic articles of utilitarian value that are valuable as advertising media therefor. This department was under the direction of H. B. Hardenburg.

The Paper and Material for Advertising booths, H. A. Olmstead, Dallas, director, assisted by F. T. Ellis, made its especial exhibit the handsome results obtained from the use of dull finish paper and dull ink that gives effects equal to the very best offset work, and that can be obtained by the use of an ordinary press.

T. R. Gerlach, director of the Department of Calendars, showed a magnificent collection, from the simple office calendar to the finest specimens of art. In one notable case, the calendar is made from a painting sold to an art collector for \$7,500.

The Department of Metal and Miscellaneous Signs showed the latest development in this kind of advertising.

Related to, but not a part of the ex-Books on Advertising. There were about 150, including 125 bound volumes of advertising magazines. Mac Martin, of Minneapolis, started this educational work three years ago.

Benefit Show for Boston Newsies.

A benefit entertainment was given at the Plymouth Theatre, Boston, last Sunday evening to raise funds for a July Fourth outing for the newsboys of that city. The benefit arrangements were in the hands of a committee from the "Happy Twenty," an organization of the older members of the Boston Newsboys' Club. A number of headliners from the different theaters appeared and a good round sum was taken in at the box office.

ADVERTISING FOLLOWS THE PAPER OF INFLUENCE

The Hartford Times

HARTFORD, CONN.

Has the first call on the desirable Advertising placed in Connecticut because it has a larger circulation than any other paper in the Commonwealth, and because, undeniably, it is the paper of the widest influence.

How many other papers—anywhere in the land—enjoy acknowledged ascendancy in both circulation and influence?

The Times is a 3-cent evening newspaper. Its net average circulation—sworn and audited—for the first three months of 1913 was

23,091 Copies per day

The Hartford Times guarantees 50 per cent. greater net cash paid circulation than any other Hartford paper.

KELLY-SMITH CO.

Representatives

**New York
220 Fifth Avenue**

**Chicago
Lytton Building**

BALTIMORE CONVENTION SIDELIGHTS

By Frank Le Roy Blanchard

When the advertising convention was held at Dallas, last year, one of the two English delegates in attendance was F. Reginald Kennington. Mr. Kennington was so much impressed with the opportunities for business in the United States that he concluded to remain here and subsequently opened an office in New York for the advertising representation of the Glasgow Herald, Manchester Guardian and Frankfurter Zeitung. He came to Baltimore this year with the New York delegation as a member of the Advertising Men's League.

Mr. Kennington informs me that he is much pleased with the business he has transacted during the past year. He has found a ready response among national advertisers, who, he declares, seem much pleased with the results they have secured by the use of the publications he represents.

In addition to the English delegates above mentioned, are Messrs. J. Remington Charter, of Carlton Illustrators, London and New York, and Percy C. Burton, head of two well-known British advertising agencies.

Mr. Burton is an Irishman and is generally addressed by his friends as "Paddy." He was formerly private secretary to Cecil Harnsworth, M. P. He served as a soldier during the South African war; was at one time a journalist on the staff of the London Daily Mail, and, later, was the manager of a weekly illustrated paper. Mr. Burton's wife is a sister of Lord Northcliffe. Mr. Burton is full of life and animation; can tell a good story; is a good business man and is popular wherever he goes.

One of the four English delegates who are attending the convention is W. Blanchard Bancroft, the delegate of the Optimists' Club of London. Mr. Bancroft, who is on the advertising staff of the Strand Magazine and other English publications, is as full of optimism and enthusiasm as any Yankee I ever saw. Indeed, I could not account for the abundance of animal spirits he possesses until I discovered that he is not an Englishman at all, but was born in San Francisco, twenty-five years ago. He has resided in London during the last five years, during which time he has won many friends and accumulated a very pretty English accent.

Mr. Bancroft was very enthusiastic about the convention number of THE EDITOR AND PUBLISHER, a copy of which he had read coming down on the train from New York. He said that there was in England no publication similar to THE EDITOR AND PUBLISHER, and assured me that there was a fine opening for just such a paper in Great Britain, if conducted along personal lines.

At the banquet on Tuesday evening I met Strickland W. Gillilan, who is an occasional contributor to THE EDITOR AND PUBLISHER, and is popular as a humorous lecturer from the Atlantic to the Pacific. Good looks are not Mr. Gillilan's chief fort—he says so himself—but he has more wit and good humor packed away in his active brain than any one I have seen in a long time. Although called on to speak at a quarter of three o'clock, Wednesday morning, when everyone was tired and anxious to get home, Mr. Gillilan received the heartiest kind of a welcome and his funny stories and few serious remarks were received with the heartiest kind of approval.

In talking with me, Mr. Gillilan told a story concerning himself that was so good that I am going to repeat it here. On one occasion, while seated in his room in the hotel of a small city, where he was to lecture, he heard a knock at the door, and on opening it, found the landlord standing without. He invited him into the room, although he was dressing for his evening's entertainment, and asked him to sit down. The latter informed him that he had called to inquire as to the nature of the address he was to deliver that night.

"There are a number of commercial travelers in the house this evening," he explained, "and they are anxious to find out," said the landlord, "what kind of a speech you are to deliver, and I volunteered to come up and ask you."

Mr. Gillilan thereupon entered into a somewhat extended description of his address, after which the landlord left the room with a somewhat depressed look upon his face. On returning from the lecture hall that night, Mr. Gillilan inquired of the landlord as to whether the traveling men had attended the lecture.

"No," he answered, "after I told them what you had said, they concluded that they had rather go to bed."

Douglas N. Graves, chairman of the program committee, was one of the most scholarly appearing men in attendance at the convention. He looks like a college professor who spends the most of his time in his library studying the intricate problems of scientific research. The address which he delivered on Monday was declared by some of the gentlemen who were present to be one of the most scholarly productions to which they had listened to in a long time. When I told Mr. Graves that I thought it surprising that he was able to secure the attendance of so many speakers, he replied:

"I was very particular when I sent invitations to prospective speakers to request them not to accept unless they were certain they were to be present. The result has been that not one of the entire number, 125, has failed to show up at the session at which he was to speak."

This is certainly a remarkable record and one of which Mr. Graves ought to be distinctly proud. Those who have had to do with the preparation of programs for conventions know that it is one of the most difficult things in the world to arrange a list of speakers, every one of whom will be on hand when the time comes for him to speak.

The convention souvenir package this year took the form of a miniature dress-suit case made of pasteboard and bearing the labels of several foreign hotels. Its contents was on the whole of a better quality than is usually given out. A six-ounce box of high grade chocolates, a package of cigarettes in a leather case, a cake of resinol soap, a sample stick of Williams' shaving soap, a photograph of President George W. Coleman, a box of convention writing paper and envelopes, a metal match safe, a package of seeds of Maryland's State flower, a package of Loose-Wiles biscuits, a package of maté tea, and a set of photogravure pictures, were among the articles found in the box.

The canes distributed by the Orange Judd and Phelps Publishing companies were perhaps the most popular souvenirs distributed during the week. At one time the services of a dozen policemen were required to keep back the crowd of men who were anxious to possess them. The members of the Springfield (Mass.) Publicity Club and the Pilgrim Publicity Association of Boston carried them in the parade Monday night. The canes were imported from Austria, where they are known as opera canes. The only advertising upon them was inconspicuously lettered on a narrow German silver band which is a part of the conventional decoration.

Sweden was represented at the convention by Axel Palmgren, managing editor of the Stockholm Dagblads, the leading morning newspaper of the city. Mr. Palmgren has visited the United States before and speaks English almost as well as persons born here. The Dagblads contains an average of twelve to fourteen pages and carries an average of fifty columns of advertising each issue. Four of the general advertisers who are represented in its

columns are the Remington and Smith-Premier Typewriter companies, the Studebaker Co. (automobiles) and the Burroughs Adding Machine Co. Stockholm has a population of only 400,000 and yet it sustains seven morning and four evening newspapers. Competition, under the circumstances, is very severe. The Dagblads' circulation of 40,000 is large when the above facts are considered. The price per copy is one and a half cents.

Germany is more largely represented than any other foreign country.

"The convention has been a greater success than any of its predecessors," said S. C. Dobbs, of Atlanta, a former president of the organization. "Much more work has been done and the attendance has been larger. There have been some ragged edges to the program due, no doubt, to the hall in which the sessions have been held. The elimination of many of the entertainment features has helped to intensify the interest shown in the meetings. I think that as the years go by less and less importance will be attached to entertainment. We have improved on Dallas and Boston in this respect already. We business men come to these conventions not for the purpose of being amused, but to receive the benefits to be derived from addresses by big men and contact with each other. As far as the work is concerned, we have accomplished more in the way of results than ever before."

In some respects the press arrangements were very unsatisfactory. The accommodations for the reporters in the convention hall and in the press room were excellent. The chairman of the press committee, Alfred I. Hart, worked hard and faithfully to meet the demands made upon him, but the complaints of the local and visiting newspaper men were numerous. The most important thing to reporters covering a convention of this kind is to secure advance copies of the papers and addresses delivered. At Boston and at Dallas the speeches were set up in galley form and enough copies were made to furnish all the newspaper men with a set. At Baltimore there was no such arrangement. It was utterly impossible at times to get copies of some of the speeches even after they had been read in the convention. When I asked for copies I was told that only three copies had been made and that these would have to go to the local papers. The afternoon newspaper men complained that copies of addresses delivered in the morning were not given to them until after their papers had gone to press. When it is remembered that fully seventy-five per cent. of the speakers furnished copies of their manuscripts to the committee from two to three weeks in advance of the convention there seems to be little excuse for the conditions that prevailed at Baltimore. The man in charge of a

at Baltimore. Those of the delegates and visitors who found fault with some of the arrangements for their entertainment should take into consideration the handicap under which the Advertising Club of Baltimore was working. That the members did so well under the circumstances is a matter of congratulation. Fancy trying to adequately entertain two or three thousand people without the active personal support of a majority of foremost families of the city! The Baltimore club had to do this. In no convention city has the society element been so unresponsive. In Dallas and in Boston the very best people not only contributed money to entertain the visitors but personally connected themselves with the committees and helped to make them feel at home. The trouble at Baltimore was that a large number of the leading families have for generations lived upon incomes derived from their forebears. They have no connection with industries or with commerce, and so are not in sympathy with or interested in advertising men or their problems. Let us hope that before the week was over some of them realized that they had missed a golden opportunity for meeting a bunch of the

most alert and capable business men in the country.

I met William Woodhead, the new president of the A. A. C. A. for the first time at Dallas, last year, and during the Baltimore convention I had a chance to talk with him on several occasions. My impression of him is that he will give the association an excellent administration. In a brief speech on Friday, when formally elected president, he modestly said that although he did not possess the personality of either Dobbs or Coleman, he would do his best to serve the organization.

I believe that at the end of two years it will be found that William Woodhead has been one of the best executives the A. A. C. A. has ever had. He has a strong but kindly face, his features suggesting those of President Woodrow Wilson, but he is better looking.

He is a business man of wide experience. He was born in England, but at the age of twenty, came to America and bought a farm in Minnesota. Finding that an agricultural career did not appeal to him he took up the railroad business and gradually worked himself upward to the advertising department.

About this time he was called back to England to settle up his father's estate. He remained for three and a half years, and then returned to the United States and became connected with the advertising department of the Southern Pacific Railroad.

When the plant of the Sunset Magazine was destroyed by fire at the time of the city's visitation by earthquake and flames, Harriman called in Woodhead and placed him in charge of its fortunes, or rather misfortunes. The magazine missed but one issue and since then it has become one of the foremost publications of the Pacific Coast.

Mr. Woodhead brings to the presidency of the A. A. C. A., a keen brain, enthusiasm, a love of hard work, and the ability to do things. He has the good wishes and he will have the support and co-operation of every member of the organization.

One of the busiest men in the New York delegation was Carl E. Ackerman, chairman of the "On to Baltimore" committee. For weeks before the convention was held Mr. Ackerman was working day and night perfecting the arrangements for the care of those who intended to go to Baltimore. On the way down he managed to spend part of the time on each of the two trains in order to see that the members of the party were getting all that was coming to them. During convention week he never seemed to have a minute to himself. Indeed, his activities were so numerous and he was so much in evidence on every occasion that the wonder is that he found time to sleep at all. From three to four hours' rest was the limit during the seven days. I am sure that every member feels grateful to Mr. Ackerman for his unselfish efforts.

The reporters who covered the Baltimore convention for the local newspapers had their hands full. The best of them said they had never seen a finer bunch of men assembled in one place at one time. Because of the many divisional sessions and committee meetings they had to be on the jump all the time. As the result of their labors the American, Sun, Evening Sun, Star and News all carried long reports of the proceedings. These reports were unusually accurate and comprehensive. The men who did the work were:

Evening Sun—Jerome P. Fleishman, John Shay, Harry Clark, John Flynn.

Morning Sun—Harold E. Nest, Conway Taylor, Howard Haines, George Jenkins and Miss Helen Stowe.

American—Joseph Y. Brattan, Lindsey Rogers, Mark H. Schuler and Miss Nellie Parkins.

News—John Sherman, Percy Trusell, Frank King, Percy Heath and Miss Emily Doetsch.

Star—Charles Weis, Wilbur Morrison, Frank Waid and Robert Smith.

SEC. FLOREA'S REPORT.

The following report of the Examining Auditor sets forth the financial condition of the Association:

As requested, I have made an audit of the books of the Associated Advertisers Clubs of America covering the period from May 5, 1912, to May 26, 1913, and the result of my examination shows the following business to have been transacted through the office of the Secretary:

RECEIPTS.	
Balance on hand May 5, 1912.....	\$445.51
Dues.....	\$5,956.81
Subscription.....	2,353.64
Advertising.....	12,518.14
Donations to print convention proceedings.....	3,198.75
Educational Committee.....	1,607.40
Vigilance Committee.....	2,287.00
Finance Committee.....	400.00
Interest.....	31.02
Miscellaneous.....	20.44
	\$27,373.20
	\$27,318.71
DISBURSEMENTS.	
Dallas Convention.....	\$783.48
Printing Associated Advertising.....	8,558.31
Engraving Associated Advertising.....	340.82
Postage Associated Advertising.....	676.09
Expense Associated Advertising.....	2,292.41
Educational Committee.....	1,592.82
Vigilance Committee.....	1,059.69
Finance Committee.....	24.85
Commission on Individual and club membership.....	14.74
General Publicity Committee.....	25.15
Committee on Exhibit of Advertising.....	31.60
Printing Dallas Convention proceedings and balance on printing Boston Convention proceedings.....	2,898.29
Office furniture and fixtures.....	30.00
Office rent.....	260.00
Printing stationery, supplies, etc.....	569.91
Postage of editor and assistant editor.....	340.27
Salary of editor and assistant editor.....	1,158.20
Salary of Secretary.....	1,950.00
Salary of stenographer and bookkeeper.....	1,493.50
General expenses, including expense of Executive Committee meetings.....	1,049.33
Cash on hand May 26, 1913.....	25,149.56
	2,669.15
ASSETS.	
Cash on hand.....	\$2,669.15
Accounts receivable, dues and subscriptions.....	1,645.20
Accounts receivable, advertising.....	4,222.06
Accounts receivable, printing convention proceedings.....	170.00
Accounts receivable, miscellaneous.....	8.60
Furniture and fixtures.....	530.00
	9,240.01
LIABILITIES.	
Accounts payable.....	\$1,709.58
Excess of assets over liabilities.....	7,530.43
	\$9,240.01
MEMBERSHIP.	
May 5, 1912, we had a club membership of.....	130
Since then we have admitted to membership clubs as follows:	
Spartan Ad Club, Spartanburg, S. C.; The Ad Club of Berlin, Berlin, Ont.; Klamath Falls Ad Club, Klamath Falls, Ore.; The Advertisers' Club, Klamath Falls, Ore.; The Advertiser Club, Waxabachle, Texas; Ad Club of University of Missouri, Columbia, Mo.; Ad and Press Club Bartlesville Okla.; Joplin Ad Club, Joplin, Mo.; Fifty-Thousand Liners, Fort Worth, Tex.; Ad Men's Club of Chattanooga Tenn.; Duluth Ad Club, Duluth, Minn.; Advertisers and Merchants' Association, Binghamton, N. Y.; Wheeling Ad Club, Wheeling, W. Va.; The Thirty Club of London, London, England; Kalamazoo Advertising League, Kalamazoo, Mich.; La Crosse Ad Club, La Crosse, Mich.; Adcraft Club, Detroit, Mich.; New Haven Publicity Club, New Haven, Conn.; Woman's Advertising Club, Baltimore, Md.; Beaumont Advertising League, Beaumont, Texas; Export Advertising Club of America, New York.	
Boise Ad Club, Boise, Idaho; Elgin Ad Club, Elgin, Ill.; Utica Ad Club, Utica, N. Y.; Alliance Advertising Association, Alliance, Ohio; Lancaster Advertising Club, Lancaster, Pa.; Davenport Association of Advertising, Davenport, Iowa; Advertising Club of Joliet, Ill.; Shreveport Ad Club, Shreveport, La.; University of Washington Ad Club, Seattle, Wash.; Edmonton Ad Club, Edmonton, Canada; Elizabeth Advertising Men's Club, Elizabeth, N. J.; Charter Oak Ad Club, Hartford, Conn.; Nashville Advertising Club, Nashville, Tenn.; Sedalia Ad Club, Sedalia, Mo.; Fall River Ad Club, Fall River, Mass.; Newark Advertising Men's Club, Newark, N. J.	
Total of new clubs.....	37
CLUBS LOST.	
We have lost during this time:	
Augusta Ad Men's Club, Augusta, Ga.; Berkeley Ad Club, Berkeley, Cal.; Berlin Ad Club, Berlin, Ontario; Brantford Ad Club, Brantford, Canada; Charleston Ad Club, Charleston, W. Va.; Charlotte Ad Club, Charlotte, N. C.; Galt, S. Waterloo Ad Club, Galt, Ontario; Georgetown Ad Club, Georgetown, S. C.; Hartley Ad Men's Club, Hartley, Iowa; Joplin Ad Club, Joplin, Mo.; Laurens Ad Club, Laurens, S. C.; McKinney Ad Club, McKinney, Texas; Advertising Club University of Wisconsin, Madison, Wis.	

Detroit News and News Tribune Circulation Has Been Examined

Auditor of the American Advertisers' Association visits Detroit and is given all information and assistance asked, including full access to circulation records, press room, print paper accounts, etc., of these newspapers.

Presented herewith are circulation figures taken from the findings of the American Advertisers' Association auditor, Mr. A. E. Stevens, who has completed an examination of The Detroit News and News Tribune circulation during the year previous to May 1st, 1913.

The Association employing Mr. Stevens comprises the leading general advertisers of the United States, who thus obtain unbiased circulation information from their own expert and are mainly guided by his findings in selecting mediums for their advertising patronage.

Mr. Stevens' audit of The News and News Tribune circulation was most thorough, he having been given full access to all records. The itemized receipted invoices for print paper purchased by The News and News Tribune were carefully gone over, as well as the press room, mail room and circulation department records, cash books, bills from the postoffice and express companies showing the weight of papers transported by mail and express to News and News Tribune agents throughout Michigan, the audit covering the entire year ending April 30th, 1913.

All returned, left over, waste, spoiled copies, etc., were deducted in Mr. Stevens' compilations, as they invariably are by The News and News Tribune in issuing their periodical sworn circulation statements.

The period of examination was the year between May 1st, 1912, and April 30th, 1913.

THE DETROIT NEWS (Week Day Evening)*

Average circulation, May 1st, 1912, to April 30th, 1913, each issue.....	142,264
Average for first month of period examined, each issue.....	139,767
Average for last month of period examined, each issue.....	154,376
INCREASE during year.....	14,609

DETROIT NEWS TRIBUNE (Sunday)

Average circulation, May 1st, 1912, to April 30th, 1913, each issue.....	105,048
Average for first month of period examined, each issue.....	100,541
Average for last month of period examined, each issue.....	112,442
INCREASE during year.....	11,901

*Owing to the establishment of the week day morning News Tribune as a separate newspaper during the period examined and to avoid confusion in the minds of advertisers, the circulation of the week day morning issue is omitted for the entire year. The active development of The News Tribune's week day circulation commenced since the end of the period covered by Mr. Stevens' examination. The actual paid circulation of the (week day) News Tribune since June 1, 1913, has exceeded 40,000 copies daily.

Inasmuch as all of the Detroit daily newspapers have submitted to a similar examination by Mr. Stevens and, furthermore, as every advertiser is entitled to the fullest information regarding the circulation of all advertising media used, it is expected that other Detroit newspapers will publish the result of this examination of their respective newspapers.

Mart Ad Club, Mart, Texas; Muscatine Ad Club, Muscatine, Iowa; Nebraska Publicity League, Lincoln, Neb.; Newberry Ad Club, Newberry, S. C.; Orangeburg Ad Club, Orangeburg, S. C.; Ottawa Ad Club, Ottawa, Canada; Raleigh Wide Awake Club, Raleigh, N. C.; San Jose Ad Club, San Jose, Cal.; Statesville Admen's Club, Statesville, N. C.; Summerville Ad Club, Summerville, S. C.; Topeka Advertising Club, Topeka, Kan.; Traverse City Ad Club, Traverse City, Mich.; Troy Publicity Association, Troy, N. Y.; Winston-Salem Men's Club, Winston-Salem, N. C.

RECAPITULATION.	
Total loss.....	27
Leaving a net gain of.....	10
Total club membership, May 26, 1913.....	140
Net individual membership gain, May 5, 1912, to May 26, 1913.....	502
Individual membership, May 5, 1912.....	9,781

UNDESIRABLE CLUBS DROP OUT.
The past year in the life of the Association has not shown a considerable numerical increase in membership, but actually there are more real, live advertising men in the Association now than ever before, and the membership is a trifle over ten thousand. There has been an increase of advertising men and a thinning out of clubs which were organized solely for local and municipal boosting. The Association has struck its stride, and begins to understand and realize its legitimate scope for activity. It has required some few years to assimilate and amalgamate all the varied interests of the scores of clubs, scarcely two of which were organized with the same intentions or for the same purposes. As the Association grows older, it is but natural that we should become acquainted with the set and fixed purpose of our organization. This purpose has been iterated and reiterated so often that it has become trite, but it can always be stated in our slogan—"Truth in

Advertising." How well it is propagating these principles and how well it is living up to them is amply evidenced by the fact that eleven states have passed pure advertising bills during the past winter, and an active, progressive National Vigilance Committee is at the head of the Advertising Police Organization which is scouring the publicity sea for piratical crafts sailing under the black flag. The committee is headed by Harry D. Robbins of New York, and the good he has accomplished is almost incalculable, and the possibilities in this line only can be measured by the amount of funds the Association can raise to invest in the work. It is true that in a few of the states passing advertising laws a "joker" in the form of such words as "Knowingly" and "Intentionally" has been inserted which nullifies them to a certain extent, but the good intentions of our legislators should not be impugned, as errors of this kind may be corrected at future sessions of the law-making bodies.

EDUCATIONAL WORK IN HAND.
The educational work of the Association has settled down to some definite, well-defined and perfectly executed plans under the leadership of Herbert S. Houston of New York.

The President's report deals largely with the excellent work of all the splendid committees with whose efforts it has been my pleasure to co-operate. The carefully prepared reports of all the committees have been given the fullest publicity in "Associated Advertising," and I believe our membership is thoroughly informed as to the Association's activities.

The national magazine of the organization has changed its name to "Associated Advertising" and has been placed on a firm basis by the employment of a competent advertising manager in Frank E. Morrison, 1133 Broadway, New York. The editorial policy is directed by Thomas Dreier, Cambridge, Mass., an apostle of uplift, who has succeeded in a very

few months in making the magazine stand out in a field of its own among advertising magazines. The circulation is now over ten thousand.

OFFICE GETS COMPETENT HELP.
My office in Indianapolis has been reinforced by competent assistants, and what I believe to be an admirable system for the keeping of the Association's records has been installed. The accounting department is in competent hands and is looked after regularly by an accredited auditor. You will understand that a vast deal of work is required in the handling of the detail of an office with an open account with each of some ten or eleven thousand men, and the handling of the magazine subscription for each member.

The finances of our body has always been one of our great problems as the individual dues are but one dollar per year, and this one dollar includes subscription to the magazine. At this convention, for the first time, a registration fee of \$2.50 for every visitor aside from ladies and members of the Baltimore Clubs, is to be charged. This arrangement has met with the hearty support and approval of every club in the organization so far as the reports have been received. It was thought that no one enjoying the privileges of such a convention as this would hesitate for one instant to contribute this trivial amount to the Association's welfare. The fund which is raised by this registration fee will go direct into the national treasury and will be disbursed from the general office in the advancement of educational, vigilance and other activities.

Members are reminded that the Secretary's office is the clearing house of the Association and that it is always at your service.

Respectfully submitted,
P. S. FLOREA,
Secretary.

LEADING CARTOONISTS OF AMERICA.

Maurice Ketten, of the New York Evening World.



Most people who have enjoyed any measure of success have owed it to something or other quite serious in their make-up. To have climbed the heights of renown on one's funny-bone is a diverting relief from the commonplace.

All of which merely opens the way to tell of the rise of Maurice Ketten, cartoonist of the New York Evening World. Ketten has a funny-bone which he dips in his ink pot and forthwith shows Mr. Human Being what a funny fellow he really is. He gets his victims between the ribs, where it tickles them without hurting.

Ketten always had a sense of humor, but he only put it to work by accident. Since then it has been working with the accelerative industry of a taximeter, but early in his career Ketten had an intensely serious purpose, which kept his funny-bone hidden up his coat-sleeve. He aspired to be a portrait painter, and it was while he was in Paris, painting masterpieces for the Salon, after having learned all the Beaux Arts School could teach him, that he suddenly switched from the oiled road to the inked thoroughfare of newspaper work.

FROM OIL TO INK.

It happened this way. He had obtained a commission to portray for posterity one *Ferdinand Xau*, who was the director of a Paris journal. *Xau* not only paid for the portrait but on the spot offered Ketten a job on his paper. Ketten took it. He couldn't exactly afford a steam yacht and a flock of automobiles on the salary he received, but he did very nicely for a young man in his early twenties, and he bided his time.

After a while he left his job and

came to New York, did a few miscellaneous pictures for a few miscellaneous people, and then went back to Paris. But he just simply couldn't stay there, so he returned to America and went to cartooning for the *Denver Post*. This was in 1900.

One day, while doing the aforesaid cartooning for his *Denver* paper, he inadvertently rolled up his coat-sleeve and exposed his funny-bone. After that, the deluge—of popularity. It was this way. Ketten had been sent to view a performance of *Sherlock Holmes* in order to make a sketch of *William Gillette*. *Gillette* being a tall, angular man, Ketten had an inspiration. He unsheathed his funny-bone and drew him with angles. It made a hit. The next day the boss called him into his office.

BARING THE FUNNY BONE.

"Ketten," he said, "do some more of that stuff. Try combining curves with angles. You've got 'em going!"

And Ketten did as he was told, and his fame spread abroad, even to far-away New York. In 1905 the *Evening World* sent for him. It was the voice of fate, and Ketten heeded it. That was eight years ago. The rest is history. And to think what New York would have missed if Ketten had kept his coat-sleeve down!

He is a modest chap of thirty-eight, who couldn't be hired to brag about himself or about his popularity, which, by the way, is even wider than the circulation of his paper. His serious face gives no hint of the shrewd and humorous perception of human nature that is boiling and bubbling behind it.

COMIC ARTIST'S SECRET.

Ketten asserts that the whole social fabric started wrong by people making

foolish laws—the social, not the ethical kind—which operate against themselves, and that it has resulted in a complexity of absurdities which will supply the comic artist, as time rolls on, with an ever-increasing fund of material.

"The only thing to do," he says, "is to hold a mirror in front of them; one of the curved surface kind, which distorts, not harshly, but good-naturedly, their abnormal characteristics. People themselves are funny, and the funniest thing about them is that they like to see their funny points made fun of. And one can preach them a lot of little, wholesome sermons under the guise of good-natured ridicule. And that is why I believe in 'the gospel of the smile.' It makes people pay attention, and it does them good without wounding."

The funniest thing about Ketten himself—just to include him in his own human list—is that his crowning ambition is not to draw pictures. "What I want most to do," he confides to his intimate friends, "is to write a successful play. I'd rather be able to write one good play than to convulse a whole nation with the funniest pictures man ever drew!"

HAZEN CONKLIN.

Veteran Proofreader Dead.

William H. Lovell, sixty-three years old, who had been for twelve years a proofreader on the *World*, died suddenly on the night of June 2, of cardiac asthma, at his home in Jersey City. The funeral was held at his late residence on Thursday afternoon. Burial was in New York Bay cemetery. Mr. Lovell had many friends. He was a member of the *World* Composing Room Benefit Association. He came to New York from Rouse's Point, N. Y., about twenty years ago, and previously to that was in the publishing house of his brother in Montreal, Can., his birthplace. Before joining the *World* staff Mr. Lovell worked on *The Iron Age* and other New York publications.

New Building for Lynchburg News.

Work has been started on the new home for the *Lynchburg* (Va.) *News* and the *Advance*, to replace the building destroyed by fire in April. The new structure will be four stories and of fireproof construction. The building is to be ready for occupancy early in the fall, at which time a new thirty-two page press will be installed.

TRIBUTE TO LOYAL REPORTER.

City Hall Men Plan Suitable Memorial to Gregory T. Humes, Killed in Stamford Wreck.

At a special meeting of the Association of City Hall Reporters last Saturday afternoon the members unanimously adopted the following tribute to the memory of Gregory T. Humes, the reporter for the *New York World*, who lost his life in the Stamford wreck last week:

On Thursday afternoon, June 12, Gregory T. Humes, a reporter for the *New York World*, was mortally injured in a railroad wreck at Stamford, Conn.

In the moment when men came to take him from the wreckage he asked them to call his paper by telephone and tell what happened.

"Say there is a wreck here—a big story," he said. "Also tell them I can't cover the story myself, because I am smashed up."

In a profession which makes unbounded demands upon the men who engage in it, no one ever grasped its ideals in a finer way than Gregory Humes. The words which he uttered are bound to be passed down to many generations of newspaper men yet to come. In the language of the profession which he honored in his death, he was on the story to the last.

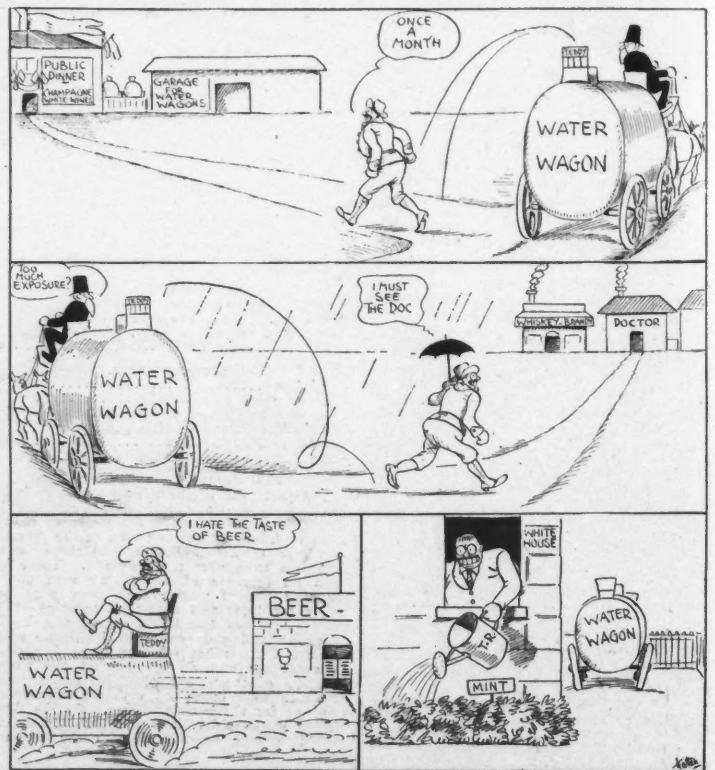
The Association of City Hall Reporters of New York own him not as one who was connected with their organization, but as an immortal member of the profession of newspaper writers.

On this 14th day of June, 1913, we subscribe ourselves as devoted to his memory and to the honor which his fidelity has done newspaper men the world over.

A committee was appointed to consider a suitable memorial to the memory of Mr. Humes. The committee at once arranged to have a floral tribute placed on his coffin in St. Louis. It will take immediate steps to ascertain the most fitting form of the permanent memorial.

Building for Polish Newspaper.

At the recent convention of Polish societies in Pittsburgh it was decided to erect a \$50,000 building in Wilkes-Barre, Pa., to house the organization's official newspaper, *Bratsvo*. The money will be raised by popular subscription.



ON THE WATER WAGON.



DELEGATES TO THE ADVERTISING AFFILIATION MEETING HELD AT BUFFALO, JUNE 14 AND 15.

AFFILIATION MEETING.

(Continued from page 1.)

who needs assistance and is able to keep seventeen clerks taking care of the correspondence.

Alvin P. Hunsicker, general manager of the Standard Oil Cloth Co., of New York, spoke for more than an hour telling stories and talking on the theme, "The Microbe of Success." He paid a glowing tribute to the trained and skilled advertising man, the man with the idea. He moves you. He stimulates and impels favorable action. The advertising men have their pet theories. Invariably they try them out on the other fellow's money. The real hero is the man who backs your ideas with his own cast.

A big change has taken place in this country during the past few years. The successful man was the rich man until recent years. To-day we must perform some useful service. One may even die in poverty and be a success if by his life-work life is made easier for someone.

Any man who succeeds must have faith plus works. We must see the good in others—must trust and believe, look for the good, hunt for the good, and, last of all, pay well for the good.

His peroration was magnificent. He told of the achievements in science, art, manufactures during the past thirty years. All things are possible to this daring and dauntless spirit of the age.

Mr. Wiers sounded a trumpet call when he said all such meetings are in vain if we are not inspired to do something more for our fellows.

Thomas Martindale, a spry old gentleman of 70, programed as "Philadelphia's Greatest Grocer," talked on the theme, "Some Psychological Events in Advertising." He told the story of his life and proved himself to be a very clever advertiser.

Dr. Lincoln Wirt, of Boston, speaking for George H. Perry, director of Exploitation of the Panama-Pacific Exposition, gave a stereopticon lecture on the Pacific Coast celebration in 1915.

Good music enlivened the proceedings. A double quartet composed of Charles E. Mott, D. L. Walker, first tenors; Dr. J. O. Frankenstein, Dr. L. S. Lodge, second tenor; L. J. Reynolds, Charles McCreary, first bass, and J. A. Gauchat, C. D. Cummings, second bass, shared the honors with Mrs. Charles A. Storck, soprano. Monaghan and Williams gave an up-to-date "Il Trovatore" parody which took the crowd by storm.

The musical program contained such well-known favorites as the following: "The Gang's All Here," "The B. A. C. Grip," "In the Statler Hall" to the tune of "In Bohemia Hall," "Here's to the

Men Who Advertise" after "Heidelberg," etc. The Rochester delegation sang a number of parodies of popular songs and showed what can be done by careful training. All of the Rochester songs, with the possible exception of one, showed plenty of vim and go and ginger.

THE MORNING SESSION.

The morning session was called to order by William R. Creer, president of the Cleveland Ad Club, in the assembly room in the basement of the Hotel Lafayette at 9:30, Saturday morning.

The topic under consideration was, "How to Make the Letter Produce."

John C. Rehming, of Reese & Crittenden Co., Cleveland, delivered a profound disquisition on the subject. He quoted a Harvard professor as saying that last year's appropriations were as follows: \$252,000,000 for newspaper space, \$100,000,000 for letters and direct solicitations and \$75,000,000 for magazine space. He urged personality as the prime requisite.

Tim Thrift, advertising manager of The Multigraph Co., Cleveland, said it was all in the message and not the form. Of course, character of set up and typographical arrangement got attention, but results depend on the message. Make it human.

Harry C. Goodwin, of the Kirstein Optical Co., and L. B. Elliott, of The L. B. Elliott Advertising agency, talked for Rochester. Mr. Elliott especially emphasizing the necessity for personality. "Visualize your individual," said he.

Harry L. Webber, of the Buffalo Specialty Co., stated that point of contact must be in the opening paragraph. Letters that pull contain action and have a clincher closing.

Charles R. Wiers made an inspirational talk urging the elimination of the salutation stating that results depend on the message—emphasizing the import-

ance of humanizing it and calling attention to what a hold and a pull the 23rd Psalm has for all because of its very human qualities.

Roy Simpson, of the Roberts, Johnson & Rand Shoe Co., said that Missourians had changed their slogan to, "We show." Before leaving Baltimore he had a talk with Mr. Woodhead, the new president of the A. A. C. of A., who, on learning that he would attend the affiliation meeting said: "Say, Simpson, sell the associated to those boys." But said he: "I'm not going to do anything of the kind because I have had more real help at this morning session than I had out of Baltimore. Baltimore was worse than a three-ringed circus. Every man had a ten-minute muzzel on. Speaking of letters, Mr. Simpson said, get in the human interest. Put the personality into them. He told of some changes in form letters which increased efficiency about 50 per cent.

A buffet luncheon was served in the Dutch room of the Lafayette between the morning and afternoon sessions.

SATURDAY AFTERNOON.

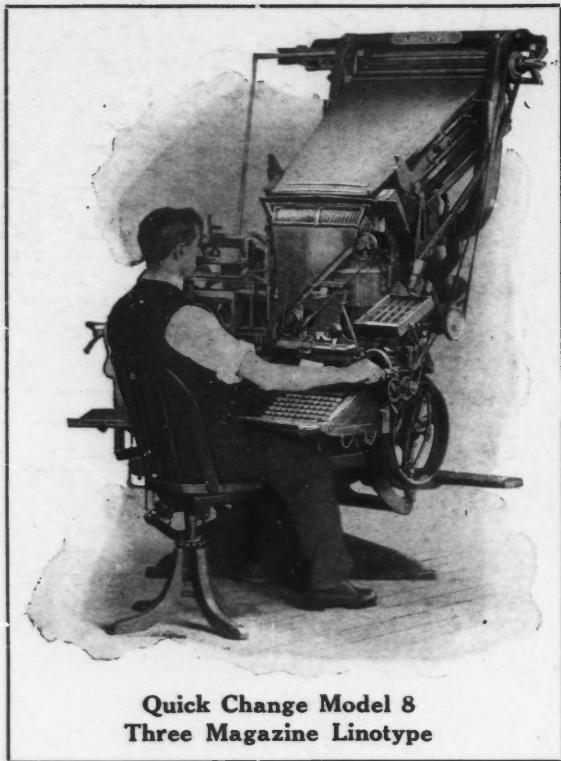
The afternoon session was presided over by M. A. Pollock, president of the Rochester Ad Club. The session was devoted to "Analysis of Sales and Advertising," and the speakers were: George Frederick, editor of Advertising and Selling; S. Roland Hall, "The Little Schoolmaster" of Printer's Ink; Roy D. Simpson, International Shoe Co., and Paul T. Cherington, of Harvard University School of Business Administration. These addresses will be published as space will permit.

The ad men boarded the palatial steamer "United States" on Sunday morning for a trip down the river and around the Gorge. Luncheon was served on the boat. The party returned in time to catch boats and trains home Sunday evening.



C. R. WIERS,
President Advertising Affiliation.

Orders for Re



Again Break A

March 166

MA 10

528 Linotype orders in three

MULTIPLE MAGAZ

Reasons

- Because a square deas
- Because we rightly ey t
- Because cheapness aim
- Because the wise buy ch

BECU

The Multiple Linotype Va

MERGENTHALER LN

TRIBUNE BUIL, N

CHICAGO: 1100 S. Wabash Avenue

SAN FRANCISCO: 638-646 Sacramento Street

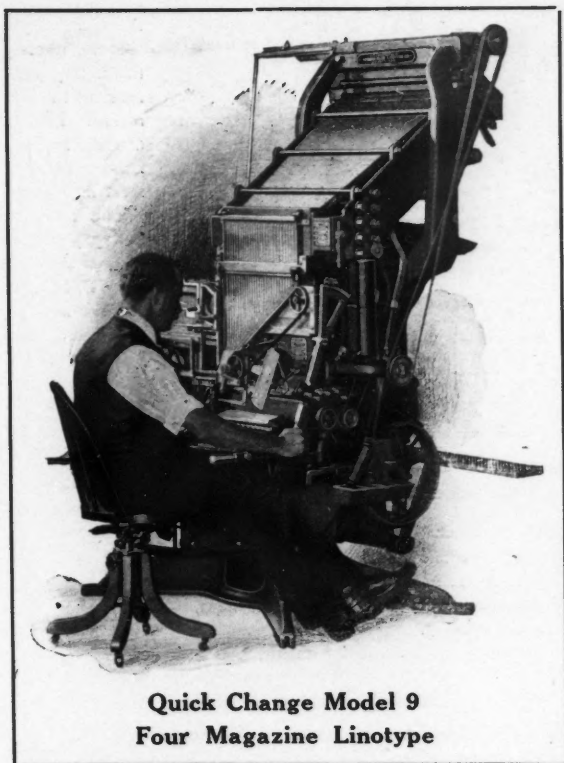
NEW

Real Linotypes

All Records

Y
0

April
172



Quick Change Model 9
Four Magazine Linotype

months—of these, 443 were for
MAGAZINE LINOTYPES

ideas always been our motto
by the confidence of the trade
imitation cannot succeed against the real thing
you chooses to be right rather than to be sorry

USE

Way Is the Modern Way

LINOTYPE COMPANY

NEW YORK

NEW ORLEANS: 549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building,
New York City. Telephone, 4320 Beekman. 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.

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, June 21, 1913

A NEW SOURCE OF REVENUE.

An interesting and successful experiment which has just come to a close in Baltimore is well worth the consideration of every advertising and newspaper man in the country.

The city of Baltimore, early this month, made an issue of \$5,500,000 of city bonds. Because of the tightness of the money market there was little demand for them and the bids received were naturally unsatisfactory.

At this point Charles H. Grasty, publisher of the Sun, came forward and offered to sell a \$10,000 block of the stock in quantities of \$100 each, over the counter at his newspaper office. In doing this he was influenced by two ideas: One, that the city should receive a better price for its bonds than the bankers had offered, and the other that small investors should be given an opportunity to purchase the bonds at as low a price as possible.

So great was the demand for these bonds that at the close of the sale on June 16 the Sun had sold \$966,000 worth of the bonds, instead of, as originally intended, only \$10,000 worth. Because of the success of the sale the city has withdrawn its offer to sell the bonds at 90, because a large amount of the issue had been sold through Mr. Grasty's efforts, and through the newspaper advertising campaign that had been carried on.

This experiment is full of interest to everyone who is interested in municipal affairs and in the development of advertising in America. The Comptroller of the city spent about \$2,500 in advertising these bonds. This money came, as it were, out of the sky, as far as the newspapers were concerned. Heretofore in selling bonds nothing more than a formal announcement has been made in the newspapers, but in this case a regular campaign of advertising was undertaken, which was admirably strengthened by the publicity given by the Baltimore Sun.

If Baltimore can make its bonds popular with small investors by advertising why cannot other cities follow the same course? The trouble hitherto has been that municipalities issuing bonds for local improvements have been compelled to offer special inducements to bankers who had the necessary capital at their command to purchase them. If, through advertising, the interest of small investors can be aroused to such an extent that they will come forward and take up the issues in small quantities, it

will be a good thing for the newspapers and a splendid thing for the investors.

An effort should be at once made to arouse the interest of the people of the several cities in municipal bonds as a desirable and profitable investment. Money in the savings banks does not earn more than 3½ per cent. to 4 per cent., whereas municipal bonds usually pay 5 per cent. upon the capital invested. Moreover, small investors will take a greater interest in city affairs if they have a financial investment at stake.

Another thing to be considered is that in purchasing the bonds of the city, the small investors will feel that they are getting something in return for the taxes they have paid in.

Here, it seems to us, is a golden opportunity for the newspaper to popularize municipal bonds as an investment for people of moderate and even small means. If bonds can be purchased readily in small denominations, we are certain that hardly any bond issue need fail when money is required to carry out local improvements.

The amount of money that will accrue to the newspapers through the advertising of these bonds will, in time, amount to a tremendously large figure. Here is, as it were, an entirely new source of revenue for the newspapers. Upon the celerity with which this idea is spread throughout the country through judicious educational work depends the amount of the increase in advertising revenues that is sure to follow.

FIRST OF ALL, HIS PAPER.

An example, not unusual, but none the less striking, of a good newspaper man's sense of fidelity to the ethics and demands of daily journalism, was given wide publicity recently, when Gregory T. Humes, a reporter on the New York World, was a victim of the railroad accident at Stamford, Conn.

Mr. Humes, who was returning from a visit to his mother at Pine Orchard, Conn., was pinned down by wreckage and was rescued with difficulty. As he was carried out, suffering terribly from a crushed pelvis and compound fractures of both ankles, he said to those who were carrying him: "Call up the New York World right away and tell them there is a wreck here—a big story. Also tell them I'm sorry I won't be able to work on the story because I'm smashed up. Call up my mother, too." Having done his duty—the first thing that flashed into his newspaper mind—he collapsed and seventeen hours later he died without having regained consciousness.

The spirit that led Gregory Humes, stricken unto death and suffering excruciating pain, to think of his paper even a few seconds before he thought of the mother he loved and had just left, is the spirit that actuates every real newspaper man. And it is even a greater loyalty than that which actuates the soldier who merely follows orders. It is an ever present something that subordinates all other sentiments and interests to the joy of service and to the keenest sense of duty. It is that part of a newspaper man's mental make-up which keeps him everlastingly vigilant, even in his hours of leisure. Because of it he is never really off duty. Even veteran editors and long-trained reporters cannot explain it, although they know they possess it and will frequently, when a bit tired of the grind, bemoan the fact that they do.

In other professions and in business men can enjoy an entire relaxation not vouchsafed to the newspaper worker. No live reporter, even during his vacation, forgets for a moment that he is a reporter; and if his pleasures are interrupted by his suddenly running across a "scoop" he deserts the recreation for the "story" as a matter of course. The thought of doing otherwise would never enter his head.

Gregory Humes was this sort of a reporter. He was a tireless, thorough, clean and conscientious newspaper man. His work on the World, with which he was connected since 1904, won the admiration of his associates. He set an example of loyalty and faithfulness to the paper he served that should be followed by newspaper men everywhere.

EDITORIAL COMMENTS.

One of the marked characteristics of the Baltimore convention was its high moral and almost religious tone. The speakers, with hardly a single exception, gave expression to high ideals. A favorite theme was honesty and a square deal in the relations existing between the advertiser and the public through the printed business appeal. We doubt if a convention of such large size was ever held, unless it was that of a religious body, at which so few bottles of intoxicants were consumed.

THE EDITOR AND PUBLISHER has been generously complimented by its readers and friends upon its recent convention issues. The American Newspaper Publishers' Association and the Associated Advertising Clubs of America numbers had a wide circulation and created a distinctly favorable impression. These two issues will not be thrown into the waste paper basket, but will be filed away for future reference because of the valuable historical data which they contain.

No newspaper or trade publication can do full justice to the Baltimore convention. During the week not less than 150 addresses were made and speeches read. To print all of these would require more space than any publication could afford to devote to the subject and would cost an amount of money that few, if any, publishers could afford to spend. THE EDITOR AND PUBLISHER's report, while not verbatim, is full enough and comprehensive enough to meet the demands of most busy men in both advertising and journalistic fields.

CONCERNING I. C. M. A. HISTORY.

AUGUSTA CHRONICLE.

June 10, 1913.

THE EDITOR AND PUBLISHER:

W. H. Gillespie, known by all his many friends as "Bill," and myself, were the fathers of the I. C. M. A. Mr. Gillespie and I met a number of times before we sent out the first letter calling a few circulation men of the Central States to a meeting in Detroit on November 23, 1898.

Mr. Rose says that none of the original or temporary officers of the association at the Detroit meeting are members now of the association. Dave is wrong. I am a member of the association now and always have been since we first organized. My brother William, of the St. Joseph (Mo.) Gazette, is also a member, although my brother had dropped out for a few years and again became a member three years ago. I notice under heading "Charter Members" as having attended the first national convention at Chicago, my name was left out of the list; as secretary I was there. In 1900 the separate offices of secretary and treasurer were consolidated.

The writer recollects very distinctly the talk that Frank P. Glass (not F. A.), of the Montgomery Advertiser, gave regarding the circulation manager. I was secretary of the association and was in a certain sense responsible for W. Scott going to Montgomery. Mr. Scott, I believe, remained in that city three years. This was, according to my recollection, the first case in which the association assisted a member to a position.

The reason for the success of the association, as Mr. Rose states it, is "Business from the First to the Last." For ten years I was secretary and treasurer of the association, and no one knows better than myself the work and trouble and worry, especially for the first two or three years, to get our beloved association on its feet so it could stand alone. We went to the convention for business, and business was attended to. After business, of course, we had a little play.

I am very sorry that it was impossible for me to attend the convention at Cincinnati this year. It is the hope of the writer that the association will grow and flourish in the future, and that, as Mr. Rose says, "The publisher and circulation manager and the people may be benefited."

J. L. BOESHANS,

Circulation Manager.

PERSONALS.

John Norris, who has been interested in getting print paper put on the free list in the coming tariff act, has been subpoenaed to appear before the Senate Lobby Investigating Committee.

Albert Shaw, editor of the Review of Reviews, was the principal orator last Saturday at the graduating exercise of the University of Cincinnati, which conferred on him the degree of Doctor of Laws in consideration of "valuable services rendered."

Frank G. Huntress, Jr., president of the San Antonio (Tex.) Express, was in New York this week.

Joseph R. Wilson, brother of the President, and for many years an editorial writer on the Nashville (Tenn.) Banner, has been appointed manager of the United States Fidelity & Guaranty Co. promotion and development department, with headquarters at Baltimore.

William Monroe Trotter, editor of the Boston Guardian, a colored man's newspaper, is mentioned for the post of Recorder of Deeds for the District of Columbia.

Charles R. Kurtz, editor and publisher of the Bellefonte (Pa.) Centre Democrat, was sworn in last week as Surveyor of the Port of Philadelphia, to which post he was recently appointed by President Wilson.

F. J. O'Brien, publisher of the Chico (Cal.) Enterprise, and one of the live wires of the Pacific Coast, spent this week in New York.

GENERAL STAFF NEWS.

W. J. Ewing, for some years business manager of the Nashville Tennessean, and more recently managing editor of the Nashville Democrat, has succeeded Hickman Price as general manager of the Nashville Democrat.

L. M. Rankin, of the Syndicate Publishing Co., New York, has gone into business for himself under the name of the World Syndicate Co. He will handle books, premiums, etc.

Allen Merriam, telegraph editor of the San Antonio (Tex.) Light, was a visitor to New York this week.

H. W. Cozzens, Jr., of the Mergenthaler Linotype Co., will leave next Wednesday on the Imperator, for Europe, with his family, for a two months' trip abroad.

Mrs. Hal. Gaylord, wife of the general manager of the Kansas City (Mo.) Journal, accompanied by her daughter, sailed on the Adriatic Thursday for a trip abroad.

C. H. Brockhagen, general manager of the San Francisco Call, was in town this week.

John R. Hedges, managing editor of the Galveston (Tex.) News for the last nineteen years, has resigned his connection with that paper, after rounding out a period of twenty-five years with the editorial department of the News

Nathan B. Heath, State editor of the Philadelphia Record, received the degree of Master of Arts at Muhlenberg College, Allentown, Pa., last week.

James McMullen, general manager of the San Diego (Cal.) Union and the Tribune, was in New York this week to attend the reunion of the class of '83, Rutgers.

D. J. Hanlan, who went to Atlanta from New York some months after Mr. Hearst acquired the Georgian, and who has been acting as circulation manager of the Georgian and Sunday

American, has been transferred to the Chicago Evening American and is succeeded by Albert Ellis, formerly of the San Francisco Examiner.

C. H. Slack will be associated with William J. Ewing as editorial writer on the Nashville (Tenn.) Democrat.

Howard Brock, city editor of the Boston Post, and Robert Norton, political writer, are on a trip to King and Bartlett camps in the Dead River region, Maine.

Morgan J. Flaherty, of Portland, Me., has gone to Detroit to join the staff of the Free Press, and later will represent that paper at Washington.

Grant Rogers is now telegraph editor of the Rutland (Vt.) Herald.

Glen Miller has succeeded J. A. Ross as editor of the Gregory (S. D.) Democrat.

IN NEW YORK TOWN.

Edward J. Barry, formerly of the Herald, has been appointed circulation manager of the Tribune, succeeding J. A. Charlton.

W. M. Rouss, of the Evening Mail city staff, and Miss Anita von Hartmann were married on June 7, and are spending their honeymoon at Westport, N. Y.

Royal P. Davis, an editorial writer on the Evening Post and a lecturer in journalism at the New York University, will give courses in the Comedies of Shakespeare and Nineteenth Century Prose in the summer school of the university.

George H. Simonds, editorial writer on the Evening Sun, left last Monday for parts unknown to spend a short vacation.

W. H. Hayes, Sunday editor of the Tribune, is encamped with the Seventh Regiment at Peekskill, N. Y.

Arthur Ferguson, of the Tribune, who recently recovered from an operation for appendicitis, takes another hazardous step to-day at the altar.

Fred B. Barton, James P. Haverson and Philip A. Fowler are new men on the editorial staff of the Press.

W. A. Wiltbank, a Philadelphia newspaper man, is now on the telegraph copy desk of the Tribune.

Moncure Hope, who has just completed the course in journalism at New York University, is now managing editor of the Oysterman and Fisherman.

WASHINGTON PERSONALS.

Ralph Graves, Sunday and dramatic editor of the Washington Post, has been given leave of absence by his paper to become press agent for the play "Damaged Goods." During his absence Frank Morse, well-known in dramatic circles, and Sunday editor, will fill the position.

Stanley Mead Reynolds, who has been connected with the Baltimore (Md.) News for a number of years, has taken a position with the Washington Times. Mr. Reynolds entered upon his new duties on Monday as the White House representative for the Munsey paper.

Frank G. Huntress, Jr., president of the San Antonio (Tex.) Publishing Co., stopped off at Washington while on a visit to Baltimore, Md., to attend the convention of the Advertising Clubs of America.

Mrs. Elizabeth C. Seaman, "Nellie Bly," of the National News, has lost her suit in the United States Supreme Court to present the transfer of a suit arising from the alleged financial entanglements

from the court of Judge Chatfield, at New York, to that of Judge Mayer. Her charge of judicial bias was not upheld.

W. B. Bryan, for the past forty years real estate editor of the Washington Star, is taking a four months' vacation and Crosby Noyes McCarthy will serve in his absence.

Mr. McKean, of New York office of the National News Service, is in Washington on business.

E. R. Sartwell, of the Associated Press, "Jack" Nevin, of the United Press, and H. E. C. Bryant, of the New York World, accompanied the congressional committee which went to Charleston, W. Va., to investigate labor conditions.

Philip H. Patchin, who has been in China for the past two years, has returned to Washington. Mr. Patchin was a member of the New York Sun's Bureau in Washington before leaving for the Far East.

Guy Creamer, of the New York Herald, former London correspondent, has been in Washington for a few days enroute to New York. Mr. Creamer is returning from an extended visit to New Mexico.

Cornelius Ford, of New Jersey, has been appointed Public Printer of the Government Printing Office at Washington. Mr. Ford is an executive officer of the Hudson Observer, one of the largest papers of New Jersey.

A son of Charles T. Thompson, superintendent of the Washington office of the Associated Press, was graduated from the United States Naval Academy last week.

WEDDING BELLS.

Edward S. Carnes, of the Blackburn Advertising Agency, Philadelphia, and Miss Elizabeth Anderson will be married in Dayton, O., on June 25. Mr. and Mrs. Carnes will make an extended trip through the East for the next six weeks.

Opie L. Warner, a member of the San Francisco Call editorial staff, and Miss Lucia H. Vinagre were married last week in that city.

Lawrence C. Earnist, manager of the Los Angeles Bureau of the United Press, and Miss Florence Reinhold were married in San Francisco last Sunday. Mr. Earnist is a graduate of the University of California and was a member of the staff of the San Francisco Bureau of the United Press for several years before going to Los Angeles as manager. He also was city editor of the Pasadena News for a year. The bride was born on a ranch near Drake's Bay, and is a real "girl of the Golden West." She received her education in San Francisco, where she was considered one of the most beautiful girls in the younger social circles.

BUSINESS OPPORTUNITIES

IMMEDIATE SALE.

Best equipped weekly newspaper plant in Northwestern Ohio; established over 30 years, never before offered for sale. Democratic in heavy Democratic county, largest circulation and bona fide proposition. Must be sold to close estate. Quick bargain. Invoices \$10,000, will sell \$5,000 cash, \$2,500 on time; price includes two-story building and lot on which plant stands. No agents need apply as the proposition will not be hawked on the market. Address "BOX 207," Fremont, Ohio.

A small trade paper, which can be handled easily by one man and will produce an income of \$3,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

\$3.00 YEARLY, BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

\$10,000 CASH

and the services of two experienced newspaper men available for employment in a daily newspaper property. New England locations preferred. Proposition G. R.

Newspaper properties of all sizes and many locations available.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

SITUATION WANTED.

Young man of 26 desires to connect with a live daily as circulation manager. Has had years of experience and training in circulation work, having handled canvassers, premiums, campaigns, large contests, etc. Can produce results. At liberty to make connections at once. Address "D-1040," care of THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER

of ability desires change of position. Experienced in morning, evening and Sunday circulation.

Have established A No. 1 record in city whose metropolitan district embraces nearly 500,000 circulation.

If you are looking for a hard, enthusiastic worker, wherever it is a man who can "do things," address "M. E. R., care THE EDITOR AND PUBLISHER.

My long suit has been "the paper boy" and summer time's here.

STEREOTYPE FOREMAN.

A regular reader of THE EDITOR AND PUBLISHER, well and favorably known to the management, seeks foremanship of stereotype department on a "live coming newspaper." At present in charge of such a department on an evening newspaper in an important central States city. This man knows the work thoroughly. He is sober, industrious, honest, willing, fair to his associates, but also equally fair and absolutely square with the office. He's a strong man, an able man, in fact, a find. Address C. A. Puget, 401 Superior Bldg., Cleveland, O.

EDITORIAL WRITERS

aren't picked up every day. Better have the name of a successful man on your list of eligibles. I'm not out of a job, but I am out for a better one when you have it. Address "F. H.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

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,

51 Cliff St., New York.

The War Book of the Year, "Murphy's Battles"; snapshots and startling stories—The Captain's Christmas; story that captures all; 64 pages, illustrated. Price, 75 cents.

CINCINNATI, O., June 10, A.D., 1913.
Capt. David A. Murphy, of Buena Vista, O., an Ohio soldier and journalist, is the author of a new war book, 64 pages, illustrated, price 75 cents, entitled "Murphy's Battles." The book is a life-story of a youth who left Buena Vista in 1862 as a private soldier in the 81 O. V. I., promoted to the rank of captain for good conduct in battle and returns with an oxload of trophies and tokens of esteem.

The book is full of stirring incidents and patriotic sentiments. I gladly unite with his many friends in commending this war book to the people of our common country.

(Signed) J. B. FORAKER,

Ex-U. S. Senator from Ohio.
This book for sale at Murphy's Book Store, Buena Vista, O., and at Western M. E. Book Concern, Cincinnati, O.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

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

THE BLACK DIAMOND

I. C. M. A. BREVITIES.

Interesting Observations on Men and Events at the Big Circulation Men's Convention at Cincinnati Last Week.

There was an exhibition of team work last week at Cincinnati that augurs well for many establishments, for the lesson was taken to heart by many of the boys and will doubtless bear fruit in increased profits for many publishers.

W. F. Wiley, managing editor of the Enquirer, did not think it beneath his dignity to fraternize with his colleagues, Edward Flicker, business manager, and H. S. First, his circulation manager. Not much! As a matter of fact, he attended the various little parties accompanied by his good wife, and seemed to feel his time well spent.

Joseph Garrison, managing editor of the Times-Star, and his circulator, C. H. Motz, were like long-lost brothers. Mr. Garrison coined a phrase in his welcome which will live—"The circulation manager is the active conscience of the editor."

Harry E. First, the big-hearted, big-souled and able circulation manager of the Enquirer, and his wife vied with that brainy little chunk of brawn, C. H. Motz, of the Times-Star, and his wife in treating with utmost courtesy and respect their colleagues on the local entertainment committee, F. H. Saxton, of the Commercial Tribune, and Morris Levy, of the Post, and the visiting delegates and ladies.

The local committee gave a real exhibition of Southern hospitality. They spent about two thousand dollars in entertaining their guests. They had Baltimore and Buffalo backed off the board. And it was all done without any fanfare of trumpets and without interfering in any way with the serious business of the convention.

These circulation "fellows" take themselves very seriously, too! Perhaps it's because they come to their tasks fresh from school and home influences animated by lofty purposes and high ideals.

Oh, yes, about the \$2,000. Well, that's another chapter of the "Get-Together" story. In a word, First, Motz, Saxton and Levy issued a sixty-six page "Business Compendium of Greater Cincinnati," and they filled it with local advertising. It contained interesting articles on the historical, educational, financial, commercial interests of the Queen City, and made a handsome souvenir. Sure, they made the two, and then some.

The big feature, aside from the address on "Parcel Post" by Congressman Lewis, was the "round table discussions." It was surprising how the little fellows managed to step repeatedly on the toes of the big fellows, only to start an argument and leave that table wiser than they ever hoped to be. And the big fellows seemed only to need the inspiration to get enthusiastic and tell it all.

W. F. Wiley, of the Enquirer, said: "There are two great co-ordinated departments on a newspaper—the circulation department and the advertising department. The circulation department makes the commodity which the advertising department sells, thereby affording the newspaper the luxury and the superfluity of an editorial department."

"I regard it as rather significant that at the time when the Advertising Clubs of America are meeting in Baltimore, and the International Circulation Managers' Association is meeting in Cincinnati, that the Supreme Court of the United States should pass upon the Barnhart bill, claiming that it is constitutional. They favor an admirable parole law in Indiana through the operation of which a convict for good behavior is allowed to leave the penitentiary on condition that he reports to the judge who sentenced him at stated intervals until the expiration of his term of imprisonment."

"It seems to be the opinion of the Supreme Court of the United States that you, gentlemen, upon condition that twice a year you report to the Government of the United States that you are behaving and that you are not lying, and that you are not going to run away, are to be permitted to avail yourselves of second class mail privileges."

"If the Government has a right to go that far there is no telling where the inquisitorial power may end. It means government censorship of the news."

A group photo of the I. C. M. A. members and wives and hosts, taken at Chester Park, will occupy tops of two pages next week.

"Uncle Bob" Grable was busy every minute renewing old acquaintances.

Two of the Cincinnati newspapers are making special efforts to make sales of their sporting extras. To this end the Post stations newsboys dressed in pink uniforms with the name of the paper embroidered on the right sleeve, at busy street corners, at the depots and boat landings to push the pink sporting extra. The Times Star's boys wear green uniforms and sell green sporting extras. The idea of having the boys wear uniforms to match the color of the extras is a good one, as it assists people in getting the paper they want with the least trouble.

Visiting circulators were very much interested in the little seal employed by the Cincinnati Enquirer and the Commercial Tribune on all papers delivered to railway mail trains, down town hotels or newsstands, or downtown corner boys. The Enquirer seal is about one inch wide by three inches long, and on either end is printed "The Enquirer. This paper is not returnable if band is broken." This little seal is attached to every copy; that is, it is pasted over the loose ends of the sheet. Only such papers are returnable as are returned in good condition, without the seals broken. This little dodge makes it impossible for the unscrupulous dealer to pick up discarded papers from street cars, depots or hotel lobbies and return them as unsold.

VALUE OF THE PAID HUSTLER.

Would Employ Paid Newsboy to Bring Regular in Line.

On the subject, "Paid Newspaper Hustlers," H. Solomon, circulation manager of the Milwaukee Free Press said:

"If I was to take the affirmative on this question, I would take in consideration these conditions:

"1. Having charge of circulation on a newspaper that has little or no street representation, the paid newsboy would become a necessity.

"2. To create corners where a regular would not stay, due to the small sale at the start.

"3. To teach newcomers how to sell.

"4. To have him on hand to take charge of any corner that breaks.

"I would also consider the paid newsboy a help, even though you received representation from the regular on the corner. At the best this regular is pushing the leading papers, and your paper receives very little attention.

"With a paid hustler on a good corner, competition would begin; either the regular would become subsidized or the competitors would meet this opposition. Consequence, more papers sold by all and the newspaper showing a fighting spirit would, after the fight is over, receive a better show from the regular, due to the fact that he knows what is going to happen if he does not hit off all papers on an even call.

"This fight will cost considerable money, as it will spread; but it's worth while. Your advertising department will be benefited by the spirit of the fight. Some of the advertisers will fall for a showing of this kind, and those who know the game thoroughly will give you more consideration when they want to make a killing on a special sale.

"Some of these remarks will apply to the leading newspaper, but I drew this up more for the fellow who is trying to catch up."

Petition Against A. D. Matthews' Sons

A petition by creditors in involuntary bankruptcy, directed against A. D. Matthews' Sons, of Brooklyn, was filed last Wednesday in the United States District Court in Brooklyn. The firm is one of the oldest dry goods houses of Brooklyn, having been established seventy-five years ago by A. D. Matthews. Its store is located on Fulton and Livingston streets and Gallatin place. Stringency in the money market is said to be responsible for the difficulties of the firm. A plan for reorganization is being considered.

NEWS-POST EDITORS ARRESTED.

Climax to Their Fight on Magistrate System of Philadelphia.

(Special by Wire.)

PHILADELPHIA, June 18.—As a climax to their fight on the magistrate system of Philadelphia, the publishers and a reporter of the News-Post were arrested to-day charged with conspiracy and libel by Magistrate Thomas J. MacFarland. Those arrested are Hamilton B. Clark, Edward F. Roberts and Charles P. Sweeney.

The arrests were made following the publication in the paper of a protest made by citizens of a fashionable neighborhood to Director of Public Safety Porter, charging that the magistrate was living in open adultery. MacFarland is being sued at present by his wife for divorce on the ground of infidelity.

Writers' Club Bids Sokolow Farewell.

A farewell dinner and reception was held Monday night by the Yiddish Writers' Club of New York for Nanum Sokolow, the Russian editor. Over 150 writers of Yiddish prose and poetry were present. Mr. Sokolow, who has been in this country and Canada on a lecturing and sightseeing tour for the last three months, sailed for Europe Tuesday morning.

Hackensack Papers to Unite.

On and after June 23 Bergen County, New Jersey, will have but one daily paper. On that date the Bergen News and the Evening Record, both of Hackensack, will be merged and published under the title of the News-Record. The News has been published for sixteen months and the Record for eighteen years. There has been keen rivalry between the two papers since the News appeared, and the strife has been profitable to neither. The News is Democratic and the Record is Republican. The new paper will be independent in politics. On June 27 the old Bergen County Democrat, which was merged with the News, will be reissued as a weekly newspaper.

Lectures at Institute of Arts.

The new Institute of Arts and Sciences of Columbia University, which will open its first season, that of 1913-14, in October next, will include in its lecture course several lectures of especial interest to newspaper men. In the partial program already arranged are the following talks: "The Psychology of Advertising," Dr. H. C. Hollingworth; "Slander and Libel," Prof. F. M. Burdick; "The Nature and Uses of Poetry," Prof. Stockton Axson; "English Spelling: What it is and What it Ought to Be," Prof. Brander Matthews; "Music Criticism from a Newspaper Standpoint," W. J. Henderson; "Changes in the Modern Theatre," Dr. Talcott Williams; "The Eugene Field I Knew," Francis Wilson; "Irish Fairy and Folklore," Seumas MacManus; "The Drama of To-day," Clayton Hamilton; "An Interpretation of Ibsen," Miss Mary S. Shaw. Many other lectures, on a wide variety of subjects, also indicate the value of the course to up-to-date newspaper writers.

Progress in the South.

The Southern Banker Publishing Co., of Atlanta, publishers of the Southern Banker, has purchased the Gulf States Banker, of New Orleans, and will consolidate it with the Southern Banker. The principal editorial and business office will be located at New Orleans, with John W. Yopp as manager, but an office will also be maintained in Atlanta.

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.

Woolworth Building



In essence efficiency means making the stray five and ten minutes in the day's work produce profits.

Being opposite the General Post Office tenants of the Woolworth Building receive their mail from five to fifteen minutes earlier than those in many other buildings.

This is but one of the many time-saving conveniences of the Woolworth Building.

Edward J. Hogan, Agent
WOOLWORTH BUILDING Tel. Barclay 5524

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

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

SEND FOR SAMPLE

F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 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. 4200-4 Beekman

The plant of the Junction City (Idaho) News was recently destroyed by fire; \$6,000 loss.

WASHINGTON TOPICS.

Post Office and the Publicity Law Decision—Newspaper Men Appointed to Diplomatic Positions—Design for Monument to Major Butt Approved—The Lobby Investigation—Mr. Munsey to Erect New Building.

(Special Correspondence.)

WASHINGTON, D. C., June 18.—The Post Office Department has not to date sent notices to the various newspapers throughout the country that have failed to comply with the newspaper publicity law. Nine-two per cent. of the publications required to make a report to the department under the publicity statute have made their returns.

The Post Office Department has not been officially notified by the Department of Justice of the action of the Supreme Court in declaring the Publicity Act valid, and until the Postmaster General receives official notification he will not send out the final notices, the failure to comply with which will result in the enforcement of the penalties under the act.

About the time of the inauguration of the new administration the Postmaster General was enjoined from the enforcement of this law, and since the issuance of that order by the Supreme Court, the Department has not classified the returns voluntarily made by the various publications, and, therefore, it is not known just at this time what newspapers have declined to comply with the law.

The department does not anticipate any serious trouble in the enforcement of this act, since the Supreme Court has left no question as to its validity, for it was noted that immediately after the decision of the court was made public through the press there was a sudden desire on the part of certain publishers to comply with the statute.

Newspapermen have taken a prominent part in various events of national

importance during the past week at the Capital City.

Thomas Nelson Page, a prominent newspaper writer and author, was appointed ambassador to Italy.

W. E. Gonzales, of the Columbia (N. C.) State, was appointed minister to Cuba.

E. J. Hale, of the Fairfield (N. C.) Observer, was appointed minister to Costa Rica.

E. A. Stovall, of a Savannah, Ga. publication, was appointed minister to Switzerland.

Charles M. Galloway, previously connected with South Carolina newspapers, was confirmed a Civil Service Commissioner.

Cornelius Ford, of New Jersey, formerly superintendent of the Hudson Observer, was appointed Public Printer at a salary of \$5,000. The Government Printing Office, of which Mr. Ford has been named the head, employs more than four thousand persons. The annual appropriations to carry on the business of the office amount to about \$7,000,000.

The friends of Mr. Ford believe that his experience of twenty-five years as an all around printer fully qualifies him as a capable head of the largest printing establishment in the world. His prominence in the labor affairs of New Jersey is shown by his ten years' service as head of the State Federation of Labor.

The design has been approved for the joint memorial to Major Archibald W. Butt and Francis D. Millet, who lost their lives on the Titanic. Their friends have raised more than three thousand dollars for the memorial.

The design is a stone fountain, with a rectangular shaft rising out of a large central bowl. On one side of the shaft is a bas relief of fine arts, representing Mr. Millet, while on the other is a bas relief of a knight in armor, representing Major Butt. The location picked by the Fine Arts Commission and approved by the President is just south of the White House grounds.

Major Butt, previous to entering the army, was a prominent Washington correspondent, representing many Southern newspapers.

The Senate lobby committee when it met Wednesday, on the demand of Senator Gronna, of North Dakota, directed that subpoenas be issued for A. Y. More, publisher, and A. M. Baker, manager of the Courier-News of North Dakota. Senator Gronna feels he has been placed in a false light by an article in this paper. The article, after making light of the statements of Senator Kenvon about the social lobby in Washington, says of the methods of the lobby in dealing with a Senator: "But it isn't theater tickets nor the lobster à la Newburg which gets his goat. It is the coin of the realm. Just ask Senator Gronna about this. He has probably heard about it, although he testified that he knew nothing about the lobby."

Postmaster General Burleson and Third Assistant Postmaster General Dockery held a conference recently regarding the Supreme Court decision on the newspaper publicity law, upheld in its decision. The court holding that the law is constitutional, the Post Office Department will at once move to its strict enforcement, and some statement regarding this will shortly be issued.

Senator Luke Lea, of Tennessee, publisher of the Nashville Tennessean, and Representative E. A. Hayes, of California, owner of the San Jose (Cal.) Evening Herald, were present in the Supreme Court when Chief Justice White handed down the publicity law decision.

Frank A. Munsey, proprietor of the Munsey publications, contemplates erecting a handsome office building adjoining the home of the Washington Times.

Henry L. Sweinhart, of the Associated Press and A. M. Jamieson, of the National News Association, went with the party of officials to Hampton Roads to welcome Dr. Lauro Muller, the Brazilian Minister of Foreign Affairs, who is visiting this country.

CHICAGO HAPPENINGS.

Hearst Suit Against Thompson Agency Fails—W. D. Boyce Remarks His First Wife—Investigating Death of Guy Wyrick—Andrew M. Lawrence Starts Two More \$100,000 Suits—New Voice Out in July.

(Special Correspondent.)

CHICAGO, June 18.—The suit of the Hearst newspapers against the J. Walter Thompson Advertising Agency and A. A. McCormick to recover extra pay for political advertising done for McCormick failed. It was claimed that not till after the advertisement had been printed did the Hearst people state that they must have higher than the regular rate for political advertising. The court held that only the usual rate need be paid.

W. D. Boyce, the well-known publisher, was remarried to his first wife at Ottawa, Ill., Saturday night. They have gone on a trip to Alaska.

After much delay caused by a strike the Chicago Advertising Association has opened its new clubrooms although they are not yet fully completed.

It is reported that postal officials are investigating the recent printing by the Examiner in a part of an edition of a nude picture rivaling in attractiveness the celebrated September Morn.

The fire marshal and coroner are both investigating the sad death of Guy, the seven-year-old son of Basil Wyrick, night manager of the Associated Press, who was overcome by smoke at a fire. It is alleged someone blundered in rescuing him.

Mrs. Mary Helm and Miss Caroline A. Huling went to Colorado Springs this week as delegates from the Illinois Women's Press Association to the meeting of the National Press Association of America. They will be gone two weeks as they will tour Colorado with the club.

Since our last report Andrew M. Lawrence has started two more \$100,000 libel suits, this time against Alex. McCormick, president of the County Board, and also against the Inter-Ocean.

Following a write-up alleging that the proposed new magazine, the New Voice, for which subscriptions to stock had been secured long ago, showed no signs of appearing, the proprietor, Miss E. Dora Jones, came forward and said the first number would be issued in July.

Changes on Scripps' Newspapers.

E. H. Carpenter, general business manager of the Sacramento (Cal.) Star, has resigned in order to give attention to his personal affairs. A. M. Cabler, who has been for a year or more business manager of the same paper, will continue in that capacity, with increased responsibilities. On July 1 H. E. Rhoads will assume the general business management of the Star, as one of the California Scripps papers. Henry White, the present editor of the Star, is also to resign and devote himself to dramatic writing and criticism. He is already the author of several skits, one of which was put on the boards by Kolb & Dill, the famous comedians. His "State Notes," under the pseudonym of "Roland Oliver," have attracted much attention as critiques of high class. Geo. R. Young, news editor of the San Francisco Daily News, will become editor of the Star. On June 1 the consolidation of the Berkeley (Cal.) Independent was effected with the San Francisco Daily News, and the publication will proceed under the direction of W. D. Wasson, editor. H. H. Kreuger, editor of the Independent, will take the news desk of the Daily News.

London Morning Post Not Sold.

The London Morning Post on Sunday made an absolute denial of the report, published in New York, of the purchase of the paper by William Waldorf Astor, saying that there is no foundation whatever for it. Mr. Astor is now the owner of two London newspapers, the Pall Mall Gazette and the Observer.

Money Talks!

The average savings per capita in the United States is.....\$46.58

in Paterson, N. J.

The average savings per capita is \$160.00. 110 Savings accounts in every 1,000 persons in United States.

in Paterson

540 savings accounts in every 1,000 persons, or a total of 78,000 savings accounts in Paterson, aggregating

\$21,500,000.00

The Paterson Press

has the "cream" circulation of the city, and is winning on its merits as a newspaper.

PRESS-CHRONICLE CO., Publishers

Paterson, N. J.

PAYNE & YOUNG, Foreign Representatives

Growth of Sunday's TIMES

In May Sunday's NEW YORK TIMES published 292,745 lines of advertisements, compared with 250,922 lines in May, 1912, a gain of 41,823 lines, a greater gain than any other leading New York Sunday newspaper.

THE NEW YORK TIMES reaches a larger number of prosperous men and women with the ability of responding to advertised offers than any other newspaper in the world.

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

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

THE HERALD

HAS THE LARGEST MORNING CIRCULATION

IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 15 Hartford Bldg.,
NEW YORK. CHICAGO.

Topeka

Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in May **33,524**

Net Average in Topeka in May **9,622**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.

Arthur Capper

TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallers Bldg., Chicago

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.
The New Orleans Item..... **45,525**
The Daily States..... **30,551**

Item's lead..... 15,024
The Times-Democrat and Picayune have not filed second statements.

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

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation **MORE THAN - - 120,000**

\$300,000 Available

as first payment on daily newspaper property in any growing city of the United States of 100,000 population or more. East or Central West preferred.

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

TURNER'S 35 BULLETIN

For
Press Room } Efficiency
Circulation }
Delivery }
Address
C. Godwin Turner
THE DATA CIR. AUDIT CO., Newark, N. J.

PREFERRED TYPE FACES

THE cleanest, clearest, most expressive, most useful, and consequently most popular type faces in the Printing World today—all gathered together in one book which is yours—FREE—for the asking. Of course they are all BARNHART faces. You would expect that—Get them. Use them. And remember, any time you want to know anything about any kind of printers' supplies write for Specimen Book of Preferred Type Faces.

BARNHART BROS. & SPINDLER
St. Louis CHICAGO Atlanta
Omaha and Kansas City
Washington Seattle
St. Paul NEW YORK Dallas

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

The high circulation and advertising ideals advocated by the Baltimore Advertising Convention have long been the policy of the *N. Y. Globe*. There are very, very few papers in the entire United States that can say this.

In New York it's
The Globe
and *Commercial Advertiser*

Net Cash Circulation average for the year ended May 31, 1913, 132,920; for month ended May 31, 1913, 149,144.

THE DAILY ADVOCATE
2 cents a copy. Stamford, Connecticut. 2 cents a copy.
CIRCULATION 5,000.
An excellent medium for the general advertiser because it reaches the centre of home life.
New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

A DECLARATION!

At the first joint Committee meeting in the history of the Associated Advertising Clubs of America, of representatives from each of the departments in advertising, viz.: Advertising Agents, Agricultural Publications, Directories, General Advertisers, Magazines, Newspapers, Out-Door Advertising, Printing and Engraving, Religious Press, Retail Advertisers, Technical Publications, Trade Press and Specialty Advertising, the outstanding feature was the sincere and determined purpose of each department to work jointly for the promotion of efficient advertising, in harmony with all the other departments and interests concerned in promoting the common good of advertising, and, where abuses occur, to deal fearlessly for their correction, realizing that only by this united effort no loophole will be left through which the unfair practitioner may escape.

To this end the Committee believes that the time has now come when this great body, the Associated Advertising Clubs of America, should establish a permanent authenticated Commission, composed of the constituent elements represented in the present Committee, and such other elements as may be added, which Commission should deal in detail with the problems existing in our fields.

We recommend that each of these constituent elements, the Advertising Agents, Agricultural Publications, Directories, General Advertisers, Magazines, Newspapers, Out-Door Advertising, Printing and Engraving, Religious Press, Retail Advertisers, Technical Publications, Trade Press, Specialty Advertising and such other elements as may be added, be formed as sub-organizations of the Associated Advertising Clubs of America and that into these departmental organizations be admitted as members only those who can meet the qualifications established by the duly authorized Commission or investigating body.

We believe in Truth, the corner stone of all honorable and successful business, and we pledge ourselves each to one and one to all to make this the foundation of our dealings, to the end that our mutual relations may become still more harmonious and efficient.

We believe in Truth, not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising.

We believe there should be no double standard of morality involving buyer and seller of advertising or advertising material. Governmental agencies insist on "full weight" packages, and "full weight" packages, and "full weight" circulation figures. They also should insist on "full weight" delivery in every commercial transaction involved in advertising. We believe that agents and advertisers should not issue copy containing manifestly exaggerated statements, slurs, or offensive matter of any kind, and that no such statements should be given publicity.

We believe that the present chaotic multiplicity of methods of arriving at verification of circulation statements are not only confusing but inadequate, and that the time for radical revision of these methods and for standardization of statements is the present, and the opportunity for constructive work along these lines is given by the assemblage at this Convention for the first time, of representatives of all the different interests concerned in this vital matter.

We believe in co-operation with other agencies now at work on this problem, especially in the plan of the Central Bureau of Verification which has already been initiated by some of the organizations represented in this Commission, and request the Executive Committee to proceed therewith.

We indorse the work of the National Vigilance Committee, and believe in the continued and persistent education of the press and public regarding fraudulent advertising, and recommend that the Commission, with the co-operation of the National Vigilance Committee should pass upon problems raised and conduct campaigns of education on these lines. We believe it to be the duty of every advertising interest to submit problems regarding questionable advertising to this Commission and to the National Vigilance Committee.

We believe that the elimination of sharp practice on the part of both buyer and seller of advertising and advertising material will result from the closer relationship that is being established, and, that in place of minor antagonisms, will come personal co-operation to the increased benefit of all concerned, and the uplifting of the great and growing business of advertising.

We believe in upholding the hands worthy to be upheld, and we believe that each and every member owes a duty to this Association of enforcing the Code of Morals based on Truth in Advertising, and Truth and Integrity in all the functions pertaining thereto.

WM. H. JOHNS	ADVERTISING AGENTS. W. C. D'ARCY, Chairman.	STANLEY CLAGUE
ARTHUR CAPPER.	AGRICULTURAL PUBLICATIONS.	T. W. LE QUATTE, Chairman.
G. D. W. MARCY	DIRECTORIES W. H. LEE, Chairman.	R. H. DONNELLEY
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	SPECIALTY ADVERTISING. LEWELLYN E. PRATT, Chairman.	
	THEO. R. GERLACH	HENRY B. HARDENBERG

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

The Louisville Courier-Journal and The Louisville Times

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

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

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

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

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

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

The Seattle Times
STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,038,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—300,000 lines of local and 12,000 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

Buffalo News
EDWARD H. BUTLER
Editor and Proprietor

Guarantees its advertisers more paid circulation than all other Buffalo afternoon papers combined.

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

Everything from Grand Pianos to Clothespins

Is being bought by Dayton people to refurbish the 15,000 homes that were in the flood of March 25—offering the best possible chance to introduce good goods into Dayton.

THE DAILY NEWS
will tell your story to 80 per cent. of Dayton people. Rate, 4½ cents per line. Dayton News and Springfield News combined, 6 cents per line.

NEWS LEAGUE OF OHIO
Home Office, Dayton, Ohio
New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

HERE'S A GOOD BUY—
THE READING NEWS
A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

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

Chicago Evening American

Get the best results.

THE 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

Immense Gains

but not so great as the opposition's losses.

The St. Paul Daily News

"Minnesota's Greatest Newspaper"

Gained 41,600 Lines in April.
Net Paid Circulation... 70,579

A Flat Rate of 9 cents per line.

General Advertising Department

C. D. BERTOLET, Mgr.

1103-1110 Boyce Bldg., Chicago.

306 Gumbel Bldg.,
Kansas City, Mo.

306 Fifth Ave.,
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 PEORIA JOURNAL

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

THE LARGEST CIRCULATION.
NET PAID

H. M. PINDELL, Proprietor.

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

PRESS ASSOCIATIONS.

The Illinois Editorial Association in annual meeting at Decatur elected the following officers for the ensuing year: Charles W. Warner, Hoopston, president; J. M. Page, Jerseyville, secretary, and S. J. Porterfield, Cullom, treasurer. The meeting was highly successful.

An interesting program for the sixth annual convention of the New York Press Association at Elmira, Sept. 4 to 7, has been arranged by the executive committee. It is planned to entertain about 200 delegates from all parts of western and central New York. I. S. Copeland, of the Star-Gazette; Daniel J. Colbert, of the Advertiser; Thomas J. Wrigley, of the Telegram; John M. Connelly, of the Chamber of Commerce; Dr. Arthur W. Booth and J. Maxwell Beers composed the committee of the Elmira Press Club with which the executive committee of the association co-operated in preparing the program.

The North Alabama Press Association was organized last week at Gadsden with C. A. Verbeck, of the Gadsden Evening Journal, as president, and C. G. Fennell, of the Guntersville Democrat, as secretary-treasurer. A committee composed of Thomas H. Smith, of the Fort Payne Journal; H. H. Smith, of the Collinsville Courier, and T. H. Shropshire, of the Coosa River News, Center, was named to adopt a constitution and by-laws. The object of the association is to establish business principles in the newspaper office, to co-operate in buying materials, in selling space, and in extending the circulation.

The Long Island Press Association held its third annual meeting at Coney Island last Saturday afternoon. The business meeting consisted of the election of officers for the ensuing year, the payment of dues and the discussion of matters of interest to the craft. The new officers are: Henry A. Reeves, Greenport Watchman, re-elected president; Mr. Pearsall, Nassau County Review, Freeport; William McCarthy, Roslyn News, and Charles J. White, Newtown Register, vice-presidents; Archie B. Wallace, South Side Observer, Rockville Center, secretary, and Lemuel B. Green, Patchogue Argus, treasurer.

The Southwest Kansas Republican Editorial Association, in session at Hutchinson last week, selected Wichita for the next meeting place in the fall. The following officers were chosen: H. J. Cornwell, St. John News, president; Will Townsley, Great Bend Tribune, vice-president; G. H. Yust, Sylvia Sun, secretary; A. E. Duvall, Canton Pilot, treasurer.

The permanent organization of the Merced County Press Club was recently effected at Los Banos, Cal. C. D. Radcliffe, of the Merced Sun, was elected president; C. I. Mosteller, of the Planada Enterprise, vice-president, and Edward S. Ellis, of the Livingston Chronicle, secretary-treasurer. The executive committee is composed of B. A. Wilson, of the Los Banos Enterprise; F. S. Walker, editor of the Los Banos Independent, and B. Hoyle, editor of the Los Palos Star.

Alden J. Heuring, of the Winslow Dispatch, and Ora M. McDaniel, of the Morristown Sun, were re-elected president and secretary-treasurer of the Indiana Associated Weeklies at the annual meeting last week. L. F. Warfel, of the Ladoga Leader, was chosen editor of the Bulletin, the official organ of the association, which Mr. Heuring publishes. L. W. Razon, of Lowell, and George Dewey, of Zionsville, are circulation and business managers of the paper. It was decided to appeal to the Postmaster General for exact information as to the classes of merchandise that may be sent by parcel post,

A. C. KEIFER AT NOTRE DAME.

General Manager of Terre Haute Tribune Addresses University Journalism Students.

A. C. Keifer, general manager of the Terre Haute (Ind.) Tribune, was the chief speaker at the exercises at Notre Dame University last week. R. M. Hutchinson and Chauncey Fassett, newspaper publishers, also addressed the class. Mr. Keifer said that there were as great opportunities open to young men in the field of journalism as in any other profession. He said:

"There is just as great demand in the newspaper world for intelligent endeavor and enthusiasm as in any other profession. The trained journalist, it is true, only comes with years of experience, but the fundamentals can be taught and the accumulated experience of the men in the profession can be imparted to those entering upon newspaper work. Notre Dame is to be congratulated on being one of the first institutions of learning to add journalism to its curriculum."

Panhandle Owner Killed by Car.

Luther S. Scott, owner of the Amarillo (Tex.) Daily Panhandle and former owner of the Signal and the Gulf Coast Farmer and Rice Journal, both published in Crowley, La., and one of the most widely known business men in the South, was run down and killed by a street car in New Orleans last week. He was dragged almost one hundred feet and instantly killed. For eighteen years Scott was the owner and publisher of the Crowley Signal and the Gulf Coast Farmer and Rice Journal. A year ago he disposed of his interests in these two papers. He was also interested in a morning paper issued in San Bernardino, Cal. Last fall Mr. Scott purchased the Daily Panhandle, at Amarillo, Tex., after disposing of the Crowley papers. For several years Mr. Scott was secretary of the Louisiana Press Association.

Famous Astor House Newsman Moves.

L. Jonas & Co., the Astor House newsdealers, will move to the ground floor of the Woolworth Building about July 10. Mr. Jonas has conducted his stand in the old hostelry for the past thirty-eight years, and numbered among his customers many of the most prominent newspaper and professional men of the city. There was not a publication of any account which could not be obtained at this famous stand, which was the headquarters for all the out-of-town papers. There can be no question that the success which has for so long a time attended the business of Mr. Jonas, as one of the most useful and popular features of the old Astor House, will be fully maintained in its new home in the Woolworth Building.

Death of Thomas A. Janvier.

Thomas A. Janvier, the author, died Wednesday in Flower Hospital, New York, after a short illness. Mr. Janvier was born in Philadelphia July 16, 1849, of Huguenot descent. He served in an editorial capacity on the Philadelphia Press, Bulletin and Times during the years from 1870 to 1881, when he went West and worked on various newspapers in Colorado, New Mexico and Mexico from 1881 to 1887. Later he came to New York and was associated with the firm of Harper & Bros.

He was a member of the Fellbridge, Folk Lore Society of London and the Century Club. His works include:

"The Mexican Guide," "The Aztec Treasure House," "Stories of Old New Spain," "The Uncle of an Angel and Other Stories," "In Old New York," "The Passing of Thomas and Other Stories," "In Great Waters."

Byron W. Orr, of the Pittsburg Post—"The American Journalism issue of THE EDITOR AND PUBLISHER was a "humdinger." Never to my knowledge has any publication of its kind ever equaled it."

Albany, N.Y.

Audits:

—24,357
—26,900.
—27,860.

Showing the NET PAID circulation of Albany's Big Morning newspaper—The Knickerbocker Press.

These figures are from recognized Circulation Auditors' Reports:

A. A. A. Audit.—Last month of Period Investigated, June, 1912, Net Paid Daily Average, 24,357.

Data Co. Audit.—Last month of Period Investigated, August, 1912, Net Paid Daily Average, 26,900.

N. W. Ayer & Son Audit.—Last Month of Period Investigated, November, 1912, Net Paid Daily Average, 27,860.

The Knickerbocker Press
Albany, N. Y.

JOHN M. BRANHAM CO., Representatives

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

DETROIT and hundreds of MICHIGAN TOWNS

thoroughly covered by

The Detroit News

and

News Tribune

Net Paid Circulation in Excess of

150,000 week day evening

2,000 week day morning

112,000—Sunday.

New York:
I. A. KLEIN,
Metropolitan
Tower.

Chicago:
JOHN GLASS,
Peoples Gas
Building.

Metal Economy

WILDES' REFINED METALS

PLUS

OXODIO

THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

Don't Be Fooled



by statements of "Largest Circulation" with a very large percentage that goes to waste.

The
Pittsburgh Post

(Every morning and Sunday)

Guarantees substantial circulation. It is read by people who have the money to buy. This is profitable circulation—the kind that pays Post advertisers.

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

BIG FROG FOOLED 'EM

Philadelphia Record Correspondent Tells How He Imitated Train Whistles and Nearly Caused a Collision.

There is a newspaper correspondent at Hyndman, Pa., who gives promise of making Munchausen look like a Truthful James. Windham Course and Cedar Grove, N. J., are famous for their extraordinary events as set forth by correspondents possessing unusual skill, but they are as nothing when compared with the word artist and puffed brain expert of Hyndman. Here is a specimen of his work which appeared as a special in the Philadelphia Record, May 27, under a Hyndman date line:

SIREN FROG SIGNALS TRAIN.

A giant frog which has his abode near a big rock in Willis Creek, just east of here, has caused consternation among the trainmen on the Baltimore & Ohio Railroad, because of his ability to imitate the deep-toned whistles on the freight engines.

According to the stories told by several of the trainmen, "Gig Blodick" gets up on his big rock and sends his deep-throated bass sounding down the valley, exactly as the big mogul engines sound their whistle when they call in the flagman. Several flagmen, thinking they had been given the signal to return, left their posts, and wrecks were narrowly averted. Brakeman J. W. Fleegle, of Cumberland, who saw the big frog, declares he stands two feet high and has eyes as big as teacups.

Several of the trainmen have armed themselves and threaten dire vengeance to "Old Gig."

AD MANAGER'S FLIGHT.

J. Hampton Baumgartner, of the advertising department of the Baltimore & Ohio Railroad, was kept so busy answering telegraphic and telephone messages from editors all over the country regarding this giant bullfrog that he didn't have time to eat, drink or sleep for twenty-four hours. At the end of which time he wrote the following letter to Carter Field, editor of the Cumberland (Md.) Press:

"There is a newspaper man somewhere back in the mountains near Hyndman, Pa., who, to my mind, is the most remarkable dreamer since the days of Joseph. At certain periods of the zodiac, when the moon is either in the dark or down behind the mountains, this marvelous dreamer surrenders himself to the nymphs of vision and is carried to far-away lands where all is queer, and there he sees strange things—ghosts, eery phantoms of the night, wraiths fantastic and creepy, toads and frogs two feet high with eyes like teacups, and heaven only knows, what else he hasn't told about.

EXPLOIT OF GIG BLODICK.

"Just recently while on one of these ethereal journeys, he seems to have heard himself snoring some time during the wee small hours of the night and fancied that old "Gig Blodick" was perched upon a rock sending deep-throated bass sounds down the valley which fooled the flagmen who, mistaking them for the signals of big mogul engines, ran in and narrowly escaped accidents. He sent a story to this effect broadcast. Queer things are sometimes seen along the mountain post roads at night, but the Dreamer of Hyndman takes the laurel as the champion nature-faker, ably outclassing Uncle Rube Frizzel, of Riley's Upper Cross Roads, who owns a cow that he claims can pick a padlock with her horns.

WAS IT CLAIRVOYANCE?

"The clairvoyance of Hyndman is the same, I suspect, that sent out a story a short time ago about the ghost who prowled up the hollow near there terrifying trainmen.

"This unknown dreamer has sprung immediately into fame, and before very long great pilgrimages will be made to Hyndman and people will be looking for his picture to be used in illustrating testimonials of some 'third-rail' concoction."

OBITUARY NOTES.

WILLIAM C. LUSK, drug editor of the New York Commercial and one of the oldest trade newspaper men in point of years of continuous service, died early Saturday, after a private sanitarium in Brooklyn, after a long illness. He was born in Brooklyn sixty-eight years ago. In 1887 he joined the staff of the Shipping List, which later became the New York Commercial. For thirty-six years he was the leading authority in this country on matters pertaining to market conditions in drugs and chemicals.

JOHN R. HEDGES, fifty years old, for the past twenty-one years managing editor of the Galveston (Tex.) News, was found dead in the Continental Hotel, Crestline, O., last week. Death was due to heart trouble. Mr. Hedges had resigned his Galveston position on account of ill health, and was on his way to Mansfield.

HARVEY C. ALLISON, seventy-seven years old, one of the oldest active newspaper men in Indiana, died June 8 of heart failure. He was editor and owner of the Edinburg Courier.

THEODORE BIDDLE, sixty-two years of age, one of the founders of the Anderson (Ind.) Bulletin and a lifelong friend of James Whitcomb Riley, the poet, died of apoplexy last week.

THEODORE BRYAN KINGSBURY, the oldest newspaper man in North Carolina and one of the best known writers in the South, died at his home in Wilmington, June 4, aged eighty-five years. Dr. Kingsbury for years was editor of the Wilmington Star, and was later editor of the Messenger. He retired from the latter to do special writing, contributing articles to a number of papers.

MASON D. SAMPSON, for many years editor of the Salina (Mo.) Journal and widely known in Kansas, died in Kansas City June 9, aged sixty-seven years.

JOHN H. STUART died at Dawson Springs, Ky., last week. He was the Frankfort correspondent of the Lexington Leader and had been corresponding for Kentucky papers for over thirty years.

WILLIAM H. BENDALL, for more than thirty-five years on the New York Evening Mail, died on June 10 at Springfield, Mass. He was a proof-reader and copy-cutter on the Mail since 1877.

ROBERT H. KIMBERLY, a newspaper and magazine writer, died suddenly June 16 at his home in Dayton, Ky. He was born in 1836, and engaged in newspaper work in various cities. Later he was an editorial writer on the Saturday Evening Post.

HUGO BREDOW, a well-known German journalist, died Sunday night, at his home in Brooklyn, aged fifty-seven. He represented the Staats-Zeitung in Brooklyn for twenty years, and two years ago established the Brooklyn Reform.

MONROE S. WOOD, one of the best-known newspaper men in Nassau County, died on Sunday at his home in Roslyn, L. I. He was born in Roslyn on Dec. 22, 1863, and for the last twenty-five years had represented the Brooklyn Times.

Increase in Circulation Receipts.

The increase in the circulation of the Houston (Tex.) Chronicle during the past year has been so marked that C. B. Gillespie, the managing editor and treasurer of the paper, recently wrote a letter to Leon Van Laeys, director of circulation, complimenting him on his work. According to Mr. Gillespie the circulation earnings for the first four months of the present year show an increase of 33½ per cent. after deducting all expenses of the department.

SCOOP THE CUB REPORTER

This Comic Series (5 and 7 Col. Sizes) is now in its Second Year. THE HEALTHIEST AND MOST POPULAR ONE-YEAR-OLD INFANT YOU EVER SAW.

Don't miss the opportunity if service is still open in your field. The International Syndicate - Baltimore, Md.

LIVE AD CLUB NEWS.

The York (Pa.) Advertising club at its meeting last week elected officers for the ensuing year as follows: President, J. W. C. Austin; vice-president, H. Kister Free; secretary, Ralph E. Patrick; treasurer, George S. Love; executive committee, James J. Gerry, E. B. Williamson, J. C. Susson, John W. Heller, Jr., and J. Stanley Winget.

The Nashville (Tenn.) Advertising Club was re-organized last week at a meeting attended by a large number of interested advertising men of the city. Officers were elected as follows: President, J. R. Johnson; vice-presidents, Robert Cheek and W. H. Clark; secretary, A. C. Minter; treasurer, Miss Fannie Foulks. Final steps of organization will be taken at the next meeting, when a luncheon will be served. The keynote of the talks made at the meeting was to "make a noise for Nashville," and this will always be one of the prime policies of the club. The members are all engaged in the advertising business in some way or another, and their purpose will be to discuss the various ways and mediums of publicity, trying to arrive at the best.

The Fall River (Mass.) Ad Club is living up to its definite, clearly defined, practicable plan of helping its members who are actively engaged in advertising to become better advertising men. An advertisement which appeared in a Boston paper had been picked out by the committee to be desiccated, analyzed and generally criticised, and it was discussed at length last week. Mr. O'Dwyer, who presided, produced a letter from the advertising manager of the firm inserting the advertisement, stating that the much criticised ad had produced excellent results. An extract from an article commenting on advertising, signed by Rev. Fr. Musely, was read and discussed.

Poor printing is worse than none at all and good printing is getting better all the time and is cheaper in the end than the poor quality, was in substance the gist of Thomas C. Peters's talk before the regular weekly meeting of the Utica (N.Y.) Ad Club last week. Mr. Peters's subject was "The Printer," and he held the attention of his hearers in an ably prepared and interesting discourse on printing and the making of good printing. A general discussion followed the address.

The Advertising Club of San Francisco heard talks last week by Calvin B. Brown, Chief of Domestic Exploitation, and George Hough Perry, Director of Publicity of the Panama-Pacific Exposition. These officials asked the co-operation of the ad men in boosting for the World's Fair to be held in San Francisco, 1915.

Monthly for Smaller Newspapers.

The Newspaper Publishers' Co., of Louisville, Ky., has been formed to publish a monthly illustrated magazine, which will be issued as a supplement to daily papers in the smaller towns of Ohio and Indiana. The first issue will be dated August 9. George G. Fetter, head of a large printing establishment of Louisville, which will print the paper, is president of the company; Howard C. Wedekemper, treasurer, and Jock Woodson, formerly of the editorial staff of the Louisville Times, editor.

If you could see the art work—the embellishments—the styles depicted—and the lingerie, too—all in pretty line effects accompanying snappy, topical chatty talks which catch and hold the women readers—you'd send to-day for proofs of our brand new feature

CHATTER CHATS

It's a two column, four times a week mat service. Entirely different. A splendid interest stimulative for the editorial or woman's page. The mats are three to nine inches deep and two columns. Send for sample set.

WORLD COLOR PRINTING CO.

St. Louis, Mo.

Established 1900 R. S. GRABLE, Mgr.

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

Daily News Mats

Best illustration service obtainable in this country—write for samples.

INTERNATIONAL NEWS SERVICE

200 William Street New York City

THE BEST MATRICES

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

E. P. Hopwood, circulation manager, the Portland Oregonian—"THE EDITOR AND PUBLISHER is altogether a different magazine than it used to be. You are getting out a classy publication. It is of interest to employes of every department of the paper. I had about as soon go without my daily paper as to miss a single copy of it."

PRINTER—PUBLISHERS

Some Valuable Suggestions Concerning Their Influence in Selling Merchandise to Their Subscribers—A Paper with 1,000 Subscribers Represents a Publishing Power of \$500,000 a Year, Says H. L. Baker.

Herbert L. Baker, general sales manager of C. B. Cottrell & Sons, who was one of the speakers at the University of Missouri during Journalism Week, gave an interesting and instructive address on "Printing as a Business." In speaking of the local printer, who also publishes a newspaper, he said:

"A local printer who also publishes a newspaper has golden opportunities to add to his silver ones.

"It is a low estimate to say that the families who take a local weekly average to buy \$500 worth per year. One thousand such subscribers would mean a purchasing power of at least \$500,000 per year.

"If I could show a wholesaler or manufacturer that I could get him sales of half a million per year I could demand and get \$25,000 salary.

"A local newspaper is in position to have some influence on at least half a million in purchases per year for every thousand subscribers.

THE OPPORTUNITY.

"What are you doing to utilize that influence for the benefit of your patrons and yourself?

"Are you showing your local merchants how to attract more of that trade by publicity?

"Are you showing distant manufacturers what sort of goods your community will buy, what the standing of your paper is in its field, and offering them intelligent co-operation toward making your space profitable?

"I know of an instance where an editor's neighbor had a very satisfactory piano, bought at the nearest big city at a moderate price. The editor got a local merchant to take the agency for the piano and arranged with the maker to give him \$50 in advertising on every piano sold, in addition to the space sold to the local dealer. Seven pianos the first year were not many, but well repaid the little trouble the editor took to work out the plan, to say nothing of the profit his service gave to the merchant and the piano firm, and the certain increase in succeeding years.

SHOULD CONTROL TWENTY PER CENT.

"The newspaper cannot expect to turn all the half million in sales to its advertisers, but it certainly would not be difficult to so manage as to control twenty per cent. of it. This twenty per cent. would mean sales of \$100,000, and his fair return would easily be \$5,000 per year, or \$5 per subscriber.

"You see, business methods have changed.

"No longer is the buyer's selection confined to the moth-eaten, dust-covered stock of the sleepy, old-fashioned merchant. The new modern facilities make it easy to buy wherever a two-cent stamp will carry his order.

INFLUENCING THE BUYER.

"The buyer will desire to purchase what he reads about in his favorite paper, if properly presented. He will prefer to buy from the home merchant he has confidence in, if the merchant carries the advertised goods and advertises the fact that he carries them.

"It may take a little time and effort to wake up the somnolents who are still doing business in the old, easy way. But the sure reward is well worth the effort, and a profit from advertising of \$5 per subscriber not difficult to attain."

A. R. Fenwick, managing editor San Francisco Call—"I have read your American Journalism number carefully with pleasure and with profit. It contains a splendid exposition of a subject that should be a part of every newspaper man's knowledge. I congratulate you on its completeness and manner of presentation."

THE VALUE OF AD VIGILANCE.

Makes for Greater Efficiency and Deeper Public Faith.

"What the Vigilance Movement Really Means to the Advertising Man" was the subject treated by R. R. Shuman, of the Shuman-Booth Advertising Agency, Chicago, at the Baltimore convention. His speech was, in part, as follows:

The vigilance movement means to the advertising man greater safety, greater honor, greater profits. It means to the advertising man what the arrest and imprisonment and clean-up of quacks means to reputable physicians.

It means what locks mean to doors—what police mean to our thoroughfares—what watchmen patrolling the streets at night mean to our homes; and, above all, it means greater efficiency in advertising, less waste—more profits.

To the advertising man, whether he be a buyer of space or a man in the business of selling advertising, whether as publisher or agent, the vigilance movement, if rightly understood, can mean just one thing—the removal from the otherwise beautiful face of advertising of every blemish which mars the natural beauty of that face. And this removal of advertising facial blemishes must begin not on the surface, but with the very heart blood of all advertising—the faith of the public in advertising.

The vigilance committee movement, when followed out to its logical conclusion, means laws in the States and the Nation that shall enforce advertising honesty as a measure of protection against the few who would prostitute it.

It means voluntary or involuntary decency on the part of publishers and advertisers alike.

It means both moral and financial responsibility on the part of the advertising agent for the campaigns he places with the publishers; and as a consequence of all these measures of housecleaning it means an enlarged faith, a deeper and more earnest belief in advertising on the part of the great buying public.

Think what this will mean to every advertising man—buyer or seller: Believable advertising!

Our progress, splendid as it has been, has been impeded at every step for want of money and, therefore, I can find no more fitting close to these remarks than by suggesting that every buyer of advertising set aside even so small a sum as one-tenth of one per cent.—\$1 out of every \$1,000 of his appropriation—to help us in a work that will certainly increase the efficiency of all advertising.

VALUE OF HOUSE PUBLICATION.

Produce "Spizzerintum" in Case of Fort Worth Paper.

Discussing "The Value of an Agents' Newsboys' and Carriers' Paper," at Baltimore, Harold Hough, circulation manager of the Star-Telegram, Fort Worth, Tex., expressed the following views:

"In ascertaining the Value of an Agents' Newsboys' and Carriers' Paper," it is necessary to determine whether or not such a paper will be of assistance to you in helping enthuse your producing force. As there can be no argument relative to the importance of enthusiasm, 'pep,' ginger, etc., in circulation work, we determine the value of such a paper merely upon its abilities along this line.

"In Fort Worth we have printed a little weekly paper for over a year. It has not always been a welcome job and has hatched a whole flock of little details, yet we would not discontinue it, because our workers have become accustomed to looking for its arrival much the same as a weekly letter from the office. We used to ask ourselves if it was worth while, but when we missed a couple of numbers and at once received some kicks, we decided we were on the right track.

"If you could call in your country newsdealers, your country subscription agents, your city carriers, your newsboys, sit each beside your desk, pass forth a bunch of encouragement, then some cor-

rection—or the correction and then the encouragement, as the case may be. Acquaint him with the principles of your working policy. Show him that you use premiums because your paper, being one of unusual merit, needs only something to introduce it—or your paper does not use premiums because it has such unusual merit that it needs nothing to introduce it. Put him in touch with the new features, plans for the future, etc. Tell him how many times 'Bud' Fisher is slightly indisposed in a given time, and see how much additional interest he will go out and create in Mutt and Jeff.

"In fact, if you could have a heart-to-heart talk with each worker, there is no doubt that you would be able to make the impression that he is an important part of the newspaper, which, after all, he is. You create the feeling that he is on the 'inside,' and being on the 'inside' is satisfied vanity, and the chap who is not a little vain lacks backbone and is not worth while.

WOULD DISPLACE "I LOVE YOU."

"Your paper is the next best substitute for this impossible desk talk. It should, to be of value to its purpose, carry something of interest to each division of workers, the agents, the carriers, the newsboys. It should always denote a progressive spirit of action. It should sparkle with optimism. How many times have you finished your trade paper with an intense desire to go to your desk and start something? Enthusiasm is contagious.

"The Star-Telegram in the last fifteen months has made a gain of over 10,000, over thirty-three per cent. A good big part of this increase has come through our agents and carriers. We do not use contests. In the city and agents' towns we do not use premiums, we have not had out a single crew of solicitors, have had only one transfer man, and I can take an oath that he is not now nor ever has been a solicitor. So you see we have made this part of our increase through out agents. To me, the three sweetest words should be changed from 'I Love You' to 'Agents Who Work.' We have been able to get our workers ginged; down there we call it spizzerintum, and our house paper has played a big part in furnishing this spizzerintum.

"Another point, by this constant, regular encouragement you get your organization not only alert, but keyed to an almost uniform state of mind. Suppose you must have a thousand increase this month. To get it you know you must concentrate, and your entire organization must respond; if you have them already looking in the proper direction, and thinking forward, they will catch your drift immediately and get right to work.

Trenton True American to Be Sold.

Announcement has been made of the sale on the afternoon of July 2 of the property and equipment of the Trenton (N. J.) Daily True American at public vendue by Receiver John A. Montgomery. The liens against the property are taxes to the amount of \$721.35 with interest at 7 per cent. from Dec. 20, 1912, together with a \$15,000 mortgage with interest at 5 per cent. from Dec. 31, 1912, and a \$10,000 mortgage with interest at 6 per cent. from March 31, 1913.

Rules Newspaper No Public Utility.

That the newspaper is not a public service utility is the opinion of the Public Service Commission at Olympia, Washington, which found itself unable to offer any relief to a resident of Greenacres, east of Spokane, who charges that a morning paper in Spokane discriminates against the residents of his vicinity by charging ten cents a copy for the morning paper, whereas it sells in other localities, according to his statement, at five cents.

The Geneva (N. Y.) Daily Times recently celebrated its eighteenth anniversary by the purchase of a new press, which will double the paper's capacity and meet its growing demands.

CHANGES IN INTEREST.

JOLIET, Ill.—Congressman Ira C. Copley has purchased the stock of the Herald that was owned by Col. John Lambert and other politicians and business men of Joliet. Col. Copley is the owner of the Aurora Beacon and the Elgin News. A. S. Leckie will continue as manager of the Herald.

GRASS LAKE, Mich.—Redding & Son, publishers of the News, have sold the paper to Charles B. Wilcox, of Decatur, Ind. He will take charge July 1.

MINNEAPOLIS, Kans.—The Messenger, for the first time in twenty-eight years, came out last week under new management. Earl C. Woodward assumed charge of the paper, having purchased it from Arthur F. Riddle, who has been in charge since the death of his father, the late A. F. Riddle, founder of the Messenger, who met his death in an automobile accident in 1909.

MITCHELL, S. D.—C. W. Downey has purchased the Mitchell Gazette, the leading weekly Democratic paper of this section of the State. Mr. Downey has been associated with the Mitchell Daily Republican for the past twenty-one years as editor. It is expected that within eight months the Gazette will establish a daily paper.

NEW MARTINSVILLE, W. Va.—The News has changed management; E. G. Ankrom having sold out his interests to Steele Brothers of Wheeling, with W. S. Steele as manager.

ARNEGARD, N. D.—E. A. Minton, editor of the Inland Call, has sold out his interests to H. O. Folkstad, of this city.

GRINNELL, Ia.—Interest in the Register has passed into the hands of Elmer Hinkhouse.

CENTRALIA, Ill.—The Democrat has changed hands, Orville Storm and Charles Kellem having secured an interest in the Tufts Publishing Co.

Economist Medal to John Wanamaker.

The Dry Goods Economist presented John Wanamaker with a silver medal on Monday for "fifty years of original and progressive retailing." The presentation took place in Mr. Wanamaker's private offices. On the face of the medal is the figure of a woman with a spindle representing the dry goods trade and that of a man typifying commerce in general. In tendering it A. C. Pierson, manager of the paper which has established itself as an authority in this field, said that Mr. Wanamaker was entitled to a place on the honor roll for the originality, foresight and practical ability of his mercantile operations. He spoke of the Wanamaker modern and progressive spirit and the fine training for employes the stores offered.

Waterloo Town Criers' Club in Town.

The Waterloo (Ia.) Town Criers' Club delegation to the Baltimore convention arrived in New York last Sunday afternoon via the Old Dominion line. What they did not see in this town was not worth seeing. Among the visiting delegates were E. L. Corton, city editor of the Waterloo Evening Courier, Miss Young, writer on the Courier, and H. E. Kiestler, president of the Town Criers' Club.

Reorganization of Remington Agency.

The Remington Agency of Pittsburgh is not to be discontinued. It will be known after July 1 under the name and style of E. P. Remington Agency. The business and good will has been acquired by a co-partnership composed of Harry Thorp Vars, O. E. Foster and Carl J. Balliett, of Buffalo, N. Y., and Edwin McClellan, of London, England. Mr. Balliett will be the active manager, assisted by L. J. Griffith, who has been in the agency business for many years, and for the past year connected with the W. F. Hamblin Agency. The business will be continued at Pittsburgh until Sept. 1, when it will be moved into a new plant at Buffalo. The E. P. Remington Agency will continue placing the Foster-Milburn Co. advertising and the other principal accounts that were handled by the late Edward P. Remington.

TIPS FOR THE AD MANAGER.

Cowen Co., 50 Union Square, New York City and Boston, Mass., will shortly place orders with Pacific Coast papers for the Federal Cigar Co., "Muriel Cigar."

The Atlantic & Pacific Tea Co., Bay and Provost streets, Jersey City, N. J., is reported to have started a campaign with papers in cities where they have stores.

Guenther-Bradford Co., 64 W. Randolph street, Chicago, is forwarding one time contracts to large Sunday papers for A. H. Shuh, 1545 Sicamore street, Cincinnati, O.

H. H. Levey, Monolith building, New York City, is issuing 18 l. 4 t. orders to a few Middle West papers for the New Grant House, Stamford, Conn.

N. W. Ayer & Son, 800 Chestnut street, Philadelphia, are handling the advertising for Jos. Black & Sons Co., "Batchelor's Friend Hosiery," West Market street, York, Pa.

William A. Rogers, Ltd., silverware, Niagara Falls, N. Y., and 18 Warren street, New York City, it is reported, will advertise in newspapers in New York City. Other city newspapers will be considered later on.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are renewing orders with the same list of papers as heretofore for the New York Central & Hudson River Railroad Co., bondholders' notice, Grand Central Station, New York City.

The Lotos Advertising Co., 17 Madison avenue, New York City, is contracting the advertising for the Autosales Gum & Chocolate Co., "Frozen Mints" chewing gum, 200 Fifth ave., New York City.

Frank Presbrey Co., 456 Fourth avenue, New York City, is sending out large copy generally for the American Tobacco Co., "Giant Tobacco," 111 Fifth avenue, New York City. It is also placing 35 l. 4 t. orders with Eastern papers for the Wentworth Hotel, New Castle, N. H.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is forwarding 100 l. 12 t. orders to the same list of Southern papers as last year for the Georgia Military Academy, College Park, Ga.

J. Walter Thompson Co., Lytton building, Chicago, Ill., is issuing new contracts to a selected list of papers for Stroh Brewing Co., "Stroh's Bohemian Beer," Detroit, Mich.

The Goebel Brewing Co., "Goebel Beer," 351 Rivard street, Detroit, Mich., is placing contracts with newspapers through their traveling salesman with a selected list of cities.

The Mabin Advertising Co., 76 West Monroe street, Chicago, Ill., is making 5,000 l. contracts with a few Western papers for the Cole Motor Car Co., Indianapolis, Ind. It is also forwarding orders to a selected list of papers for McNeil & Higgins Co., "Fairy Cup Soluble Tea," Chicago, Ill.

Chas. H. Touzalin Agency, Kesner building, Chicago, is sending out 7 inch, 3 columns 4 t. orders to a few Sunday papers for Chicago, Duluth & Georgian Bay Transit Co., Chicago, Ill.

Chesman, Nelson & Co., Trude building, Chicago, are forwarding 7,000 l. contracts to a few large cities for Lucile Kimball, Chicago, Ill.

Sells, Ltd., Fleet street, London, England, and Winnipeg, Canada, is inquiring for rates generally.

Wales Advertising Co., 125 East Twenty-third street, New York City, is gradually extending the advertising for the Hydrox Chemical Co., 11 Cliff street, New York City.

Dauchy Co., 9 Murray street, New York City, is placing 56 l. 4 t. orders with Pacific Coast papers for Allen S. Olmstead Co., Le Roy, N. Y.

H. W. Johns-Mansville Co., Madison avenue and Forty-first street, New York City, has transferred its advertising to Frank Presbrey Co., 456 Fourth avenue, New York City. It is said that newspapers will not be used at present.

Fenton & Gardiner, 286 Fifth avenue, New York City, is forwarding contracts with a few papers in the East for Piel Bros. Brewery, "Piel's Beer," Brooklyn, N. Y.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is again placing six months' orders for Bromolithia Co., Philadelphia, Pa.

The Siegfried Co., Inc., 50 Church street, New York City, is preparing and will place a campaign for Wal-Cal-Inc, an inexpensive preparation with which the housewife can dry-clean wall paper, kalsomining, etc., with papers of New York, Brooklyn, Philadelphia and Southern newspapers and a few selected women's magazines and farm publications.

Chas. H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., and Buffalo, N. Y., is issuing contracts to Canadian weeklies for Banwell Hoxje Wire Fence Co.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is handling the advertising for C. M. Decker, "Formacone," Mennen's building, Newark, N. J.

J. A. Begg Co., "Musterine," 512 State street, Rochester, N. Y., has transferred its advertising to the Chas. H. Fuller Co., 623 South Wabash avenue, Chicago, Ill.

Adolph Deimel, 735 Bushwick avenue, Brooklyn, N. Y., is making 10 l. 13 t. orders with Pacific Coast papers for the Sal Sano Co., E. Bischoff & Co.

Van Cleve Co., 250 Fifth avenue, New York City, is contracting the advertising for the United States Rubber Co., U. S. Tire Co., Broadway and Fifty-eighth street, New York City.

The Guenther-Bradford Co., 64 West Randolph street, Chicago, is making 10,000 l. 1 yr. contracts with Western papers for Geo. H. Mayr.

C. H. Touzalin Agency, Kesner building, Chicago, is sending out 8 in. 7 t. orders to Middle West papers for northern Michigan.

Frank Presbrey Co., 456 Fourth avenue, New York City, is forwarding contracts on a trade basis to the Plaza Hotel.

Van Cleve Co., 250 Fifth avenue, New York City, is placing 28 l. 4 t. orders with Southern papers for the Great Northern Hotel, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, is handling the advertising for the Hotel Vanderbilt on a trade basis.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is issuing 3 t. orders to a few papers for the Apollinaris Co.

Blaine-Thompson Co., Fourth National Bank building, Cincinnati, O., is forwarding 10 in. 6 t. orders to Mississippi papers for the Odorone, Cincinnati, O.

ADVERTISING AND ETHICS.

Thinks Code of Business Morality Proper Solution.

Dr. Atchison, who is manager of the Massengale Advertising Agency, of Atlanta, Ga., took as his theme, "Can the Standard of Ethics in Medicine and Law Be Applied to the Advertising Profession?" at the Baltimore convention.

For the sake of brevity I shall define ethics, as duty or moral obligations, but a code of ethics may be more clearly defined as a code of non-legal laws that are intended to apply to cases not reached by law.

As soon as our simian ancestors discovered the necessity of communal life for protection against the monstrous beasts of their time, they also discovered the necessity of communal laws to protect themselves against the strong and vicious of their own kind.

From that day to the present time man has been making laws by the million, but there has always been, and it seems there always will be, a neutral ground between law-abiding and law-breaking—a territory peopled by the undesirable class that observes legal obligations and ignores moral obligations.

In commercial life credit associations and mercantile agencies have been developed for protection against these weaklings and near-criminals. In professional life, the application of the codes of ethics.

These codes are not perfect or complete in their operation, of course, neither are real laws perfect. But they are reasonably effective, in that they accomplish their full purpose in the vast majority of cases.

One thing is certain—present conditions are intolerable. Let's change them. To my mind, our profession is an alluring mistress, whose smile is worth all the time, service and personal sacrifice that we may be called upon to lay at her feet.

Other addresses were: "Recent Progress of Agents' Association," by William H. Johns, of the George Batten Co., New York.

F. J. Cooper, of the Cooper Advertising Agency, San Francisco. "Difficulties of an Agent Operating in a Restrictive Territory;" Major Elmer E. Critchfield, Chicago, Ill., "Agency of Yesterday and To-morrow;" James Schermerborn, of the Detroit Times; "Agency as Viewed by an Outsider;" and Fred H. Halston, Butterick Publishing Co., New York, "Agency as an Institution."

ROLL OF HONOR

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

Table listing publications across various states including Arizona, California, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, Canada, and Quebec. Each entry includes the publication name and its circulation figures.

New Orleans States 37,000 Daily net paid. Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of June 2 to 8, inclusive, The States led The Item by 12,964 agate lines on total Space for that period. THIS IS VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS.

Herbert N. Casson, vice-president of the H. K. McCann Advertising Co., of Detroit, recently sent a letter to Mayor Philipps, of Dayton, suggesting E. St. Elmo Lewis for the position of manager for that city.

Theodore C. Deitrich, for the past two years in charge of the copy department of Albert Frank & Co., has accepted a position in the copy department of Collin Armstrong Co. This department of the Armstrong Agency has been enlarged.

Robert Frothingham, who recently retired from the advertising management of Everybody's Magazine and Butterick's, left this city on June 12 for a trip around the world. He will visit the Grand Canyon, Yellowstone Park, then by steamer from San Francisco to Japan, China, the Philippines, India, Greece, Italy, Paris and London, returning to New York about January, 1914.

Emar F. Meyer has been appointed Eastern advertising manager of Everybody's Magazine and W. R. Emery, Western advertising manager. Mr. Meyer has been with Everybody's for the past seven and a half years, and Mr. Emery has been Western representative of the magazine for some years.

George P. Haywood, Jr., has succeeded William L. Oilar, for more than eight years advertising manager of the Lafayette (Ind.) Morning Journal.

Bromfield Ridley, formerly of the Sparrow Advertising Agency, has been appointed advertising manager of the Birmingham (Ala.) News.

W. L. Lee, formerly of the staff of advertising of N. W. Ayer & Son, is now connected with the advertisers' service department of the Philadelphia Evening Bulletin.

J. E. McComb, Jr., advertising manager of the Houston (Tex.) Chronicle, is spending the week in New York with his friends.

W. P. Lyon, advertising manager of the San Jose (Cal.) Mercury and Herald, was in New York for a few days.

William E. Moffett, advertising manager of the Pittsburgh Leader; J. E. Trower, advertising manager of the Pittsburgh Post and Sun, and J. Bernard Lyon, advertising manager of the Augusta (Ga.) Chronicle, were visitors to New York this week.

Attractive Specimen Book of Types.

Barnhart Brothers & Spindler, of Chicago, have just issued a new specimen book of types, containing preferred faces, special new faces, borders, initials and ornaments. There are in the book two fine Roman series in all points and several new styles, some very fine open-faces and Gothics, and a number of attractive plate Gothics. A new series of scripts is also shown, a line in which the Barnharts have done well for many years. There are enough faces and fonts in the new book to equip any establishment in a very complete and consistent manner.

Pennsylvania Bill Against Inserts.

Both houses of the Pennsylvania Legislature have now passed the bill prohibiting the placing of circulars and loose advertising matter in newspapers or other publications without the consent of the owner or publisher.

Police Arrest Newsies for Noise.

In a crusade against noise, the police of Milwaukee last week arrested a number of newsboys who had been calling out their papers in a loud voice. The charge against the lads was disorderly conduct.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Anther Advertising Co., Manhattan; general advertising; capital, \$15,000; incorporated by William E. Hoyer, Joseph Simons and Walter J. Joyce.

PORTLAND, Me.—Middle West Advertising Agency; capital, \$10,000; incorporators, H. P. Sweetzer, H. L. Cram, Frederick Foster and E. P. Thompson.

NEW YORK, N. Y.—Elliott Service Co., Manhattan; advertising; \$25,000; James Elliott, Arthur T. Hanson, Irene B. Elliott, incorporators.

NEW YORK, N. Y.—L. E. Roberts & Co.; general advertising; \$50,000; M. E. Baird, Frank H. Miesse, L. E. Roberts, incorporators.

CHICAGO, Ill.—The George H. Allen Co.; \$10,000; general advertising business; incorporators, George H. Allen, Michael J. Roseingrave and Charles E. Miller.

Says Tammany Treasurer Sways Ads.

Everett N. Blanke, treasurer of the Lawyers' Advertising Co., New York, declared last week that referees appointed by the Supreme Court Justices in foreclosure proceedings in New York county are guided by the wishes of Philip F. Donohue, treasurer of Tammany Hall, in making their contracts for printing advertisements of foreclosure sales. He said that Donohue now has an income of nearly \$25,000 a year in commissions from this source. Blanke made his statement after he had been examined before trial in a suit by Donohue and John F. Dennin on a contract made by Blanke in behalf of the Lawyers' Advertising Co. in 1907, under which he agreed to pay Donohue thirty-five per cent. of the gross profits of the business. The plaintiffs are suing for about \$10,000 profits covering nearly two years up to February 15, 1910.

Examiner's New Ad Manager.

H. B. Leachman, the new advertising manager of the Chicago Examiner, began his advertising career in Dallas, Texas, where he was a solicitor and afterward publisher of the Crest, a weekly magazine. He was afterward a solicitor on the Kansas City World, and in 1904 he established a local service agency in Kansas City, with branches in St. Louis and Dallas. In 1912 he established the Leachman School of Advertising. Subsequently he was with Lord & Thomas. His varied and extensive experience will be of great value to him in his new position.

Rogers Guest at A. A. Luncheon.

Jason Rogers, publisher of the New York Globe, was entertained recently at luncheon by officers and regular and associate members of the Association of American Advertisers. The gathering was a very enthusiastic and profitable one. Addresses were made by Mr. Rogers, Emery Mapes, Louis Bruch, E. B. Merritt, Guy Osborne, C. P. Kuill and others. It was announced that similar meetings would shortly be held in New York, and Mr. Rogers brought to the association a message of greatest confidence and encouragement from the standard publications of the country.

Old Religious Paper Sold.

The Rev. Frederick Lynch, who has been for several years an associate editor of the Christian Work and Evangelist, has purchased the paper from the estate of the late Rev. J. N. Hallock, and assumed editorial control with the current issue. W. W. Hallock, son of the late proprietor, will continue as an associate editor, as will others of the present staff, which includes Mrs. Maude Dutton Lynch, Miss Lina J. Walk, the Rev. Dr. Mendenhall, Henry S. Huntington and others. Within the last few years the paper absorbed the New York Observer and the Arena. Mr. Lynch announces that the contributing staff will be at once increased by the addition of some notable writers, and new ideas and new features will be introduced in its conduct.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Cumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG
747-B Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago

Advertising Agents

- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

WHO SHOULD PAY THE AGENT?

Wants Commission to Settle This Much Discussed Point.

"Who Should Pay the Advertising Agent?" was considered by J. M. Hopkins, general manager of Printers' Ink, at the Baltimore convention. He said in part: First of all, I want to thank the chairman of this committee for the compliment he paid me when he asked me to tell you in 10 minutes who should pay the advertising agent. It is said that this is one of the subjects George Washington gracefully side-stepped in his farewell address. The next time we have any record of its being taken up was at the Astor Hotel, in New York City, on Wednesday, April 16, 1873, at the second annual convention of general newspaper advertising agents. The agent at that time claimed commission was due him from publishers for securing, watching and guaranteeing payment on advertisements. Because of the fact that some publishers refused to recognize any claim to a commission on the part of an agent, resolutions condemning such practise were adopted. At that time it was a practise among some publishers to send out a statement to agents using the words, "This price is net. You must add your commission." Possibly the present method of doing business would not be so open to criticism if more discrimination were exercised in recognition of agents. There are so many so-called advertising agents who are merely brokers of space, who have not the slightest idea of what real advertising service to the advertiser means. Wouldn't it be a good thing for the publishing world if a commission were ap-

pointed with full power to investigate every agent now recognized and see how many of them should lose their recognition? Wouldn't this benefit not only the publishers but advertisers as well? Such action would prevent many an advertising failure, thereby giving the advertiser greater confidence in advertising and the publisher greater profits from continued business.

If you gentlemen want a complete analysis of the present condition in the publishing and advertising world, why not appoint a commission consisting of men who have the largest interests at stake, and have them conduct an investigation which would be reported at the next convention of the A. A. C. of A.

Women Publishers in Libel Suit.

Miss Fannie M. L. Hawkins, publisher of the Bryn Mawr (Pa.) Weekly Record, who was recently charged by Henry C. Cobb, an octogenarian of Ardmore, with the appropriation of \$3,000, has instituted a suit against Mrs. Mary J. Ensign, publisher of the Ardmore Chronicle and postmistress of Ardmore, and William G. Hower, publisher of the Bryn Mawr Home News. The plaintiff bases the proceedings on a libel, asserting that Hower and the postmistress defamed her character by publishing an affidavit by Cobb. The case has attracted much attention all over the State, and the papers carry long articles about it.

There Is No Hell

IN THE

New Model Stereotype Foundry

It is cool, roomy, and comfortable.

In this foundry the AUTOPLATE machine and the WOOD DRY MAT replace all the members of the Antique Stereotyping Family.

Drying Tables, steam or electric, Hand Casting Boxes, Tail Cutters, Shavers, Chiseling Blocks, Cooling Tubs, so-called Automatic Plate Finishing Machines, Mallets, Chisels, and Planes—all of these go to the scrap heap.

Economy, Speed, Comfort, and improved Typography, are but a few of the many advantages which the New Model Foundry confers. That its general introduction is well under way is evidenced by the following list of those who have already adopted it:

New York, N. Y., GLOBE

Paterson, N.J., CALL

Fort Worth, Tex., STAR-TELEGRAM

Decatur, Ill., REVIEW

Philadelphia, Pa., GERMAN GAZETTE

Halifax, Can., CHRONICLE

Peoria, Ill.,

JOURNAL

Autoplate Company of America

HENRY A. WISE WOOD, President.

BENJAMIN WOOD, Treas. & Gen. Mgr.

1 Madison Avenue

New York

