

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## ASSOCIATIONS UNITE.

### SEVEN BIG MICHIGAN PRESS AND PRINTING SOCIETIES NOW ONE ORGANIZATION.

**Michigan Press and Printers Federation Is Its Name—Arthur D. Gallery, of Caro, Is the President—Protest of Weekly Members—Don C. Seitz Replies to Foulke's Criticism of New York Newspapers.**  
*(Special Correspondence.)*

DETROIT, MICH., Feb. 25.—What is declared to be the most complete organization of the publishers and printers of Michigan was effected February 21 in this city. At a meeting called by the Michigan Press Association representatives of seven organizations agreed upon an amalgamation of interests for the betterment of both the state and the organizations affected.

The Michigan Press Association, the Wolverine Press Association, the Western Press Association, the Northwestern Press Association, the Superior Press Association, the Woman's Press Association and the Printers' Cost Commission, a printers' organization, were consolidated under the name of "The Michigan Press and Printers' Federation" with the following officers:

#### OFFICERS ELECTED.

President, Arthur D. Gallery, editor of the Tuscola County Advertiser, Caro, Mich.; vice-president, Fred Gage, Gage Printing Co., Battle Creek; secretary, J. B. Haskins, Howard City Record, Howard City; and treasurer, John N. McCall, Ithaca Herald, Ithaca, Mich.

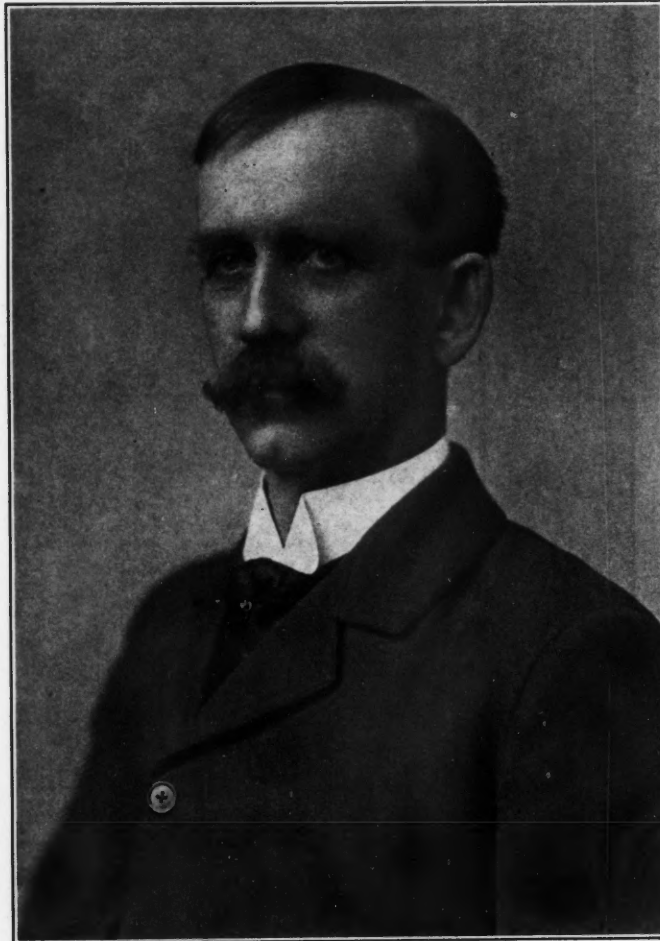
Early in the discussion touching the terms upon which an amalgamation would be satisfactory to all bodies concerned, the selection of a name being the ostensible bone of contention, some rather plain and pointed remarks were directed at the daily newspaper representatives by the weekly contingent. One weekly editor plainly stated that he would be only willing to enter the proposed amalgamation with the express understanding that the daily members agree to lose their identity and not try to run the affairs of the federation. The former meetings of the daily publishers, who were members of the old Michigan Press association, were characterized as "excursions and outings" which cost so much money that poor weekly editors could not afford to attend even on newspaper mileage. With the understanding that the future annual meetings of the federation be devoted to business instead of "tours of America," the weekly men joined.

#### STATE ASSOCIATION GOES.

According to the final arrangements the Michigan Press association and the Wolverine Press association lose their identity absolutely. Funds in their treasuries were transformed to the treasury of the federation, and an invitation to members of all other publishers' or printers' organizations was extended to join the federation. None of the other organizations was affected by the federation organization, the understanding being that members of either could become members of the federation by paying a fee of \$1, which not only constituted an initiation fee but one year's dues as well.

The organization completed, Louis A. Weil, editor of the Times-Herald, Port Huron, introduced a resolution calling for a united effort of the press to boost Michigan. The resolution was passed with a whoop.

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EMERY MAPES.  
PRESIDENT ASSOCIATION OF AMERICAN ADVERTISERS.

## THREE A'S CONVENTION

### ASSOCIATION OF AMERICAN ADVERTISERS MAY MERGE IN AUDIT ASSOCIATION.

**Two Days Session in Chicago Brings Out Many Interesting Papers—Bert M. Moses Delivers Characteristic Speech—Old Officers Re-elected—Banquet Attended by 250 Live Wires—Brisbane on Country Press.**

*(From a Staff Correspondent.)*

CHICAGO, Feb. 26.—The fourteenth annual meeting of the Association of American Advertisers, long familiarly known as the Three A's, having a membership of seventy leading general advertisers, and an associate membership of eighty-one publications and their representatives, which was held at the La Salle Hotel on Tuesday and Wednesday, was slow in getting down to business owing to the late arrival of many trains from the East.

#### MAPES OPENS MEETING.

It was after one o'clock on Tuesday when President Emery Mapes of the Cream of Wheat Emery Mapes of the Cream of Wheat Company, Minneapolis, called the opening executive session to order in the red room of the hotel. The secretary's report, by F. U. Squier, of the Pabst Brewing Company, Milwaukee, stated that during the year the following applications were received and elected to regular membership:

American Woman's Exposition Co., Cleveland, Ohio; Oliver Typewriter Co., Chicago; Loftis Bros. & Co., Chicago; Foster-Willeum, Buffalo, N. Y.; Joseph Home Co., Pittsburg, Pa.; Goge Bros. & Co., Chicago, and Dr. Peter Fahrney & Sons Co., Chicago.

The report further stated that during 1913 no special meetings of members or directors were held, but that the executive officers had regular weekly meetings. On the authority of resolutions adopted last year the Board of Control offered the privileges of associate membership to publishers, advertising agents and other concerns interested in advertising, and as a result the applications of eighty-one concerns were received and elected to membership.

#### CIRCULATION COMMITTEE REPORT.

A. N. Drake, of Booth's Hyomei Co., Buffalo, N. Y., chairman of Circulation Committee, submitted a report. Certificates No. 2520 to 2759 were issued during the year to publications in 44 cities, covering 13 states as far East as Massachusetts and New Hampshire, south to Maryland and Ohio, and west to Minnesota and Wisconsin.

A. E. Stevens, the acting manager, reported that "an important and effective advance was made by the association by changing the periods of examination from six months to a full year. This change, together with codification and widespread publication of rules governing circulation examinations, has made a most favorable impression on publishers and has tended to greatly increase the value of the reports.

"The maintenance of pleasant and courteous relations with publishers is of great importance. Publishers, generally, are at last awaking to the value and importance of impartial audits of their circulation figures, and the list of publications who have already become associate members is no small indication of

*(Continued on page 720.)*

## PAYS MILLION FOR MIRROR.

### Lord Rothermore Buys London Daily—Times Reduction Soon.

It is announced that Kennedy Jones has disposed of his interest in the London Daily Mirror to Lord Rothermore (Sir Harold Harmsworth), brother of Lord Northcliffe, for a sum approximating \$1,000,000. Lord Rothermore was elevated to the peerage last New Year's. He is largely interested in Liberal newspapers, and is also proprietor of the Glasgow Daily Record and the Leeds Mercury.

Reports current for some time past that the price of the London Times would shortly be reduced from 3d. to a penny have crystallized in an announcement in Tuesday's Daily Chronicle that the reduction will take place a few months hence. From other sources it is learned that arrangements are being made for the reduction in April.

Recently the Times, as the result of a suggestion once made by an American publisher, began to sell its literary supplement, previously incorporated with the daily paper, as a separate publication at the price of 2 cents.

The Cincinnati Chamber of Commerce has inaugurated a campaign to raise \$100,000 for the work of the Convention and Publicity Department of that organization.

## NEW DAILY AT DALLAS.

### Publishers of the News to Bring Out An Afternoon Paper April 1.

A new daily newspaper, to be known as the Evening Journal, will be launched at Dallas, Tex., April 1, by A. H. Belo & Co., publishers of the Dallas News and the Galveston News.

The Dallas News is an aggressive and up-to-date morning paper with a generous advertising patronage and a healthy circulation. The publishers feel, however, that the rapid growth of the city now warrants them in the issue of an enterprising afternoon edition.

The new paper will be neither a duplicate nor an echo of the Dallas News. It will have a separate staff, but will, of course, have the benefit of the model mechanical plant of the old paper. Arrangements will be made for a separate news feature and picture series.

## Plan New Morning Daily for Denver.

A movement is now on foot looking toward the establishment of a new morning daily paper in Denver. F. G. Bonfils and H. H. Tammen, publishers of the Denver Post, an afternoon daily, will launch the publication if they obtain a tentative list of 40,000 subscribers, together with a certain amount of advertising patronage.

## WASHINGTON TOPICS.

### REPRESENTATIVE SHACKLEFORD BELIEVES IN AN "EDITORIAL CANNING FACTORY."

**Declares It Is Working Against His Good Roads Bill—Probable Defeat of the Attempt to Increase Magazine Postage Rate—Maurice Splain Appointed U. S. District Marshal—Newton As An Accurate Reporter.**

(Special Correspondence.)

WASHINGTON, D. C., Feb. 26.—There are strong indications in Congress that the magazines have again won their fight against an increase in rates on second class postal matter. It was learned authoritatively that the House Committee on post offices and post roads yielding to political consideration, will not follow the recommendations of Postmaster General Bureson to increase these rates from 1 to 2 cents per pound. According to Mr. Bureson's estimates this increase would swell postal receipts about ten million dollars a year.

Representative Shackelford, of Missouri, author of the \$25,000,000 good roads bill, assailed an editorial recently appearing in a Philadelphia newspaper under the caption, "Pork Barrel Politics."

#### ROASTS THE PRESS.

Mr. Shackelford, by a devious method of reaching a conclusion, informed the House that the sources from which the editorial sprang are in the same class with the polecat, and that there is "an editorial canning factory" hard at work supplying sentiment adverse to the good roads bill. Mr. Shackelford said that any one could tell that these adverse editorials came from the same source because all their headings are alike.

Speaking to the press gallery, he said that the various so-called good roads associations, particularly the Automobile Association of America, are the "editorial canning works" and that the latter organization had the money to buy all the editorial opinion that its wants.

"There are two institutions without which modern civilization cannot exist," he said. "One is the public road, the other is the public press. Both should be kept free from mud." He termed the editorial comment adverse to his bill as a species of guerrilla warfare, and charges that the real opposition came from the men who are interested in seeing the federal government pay for the entire cost of roads.

NEWTON AND T. R.

The National Press Club expects to be established in its spacious new quarters on the top floor of the Riggs Building at 15th and G streets about March 1. A housewarming will be given on March 20, and it is expected that President Wilson, who is a member of the club, will make a short address.

Assistant Secretary of the Treasury, Byron R. Newton, was an accurate and painstaking reporter in the good old days when he was a newspaper man instead of a mere statesman. But there was one case in which he brazenly and purposely twisted the facts. He had been sent by his paper out to Oyster Bay to write an account of an informal shooting match between Theo. Roosevelt and his guest, a German army officer, noted as an expert marksman. T. R. hit the bull's eye twice out of seven or eight times, which was reasonably good shooting, and the German chap hit it six times out of eight. But when Newton sat down to write his story it occurred to him that it would read more acceptably to all patriotic citizens if he had T. R. putting it all over the visitor. So he dashed off a graphic account of how the German visitor fired at the target three or four times without hitting the bull's eye once, even, and then how T. R. leaped into position and plugged the center of the target six times without coming up for air. And the next day, 'tis said, the editor of Newton's paper got a letter from T. R. commending the close observation and accuracy of their reporter!

The nomination of Maurice Splain,

dean of the corps of Washington correspondents, to be United States marshal for the district, was sent to the Senate Monday by President Wilson. Mr. Splain has a record of 30 years of continuous newspaper work in the Capital. In that time his advice and kindly interest have "started right" more budding newspaper correspondents than perhaps any other one influence in Washington.

The idea of naming him was hit upon within the last week and it was accepted promptly by the administration.

The Senate promptly confirmed the nomination of Mr. Splain. He has been a Democrat all his life, and many of his political articles, under his signature in the Philadelphia Record, a paper he has represented in the press galleries of Senate and House for many years, have been incorporated into the campaign literature of his party.

Mr. Splain came to Washington from Utica, N. Y., 30 years ago, and became telegraph editor of the Washington Post. Afterward he served in the same capacity on the Washington Star, and still later he was dramatic, musical and art critic for the Post. Then he wrote editorials and politics and general correspondence, his "stories" to-day containing even more vigor or punch, as the parlance of his profession would have it, than a quarter of a century ago.

Austin Cunningham, Washington correspondent for several Texas newspapers, and on the staff of the Louisville Courier-Journal bureau, has withdrawn as candidate for congressman at large from Texas. In announcing his withdrawal Mr. Cunningham said: "All friends who have interested themselves in my behalf have my heartfelt thanks for their generosity. I am especially grateful for the support of co-workers of the press, the weekly and the daily editors of Texas and my associates among the Washington correspondents, and I would that I could call down rich blessings upon them all."

Mr. Brown, editor of the News, went to Washington early in the week for the purpose of placing the Post Office Department on the trail of the person who wrote threatening letters to Hayward.

An anniversary reception was given at 17 North Fifth street, Chicago, Saturday afternoon, in honor of Miss Harriet M. Dewey, cashier of the Chicago Daily News. Miss Dewey has been connected with the News for many years and is regarded by Victor Lawson, the publisher, as one of his most valuable assistants.

Louis Pendleton, brother of the late Charles R. Pendleton, editor of the Macon (Ga.) Telegraph, is acting editor of that paper. Mr. Pendleton is a well known author and writer. He wrote a history of Alexander S. Stephens.

### CAN COLLECT ON SUNDAY AD.

#### Labor Law Not Violated in St. Louis Post-Dispatch Contract.

The St. Louis Post-Dispatch was given a decision by Circuit Judge Grimm last week in a suit against George Kempland to collect \$105.30 for an advertisement printed in the Sunday edition. Kempland had refused to pay the bill, contending the newspaper could not recover for an advertisement in the Sunday edition because the contract was a violation of the State law against labor on Sunday. He declared it was necessary to labor on Sunday to publish the Sunday edition.

Judge Grimm, in making the ruling, followed an opinion handed down by the St. Louis Court of Appeals in favor of the Post-Dispatch in a similar case.

The judge stated he had been asked by the defendant to defer judgment until the Supreme Court could hand down an opinion on the contention, but he said the Supreme Court was so many years behind its docket he did not think the request reasonable.

Fire last week destroyed the plant of the Le Roy (N. Y.) Gazette News, causing \$8,000 damage.

## W. R. HEARST IN NEW FIELD.

### Starts News Pictorial Weekly In Chicago Devoted to Moving Pictures.

The inauguration in Chicago this week of the Hearst-Selig News Pictorial weekly, is the latest departure of William Randolph Hearst. The new enterprise will be operated along the same lines as Pathes weekly, featuring the chief news features of the day in motion pictures, such as the Trans-Atlantic aviation flight, the immigration question, the Mexican situation, etc.

The Selig-Polyscope Co., at 20 East Randolph street, Chicago, will attend to the manufacture and distribution of the films, while the International News Service, 200 William street, New York, will handle the news features of the service.

For many months past staff photographers on the various Hearst newspapers have been broken into the motion picture business, so that the entire service will be operated by newspaper men entirely.

Staff correspondents have been established in every large news center of the globe, while arrangements are being made to cover Europe and the Far East. George B. Clements, well known in newspaper circles, has been engaged to cover the Mexican situation and the movements of troops along the border. A 200 reel film of the Hearst-Selig News Pictorial weekly was released for the first time in one of the Chicago theatres this week. Scenes at the Battle of Juarez, General Villa and his staff, and other news items of interest pertaining to the Mexican situation were shown.

The news features of Mr. Hearst's new venture is in the hands of E. B. Hatrick of the International News Service, who is at present in Chicago.

### Appointed to \$3,000 Position.

George A. Levy, editor of the Spectator, a weekly publication, issued at Pittsburgh, devoted to civic and municipal progress, has been appointed chief of the efficiency division of the city by



GEORGE A. LEVY.

Joseph G. Armstrong, mayor of Pittsburgh, at a salary of \$3,000 a year. The appointment is not a political one but in recognition of Mr. Levy's work in behalf of the city.

### Boston Newspaper Bill Killed.

The bill to prevent exclusive agencies for the sale of newspapers was rejected in the Massachusetts Assembly at Boston on a roll call vote of 100 to 95 last week. This action was taken after some debate and after the reading of an opinion of Attorney General Boynton that the bill was unconstitutional.

The La Crosse (Wis.) Leader-Press has filed an amendment increasing its capital from \$25,000 to \$60,000.

## ASSOCIATIONS UNITE

(Continued from front page.)

Don. C. Seitz, business manager of the New York World, was the first speaker on the regular program. He advised the newspaper men against fighting among themselves or against competitors. He took occasion to reply to a recent criticism of William Dudley Foulke, of Richmond, Ind., in which the Indiana editor is said to have criticized the sensational character of the New York newspapers, particularly on the questionable doings of men and women. The reply was couched in the question, "What is there published in newspapers that is nearly as bad as the things people do?"

During the first session addresses were made by Loring Lane, Battle Creek; D. E. Hubbel, Crosswell; George Harland, Detroit; C. E. Grabbill, Greenville; E. H. Congdon, Oxford; and O. P. Schumann, of Grayling.

During the afternoon a resolution calling for an appeal to Commissioner of Insurance, John T. Winship, of Michigan, on behalf of newspapers having payrolls less than \$1,500 against the alleged discrimination of the employers' liability law in requiring such newspapers to pay double rates for liability insurance. The resolution was passed and a committee to carry it out appointed, composed of William Charles, Jr., Belleville; H. M. De Foe, Charlotte; and E. J. McCall, Mt. Pleasant.

Organization plans and by-laws were formulated by a committee composed of the following persons: Louis A. Weil, Port Huron; Burton F. Brown, Harbor Beach; G. T. Harland, Detroit; Perry F. Powers, Cadillac; D. W. Grandon, Hillsdale; H. A. Thompson, Williamsston; and Dr. Emma E. Bower, Port Huron.

#### INSPECT FORD PLANT.

The first event on Saturday's program was a visit of the 250 newspaper representatives to the Ford automobile plant. Following this the afternoon program was taken up by speakers as follows: Fred Gage, Battle Creek; Major W. P. Nesbit, Big Rapids; W. H. Berkley, Sossopolis; Harry L. Izor, Durand; H. M. Myers, Standish; Pat O'Brien, Iron River; John N. McCall, Ithaca, and Miss Jennie Buell of the state grange.

Saturday evening's banquet at the Hotel Griswold, 200 newspaper publishers and printers were guests of Fred Postal, proprietor of the hotel, closed the convention. At this banquet, Congressman L. C. Crampton, of Lapeer, assailed the Pere Marquette railroad in Michigan, calling on the newspapers of the state to help him force a governmental investigation at the hands of the Interstate Commerce Commission, a resolution covering which had been introduced in the House, Feb. 11, by Congressman Crampton. He predicted that the railroad, if allowed to continue under its present policy, would eventually reach a stage of complete paralysis.

A. C. Carton, of the Michigan Public Domain Commission; John I. Gibson, secretary of the Northwestern Development Bureau; Charles Schermerhorn, editor of the Detroit Times, were the other speakers. James Schermerhorn, business manager of the Times, acted as toastmaster.

The selection of next year's meeting place was left to the executive committee, which is composed of the chairman and secretary of each of the following four divisions of the federation: daily publishers, weekly publishers, women publishers and printers.

### Fall River Herald Damaged By Fire.

The plant of the Fall River (Mass.) Evening Herald was badly damaged by fire last week. The blaze originated in the press room, which together with the stereotyping department, suffered extensively from the great volume of water that was poured into the lower stories to prevent the blaze spreading. The damage is estimated at \$10,000. The cause of the fire is not known.

**CHICAGO HAPPENINGS.**

**O'Hara Renounces Senatorial Candidacy—McCormick Before Advertising Association — Horace White Tells Lincoln Reminiscences—Record-Herald and Daily News Enlarge Their Papers—Haggood a Visitor.**

(Special Correspondence.)

CHICAGO, Feb. 25.—Lieutenant Governor Barratt O'Hara, formerly of the Chicago Examiner staff, has formally announced his candidacy for the Democratic nomination for United States Senator. He says he represents no faction, and promises during his campaign not to vilify his competitors, but instead to attack political policy and political conduct.

Alexander A. McCormick, president of the County Board, a former newspaper manager, addressed members of the Chicago Advertising Association this week on the management of county affairs. He told how badly things had been mismanaged by the previous administration.

The Daily Journal introduced a new feature recently by devoting large space daily to Miss Mary Synon's article on persons and things of current interest, largely in the nature of interviews.

Horace White, the veteran journalist, has been here to tell reminiscences of the time of Lincoln and Douglas.

Rev. O. M. Coward, of the Oak Park Presbyterian Church, thinks the churches should give up their old routine system of advertising and develop a new and more useful system. He told the Presbyterian ministers so last week at their meeting.

A new monthly yachting paper for the Middle West has been evolved out of the Binnacle, which has long been the Columbia Yacht Club's house organ. J. P. McEvoy is the editor.

The Record-Herald and Daily News have slightly enlarged their papers, making eight columns each, a trifle narrower than formerly.

Very novel features are promised for the annual Chicago Press club show to be given in April, for which arrangements are very much under way now.

The wife of William Watrous, vice-president of the Nichols-Finn Advertising Agency, who is a school teacher at Lake Bluff, was the victim of an irate mother last week. The mother came to school and pummeled Mrs. Watrous after her little boy had come home and told how the teacher had slapped him.

Norman Haggood, editor of Harper's Weekly, addressed the Young Men's Associated Jewish Charities Saturday.

Julius Schneider, of the Tribune advertising department, addressed the Elgin Commercial club last week on advertising.

Walter Wardrop, president of Power Wagon Publishing Co., suffered a serious attack of heart disease late last week, falling on the street.

**AD BUREAU MEETING.**

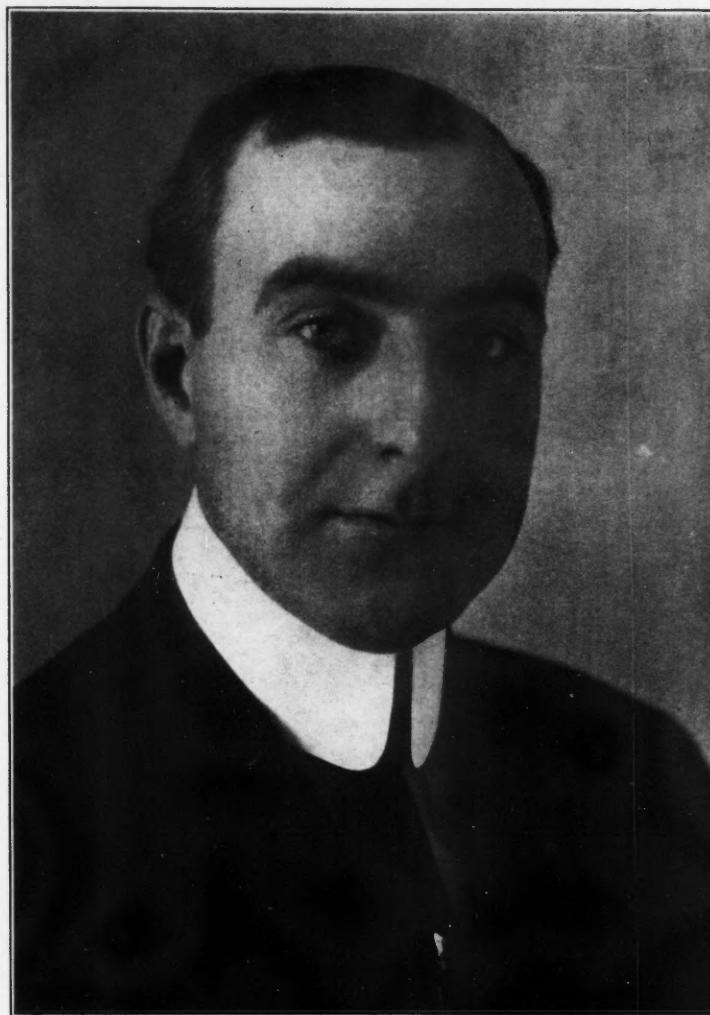
**Committee Endorses Bill to Prohibit Ad Inserts in Newspapers.**

A meeting of the committee in charge of the Bureau of Advertising, American Newspaper Publishers Association, was held on Tuesday at the Bureau's offices in the World Building, New York.

Those present were: J. F. MacKay, the Toronto Globe, chairman; J. R. Rathom, the Providence Journal; D. B. Plum, the Troy Record; Hopewell L. Rogers, the Chicago Daily News; Fleming Newbold, the Washington Star; Louis Wiley, the New York Times; Jason Rogers, the New York Globe; William A. Thomson, director of the bureau, and J. W. Adams, manager.

Reports submitted by the executives of the bureau were discussed by the Committee. These indicated that the organization is making splendid progress, and that new subscribers are being enrolled from time to time.

The development of new general accounts for newspapers, and the marked



**H. B. LASHER.**  
NEW DIRECTOR OF ADVERTISING OF THE PHILADELPHIA PRESS.

**LASHER NOW AD MANAGER.**

**Philadelphia Press Automobile Expert Promoted to Important Position.**

Harry B. Lasher, who was a pioneer in the development of automobile advertising in newspapers, has been appointed advertising manager of the Philadelphia Press, of which he has been manager of the automobile department for the past year. He is one of the most widely known newspaper men in the country among national advertisers and agencies.

Having had an extended experience in all branches of newspaper advertising before the coming of the motor car, Mr. Lasher was among the first to foresee the advertising possibilities of the new invention. He promoted the first automobile meet held in the vicinity of Philadelphia, at the Trenton State Fair nearly ten years ago, and was one of the organizers of the Quaker City Motor Club, which attained world-wide prominence through the running of four road races in Fairmount Park without a serious accident.

Mr. Lasher was an official at these races, as well as at Vanderbilt Cup contests, Grand Prize races at Savannah, Elgin Trophy competitions, 500-mile International speed tests over the Indianapolis Speedway, Gidden tours, Wilkes-barre endurance runs, Giants' Despair and Skippack hill climbs, a series of reliability runs from Philadelphia, Harrisburg and Norristown, and events at Point Breeze, Wildwood and Cape May.

After several years' service in charge of the automobile departments of the Philadelphia Inquirer and the Evening Telegraph, he joined the Chicago office of the S. C. Beckwith Company to develop the automobile advertising of that special agency's list of newspapers. He returned to the Quaker City to become connected with the Philadelphia Press, and his appointment to the post of advertising manager was a climax to a twelve-month of energetic effort and genuine accomplishment for that newspaper.

**CAMMEYER'S EXPERIMENT.**

**Is Testing Newspaper Advertising in Mail Order Campaign.**

The Ernest J. Goulston Advertising Agency has started an interesting mail order campaign in newspapers in behalf of Cammeyer, the New York shoe house.

Employing sixty newspapers in the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Virginia, and West Virginia, seventeen insertions aggregating 4,400 lines will be used. The ads measure 450 and 200 lines respectively.

Mr. Goulston says that this is an experimental campaign to determine the relative cost per inquiry of business produced through newspapers and general mediums. The outcome will be watched with interest, inasmuch as it will determine to a large extent the future general advertising policy of this house.

The Goulston Agency also announces that it has extended the newspaper campaign for 1914 of the Boot and Shoe Workers' Union. This year three hundred newspapers will be used, on a five-inch double column basis, twice a week. This advertising begins on March 15.

**Former Boston Editor Killed by Car.**

Albert Wetmore, former city editor of the Boston Herald and well known newspaper man throughout New England, was killed last week by a street car in San Francisco. Mr. Wetmore was born in St. John, N. B. He entered the newspaper business in that city and later came to Boston, where he started and managed a news service for Boston papers. He finally joined the Boston Herald staff and was with the paper many years, becoming city editor in 1888. He held this position for six or seven years, when he left and for about three years worked as a special writer for New England papers.

**PUBLISHERS FAVOR BILL.**

**Would Make Newspaper Stuffing by Newsdealers a Misdemeanor.**

A hearing on the Murtagh bill before the Senate Committee on Codes was held at Albany on February 25. The bill proposes to make it a misdemeanor to place an advertisement, pamphlet, handbill, or printed notice of any kind in a newspaper or periodical without the publisher's consent and with intent to profit thereby. The punishment for infraction is imprisonment for six months or a fine of \$250 or both.

A delegation representing the Publisher's Association of New York, the American Newspaper Publisher's Association, and including G. V. Rogers, of the Tribune; John P. Gavit, of the Evening Post; Henry L. Stoddard, of the Evening Mail; Louis Wiley, of the Times; Samuel Heck, of the American; Herbert F. Gunnison, of the Brooklyn Eagle, and F. B. DeBerard, of the Merchants' Association, supported the measure.

Joseph S. Klein, the attorney for the Bronx newsdealers, appeared in opposition. He insisted that the newsdealers bought the newspapers and that they thus became the property of the buyers and that they could tear them up, or throw them into the East River at their pleasure. He further claimed that the effect of passing the bill would be to automatically create a monopoly of advertising. He also attacked its constitutionality. He said he did not believe the Legislature had the power to make a crime out of acts which always had been legal, and termed the bill, class legislation.

The Marshall (Mich.) News and Statesman have been consolidated.

tendency of manufacturers who are already using newspaper space to increase their appropriations in that direction for 1914, were shown by these reports. It also developed that many general advertisers were taking advantage of the service offered by the Bureau.

The Bureau is issuing for daily publication a monthly series of talks on the value of newspaper advertising, and the Committee decided to inaugurate a prize competition among the Bureau's subscribers, with a view to gathering new material for these talks. All copy found available for use outside of the prize winning copy, will be paid for.

The bill now before the New York legislature, making it an offense to insert unauthorized advertisements in circulars and newspapers was considered by the Committee and endorsed as a piece of much needed legislation. At the subsequent meeting of the executive committee, a resolution was adopted urging that the bill be passed.

**Will Supervise Civil Service Ads.**

The Municipal Civil Service Commission of New York has engaged Joseph Ellner, of the Jos. Ellner Co., at 38 West 33d street, to investigate and supervise the advertising done by the Civil Service Commission. Last year over \$21,000 was spent by the city in local newspapers, class and technical journals in advertising the examinations for the various positions open in the city government, under Civil Service rules. In appointing Mr. Ellner, the object of the commission is not only to determine whether the city is getting full value for its advertising appropriation, but to find if the advertising is attracting the best fitted men and women to the public service. Mr. Ellner proposes to make a radical change in the form, wording and make-up of the advertisements. The special list of media will be abolished.

**THREE A'S CONVENTION**

(Continued from front page.)

the desire of those interested to support and encourage the work."

Lewis Bruch, chairman of the Board of Control, also chairman of the Organization Committee of the Advertising Audit Association, reported that nearly seventy newspapers and periodicals had subscribed.

The following resolutions were unanimously adopted:

**RESOLVED**, That for a period of one year from \_\_\_\_\_ the service rendered by the advertising Audit Association & Bureau of Verified Circulation be utilized by the Association of American Advertisers, the cost for such service to be at the rate of \$200 a year for Class A members and that the regular service heretofore rendered by the three A's be suspended for that period, but the organization itself to be kept intact as at present.

**RESOLVED**, That for the above period—one year—the plans, record and equipment of the A. A. A. be transferred to the Advertising Audit Association.

The following committee was appointed to affect the amalgamation: Emery Mapes, F. C. Grendin, Louis Bruch, E. B. Merrill and Henry Dumont.

After a brief recess Louis Bruch in the presence of about 200 advertising men outlined the growth and development of the association. He explained that for fourteen years the advertisers had been developing a work that should have been started and carried on by the publishers, during which time they have proved that circulation is a commodity that should be sold on the same basis as any other commodity. Publishers have been shown how beneficial it is to have some one go through their business and point out leaks and suggest betterments. Three hundred and fifty publications have been examined this past year.

If these reports could have been spread before the whole advertising field there would have been a great demand for the service.

"We should have made 1,500 reports," Mr. Bruch continued. "Last year only two publishers protested at our findings and none asked for a re-examination."

Mr. Bruch's talk was followed by an address by Bert M. Moses, Omega Chemical Co., long one of the pillars of the association, who spoke on "Blazing the Way for a Square Deal." His address, reproduced elsewhere in this issue, scintillated bright, brilliant lines and epigrams. It was intensely interesting and picturesque.

Ida M. Clarke, of Scott & Bowne, Bloomfield, N. J., received a cordial welcome as the only woman present. Her address has a good one on the subject, "What the Advertiser Wants to Know About Circulation." She was given a courteous hearing and made many telling points. Her address will be found elsewhere in this issue.

"The Bull Ring," presided over by G. H. E. Hawkins, the N. K. Fairbank Co., lacked the "punch" and the "pep" of last year's session at Syracuse and was a very tame affair. Some excellent papers, however, were mostly read to a crowd eager for a fray. The chairman cautioned the matadores and the picadores that the bell would ring promptly at the end of ten minutes and the speaker would have to give way to the next.

The program follows: "Why Theatre Programs?" Morris Ebersole, of the Clyde W. Riley Advertising System.

"Why Newspapers?" by A. E. Cham-

berlain, Knill & Chamberlain, special representatives, Chicago.

"Why Magazines?" by R. G. House, of House & Little.

"Why Street Cars?" by Arthur Acheson, of the Street Railways Company.

"Why Farm Papers?" by Frank W. Lovejoy, Wisconsin Agriculturist.

"Why Agents?" by John Lee Mokin, of the Mokin Advertising Co.

"Why Foreign Language Newspapers?" by Wm. Larson, of the Svenska Amerikanern.

"Why Posting?" by C. M. Briggs, of the A. M. Briggs Co.

"Why Point?" by Harvey Conover, of the Thos. Cusock Company.

"Why Specialty Advertising?" by H. S. Bunting, Novelty News.

**WEDNESDAY MORNING.**

The members listened on Wednesday morning to papers by Henry Dumont, of the Pacific Coast Borax Company, on the theme, "How the Publisher Should Co-operate With the Advertiser," and Allen N. Drake, Booth's Hyomei Co., Buffalo, N. Y., on the subject, "Fraudulent Advertising—What Is It, and Its Censorship?"

The old officers were re-elected for the ensuing year. President, Emery Mapes, Cream of Wheat, Minneapolis; first vice-president, Louis Bruch, American Radiator Co., Chicago, Ill.; second vice-president, G. H. E. Hawkins, the N. K. Fairbanks Co., Chicago; secretary, F. U. Squier, of the Pabst Brewing Co., Milwaukee; treasurer, E. B. Merritt, of Armour & Co.

It is said that W. D. Jones, Minneapolis Journal; W. H. Field, Chicago Tribune; G. M. Rogers, Cleveland Plain Dealer; J. G. Palmer, Houston Post; and Lafe Young, Jr., Des Moines Capital, are co-operating in every way possible with the Organization Committee to secure the necessary subscriptions for financing the new Audit Association.

**ANNUAL BANQUET BIG SUCCESS.**

**Ad Men Hear Addresses by Louis Bruch, Arthur Brisbane and Others.**

The Banquet was "some party," not withstanding the menu provided nothing stronger than water. About 250 were at dinner. The festivities started early by the "congregation" joining in such familiar parodies of favorite songs as "The Gangs All Here," "Big Night," "Chicago," "Illinois," "Give a Rouse Then All You Ad Men," to the tune of "A Stein Song," "Oh You Beautiful Doll," "Billy," etc.

Harry Dumont, presided as toastmaster with becoming grace. At the speakers' table were the following: W. H. Field, Arthur Brisbane, O. J. Gude, Louis Bruet, Stanley Clague, Walter B. Cherry, Fred H. Squier, and G. H. E. Hawkins.

The Wilson Sisters and Mignon Douglas made the cabaret an interesting diversion even though it was a noisy affair.

Toastmaster Dumont started the evening's proceedings by declaring that oratory at a banquet was as essential as advertising to a successful merchant. He then called on Dr. Munyon to say a few words on "Little Remedies for Small Circulations."

Dr. Munyon said that the history of the country was no longer to be found in the editorial, but in the advertising columns. The time has passed when the bogus will pass for the genuine, he declared. The ad man, if he is a good business man, dare not falsify in what

he presents to the public, because they are censors, and they watch him.

Louis Bruch, vice-president of the American Radiator Company, was the next speaker. His subject was "The High Cost of Advertising, from the Standpoint of the Man Who Pays the Bills." He said in part as follows:

If nothing else could be accomplished in this dear old advertising world in the way of reform, it would be well if we could get together and publish through some model or set form, some arrangement, some system, some method by which all advertising matter relating to that publication would be set down, each in the same general sequential order that there is in every other publication.

If only the publishers of our country would sit for a while in an advertising man's place, and get his great mass of details coming in upon him, having it come in filled with everybody's ideas, rather than systematically, he would appreciate how necessary it is and how wonderful the help would be if he were to organize and systematize, even to that extent, and even though there were no verification back of the figures or data that he presents. That is the plea I want to make, because I feel there is so much due from the publishers.

It is all right to talk from an advertiser's point of view solely, but I really believe that it would serve the interests of the publisher as much as it would the interests of the advertiser.

I think one of the finest things that has been done is this movement that is coming about now, which you have all heard of, and that is the advertising association: The Advertising Audit Association and Bureau of Verified Circulations. I simply want to point out how much could be done along that line in an affirmative way, not to speak so much of the differences.

Arthur Brisbane, editor of the New York Journal, was then introduced by Mr. Dumont. After defining advertising as the art of getting an idea from your own mind into the mind of another human being he continued:

Advertising and the sort of writing that I do is all alike, except that advertising is the most difficult of all the kinds of writing, because when you write an advertisement you must interest the reader in your affairs, whereas the other writer, whether he be a newspaper writer or a literary writer, interests the reader in the reader's affairs.

In all kinds of writing, and especially in advertising, there are four things to be accomplished. You must make your imaginary public—you must make the public look at the advertisement, you must make them read it, you must make them understand it, and you must make them believe it. If you have covered those four things you have covered the entire field of creating an impression by the written or the illustrated word.

You could talk, of course, for months on those four points in writing: How to make the public look at what you have to say; by what means, of type or words or surprises in presentation to make them read it.

You can spend a lifetime—as I have spent certain years, writing every day in those thirty years, without ever as much as six weeks' interruption; you could spend several lifetimes learning to make perfectly simple and easily understood phrases, and when you have done that, when they have looked at it, read it, understood it, then you must have back of you that quality of character to make them believe that which they have looked at, read and understood. On each point, as I have said, writing could be made definite. All that I shall say about those four things is that the greater quality is earnestness, absolute earnestness.

Earnestness is the only thing I talk about. If you feel it, and if you make up your mind to be earnest, it is not a very difficult thing to succeed. The greatest writers that have ever lived, those that have actually lived, are earnest, not ashamed to say things in the old way, not ashamed to repeat what others have said, perhaps better.

I am not going to make any talks to advertisers without urging you to pay attention to the man who runs a small paper in the cross-roads, or the small town, the man that educates the boys that come to Chicago or New York and make the big successes. Advertisers make a great business mistake in not giving their business, as much as they can, to those country papers, small papers.

The man who lives a mile and a half or three miles outside of a small town, and reads the Weekly of that county, buys everything from the paint on the roof to the cement in the cellar floor, and all the contents of the stable; he has time to think, time to read your copy, time to digest your arguments. I tell you, that ten readers of (Continued on page 737.)

**A. N. P. A. DIRECTORS MEET.**

**Hold Executive Session and Recognize Advertising Agencies.**

The Board of Directors of the American Newspaper Publishers' Association held a regular meeting on Thursday. The directors present were President Elbert H. Baker, Herbert L. Bridgman, John Stewart Bryan, William J. Pattison, Hilton U. Brown, Hopewell Rogers, J. F. MacKay, Jas. Rogers and Charles H. Taylor, Jr.

The directors went into executive session and routine business was transacted.

Recognition was granted to the following advertising agencies:

Advertising Department (Inc.), Leader Bldg., Cleveland, Ohio; Atlas Adv. Agency (Inc.), 450 Fourth avenue, N. Y. City; Capenhart's Mailco Methods (Inc.), 450 Fourth avenue, N. Y. City; Clough, John L., Adv. Agency, Merchants Bank Bldg., Indianapolis; Cross, J. H., Adv. Co. (Inc.), 1524 Chestnut street, Philadelphia; Fenton & Gardiner (Inc.), 286 Fifth avenue, N. Y. City; Globe Adv. Agency (Inc.), 85 Washington street, South Norwalk, Conn.; Goldsmith Co., 207 Market street, Newark, N. J.; Hanft-Metzger (Inc.), 95 Madison avenue, N. Y. City; Leddy, John M., 41 Park Row, N. Y. City; Marsh, Edward H., Adv. Agency, Besse Blvd., Springfield, Mass.; Shaw Adv. Co., Transportation Bldg., Chicago; Sparrow Adv. Agency, American Trust Bldg., Birmingham, Ala.; Thomas Adv. Service (Inc.), Florida Life Bldg., Jacksonville, Fla.; Walker-Longfellow Co. (Inc.), 565 Boylston street, Boston, and Wrigley Adv. Agency (Inc.), 35 South Dearborn street, Chicago.

**Topeka Daily Capital**

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation	
In January, 1913	33,465
Net Average in Topeka	
In January, 1914	9,596

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, Malters Bldg., Chicago

**Paid Circulation is the circulation that pays advertisers**

**The Hartford Times**

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives  
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

**Deutsches Journal**

The N. Y. German Journal is America's Greatest German Newspaper

**Buy a STANDARD Machine**

YOU cannot afford to invest in a half size or rebuilt composing machine—at any price.

**INTERTYPE**

# The *Three* Great Newspapers of California's *Three* Great Cities

CALIFORNIA offers golden opportunities to the *General Advertiser*.

Its people SPEND MORE per capita than the people of any other state in the Union.

As a state it ranks FOURTH of all the states in total money spent by its inhabitants each year.

California manufactures *only 13 per cent* of the goods it consumes. *The other 87 per cent* is purchased from eastern manufacturers.

## The Los Angeles Herald

Circulation exceeds **110,000**

## The San Francisco Call and Post

Circulation exceeds **108,000**

## The San Diego Union and Tribune

Circulation exceeds **23,000**

Combined Daily Circulation Over

**240,000**

CHICAGO—Rooms 742-748 Marquette Bldg., C. H. BROCKHAGEN, Representative.  
NEW YORK—Room 965, Fifth Ave. Bldg., E. C. TROWBRIDGE, Representative.

**NEW YORK WORLD MEN DINE.**

**City Circulation Staff Also Attend Theatre Performance in Brooklyn.**

The city staff of the New York World's circulation department celebrated Washington's Birthday Monday night by a dinner and theatre party, dining in the Shubert Theatre restaurant, Brooklyn, and attending a performance at the Bushwick Theatre.

The menu was printed in the form of a souvenir booklet, containing a miniature reproduction of twenty-two pages of want ads from a single edition of the World.

Among those attending were James McKernan, circulation manager; A. E. McKinnon, P. J. Boylan, H. V. McCullough, H. J. Boede, E. Chapiro, A. E. Flugrath, E. B. Commerford, Joseph Lewis, A. W. Bond, P. J. McCaffrey, L. P. Brennan, S. Cohen, H. Jaques, E. Sculberg, E. J. Redican, P. D. Carpenter.

Eugenio Trinvet Mas, a Spaniard, editor of the satirical weekly, El Liburon, was expelled from Cuba last week on account of attacks on the government.

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

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

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

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

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

Buy the best and you will be content

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

**Los Angeles Examiner**

Sells at 5c. per copy or \$9.00 a year

Circulation } Week Days, 69,560 Net  
                  } Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4 % of families listed in Blue Book of Los Angeles.

**M. D. HUNTON**      **W. H. WILSON**  
220 Fifth Ave., New York      Hearst Bldg., 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

**YOU MUST USE THE**  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - **135,000**

**WILLIAMS' WORLD TOUR**

**Head of Missouri School of Journalism Arrives in Australia—Has Studied Newspapers of Many Lands—Says Office of Moscow Word Is One of the Finest He Has Seen Abroad.**

Prof. Walter Williams, dean of the faculty of journalism at the University of Missouri, Columbia, who, on June 1, left home for a twelve months' tour of the world to study its newspapers, was on Jan. 20 in Sidney, Australia. He has already visited England, Ireland, Scotland, France, Germany, Russia, Holland, Greece and several other countries. From Australia he will proceed to China and Japan.

In the course of an interview Prof. Williams gave a Sidney Herald reporter some of his impressions of the journalism of the various places he had visited. He said that one of the finest newspaper offices he had seen was that of the Moscow Word.

"I suppose I have met more journalists and seen more newspaper offices," he continued, "than any man in the world, and for having everything up-to-date, for comfort for the writers employed, for salaries, and indeed everything connected with the literary and news side of the paper, I have seen nothing finer than that Moscow newspaper office. Thirty years ago, the proprietor told me, he walked into Moscow with only a rouble in his pocket, and to-day the paper he established has a circulation of 300,000—the largest circulation of any paper in Russia. It is one of the world's great newspapers."

**WHAT MAKES A PAPER GREAT?**

"And which is the world's greatest newspaper, in your opinion?"

"That is a question," he said, "which is very difficult to answer. Most men would say the Times, of London, no doubt; but what do we mean by the greatness of a newspaper? You have to judge a paper by the part it plays and the influence it wields in the affairs of the city, or country, in which it is published. The Times, for instance, has but a limited circulation among a certain class. It has a powerful influence on that class, but on that class only.

"Recently I was talking to Lord Northcliffe, the proprietor, or one of the chief proprietors, of the Times and the Mail, and he said he thought they had made a mistake in reducing the price of the paper from 3d to 2d. I agreed with him. They had not brought the price down low enough to compete with the other papers, and if it was more money they wanted they could have got it by increasing the price, even to 6d, for the people who take the Times would take it at any price.

**TWO GREAT WORLD PAPERS.**

"Nor are you to take it that the papers that are most often quoted in other countries are necessarily the greatest in the countries in which they are published. They may be quoted simply because they make a feature of international politics. The Colonne Gazette and the Neue Freie Presse, of Vienna, however, are two of the world's great papers.

"What is journalism? Journalism in Russia is a different thing from what it is in Germany, different in Germany from what it is in France, different in France from what it is in England, different again in England from what it is in the States. German newspapers are not at all particular about the sort of matter they publish, nor do they care much whether their news is a day, a week, or a month old. They are wanting in enterprise and energy.

"I like the French journalism. I like it for its cleverness, and for its lightness of touch. They have in France what is known as 'cafe journalism.' You see the people devouring the Temps, the Figaro, and other papers in the cafes and in the streets, and discussing an article by this man and another by that man. For in France they have signed journalism.

**CHANGES IN INTEREST.**

HARTLEY, IA.—Eugene Peck, editor and publisher of the Journal, has purchased the Iowa City Independent, of which he was formerly editor.

AGAR, S. D.—Verne R. Deyo will in future edit and publish the Argus.

INTERIOR, IA.—The Index has been sold by C. Allen Moore to John Chapman of Martin. Mr. Chapman will conduct the paper.

REDDING, IA.—The Herald has been purchased by J. R. Main. The present editor and manager, C. F. Craig, has resigned and will leave his post on March 1.

MOUNT AYR, IA.—George I. Bartow and J. L. Mills have bought the Journal and J. S. Shepherd and son will retire from its management.

HATTIESBURG, MISS.—E. R. Farrel, half owner of the News, has sold his interest to A. B. Hobbs and F. D. Lander, Jr.

MILLERTON, PA.—Harry T. Graves has sold the Advocate to Orange G. Woodhouse, who will take over the management on April 1.

HONESDALE, PA.—The Independent has been incorporated. The incorporators are Benjamin F. Haines, the present owner and publisher, William J. Haggerty and Alvin Ross Pennell.

DODGE CITY, KAN.—The Dodge City Weekly Journal has been sold to C. T. Warren of Pratt, who is a former editor of the Hutchinson Gazette. T. J. Schall, the former editor, retires.

RUSSELLVILLE, ALA.—The Franklin Times, one of the best known newspapers in Northern Alabama, has been sold by Harry Edwards to E. C. Waterman of Piedmont, Mo., formerly owner of the Newport, Ark., Democrat.

COVINGTON, IND.—Wheeler McMillen, of Lima, Ohio, has purchased the Republican through the agency of H. F. Henriches, of Litchfield, Ill. T. A. Clifton retires from the control of the Republican after many years of active newspaper service.

**The 1914 Eagle Almanac.**

The Brooklyn Eagle Almanac for 1914 was purposely delayed this year to get into it the latest national, State and municipal appointments. Its size is large, and it is more complete than ever before. Speculation halts when the size of future editions of the Almanac are considered if constant size progression continues. Sports are featured in this edition more than heretofore, although the regular features are by no means neglected. The Eagle Almanac well sustains its reputation as a highly useful handbook, both in and out of newspaper offices.

**Fifty Merchants Advertised Together.**

Advertising in the Worcester (Mass.) Telegram, Gazette and Post was given a boost this week when 50 merchants located in North Main street, organized a boom campaign to attract attention to their end of the city and advertised collectively in the newspapers, taking two solid pages. It is their intention to advertise this way twice a week indefinitely.

**A Unique Editorial Announcement.**

The following appears above the editorial columns of the Greenwood (B. C.) Ledger:

**THE LEDGE**  
**R. T. LOWERY,**  
**EDITOR AND FINANCIER,**

is located at Greenwood, B. C., and can be traced to many parts of the earth. It comes to the front every Thursday morning, and believes that hell would close up if love ruled the world. It believes in justice to everyone; from the man who mucks in the mine to the king who sits on the cushions of the throne. It believes that advertising is the life of trade; and that one of the noblest works of creation is the man who always pays the printer.

The Ledger is \$2 a year in advance, or \$2.50 when not so paid. It is postage free to all parts of Canada, Mexico, Great Britain and the county of Bruce. To the United States it is \$2.50 a year, always in advance. A blue mark here indicates that your subscription has become deceased, and that the editor would once more like to commune with your collateral.

**R. J. BIDWELL CO.**

Pacific Coast Representative  
of

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

742 Market Street  
SAN FRANCISCO

**SUPREME**

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

Has the  
**Largest Daily and Sunday**  
Circulation by Many Thousands and  
"Covers Nebraska like a Blanket"

Jan. Average 72729 and  
Growing Steadily  
**C. D. BERTOLET**  
Mgr. Gen'l Adv. Dept.  
1110 Boyce Bldg., Chicago  
366 Fifth Ave., New York

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**

IN  
**WASHINGTON**

C. T. BRAINARD, President.

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

**Detroit Saturday Night**

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

**Foreign Advertising Representatives**

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

**THE NEW HAVEN Times-Leader**

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

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

# The Minneapolis Journal

THE GREAT DAILY OF THE GREAT NORTHWEST

WILLIAM S JONES, Business Manager

Dec.  
23rd.  
1913.

The J. E. Frank Music Co.,  
Minneapolis,  
Minn.

Gentlemen:

In accordance with our conversation, you may deliver your Baldwin Manualo No. 19981 to Mr. C. B. Bickelhaupt, 4421 Dupont Ave. So., the understanding being you are to take out the full amount of its cost, namely (\$1000) one thousand and no/100 dollars in advertising in The Journal at the regular display advertising rates.

Signed The Minneapolis Journal

By E. L. Clifford  
Advertising Manager.

Accepted J. E. Frank Music Co.  
J. E. Frank

Baldwin Manualo No. 19981 received on Dec. 24th, 1913.

C. B. Bickelhaupt

The above contract shows the way The Minneapolis Journal swells its advertising volume.

Mr. Bickelhaupt is the Circulation Manager of The Journal.

## OHIO EDITORS MEET.

Melville E. Stone, Elbert H. Baker and C. M. Palmer Among Speakers at Well-Attended Convention—The Day of Partisan Press Is Gone, Says Associated Press General Manager.

(Special Correspondence.)

COLUMBUS, O., Feb. 20.—The twenty-ninth annual convention of the Associated Ohio Dailies closed to-day at the Neil House with addresses by Melville E. Stone, general manager of the Associated Press, and Elbert H. Baker, president of the Cleveland Plain Dealer. G. W. C. Perry of the Chillicothe Gazette, vice-president of the association, presided at the meetings in the absence of John T. Mack, veteran Sandusky editor, who was unable to come because of illness.

The Thursday afternoon session was purely a business meeting. In the evening C. M. Palmer, the New York newspaper broker, spoke on "Sound Newspaper Values." (Mr. Palmer's address will be found elsewhere in this issue.) Henry C. Vortriede, editor of the Toledo Express, had as his subject, "The Ohio Printers' Federation Congress and Exposition." Mary Proctor Wilson of the Lebanon Patriot talked on "The Daily and the Weekly Newspaper." J. Hamilton Baumgartner, a railroad publicity man, told the members of the changes made in the attitude of the railroads toward the newspaper.

## GOVERNOR'S SECRETARY SPEAKS.

George F. Burba, secretary to Governor Cox, formerly editor of the Dayton News, addressed the Friday meeting. He declared this to be the "age of government by newspapers." Experiences from his own life as a newspaper man were drawn upon by Mr. Burba to emphasize his points.

Among those at the convention were Malcolm Jennings, Marion Star; J. J. Bernstein, Massillon Independent; W. P. McKinney, Marietta Times; E. H. Hill, Fremont Messenger; J. E. Hurst, New Philadelphia Times; E. E. Rutledge, Kenton News-Republican; H. E. Lawlor, Portsmouth Times; T. E. Amos, Jefferson Jeffersonian; M. C. Speidel, Piqua Call; J. K. Hunter, Chillicothe Advertiser; O. J. Jones, Mansfield News; P. E. Bissell, Ashtabula Beacon-Journal; T. A. Cooper, Marion Tribune; C. A. Rowley, Lorain Times-Herald; Frank Haxer, Mt. Vernon Banner; E. H. Mack, Sandusky Register; W. H. Stoutt, Uhrichsville Chronicle; J. A. Chew, Xenia Gazette; Vallere Harrold, Portsmouth Times; G. W. C. Perry, Chillicothe Gazette; Louis H. Brush, Alliance Leader; W. O. Littick, Zanesville Times-Recorder; L. L. Lamborn, Marion Tribune.

Mr. Stone's address in part follows:

"I just heard a gentleman say that this was a government by newspapers; well, that is not an unmixed good. I feel like DeTocville, that great Frenchman, who away back sixty years ago said of the power of the press that it is very hard to conceive of a free government without a free press, but it was almost as difficult to see how a free government could exist with a free press. The struggle for a free press went on for many years.

"I founded my newspaper in the city of Chicago on Christmas, 1875, the Chicago Daily News, and I conducted it for twelve years. I started a newspaper for fun, and I said 'I may not be able to run it very long; I have not a great deal of money, but I will run it my way while I do run it.' And I laid down certain rules that were absolute.

"I had been managing editor of a partisan newspaper—the Chicago Inter-Ocean—and I learned a lesson or two in respect to partisan newspapers, but I concluded that the man who ran a partisan newspaper was an aboriginal idiot raised to the Nth power. First of all, you divide your communities square in two; you cannot expect any support from members of the other party. But that is not the worst of it. The next thing you do, you get into a factional fight, and then you quarrel—but that is not the end of it.

"The first rule I laid down was that my paper should be an independent paper. Second, I remembered that we in the early days had a great philosopher, one of the greatest men that not the United States alone, but the world had ever produced, a man who was essentially the pride of journalism, old Ben Franklin, the master printer, had one adage in Poor Richard's Almanac that 'Honesty is the best policy.' That influenced me.

"In the Editorial Department I laid down one rule at the beginning that neither my partner nor myself, nor any one having a part of the editorial control of the paper, should ever own a dollar of stock in any of the street car companies, gas companies, or any of the public utilities of Chicago, under any circumstances.

## GREAT INTERESTS NOT DOMINANT.

"The charge is made also that the great interests control a lot of newspapers. That is not true. I think nobody in this country is in a better position to know who own the newspapers than I am. Nine hundred of the leading daily newspapers have to come to our door and confess their ownership, in addition to the report they make to the Federal Government.

"I believe that the vast majority of the newspapers of this country are conducted honestly, with a purpose to do their duty by the public. I think there are some who are more or less careless. I think that that wave that is sweeping over the country, what I may call 'cubist journalism'—or 'futurist' journalism, is already on the wane. It is not new. Most of the stories of which I have heard a great deal from silly newspaper men are not new.

"Now, as to whether this strange craze for curious journalism, for emotional journalism, with emotional typography, is the wiser thing, or not, let me direct your attention to one or two things, without entering upon any invidious distinctions, let me suggest to you that the Chicago Daily News, the Indianapolis News, the Kansas City Star, the Philadelphia Bulletin—four papers in the afternoon field, are any one of them making more money than is made by the entire outfit of Hearst newspapers in the United States, and I challenge anybody to disprove it. The people of this country are sane, whether newspaper editors are or not.

## A. P. NOT A MONOPOLY.

"Some gentlemen here have asked me about the projected inquiry into the Associated Press, to determine whether it is a monopoly or not. My answer to that is this, that of all the institutions in the United States, that institution is the last one that will put any obstacle in the way of any investigation respecting it. It was built upon lines that were conceived to be proper, and honest, and honorable, and if it is violating any law on this earth, we want to know it, and if there is anybody that is capable of doing better work than we are, we will be glad to see them do it. What we are aiming at is the furnishing of an honest, truthful and efficient service, and we are doing all we can to accomplish that end."

Mr. Baker seconded Mr. Stone's argument for a non-partisan press in an able address. He said in part:

"There are certain rules of a more or less fundamental sort that may be worth our attention.

"I believe in the first place in giving the community in which our papers circulate a newspaper that the community can be made to pay for, but no better. When two newspapers in the same town enter into a mad race for supremacy, and casting discretion to the winds set an expense basis far above the ability of the town to support, do either profit in the long run? I think not.

"As against such palpable folly, is it not far better for competing publishers to talk things over? It surprises those who have never tried it, to find that very many things are non-competitive after all. For example, it is frequently found that while two papers in a town may be carrying a fair volume of ad-

vertising, that they are making less net profit than they ought because their standard of rates is too low, or that the price should be on a two-cent, instead of a one-cent basis.

"It is a growing conviction with newspaper men of broad gauge, whether they are in town or city, that while government by politics is both right and wise that the day of the party organ has passed. It is one thing to have partisan convictions and the courage of them to be confined to the editorial page, and quite another to so bias your news columns that they become a mere reflection of your personal likes and dislikes and not news at all.

## PRESS HAS ENEMIES AND FRIENDS.

"The newspaper of to-day has many friends and many enemies as well, and often doubtless deserves them both. No longer ago than my own boyhood, any man who felt that he had a real mission in life or a large grudge to pay off, could provide the vehicle for his flights of eloquence of his vials of wrath by setting up a hand press and a few fonts of type, and by the addition of the time honored printer's devil, complete his outfit. I may add that my first experience in business was as ink boy on just such a press.

"But, we live in a swifter day, and far more is required. It goes without saying that the modern newspaper must in proportion to the size of its community and the size and volume of its output, employ a very large capital investment, and with a daily expense that is both large and insistent. It is, therefore, of necessity, a business proposition, and must be so regarded, for otherwise its destruction will be both swift and certain.

## A BUSINESS PROPOSITION.

"No man, or group of men are rich enough to own a newspaper as a mere plaything. Its every utterance would awaken suspicion, and while its demise might be long drawn out, it would be certain nevertheless. The fact that a newspaper to be at all worth while must be first of all a business proposition, and must make its appeal to the public on that basis, brings us to the further fact that the newspaper must, if it is to attain that wide circulation in its community which alone can bring its maximum volume of advertising at a maximum rate, must utterly disregard any narrow view of ownership or of mere partisan politics, and truly serve the public, its real employer to whom it goes fresh each day for acceptance or rejection.

"Let us not delude ourselves with the idea that just because a publisher goes through the motions of printing a newspaper day after day that this fact alone entitles him to every inch of space that every advertiser may choose to publish in his city. The newspaper is not entitled to business or to an increased rate merely because it stands much in need of it. Let us frankly admit to ourselves that the success of the advertiser is the corner stone of our business. I am more and more convinced that the advertiser on the one hand and the newspaper on the other are in a large sense business partners."

## C. M. PALMER'S ADDRESS.

Charles M. Palmer, of New York, gave an excellent talk on newspaper values, in the course of which he said:

"Since my far off first experience nearly forty years ago in a country office I have done almost every kind of newspaper work, upstairs, downstairs and on the road. I believe that in our trade a man learns even more from the experience of his fellow newspaper men than from his own. Whatever his new problems, the newspaper man of wide acquaintance can find among his friends in the business some one or more who have already met and conquered similar difficulties, and who can save him from trouble and loss.

I am, therefore, a strong believer in local, state and national associations of newspaper owners and of the heads of the various departments of newspaper work. I think that the newspaper man should attend as many of these meetings as possible, and that he should subscribe for and regularly read the various pa-

pers devoted to the newspaper business. They will aid him in solving his problem by standardizing his business.

And now for our problem and its solution. Here we are a lot of owners of newspaper properties. To each one of us his property is the most important thing in the world. How shall he conduct it to most increase its value and to make that value solid and permanent? How shape it so that if it seems best it can be readily sold at a good price, or kept in the family, if the boys and girls show any liking for the business, with the certainty that their future is secure? That is the end for which most of us work.

Besides being the most wasteful business there is, the newspaper business is an undeveloped one. We are just beginning to see its possibilities and to learn how to stop its wastes. There are many factors that make it certain that the logically located and wisely conducted newspaper will grow more rapidly in the future than it has in the past generation. Thirty years is about the period covered by the beginning and full development of what is now the type of modern newspaper. This type will greatly expand but change little in essence during the lifetime of any newspaper owner here present.

It is obvious that there are too many newspapers and that this is the cause of much of the waste. In most settled and established communities the number will decrease rather than increase. Our trade must be governed by the same process of elimination and consolidation which is working toward larger units, better service and giving the consumer more for his money in every line of public or quasi public service.

This is inevitable. Some papers now living will die or be absorbed by their competitors. A few, but O, how few, new papers will be established—and live. Many will be started, each and every one of them by men whose neighbors will class them as fools, fanatics or financiers. Quite often the man who seeks to start a new paper in a well filled field will be found in two or all three of these classifications. When he turns up in your field he will cause you some anxiety and he will make you spend more money than you otherwise would have.

But don't lose your head. Still continue to spend your money in making a better paper and getting new readers and advertisers for it, and you will be surprised at the result when he finally blows up or lays down. You will discover that he has developed new readers whom you will get and that whatever extra advertising money he has caused to be spent will be spent in advertising. Appropriations normally increase; they are rarely cut down.

That editorial opinions should be candid and your news matter as accurate as you can make it, are now axioms. No one who is making progress is doing it any other way. I think it equally well proven that the papers that are making the solidest and most rapid progress are those that are made for women as much as for men. The paper that is made for the home, and all its inmates, becomes a member of the family.

Make a good newspaper, the best one that your mind can conceive and your means allow. Above all, lay out a definite policy and stick to it. If you want to ride safely and comfortably, don't rock the boat.

Keep out of politics—the partisan kind of politics, at least. Partisanship is played out and everybody knows it but the politicians.

Avoid entangling alliances. When the President of the United Power, Light & Railway Company calls and carelessly leaves on your desk a certificate for 500 shares of the common stock (which lost him exactly the American Bank Note Company's charge for printing the sheet), be sure that the certificate gets into the waste basket and not into the safe.

In short, don't allow yourself to get mixed up in any business or association that will give any one of your readers or advertisers a right to ask you to suppress a piece of legitimate news or for a favor which will work an injustice to

(Continued on page 725.)



## GETTING AT THE FACTS

**Bert Moses Tells of the Work of the A. A. A. and of Difficulties Encountered in Getting Facts About Circulations—Only Kind that is Valuable to Advertisers—Funny Directories.**

"Blazing the Way for a Square Deal" was the title of an interesting address by Bert M. Moses, of the Omega Chemical Co., formerly president of the A. A. A., delivered at the Tuesday session of the convention of that body held at the La Salle Hotel. He said:

Of the Rubaiyat of Omar Khayyam, Clarence Darrow has this to say:

"We are constantly reminded that there is nothing new under the sun. We no sooner find some rare gem of thought or expression than we discover that it is only an old diamond, polished anew perhaps and offered as an original stone. Neither the reader nor the writer is always aware that the gem is antique and the setting alone is new. The rich mine where the treasure first was found was exhausted in a few brief years, and then became like all the dust of all the worlds; but the gem, polished and worn by time and use, ever sparkles and shines, regardless of the fact that the miner's name is forgotten and his work alone remains."

The newest thought and the latest cry in advertising is Honesty, but it is an old gem polished up anew, and dated back to the dawn of yesterday's seven thousand years. We have just rediscovered that honesty is a desirable thing, and today's leaders are gathering glory for the idea, while the pioneers who preached the same things back in days that are dead are forgotten.

### TRUTH IN ADVERTISING.

Twenty years or more ago George P. Rowell, of revered memory, took the ancient gem, polished it afresh, and then with vigor and persistence endeavored to make at least a part of advertising honest—that part which had to do with circulation. Closely following Rowell came the Association of American Advertisers, and this association has for fifteen years been blazing the way through the forest of falsehood, and making a path where those who came later might walk without stumbling.

Up to the advent of the 3 A's there was absolutely no source from which definite circulation information could be secured, and to this very day our reports are the only authentic data on the subject. It was born of sheer necessity. There were many abuses in advertising, and the band of sincere men who met and adopted a constitution and by-laws were prompted by a yearning to bring about widespread and sweeping reforms. The constitution provided for work along many lines, but as time passed it was seen that reforming the whole world was a most difficult undertaking, and that if one abuse alone was corrected, the gods on high Olympus would be glad.

By general consent the paramount issue was determined to be this: A great preponderance of an advertiser's money goes into the purchase of the thing we know as "circulation," and it is eminently proper and right that he should know the quality and the quantity of it. And so the Association of American Advertisers came to stand for a single idea—the idea of knowing what you are buying and getting all you pay for.

### THOSE FUNNY DIRECTORIES.

Neither then nor now were newspaper directories any more reliable than war news sent out by the Sultan of Turkey. In these directories you can find more funny things than in Hostetter's Almanac, or Kellogg's Square Dealer. The figures are as inaccurate as the kind of scales they use in Kansas. In Kansas, you know, they balance a rail over a fence, tie a hog to one end and a rock to the other, and then estimate the hog's weight by guessing how much the rock weighs.

In fifteen years' experience it has been found that the only way to get circulation facts is to open up the books and count the figures. By comparing this book with that, by consulting cash records, by checking up white paper bills, by matching mailing lists with correspondence, and other methods familiar to competent accountants, we come close to the truth. If there is any better method than the one we have arrived at after fifteen years' work, we surely would like to know what it is.

The Association of American Advertisers' reports are wonderfully comprehensive and supremely simple. I have here the report of our examiner upon a great daily in a great city. It comprises 23 pages and gives information of vital importance to an advertiser. It tells how many papers are sold, how many are given away or returned—average press run and circulation by months. It shows whether the paper is going ahead or going back by giving gains or losses from month to month. It divides the circulation up into city and country distribution. It gives a brief history of the paper. It gives the subscription price—the typographical appearance—the quality of the paper used—the length and width of columns—the average number of pages for a year—the number of editions issued and the quantity of each and where the bulk of each edition goes. It indicates what the general policy of the paper is and what are probably the sort of people who buy and read it. It tells all about methods of distribution, and if there are combinations or special deals or premium schemes used those particulars are set down also. It tells how collections are made

from dealers, and it tells whether the accounts are well paid up or otherwise. It tells what kind of advertising is accepted and what kind rejected and all about the paper's advertising policy. It gives the points of the paper and the news services it employs. It gives the names of those of our members who are using space in its columns. And it gives in page after page of figures the precise distribution of circulation that goes outside the city.

Members who get these remarkable reports can use space to every possible advantage, for they tell with great particularity just what advertisers have got to know if they want to use space intelligently.

This report costs our members about 75c., while the advertising rate of the paper itself is 40c. or 50c. a line. Thus by paying out the price of two lines of space, we get all this information beforehand and when we are ready to make contracts we know precisely what we are doing. We do not pretend to do anything more than give facts, and facts are things you can never get too much of. I do not believe any representative of this paper is possessed of half as much knowledge about it as the members of this association. Very often, when a special representative comes in to sell me space, I can tell him a lot of things about his paper that he never knew.

### ALL PRACTICAL MEN.

Our association has ever been a practical body of level-headed men. We have preferred to be efficient by avoiding too much efficiency, and by making common sense the Court of Last Appeal. Too much efficiency is subject to the law of diminishing returns. There is the case of the man who sold a big institution an elaborate card system. About a month afterward he came in and asked the boss how the card system was working.

"It's working fine," said the boss.

"And how is business?" he inquired.

"Oh," replied the boss, "we had to give up business to take care of the card system."

The Association of American Advertisers has never dabbled with evanescent moonshine nor chased the elusive rainbow to its source. We are not satisfied with publishers' statements alone. We do not believe in circulations made by affidavit any more than a bank will accept deposits on affidavit. We want to count the papers just as a bank wants to count the money before making an entry in the pass book. A publisher is as touchy about his circulation as Boston is touchy about her syntax.

The difficulty is that up to date nobody has supplied a satisfactory definition of circulation that is generally accepted, and yet circulation is the hole into which the advertiser pours his money. There are more ways of defining the word than there are politicians in Indiana. It is good to realize that the work we have done is coming to be recognized as a real service to the honest publisher.

### PUBLISHER'S BLUFFS.

As a matter of fact, requests for examinations are so constantly increasing that we are unable to comply as quickly as we wish we could. The most valuable part of our work, however, is getting information from publishers who, through various excuses, endeavor to cloud the issue. Publishers of this kind, when asked what their circulation is, answer "Ours is the official paper of the county, and let it go at that. Some say "Our circulation is greater than that of all the other papers in town put together."

Some say "We decline to enter into a lying competition with our loathed contemporary across the street." Some say: "Our circulation is ten thousand," because on one occasion the campaign committee bought nine thousand extra copies, which made ten thousand when added to the regular edition of one thousand. Some give as circulation whatever the press counter shows, and no particular care is taken to see that the counter is set back to the beginning when the press starts. Some figure five readers to each copy, and feel justified in multiplying the copies printed by five. Some print their papers in two sections and count each copy as two.

### QUEER CIRCULATION FIGURES.

We have found some very amusing and some very startling situations. Out in Arkansas there is a publisher who, in making up his circulation statement, carried the date 1912 over into the last columns, and added it in with his circulation. Some years ago we discovered a publisher who was claiming over 200,000 circulation but really had less than 25,000, and when his representative in New York learned the truth he promptly threw the paper overboard, and just the other day that paper ignominiously died, the victim of its own deceit.

Another publisher in another great city was selling 90,000 circulation, but delivering less than 50,000, and when we dug the facts out quite a few A. A. members got substantial refunds. The tidy sum of nearly \$400 was rescued by the Omega Chemical Co. from this paper. Another publisher reported over 16,000 to the government, while our auditor found just about half that circulation, and I understand Uncle Sam is this moment preparing to make trouble for this misguided man.

In one of the big cities every paper has been giving gross print as circulation for years, and in that big city the returns run as high as 25 and 30 per cent. Our examiner got at the net figures, and they were passed along to our members, but these same papers continued to give out gross print to the advertising world, so that today our members are the only advertisers who know anything about the real facts in that city.

(Concluded next week.)

## INDEPENDENT'S NEW PUBLISHER.

**Karl V. S. Howland Appointed to Take Charge of Weekly Publication.**

The Independent announces the appointment of Karl V. S. Howland as its publisher. Mr. Howland was born at Kinderhook, N. Y., when his father, William B. Howland, published the Kinderhook Advertiser, the first paper he ever owned.

Karl was educated at the Montclair Military Academy and at Amherst College, from which institution he was



KARL V. S. HOWLAND.

graduated in 1897. He immediately joined the staff of the Outlook, then controlled by his father.

He represented the Outlook for four years in Chicago and was prominent in the Agate club there. He subsequently became treasurer of the Outlook Co. and acted as the art editor of the publication.

He resigned in May of last year to join forces with the Mentor Association, an educational and periodical enterprise, controlled by the American Lithographic Company. On February 5 his appointment as publisher of the Independent became effective.

Mr. Howland replaces no one, but will hold a newly created position on the staff of this periodical. His father continues, as before, as publishing director.

## N. Y. POST'S SUFFRAGE NUMBER.

**Evening Daily Carried 107 Ad Columns and Sold 50,000 More Than Regular Edition.**

A special suffrage number giving an extensive resume of the entire suffrage movement was published by the Evening Post on Thursday of this week. The responsibility for the editing of the number was laid upon the shoulders of the suffragists themselves. A committee selected from eleven of the leading suffrage organizations was appointed. This committee met at the office of the Evening Post a few weeks ago, prepared a dummy, and passed on the copy to be used.

The number contained a six-column story devoted to the work of the National American Woman Suffrage Association; an article on the suffrage question of the ballot; one answering the attack that suffragism and socialism were synonymous, whether or not the ignorant vote would be increased when women are given the franchise, and others of similar interest.

Squads of suffragists sold the special suffrage issue throughout New York City, and the most important street corners were covered in an efficient fashion. Over 50,000 extra editions were sold in addition to regular circulation of the newspaper, while the advertising amounted to 107 columns. Every important city in the country was reached by the special edition.

## OHIO EDITORS MEET.

(Continued from page 724.)

any of your readers. And if you want your property to be rated as a solid one, one of the real institutions of the town, cultivate a bank balance and a reserve fund.

Go after circulation and don't stop going as long as the list continues to grow. As long as it does that you may be sure that there is work yet to be done. Circulation is the newspaper's life blood. But go along legitimate lines by making a good article and selling it on its merits. A real circulation is built up like a brick house—one brick at a time, with a little time between the laying of one brick on another to allow the mortar to set and make the wall a solid mass. Rapidly gained circulation has a tendency to slump, as all of you have noticed.

Make your advertising pages as reliable as your news columns. They will both reflect yourself in the end. If you believe that a penny's worth of iodide of potassium in a pint of sweetened water will cure a case of consumption, it is your duty to take the Fakem Cure Company's money and assist them in bringing the precious boon to the knowledge of those of your readers who are afflicted. But if you don't believe it, what do you think your duty to your afflicted readers is?

Look out for the business office. Choose your counter clerks with more care than you give to the choice of your editors. The work of the editorial force shows for itself; it is there on the printed page where you can check it up and determine its accuracy and efficiency day by day. But down stairs in the counting room some sleek haired young man or minaret skirted young woman, whose mind is on last night's tango party and next Saturday's pay envelope, is perhaps driving away possible customers whom you have spent years of effort in getting into the office, and you may never hear of the tragedy.

Watch your classified page. In most cases it will have more to do with the success of your paper than your editorial page. When the other fellow has a two-liner that you haven't got, find out the reason why and get it next time. If you satisfy the advertisers you have made a customer for life. Don't let your advertising manager tell you "O, we can't work up a classified page in this town; it's too small and everybody knows everybody else, so they don't need a newspaper to help make their trades."

Give your newspaper a home of its own. Live in a rented house yourself if necessary in order to do so. Life is transitory anyhow, but your paper is an institution that is being built for time and eternity as far as you are concerned.

Cultivate harmonious relations with your neighbors and competitors in the business. Do it by playing fair, boosting your own business and not knocking theirs. Maintain your rate card, whatever it is, to the letter. Nothing causes more friction and waste among newspapers than the certainty, or suspicion even, of secret rates or concessions to advertisers.

Keep any arrangement you make with your neighbor if it breaks you, and don't accuse him of violating his agreement until you know all the facts and can prove it. The law and the spirit of the time are against combinations in restraint of trade, but the spirit of common sense still justifies, and the law will respect, the co-operation with his neighbor of the publisher who does not throw his earnings out of the window or endeavor to drown that competitor by trying to see who can stay longest under water without breathing.

### Tribune to Issue Afternoon Paper?

There has been a persistent rumor during the past week to the effect that the New York Tribune is to issue an afternoon edition, and, perhaps, change to an evening paper altogether. G. Vernon Rogers, general manager of the Tribune, when seen by a representative of the Editor and Publisher, declared that there was absolutely nothing in the report.

There is no Duplication or Substitution in

### Pittsburg Leader Circulation

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

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

### The Catholic Tribune - (English) Katholischer Westen - (German) Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January .....	30,908	July .....	32,935
February .....	30,996	August .....	33,730
March .....	31,053	September .....	34,821
April .....	30,998	October .....	35,406
May .....	31,332	November .....	36,067
June .....	32,102	December .....	36,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

**CATHOLIC PRINTING CO.**  
Dubuque, Iowa

### Buffalo News

**EDWARD H. BUTLER**  
Editor and Proprietor

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

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
220 Fifth Avenue, New York  
Lytton Building, Chicago

### WOMAN'S WORK

in these days knows no limit. She permeates philanthropies, schools, professions, business, without neglecting her home and social obligations. The New York Evening Post features every phase of women's modern interests, but not in "the-say-we-can't-leave-'em-out" fashion of most newspapers. "Woman's Story" as it appears in The Evening Post is a continuous appreciative record of her daily doings, and the merchant or manufacturer who fails to set his wares before the women readers of The Evening Post is missing an unusual advertising opportunity.

ESPECIALLY SATURDAYS

3 Cents Evenings—5 Cents Saturdays

**The Evening Post** New York

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

### THE NEW ORLEANS ITEM

As They Told It to Uncle Sam  
**3D U. S. P. O. STATEMENT**  
The New Orleans Item.....53,901  
The Daily States.....32,532  
The Times-Democrat.....25,242  
The Picayune.....20,837  
That's why The Item every week in the year carried more paid advertising of any and all kinds.  
**THE JOHN BUDD COMPANY**  
Advertising Representatives  
New York Chicago St. Louis

### NORTHWESTERN NEWS. BRYAN AT AUTHOR'S LEAGUE.

**Changes on the Spokane Spokesman-Review — Yakima-Benton-Kittitas Press Association Elects Officers—How Its Treasury Was Enriched By a Calf—W. H. Mason Purchases the Deary Enterprise and Bovill Record.**  
(Special Correspondence.)

SPokane, Wash., Feb. 23.—With the return of the night editor, Robert A. Glen, from Boston, where he has been the last four months with his family, a number of changes have been made in the offices of the Spokesman-Review.

Malcolm Glendenning, who has been night editor in Mr. Glen's absence, returns to the city desk, over which Howard Brownlee, assistant city editor, has been presiding.

Charles Sheely, formerly with the Spokane Chronicle, is now on the Review's copy desk. C. H. Anderson, another former Chronicle man, who is particularly versed in mining, is doing police for the Spokesman-Review.

Howard L. Hindley is handling politics, succeeding James A. Ford, who has gone to Washington, D. C., to become secretary to Senator Miles Poindexter, Washington state's junior senator from Spokane.

#### VERRAN ELECTED PRESIDENT.

At the second meeting of the Yakima-Benton-Kittitas Press Association, held recently at Grandview, Wash., the following officers were elected: William Verran, Wapato Independent, president; Yancey Freeman, Sunnyside Sun, vice-president, and Chapin D. Foster, Grandview Herald, secretary-treasurer. The foregoing, with George M. Allen of the Toppenish Review and W. R. Sproull of the Prosser Republican-Bulletin, compose the executive committee.

Publishers of the Yakima valley have felt for some time that a press association was necessary in order that uniform rates could be obtained. The next meeting will be held at Prosser in July.

The association's official exchequer is of unusual origin. W. W. Butler, head of a large dairy company at Grandview, promised the members that he would turn into the treasury the money derived from the sale of a certain calf in his herd. The calf brought \$20, which is the nucleus of the press association's treasury.

#### DEATH OF E. P. GREENE.

Elwyn P. Greene, founder of the Kennewick Courier and the Pasco Express, died at Greenbush, Mich., recently. Mr. Greene was well known by the old-timers in the southern part of the Spokane country, having spent some time in Walla Walla before entering the newspaper business at Kennewick and Pasco. He was for a time pastor of a church at Walla Walla.

W. H. Mason, a Moscow (Idaho) attorney, has purchased the Deary Enterprise and the Bovill Record from S. B. Peterson. Mr. Mason will have offices at Deary. He will assume the editorship of both papers and will continue his practice of law at Deary. He edited a paper at Nampa, Idaho, for some time before going to Moscow.

A. F. Hoisington, editor and publisher of the Latah (Wash.) Enterprise, has leased the plant to Floyd Schlauch and will resume his position in a store at Harrington for a few months.

Robert A. Turner has sold the Ellensburg (Wash.) Dawn to J. D. Matthews and A. L. Slemmons. It is a Democratic paper and will hereafter be known as the Ellensburg Democrat.

#### Frank Harris in Jail Until March 6.

Frank Harris, editor of Modern Society, London, has been refused release from jail until March 6. This action of the court is made notwithstanding the fact that the London editor has apologized for commenting on the Leslie-Melville divorce case while it was still pending in the courts and pleaded that he would have done so before but for a dangerous illness which made an operation necessary.

### Addresses Prominent Writers and Publishers at First Banquet.

Four hundred authors, editors and publishers—male and female—attended the first annual banquet of the Authors' League at the Biltmore, Feb. 14. Among the speakers were Secretary of State Bryan, Rex Beach, Herbert Putnam, librarian of Congress, George Haven Putnam, Samuel McChord Crothers and Mrs. George C. Riggs. Winston Churchill presided and Dr. William M. Sloane acted as toastmaster.

Between the courses of the dinner moving pictures of Amelie Rives, Booth Tarkington, Louis Joseph Vance, Ida Tarbell, Rex Beach, and Ellis Parker Butler were shown on a big canvas, followed by pictures representing scenes taken from the works of these authors.

Mr. Bryan received a most cordial reception. He said he was glad to attend the dinner of the authors because he felt, on reaching his present age, that he should let pass no opportunity to say something that would be helpful. He recognized the power for good which the authors held. Then he added:

"I cannot understand why anyone will write for any other reason than to present something worth saying. If one has no higher purpose than to coin money by literary work it cannot be largely successful."

Mr. Bryan offered an amusing incident during his speech, when he nearly took a drink of wine. The keen eyesight of Mrs. Bryan and her prompt action saved him. He had a pitcher of grape juice before him.

Rex Beach aimed his shafts at the copyright law, which, he said, was awkward and clumsy and did not provide ample protection to the writers. He doubted if even the courts understood the law, and if they did he expressed the opinion that they had done some "marvelous and scientific side-stepping." Mr. Beach also said that the time was coming when authors would find it to their advantage to produce some of their short stories or novels first in the form of photo plays.

Among those present were Don C. Seitz, Robert S. Yard, Josephine Daskam Bacon, Gelett Burgess, Mary Stewart Cutting, Thomas Dixon, Frank C. Dodd, Russell Doubleday, Montague Glass, Charles Dana Gibson, Edna Ferber, Ethel Watts Mumford Grant, Rupert Hughes, Franklin P. Adams, Edward W. Bok, Arthur Gunterman, Will Irwin, Owen Johnson, John Luther Long, Percy Mackaye, George Barr McCutcheon, Lincoln Steffens, Frederick A. Stokes, Carolyn Wells and Mrs. Wilson Woodrow.

#### NEW PUBLICATIONS

CHARLESTON, W. VA.—The Kanawha Progressive, published here, has made its first appearance. It is a Progressive newspaper and is edited by Harry Houdasheldt, formerly of the Charleston Gazette.

NEWBURG, Mo.—The Phelps County Record, an independent newspaper, has been started by C. A. Hanley, formerly editor of the Richland (Mo.) Mirror.

BASIL, O.—The Record is the name of a paper launched last week. A. A. Miller is the editor and publisher and Lillian U. Miller associate editor.

SPRINGFIELD, ORE.—James Baker and B. D. Dudworth announce their intention of starting a newspaper next week.

WASHBURN, ME.—The town is to have a newspaper, and a committee of the board of trade composed of H. S. Wiley, O. E. Woodman and H. W. Wilder has been appointed to see how much advertising can be guaranteed for the new enterprise.

#### Honors for Harrisonburg

There are only eight daily papers published in the United States, with a circulation greater than the population of the city of publication. The Harrisonburg (Va.) Daily News-Record heads the list with 7,500 paid subscriptions in a town of 4,879 population.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

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

## The Evening Mail

203 Broadway New York

### The New York Times A Leader in January

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

### A PRODUCER OF RESULTS

## The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

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

### Get the Best Always

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## THE PEORIA JOURNAL

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

THE LARGEST Circulation NET PAID

H. M. PINDELL, Prop.  
CHARLES H. EDDY, Representative  
Madison Avenue, NEW YORK

**PRESS ASSOCIATIONS.**

The mid-winter meeting and dinner of the New Jersey Press Association was held at the Hotel Windsor, Trenton, last week. About 150 members and friends of the organization were in attendance. D. P. Olmstead, editor of the Perth Amboy News, was the toastmaster, and responses were given by Governor Fielder, Dr. Talcott Williams, director of the School of Journalism of Columbia University and president of the American Conference of Teachers of Journalism, and United States Senator Albert B. Cummings, of Iowa.

The annual meeting of the Eastern Press Association was held at Halifax, recently. Many matters of general interest to the publishers of the daily press of the Maritime Provinces were considered and discussed. It was decided by the morning newspaper group of publishers to conclude arrangements for a special cable service from London, England, which coupled with the present leased wire service from Montreal, will place these papers on a par with the leading papers of Canada for news gathering. The following officers were elected for the ensuing year: C. C. Blackadar, Recorder, Halifax, President; J. C. Keating, Times, Moncton, vice-president; G. Fred Pearson, Chronicle, Halifax, secretary.

The silver anniversary of the New York Woman's Press Club was celebrated at the Waldorf-Astoria last week. The program included a greeting from the president, Mrs. Haryot Holt Dey; addresses by Mrs. Fannie Tucker Low, on "The Early Days of the Woman's Press Club"; John E. Keller, on "The Managing Editor"; Ernest Thompson Seton, on "Newspapers I Have Known"; Mrs. Myra B. Lord, "The Woman of the Newspapers"; Nicola Greeley-Smith, "Interviewing as a Fine Art," and Andrew W. Ford, "Inspiration." Dancing and a musical program followed. The club has had but four presidents since its organization, Mrs. Jennie June Croly, the Rev. Phebe A. Hanaford, Mme. Katherine Evans von Klenner and Mrs. Haryot Holt Dey.

The annual meeting of the Delmarvia Press Association was held last week in Wilmington, Del. At the business session the association re-elected officers, as follows: President, Thomas F. Dunn, the Index, Dover; vice-president, S. S. Shannahan, the Star-Democrat, Easton, Md.; secretary and treasurer, William F. Metten, Every Evening, Wilmington; executive committee, Colonel Theodore Townsend, the Chronicle, Milford; C. L. Vincent, the Messenger, Snow Hill, Md.; Spencer F. Rogers, the Accomack News, Onancock, Va.

The Maine Press Association held its 51st annual meeting at Portland. Officers were elected as follows: President, W. O. Fuller, Rockland; vice-presidents, Edward M. Blanding, Bangor; Frank B. Nichols, Bath; Caro L. Guimond, Pittsfield; executive committee, W. O. Fuller, Rockland; Charles E. Williams, Portland; Roland T. Patten, Skowhegan; Walter E. Rogers, Sanford; secretary, Joseph Wood, Portland; treasurer, William H. Dow, Portland. The association voted that some action should be taken to secure such revision of the Maine statutes relating to libel as will adequately protect the newspapers and the public.

A gridiron dinner, patterned after the Washington, D. C., functions, was given Feb. 26 by the Press Club of Sioux City, Ia. The Governors of Iowa, South Dakota and Nebraska have accepted invitations to attend. A similar show given last year was attended by 750 business men. The Press Club held its annual meeting last week and elected the following officers; Emmett Canway of the Tribune, president; Rex Large of the Journal, vice-president; George W. Barrett, of the News, secretary and treasurer.

**WITHIN THE SHADOW.**

**A Country Editor's Grief the Inspiration of a Striking Editorial on Death.**

That the old type of country editor, whose life is spent in recording the joys and sorrows of an intimate constituency, is still with us is shown by the following touching and sympathetic editorial entitled "Within the Shadow," printed in the Newtown, L. I., Register, Feb. 5, from the pen of Charles F. White, the owner and publisher:

In its turn it has come to us. Week by week we have been called upon to announce the death of some member of the community. Now here, now there, the invisible angel has appeared with the unwished-for summons. Sometimes expected, often without warning, but always in grim terror he has registered his presence. In the chronicle of events we have written the record of his passing to and fro in our midst.

Nor have the announcements been written with calloused hand. The confines of vocabulary have compelled the use of familiar words and common phrases; but, whatever may be the manner in which the common items are edited, the obituary scarcely ever passes our desk but that we feel a pang at the heart in sympathy with those whose sorrow we herald. For death never grows familiar. The nurse whose task it is to remain in heroic service to the end; the physician who labors in hope till the last spark of life has expired; the clergyman who times without number says the office of the dead—they each yield deeply of their own hearts' emotions as they see the passing shadow of the angel which rides the pale horse. No less does the news writer feel the quiver of sympathy while putting into chilling words the story of grief, always varied and yet always the same.

Now it is different. It has come to us. One of our own is taken. A beloved daughter has passed into that bourne whence no traveler ever returns. We thought we knew what death meant when we gave the notice for others, yet we did not. How unlike death is to all other of life's experiences; and, because unlike, none can have real sympathy till they too have lost the object of affection. It is different since death has come to our own. What we feel now is beyond expression. Another's pen must write the lines. Thoughts brood chaotic in the mind. The heart cords are broken and bleeding; they cannot vibrate. It seems almost as if the world had stopped for the time as the awful silence of the stilled voice weighs down upon the benumbed senses.

And yet it must be so. It must, because to all alike the summons comes in time. There is but one event certain for us all, and that is death. All else upon which we build our hopes, or upon which we set our affections, is of uncertain duration; that the end will come to each we can alone count upon. It is therefore the wisdom of sublimest faith to bow in uncomplaining submission to the Sovereign Author and Disposer of life. "The Lord hath given and the Lord hath taken away, blessed be the name of the Lord."

**Wisconsin Journalism Course.**

Newspaper advertising is the subject of a new course in the department of journalism at the University of Wisconsin this semester. The work is in charge of Prof. R. S. Butler, a member of the educational committee of the Associated Advertising Clubs of America. With the new students that have entered for the second semester the total number of students in the four year course in journalism this year is just 100. Students in the class in newspaper reporting are now taking regular assignments every day on the two daily papers in Madison as a part of their practical experience.

**Consolidation At Marshall.**

The Marshall (Mich.) Statesman and the Marshall News have consolidated and will be issued as one paper in the future. H. D. Lansing has purchased E. B. Stuart's interest in the Statesman and will continue the business in partnership with D. W. Knickerbocker, editor of the Marshall News. The Statesman will assume the circulation of the News and will continue their offices in the old Statesman stand. Mr. Lansing has been employed on the Statesman for several years and understands the business thoroughly.

**Who Was He?**

Returning home from Sunday school one Sunday a little five-year-old girl said: "Mamma, every Sunday the man reads how much money each class gives, and then he tells how much Total gives, and Total gives more money than any one. He must be a rich man. Who is Total, mamma?"



**Makes the Public Pay the Advertiser's Monthly Bills**

We prepare advertising copy that Pays and place that copy where it pays most.

*Address*

**Capehart's Maiknown Methods**

INCORPORATED

456 Fourth Avenue New York City

**THE** net paid circulation of **The New York Times--both daily and Sunday--is greater than that of any other New York morning newspaper, the World and the American only excepted**

The advertising rate of **THE NEW YORK TIMES, 40 cents per agate line, with circulation Sunday and daily exceeding 200,000, makes the cost less than one cent a line for each 5,000 circulation—the cheapest, as it is the best, newspaper advertising in the world.**

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, February 28, 1914

### LETTING DOWN BARS TO ADULTERATION.

The Supreme Court of the United States in a decision handed down this week declares that the adulteration of food products, to be punishable under the Pure Food and Drugs act, must be carried to the point where the adulteration actually disguises defects in the food, or where the use of poisons make the product actually deleterious to the consumer.

In other words a manufacturer can put into his product any foreign substance he pleases providing it is not appreciably harmful and does not cover up its defects. Take black pepper as an illustration. A manufacturer may now grind fifty pounds of the pepper berries and by adding fifty pounds of pulverized cocoonut shells may sell the mixture as pepper without fear of prosecution under the food and drugs act. Assuming that the pepper berries are of good quality the addition of the cocoonut shells does not disguise their defects nor are they specially deleterious to the health of the consumer.

As far as poisonous substances are concerned if they are not used in sufficient quantities to be injurious to the health there is nothing to prevent their introduction in a food product.

The Pure Food and Drugs Act, under this decision, is robbed of much of its strength. It lets down the bars to a vast amount of food adulteration and nullifies much of the work that has been done by those who have been indefatigable in driving unprincipled manufacturers out of business.

### TWENTY-FIVE YEAR OLD NEWS.

Queer things sometimes happen in editing a newspaper. The names of people who have been dead several years are occasionally included "among those present" at an important public meeting; and events that occurred ten or fifteen years ago are reported as yesterday's news.

The Editor and Publisher on January 31st printed on its first page an article announcing the incorporation at Chattanooga of a company to publish a paper to be known as the Chattanooga Tribune, and giving the names of those interested in the enterprise. Soon after its appearance letters and telephone messages were received at this office saying that the announcement must be a mistake.

Then came a letter from the business manager of one of the Chattanooga newspapers which cleared up the matter. He said that the News had been carrying a feature entitled "Twenty-five Years Ago." One of the paragraphs related to the incorporation of a company to publish the Tribune. The item was doubtless clipped by an exchange editor, who wrote a single line head over it and ran it as news.

The news editor of The Editor and Publisher found the item among the clippings furnished by one of the bureaus and had it put into type.

W. C. Johnson, vice-president of the Chattanooga News, in a letter to the editor, says:

"Several of the men mentioned in the article are parties who have been dead for several years. I am informed by ex-Senator Sanders, H. Clay Evans and others that they are having numerous inquiries concerning the paper, which leads me to believe that The Editor and Publisher is pretty widely read. I understand that a machinery salesman jumped all the way from Chicago in order to be first on the scene on the sale of equipment."

### THE ORATOR AND THE EDITOR.

The orator stands upon the platform in the spotlight with an audience of responsive individuals before him. He speaks with a silver tongue, and, if he is skillful, he plays upon the gamut of human emotions that belong to those who listen to him. At will, tears flow, laughter ripples, and enthusiasm bursts into storms of applause. If there is anything on earth to inspire a man, it is his oratory.

The editor, on the other hand, sits in a room apart. His desk may be merely a board on a couple of barrels, or it may be a mahogany roll-top desk, according to circumstances. No eye beholds him as he pens his editorials. There is no echoing applause at his sonorous periods, his flashes of wit, his outpourings of wisdom. The editor's thoughts are transcribed upon copy paper, they are set up in type and duly appear in his publication. In most cases they might as well have been thrown into the sea, so far as visible traceable results are concerned. The editor, as he works, hears no shout of approval, no stamping of feet, no clapping of hands. His own conscience approves, but that is about all. The paper may grow in influence because of the excellence of its editorials, but the readers are moved by text rather than personality.

The good done by an editorial may now and then be traced. Not long ago a man failed in his business and all his efforts to recoup seemed sterile. His despondency became so acute that suicide seemed at last his only refuge. He had practically resolved upon self destruction when he read an editorial written without specific knowledge of his case, yet fitting it exactly. This editorial brought the despondent man face to face with his folly. It made such a strong impression upon him that he sought out the writer and told him that it had prevented him from taking his own life.

The editor lacks the orator's inspiration and spectacular surroundings, but he exercises a wider, more continuous and powerful influence than can ever flow from the orator under the most favorable circumstances.

If the members of the New York Legislature possess any sense of justice they will vote for Senator Murtagh's bill prohibiting the enclosure of advertising circulars, handbills or whole newspaper pages in newspapers by newsdealers. To allow the practice to continue is unfair to the publishers and unjust to the advertisers.

### ORIGINATED THE DOLLAR DAY IDEA.

NEW YORK, February 23, 1914.

THE EDITOR AND PUBLISHER:

The "Dollar Day" idea, recently successfully used by The Fort Worth Record, and about which you print an excellent editorial in The E. & P., was originated by me nearly ten years ago.

It was sent out as a part of my advertising promotion service, which contains, each month, in addition to promotion copy, a few original ideas for promotion "stunts," such as the one described.

One of the first of my patrons to utilize the "Dollar Day" idea was a little daily, The Star-Courier, of Kewanee, Ill., then managed by Will Curtis, a real hustler. Mr. Curtis made "Dollar Day" a monthly selling-event with most of the local stores there, and issued in connection with the recurring event a special supplement of "Dollar Day Bargains," containing about eight pages of advertising. He assured me that the plan was the most complete success in every way, and that it had earned a lot of money for the paper.

Later, the Danville Commercial-News made a big hit with it; and, altogether, perhaps a hundred daily papers have utilized it. I have yet to hear of a single instance in which it failed to yield big returns.

While the idea and plan are my property, pro-

tected so far as may be done under my copyrights, I am quite willing to permit its use in fields where such use might not conflict with the rights of those patrons of mine of ten years ago who, through their purchase of my service, were entitled to exclusive use of the idea in their cities. I wish you would suggest, therefore, to those contemplating using the idea, inspired by your editorial, that they communicate with the originator of it first, as a matter of courtesy.

W. D. SHOWALTER.

### THE AD MANAGER AND THE SOLICITOR.

NEW YORK, February 25, 1914.

THE EDITOR AND PUBLISHER:

I read with interest in your issue of February 14th the discussion under the heading of "How Far Should a Solicitor Go?"

To my way of thinking your article does not do justice to the solicitor, because you fail to say whether or not the advertiser had selected the best papers to start with.

If the advertiser had selected the very best papers he could, then most surely the solicitor made a mistake when he prevailed upon him to add a third and weaker paper. If this were the case, then the advertising manager was not competent to fill his job, because, being positive that he was right, the advertising manager should have shown the solicitor that his paper was not worthy of consideration and so dismissed the matter after the first call.

The chances are, however, that the solicitor of the third paper was really representing the best paper for the advertiser to use; in which case, he certainly was justified in winning out, and he would have been a dub had he failed to do so.

The whole cause of failure lies in the fact that the advertising manager had not the backbone to cancel one of the first contracts he had made. When the solicitor showed him his error in not using the third paper the advertising manager was too weak-minded to do justice to any one. He didn't dare turn down the man who had proven him wrong. He had not the nerve to be honest and cancel a contract, so he ruined everyone's future on that one account by overspending its possibilities. Failure is up to the man who jumped into the contracts before he looked.

Some of the greatest crimes of advertising are committed by men who select mediums without fully considering all the publications in the field. There are very few space buyers who have the opportunity to know all there is to be known, or in fact, all that ought to be known about the press of any one of our cities.

If the party discussed in your editorial had listened to all four of the solicitors before he started his campaign he probably would have been right at the beginning, and there would have been no possibility of a third contract. He made his mistake when he did not listen to and carefully consider all the arguments before making the start, which is a very great and very frequent mistake among space buyers.

Men are too prone to accept their own ideas as to the standing of papers. They forget how rapidly conditions change, and so it often happens that a paper is considered good only because it was good ten or fifteen years ago, while the value of a paper that has developed and gone far ahead of its competitors is overlooked by the space buyer, who does not have the opportunity to travel and is too busy to interview the representative who could give him the facts.

No one man can know all there is to be known about the papers.

I don't maintain that the story of every representative should be accepted as proof positive. No space buyer should accept the story of one publisher or his representative until he has heard the story of each competitor. Every man who represents any editorial influence or circulation strength in the territory should have a careful hearing, if the advertiser hopes to cover that field to the best advantage.

S. E. LEITH.

### Free Ads for Pattern Houses.

NEW YORK, Feb. 17, 1914.

THE EDITOR AND PUBLISHER:

As a constant reader of your paper I have often wondered why you never take up the paper pattern proposition. Inclosed is a picture cut from the Chicago Daily News, which, to my mind, is clearly an ad and should be so marked, according to the recent law.

The papers are paid for running these cuts, either directly or indirectly. Very likely a per cent. of the sales is given them. The manufacturer's name even appears on the cuts.

The Globe in this city and many other papers throughout the country run these ads. Why help the Curtis Publishing Co. to this extent? Are they especially deserving of this free or cheap advertising? The department stores would get up more attractive ads., that would be more interesting in the woman's page, if the papers would print them free.

When the newspaper goes into the mail-order pattern business it is competing with its best advertisers, the department stores, as some sell this make of patterns. This seems unfair to the advertisers. Could the Editor and Publisher give the attitude of the newspapers in this matter? Newspaper advertisers would be interested in any statement that you cared to make.

C. B. SMITH.

**PERSONALS.**

A. D. Mayo, publisher of the Chicago Record-Herald, was a recent speaker before the Advertising Club of Los Angeles.

Clark Howell, editor of the Atlanta Constitution, has been urged as an appointee as U. S. Senator to fill out the term of the late Senator Bacon.

Dr. James A. MacDonald, editor of The Toronto Globe, delivered the principal address at the Free Synagogue, in Carnegie Hall, at the morning service, on February 22. He was introduced by Rabbi Wise. In the evening he spoke in Unity Church, Montclair, N. J., on "George Washington and the Anglo-Saxon Unity."

Rollo Ogden, editor of the New York Evening Post, addressed the Chamber of Commerce at Cleveland, O., on February 17. His subject was "The Duty of Americans to Understand Each Other."

Mrs. Don Carlos Seitz, the wife of the business manager of the World, gave a musicale at her home in Brooklyn on Tuesday afternoon. Miss Mildred Seitz sang.

Robert J. Collier, of Colliers Weekly, has purchased a six passenger aero skimmer, a gliding boat, from the Sloane Aeroplane Company, of New York. The craft was designed by Frank Coffyn and John E. Sloane.

A. R. Saylor, owner of the Labor Herald, of Wilmington, Del., has been appointed a representative of the State at the Convention in New York, of the American Association of Labor Legislation.

Donald F. Biggs, of the Little Rock Gazette, has been made editor of the North Arkansas Herald, at Harrison, Ark.

Henry E. Roethe, the editor of the Fennimore Times, of Fennimore, Wis., Republican candidate for Governor, will do his whirlwind campaigning on foot. His present plans contemplate a walking tour of 3,000 miles.

S. B. Look is editor of the Belleville (Pa.) Times, besides which he is somewhat of a globe trotter; he has just returned from a pleasure and sightseeing trip in which he covered more than 8,000 miles. Editor Zook took his leisure in covering this distance, spending about a year in making it.

E. P. Russell, editor of the Juneau, (Alaska) Dispatch, is spending a few days in Chicago, New York and other eastern cities.

A. B. Armagost has been made editor and manager of the Johnsonburg, (Pa.) Breeze.

**GENERAL STAFF PERSONALS.**

Fred A. Suter, of Arthur Young & Company, Chicago, has been appointed auditor of the New York Tribune.

Meredith Davis, for several months past city editor of the Richmond, Va., News-Leader, has departed for Denver, Colo., to take charge of a copy desk on the Rocky Mountain News. Since the present session of the legislature has been in progress, Mr. Davis has been running now and then "The Once Over Legislature," and which made a hit with the News-Leader readers.

Clarence C. Killen, a popular young newspaper man of Wilmington, Del., has secured an appointment as assistant secretary of the local Chamber of Commerce. His job pays \$1,200 annually.

Hugh Allen, who has been managing editor of the South Bend News-Times

for the last two years, has resigned to accept a similar position with the Akron (O.) Beacon. He will be succeeded by John Henry Zuver, who conducted a Bull Moose weekly here for about a year.

Edward J. Barry, who became circulation manager of the New York Tribune last June, has resigned. Mr. Barry is in ill health and will leave soon for a vacation in the Adirondacks. He has been in the newspaper field for seventeen years and was formerly assistant circulation manager of the New York Herald.

J. Virgil Taylor has been made city editor of the Altoona (Pa.) Tribune. He succeeds the late E. Warren Everhart.

Crawford Head, formerly city editor of the Cincinnati Post and more recently in charge of the feature departments of the St. Louis Globe-Democrat, has become general press agent for the Associated Theatres Company, of St. Louis.

**WASHINGTON PERSONALS.**

Mark Thistlewaite, secretary to Vice-President Marshall, formerly identified with Indiana papers, will be married to Miss Mabel Whisner, of Indianapolis, March 18.

Frank D. Lauder, Jr., correspondent of the Hattiesburg (Miss.) Daily News, has returned to the home office to become the news editor of his paper.

Col. George Milton, of the Chattanooga News, is a visitor in this city.

Karl Green, formerly a correspondent for Texas and New Mexico papers, spent several days of this week in Washington.

The name of C. S. N. Godwin appears in the Congressional Directory for the first time as a representative of the United Press Association.

John K. Stauffer, formerly with the Reading (Pa.) Eagle, is now with the Herald of the same city.

Rumor has it that W. F. Donaldson, the popular superintendent of the House Press Gallery, will be married to a charming Baltimore belle in the early summer.

Theodore H. Tiller, the versatile writer of the Munsey publications, is the author of a new feature column on the Times' editorial page, entitled "Capitol Spotlights."

Senator Joseph L. Bristow, owner of the Salina (Kan.) Journal, and Representative Victor Murdock, owner of the Wichita Daily Eagle, are candidates for the United States Senate.

**WEDDING BELLS.**

A. R. R. Onyun and Miss Sarah F. Phillips were quietly married in Alexandria, Va., February 21. Both have long been employees of the Washington (D. C.) Times, Mr. Onyun being in the advertising copy department, and Miss Phillips in the Circulation end.

Jacob A. Goldberg, for over four years labor news reporter on the Worcester (Mass.) Telegram, was married to Miss Frieda N. Isaacson, of Dorchester, Mass., last week. Mr. Goldberg was on the city staffs of the Lowell Daily Mail and the Telegram before going to Worcester.

Robert E. Halliway, editor of the Kirkwood (Md.) Courier, made good on his resolve to marry within a month after he obtained a "steady job" and it has just come to the knowledge of his friends that as the result of an elopement on November 1 he married Miss Florence Margaret Tuckley, a childhood playmate. Mr. Halliway was formerly on the Democrat-Tribune of Jefferson City, Mo.

**PUBLISHER'S NOTICE.**

Advertising Rates: Display, 15 cents per agate line; 25 per cent discount on yearly contracts. Classified, 1 cent per word. The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street. Philadelphia—L. G. Rau, 7th and Chestnut streets. Pittsburgh—Davis Book Shop, 416 Wood street. Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W. Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street. Cleveland—Schroeder's News Store, Superior street, opposite Post Office. Detroit—Solomon News Co., 60 Larned street, W. San Francisco—R. J. Bidwell Co., 742 Market street.

**ADVERTISING MEDIA**

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

**BUSINESS OPPORTUNITY**

**Special Newspaper Representative**

having two live dailies would like to form a partnership with a hustler who also has one or two papers. References exchanged. All replies treated strictly confidential. Address D 1191, care

**THE EDITOR AND PUBLISHER**

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

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

**MISCELLANEOUS**

**DAILY NEWS**

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

**LINOTYPE MACHINES**

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

BOOST YOUR CIRCULATION. My special circulation campaigns will bring thousands of subscribers on merits of your paper. The kind that stay and pay. Terms reasonable. W. Clement Moore, Circulation Specialist, New Egypt, N. J.

**NOTICE OF ANNUAL MEETING**

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

Arthur Whitman Lloyd, a newspaper man who is well known in Boston, was married to Alice Spencer Geddes, formerly owner and editor of the Cambridge Press, then the only newspaper in the country conducted exclusively by women.

**Changes on Chicago Record-Herald.**

Henry Barrett Chamberlin has been appointed publisher of the Chicago Record-Herald; City Editor McMillan has been made managing editor, and Frank Momey takes his place at the head of the local staff. Harry Hazelwood succeeds Momey as telegraph editor.

**ONLY DAILY**

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

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**SITUATIONS WANTED**

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

**AN AMBITIOUS YOUNG MAN**

Eighteen years old, desires a position in the editorial rooms of a New York Newspaper where he will be given a chance for advancement to a reportership, etc. Has a good Public School education, has written prize essays. Address "J. B. H.," care The Editor and Publisher.

**OUTSIDE AD MAN**

Who combines a knowledge of copy-writing with his salesmanship ability in the successful solicitation of advertising; eight years' experience, clean record, right kind of endorsement, desires new connection. Is energetic, a hustler, and delivers the goods. "RAYMOND," care The Editor and Publisher.

**CAN YOU USE A BUSINESS GETTER?**

One that can canvass the prospect, get the name on the dotted line, one that has had seventeen years of actual experience contracting with large advertisers. If so, and are willing to compensate same you can learn of one such man that is open for a proposition either with some large Newspaper or Trade paper. Address D 1194. Care The Editor and Publisher.

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

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

Former advertising manager metropolitan daily, thoroughly experienced as solicitor, copy writer and business builder, now on New York City daily, desires advertising or business management evening daily in city of 75,000 to 300,000 population. Good man are worth good salaries and can prove it within six months. New Business, care E. & P.

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

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

**YOU NEED A MAN**

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

**FOR SALE**

GOSS. Three Deck, seven Col. Straight Line Perfecting Press, with Color attachment and Stereotype Equipment, 4 to 24 pages latest model, practically new, great bargain! The Typesetting Machinery Company, 1243 S. State Street, Chicago.

The Mount Vernon (Washington) Argus, published by Frederick Ornes, is now being issued twice a week, on Tuesday and Friday.

## PRIZE CONTEST CASE.

**Competitor in Hartford Evening Post's Circulation Campaign Sues to Recover \$300—Claims He was Told Payment of Sum Would Win Him the Prize—Court Decides Against Him, Holding Agent Unauthorized.**

The Hartford (Conn.) Post in January, 1913, carried on a subscription prize contest under the direction of C. J. Finch. The first prize was an automobile and, as is usual in these contests, competition became very hot toward its close.

Samuel S. Greenberg, one of the competitors, paid \$300 for votes with the expectation that he would get the automobile. Unluckily for him, however, another candidate was the winner.

Thereupon Greenberg brought suit against Finch to secure the \$300, alleging that the latter had represented to him that the payment of the sum mentioned would give him the first prize. Greenberg also brought action against the Hartford Evening Post, and the latter demurred to the complaint.

Judge Edward L. Smith, of the Court of Common Pleas, at Hartford, sustained the demurrer and in his opinion said, in substance:

"It is settled law that the principal is liable for the fraud of his agent committed within the scope of the agent's authority. The fraud on the part of the agent alleged is that he collected \$300 from the plaintiff by misrepresenting that if the money was paid the plaintiff would be entitled to one of the prizes offered in the contest. Under the allegations of the complaint it appears that the agent was authorized to conduct the prize contest.

### NOT IN AGENT'S AUTHORITY.

"It does not appear that the agent was authorized to guarantee the specific result of the contest. That would obviously be impossible to do, for the result of the contest was a matter resting in the future and depending upon many factors. The court holds, therefore, that the agent's fraudulent representation to the plaintiff was not within the scope of the agent's authority.

"The plaintiff admittedly knew the published terms of the prize contest. The representations of the agent to him were in violent contradiction of those terms. Was the plaintiff reasonably justified in relying upon the statements of the agent? He made no investigation and paid his money to the agent carelessly.

### CONSPIRACY TO CHEAT.

"The plaintiff is in a dilemma. If he can construe the representation of the agent as a statement of fact then the plaintiff and the agent entered into a conspiracy to cheat and defraud other competitors in the prize contest in such a way that the plaintiff would benefit by receiving the prize, and if he construed the representation of the agent as an expression of opinion then his action for fraud fails.

"It is not alleged that the defendant had any part in the conspiracy to cheat, and it is not alleged that the defendant received the money otherwise than in good faith and for value. Under these circumstances it is difficult to see how the defendant is to be held liable to the plaintiff."

### Waynesburg Times Changes Hands.

The Waynesburg (Pa.) Times, a daily newspaper, has been sold to John F. Pauley and associates. Mr. Pauley was formerly editor and proprietor of the Messenger. The sale was made by the Times Publishing Company, of which Edward Martin is president and J. A. Garrison secretary and treasurer. The consideration was not made public. The new owners took over the entire plant of the Times company and will continue to publish the paper as a daily paper. The sale did not include the Independent, a weekly paper owned by the Publishing Company.

## CIRCULATION NOTES.

A new form of presenting circulation facts and figures and one that will be of interest to newspapers generally has been put into practice by the Baltimore Sun, of which Robert Ennis is advertising manager. Every solicitor on the advertising staff of the paper has been provided with a leather-bound, loose-leaf book, approximately one foot square, in which are shown condensed maps of the sixty-three carrier routes, photographs of the owners of these routes and list of the homes into which the issues of the Sun, the Evening Sun and the Sunday Sun are regularly served. Its purpose is to show advertisers what they get for their money.

### Premium Journal Starts.

Paul Block, of Block Light fame, has launched a new monthly called the Premium Journal, the first issue of which has just made its appearance.

The paper is devoted to the interests of premium buyers in the Eastern United States and covers the territory east of the Mississippi River to the Atlantic Coast. It contains lists of premium buyers, new goods brought out on the market from time to time, and other information of general interest to premium buyers.

### Grossman At Chester.

Irwin Grossman, who, after an unsuccessful attempt to establish a juvenile publication in New York City, left town to cast his lot with the first small town paper offering him a suitable position, is now circulation director of the Chester (Pa.) Times and the Morning Republican. Mr. Grossman has shown unusual ability as a director of circulation and as an originator of circulation boosting schemes. At present he is conducting a popularity contest, which has largely increased the circulation of both papers, and especially that of the Times, an evening paper. He is also actively connected with the puzzle picture pastime of "Song and Story," which is being conducted by both papers.

### Examiner's Women Suffrage Page.

The Chicago Examiner is said to be the first of the large papers in the country to devote a special page each day to the cause of woman suffrage. The Examiner started this feature the first week in February, which has proved to be popular with the public. The Examiner has printed a number of telegrams of endorsement from leaders of woman suffrage throughout the country.

### Alpena Echo Changes Hands.

The Alpena (Mich.) Daily Echo, a Bull Moose paper, and the Alpena Weekly Farmer, have been sold by W. B. Dobson, the controlling owner, to a company composed of more than fifty Alpena Republicans, who will conduct them as Republican newspapers. The management will be in the hands of G. H. D. Sutherland, a practical newspaper man of many years' experience—in Detroit, Ypsilanti, Grand Rapids and other cities—and coming to Alpena from Boyne City, where he was the editor and manager of the Boyne City Evening Journal. He will be assisted in the conduct of the Echo Publishing Co. business by Mrs. Sutherland, an experienced newspaper woman. The stockholders have elected the following officers: W. T. Hoey, president; James Bowden, vice-president; Dayton W. Closser, secretary and treasurer.

### NEW INCORPORATIONS.

WEST SALEM, Wis.—Badger Publishing Company; capital, \$10,000; to publish the Nonpareil-Journal and Wisconsin Poultryman; incorporators: D. Trimble, George E. Sanford and A. M. Ivey.

HONESDALE, Pa.—The Independent Company; publishing a newspaper; incorporated by Benjamin F. Haines, Alvin R. Pennell and William J. Haggerty.

## OVERCOME NEWSPAPER WASTE.

**By Using Ink that Fades Destruction of Forests Could Be Restricted.**

(Special Correspondence.)

WASHINGTON, D. C., Feb. 22.—How would you like to receive your daily paper printed in ink guaranteed to fade out in a week or be washed out by the rain if the newsboy happened to leave it out in a shower? That is a scheme on which some of the conservationists are trying to interest the Department of Agriculture. It is claimed that if newspapers could be printed in a bleachable ink it would raise the value of the waste news paper considerably, and would save the immense drain on the forests in furnishing wood pulp for paper.

Some of the officials of the department are strong for the scheme, and some say there is nothing in it. There has been a special division of the department for several years devoted to paper making. It has tried everything in the paper-making line, from corn stalks to wood pulp.

Dr. N. A. Cobb, the chief of the division, says that it takes acres of spruce trees to furnish enough white paper for a single edition of a metropolitan newspaper, and, as there are hundreds of daily papers all over the country using up wood pulp at the same rate, the inroads on the forests are enormous.

The chief difficulty in using old newspaper to make fresh print paper is the fact that printing ink is one of the colors that will not come out, so that if printed newspapers are used for paper making the resulting product is a dull gray that is fit only for cardboard or some tinted paper where the color will not matter. This is where the bleachable printing ink comes in. What some of the experimenters are trying to do is to make an ink that will be black enough for practical printing, and yet that has not the lamp black and oil in it that cannot be bleached out to admit of the paper being used again.

Many experiments have been tried with aniline inks, but few of them have been permanent enough. Some trials are being made now with a printing system in which an electric current is run through the roller of the printing press and brings out color from the paper wherever the type touches it. One objection that has been made to this process from a practical standpoint is that so far the electric printing has produced only a dark ground effect and not black.

What the Department would like to get hold of is some cheap crop that can be grown annually, and will not take years to mature, as does wood pulp. Corn stalks make a very satisfactory paper, except that they carry a great deal of dirt. One of the best annual crop paper stocks that has been tried so far is rice straw, because this comes from the fields very clean owing to its having been grown in water. But if a bleachable ink is developed the wood pulp conservation problem will be largely solved.

### Remodelled London Standard Out.

The remodelled London Standard appeared in its new size last week Monday. The pages are 21 by 17½ inches. The news so far as possible is classified in separate sections. It is noteworthy that the size is now about the same as when the Standard was born in 1827.

### I HELP EDITORS

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

BRUCE W. ULSH  
Prestige Builder, WABASH, INDIANA

### To the Publishers:

We ask you to grant us permission to make a

## DRY MAT DEMONSTRATION

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

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

## Circulation Men

are agreed that 'tis comparatively easy to increase circulation by the many legitimate methods now in use, but — the great problem is how to hold it!

"OUR COMIC AND PUZZLE PICTURE" is one solution — it both CREATES and HOLDS new readers.

PUZZLES are solved in the home, and that's where your advertisers make lasting friendships.

## World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

## USE

# UNITED PRESS

## FOR

## Afternoon Papers

General Offices, World Bldg., New York

# Pony Reports

BY TELEPHONE

# Day or Night

All the news up to press time.

For rates and details write to

International News Service  
200 WILLIAM ST., NEW YORK CITY

## Have You Seen the Proofs?

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

## Newspaper Feature Service

M. KOENIGSBERG, Manager  
41 Park Row New York City

## Daily Portraits

People of Note—1 and 2 columns

The International Syndicate  
Features for Newspapers, Baltimore, Md.

## MOST CONVENIENT

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

## SOLICITOR'S PROBLEM.

**A. C. Pearson, of the Dry Goods Economist, Answers Five Objections Frequently Advanced to Ad Salesmen By Merchants.**

The salesman who sallies forth to sell white space quickly finds many difficulties to overcome. The advertising manager, like the gentleman from Missouri, has to be shown or he will not put his signature on the dotted line. These objections are so vital that the New York Trade Press Association discussed them at its February meeting. A. C. Pearson, of the Dry Goods Economist, in his survey of these objections and their overcoming expressed himself in part as follows:

1. WE HAVE NEVER ADVERTISED AND DON'T NEED TO NOW. The answer to this depends on the product of the manufacturer and his method of distribution.

If he has an unbranded article selling through jobbers, I would take up the advisability of changing his method of merchandising, and possibly the conclusion would be that he should go on as he is. If I should see that a change would benefit him, then I would advise him how he could do it.

(b) If he is selling direct to the retailers goods which cannot be branded, then there should be taken up the broad question of creating an asset in the reputation of his house, showing how his salesmen now control the accounts and can take them to another firm if they desire, and where advertising would not only assist the salesman to sell goods, but would anchor the customers to the house.

### VALUE OF BRANDS.

(c) If the manufacturer is selling a branded line direct to the retailer, he should be given examples of how brands have become valuable through advertising. Do not tell him stories of Pears' Soap and big consumer campaigns on which the expenditure will scare him away from advertising, or by which he would be misled to think he could do wonders for a small sum, but show him samples of what can be done in expending anywhere from \$1,000 to \$10,000 a year over a period of three years.

2. WE DO NOT BELIEVE IN TRADE PAPERS—USE CIRCULARS AND A HOUSE ORGAN. Answering this I would show something of the size and importance of our own paper, outlining what services it renders retailers, would prove how it is received by its subscribers, and then show what it means to make a business trip with a guest like our paper, which is sought by its subscribers. I would show that circular advertising is supposed to be "special" and should be used when it fits, but would point out that by keeping it up regularly it will soon wear out. On the other hand trade advertising increases in power with continued use and creates good will, which circulars can never do.

### AS TO HOUSE ORGANS.

As to house organs, the best answer is to bring forth the records of house organs in general. Their mortality is fully 95 per cent. The house organ tries to be a trade paper, but lacks the confidence, as it is known to be *biased*. It must compete in quality with trade papers or it will soon be neglected by those who receive it, and it has good articles it will cost so much that the manufacturer will soon be tired of the burden. It comes under the broad head of "free circulation," which is never good.

One of the largest advertising agents in America said to me this week that a good accounting system in any manufacturing concern would be the immediate death of a house organ.

3. WE ARE OVERSOLD. In high tide prepare for low tide. The man that is continually oversold without strenuous effort to get new business is not receiving the right price for his merchandise. An oversold condition is only temporary and in fact the manufacturer who claims it as a regular condition is generally bluffing.

There is no better recommendation for a hotel or any other business than to turn customers away. It is a law of human nature that we prize most that which is hard to get. The young woman who keeps three or four suitors on the string may not have studied psychology or had business experience, but she is profiting by that strange "something" we call woman's intuition.

4. WE ARE NOT ABLE TO TRACE SATISFACTORY RESULTS FROM YOUR PAPER OR OTHERS. It may be that this is in a line which cannot show direct results. It may be that the advertising has not been forceful or well timed. Still further, it may be that the merchandise is not attractive or of good value. My first step would be to show that advertising in general is a *proven quantity, the same as salesmanship*. When the salesman falls down they blame the salesman, the season or the merchandise. I would show that advertising as a principle cannot be questioned, so it narrows the subject down to looking into the medium, the timeliness and the merchandise. Sometimes there is a further complication of the condition of business and the merchants being overstocked with that particular kind of merchandise.

### GET AT REAL REASON.

In general I would not attempt to give a reason for a fall-down until I was absolutely sure what was the *real reason* for that misfortune. I would first start asking questions and looking over the advertising dates. If the reason were not apparent I would ask for time to investigate. When I discovered the difficulty I would tell the advertiser *frankly what my deductions were*. I would then give recommendations as to how this condition could be improved.

5. WE DO NOT BELIEVE YOUR SUBSCRIBERS READ THE ADVERTISING PAGES. In this connection show the difference between trade and technical papers on the one hand, and consumer mediums on the other. People who take specialty papers want help in their business; they do not take them for the stories, and then have to *stumble* over the advertisement. I would open the paper and show real information of value to the subscribers contained in the advertising; I would state plainly that our subscribers are too well informed to put any time on advertising which has nothing to tell them, *but real advertising should carry a message*, and no business man is paying the subscription price if he does not wish to receive the information. In fact the subscription idea culls out the dead ones and gives a list of live people who have been *educated* to reading advertising as well as editorial matter. As a final clincher, I would tell of some successful campaigns, and offer to pay for a few telegrams or telephone calls which would get conclusive proof from actual users of our advertising space.

### Good Advertising Scheme.

The Winnipeg, Manitoba, Free Press keeps standing a page form containing advertisements of fire insurance companies and agents with space left in the form for the insertion of a news item in regard to any fire causing a damage of at least \$50,000 in the city of Winnipeg, or a fire causing greater damage elsewhere. On the day following such a fire this page of advertisements together with the news story of the fire is released. The Free Press, it is said, was the first paper successfully to handle a page of this nature. The returns to the advertisers represented on this page have been such that The Winnipeg Free Press could easily double the five columns which it has sold under this plan, but for the present it is satisfied to hold the advertising to one page.

### Teach Reporting By Means of Movies.

The Pulitzer School of Journalism is now teaching reporting by means of motion pictures, adopted as a means of giving to the students an opportunity to exercise their powers of observation and description in such a fashion as would be required in real newspaper work.

## DEATH OF JAMES POOTON.

**First President of New York Press Club and Contributor to Many Publications.**

James Pooton, one of the founders, first president and honorary member of the New York Press Club and president of the old guard, an auxiliary association of the club, died at his residence, 383 First street, Brooklyn, on Tuesday.

Mr. Pooton was a close student of journalism and wrote much of value in that field, in pamphlet and other forms. His death was due to pneumonia. At the time of his death he was employed in the Custom House. He was 79 years of age, and was born in Cheltenham, England.

He came to this country when he was six years old. He was a welcome contributor to the Brooklyn Daily Eagle, the New York Times, THE EDITOR AND PUBLISHER and other newspapers. He is survived by three sons, Archie, James and Howard.

A Press Club delegation attended his funeral. The burial was in Cypress Hills cemetery.

Mr. Pooton was a most enthusiastic member of the club which he aided in founding. He was a frequent visitor there, and when at the club house his sonorous voice could easily be heard singing through the corridors. He was a singer of distinction among his friends, although he never ventured upon public appearances.

### Dies After Writing His Obituary.

George Washington Neff, editor and publisher of the Lake Crystal (Minn.) Union, died of paralysis last week after a brief illness. He published his own obituary and farewell in the Union shortly before his death. Mr. Neff was born at Uniontown, Pa., on February 29, 1836. He located in Mankato, Minn., in 1866 and took an editorial position on the Union, which he purchased eleven years later and sold in 1880. Two years later he established the Lake Crystal Union. He was serving his second term as mayor. His son, Paul D. Neff, has taken charge of the paper.

### OBITUARY NOTES.

CAPTAIN RICHARD W. MUSGROVE, editor of the Bristol (N. H.) Weekly Enterprise, died in that city last Saturday. He was seventy-three years old.

JOHN MILTON DAVIDSON, aged forty-two, editor of the Delaware State News, of Dover, and one of the best known newspaper men in that state, died at his home in Wyoming last week. He had been ill for some time with tuberculosis.

WARREN EVERHART, 60 years old, city editor of the Altoona (Pa.) Tribune since 1884, was found dead in bed when called for the day's work on Feb. 17.

MRS. BETTIE PINDELL, mother of Henry M. Pindell, editor of the Peoria (Ill.) Journal, who recently declined the ambassadorship to Russia, died at the home of her daughter, Mrs. H. M. Hundley, St. Louis, Feb. 18. Mrs. Pindell was born in Memphis eighty years ago. She was a direct descendant of Governor Means, of South Carolina.

STEPHEN H. STOKES, identified with the Detroit (Mich.) Journal circulation department for ten years, died in that city last week.

### Third Daily Paper for Bakersfield.

Charles P. Fox, editor of an oil paper, has launched the Bakersfield (Cal.) Daily News, a morning paper. Daniel Harris is associated with him as business and advertising manager. The paper has eight pages and is issued every day in the week. Alfred H. Davis, recently editor of the Porterville Daily Recorder, is city editor. The daily is Progressive in politics. The other two daily papers in Bakersfield are the Echo, in the morning, and the Californian, in the evening.

The Sylacauga (Ala.) Progress plant was destroyed by fire last week.

## AN AGENT'S AD THAT PULLS.

**C. F. Higham, of London, Puts Up a Telling Argument for Business.**

One of the cleverest and most successful of the English advertising agents is Charles Frederick Higham, who visited the United States in 1912 to attend the convention of the Associated Advertising Clubs of America, held at Dallas, Tex. In his methods he is more like an American than like an Englishman. This is probably due to the fact that he resided in this country several years earlier in his career.

In the Advertiser's Weekly, one of the foremost papers in the advertising field in Great Britain, recently appeared one of Mr. Higham's advertisements, which is so well written and tells the story so forcefully that we reproduce it herewith for the benefit of American Advertising men:

"Mr. Charles Frederick Higham explains how a £10,000 campaign can be secured for £8,000.

"No, not by cutting rates; not by cutting anything, but by adding something—selling force. £8,000 worth of space, plus that vital force, is better than £10,000 worth without it.

"We can make £8,000 worth of space look like £10,000 worth of space by the effect we get with our type displays, and we can make it pay.

"Any agent can save you 7½ per cent. by cutting his commission—that does not require genius! But how many Agents can get you 7½ per cent. more business?—that's where the genius comes in.

"We do not cut to save our clients' money. We utilize the space to make them more money. That is where we are different from 90 per cent. of our calling. And for the calling's sake, 'the more's the pity.' Yes—we 'dropped out of the blue sky' four years ago, and we are 'making a business out of our meteor.' We work while others play—and, what is more, we find advertising work a very enjoyable game. We like work. May we serve you?

"CHARLES F. HIGHAM, LTD.,  
Advertising and Selling Advisers,  
"2 and 3 Norfolk St., Strand, W. C."

## FAST TIME ON THE WIRE.

**Seventy Words a Minute the Record Made By Frank Kempf.**

When W. R. Ellis, advertising manager of the Boston Herald, called the attention of "Bill" Brown (who for twenty years has worked the Herald's leased wire between Boston and New York in connection with Frank Kempf) to the record of a United Press operator who recently sent 3,000 words in 83 minutes, as printed in our issue of Feb. 7, the latter smiled and said:

"One night three or four years ago old man Kempf sent to me a story of the annual meeting of the National baseball league in New York, which contained just 2,200 words. It was late at night, and the sporting department was howling for something for the first edition. Kempf started the story at exactly 12 o'clock midnight, and at 12:30 to the dot all the story was in the hands of the sporting editor.

"Here's another: The story of the Johnson-Jefferies fight came over our leased wire from New York. I don't remember at present the number of words in it, but Kempf averaged 57 words per minute until the story was finished. This isn't guesswork, for there was a man with a watch in his hand keeping tabs on the time and number of words, sitting side of me.

"Thirdly, and lastly, during the week of the last world's series between the Giants and Athletics, the Times wire handled an average of a little over 18,000 words each night, in less than 7 hours actual working time."

The New York Press has been elected to membership in the American Newspaper Publishers' Association.

## RIGHT CO-OPERATION.

### What the Advertisers Want from the Publishers—The Earth.—What They Should Get—Reasonable Aid to Make Ads Fully Effective—Boosting Advertised Goods Helps to Sell Them, Says Henry Dumont.

At the convention of the American Advertisers' Association, held in Chicago this week, Henry Dumont, manager of the Pacific Coast Borax Co., of Chicago, delivered a convincing address on "How the Publisher Should Co-operate with the Advertiser." Mr. Dumont introduced his subject by saying that if he knew as much about it as he was expected to know he would have saved a lot of money and enjoyed a larger business.

Co-operation is a word much used nowadays. It has a variety of meanings, each depending upon the viewpoint. To the average advertiser co-operation means gratuitous service on the part of the publisher. This may not meet the views of the publisher. There are kinds of co-operation which it is reasonable to expect and other kinds which it is not right to expect.

I believe I can say more about how the publisher should co-operate than how he does co-operate. Some publishers will not budge an inch from their fixed rules or standards. Others will give what they consider is reasonable assistance to an advertiser in addition to publishing his copy. Others will give more than is expected. The majority of publications undoubtedly feel annoyed at being called upon to perform considerable gratuitous service by agents and advertisers, in exchange for what, in most cases, is a small contract for advertising.

I believe that the publisher should co-operate with the advertiser in making the way easier for him in marketing his goods. I believe, however, that the advertiser should be reasonable in his requests or demands.

#### BOTH EXPECT TOO MUCH.

The advertiser expects more co-operation from a publisher than he is likely to receive. He thinks that because he is a buyer of space, he should be the recipient of gratuities. Some advertisers do not believe strongly in the value of printer's ink when they have to pay for it. When they get it for nothing they consider it a very effective medium of advertising. On the other hand, there are some publishers who will promise all sorts of things in order to get the contract, but they fall short in the performance. The publisher, as a rule, is a pretty good fellow and will give all the assistance to an advertiser that he can reasonably be expected to give.

The advertiser expects the publisher to be honest regarding the circulation of his publication. If he delivers the circulation he claims to possess, is that not all the advertiser can expect, when we come down to brass tacks?

Circulation is the only commodity the publisher has to sell. If he gives honest measure and good quality, he is giving the advertiser full money value. In this, he is on the same plane as the manufacturer or dealer who gives full weight and quality to his customers. To expect anything else is putting a discount on honesty and forcing the publisher to either raise his rates to meet the increased cost of the additional service, or to get his income in some other way.

We, as members of the "Three A." who are particularly interested in quantity and quality of circulation, should be as particular about our demands of the publisher.

Many publishers take the stand that when the publisher fulfills his contract with the advertiser, he has done all that should be expected of him. By fulfilling his contract is meant giving the advertisers the full quantity and quality of circulation that the solicitors of the papers promised, and that if the publisher goes further than this he is going outside of his proper province.

#### THE PUBLISHERS' VIEW.

The publisher has calls from certain advertisers to do certain things to support their propositions. They could not afford to do this for all advertisers, and if they do it for one and not for the rest, they are discriminating. They take the stand that the publisher can serve the advertiser best by publishing the very best paper possible, and making every effort to give the advertiser more than the solicitor has led the advertiser to believe he will get.

Among the things which advertisers expect of publishers, which they sometimes get, but more often do not, are the following:

Free reading notices, more valuable than the advertising space; mailing of letters to retailers and consumers; sending out salesmen to introduce the goods to the dealer; engaging and looking after sampling crews; working up testimonials as to the value of a product; letting the ad run indefinitely without extra cost; putting two pieces of copy in the same issue at the price of one, delivering more circulation than the paper has; sending in telephone inquiries to retailers for certain goods with the intention of inducing the retailer to stock them; checking up billboard showings; using the advertisers' trade mark in front page cartoons, etc.

There are many ways in which the publisher can boost the business of the advertiser.

Those which I believe can reasonably be expected are the following:

Publishing the full quantity and quality of circulation claimed; giving the advertisements good positions in the paper so that each advertiser will have a fair representation; publishing an occasional article on the value of advertised trade marked goods; showing the dealer in this way that by handling advertised products his stock is constantly new and fresh as advertised goods move more quickly; running educational matter on sanitation and better living, all of which calls in practice for more borax, more soap, toothpowder, antiseptics, and other things which go with finer and better living.

The farm paper, for instance, can tell the farmer that he should have a bath tub and waterworks, a silo, improved machinery of all kinds, and they can go so far as to hire experts to write up all the new inventions and improvements, even mentioning the names of the makers. This kind of editorial matter can be written, not with the idea of supporting the advertiser, but for the benefit which it will have on the reader. A paper should be published primarily for the reader, and not for the advertiser. A paper that gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view in the long run.

#### A REASONABLE DEMAND.

A newspaper may be reasonably expected to mail a letter to the jobbers of a town apprising them of the campaign about to be conducted in the publication for the benefit of the dealers as well as the manufacturer. This does not take much from the publisher's time and very little of his stationery and postage. To ask him to pay out \$100.00 for postage and stationery on a thousand dollar contract is, however, altogether out of reason. This is in effect a 10 per cent. rebate by the publisher, and is not a strictly honest proposition. If the paper is not worth a thousand dollars, then the advertiser should use some other paper that is. Some papers are, perhaps, charging enough for their advertising space to enable them to well afford to comply with the co-operation ideas of some advertisers and agents. These papers may be willing to furnish this co-operation if they can secure the contract, because otherwise, on a competitive basis, they may not be able to obtain the business.

A publisher may properly be expected to publish articles showing the superiority of advertised goods over those which are not advertised. He can show that the great manufacturers, who advertise their products throughout the country, have so much publicity given to their business that they can not afford to have anything but pure unadulterated products made by healthy workmen, who are paid living wages and live in comfortable homes, as contrasted with the unadulterated inferior articles made in sweatshops where workers are afflicted with tuberculosis and other diseases. The readers of the newspapers should be taught the importance of purchasing only advertised goods. The advertiser furnishes the sinews of war to the publications, and is entitled to some such support as this. But beyond this I do not believe it is reasonable to go.

#### LINKING UP TO THE ADS.

A publisher might co-operate with the national advertiser by getting the local merchant to advertise the fact that he handles the articles which are being nationally advertised. It is an advantage to the manufacturer of 20 Mule Team Borax to have a merchant come out with an advertisement in the newspaper reading like this: "Do you know that John Smith, leading grocer, sells 20 Mule Team Borax, the world's greatest cleanser, etc.?"

It would also please the manufacturer of Dent's gloves to have William Jones, leading haberdasher, come out with an advertisement in the newspaper reading: "Do you know that William Jones sells Dent's gloves? This is the kind of co-operation that a publisher could give an advertiser without losing anything. In fact he could give this kind of co-operation and add to his income. He could use the manufacturer's national advertising to induce the local merchant to take advantage of the opportunity to sell more goods through advertising in his publication.

#### Horace Greeley Council Dines.

Horace Greeley Council No. 798, National Union, gave a complimentary dinner to its members at the New York Press Club, on Sunday evening. The Council is composed largely of newspaper and advertising men. After the coffee had been served, speeches were made by Theron Davis, Frank L. Blanchard, C. I. Patterson, P. E. Williamson and others. Among others present were:

J. M. Wale, W. B. Goode, C. Cleveland, E. J. Tinnaro, doorkeeper; P. E. Williamson, Edward Flinn, Mortimer West, Geo. C. Wallace, J. S. Dunn, Dr. Chas. A. Brown, Chas. Wagstaff, C. Ferguson, John B. McKeever, W. B. Cravath, C. A. Techausee, J. C. Corbett, president; O. H. Bause, vice-president; W. C. Marsh, treasurer; R. E. Gruters, ex-president; R. V. Constable, financial secretary.

## Dinner to Philip Troup.

Philip Troup, editor of the New Haven Union, who was recently appointed postmaster of New Canaan, by President Wilson, was given a banquet in that city on Monday evening. Representative local citizens and out of town celebrities were present to pay tribute to the editor. The speakers were Don C.

## ADVERTISER AND CIRCULATION.

### Miss Ida Clarke Discusses What Is Expected of the Publisher.

(An address delivered at the A. A. A. Convention.)

For the sake of convenience, I shall refer to all periodicals as newspapers. The advertiser should know first the number printed, then the number spoiled, the number unsold, the number returned, the number sold by regular subscription, the number sold over the counter, the number sold on newsstands or through new companies, and the number of sample copies mailed or otherwise distributed; how many, if any, are sold through premium or contest schemes, or any other means of inducement. In this event the advertiser should be informed as to the method employed, the length of the subscription period and all other important points.

The advertiser should know how many copies go to advertisers' exchanges; how many are complimentaries, etc. Personally, I believe that the papers given employees or those handed say to the policeman on the corner or the fireman on his way home from the engine-house, are as good circulation as any paid copy. They are taken home and read by the family just as thoroughly as though they cost the penny charged by the bricklayer or the banker.

The advertiser should know how many papers are sold in bulk. Circulation of this sort is valueless to the advertiser, because these papers are not read. The paper that is bought for the sake of a coupon is undoubtedly thrown away as soon as the coupon has been clipped. Bundles sold for padding carpets or packing crockery can't help the advertiser.

The advertiser should also know how much of the circulation is distributed in the city and how much outside.

When the quantity has been ascertained and dissected, the quality should be looked after. Does the publication go to the wealthy, the middle or the poor class of people? Does it appeal more to men or to women? What are its politics? I don't think the political faith of a newspaper is as important today as it once was though there are some communities that are strongly partisan, and in such cases the political viewpoint of a paper does influence its readers.

The paper's attitude towards union or non-union labor should be known. If a paper happens to be strongly in favor of unionism, its readers would be of the type who would not buy an article manufactured by a concern who employed non-union labor.

For the past fourteen years much of the required information has been obtained through A. A. A. investigations. The only trouble has been to cover the country fast enough, and that, I believe you all know, has been due to lack of funds because, for some reason incomprehensible to me, many advertisers don't seem to buy their advertising space on the same basis as they do their other commodities.

No firm thinks of buying a gross of lead pencils without having a clerk check up to see that 12 dozen lead pencils have been received. Now 12 dozen lead pencils of ordinary quality cost about \$3.00; but that same firm may spend \$100,000 in advertising and never actually know whether they received the circulation they bargained for or not, because they do not have it checked up or verified by a reliable auditing concern.

Some people believe that the statement furnished to the Government is as good a statement as any auditor could compile, but those who reply on these statements are being badly fooled.

Through the A. A. A. my firm has been able to save several thousands of dollars. On one paper alone, we saved \$123 year before last and \$120 last year, which is more than half the cost of our yearly dues.

A paper in the Middle West gave the Government a statement for the six months ending June, 1913, which showed 3,200. A management found that they had only 1,800. A Western paper claimed 15,000 under its old management; the new management found that they had only between 10,000 and 11,000.

These instances clearly show the unreliability of some publishers' statements, and the need for authentic examination by expert auditors.

The publisher of the Montreal Herald takes the right view when he says, "The right to inquire should not be regarded as a concession by a newspaper, but as a matter of business equity." To this I would add—and while you are inquiring, get all the facts.

#### N.Y. Sun Supplements A. P. Complaint.

William C. Reick, president of the New York Sun, has supplemented the petition filed with the Attorney General on February 2 which asked for an investigation of charges against the Associated Press. In a letter to Mr. McReynolds Mr. Reick makes citations bearing on his former petition. Action taken by the St. Louis Globe Democrat, in the case of the Sun, and that by William Randolph Hearst, owner of the San Francisco Examiner, in seeking a permanent injunction against the Associated Press, were used as illustrations to strengthen the Sun request for an investigation of the A. P. service.



PHILIP TROUP.

Seitz, business manager of the New York World; George M. Gunn of Milford; Congressman Thomas L. Reilly, Mayor Frank J. Rice and Philip Troup. Col. N. G. Osborn was the toastmaster. A telegram of regret was read from William Jennings Bryan, secretary of state, while other messages of regret were received from Gov. Baldwin, Congressman Lonergan and Donovan, former Mayor Edward T. Buckingham of Bridgeport; George M. Lander of New Britain.

#### Church Advertising in Texas.

The churches of Temple, Texas, recently combined and tried newspaper advertising for one week. Since that time quite a bit of the same kind of publicity has been indulged in by several of the individual churches. The campaign was inaugurated with a half page in the Telegram of that city, followed by twenty inches each day and wound up with another half page, the object being to get as many people to attend services in the several churches of the city on a certain Sunday as possible. The result of the advertising was very satisfactory, and demonstrated that newspaper advertising, properly handled, will get results for anything of merit. The churches were so crowded at both morning and evening services that in several instances chairs had to be placed in the aisles to accommodate the people.

#### Buffalo Press Club's New Officers.

Fifty-four members of the Press Club of Buffalo took part in the annual election of officers at the Hotel Statler last week. These officers were elected for the year: President, Joseph B. Ford; vice-president, Gerald K. Rudolph; secretary, William G. Hippler; treasurer, William J. Kelly; trustees, John D. Wells, John S. V. Bowen, David S. Taylor, Charles J. Murray, C. E. Tranter and C. W. Newman.

Fire last week destroyed the Lemmon (S. D.) Herald plant, causing \$2,500 damages.



# The New York Globe's New Card of Advertising Rates

The New York Globe has prepared a new card of advertising rates which becomes operative March 1, 1914, in the local field, and April 1, 1914, in the general field. It is intended to permit all advertisers, local and general, to buy space in its columns without entailing conditions which force them to spend more money than their business justifies.

This new card of advertising rates opens opportunities to all advertisers to do regular, continuous advertising—the most effective and most profitable way in which to advertise.

On this new card, the difference between the rate paid by the small and the large advertiser is only eight cents a line. The rate, run of paper, paid by the 2,500 line advertiser, is 28 cents per line, and that paid by the 50,000 line advertiser is 20 cents per line. The latter has to use twenty times more space than the former, and he is compelled to spend \$10,000 a year as against the former's \$700.

The New York Globe has adopted this new card of advertising rates as a first step towards establishing substantially a flat rate, which it believes in. Competitive conditions in New York are such that it is impossible to immediately go further without too seriously jeopardizing the large volume of advertising now carried.

In establishing these new rates, the New York Globe has gone a step forward toward equalizing the rates paid by all grades of advertisers. The equalization is not as nearly perfect as we would wish it to be, but it is far in advance of New York custom, which has, for too long a time, shut the door in the face of advertisers who have wanted to grow through publicity, but have been prevented from doing so because of the rate penalties imposed upon them.

Contracts will be readjusted to the new card of advertising rates, on local on March 1, 1914, and on general on April 1, 1914. We expect that the new schedule of rates will bring to the New York Globe increased space from many old advertisers—that it will bring new business to its columns—that it will encourage occasional advertisers to become regular advertisers.

Take note of this schedule for general display advertising on contract:

	Run of paper	Pages 2 or 3
Upon a contract to use a minimum of 2,500 lines within a year .....	28c.	36c.
20,000 lines to be used within a year, or 28 lines or more, 3 times a week for 52 consecutive weeks .....	26	34
30,000 lines to be used within a year, or a minimum of 300 lines (or one full column of 296 lines) for 52 consecutive weeks.....	24	32
40,000 lines to be used within a year, or a minimum of 400 lines for 52 consecutive weeks..	22	30
50,000 lines to be used within a year, or a minimum of 500 lines for 52 consecutive weeks..	20	28

The transient display rate, run of paper, is 35 cents. The transient display rate, pages 2 or 3, is 45c. No advertising placed on Editorial Page by agreement, although some may be placed there at the option of the publisher, as a convenience in makeup.

Automobile advertisements will be accepted at a flat rate of 25 cents a line, run of paper pages—on pages 2 or 3, at a flat rate of 35 cents a line.

Publications will be accepted at a flat rate of 25 cents a line, run of paper pages—on pages 2 or 3, at a flat rate of 35 cents a line.

Four columns of advertisements will be the maximum space sold or allotted to either pages 2 or 3. Only the advertisements that pay the rate for pages 2 or 3 will be placed there by agreement. Other advertisements may be placed on these pages at the option of the publisher—as a convenience in make-up.

Positions next to reading matter, 5 cents a line extra; next to and following reading matter, 10 cents a line extra.

The New York Globe prefers not to sell any position advertisements. It very much wishes that advertisers leave the matter of makeup entirely to the management, whose desire is to serve well all of its customers.

All advertisements that simulate reading matter will be classified with the word "advertisement" over the top of announcement.

Reading notices will bear the mark "advertisement"—rate, first page, \$2.50 per agate line; other pages, \$2.00 per agate line. None accepted for Editorial page, opposite editorial, or last page.

Anticipating the question of advertising agencies or advertisers as to whether any lower display rates prevail in the New York Globe than those defined on the NEW card of advertising rates, answer is now made—"Yes, there are."

There are arrangements in existence with big department stores, users of a large volume of space, that now pay and will continue to pay 18 and 15 cents a line respectively, but these rates, as contracts expire, will be adjusted by gradual increase to the new scale of rates.

These advertisers have been regular advertisers in the New York Globe for many years. They are entitled to consideration and shall have it, but they all understand that, in due course, they must meet the requirements of the new card of advertising rates.

Attention is directed to the provision made in the new card of advertising rates for the users of space every week in the year—viz:

300 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$72 weekly; on pages 2 or 3, the cost will be \$96 weekly.

400 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$88 weekly; on pages 2 or 3, the cost will be \$120 weekly.

500 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$100 weekly; on pages 2 or 3, the cost will be \$140 weekly.

No such opportunity has ever been given by any New York newspaper to local or general advertisers to become regular advertisers at a cost which enables them to compete with users of large space.

Advertisers, local or general, may use the lines weekly in as many or as few insertions as they wish, but they must be used every week in the year to earn the rate.

The New York Globe hides nothing from any local or general advertiser in the issuance of its new card of advertising rates. Please note that it gives opportunity to both local and general advertisers to buy space at the same rates.

Every advertising agent or advertiser may see any or every contract in existence with the New York Globe, and he can feel secure in the positive assurance that no contract can be made by anybody except in accordance with this new card of advertising rates.

No new contracts will be written at rates now enjoyed by the large department stores operating on old wholesale agreements on a lower scale than the new card calls for.

All of this should be very plain to every agent and every advertiser, local or general.

The circulation of the Evening Globe keeps on increasing steadily. The average for the year ending January 31, 1914, was 144,227 net paid.

The readers of The New York Globe represent about one-tenth of the whole reading public in New York, and very much more than one-tenth of the purchasing power of this great community.

Note—Some very advanced steps have been taken in establishing rates in other departments of advertising—like Amusements, Certified, Financial, etc.—all of which are defined on the NEW card of advertising rates, copy of which will be in the hands of agents and advertisers this week.

O'MARA & ORMSBEE, *Special Representatives*  
Brunswick Building, New York, Tribune Building, Chicago

WILLIAM C. FREEMAN, *Advertising Director*  
73 Dey Street, New York

**New York City Hall Reporters Dine.**

The annual dinner of the City Hall Reporters' Association was held at the Hotel Astor Saturday evening. Mayor Mitchel, Public Service Commissioners, heads of various city departments and political leaders from all parts of the city attended. A feature of the entertainment was the receipt and despatch of many wireless messages, receiving apparatus having been installed in the banquet hall. The wreck of the brig Tammany was graphically described. Exclusive and hitherto unpublished news of city officials appeared in the City Wrecker, a publication issued for the occasion.

## Good Cuts For Newspapers

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

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

**Atlas Engraving Company**  
205 West 40th Street New York

**HENRY A. WISE WOOD**  
AND  
**BENJAMIN WOOD**  
INC.

### Newspaper Engineers

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

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*

1 Madison Avenue, New York City, U. S. A.

## FOR SALE

### THREE HOE MATRIX ROLLING MACHINES IN GOOD CONDITION

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

**WALTER SCOTT & CO.**  
Plainfield, New Jersey

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

Every pound guaranteed  
**F. E. OKIE CO.**  
PHILADELPHIA, PA.



L. C. BROWN,

ADVERTISING MANAGER OF THE NEW YORK GERMAN JOURNAL.

### THE AD SALESMEN'S PROBLEMS.

#### Trade Press Association Discusses Ways and Means of Solution.

The New York Trade Press Association held a dinner and symposium at the Hardware Club on Friday evening, Feb. 13. More than one hundred guests were present and fifty trade publications were represented.

M. C. Robbins of the Iron Age, president of the association, acted as toastmaster.

Printed lists containing twenty-three reasons that are advanced against advertising in trade papers and which constitute vital problems for the advertising salesmen were distributed. The first five of these served as inspirations for the speakers of the evening.

The objections to the solicitors' efforts to sell advertising space were as follows:

1. We have never advertised and don't see to now.
2. We don't believe in trade papers—use circulars and a house organ.
3. We are oversold.
4. We are not able to trace satisfactory results from your paper or others.
5. We don't believe your subscribers read the advertising pages.

The first scheduled speaker of the evening was A. C. Pearson of the Dry Goods Economist, who had prepared a definite answer to the topic questions. A detailed report of his paper will be found elsewhere in this issue of the EDITOR AND PUBLISHER.

C. S. Babbiste of the Electric Railway Journal followed with a discussion of the same questions, the preparation of which he said had been begun at Erie, Pa., and continued both during his waking and sleeping hours.

The symposium embraced discussions by J. M. Hopkins, Printers' Ink; I. S.

Holbrooke, Engineering Record; William Buxman, Power; Frank E. Watts, Electrical World; J. T. Emery, Advertising & Selling; H. R. McCreedy, Knit Goods; C. S. Bauer, The Iron Age; and William Le Baron, The Coal Age.

Prior to the consideration of these topics E. R. Shaw, the chairman of the Federal committee in charge of postal matters, was introduced and made a brief report of progress. He stated that he had just returned from Washington and that all of the publications in the New York Trade Press Association had on Jan. 26 been taken out of the freight train method of distribution and restored to mailing privileges.

Former President H. M. Swetland, publisher of the Automobile, made a report regarding efforts put forth by the committee of which he is chairman looking toward concentration and consolidation of the interests of trade publishers represented in the association. The adoption of a standardized system of circulation audit has been under committee consideration for some time and will in the near future come up for official endorsement. This feature will, it is confidently expected, make for greatly increased prestige of the association.

The president announced that a revision of the club's present constitution would come up for consideration at the next meeting of the organization to be held on Friday, March 13.

#### Type Founders in New Quarters.

Barnhardt Brothers & Spindler, the type founders and dealers in printers' supplies, have moved their New York office from 200 William street to 29 Great Jones street, formerly occupied by the Bruce Type Foundry. The change was made necessary by the growth of the firm's business in the East.

## TRADE PAPER

Monthly publication in rich field, earning net over \$3,000 per annum, can be bought for \$5,000 cash. For sale on account of death of owner.

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

## \$7,000

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

**American Newspaper Exchange**  
Rand McNally Building, CHICAGO

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

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

## BURRELLE

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

Most Far Reaching Newspaper  
Reading Concern in Existence

## ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

#### Canadian Press Clippings

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

### The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
54 Nassau St. N.Y. Tel. 4900-4 Beckman

**REMARKABLE STORY.**

**Former Convict Wins Hearts of Readers of Cumberland News—Enemies Threaten to Reveal His Past—To Spare Paper He Leaves Town—Citizens Form "Glad Hand" Club and Advertise to Get Him Back to City.**

(Special Correspondence.)

WASHINGTON, Feb. 26.—As dramatic a story as was ever told, a story of how a whole town is seeking to extend the hand of friendship to an ex-convict who made good in the newspaper business by his ready wit and wholesome humor, and was then hounded away secretly by political enemies who knew his past, has just come to light in Cumberland, Md. And now this newspaper man is being sought in Washington and other cities; sought not by his enemies, but by his friends and former employers, who believe that he has lived down his past. The man's name is Harry S. Hayward, formerly an inmate of the Maryland penitentiary. Immediately after his release he went to work on the Cumberland Daily News. Writing under the name of Hank, he soon attracted the attention of the Cumberland people, and, by his strong personality, endeared himself to many.

**CRITICIZED SALOON INTERESTS.**

But in his writings he criticized the saloon interests in Cumberland and took sides on political questions. Soon he began to receive letters warning him that unless he ceased his political activities he would be exposed. Then he was called as a witness in a suit in which his paper was involved, and he knew that his record would be used to hurt the publication.

His earnings had been large, but his friends were many and he was generous to a fault. So when he decided last week that it would not be fair to his paper to stay in Cumberland he quietly slipped away. In a letter he left to the editor of the paper he tells the "whole miserable story," concluding:

"Where I go and what I do I do not know to-night. Even the train I take I do not know, for it makes no difference except to get away from it all."

W. W. Brown, editor of the Cumberland News, however, had for two years known what Hayward did not know he knew. He had watched him carefully. He had seen him tried and he knew that he no longer had the instincts of a convict. He therefore immediately announced that he wanted Hayward back. Then the strangest part of all occurred. The people of Cumberland knew the reporter personally and through his writings. Within a few hours a "Glad Hand Club" was formed and a petition asking Hayward to come back was signed by 1,000 of Cumberland's best people. The judge of the Circuit Court, the mayor of Cumberland, many city officials, editors of other newspapers, clergymen, lawyers, doctors, bankers, county officers, all of the people who believed in the square deal joined the movement, until now practically all of Cumberland stand together in asking the ex-convict to return.

Advertisements are being inserted in the newspapers throughout the country urging Hank to return and go to work again. Seldom has such a movement been started. Incidentally the threatening letters have been placed in the hands of the Post Office Inspectors and the writer or writers are to be prosecuted if identified.

**Public Ledger's Art Supplement.**

The Philadelphia Public Ledger in its issue of December 14 carried a supplement containing six of the cycle of fifteen mural paintings by Violet Oakley, which adorn the Governor's reception room in the Pennsylvania State Capitol at Harrisburg. The remaining pictures were published in seven successive Sunday issues. The pictures were reproduced through the agency of an English invention known as the Polychromide camera, by means of which most excellent results were obtained. The color plates make a special appeal to

trade and technical men, as the process covered by it have not hitherto been used by any newspaper. The plates were printed on a Cottrel four-color press, from curved electrotype plates.

**LIVE AD CLUB NEWS.**

E. C. Burt, shoe manufacturer of Lynn, Mass., told the Cleveland Advertising Club last week of Boston business men's campaign against fraudulent ads. Mr. Burt is president of the Massachusetts Shoe Manufacturers' Association. He said that a company had been formed by the Bostonians with the sole purpose of suppressing misleading ads and that the company had more than thirty cases pending or disposed of. The company concerns itself with misnomers for furs, untrue announcement that goods will be retailed at wholesale prices in the case of wholesalers, misnomer of metal in jewelry and other matters, said the speaker. Finley H. Green, sales manager of the Mathews-Northrop Printing Works of Buffalo, spoke on booster psychology, declaring that talk of good times makes good times. Will S. Gilbert presided.

That the Baltimore Advertising Club is with Mayor Preston in his efforts to make Baltimore a bigger and a greater city was proven by the demonstration which greeted his address at the regular weekly luncheon of the club. The luncheon was the first one presided over by the new president of the club, W. W. Cloud, and when he arose from his seat to introduce the Mayor an ovation was tendered him. Col. Sherlock Swann, former chairman of the Burnt District Commission and at present postmaster of Baltimore, was the other speaker, and he told of the magnitude of the commission's work and how it was accomplished.

The members of the Utica (N. Y.) Ad Club, at their regular supper-meeting last week, unanimously voted to use the "Truth Pledge" in all their advertising as soon as the necessary arrangements can be made. The Utica club will also have an emblem of its own for use in this work. T. W. Russell told the club in a way that carried conviction, something of "The Simplicity in Good Advertising." Another talk which, though it came unexpectedly, contained some subjects worthy of reflection, was given by Theodore F. Pevear, Eastern manager for Harper's Weekly, who was present on invitation of one of the members. Frank T. Baker called the meeting to order.

The first open dinner of the Rochester (N. Y.) Ad Club, held last week, was a big success, nearly 300 members and their friends being present. Charles H. Betts of Lyons, president of the publishers association, was the first speaker on the list who was called by Harry C. Godwin, president of the Ad Club. Mr. Betts spoke of "The Publishers' Point of View." Clowry Chapman of New York gave an entertaining dissertation on "Trade Marks," illustrating his talk with stereopticon pictures of well known advertising slogans of national familiarity. He said that a trade mark in order to be worth much ought to carry honest advertising. Herbert N. Casson told of "Advertising a City," and Edmund H. Bond of Boston talked on "Getting News with a Camera." James Romano contributed a monologue on "Psychology from a Different Slant," winding up his talk with some puzzling card tricks.

**NEW AD INCORPORATIONS.**

WILMINGTON, Del.—Retailers Advertising Company; general advertising business; capital stock, \$250,000; Oscar J. Reichard and others, incorporators.

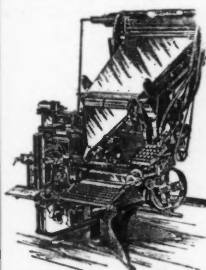
NEW YORK, N. Y.—Alliance Advertising Agency, Manhattan; \$10,000; Charles C. Orcutt, Jolin B. Warner and Charles Eisehauer.

DOVER, Del.—National Advertising Company; Wilkesbarre, Pa.; capital stock, \$1,000,000; to conduct a general advertising business in all its branches;

**A BIG YEAR**

Indications thus far are that 1914 will be a record breaking year in the publishing business. To handle the increased volume of advertising, install

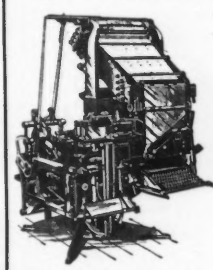
Quick Change Model 8



Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**

Quick Change Model 9



Four Magazine Linotype

On the metropolitan daily they take care of practically all the work in the ad room; on the small town dailies and weeklies they set both ads and news matter.

**The Multiple Linotype Way Is the Modern Way**

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue  
SAN FRANCISCO 638-646 Sacramento Street  
NEW ORLEANS 549 Baronne Street  
TORONTO: CANADIAN LINTYPE, LTD., 35 Lombard St.

incorporators: Samuel R. Ullman, John W. Monroe, Edward A. Isaacs.

PHILADELPHIA, Pa.—Quaker City Publishing Association; capital, \$200,000; Joseph F. Curtin and others, incorporators.

NEW YORK, N. Y.—Mutual Service Corporation; advertising; capital, \$25,000; incorporators: J. F. Deegan, R. J. Betts, C. E. Brown.

\$500 in cash for exceptional work. Mr. Cottingham stated that over \$25,000 is annually distributed in this manner and he says he believes it is money well invested.

**Edmonton Ad Men Going to Toronto.**

Two hundred men and women, representing the advertising club section of the Edmonton, Alta., Industrial Association, headed by William J. Magrath, president, will travel to Toronto, by way of Winnipeg, St. Paul and Chicago, the latter part of June to attend the annual convention of the Associated Advertising Clubs of America. Afterward they will visit their former homes in the eastern provinces and states. The excursionists, traveling on a special train, will be accompanied by a brass band, a glee club and a corps of speakers. The excursion committee, headed by Hyatt Cox, is preparing some novel stunts, to be staged in the various cities visited and during the four days of the big convention at Toronto.

**Printing and Allied Trades Exhibition.**

The fifth International Printing, Paper, Stationery, Bookbinding, Book-making and Allied Trades Exhibition, will be held at Royal Agricultural Hall, Islington, London, from May 13 to May 30. Prizes are offered for competition in various departments. The indications are that the number of exhibitors will far exceed those of former years.

**Portland Express Members Dine.**

Members of the Portland (Me.) Evening Express-Advertiser, to the number of 160, gathered at the Riverton Casino last week and enjoyed a dinner and social. The affair was arranged by J. Harry Taylor, who was also toastmaster. Addresses were made by A. T. Laughlin, Col. Fred N. Dow, president of the Evening Express Publishing Company, Dr. Clifford Snowden and Daniel W. Hoegg, Jr. Cards and dancing followed.

**GETTING THE BEST OUT OF MEN.**

**President of Sherman-Williams Company Tells the Pilgrims of His Plan.**

Walter H. Cottingham, president of the Sherwin-Williams Company, spoke on "Putting an Incentive into Selling" at the weekly luncheon of the Pilgrim Publicity Association of Boston on February 10.

"I am sorry for the man that does not believe in sentiment in business," said Mr. Cottingham. "It is a good thing for a nation or a firm to have. You cannot force a man to be enthusiastic or loyal."

Mr. Cottingham explained in detail how enthusiasm is secured in the Sherwin-Williams organization, describing the system of internal competition among the company's salesmen, sales managers and other department heads. "Anything that we can do to stir up the men is good for business," said he, "but it should be the rule to get the best out of men, not the most. We try to find the best men in the organization and to do this we use competitive methods. We believe that the good men are the men who want to win. The trouble is how to reward the exceptional man, and in order to do this we estimate the work that should be done. It is carefully worked out and we give much thought and attention to it."

Mr. Cottingham gave an outline of the plan which is to credit the salesmen and managers with a certain number of points for results produced. At the close of the year prizes are awarded. The highest "top-notch" may get over

# Partial List of Enterprising Houses who will Exhibit at the National Printing, Publishing, Lithographing, Stationery, Advertising and Allied Trades EXPOSITION

Grand Central Palace, New York, April 18th to 25th, 1914.

New Names are Being Added Daily.

## MACHINERY

American Type Founders Co.....	Jersey City, N. J.	The Printing Machinery Co.....	Cincinnati, Ohio
Toronto Type Founders Co.....	Toronto, Canada	Latham Automatic Registering Co.....	New York
John Haddon & Co.....	London, England	Mathias Plum.....	Newark, N. J.
American High Speed Press Co.....	New York	National Binding Machine Co.....	New York
The Autopress Co.....	New York	Charles S. Jonas & Bro.....	New York
American Automatic Press Co.....	Hartford, Conn.	F. E. & B. A. Dewey.....	Springfield, Mass.
Swink Printing Press Co.....	Delphos, Ohio	Wetter Numbering Machine Co.....	Brooklyn, N. Y.
Duplex Printing Press Co.....	Battle Creek, Mich.	National Printing Machinery Co.....	Attol, Mass.
Auto Falcon & Waite Die Press Co.....	New York	Miller Saw-Trimmer Co.....	Pittsburgh, Pa.
George Damon & Sons.....	New York	Ludlow Typograph Co.....	Cleveland, Ohio
The H. Hinze Machinery Co.....	New York	Automatic Justifier Co.....	Hammond, Ind.
Wood & Nathan Co.....	New York	F. Wesel Mfg. Co.....	Brooklyn, N. Y.
Challenge Machinery Co.....	Grand Haven, Mich.	Southworth Machine Co.....	Portland, Me.
Humana Machine Co.....	Newark, N. J.	J. A. Richards Co.....	Albion, Mich.
Dexter Folder Co.....	New York	Progress Mfg. Co.....	Boston, Mass.
Cleveland Folding Machine Co.....	Cleveland, Ohio	Ben Day, Inc.....	New York
Boston Wire Stitche Co.....	East Greenwich, R. I.	Kandle-Born Co.....	Springfield, Mass.
J. L. Morrison Co.....	New York	Samuel C. Tatum Co.....	Cincinnati, Ohio
Latham Machinery Co.....	Chicago, Ill.	Samson B. B. Machine Co.....	Reading, Pa.
Oswego Machine Works.....	Oswego, N. Y.	A. G. Burton's Son.....	Chicago, Ill.
H. L. Roberts Co.....	New York	Logemann Bros. Co.....	Milwaukee, Wis.
Autoplate Co. of America.....	New York	C. B. Henschel Mfg. Co.....	Milwaukee, Wis.
John Thompson Press Co.....	New York	Chauncey Wing.....	Greenfield, Mass.
Chandler & Price.....	Cleveland, Ohio	Singer Sewing Machine Co.....	New York City
Universal Typemaking Machine Co.....	Chicago, Ill.	The H. C. Hansen Type Foundry.....	Boston, Mass.
Slocum, Avram & Slocum.....	New York	The Vanbossor Mfg. Co.....	Detroit, Mich.

## TRADE PAPERS, ETC.

Printing Trade News.....	New York	Editor and Publisher.....	New York
American Printer.....	New York	National Printer-Journalist.....	Chicago, Ill.
Inland Printer.....	Chicago, Ill.	The National Lithographer.....	New York
Master Printer.....	Philadelphia, Pa.	Graphic Arts & Crafts Year Book.....	Hamilton, Ohio
The Printing Art.....	Cambridge, Mass.	George McKittrick Co.....	New York

## INKS.

Chas. Eneu Johnson.....	Philadelphia, Pa.	Sigmund Ullman Co.....	New York
Sinclair & Valentine Co.....	New York	Eagle Printing Ink Co.....	New York
Ault & Wiborg Co.....	New York	J. M. Huber.....	New York
Sterling Wallace.....	New York	Lewis Roberts.....	Newark, N. J.
George H. Morrill & Co.....	Norwood, Mass.		

## MISCELLANEOUS.

Loring Coes & Co.....	New York	The Typo Mercantile Agency.....	New York
N. Y. Revolving Portable Elevator Co.....	Jersey City, N. J.	Goldberg Display Fixture Co.....	New York
Hamilton Mfg. Co.....	Two Rivers, Wis.	I. T. U. Commission School.....	Chicago, Ill.
George P. Clark & Co.....	Windsor Locks, Conn.	William J. Madden & Co.....	New York
National Scale Co.....	Chicopee Falls, Mass.	Feldenfeld Chemical Co.....	New York
James Reilly's Sons Co.....	New York	S. Gilmartin.....	New York
Indiana Chemical Co.....	New York	E. W. Blatchford & Co.....	New York
M. Swift & Sons.....	Hartford, Conn.	A. B. Conkwright.....	New York
Hastings & Co.....	Philadelphia, Pa.	Standard Scale & Supply Co.....	New York
Diamond Decorative Leaf Co.....	Stapleton, S. I.	Typo Alliance.....	New York
Economy Engineering Co.....	Chicago, Ill.	Argus Miniature Electric Sign Co.....	New York

## PAPER MANUFACTURERS AND DISTRIBUTORS.

S. D. Warren & Co.....	Boston, Mass.	W. M. Pringle & Co.....	New York
Henry Lindenmeyr & Sons.....	New York	Union Card & Paper Co.....	New York
Hammermill Paper Co.....	Erie, Pa.	Parsons Paper Co.....	Holyoke, Mass.
Beckett Paper Co.....	Hamilton, Ohio	Seymour Co.....	New York
Dill & Collins Co.....	Philadelphia, Pa.	W. E. Wroe & Co.....	Chicago, Ill.
Hall Paper & Spec. Co.....	New York	Keith Paper Co.....	Turners Falls, Mass.
American Writing Paper Co.....	Holyoke, Mass.	Curtis & Bro.....	Newark, Del.
Esleeck Mfg. Co.....	Turners Falls, Mass.	District of Columbia Paper Co.....	Washington, D. C.
Chapin & Gould.....	Springfield, Mass.	Charles Drury Jacobs.....	New York
C. H. Dexter & Sons.....	Windsor Locks, Conn.		

## PRINTERS, LITHOGRAPHERS, ENGRAVERS AND ELECTROTYPERS.

The Schilling Press.....	New York	McConnell Printing Co.....	New York
W. B. Conkey Co.....	Hammond, Ind.	Publishers' Printing Co.....	New York
The University Press.....	Cambridge, Mass.	Stecher Lithographing Co.....	Rochester, N. Y.
Oswald Press.....	New York	Karle Lithographing Co.....	Rochester, N. Y.
Norman T. A. Munder Co.....	Baltimore, Md.	H. C. Miner Lithographing Co.....	New York
William Green.....	New York	Gatchel & Manning.....	Philadelphia, Pa.
Ravenswood Press.....	Chicago, Ill.	Edgar Printing Co.....	New York
Farmer-Zehr Engraving Co.....	New York	Edwards & Deutsch Litho. Co.....	Chicago, Ill.
Lead Mould Electrotypes Foundry, Inc.....	New York	Chas. Francis Press.....	New York
Half-Tone Press.....	New York	Globe Electrotypes Co.....	New York
Albert B. King & Co. (showing Goes Lithographing Com- pany's samples).....	New York	Powers Photo-Engraving Co.....	New York
H. C. Jones Engraving Co.....	New York	De Vinne Press.....	New York
Niagara Lithograph Co.....	New York	The Price, Lee & Adkins Co.....	New Haven, Conn.
Zeese-Wilkinson Co.....	New York	Lent & Graff.....	New York
		Republican Publishing Co.....	New York

## ADVERTISING NOVELTIES.

Harvey Deschere.....	New York	Philip Hano & Co.....	New York
Blanchard Bros.....	Brooklyn, N. Y.	Price, Lee & Adkins Co.....	New Haven, Conn.

## TRADE ASSOCIATIONS.

Typothetae of the City of New York.		United Typothetae and Ben Franklin Club of America.
New York Master Printers' Association.		Electrotypers' Board of Trade, New York.
New York Order of Pica.		Printers' League of America.
Photo-Engravers' Board of Trade, Inc.....	New York	

TIPS FOR THE AD MANAGER.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, will shortly place orders with a selected list of papers for the Pilgrim Manufacturing Co., 37 East 38th street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing orders to a few selected Western papers for the Best Wall Manufacturing Company.

It is reported that Green's Capital Advertising Agency, 1146 15th street, N. W., Washington, D. C., is closing up the list for this year's advertising for the Orrine Company of the same city.

Ernest Edwards, 429 Sixth avenue, New York City, is forwarding small orders to a few New York State papers for Therese Hynds, Corsets, 24 West 46th street, New York City.

H. Sumner Sternberg Company, 208 Fifth avenue, New York City, is reported to be preparing a list for the Spring advertising campaign of the Gotham Manufacturing Company, "Gotham Underwear," 200 Fifth avenue, the same city.

D'Arcy Advertising Company, Fullerton Building, St. Louis, Mo., is handling orders with large city papers for the McQuay-Norris Manufacturing Co., "Leak-Proof Piston Head Packing Rings," St. Louis, Mo.

Siegfried Company, 50 Church street, New York City, is sending out orders to New Jersey papers for the Dentacura Company, 7 Alling street, Newark, N. J.

Erickson Company, 381 Fourth avenue, New York City, is making 5,000 l. contracts with a few New York State papers for Valentine & Company, "Valspar," 456 Fourth avenue, New York City.

The Equitable Life Assurance Society, 165 Broadway, New York City, it is reported will shortly place orders for their annual statement through Frank Preshrey Company, 456 Fourth avenue, New York.

W. H. H. Hull & Company, Tribune Building, New York City, are issuing orders to large city papers where the Dunlap Hat Company, Park and Nostrand avenues, Brooklyn, N. Y., have stores.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is sending out orders to Middle West papers for Fels & Company, "Fels Naphtha Soap," Philadelphia, Pa.

The Metropolitan Magazine Company, 432 Fourth avenue, New York City, is putting forth orders through various agents.

M. Wineburgh & Company, 575 Fifth avenue, New York City, are placing orders with a selected list of papers for the Omega Chemical Co., "Savon Cadum," 576 Fifth avenue, New York City.

Walter L. Houghton Advertising Agency, Kinney Building, Newark, N. J., is making new 6,000 l. contracts to run for sixteen months with a few Southern papers when they have expired for Julius Kayser & Company, "Kayser Gloves," 45 East 17th street, New York City.

Donovan & Armstrong, Commonwealth Building, Philadelphia, Pa., are sending out orders to a selected list of papers for the Lowry Coffee Company, "Lowry Tartan Coffee," 200 South Front street, of the same city.

Robert M. McMullen Company, Cambridge Building, New York City, is placing orders with a selected list of papers for the G. Washington Coffee Company, 79 Wall street, New York City.

It is reported that the Federal Advertising Agency, 231 West 39th street, New York City, will shortly place orders for the Spring campaign of Weingarten Bros., "B. Corsets," Marbridge Building, New York City.

New Orleans States

Sworn Not Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY

Per P. O. Statement

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

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

The Metropolitan Advertising Company, 6 Wall street, New York City, is handling the advertising account of the Boraacol Company, "Dr. Deschamps iodhyrine," Passaic, N. J. It is also reported that the above agency will shortly advertise the new named shirt, "Biplex Shirts," of George P. Ide & Company, Troy, N. Y.

THREE A'S CONVENTION

(Continued from page 720.)

a country weekly are better than one hundred readers of a city newspaper.

Stanley Clagne said he felt proud the day has come when the advertiser and the agent and the publisher can get together and carry on that great work that the three A's have done in the past, and that hereafter the agent will be able to get the information that has been so valuable to him, without sneaking under a counter, possibly, to get it. He felt that this marked a new era in advertising and a great step in advance.

William H. Field was then introduced to the assembled advertising men as representing a publication that depended more for its success upon its linotypes than upon its rate per agate line. His subject was given as "Lines of Least Resistance." Mr. Field took as a text some words from Dean Johnson of New York University, as follows:

"Business has long since ceased to be largely a series of price haggings, a continual measurement of greed and sharp wits against sharp wits and greed. The real business men of this age are creators, not cheats; they are seeking permanent customers, not victims."

He then took up the principle of goodness as applied to business, quoting from Gerald Stanley Lee's recent book on "Crowds." Continuing he said:

Something of this same sentiment in business must have inspired those who wrote the declaration of principles adopted unanimously at the June convention of the Associated Advertising Clubs of America. It is a document that has served already to stir into a flame that ember of our business conscience which has slumbered so long, buried under the ashes of years of business practice and habits, but still there, and still alive.

And I sincerely believe that this flame, fanned by such breezes, will increase and glow and grow and sweep from one end of our business country to the other, and hurst into a flame whose white heat will sweep all before it in the end. While it may scorch and sear some of those who stand in its path, it will eventually emerge into the glorious beams of sunshine under whose rays a new principle in business will flourish and grow.

O. J. Gude, who recently returned from England, where he had been in the interest of the A. A. C. A., Toronto Convention, told of his success across the water. He said that he had received a cable from London informing him that the Associated Advertising Clubs of Great Britain would be born in June in London.

James Dunlop, president of the Chicago Advertising Club, spoke of the prospects of obtaining the 1915 A. A. C. A. Convention for Chicago. Walter B. Cherry, of Syracuse, made the concluding address.

THOSE PRESENT AT DINNER.

Those who attended the dinner were: Alien Collier, Proctor & Collier Company; H. F. Grant, O'Mara & Ormsbee; George Ellis Throop, The Bill Poster; Herman Black, Milwaukee Journal; A. Jirsa and J. A. Ergdon, Associated Bill Posters; Chas. B. Nichols, Leslie Judge Company; E. H. B. Watson, Peoples' Home Journal; Louis Bruch, American Radiator Co.; A. R. Keator, newspaper representative; Chas. D. Rosenfield, Moline Evening Mail; Geo. H. Mayr, newspaper representative; Arthur A. Willson, Nelson Chesman & Co.; Edgar H. Young, Payne & Young; C. Geo. Kroegus, newspaper representative; Allen F. Moore and H. A. Porter, Pepsin Syrup Company; A. W. Loeb, Ohio State Journal; James Zobian, James Zobian Company; Chas. O. Paxson, The Orrine Co.; James Wright Brown, "Editor & Publisher," New York; H. E. Fairchild, Munsey Magazine; Chas. W. Staudinger, Anheuser-Busch Co.; J. H. Gallagher, New York Evening Post; Robert E. Ward and James A. Ward, Allen & Ward; Patrick F. Buckley, Leslie Judge Company; Julius P. Balmer and W. G. Agry, Peoples' Home Journal; John R. Buckley, Review of Reviews; Bert Moses, Omega Chemical Company; A. N. Drake, Booth's Hyomei Company; Seth Brown, Standard Advertising; Guy Osborne, newspaper representative; F. Guy Davis, L. H. Crall Company; E. P. Adler, Davenport Times; T. R. Finlay and E. R. Goble, Stack Advertising Agency; Chas. M. Beazley, Christian Science Monitor; A. D. Campbell, New York World; Lafe Young, Jr., Des Moines Capitol; F.

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 by state: ARIZONA (GAZETTE), CALIFORNIA (ENTERPRISE, TRIBUNE, INDEPENDENT, BULLETIN), GEORGIA (ATLANTA JOURNAL, CONSTITUTION, CHRONICLE, LEDGER), ILLINOIS (POLISH DAILY ZGODA, SKANDINAVEN, HERALD, NEWS, HERALD-TRANSCRIPT, JOURNAL, STAR), INDIANA (THE AVE MARIA), IOWA (REGISTER & LEADER, THE TIMES-JOURNAL), KANSAS (CAPITAL), KENTUCKY (COURIER-JOURNAL, TIMES), LOUISIANA (DAILY STATES, ITEM, TIMES-DEMOCRAT), MARYLAND (THE SUN), MICHIGAN (PATRIOT), MINNESOTA (TRIBUNE), MISSOURI (POST-DISPATCH), MONTANA (MINER), NEBRASKA (FREIE PRESSE), NEW JERSEY (PRESS, JOURNAL, COURIER-NEWS), NEW YORK (BUFFALO EVENING NEWS, BOULLETTINO DELLA SERA, EVENING MAIL), OHIO (PLAIN DEALER, VINDICATOR, NEWS, LEADER), PENNSYLVANIA (TIMES, DAILY DEMOCRAT, DISPATCH, PRESS, GERMAN GAZETTE, TIMES-LEADER, GAZETTE), SOUTH CAROLINA (DAILY MAIL, THE STATE), TENNESSEE (NEWS-SCIMITAR, BANNER), TEXAS (STAR-TELEGRAM), WASHINGTON (POST-INTELLIGENCER), CANADA (WORLD), ONTARIO (FREE PRESS), QUEBEC (LA PATRIE, LA PRESSE).

H. Squier, Pabst Brewing Company; Frank E. Long, Farmers' Review; Arthur A. Hinkley, Home Life; Wm. H. Wilson, New York American; N. J. Peabody, Walter C. Kimball Company; C. E. Raymond, J. Walter Thompson Co.; Walter U. Clark, Holland's Magazine; Paul Block, newspaper representative; John A. Dickson, Youth's Companion; Sidney S. David and Ed. A. Glad, S. S. David Advertising Agency; Frank D. Throop, Muscatine (Ia.) Journal; E. B. Forgan, Proctor & Gamble Company; Ben. Levin, newspaper representative. (Continued on page 730.)

# You Can Get Four-Page Ads For Your Paper

ONE single ad in a town of 1,000 population ran to ten pages. Another, in a town of 8,000, ran to eight pages. Another, in a town of 22,000, ran to twelve pages.

THESE were run by local merchants, on a cash basis, and were obtained by the local papers without unusual effort, merely by using a certain argument.

THE argument was that magazine advertising has created a demand for various goods, all of which are sold through local dealers. However, the public will not always obey the command, "ask your dealer." It wants to know what dealer actually carries the goods. The merchant who uses big space to aggressively advertise that he handles such products reaps an astonishing harvest.

A VERY simple argument? But it got the business, and proved one of the best space-sellers ever employed by non-metropolitan papers. At the foot of this page is a list of some of the profitable advertisements secured by small-town papers through the use of this idea.

MANY of the merchants afterward took the trouble to write and say that their large ads pulled extraordinarily well and that they expected to repeat the dose frequently.

OVER sixty million dollars a year is spent in magazines to popularize goods that are sold exclusively in retail stores. People want them but experience has shown that they "demand" less than expected. But they are wonderfully responsive to advertising by local dealers on those goods.

*HERE is an untapped source of revenue for newspapers. It is a new class of business. The successes covered by the below table were made at our suggestion. We can show YOU how you can do the same thing, and permanently increase your advertising gains, no matter what part of the country your paper is in. Why not ask us? There is no charge of any kind for the information.*

## GOOD HOUSEKEEPING MAGAZINE

119 West 40th Street

NEW YORK

### Multi-Page Ads in Local Papers on Magazine Advertised Goods

Town	Population	Size of Ad	Town	Population	Size of Ad
Cumberland, Md.	22,000	12 pages	Grinnell, Ia.	5,000-	8 pages
Randolph, N. Y.	1,000	10 "	Osakis, Minn.	1,000	6 "
Middletown, Conn.	21,000	6 "	Litchfield, Ill.	6,000	6 "
Bowling Green, Ky.	9,000	6 "	Lyons, N. Y.	4,000	4 "
Evanston, Ills.	25,000	4 "	Dallas City, Ills.	1,000	4 "
Cornish, Me.	1,000	4 "	Redfield, S. D.	3,000	4 "
Lancaster, Pa.	47,000	3 "	Berkeley, Calif.	40,000	3 "
Niagara Falls, N. Y.	30,000	3 "	Johnstown, N. Y.	10,000	2 "
Hebron, Ind.	1,000	2 "	Woodbury, Conn.	2,000	3 "
Phoebus, Va.	2,500	3 "	Greenridge, Mo.	500	2 "
Albia, Ia.	5,000	2 "	Joliet, Ills.	34,000	2 "
Middletown, Conn.	21,000	2 "	Bellaire, O.	13,000	2 "

and many others

**AD FIELD PERSONALS. APPOINTS A GENERAL MANAGER.**

C. H. Clark has been appointed advertising manager for Robbins & Myers (motors), Springfield, O., from March 1. He has resigned from a similar position with the Goulds Mfg. Co. (pumps), Seneca Falls, N. Y.

Robert E. Walker has joined the staff of the Chicago office of the American Sunday Monthly Magazine. He was previously connected with the Street Railways Advertising Co. and the Thomas Cussack Co.

I. A. Klein has been appointed Eastern representative of the Des Moines (Ia.) Register and Leader.

J. H. W. Rees, formerly advertising manager of Deuth & Company (incandescent lamps), has been made general manager of the United Electric Lamp Company of Brooklyn.

W. S. Pettit, at one time advertising manager of the Studebaker Corporation, has resigned as sales manager of the Commerce Motor Car Co., Detroit.

I. M. Darlington, once advertising manager of the Farmer & Stockman in Kansas City, has become president and manager of the Texas Stockman and Farmer, San Antonio. Mr. Darlington has had experience on other trade papers.

**IN NEW YORK TOWN.**

Garrett Cupp, for a number of years press agent for the Fifth Avenue theatre, and formerly on the dramatic staff of the Times and the Press, has been appointed dramatic editor of the Evening Mail.

Preston Goodfellow, who has been on the copy staff of the Evening Mail, has gone over to Brooklyn as city editor of the Times.

Farmer Smith—George H. Smith to the uninitiated—has studied up on motion pictures and is now running reels of stuff as the motion picture expert of the Evening Globe.

Austin G. Parker, who won fame recently as the martyr-editor of the Cornell Widow, is now engaged as a reporter for the Tribune.

Charles A. Stiles, who hails from the Pacific Coast, where he spent several years on the Seattle Post-Intelligencer, has joined the Tribune force.

Fred Van Ness, baseball expert, has left the Evening Sun to join the staff of the Evening Globe.

A. H. Wolcott, rewrite man of the Times, succeeds Adolph Klauer as dramatic critic of the paper.

Naboth Hedin sails on March 3 to take charge of the Brooklyn Eagle Paris bureau, left vacant by the death of Emma Bullet.

John Leroy Drug is now at the rewrite desk of the Evening Mail. He was for two years in charge of the Brooklyn section of the American.

**Old Newspaper Files Destroyed.**

At a fire which destroyed the Morristown (N. J.) Library building on Feb. 23 the files of the Palladium of Liberty, Morristown's first newspaper, went up in smoke. Some of the issues were more than 100 years old.

**A Life-Long Subscriber.**

S. Gurney Lapham, president of the Syracuse (N. Y.) Newspaper Association, in renewing his subscription to the EDITOR AND PUBLISHER says:

"I shall be a subscriber to your paper as long as I live."

**Pilgrim Publicity Association Makes W. R. Hadsell Permanent Official.**

The Pilgrim Publicity Association, of Boston, has appointed Warren R. Hadsell permanent office manager. This is said to be the first instance in which an ad club has appointed on salary anyone to this position.

Mr. Hadsell was educated at Hobart College, Geneva, N. Y., and for two years was circulation manager of the National Magazine, Boston. For four



W. R. HADSELL.

years he was in charge of the correspondence department of a large sales organization conducted by D. N. Graves.

While Mr. Graves was treasurer of the Pilgrim Publicity Association Mr. Hadsell acted as executive, and also assisted Mr. Graves in conducting the finances of the Boston convention in 1911. He is now engaged in assisting John K. Allen, of the Christian Science Monitor, in arranging the program of the Toronto convention of the A. A. C. A. in June.

Mr. Hadsell is especially strong on organization work, and believes that the P. P. A. offers an excellent opportunity for the exercise of his abilities in this direction.

**Mrs. Grace, Sole Owner of Lead Call.**

The Lead (S.D.) Call Company, publishing the Daily and Weekly Call, has been dissolved by an order of the court at that city. Mrs. Belle Grace, the editor, is now the sole owner of the paper, which formerly was owned by a number of prominent business men, and, together with her husband, George Grace, who is postmaster here, will conduct the paper.

**To Pass Fake Advertising Bill.**

Alderman Chorash's proposed ordinance making it a misdemeanor to "publish, print or circulate fraudulent advertising" was not opposed when it came up for public hearing Saturday. The committee on general welfare of the Aldermen will recommend its passage next week.

**Tribune Men Answer Court Charge.**

Answers on behalf of George Burdick and William L. Curtin of the Tribune, charged with contempt of court, in refusing to divulge their sources of information on which stories of the Heitmayer and Littauer customs cases were founded have been filed. The two men base their refusal to answer on the ground that they do not wish to incriminate themselves. They refused pardons from President Wilson that were offered them.

**Directory of Advertisers Aids-**

**Publishers' Representatives**

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

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

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

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

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

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

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

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

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

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

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

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

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

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

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

**Advertising Agents**

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

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

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

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

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

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

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

**GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

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

**THREE A'S CONVENTION**

(Continued from page 737.)

Bainbridge Richardson, Sherman & Ryan Company; Sidney L. Katz and John H. McNeely, Evansville Journal; G. W. Gaylord, Better Farming; Arthur Acheson, Street Railway Advertising; J. E. Lutz, Munsey newspapers; W. H. Kentor, Benjamin & Kentor Co.; Woodworth Clum, Clinton Daily Advertiser; John Budd, John Budd Company; Geo. L. Emrich, McCall's Magazine; John Glass, publishers' representative; Luther D. Gernald, Collier's Weekly; Frank W. Nye, To-day's Magazine; H. P. Stone and W. O. Millinger, Scripps newspapers; J. Wordman and J. B. Dignan, Cone, Lorenzen & Woodman; Walter R. Jenkins, Jr., Comfort Magazine; Samuel T. A. Loftis, Loftis Bros. Company; W. S. Jones, Minneapolis Journal; Jno. S. Grant and Will C. Izor, Needcraft.  
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