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WASHINGTON TOPICS.

SUMMER ACTIVITY OF PUBLISHERS AND CORRESPONDENTS AT NATIONAL CAPITAL.

A. W. Dunn Engaged in Writing Gridiron Club History—Advocates of Increase in Second Class Mail Rates Again Active—Field Day at Capitol—Armistead Nominated for San Antonio, Tex., Postmastership.

(Special Correspondence.)

WASHINGTON, D. C., May 27.—Arthur Wallace Dunn is engaged in writing a history of the Gridiron Club of Washington in syndicate form. Mr. Dunn is one of the veteran correspondents of Washington and has been for more than 22 years a member of the Gridiron Club and is an ex-President of that organization. When the publication in the papers is completed the story is to be published in book form.

Mr. Dunn's narrative takes the line of showing the manner in which the Gridiron Club treated great historical events in the last quarter of a century. Every President, except Mr. Cleveland, has been a guest at Gridiron dinners, and Mr. Dunn's review details an interesting feature as why Mr. Cleveland never attended dinners of the club and his relation with the newspaper men. Another point brought out will be how Theodore Roosevelt, understanding how useful he was to the Gridiron Club, made it a reciprocal arrangement and used the Gridiron Club for his own purposes.

EFFORTS TO DOUBLE RATE.

The efforts to double the rate on second-class mail matter has been held in abeyance for a few months, but there are signs that it will break out again. Senator Hoke Smith, of Georgia, has introduced a resolution calling on the Congressional Commission, of which ex-Senator Jonathan Bourne is chairman, to report the progress that has been made in gathering information and formulating a report on railway mail pay and second-class rates. Until these reports are made it is doubtful whether anything will be done about the second-class rates. Meanwhile the advocates of one-cent postage are doing all they can to secure action on second-class matter in the hope that it will bring about one-cent postage.

There was a field day in the capitol last week. The Senate had a very earnest discussion over the use of automobiles and motor boats for agricultural purposes in which much sarcasm was used. About the same time there was a particularly interesting political debate on in the House in which the members handled each other without gloves. But the real stunt was pulled off in one of the rooms back of the House press gallery, when about a score of correspondents discussed the Press Club and what should be its policy in the future.

The President recently sent to the Senate the nomination of George D. Armistead to be postmaster at San Antonio, Tex. Mr. Armistead is at present a member of the staff of the San Antonio Express, and is remembered in Washington, where he was stationed for several sessions of Congress as representative of several Texas newspapers.

John R. McLean, owner of the Washington Post, has arranged to spend the summer at Narragansett Pier, and Edward B. McLean, Business Manager of the Post, will shortly, with Mrs. McLean, go to Newport for the season.



JAMES KEELEY,
EDITOR OF THE CHICAGO RECORD-HERALD AND INTER OCEAN.

LAW ON POPULARITY CONTEST.

Kentucky Court of Appeals Holds it Is Not a Lottery.

The Kentucky Court of Appeals has decided that a newspaper popularity contest is not promoting a lottery. The court last week certified the law to the Crittenden Circuit Court at Frankfort on appeal of the Commonwealth in the case of S. M. Jenkins, editor of the Crittenden Record-Press, of Marion, indicted for promoting a lottery and acquitted on peremptory instructions by the Judge.

Votes were allowed for subscriptions and advertising and the one who received the highest number of votes won. According to the record one man was given an automobile and the votes for \$400 in subscriptions. He cast the votes for his wife, who won the contest. The Commonwealth insisted that this smacked of a lottery, but the Court of Appeals held that it lacked all the elements of chance; the man's wife "had no chance to lose, and the others no chance to win."

Quincy Daily Whig Changes Hands.

The Woman's Review Publishing Company of Chicago, which recently purchased the Quincy (Ill.) Morning Whig, has released the property and it now reverts to the Quincy Whig Company, of which Mrs. Anna B. Ellis is the chief stockholder.

Country Daily Brings \$25,500

A high-water mark in the price of a country daily newspaper was established last week when N. W. Huston sold the Manhattan (Kan.) Nationalist to D. E. Deputy and Ed Shellenbaum for \$25,500, the deal to take effect June 1. Huston went to Manhattan from Fort Scott seven years ago and purchased the Nationalist, then a weekly, for \$5,600. He established the Daily Nationalist five years ago. The Weekly Nationalist was established in 1860, being one of the oldest newspapers in the state. Deputy has just finished a term of twelve years as postmaster at Manhattan while Shellenbaum was postmaster at Randolph for a like term of years.

Montreal Evening News Appears.

The first edition of the Montreal (Can.) Evening News appeared in that city Wednesday. It was established by the Montreal Daily Mail, a morning newspaper. The new paper made an auspicious entrance into the daily field. It has contracted for the full leased wire service of the United Press. M. E. Nichols is managing director and Brenton A. MacNab editor of the new enterprise.

Cincinnati's Publicity Fund.

The Cincinnati Chamber of Commerce committee in charge of the raising of a fund of \$100,000 to be used for publicity and convention promotion work has already raised \$104,532.

TO SAVE EXPOSITION.

FORMAL PRESENTMENT MADE TO THE DIRECTORS AT SAN FRANCISCO.

Newspaper and Magazine Publishers Urge Panama-Pacific Exhibition Directors to Make Appropriation for Advertising and Not Depend Upon Free Publicity—Indifference Toward the Show Is Manifest.

The Board of Directors of the Panama Pacific Exposition held a meeting in San Francisco on Wednesday to receive a presentment from the newspapers and magazine interest of the country.

Harry Chandler, business manager, Los Angeles Times, represented the newspapers and William Woodhead, president A. A. C. of A., represented the magazines.

There was no definite outcome to the meeting, the Board taking the matter under consideration and asking the committee to return for a further conference in about 10 days.

The presentment was the work of W. A. Thompson, Director of the Bureau of Advertising of the Accts., Herbert Houston of Doubleday, Page & Co.

The presentment first reviews the pledge made by the American Newspaper Publishers' Association at its recent annual meeting to heartily support the Exposition. It then argues:

"But this publicity upon which you are manifestly depending, however great the volume of it may have been in the past, and however great the volume of it may be in the future, cannot possibly be great enough, in and of itself, to win for your Exposition the success it deserves. This is not merely our conviction, based on wide publishing experience, but it is a definite and irresistible conclusion, drawn from the experiences of all former expositions."

RESULTS OF INQUIRY.

After reviewing the financial failure of former expositions which depended upon free publicity, the presentment continues:

"We are confident you will be deeply impressed by the results of a wide-spreading investigation we have ourselves conducted. We have approached the question of probable attendance by going at once to the most direct source of information—the people themselves.

LACK OF PUBLIC INTEREST.

"Through the leading newspapers of twenty-five states in this country and from the best publications in the Dominion of Canada, we have learned that there is a woeful lack of interest in the Exposition.

ABSENCE OF INTEREST.

"Astonishing as conditions seem throughout the entire territory covered, the experiences of our investigators in the great cities have been perhaps the most impressive. In New York, Chicago, Philadelphia and Boston searching inquiry discloses not only an absence of public enthusiasm, but it demonstrates that channels of public information, usually brimful of data on all matters of interest to travellers, are virtually closed, so far as supplying facts about the Exposition is concerned. Representatives, endeavoring to learn the opening date of the fair, were often unable to obtain even this information from hotels, railroad offices and tourist agencies."

After dwelling at some length upon this discouraging outlook, the presentment suggests as a remedial plan, before it is too late, that the Exposition buy

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CHICAGO HAPPENINGS.

Conditions in Local Newspaper Circles—Shaffer Settles Evanston Index Suit—Herald Leads in Name of Merger Papers—Llewellyn Jones Succeeds Lucian Cary on Post—Press Club Secures \$80,000 Loan.

(Special Correspondence.)

CHICAGO, May 27. Conditions in local newspaper circles have been much mixed by the recent changes on leading papers. The sale of the Inter Ocean to the purchasers of the Record-Herald and its absorption put a number of writers out of jobs and also made a mix-up at the Record-Herald office, where room had to be made for some of the Inter Ocean men. The make-up of the local papers have also lately undergone some changes made necessary by the large amount of war news, it crowding out much local news, even the time honored daily list of marriage licenses having to go for the present at least. As a result, local space writers have had very poor picking lately.

The Milwaukee Press Club gave a reception Monday for Mr. and Mrs. Frederick Hutton, authors of the book and play "The Call of Youth" and the company that was playing it there.

SHAFFER SETTLES SUIT.

John C. Shaffer, owners of the Post, has settled the suit brought against him by A. H. Bowman, of Evanston, growing out of the sale of the Evanston Index.

While local newspaper men find it hard to get jobs, Frank Wasson of the Rockford Star reportorial staff did better and landed a position on the Examiner news staff.

Inquiry among the readers of the consolidated papers, Record-Herald and Inter Ocean as to what name they prefer for the paper seems to lead toward the adoption of the name Herald.

Charles N. Wheeler, late of the Inter Ocean, at once took to the lecture platform when released and last week at Kenosha told of the making of a newspaper with some inside facts on the Chicago situation thrown in.

WOMEN'S PRESS MEETING.

A joint meeting of the Illinois Woman's Press Association and the Medical Woman's Club was held last week, a dinner also being enjoyed. Members of the Advertising Association were entertained last week Thursday with an illustrated talk on "Moving Pictures and Vice in Chicago," by Major Funkhouser, the censor.

The death of Mrs. Frances Dewey Parks, a poet, composer and once local reporter, occurred last week here.

Llewellyn Jones is the new literary editor of the Post, succeeding Lucian Cary, who goes to the Dial. Mrs. Cary will edit a moving picture magazine.

The Chicago Press Club has secured two loans of \$80,000 in all on its property. Saturday night a luncheon was given for those who participated in the recent scoop show.

Medill McCormick has returned from Mexico, where he for a short time served as a war correspondent.

The unveiling of a memorial window to the late Henry O. Shepard, editor of the Inland Printer in the public school building named in his honor has been set for Labor Day, it being found impossible to carry out plans to dedicate it just now.

War has been started against fraudulent and misleading advertising not only in Chicago but throughout the country by the Chicago Association of Commerce. A committee is gathering data to be used in a report. It may decide to aid the postal authorities in prosecuting law violators.

John Lee Mahin, of the Mahin Agency, addressed a banquet of the Chicago Sales Managers' Association last week on the advertising question.

The Illinois Women's Press Association will elect officers next Thursday. The following ticket has been nominated for balloting: For president, Miss Ethel Colson, for re-election; first vice-president, Mrs. Elizabeth Reed; second vice-president, Mrs. Ida Gibson and Mrs. Addie Inman; third vice-president,

Mrs. Grace Smith; recording secretary, Miss Maud Oliver; corresponding secretary, Mrs. Elizabeth Nolan; treasurer, Mrs. Estella Ryan Snyder. The association has arranged to serve tea to visiting writers during the biennial convention of the general convention of women's clubs here next month.

The Inter Ocean building has been cleared of the newspaper equipment, which has been removed to the Record-Herald office or the adjacent building.

The motion pictures secured at Vera Cruz by E. F. Weigel, local newspaper photographer, at the risk of his life, are now being shown here. Weigel was detained in Vera Cruz for a month before he could get away.

REPORTER USED WRONG WORD.

Youngstown Vindicator Must Pay \$2,200 Verdict in Consequence.

Failure to discriminate between the meanings of the words "subsequent" and "prior" on the part of the reporter cost the Youngstown (O.) Vindicator \$2,200 last week; when the Ohio Supreme Court handed down a decision affirming the lower court's decision for damages for libel in the case of Laura Brenneman against the paper.

In 1910 the Vindicator, in carrying an account of divorce proceedings brought by Fred C. Brenneman against his wife, Laura Brenneman, said the couple had lived together for six years "prior to their marriage" when the story should have read "subsequent to their marriage."

Suit was filed for \$10,000, and the award was cut to \$2,200. In defense the paper set forth that the reporter was experienced but in his haste let the wrong word, "prior," slip into his copy.

New Weekly for Yonkers, N. Y.

Early in June a weekly newspaper, to be known as the Westchester County Budget, will be launched in Yonkers, N. Y. R. K. Guinzberg, formerly of the New York Evening Mail, will be managing editor, and Robt. W. Leeman will be publisher and business manager. Mr. Leeman at present is the owner of a large job printing business in Yonkers, known as the Art Craft Press. It is the intention of these gentlemen to recapitalize the Art Craft Press and develop it into a publishing business. The Westchester County Budget will be strictly non-partisan and one of its special features will be to print an account of the daily doings of the men in public service of the county.

Reorganization of Montreal Herald.

The reorganization of the management of the Montreal Herald, in connection with its recent merger with the Telegraph, has been completed. The following become members of the board of directors, effective June 15. Hon. George P. Graham, ex-Minister of Railways for the Dominion of Canada; Hon. P. S. G. Mackenzie, Provincial Treasurer for Quebec, and R. C. Smith, K. C., Montreal, a popular leader of the Canadian bar. Hon. Geo. P. Graham will be asked to accept the presidency. Under the guidance of the reorganized board the Herald will be the exponent of Liberal principles and an advocate of what it believes to be in the best interests of the people of Canada.

Buy Richmond (Cal.) Record-Herald.

J. L. Kennon for the past five years a stockholder and news editor of the Richmond (Cal.) Record-Herald an afternoon publication has disposed of his interest in the paper to G. A. Milnes and Frank Hull, who now hold the controlling interest. Bob. C. Erwin, who has been news editor of the Independent since the first of the year, has resigned his position to take one with one of the afternoon papers in Sacramento.

Elected A. N. P. A. Members.

The Tacoma (Wash.) Tribune and the Norwich (N. Y.) Sun have been elected to active membership in the American Newspaper Publishers' Association, and the Middletown (N. Y.) Times-Press, to associate membership.

WILL HAVE A BIG TIME.

Dispatches by Wireless to Be Furnished the I. C. M. A. Convention.

The circulation managers will have the time of their lives, according to Sidney Long, the president, and A. E. MacKinnon, the vice-president, on the up-the-lakes convention trip of the I. C. M. A.

Edward Armstrong, circulation manager of the Duluth Herald wires: "News-Tribune and Herald request pleasure of being hosts to the party on arrival of the S. S. Naronic at Duluth on June 16. Plan is to take autos from boat for a drive around the Boulevard with luncheon at about one o'clock, leaving a couple of hours at members' own disposal.

V. H. McGilliorey, secretary Board of Trade, Sault Ste. Marie, Ont., writes: "The Board of Trade desires to entertain the visiting circulation men. Please arrange that sufficient time be given to do it properly."

Roy Howard, president United Press, has agreed to keep boat supplied with all the news by wireless from Detroit and St. Paul stations. This news service will include baseball scores, sporting news and bulletins of important news developments.

THIS FAIR TO ADVERTISE.

San Diego Exposition to Spend \$200,000 for Publicity.

Director Thomson of the Bureau of Advertising, announces that the San Diego, California Exposition has set aside \$100,000 for an advertising campaign.

This sum will be followed a little later by an appropriation for an additional \$100,000 to be spent in weekly magazines and farm papers only. Newspapers may be used later.

The appropriation was secured by the Williams and Cunningham advertising agency, 59 East Madison St., Chicago, Ill.

N. Y. Times Drops Suit Against Press.

In consequence of the United States Supreme Court's decision in the copyright infringement suit brought by the New York Times against the Sun, the former newspaper has discontinued a similar suit which it had begun against the New York Press. Both suits involved the publication of the story of Roald Amundsen's discovery of the South Pole, published on March 9, 1912, the Times asserting that the Sun and the Press had infringed the copyright held by the Times on Amundsen's own story of the discovery. In the case of the Sun the Supreme Court held that the Times was not entitled to either injunction or damages inasmuch as the Times had not complied with the copyright law.

I. T. U. Board Appoints Hertenstein.

Charles Hertenstein, president of I. T. U., No. 8, St. Louis, has been appointed first vice-president of the International Typographical Union by President James M. Duncan, Frank Hays, secretary-treasurer, and Hugo Miller, second vice-president, composing the executive board. The appointment was made necessary by the resignation some time ago of James M. Lynch, as president, to become commissioner of labor of New York, and the elevation of Mr. Duncan from first vice-president. Mr. Hertenstein will hold office until November, when the union will hold its election.

Canadian A. P. Elects Officers.

At the annual meeting of the Canadian Associated Press, held last week at Toronto the following directors were elected: P. D. Ross, Ottawa Citizen; E. F. Slack, Montreal Gazette; J. A. Macdonald, Toronto Globe; W. J. Douglas, Toronto Mail; J. E. Atkinson, Toronto Star; J. S. Lewis, Montreal Star. At a meeting of the directors J. Ross Robertson was elected President; John S. Lewis, Vice-President, and J. E. Atkinson, Secretary-Treasurer.

The Galt (Cal.) Herald has become a semi-weekly newspaper.

NORTHWESTERN NEWS NOTES.

Staff and Other Changes in Washington, Idaho and Montana.

(Special Correspondence.)

SPokane, Wash., May 25.—Howard L. Hindley, political and dramatic writer for the Spokesman-Review, has gone to Rutland, Vermont, to become managing editor of the Herald. Mr. Hindley formerly was engaged in newspaper work in the Vermont city, whence he came to Spokane. During the administration of Governor M. E. Hay he was secretary of the industrial insurance commission of the state of Washington.

Garland A. Blair, editor of the Republic (Wash.) News-Miner, was killed May 19, when an automobile in which he was riding went over an embankment at Republic. His brother, Colbert E. Blair, manager of the paper, jumped from the machine and was not injured.

Milton L. Dippel has resigned as assistant editor of the Tribune at Orofino, Idaho, and has returned to Spokane, where he formerly was on the staff of the Spokesman-Review.

J. T. Farris, publisher of the Lincoln County Herald at Libby, Mont., announced recently that the Herald would be changed from a weekly to a twice-a-week during the Mexican crisis. Tuesdays and Fridays are press days.

C. A. Smith, publisher of the Coulee City (Wash.) News, has retired because of ill health, and has been succeeded by H. B. Sovereign, who has been engaged on the paper during the past two years.

Sanborn and Roberts, experienced newspapermen, have purchased control of the Pasco (Wash.) Express.

RECORD-HERALD CHARTERED.

Chicago Paper Has Taken Out License in West Virginia.

The Chicago Record-Herald Company has been licensed to do business in Illinois with a capital of \$1,035,000. Through the filing of the company's application for the license, several interesting facts were disclosed. It became known that the Chicago Record-Herald Company is now a "foreign" corporation, being incorporated under the laws of West Virginia, with a capital stock of \$3,815,000.

By being incorporated in West Virginia this amount is not taxable in Illinois. Instead, the taxable valuation is based upon the licensed capital—\$1,035,000. This, it is estimated, will mean an annual saving of nearly \$3,000 to the company.

The application for the license also disclosed the names of the incorporators of the company. They are James Keeley, Miss Louise Gertz, Mr. Keeley's stenographer; Mrs. Gertrude Keeley, wife of the editor; W. W. Chapin, the newly installed publisher of the newspaper and former publisher of the Post Intelligencer of Seattle, and James C. Russell, city editor of the paper.

For its West Virginia charter the company paid \$660, which is made up of a fee of \$475 for corporation capitalized for more than \$2,000,000 and less than \$4,000,000, and 10 cents for each thousand over the \$2,000,000 mark.

The amount paid for the Illinois license on a capital of \$1,035,000 is \$1,080. This includes a fee of \$50 for the first \$5,000, and \$1 for each additional \$1,000 of capital stock. Should taxes be paid to the State of Illinois on the full capitalization of \$3,815,000, the taxes would be \$3,810.

Houston Telegram Increases Capital.

The stockholders of the Houston (Tex.) Telegram Publishing Company, at a meeting last week, increased the capital stock of the Telegram from \$15,000 to \$60,000. The following officers were elected: H. B. Rice, president; Jake F. Wolters, vice-president; Ralph H. Spence, secretary and treasurer. The following compose the board of directors: H. B. Rice, J. F. Wolters, John W. Sanders, Dan C. Ripley and Ralph H. Spence. It was also decided that a Sunday morning edition of the Telegram be issued as soon as the necessary arrangements for getting out the paper can be perfected.

GIVING OUT WAR NEWS.

Perfect System Prevails During These Busy Days in the Press Room of the State, War and Navy Department and All Reporters Have an Equal Chance to Obtain Bulletins—Secretaries Show Courtesy.

(Special Correspondence.)

WASHINGTON, D. C., May 25.—Haphazard methods of reporting war happenings no longer exists. In their stead is rising system, supported by every modern appliance for the transmission of intelligence, and worked out to a fine detail by well ordered co-operation between the government and the press.

Editor Josephus Daniels has vindicated his selection both as a man who had the Navy prepared, and as an editor; for in the crisis at Vera Cruz, and the days immediately preceding, and following, he was an editor for the government and for the people. He was the center and disseminating point of the war news, and having been once an editor in fact, his keen appreciation of news gave him joy in taking so important a part in giving it to an anxiously waiting, patriotic public.

Then, too, aside from developing Josephus Daniels, editor of the administration, the Mexican crisis brought out the greatest reporter in the military service of Uncle Sam in Rear Admiral Frank F. Fletcher, the man who not only took Vera Cruz, but who displayed a keen nose for news in keeping the government and his people informed of everything of interest.

FIRST NEWS FROM VERA CRUZ.

It was from a little pressroom in the State, War and Navy building that the first news of the engagement and the shedding of American blood at Vera Cruz was flashed to the public. That news and other stories of momentous interest, heavy with the portent of war, were started over pulsing wires through this narrow channel, that spread fanwise to the universe.

The Navy Pressroom is the center of activity, and the clearing house for war news. Twenty-four hours a day, the reporters are on guard, each anxious to beat the other fellow in getting the news, even if it is but by seconds. Each paper demands the first news of every happening. Consequently, the pressroom is a humming beehive of telephone bells and clicking telegraph instruments, and bustle, except in the odd moments of lull when relaxation is sought in fellowship and gossip.

When the war crisis came, the Navy Department, the first in action, was ready for the emergency. The pressroom was moved from a small room, opposite the Secretary's office, to a larger one down the hall. In half a day ten private telephone lines, connecting with the newspaper and press association offices were installed, and special telegraph lines were run to tables placed just outside the door, and there was an influx of special correspondents to handle the war news, and of messengers and operators.

CENSORSHIP OF NEWS.

A censor was appointed by the Secretary, one of his naval aides acting in this capacity. All dispatches are immediately given to the censor as translated, and if they divulge no secrets of military strategy or tactics, are mimeographed. Mimeograph copies are taken to the pressroom and thrown upon the table, and each man has an equal chance, and no preference is given in time. It is mutually agreed that each man stand aside until the bulletins are on the table. Under this system no man gains preference.

The twice daily interviews with Secretaries Bryan, Garrison and Daniels, when the newspaper men crowd about their desks, are fraught with many incidents, many humorous and some tragic. The Secretaries receive the newspaper reporters with uniform courtesy and consideration for the many questions that are fired as to departmental activities, developments in the war situation and the possible next step.

Secretary Bryan answers all inquiries carefully and precisely and always turns

aside a question that would, if answered, give a premature announcement of policy or proceeding. On rare occasions he halts a questioner sharply, to the chagrin of the questioner, and the amusement of his fellows. A correspondent asked him a few days ago if the note of Senor Algara, recalled Mexican charge, asking for his passports was in the form of an "aid memoir." "Talk English! Talk English!" the Secretary retorted to the young man, who had sprung this diplomatic term.

TRIBUNE TO BE 8 COLUMNS.

New Features Added and Additional Equipment Being Installed.

The New York Tribune will change from a seven to an eight column paper within a very short time. This change is necessary in order to make permanent the new features that have been added recently. Charles G. Scholz, business manager, has made many changes in the mechanical department. New machin-

COL. NELSON'S PAPER.

Mr. Blanchard Visits Plant of Kansas City Star and Gives His Impressions of that Influential Newspaper Property.

(Editorial Correspondence.)

KANSAS CITY, May 17.—An eastern newspaper man does not spend many days in either Kansas or Southwestern Missouri without being impressed by the manner in which the Kansas City Star dominates its field. He sees the paper everywhere—on the cars, in the hotels and stores of all towns, little and big, that he may visit.

While spending a few hours here en route to the University of Missouri I paid an evening visit to the Star office to call on Aug. F. Seested, the business manager, whose acquaintance I had made several years ago, and inspected the Star's new plant.

I must confess that, although I had seen pictures of the new building which the Star now occupies, I was astonished by its size, its architecture and its exceptional equipment.

As I approached the structure I thought I had mistaken the directions that had been given me and was looking at some great public building like a city hall or other municipal structure, such was its extent and impressiveness.

AN OFFICE WORTH SEEING.

I have visited newspaper offices in the principal cities of the country from the Atlantic to the Pacific oceans, and from New Orleans to the Lakes, and, although some of them had model plants, that of the Kansas City Star surpasses them all in the amount of space available for carrying on the publication, in the arrangement of the several departments, and in its ability to handle large editions expeditiously.

Several New York publishers I know would give a lot of money to have in their basements such a press room as that of the Star. The ceiling is fully 25 feet above the floor. A battery of six Goss Octuples grinds out the papers in clouds. Twenty-six electric delivery trucks and a small fleet of Ford runabouts gather them in and distribute them to the dealers, the railroads and express companies.

This plant turns out 400,000 papers a day, 200,000 Stars and 200,000 Times (the morning edition) and in addition prints 350,000 copies of the Weekly Star. The latter publication covers the rural districts of Kansas and Missouri as with a blanket. The linotype and composing room is every whit as roomy as the press room and has an abundance of sunlight pouring in through great windows.

CLEAN ADVERTISING COLUMNS.

One of the reasons why the Star is held in such high esteem is the reliability of its news and the cleanliness of its advertising columns. You cannot get a gold brick or other sucker advertisement into the Star, no matter how skilfully worded it may be.

The Weekly Star has its own staff of editors. Not a line of matter is lifted from the daily edition—everything is brand new.

One of the features of the daily Star is its exchange department which employs sixteen people. Col. Nelson believes that as news stories of the day are not always highly interesting something can be done to brighten up the paper by using the cream of good things to be found in other newspapers. That is one reason why the Star is always interesting, no matter what the character of the news of the day may be.

FRANK LEROY BLANCHARD.

Col. Walton Sells Interest in Paper.

Col. W. P. Walton has sold his interest in the Orlando (Fla.) Daily Reporter-Star to his brother, E. C. Walton, and will return to Lexington, Ky., early next month. Col. Walton was for many years owner and editor of the Stanford (Ky.) Interior Journal, later he established the Lexington Morning Democrat, and when that paper was absorbed by the Lexington Herald he became the owner and editor of the Frankford Journal, which he sold to ex-Gov. Beckham,



E. C. ROGERS,
BUSINESS MANAGER OF THE WASHINGTON HERALD.

ROGERS HAS CLIMBED SOME.

Business Manager of Washington (D. C.) Times Is a Hustler.

Although but thirty-one years old and "country-raised," E. C. Rogers, the new business manager of the Washington (D. C.) Times, has come strongly to the front. He did so by dint of hard work and application.

Mr. Rogers has been twelve years in the newspaper business. He began as stenographer to the advertising manager of the Philadelphia (Pa.) Press. Later he was secretary to President Ben C. Wells, of the Press company. It was in the Press office, where he remained for six years, that Mr. Rogers, by hard application, mastered the details of advertising soliciting and of writing advertisement copy.

Mr. Rogers became manager of the advertising copy department of the Times six years ago. Three years ago he was made advertising manager of the paper, and in January last he became acting business manager. The Times last year carried 26,395 lines of newspaper advertising—which is pretty good business in a town of 365,000 inhabitants, of whom 100,000 are colored people.

ery has been installed and contracts have been placed for additional equipment.

During the last four months the Tribune has made large gains in circulation, both daily and Sunday. The Ben Franklin Quiz Contest, just closed, has played an important part in offering a most interesting, instructive and remunerative pastime for Tribune readers.

Mr. Scholz is not only looking after the business management of the Tribune, but is directing the circulation department, assisted by J. W. Aldred, country circulator, and L. W. Keyes, city circulator.

Progressive Daily for Kokomo, Ind.

Announcement is made by C. A. Ford, Progressive nominee for Congress, that a daily newspaper is to be started at Kokomo, Ind., in about two weeks. A stock company is being formed and will be incorporated with a capitalization of about \$30,000. Interested with Ford in the venture are Arthur Manning and John W. Barnes, for many years owner of the Richmond Palladium. The paper will be a morning daily, according to Mr. Ford. Kokomo already has two papers, the Tribune, an evening daily, and the Dispatch, a morning daily.

ANALYZED LIBEL LAW.

Meier Steinbrink, As Guest of the Brooklyn Press Club, Cautioned His Hearers Against Printing Certain Kinds of Stories Which Are Likely to Result in Suits for Damages—He Spoke With the Voice of Authority.

"The Law of Libel," a subject on which he is considered an authority, was entertainingly and instructively discussed by Meier Steinbrink at the dinner of the Brooklyn Press Club a few nights ago. Mr. Steinbrink said, in part:

"The word of caution that I would give you in writing your articles concerning public men or public servants is this: that your criticism be limited to their public or political relations, and that you say nothing affecting the private character or the business of the person concerning whom you are writing, for while a person stands in the attitude of a public character, his conduct and actions with relation thereto are open to criticism. To comment upon the acts or conduct of a public man is the right of every citizen.

ALL LIES ARE NOT LIBELS.

"Do not misinterpret what I say, for it is not every false statement concerning a man that is libelous, for the test is whether or not the publication affects the reputation of the person to whom it refers. This holding has gone so far that one of our Appellate courts not very long ago said that a publication might even hold a person up to ridicule, scorn or contempt, yet the publication would not be libelous, and the words, actionable, unless they injured the reputation, and this rule was applied in a case where a newspaper had erroneously inserted a death notice concerning a living person.

"It is needless for me to advise you that falsely imputing to a person the commission of a crime is libelous, and so, too, to falsely charge one with an act regarded by the community as one of moral degradation, with conduct which would tend to make respectable people shun the perpetrator, is libelous and actionable. Nor may you even in your criticism of a person in office depart from a fair and honest criticism of his acts and conduct, and use that as an excuse to impute to him unfitness to perform the duties of his office or the practice of his trade or profession. Yet it does not follow necessarily that words of disparagement of an officer, professional man or trader, will for that reason alone and without proof of special damage be actionable. To be so, they must impeach his skill or knowledge, or his official or professional conduct. And it is not alone a person who may be libeled, for a corporation, like an individual, may have a reputation, and a good reputation is equally as valuable to a corporation as to a natural person, and as an individual may sustain injury by language affecting his reputation, so a corporation may maintain a similar action. So, too, a libel upon property is actionable, but in such cases there must be proof of special damage.

THE PENAL CODE ON LIBEL.

"Now, aside from the civil liability for libel, there is also the provision of the penal law, that a person who publishes a libel is guilty of a misdemeanor, and there have been a number of prosecutions and at times convictions, but in criminal prosecutions the truth of the libel may always be given in evidence, and if it appears that the publication was for good motives and for justifiable

ends there must be an acquittal. In prosecutions of this kind the jury have the right to determine the law as well as the facts, and this by constitutional provision.

"For myself, I hope the day will never come when there will be eradicated from our Constitution the words:

"Every citizen may freely speak, write and publish his sentiments on all subjects, being responsible for the abuse of that right, and no law shall be passed to restrain or abridge the liberty of speech or of the press."

"In your field of endeavor, as in many others, eternal vigilance is the price at which you must buy and keep what is now rightfully yours. Fairness to all men should be, and I am certain is, the measure of your conduct, remembering always what Voltaire said, that there are moral as well as physical assassinations."

Beside a large delegation representing all the newspapers of Brooklyn, many lawyers and public men heard Mr. Steinbrink's address. He was given a rising and enthusiastic vote of thanks at the conclusion of his talk.

COLLEGE EDITORS CONFER.

Middle Atlantic Association Holds Interesting Sessions at Pittsburgh.

(Special Correspondence.)

PITTSBURGH, Pa., May 22.—If an increased attendance, both in out-of-town and local delegates, an increased interest in the work of the association, as indicated by the spirit of the meetings, and the adoption of a constitution count for anything, then the Second Annual Conference of the Middle Atlantic Association of College and School Editors, held at the University of Pittsburgh on May 8 and 9, was a great success. The association is in a healthy condition with bright prospects for a future of usefulness in the field of college and school journalism.

On Friday evening two prominent journalists addressed the delegates. Willard G. Bleyer, director of the department of journalism at the University of Wisconsin, spoke on "Making College Publications Worth While," and E. J. Stackpole, president of the Associated Dailies of Pennsylvania, made an address on "Newspapers and Newspaper Workers." Both speakers brought a message of great value to the college and school editors, who, some day, will have to fill positions of trust on the big dailies of the country.

The Saturday morning session was devoted to discussions of business problems, and to the election of officers and the adoption of a new constitution. The name of the association was changed to the Middle Atlantic Association of College and School Newspapers. Harold Downing, of the University of Pittsburgh, was elected president; Leland Walker, Johnstown High School, vice-president; W. D. Markle, Indiana State Normal School, treasurer; L. G. Boggs, University of Pittsburgh, secretary.

It was decided that the secretary of the organization should act as a clearing house for the members of the association. Any member of the association may write to the secretary at any time about a problem that seems hard to solve or for information along any line of newspaper work, and then it is the duty of the secretary to answer these questions just as soon as possible. T. R. Williams, honorary president of the association, and managing editor of the Pittsburgh Press, kindly consented to give any aid he could in helping to answer queries sent to the secretary.

CIRCULATION WAR IN LONDON.

Lord Northcliffe's Papers Attack the Telegraph and Cite United States Law.

A special cable to the New York Times on May 23 tells an interesting story of the circulation war now being waged between the London papers. Lord Northcliffe has carried the fight, which began in London with the reduction of the Times' price to 2 cents, to a further stage this week.

For years Lord Burnham's Daily Telegraph has claimed the "Largest Circulation in the World," a statement which was doubtless accepted without question by many of its readers. The Telegraph also used to print a notice to the effect that its "sales amounted to an average which, if tested, would show an excess of half a million copies weekly over any penny (two-cent) morning paper."

As a result of recent attacks by the Times on these claims, the Daily Telegraph on Monday morning modified its notices. It still maintained its rubric,

the "Largest Circulation in the World," but altered the statement as to the average sales into "a greater circulation than any penny morning paper."

The Times, on Tuesday, replied:

Both claims are equally erroneous and grotesque. The net sale of the Times, excluding all free, returned, and unsold copies, has, since March 16, immensely exceeded that of the Daily Telegraph. The publication of the Daily Telegraph's net sales before and after March 16 would come as a remarkable revelation to those interested in such matters. The Times' net figures, certified by accountants, will be issued at regular intervals.

Lord Northcliffe's half-penny (one cent) Daily Mail has also attacked the Telegraph, saying, in part:

We suggest that our advertising friends should put a few pointed questions to the Telegraph in regard to its free postal circulation and the gigantic bundles of unsold papers. The matter is of far greater importance to them than to members of the general public. Understanding that for many years the actual sale of newspapers in Great Britain was certified by law, the United States Government has lately taken the question in hand, and every American newspaper is now compelled to make a public declaration of net sale figures on which it bases its contracts for advertisements.

Automobiles and the Detroit of Today

Detroit is famed for its automobiles, of which the 1913 output exceeded \$250,000,000. To make these cars over 50,000 highly paid wage workers and salaried officials were employed.

These men live well. They require the good things of life—the advertised things. That is why national advertisers who know markets favor Detroit.

There are two other big reasons why advertisers find the big Detroit market worth controlling—its rapid growth in wealth and population, and because the field can be thoroughly covered at low cost by THE DETROIT NEWS and DETROIT TRIBUNE.

THE DETROIT NEWS is the undisputed leader in Michigan. It leads its nearest competitor by 40% in volume of advertising, with a 50% higher advertising rate. And the reason it does so lies in offering advertisers 100% larger circulation.

THE DETROIT TRIBUNE has developed rapidly an almost exclusive morning circulation exceeding 40,000 net paid.

The special advantage of the NEWS and TRIBUNE combination is that they duplicate all competing circulations thoroughly, and do not duplicate each other, being issued by the same publishers but with no combination inducements to subscribers.

APRIL CIRCULATION

News	163,235
Tribune (week days)	41,969
Combination	205,204

Foreign Advertising Representatives

New York
I. A. KLEIN
Metropolitan Tower

Chicago
JOHN GLASS
Peoples Gas Building

INTERTYPE

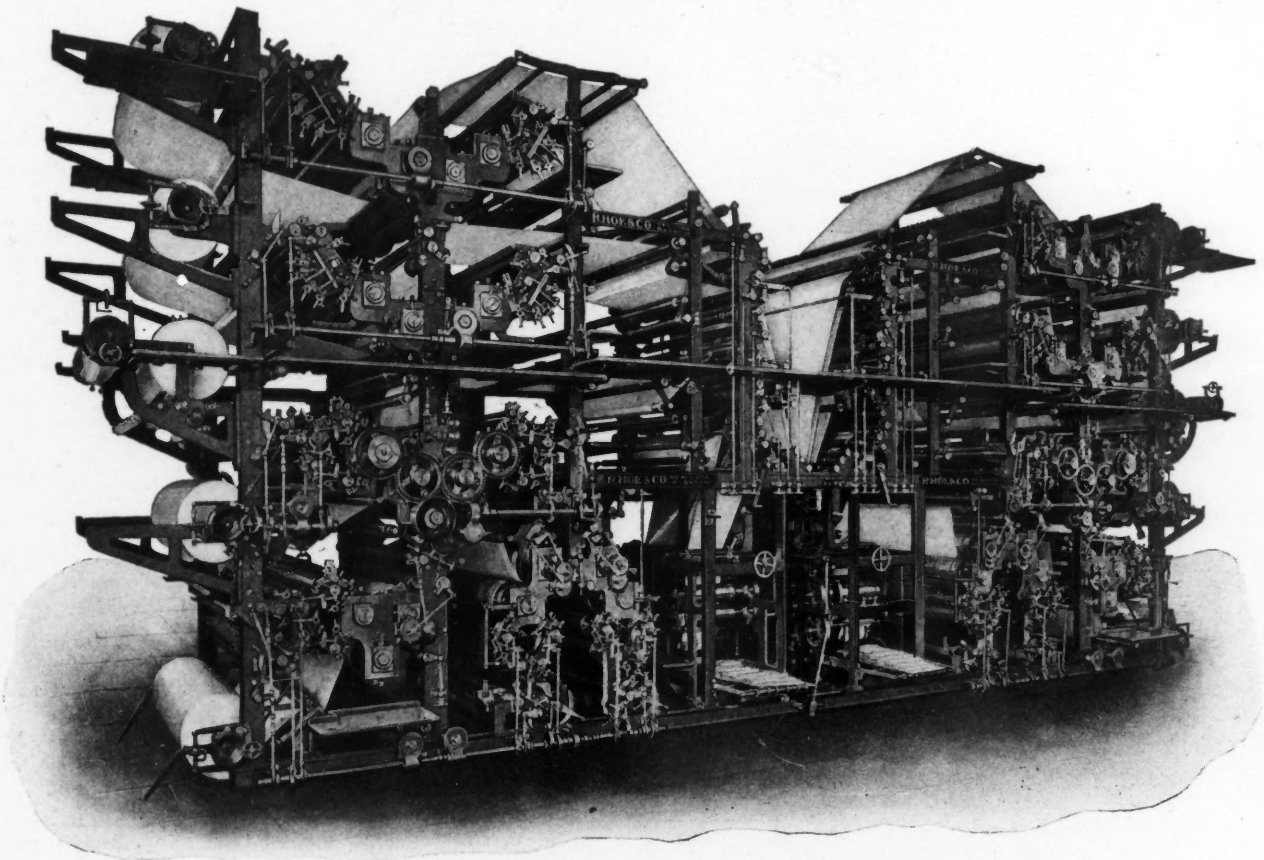
360 FEWER PARTS

In the Escapement Mechanism Alone of
INTERTYPE MODEL B

—the *simplified* multiple magazine composing machine

ACTIVITIES IN MEXICO,

as recorded by the newspapers, are eagerly awaited by the public. Newspapers with the reserve facilities that are found in the reliable and time-tried HOE PRESS are not at a loss to supply the EXTRA CIRCULATION that situations like the present demand. Newspapers using HOE MACHINERY EXCLUSIVELY have a distinct advantage in emergencies.



HOE DOUBLE-OCTUPLE LIGHTNING PRESS *The Largest Printing Machine in the World*

RUNNING SPEED PER HOUR:

288,000 Papers of 4, 6 or 8 Pages.	72,000 Papers of 22, 24, 26, 28, 30 or 32 Pages.
144,000 " of 10, 12, 14 or 16 Pages.	54,000 " of 36 or 40 Pages.
108,000 " of 18 or 20 Pages.	36,000 " of 44 or 48 Pages.

Also a great variety of color combination in two, three or four colors and black.

A press of this type has been running with unerring accuracy in the Boston Post plant for the past 8 years—

A REAL PERFORMANCE, NOT A PROMISE.

R. HOE & CO., 504-520 Grand Street, NEW YORK

7 WATER STREET, BOSTON, MASS.
120 ST. JAMES STREET, MONTREAL, CANADA

544-546 SOUTH CLARK STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND

PRINTERS WHO SAVE.

Splendid Success Has Followed the Efforts of the St. Joseph News-Press Employes to Provide for the Inevitable Rainy Day and Establish Habits of Thrift—A Junior Paper Is Published by Staff—Big Saving.

Printers in St. Joseph, Mo., writes Charles H. Adams, of the St. Joseph News-Press, to THE EDITOR AND PUBLISHER, are setting an example in thrift that might be wisely emulated by newspaper employes everywhere.

A little more than two years ago members of the St. Joseph News-Press chapel concluded that they would adopt some definite plan of saving and thus possibly induce some of their fellow employes to do the same. There were about eighteen charter members of the News-Press Employes' Savings Association and their aggregate savings resulting from the plan they adopted was about \$18 a week for a term of six months. On March 1 of this year the association celebrated its second anniversary, and on that date the weekly deposit was about \$75. The membership was about sixty employes of all departments, and the association's bank balance was in the neighborhood of \$3,000.

The News-Press Junior, considered a perfect type of print production, is the official organ of the association. Its circulation is among the members of the organization, other employes of the paper and a few favored ones who have requested copies. In addition to matters editorial in the interest of the organization, it contains shop news, personal paragraphs and several distinctive features that appeal to its regular readers.

The association is regarded by the publishers of the News as the best means of closely cementing the interests of its people that has ever come to their notice. While the organization and its publication are practically without income or expense, the publishers are more than liberal in their support. The management of the Junior and the association is entirely in the hands of the News-Press employes.

SAVING IS COMPULSORY.

Charter members agreed to purchase one, two or three shares of stock at par value of \$13 per share, which should reach maturity in twenty-six weeks. They were permitted to pay this \$13, for each share, at the rate of 50 cents per week, at the end of which time a certificate of paid-up stock of the value of \$13 and accrued 4 per cent interest was issued to take the place of weekly receipts. In brief, each member was required to save at least 50 cents a week and could save \$1.50 a week. The certificates were in the form ordinarily issued by a building and loan association and endorsed "payable on demand."

In order to avoid as much bookkeeping as possible, no effort is made to secure additional members, except when a new series is opened. Except in the case of employes who leave the paper and are then entitled to their savings on demand, new members are told that they must continue thirteen weeks and a pen-



OFFICERS ST. JOSEPH (MO.) NEWS-PRESS ASSOCIATION
CHARLES RHODE, SECRETARY-TREASURER; CHARLES McAHAN, PRESIDENT NEWS-PRESS ASSOCIATION; ROY K. MATHENEY, CHAIRMAN PUBLISHING COMMITTEE; MISS EDITH BECK, CIRCULATION MANAGER
NEWS-PRESS JUNIOR

alty is provided but there has never been any occasion to act upon such a case. The main idea is not only to begin saving, but to continue saving. While certificates are marked redeemable on demand, holders would be urged, if the occasion arose, to leave their funds with the organization indefinitely. There has always been a waiting list between the dates of opening and closing a series. Several have sold out, some to old members and others to those on the waiting list.

Simplicity in management is the aim of the association. There are by-laws and a constitution, but they are brief and as uncomplicated as possible. The intention is to operate without expense, and this has been possible thus far.

The plan starts the employe on the road to saving, but, more than that, it keeps him traveling on that same highway, sometimes so rough and difficult to the individual. Few men care to go to a savings bank and deposit less than \$5 or \$10 at a time; here he may deposit 50 cents, and must to keep his membership alive and not only is he reminded of it each Monday, but he is required to pay it just as much as his gas bill or any other obligation.

PRIDE IN JUNIOR PAPER.

The Junior is a matter of much pride, not alone to its makers, but to each who has the privilege of its circulation. Only recently Director Williams, of the Pulitzer School of Journalism, Columbia University, New York, requested a complete file. The Missouri University

School of Journalism, the Missouri State Historical Society and the Free Public Libraries of Kansas City and St. Joseph maintain files also.

The issue of March of each year is called the Junior Anniversary Edition, and those of the staff who have performed the labor of love, arduous though it sometimes may have seemed, have felt well repaid in the praises that have come from all whose notice it has reached.

The Junior is the result of the employment of all departments. Reporters and copy readers secure and prepare the current events. The managing editor is a frequent contributor of paragraphs labeled "the Junior Jack Pot"; the commercial editor is conducting a special feature that has aroused a great deal of interest; the editor of the Boys and Girls Page is zealous in her efforts to make sure that no Junior news escapes; a linotype operator is the editor-in-chief; two printers in the ad alley are largely responsible for the printing, but are reinforced by employes of the stereotyping and pressroom departments in the manipulation of a hand press which produces the finished product; the assistant cashier is the circulation manager. The association has for its president the dean of the ad alley; a linotype operator is secretary and treasurer; the auditing committee comprises the telegraph editor, assistant press foreman and the chief clerk in the circulation department.

Capper's Candidacy Boomed.

The candidacy of Arthur Capper, of the Capper publications, for Governor of Kansas has been received with remarkable enthusiasm by the Kansas press. In the past month hundreds of Kansas papers, representing all political parties, have discussed his candidacy editorially with comments upon his personality, his business ability and his position in Kansas politics, and with few exceptions they have been commendatory. Mr. Capper is known personally by most of the editors, having been in the publishing business in Topeka for a quarter of a century and having been president of the Kansas Editorial Association. The press comments, as a rule, show firm confidence on the part of the writers in Mr. Capper's eminent fitness for the office of chief executive of Kansas. Many of the papers say that Capper was undoubtedly elected two years ago and deprived of office through a technicality.

AD TO OFFSET EDITORIALS.

Los Angeles (Cal.) Record Carries Paid-for Reply to Its Views.

The Los Angeles (Cal.) Record, a Scripps paper, recently printed a two-column double leaded editorial alongside of a five-column display advertisement of the Los Angeles Power Companies. The heading of the editorial was a 36 point black face arrow pointing to the display ad. The ad in question was one of a series prepared for the Los Angeles power companies, arguing against a proposed bond issue for the purpose of building a municipal power house. This power house would enter into direct competition with the present private companies, which have been campaigning heavily against the proposition, using space in several Los Angeles dailies in which to argue their side of the case. The Record has been advocating a municipally owned plant. A paragraph in the ad of the Power Companies reads: "We are spending good money to place these facts before Record readers, for with the news columns of this paper closed against us this is the only means we have of presenting them. They will doubtless be attacked in the news columns of this paper."

There is one daily newspaper in America which, while it does not have the largest daily circulation, is greater in its influence than all others.

It is **The New York Evening Post** and sells for 3 cents a copy every evening except Saturdays, when the price is 5 cents.

The New York Evening Post was established in 1801 and has been published continuously since. People of account in, around or about New York and throughout the United States read **The New York Evening Post**. It is a man's paper as well as a woman's paper. Advertisers who wish to reach people of quality must use **The New York Evening Post**.

The Globe
AND COMMERCIAL ADVERTISER.

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending April 30, 1914

148,946

Net paid circulation for April, 1914

170,464

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of **The Jewish Morning Journal** for 99,427 four months ending April 30, 1914.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more **HELP WANTED ADS.**

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

118 East 28th Street New York City

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, BASIL L. SMITH, Haverford, Pa.

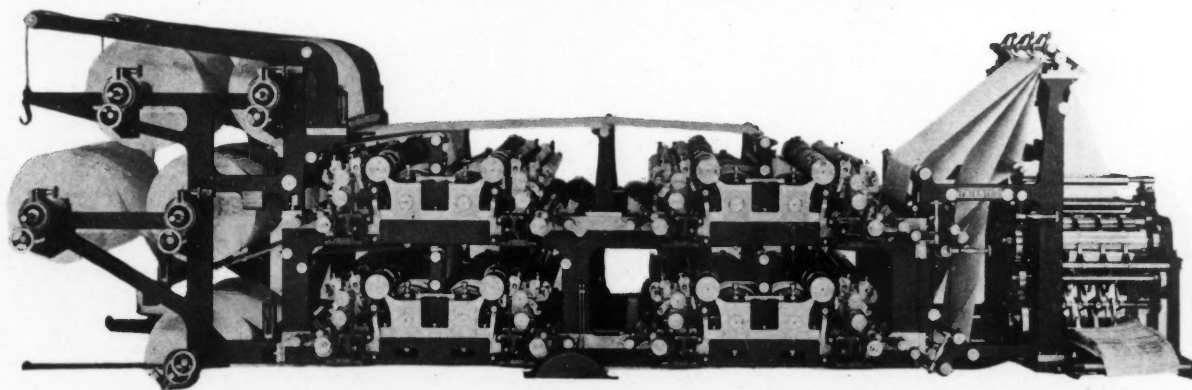
Have You Seen This Press in Operation?

Have You Examined the Product?

If you have, you know that the printing is equal to the best done on presses with two, four, or any other number of plates around the cylinders.

Remember, the Duplex revolutionized flat-bed newspaper presses. Now it is revolutionizing rotary presses. Running at the same speed, we **double the product** of other machines carrying the same number of plates.

DUPLEX TUBULAR SINGLE PLATE 16-PAGE PRESS



Speed: 30,000 per hour of 4, 6, 8, 10, 12, 14 and 16-page papers. All with single plates, straight run and book fold.

Any section may be used as a color section if desired.
Equipped with self-contained paper roll hoist and Duplex High Speed Folder.

How Other Press Manufacturers Regard the Duplex Tubular

The Fourth Estate in its issue of February 28, 1914, published the following:

BR OSCAR ROESEN

"Although improved in many ways for accessibility and practical purposes, the press" [speaking of newspaper presses in general] "is about the same to-day as it was many years ago. * * *

"A NEW and NOVEL FEATURE, however, has been introduced in the printing press by Henry Bechman, of Battle Creek. His idea of using a SINGLE TUBULAR PLATE instead of the stereotype plates in use at present, which only cover one-half of the plate cylinders, is certainly an IMPROVEMENT and a RADICAL CHANGE in the construction of the press."

Mr. Roesen is recognized as one of the foremost printing press experts. He has been in the printing press business for nearly fifty years and is personally known to all the largest publishers in this country, England and Australia. What he says should command the attention of every thoughtful publisher.

The Duplex Printing Press Company

NEW YORK OFFICE: WORLD BUILDING

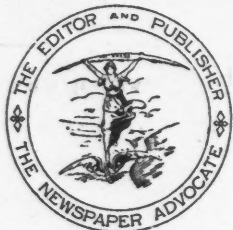
Battle Creek, Mich.

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., Suite 1117, World Building
New York City. Private Branch Exchange Telephones, 4330-4331
Bookman. Issued every Saturday. Subscription, \$2.00 per year,
Canadian, \$2.50; Foreign, \$3.00.



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

Western Office: 601 Hartford Bldg, Chicago, A. R. Keator, Manager
Telephone, Randolph 6065

New York, Saturday, May 30, 1914

THE TORONTO CONVENTION.

No one who has attended any one of the annual conventions of the Associated Advertising Clubs of America during the last three years has the slightest doubt of their inestimable value to the entire advertising and merchandising worlds. Both from an educational and a business standpoint the sessions have proved a highly profitable investment.

They are not mere excuses for vacation or junketing trips but serious meetings for serious men who are desirous of placing advertising on a sound basis and of eliminating from it everything that is detrimental to its best interests. They are advertising congresses at which the pressing problems of the hour are discussed by representative men engaged in the business and definite conclusions are reached. They are the occasions when reports of activities in all the various lines of advertising are submitted; when new and helpful ideas are presented and flaws are found for the development of new business.

The convention to be held at Toronto, June 20 to 25, promises to be the most notable ever held by the organization. Good as last year's program was that of this year is stronger and better. The departmental sessions will be more numerous and valuable than heretofore, the general sessions will be more interesting, and the entire convention will be upon a broader basis. The entertainment features, though a minor issue, will be found of a high character and entirely pleasing.

One hundred and fifty addresses upon almost every conceivable subject relating to advertising will be delivered during the week. These have been so classified or grouped that it will be possible for any one who is interested in a special advertising topic to listen to those relating to it without being obliged to sit through others that do not appeal to him.

It is physically impossible for any person to listen to and absorb all the one hundred and fifty speeches or papers to be presented at Toronto. It is possible, however, to hear such addresses as you may desire at a minimum expenditure of time or effort, as the several buildings in which the meetings are to be held are close together.

The opportunities presented for hearing the big men in the advertising field on the vital questions of the hour have never been so numerous. Therefore everyone who wants to keep up to the line in advertising should go to Toronto next month. The cost of the trip should be regarded as an investment and not as an expense. Any intelligent man or woman who does not carry home information and suggestions that are worth many more times the expense of the trip does not belong in the advertising field and should get out of it as soon as possible.

SOMETHING WRONG WITH THE SYSTEM.

As is shown by correspondence elsewhere in this issue of THE EDITOR AND PUBLISHER the records of the office of the Third Assistant Postmaster General must be in a somewhat chaotic state. Such being the case, the difficulties of enforcing the Bourne Newspaper Law may be increased. But that is no reason why the statute should not be made widely and impartially effective. That Mr. Dockery, over his own signature, should declare to THE EDITOR AND PUBLISHER that the Philadelphia Bulletin had not filed a circulation statement because that big paper, with a circulation exceeding 350,000 daily, had not been entered as second-class matter must seem surprising to Mr. McLean, of the Bulletin, who gives to THE EDITOR AND PUBLISHER assurance to the contrary. The case is important not because it raises a question of veracity but because it shows the necessity of reform in Mr. Dockery's division of the postal service. Apparently Mr. Dockery didn't know what he should have known, in the case of the Bulletin, at least.

It is the purpose of THE EDITOR AND PUBLISHER to put before newspaper men and the Post Office Department whatever ought to be known about the workings of the Bourne Law. It has in hand some very interesting facts which it will print in due time. Meanwhile it is encouraged by such comments as this in letters received: "I think you are doing good work in trying to force the Department to conform to the plain instructions given it by the law. It is all rot for them to plead lack of force. Many of the large force of Post Office inspectors who are now spending a very large part of their time on trivial matters could well be employed in cleaning up the many plain abuses of the second-class of mail matter."

JACOB A. RIIS.

It was as a police reporter on the New York Tribune and on the Sun that Jacob A. Riis gathered the experiences and developed that humanitarian interest which was to be of such service in his life. Down in the "dens of death," where his daily task led him, he found misery, oppression, hopelessness. He saw babes dying for want of God's air; men and women sapping their life-blood in dingy rear tenements; sickly children in traffic-laden streets. These he knew at first hand. The scenes ate into his heart and soul and turned his mind toward the great and good work which is now accomplished.

Keenly alive to every phase of city life, Mr. Riis became a practical constructive reformer. He labored day and night for the relief of the evil conditions. He was the friend of the poor and the oppressed and he worked with enlightened consciousness for the unfortunate and the helpless.

Jacob Riis typifies the "ideal American citizen," but for us he was a representative of that little known class of valiant workers whose daily work leads them "down among men," whose function is to shed sunlight where damp darkness reigns and to expose to the salutary rays of public attention the evil at the base of the social structure.

Riis was a good man, a kindly man, a brave man, and newspaperdom may well feel honored to have had this mighty son among its members.

That much may depend upon a mere word is effectively illustrated in the case of the Youngstown (O.) Vindicator, which was obliged to pay a verdict of \$2,200 last week, because a reporter had lacked in verbal discrimination. In writing up a divorce case he said that the couple "had lived together for six years prior to their marriage," instead of subsequent—thus mercilessly defaming the character of the woman involved. The laws of libel have received strict interpretation by the courts recently and one cannot dwell too emphatically upon the need of untiring vigilance over the news columns. Premature publication of "release" copy, misuse or displacement of a word and careless spelling of names have cost the newspapers of this country many hard-earned dollars that might have been saved by a careful adherence to the truth.

JOTTINGS BY THE WAY

One of the singular things that impressed me in regard to the attendance at the Audit Association meeting in Chicago last week was the absence of representatives of New York newspaper publishers and general advertising agents. The only newspapers represented by any one from the home office were the Deutsches Journal, the American and the Evening Journal, all Hearst publications. Mr. Hearst was the only New York publisher who seemed to appreciate the importance of the convention. All of his publications had on the ground big men of each organization. Those in attendance were George U. Von Utassy, publisher of the Cosmopolitan, Good Housekeeping, Harper's Bazaar and Motor, of New York; J. C. Dayton, publisher of the New York Evening Journal; George Young, publisher of the New York Deutsches Journal; William H. Wilson, representing the San Francisco Examiner, Los Angeles Examiner and New York American; W. H. Johnson, publisher of the Boston American; Andrew M. Lawrence, publisher of the Chicago Examiner, and Harrison Parker, publisher of the Chicago American. Although Mr. Hearst will be the largest individual contributing member of the new association, he is not represented on the Board of Control.

That the output of the School of Journalism of the University of Missouri, of which Dean Williams is the head, is in demand among the newspapers of the country is shown by the fact that of the twenty graduates in this year's class, sixteen have already secured positions. One goes to New Jersey, two to Ohio, one to Texas, two to Kansas City, two to St. Louis, two to Duluth, etc. Graduates of other years are holding good positions in many states.

W. H. Field, business manager of the Chicago Tribune, told me that the first seventeen days of the present month the Tribune had printed an average of 155,000 more lines of advertising than a year ago. The circulation had also shown a corresponding gain. When I asked him if he considered this growth the result of the advertising campaign the Tribune had been carrying on the past two years, he replied "Undoubtedly."

The largest store devoted exclusively to the sale of men's furnishings has just been opened in Chicago by Marshall Field & Co. Six stories are devoted to this purpose. One of the floors contains outing goods, including tents, samples of which are erected for inspection; canoes, golf sticks, etc. The sixth floor is taken up by the finest men's grill I have ever seen. It is finished in dark oak. In the ceiling in the center is a great dome, forty by fifty feet in diameter, made of colored art glass from the studio of Louis Tiffany, New York. The design represents a great cut diamond reflecting all the colors of the rainbow. Underneath on the floor of the restaurant stands a stone fountain, the lower basin measuring fifteen feet in diameter. Two basins of less diameter are above, the entire fountain being surmounted by a gold glass globe from beneath which escaping steam gives it the effect of being supported by clouds. Six hundred and fifty people can be accommodated at one time at the tables of the restaurant, sixty-seven young women waitresses being in attendance.

When in Chicago last week I called on James Keeley, who recently purchased the Chicago Record-Herald and Inter-Ocean and consolidated the two papers. I had met Mr. Keeley in 1912 when I attended the conference of the teachers of journalism in that city. The more I see of this dynamo of energy the more I am impressed by his aggressive character. While I sat by the side of his desk several editors and an artist came in to submit questions to the chief or to receive instructions. Keeley's mind acts rapidly and his decisions are based on common sense and the principles of successful journalism. Half a dozen of the leading advertising and business men of the city told me that "if there is any one who can make the Record-Herald a success that man is Jim Keeley." People who have come in contact with him declare their utmost confidence in his ability to make of that paper a great and influential force in Chicago and the Middle West.

One of the most remarkable things I heard about Keeley was that during the first five days after he announced the purchase of the paper, he received 2,200 letters and telegrams conveying to him the writers' congratulations and good wishes. Had Mr. Keeley been elected Governor of Illinois it is doubtful whether he would have received so many.

When I mentioned the fact to Mr. Keeley he smiled and said: "I didn't know I had so many friends and acquaintances in all the world. The receipt of all those messages makes me realize as never before the tremendous responsibility now resting upon my shoulders."

Mr. Keeley's strong personality is already reflected in the Record-Herald's pages. The paper is brighter, snappier and more interesting than it has been before in years.

FRANK LEROY BLANCHARD.

PERSONALS.

Frank Knox, publisher of the Manchester (N. H.) Union-Leader, was a guest of Col. Roosevelt at Oyster Bay, Long Island, last week, at a conference of the leaders of the Bull Moose party.

Benjamin Apple, owner and publisher of the Sunbury (Pa.) Daily Item, has been appointed by the state department of public instruction as a trustee in the state normal school at Bloomsburg.

Frank Keough, editor and manager of the Labor Journal, Rochester, has been appointed to a similar position on the Buffalo Labor Journal, of which Frank B. Glynn is president.

George A. Murphy, well known in the newspaper field and formerly general manager of the Grand Rapids (Mich.) News, has opened a general advertising office in the Association of Commerce Building, Grand Rapids.

John I. Eldridge, recently returned from Mexico, where he served as a war correspondent for a news syndicate, has become city editor of the Atchison (Kan.) Morning Champion. Eldridge, who is one of the youngest editors in Kansas, previously served as city editor of the Ottawa Daily Republic and the Times Free Press at Independence.

J. W. Carson, editor of the Beaver Falls (Pa.) Review, who is touring Europe, is now in France. The remainder of his itinerary includes the British Isles, Germany and Russia.

Brent Williams, who has been associated with Walter Bryan in circulation promotion work for the Chicago Daily News and Record-Herald, has succeeded Joseph Chasoff, who lost his life in the Missouri Athletic Club Fire, as publicity and promotion manager of the St. Louis Republic.

Ryan Walker, the cartoonist and lecturer, of New York City, has gone to Winnetka, Ill., for the summer.

Hugh Allen, formerly managing editor of the South Bend (Ind.) News-Times, is the new managing editor of Akron (O.) Beacon Journal.

James W. Adams, who recently resigned as manager of the A. N. P. A. Ad. Bureau, has succeeded Nat S. Olds as secretary to Boro President Marcus M. Marks, of Manhattan. He was in charge of the Daily Newspaper Club previous to its absorption by the Ad. Bureau. His salary is \$4,000 a year.

Arthur C. Johnson, managing editor of the Columbus Despatch has been appointed by Governor Cox a life trustee of Ohio University, at Athens. Mr. Johnson was graduated at that University, working his way through a four-year course by manual labor.

Max Binheim, formerly Milwaukee correspondent for the Illinois Publishing Company of Chicago, has become assistant editor of the Deutsche Freie Presse of Aberdeen, S. D. He was formerly managing editor of the Baltimore Daily Journal and publisher of the California Gazette at San Francisco.

Willis A. Johnston has become managing editor of the Hoosick Falls (N. Y.) Democrat.

A. D. Fetterman, of the reportorial staff of the Omaha (Neb.) World-Herald, has gone to Hyannis, Neb., where he will establish residence on his prize 640-acre homestead won in the drawing last year. Before he left Omaha the World-Herald force presented Col. Fetterman, who had been twenty years on the staff, with a fine saddle.

Julian M. Case has resigned as advertising manager of the Regal Motor Car Company, Detroit, to accept the position of manager of advertising and sales promotion of the Abbott Motor Car Company, of that city. Mr. Case is a brother of Rex Case, the publicity writer of the New York World.

William F. Rogers, advertising manager of the Boston (Mass.) Transcript, addressed the Town Criers, of Providence, R. I., at a luncheon in that city a few days ago. His theme was "The Story of the Transcript."

L. A. MacDonald, former editor of the Pittsburgh Sun, has taken a position on the city desk of the Press.

Ahmed Emin, New York correspondent of the Daily Ildkam, a Constantinople newspaper, who attended the recent journalistic convention in Houston, Tex., will return to Constantinople in June and will be connected with the editor's department of the Ildkam. He says that before the outbreak of the Turkish revolution in 1908 there were but three dailies in Constantinople. Within a few days a number of others had sprung up, and although the number has decreased there are now eight in the capital city and one hundred and twenty in Turkey.

H. Tyron Johnson has resigned from the editorial department of the Lansing (Mich.) State-Journal.

Frank B. Patrick has been appointed city editor of the Xenia (O.) Gazette.

Arthur Pound has resigned from the editorial staff of the Lansing (Mich.) Press.

Harlan E. Babcock, editor of the Kalamazoo (Mich.) Weekly Advocate, is acting as publicity man for "Wild Bob" Burman, the auto racer. Burman has started a factory at Battle Creek, Mich., where he will build racing cars for the millionaire auto bugs.

William P. Rose, advertising manager of the Erie (Pa.) Herald, has become promotion manager of the Washington (D. C.) Post, effective May 4. He was formerly with the Lord & Thomas Agency, Chicago, and Suburban Life Magazine, New York.

Ernest N. Giles has become advertising manager of the St. Louis Star. He recently resigned from a similar position on the St. Louis Times and was previously connected with the Post-Dispatch.

IN NEW YORK TOWN.

Charles F. Speare, financial editor of the Evening Mail, returns on the Carmania to day, after a tour of Continental Europe. He will go to the mountains until August 1.

Max Smith, musical critic of the Press, sails for Europe on the Olympic this morning.

G. I. Tonjaroff, head of the Press copy desk, has been transferred to the Murray offices uptown.

Royden Williamson, recently on the staff of the Herald, is now on the telegraph desk of the Tribune.

E. K. Meade is a new re-write man on the Tribune staff.

Charles Hughes, who has been reading copy on the Evening Mail, has returned to the American copy desk.

William M. Rouse, Evening Mail re-write man, starts today a three months' leave of absence. He will spend the vacation on a farm near Lake Champlain.

Paul G. Leahy, formerly of the International News Service, has become file clerk for the Tribune News Service.

WEDDING BELLS.

E. C. Walton, editor and publisher of the Orlando (Fla.) Daily Reporter-Star, and Miss Maud Marcum, of Catlettsburg, Ky., were married at the bride's home on May 27. Mr. Walton is widely known in Kentucky, where he was long associated in the newspaper business with his brother, Col. W. P. Walton, of Lexington.

C. Starr Matthews, sporting editor of the Baltimore Sun, married Miss Ethel Irene Snow at Brooklyn last week. The bride is an accomplished musician.

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., 69 Larned street, W.

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

BUSINESS OPPORTUNITY

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

MISCELLANEOUS

"FEATURES, NOT FILLERS"—Daily editorial, sporting and news features, unusual quality and price. Samples. Editors' Press, Box 961, New York.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN, 51 Cliff St., New York.

BOOST YOUR CIRCULATION. My special circulation campaign 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.

FOR SALE

FOR SALE: 50 cents on the dollar. Daily and weekly newspaper, Nowata, Oklahoma, Live city of 5,000; big country population; daily circulation 1,000; weekly, 1,200. Politics—democratic. Terms: half cash. Owners now in oil business. Would consider live, experienced man taking an interest and running paper on salary. A real bargain. Address W. P. HENRY, Tulsa, Oklahoma.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the calendar's leading journal. Write for rates.

HELP WANTED

WANTED—Expert canvassers for Subscription Contest. Excellent proposition. Sunday Call, Pittsfield, Mass.

EDITORIAL WRITER—Any editor or publisher wishing to change or increase their editorial staff, kindly give full particulars in answering this. Address D 1245, care The Editor and Publisher.

Circulation Manager for a Pacific Coast monthly. Must be up-to-date and of proven ability. Good salary to the right man. Write, giving complete account of yourself, to Box D, 1254, care The Editor and Publisher.

WANTED—Deskman for combination city and telegraph editor of evening daily in city of forty thousand population. Must know how to handle staff, develop news and read copy. Must be real newspaper man and be alive. Give experience, references, and salary expected in first letter. Address "Live One," care The Editor and Publisher.

EASTERN DAILY

and job business. Well equipped. Four linotypes. Annual volume \$55,000. Profit \$2,100. Rapidly improving. Needs individual owner-manager. Much of the price can be deferred by buyer with record of success. Proposition "J. Y."

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

Development Opportunity

Daily newspaper property in field of over 250,000 population can be acquired for \$50,000. The equipment is modern and ample to take care of three times the present gross business.

Harwell, Cannon & McCarthy,
Newspaper & Magazine Properties,
Times Bldg., New York City.

SITUATIONS WANTED

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

MANAGER OF PROMOTION AT LIBERTY

Position as manager of promotion desired, or I would consider a place as advertising manager in city of 75,000 or over. Have filled chair of the latter recently and have shown results, but have made a study of newspaper promotion in all its branches. My experience in many cities during the past eight years gives me unusual qualifications.

Present contract expires June 1st. Exceptional references from past and present employers. Address A. M. B., care Editor and Publisher.

Business Manager or Chicago Representative—that's my regular business. Ten years' experience in general and local newspaper advertising, circulation and job printing are at your disposal. Last 3 years with Hearst organization. Best of references from men "higher up." For full particulars of past record, address: Frank Chamberlin, 1416 Rosemont Ave., Chicago.

DO YOU WANT a managing editor or general manager, a man who is a live wire and can deliver the goods all the time? At present in charge of one of the big promotions of the country, but wants to make new connections for splendid reasons. Best proofs of ability, character, etc. Thirty-six years old and full of pep. Grew up in business and has been editor and business manager for eight years. Address "K," care The Editor and Publisher.

CITY EDITOR—Experienced and a hustler will consider first-class proposition after June 1st. Now employed in a responsible position. Address D. 1244, care The Editor and Publisher.

YOU CAN'T GET HIM ON A SALARY. A newspaper business builder wants position as manager or business manager small daily or daily and weekly. University graduate, 23 years old, married. Six years' experience—both business and editorial departments. Wants to go to work on paper whose advertising, circulation and job departments are not growing as fast as they should. Wages must depend on business produced. Address T. T., 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 ADVERTISEMENT** is directed to any executive who has an opening, or to the few who are always ready to **MAKE** an opening for such a man. Address T. A. Brown, care Moulton, 519 5th Street, Brooklyn, New York.

DO YOU REALLY WANT BUSINESS?

The writer, who has had seventeen years of actual experience closing contracts with large advertisers, is open for any good proposition, either large newspaper or Trade paper. To the Publisher who is willing to pay what those kind of services are worth will be only too glad to demonstrate that I can deliver the goods. Address D 1194, care of the Editor and Publisher.

Practical Cooperation on the Part of Publishers

By WILLIAM C. ...

C. F. Daggett, of the Blakely Engine Company, Muskegon, Michigan publisher for information about New England Newspapers. The Editor responded at once giving valuable information in

The letters on file in the office of Editor & Publisher contain information from newspaper publishers that Mr. Daggett could not secure during a month of investigation.

The names of dealers in boats and supplies are given.

The names of lakes and rivers near towns where canoeing is a favorite pastime are given.

The population of communities is analyzed, showing the earning power of the people and giving percentage of likely purchasers.

The circulations of newspapers in towns where there are canoeists are told with great accuracy as to detail.

Maps are furnished showing the distribution of circulation.

Suggestions are offered, based on experience, as to the kind of copy Mr. Daggett should use if he advertised in the New England newspapers.

Many furnish names of advertisers who sell machinery supplies of all kinds and cite instances of their success with advertising in the New England territory.

One newspaper furnishes the number of people owning canoes in its territory.

All tell of the great interest in water sports in their section.

All tell of their willingness to co-operate with Mr. Daggett in every way that they can.

Personally I never saw such a fine bunch of informative letters from publishers.

I have known in a general way that newspapers were becoming alive to the necessity of keeping on tap all kinds of valuable information for advertisers, but I did not quite realize until I saw these letters from New England newspaper men the extent or the care with which such information was gathered and compiled.

It is great. It makes a fellow proud of his business.

Herein lies the advantage of co-operation among newspapers. Each supplies definite information about one line of advertising—how it can be pushed in every community—what its chances of success are. From the whole, the prospective advertiser gets a pretty accurate idea of what he can do—the kind of appeal he can make—what it will cost him—when to start his sales force in the field to give his advertising the right sort of co-operation and impetus, etc.

Fifty-one New England Dailies

CONNECTICUT.			
Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	12,508	.0285	.0175
Bridgeport Post (E).....	12,735	.035	.025
Bridgeport Post (S).....	7,000	.025	.02
Bridgeport Standard (E).....	7,422	.03	.015
†Bridgeport Telegram (M).....	11,394	.02	.02
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (M).....	16,535	.06	.035
Hartford Courant (S).....	16,000	.06	.035
Hartford Post (E).....	15,856	.025	.02
Hartford Post (S).....	5,000	.025	.02
Hartford Times (E).....	*22,085	.06	.04
†Meriden Journal (E).....	†7,000	.03	.015
Meriden Record (M).....	†7,000	.0357	.015
†New Haven Journal-Courier (M) ..	12,727	.03	.025
New Haven Union (E).....	*16,913	.05	.03
New Haven Union (S).....	8,821	.0285	.02
New London Day (E).....	*7,572	.0285	.0157
†Norwich Bulletin (M).....	8,771	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M).....	8,385	.0285	.02
Population 1,114,756.			
MAINE.			
†Portland Argus (M).....	7,389	.0178	.0143
Portland Express (E).....	*17,849	.0535	.0375
Portland Telegram (S).....	12,220	.0393	.0321
†Portland Press (M).....	11,740	.025	.02
Portland Press (S).....	5,500	.0393	.0321
Waterbury Sentinel (M).....	7,000	.0285	.0143
Population 742,371.			
MASSACHUSETTS.			
Boston Globe (ME).....	259,000	.30	.30
Boston Globe (S).....	318,783	.30	.30
Boston Herald-Traveler (ME)....	*155,777	.28	.25
Boston Herald-Traveler (S).....	*60,663	.23	.20
†Boston Journal (M).....	80,000	.16	.125
†Boston Post (M).....	404,927	.35	.35
†Boston Post (S).....	342,712	.35	.35
†Boston Transcript (E).....	31,404	.15	.15
Gloucester Times (E).....	7,500	.0214	.015
Haverhill Gazette (E).....	10,800	.0214	.018
Haverhill Herald (E).....	*9,490	.02	.0171
Lynn Item (E).....	18,338	.0535	.0357
Lynn News (E).....	8,560	.0357	.0207

21 Leading Magazines Charge \$6.29 a Line for 1,339,006 Times the Rate of the Above Listed Newspapers for N

General advertisers seeking further light in respect to m England territory, and the degree to which the important newsp operation," are requested to communicate with THE EDITOR Advocate, Suite 1117 World Building, New

Part of New England Publishers

WILLIAM C. FREEMAN

Michigan manufacturers of the light canoe motor, wrote to Editor & Publisher and Publisher got in communication with the Publishers who in detail which was forwarded to Mr. Daggett.

Dailies 5,000 Circulation and up

MASSACHUSETTS—(Continued).

Paper	Circulation	2,500 l.	10,000 l.
New Bedford Standard and Mercury (ME)	*19,458	.03	.03
New Bedford Standard and Mercury (S)	*13,839	.03	.03
Newburyport News (E)	5,601	.0178	.0125
Northampton Gazette (E)	5,411	.021	.014
*Pittsfield Eagle (E)	*11,874	.02	.0157
Salem News (E)	19,198	.042	.03
Springfield Republican (M)	17,008	.075	.0625
Springfield Republican (S)	18,463	.075	.0625
Springfield Union (ME)	28,430	.075	.06
Springfield Union (S)	18,576	.075	.06
Taunton Herald-News (E)	5,404	.025	.0178
Taunton Gazette (E)	6,044	.0215	.015
Worcester Gazette (E)	*20,661	.0425	.032
Worcester Telegram (M)	28,275	.05	.05
Worcester Telegram (S)	31,726	.05	.05
Worcester Post (E)	13,135	.0285	.0221
Population 3,336,416.			
NEW HAMPSHIRE.			
Manchester Union & Leader (ME)	25,000	.08	.05
Population 430,572.			
RHODE ISLAND.			
Providence Bulletin (E)	††47,620	.09	.09
Providence Journal (M)	††19,002	.07	.07
Providence Journal (S)	††30,567	.08	.08
Westerly Sun (E)	5,630	.0178	.0128
Woonsocket Call & Reporter (E)	12,183	.0357	.0214
Population 542,610.			
VERMONT.			
Barre Times (E)	6,210	.0215	.015
Burlington Free Press (M)	9,418	.025	.0157
Burlington News (E)	5,976	.0214	.0171
Rutland Herald (M)	5,475	.0214	.0171
Population 355,956.			
Total for New England	1,532,635	\$2.8788	\$2.371
*Net paid figures supplied by publisher.			
°Government Report.			
**Net paid figures certified by A. A. A. auditor.			
†Publishers' signed statements of average gross figures on file in this office.			
††Net paid averages for 1913 attested by N. W. Ayer & Son.			
Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.			
Population New England, 6,552,681.			

1,339,006 Circulation in New England, Over Two and One Half Newspapers for Nearly Two Hundred Thousand Less Circulation.

respect to marketing conditions and distribution facilities in the New important newspapers listed above will aid and assist with "local co- THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Building, New York. Phone, Beekman 4330.

There is no buying in the dark. The advertiser knows the definite cost in each community. He knows the dealers in each community. He knows the number of people to whom he can make appeal and what it costs him for each thousand of them. He knows that his appeal is centered in one territory—that it will get the maximum of attention.

The New England Publishers—those segregated on this page—are building better than they imagined when they decided to pull together for the development of advertising in their territory.

Advertising Agents do not need to get in communication with each publisher as formerly. This printed list of rates and circulation statements furnishes them with the cost of a campaign in the New England territory.

The old excuse offered by so many agencies that it is too much bother and too costly to start advertising campaigns in newspapers in territories has not a leg to stand on when they see how the publishers on this page are paying good money to furnish them with accurate and concrete information.

The territorial idea of advertising is in the air. The use of newspapers to develop a business in sections is appealing more and more to advertisers who want to get the most out of their advertising investments, and in the quickest possible time.

Why skip from Maine to California in a vain effort to reach as many as possible with as little money as possible? Center in one section. Make enough money in that section to develop another, and so on.

Advertising, as good as it is, cannot be scattered and give adequate returns. It must be a 14-inch gun, pointed at and shot at a community or a section or a territory. It must be regular, consistent, impressive, accurate. It must work its way into the minds of people and then into their pocket-book.

Any good product can center its advertising in the New England territory, in the newspapers mentioned on this page, and get a greater, a more immediate and a more lasting return for each dollar expended than it could with twice or three times the money in a scattered campaign.

Why be stubborn, Mr. General Advertiser?

Why scatter? Why not center your fire?

**New Jersey's
Leading 7 Day Paper
Trenton Times**

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly-Smith Co.
CHICAGO NEW YORK
Lytton Bldg. 220 Fifth Ave.

Books for Summer.

The Summer Book Number of The New York Times Review of Books, Sunday, June 14, will give 100 best publications for vacation—fiction, travel, adventure, art and science, with brief descriptions to help in selection. The Summer Book Number is a cheerful and useful guide to the season's literature and whether readers stay home or seek the restful shade of the country good books will be welcome.

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

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns. If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"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 Lytton Building
NEW YORK CHICAGO

If your Product or Proposition is Worthy, tell about it in the

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

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

PRINTERS' WAGES GOING UP.

Increases in I. T. U. Scales in Newspapers of the Country.

The following increases in wages for members of the International Typographical Union are announced in the current issue of the Typographical Journal:

An advance of \$1 per week in the pay of all members of Bartlesville (Okla.) Union No. 648. The contract is for a period of two years. Okmulgee (Okla.) Union No. 499 is working under a new wage scale, an increase of \$2 per week to prevail for one year, when wages will be increased an additional \$1 per week. The agreement is for two years.

The scale of Typographical Union No. 430, of Miami, Fla., so far as it relates to hand work on newspapers and in book and job offices, has been increased \$1.50 per week, making the wage \$19.50. This will prevail for the ensuing six months, when another increase of \$1.50 per week will take effect.

Des Moines Union No. 118 has a new contract with the newspaper publishers, to run for the ensuing six years. The old scale was \$22.50 per week for day work and \$25.50 night. The new agreement provides for a small increase immediately, with another slight increase one year hence, and at the end of the third year the scale calls for \$24 for day work and \$27 for night work.

An increase of wages of \$1 the first year, \$1.50 the second, and \$2 the third, for all members of Typographic Union No. 628, of Somerville, N. J., has been negotiated. The increase dates from January 1, 1914. Under the new schedule machinist-operators will receive \$23 per week when the final increase takes effect. The publishers of Springfield, Mo., and Typographical Union No. 153 have made an agreement which includes an increase of \$1 per week for the first two years, and an additional increase of \$1 for the next three years of a five-year contract. All employees will receive back pay from May, 1913, from which time the five-year agreement dates.

At Colorado Springs an agreement with the management of the two daily newspapers has been effected whereby the scale has been increased \$1 per week, making the pay \$24 day work, \$27 night work. Other betterments secured were a seven-and-one-half-hour day, with strict matric regulations, a new apprentice law, a liberal competency test.

A new scale covering both the newspapers and the book and job offices under the jurisdiction of Troy (N. Y.) Union No. 52 was signed on March 18 last, to be in effect for one year from date. On the newspapers the scale becomes \$22 for afternoon papers and \$25 for morning papers. A new scale for Amsterdam (N. Y.) Union No. 274, to be in effect for three years from February 15, 1914, gives an increase of \$2.50 per week for all classes of work.

CHANGES IN INTEREST.

NEW SALEM, N. D.—James Sullivan, editor of the Journal, has purchased the subscription list and good will of the Arena at Almont.

DEADWOOD, Ia.—W. H. Bonham has again purchased the Pioneer-Times, which he sold a year and a half ago, after 35 years' ownership. This is one of the oldest dailies in the Black Hills.

ADA, O.—The Record, owned by Agnew Welch for thirty years, has been sold to Harry Vestal.

MOHALL, N. D.—The News has been absorbed by the Tribune, of which Charles Lano is editor and publisher.

ROCHELLE, Ill.—W. H. Hay, editor of the Shabbona Express for 38 years, has sold his plant to A. W. Hubbard & Co.

WICHITA, Kans.—Fred L. Jeltz, for several years editor of a newspaper for colored people at Topeka, has purchased the plant of the Searchlight and Reflector.

DOWNY, Cal.—The Champion and the News, rival weekly newspapers, have been purchased by Jack Wilson, president of the Los Angeles Ad Club, and

will be published as a consolidated paper under the name of the Downey Champion-News.

POMEROY, Wash.—Carl H. Getz has resigned as an instructor in the department of journalism at the University of Washington to become part owner of the East Washingtonian, a country newspaper published weekly. Mr. Getz will be associated with Ray McClung, a former student in the university department of journalism and son of the present owner and editor, Peter McClung.

ATHLETIC NEWSPAPER MEN.

Johnstown (Pa.) Leader Staff Forms Sporting Organization.

At a social gathering a few nights ago at the home of Mr. and Mrs. Edward B. Gans and Mr. and Mrs. R. N. Hawes, in Ferndale, Pa., the employees of the Johnstown (Pa.) Leader formed, at the suggestion of Mr. Gans, who is business manager of the Leader, "The Leader Athletic Association." Every department of the paper is represented in the new organization.

One of the interesting talks of the evening was given by Harvey Bell of Philadelphia, who is connected with the Goss Printing Press Company, of Chicago. Mr. Bell has traveled the country over and, being a keen observer of affairs in the world of newspaperdom, has noted the wonderful effectiveness of such social organizations on the staffs of the larger dailies in many cities. He advocated making the Leader's organization a permanent one and using every proper means to promote a more centralized effort both during working hours and at other times.

Manager Gans, of the Leader, is a baseball fan. He has managed several professional teams and was president of the Kentucky, Indiana and Tennessee league for three years.

Newspaper Men on Mutual Film Staff.

Harry E. Aitken, president of the Mutual Film Corporation, has organized a publicity department under the direction of Philip Mindil. A recent addition is Arthur James, editor of the New York Sunday Telegraph, author of the "Beau Broadway" column in the morning Telegraph; he will be correspondent for Reliance and Majestic in Los Angeles; W. Bob Holland, formerly assistant managing editor of the American Press Association's news service, and now managing editor of the Newspaper Feature Service, joined the Mutual Film Corporation's publicity forces last week. Helen Starr, who has done much good work for Vogue and the New York Herald, has been added to the staff. Also Robert S. Doman, formerly of the New York Evening Sun. Albert S. LeVino, formerly of the New York Times and the New York American, has been appointed city editor.

William C. Lyon Joins A. P. Staff.

William C. Lyon has resigned from the staff of the Charlotte (N. C.) Evening Chronicle, on which he had served for eighteen months as managing editor, to take a position with the Associated Press in New York. Mr. Lyon is an expert in handling wire news and has an all-around knowledge of the intricacies of the newspaper business. He started newspaper work as a reporter on the Chronicle five years ago, and his advancement was rapid. He also worked on the Charlotte Observer and was for a time on the repertorial staff of the Pittsburg Post. It was his news over the A. P. wires that drew General Manager Stone's attention to him.

West Virginia and Liquor Ads.

Newspapers published outside of West Virginia and carrying liquor advertisements as part of their legitimate business will not be barred from circulation in that state after July 1, when the prohibition amendment becomes effective. In an opinion handed down by Commissioner Fred O. Blue he says that outside papers will not be molested unless it is apparent that newspapers are being used for illegitimate purposes.

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 NEW YORK EVENING MAIL

carries more advertising than any other high-class evening newspaper in its field. It pays to advertise in a paper that enjoys the full confidence of its readers.

Average net paid circulation for month of April, 1914,

161,365

For highest efficiency advertise in
THE EVENING MAIL

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

Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.

THE PITTSBURGH POST
(Morning)

THE PITTSBURGH SUN
(Afternoon)

CONE, LORENZEN & WOODMAN
Foreign 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

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor

Chas. H. Eddy, Fifth Ave. Bldg., New York
Chas. H. Eddy, Old South Bldg., Boston
Eddy & Virtue, People's Gas Bldg., Chicago

Seven strong newspapers-- each wields a force in its community that honest advertisers can employ to advantage.

THE CHICAGO EVENING POST (Evening Daily)

INDIANAPOLIS STAR (Morning Daily and Sunday)
 TERRE HAUTE STAR (Morning Daily and Sunday)
 MUNCIE STAR (Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS (Morning Daily and Sunday)

THE DENVER TIMES (Evening Daily)

THE LOUISVILLE HERALD (Morning Daily and Sunday)

The Shaffer Group

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

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During March, 1914, The Times gained 2,587 inches, leading nearest paper by 25,966 inches. The foreign advertising gained 468 inches. The next paper lost 2,768 inches, including foreign loss of 466 inches.

The Times led both other evening papers combined by 1,954 inches.

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

San Francisco Examiner

FIRST IN INFLUENCE
 IN CIRCULATION
 IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

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

Circulation 122,000 DAILY
 226,000 SUNDAY

M. D. HUNTON W. H. WILSON
 220 5th Avenue Hearst Bldg.
 New York Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
 JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

G. A. McCLELLAN, Pres.

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN 150,000

LIVE AD CLUB NEWS.

The new officers of the Buffalo Ad Club were installed with elaborate ceremony, at the weekly luncheon and meeting of the club. De Forest Porter is the new president, S. C. Moss vice-president, Shelton Hodge recording secretary, W. S. Bigelow corresponding secretary, and John Messersmith treasurer. Speeches were made by both outgoing and newly elected officers. Confidence in the continued growth and general development of the club was expressed by all who addressed the meeting.

The Fort Worth (Tex.) Ad Men's Club recently celebrated "Ladies' Night." The general purpose of the meeting was to get the ladies' views upon the use of the Truth emblem in advertising, as well as to submit a test which would tend to show the impressions made upon the ladies by advertising in general, and by slogans in particular. For this purpose a "Slogan Contest" was arranged, three prizes being offered to the ladies guessing nearest correctly the firm name and product advertised of 40 slogans submitted. These slogans were arranged on cards printed for this purpose. The slogans submitted were both national and local, and the contest created a great deal of interest and enthusiasm. The ladies showed remarkable familiarity with the slogans, the answers being more generally correct than was expected. A number of addresses were made by ladies present, each of which contained one or more splendid suggestions for the betterment of advertising.

An insight into the practical relations of the advertising agency with the newspapers was furnished the members of the South Bend (Tex.) Ad-Sell League last week at their May dinner by Mason Warner, who spoke on "The Advertiser and the Newspaper." The value of the small town newspaper as medium of advertising and the part of metropolitan journal plays in the scheme of the large advertising agency in its campaign for a new product on the market, was another feature of Mr. Warner's address. Mayor Samuel F. Spohn, of Goshen, presided at the meeting. W. T. Gross addressed the league on "Business Building," setting forth the economical value of advertising. H. A. Winchell, advertising manager for the Northern Indiana Gas & Electric Co., in his address on "Public Service Advertising" told of the strong points in advertising which a public service corporation emphasizes. Herbert L. Trube, of Mishawaka, dwelt on "Human Efficiency" in advertising.

Advertising will increase the volume of output of any product if management and factory conditions are all right, J. C. McQuiston told members of the Cleveland Advertising Club at their luncheon last week. Mr. McQuiston, who is manager of the Westinghouse department of publicity, East Pittsburgh, had as his subject "Eliminating Waste in Advertising." George S. Milner, manager of the Erner Electric Company, presided.

Stereopticon slides showing advertisements carried in local papers by Houston merchants were displayed for comment and criticism at the regular weekly luncheon of the Houston Ad Club. James H. Beck and H. C. Scroggins had charge of the novel feature.

J. Wellington Hull addressed the Cincinnati Ad Club last week on the subject "Commercial Psychology." In his talk Mr. Hull advocated newspaper advertising as a medium for the advancement of business in general. He referred to the recent profit-sharing plan, which he said was spread broadcast throughout the country in a few days, with the help of the daily papers.

H. A. Sprague, advertising manager of the St. Joseph (Neb.) News Press, spoke on "Advertising As Applied to Individuals and Communities" before the

Lincoln Ad Club at its dinner last week. He mentioned particularly the phases of newspaper advertising with which he was most familiar. The newspaper, he believed, reached a majority of the people and in a more effective way than any other method. He thought that most retail merchants secured the greater part of their trade through their show windows and their ads in the daily papers.

Closing another successful season the third annual meeting last week of the Columbus (O.) Ad Club elected the following officers: Stanley T. Schofield, advertising manager of the Kilbourne & Jacobs manufacturing company, president; Harry Hanna, vice-president; John C. Anderson, secretary, and Charles S. Anderson, treasurer. The club is in a prosperous condition and has a membership of 100 men actively identified with advertising interests in Columbus.

At a dinner and meeting of the Bankers' Ad Association of Pittsburgh, held in the Fort Pitt Hotel last week, J. W. Rawsthorne of the Publicity Engraving Company gave a talk on "Photo-Engraving and Its Relation to Advertising." Included in the talk was a description of color work and its development. President H. E. Leety and Secretary H. B. Powell, Jr., were in charge of the meeting.

Chronicle's Summer Boys' Camp.

J. L. Boeshans, circulation manager of the Augusta (Ga.) Chronicle, has just announced a summer camp for boys. It is a combination vacation for a month: two weeks at the seashore and two weeks in the mountains of North Carolina. For a certain amount of work the boys will get two weeks' trip, all expenses paid, at the seashore, and for a certain amount of extra work they can get another two weeks of camp life in the mountains of North Carolina. A large number of boys have already inquired regarding the vacation opportunity, and it looks as though it is going to be a good circulation stimulant.

NEW AD INCORPORATIONS.

CLEVELAND, O.—The Advertising & Publicity Company, general advertising business; capital, \$10,000; Hubert Buchman, Lee Stanley, Palmer C. Slocum, Carl E. Moore and K. W. Karch, incorporators.

RICHMOND, Va.—Co-operative Store Advertising Agency; capital stock, \$10,000; G. E. Trice, president; T. S. Gibbon, secretary.

NEW YORK, N. Y.—White Advertising Corporation, Manhattan, general advertising; capital, \$25,000; incorporators, S. A. White, C. A. Meylert, W. Urmey.

NEW YORK, N. Y.—Walker-Mills, advertising; capital, \$10,000; incorporators, P. D. Mills, M. B. Smith and H. H. Walker.

NEW YORK, N. Y.—Walter B. Stark, advertising; capital, \$10,000; incorporators, H. F. Doris, Maud B. Smith, W. B. Stark.

BOSTON, Mass.—Merchants' National Advertising Company; capital, \$250,000; incorporated by G. De Morris, J. L. Klein and M. Greenberg.

NEW INCORPORATIONS.

DANVILLE, Ill.—The Illinois State Publishing Company, general publishing, printing and advertising business; capital, \$2,000; incorporators, W. H. Stephens, S. B. Linstreth, E. Winter.

MIDDLETOWN, O.—The Middletown Journal Printing Company, newspaper; capital, \$10,000; incorporators, J. W. Auer, F. B. Pauly, Urban Muthert, H. M. Naegelge and B. F. Horwitz.

NEW YORK, N. Y.—Las Novedades, Spanish newspaper; capital, \$31,500; incorporators, G. Lee, W. O. Maden and R. Galvan.

TULSA, Okla.—The Baseball World Publishing Company; capital, \$10,000; incorporators, E. R. Perry, W. D. Guiss and M. Kickerman.

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

CLASS: 99% of Omaha's Automobile Owners read The Omaha Daily News

Look at the last Federal figures: Daily News (evening) 72693

World-Herald (evening) .26557
 Bee (evening)19612

Biggest gain in high class advertising. No liquor advertising accepted. All copy subjected to scrutiny and editing.

C. D. BERTOLET

Boyce Bldg., Chicago.

New York Representative:
 A. K. Hammond, 366 Fifth Ave.

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.

The Detroit Saturday Night

is printed on super-calendered paper and justly suited to half-tone work, providing the best results to advertisers. The first form closes Wednesday morning, and the last form closes Thursday afternoon, preceding date of publication.

We do not accept whiskey, beer or cigarette advertising.

We do not accept patent medicine advertising.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

We guarantee the reliability of every advertisement appearing in our columns.

Foreign Advertising Representatives
 GEO. H. ALCONR F. STANLEY KELLEY
 Tribune Bldg. Peoples Gas Bldg.
 New York City Chicago, Ill.

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

PLEASURE AT TORONTO

Ad Men and Their Ladies Will Enjoy Moonlight Excursion, Military Display, Athletic Sports, Band Concerts and Other Entertainments—Railroads Will Run de Luxe Trains for the Host of Convention Visitors.

While the purpose of the tenth annual convention of the Associated Advertising Clubs of America, at Toronto, Canada, June 21 to 25 next, is serious, plans have been completed for the recreation of the hosts of advertising men and others who will be in attendance.

On Monday evening, June 22, there will be a moonlight excursion on the steamers "Chippewa" and "Corona." Supper will be served on board and there will be a band and an orchestra and a programme of entertainment on each steamer. At mid-day on June 23 the 48th Highlanders' Military Band will play in the band stand on the plaza during the mid-day intermission between convention sessions. In the afternoon of the same day, from 5.30 to 7 P.M., there will be regatta and water sports, consisting of yacht races, single and tandem fours canoe races, motor boat races, and an exhibition by the world's champion trick canoeist, Bruce Ridpath. At mid-day on June 24, the 48th Highlanders' Band will play as on the day previous.

A MEMORABLE MILITARY DISPLAY.

On Wednesday night there will be a memorable entertainment, lasting two hours, of a military nature, preceded by motor cycle races. At 8.30 the "military tattoo" will be given in honor of the century of peace between the United States and Canada. This famous tattoo will include soldiers' athletic sports, massed bands playing patriotic regimental airs of the United States and Canada, "trooping the colors" of the two countries, cadet drills, fireworks, torch-light dances, feats at arms, a grand march and other brilliant features. In addition to all this, Toronto as a city will extend warm hospitality and there should be no dull moments for anyone who desires a lively week.

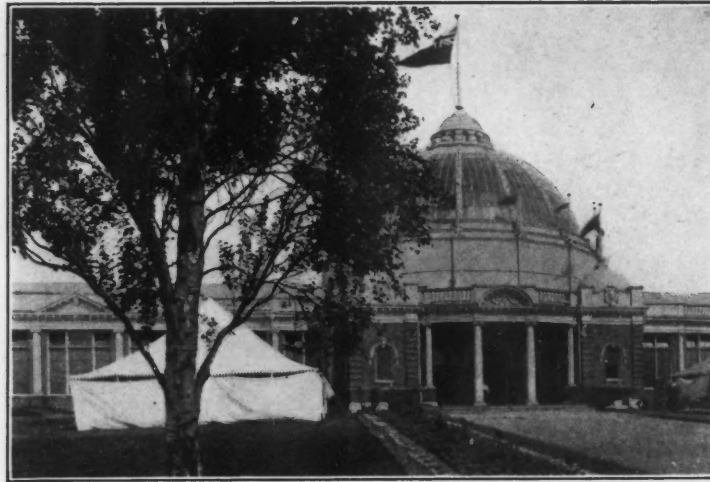
FINE TRAIN SERVICE ASSURED.

The train service to and from the convention will be admirable. The New York Central will run a special convention train, leaving the Grand Central Terminal at 5.30 P.M., on June 20, consisting of all-steel cars of the latest type. The train will be made up of drawing-room and 12-section sleeping cars, observation car known as the ladies' club car, and buffet-smoking and library car, known as the gentlemen's club car. The services of a ladies' maid will be at the command of the lady guests. A special train crew, selected for their experience, has been chosen. P. V. D. Lockwood, advertising manager of the New York Central lines, will be in personal charge of the train. Reduced railroad fares have been made and special hotel rates also prevail.

The Lehigh Valley Railroad will run a special Ad-Men's Express (de luxe train) on Sunday, June 21, leaving Liberty street, New York, at 8.30 A.M. This will be a train of all-steel Pullman cars only, equipped with electric fans throughout, and made up with parlor cars, dining car, observation car and library-buffet-smoking car. The Chicago-Toronto Express, daily from Liberty street, New York at 6 P.M. will carry many convention visitors. The Lehigh Valley Railroad has issued a clever paper, the Ad-Men's Express, giving much information about the convention. Every advertising man will be glad to file a copy of this little publication with his convention souvenirs.

Northwestern Wins Libel Suit.

In a libel suit brought against the Oshkosh (Wis.) Daily Northwestern by George E. Williams, of Oshkosh, and recently tried, the jury rendered a verdict in favor of the Hicks Printing Company and Col. John Hicks, publishers of the Northwestern. Williams sued for \$15,000 damages.



HORTICULTURAL HALL, TORONTO,
WHERE DEPARTMENTAL SESSIONS OF CONVENTION WILL BE HELD.

A ROAST FOR MR. DRUMMOND.

Correspondent Takes Exception to His Article, "Ads on a Stiffer Basis."

Cincinnati, O., May 21, 1914.

THE EDITOR AND PUBLISHER:

On page 848 of THE EDITOR AND PUBLISHER there is an article headed "Ads on Stiffer Basis."

In our estimation this is the class of stuff that originates at a "Grape Juice Debauch" at an advertising club, the members of which never had any advertising experience. In other words, that party does not know that January, February and March, 1914, have been very poor months in all lines. There is not one sensible business man in the whole United States that would attempt to blame the other advertising as being responsible for poor sales of white goods, poor sales of furniture and poor clearance sales.

It is just such rot as this that has been given so much display by certain magazines and newspapers lately that hurts all advertisers. We have noticed that whenever an advertising agent falls down because, in the first place he was no good, it is the custom to blame it on successful advertisers, claiming their copy is objectionable.

What the newspapers of the United States ought to do hereafter is to refuse to print such rot and to cater only to the real advertising agents who supply them with business and not listen to these theorists. It is the general custom within the last few years for every man who has charge of an advertising appropriation and who cannot make good because he is no good as an advertising agent, or never was any good, or some clerk who has suddenly take a notion that he can change the entire advertising idea of the United States, to write these articles. The Doctors Trust of Chicago have noticed this same thing, but they have also noticed that it might be an aid to them in their propaganda to discredit package medicines by applauding these writers and to lend an appearance as if there were an actual demand for such action.

It can be said to the good sense of the American Publishers that only one or two have fallen for this rot and that the other 9999, or more, have seen that it has no basis in fact; that most of this so-called objectionable advertising is not objectionable at all to any of the readers, but is only objectionable to three parties. First—the advertising agent who cannot make good and seek to find something on which to blame his inability; second—so-called leaders in advertising clubs whose only real advertising experience is perhaps to clip out advertisements and paste them in a book; third—the Doctors Trust, whose ethics are "We do not advertise," and are very jealous of the success of the package medicine manufacturers.

Please give a little space now and then in your valuable paper to real ad-

vertisers and not so much to theorists, and greatly oblige,

THE THOMPSON-KOCH COMPANY,
A. G. Koch.

Baltimore Sun in Libel Suit.

A suit for libel has been instituted against the A. S. Bell Company and Charles H. Grasty, owner of the Baltimore Sun, by Thomas Parran, a member of the Maryland State Roads Commission. The claim is based on a news article, an editorial, a cartoon and a news item, all of which were published in the morning edition of the Sun. These publications criticised the naming of Mr. Parran as a member of the State Roads Commission.

NORTH POINT PLEASANT, W. Va.—The Citizen has been launched by William Love, as editor and manager.

TYPO BROKE SPEED RECORD.

Baltimore (Md.) Sun Operator Set Two Pages of Type in Seven Hours.

William H. Stubbs, also widely known as "Billy" Stubbs, of the Baltimore (Md.) Sun's composing room staff, is again honorably in the limelight, he having made another linotype record in manipulating the keys. Without preparation and setting copy from the hook on a Saturday night, Stubbs set 2,906 lines (linometer) nonpareil in exactly seven hours. His product, 12½ picas measure, was 72,650 ems, or an average of 10,378 ems an hour.

The accuracy of this record is vouchsafed for by Fritz Mergenthaler, a half-brother of the inventor of the linotype, who has charge of the Sun's battery at night. Mr. Mergenthaler attended the machine and noted the progress being made by Stubbs on the linometer.

Stubbs' best previous record "off the hook," which was also the record for the Sun, was 2,789 lines, nonpareil, for seven hours. He did that about ten years ago, and it was regarded with amazement at that time.

Stubbs, who is 32 years old, ten years ago took the world's competitive speed record for a purse of \$1,000 in Philadelphia, his opponent being a local operator. His average speed in that contest was 12,021 ems nonpareil per hour, corrected matter, for five hours and thirty-three minutes.

New Weekly at Little Rock, Ark.

Arkansas Progress is a new weekly publication at Little Rock, to be issued the first week in June. It is owned by a stock company composed of prominent citizens of Little Rock and over the state generally. J. R. Taylor, of Paragould is among the promoters of the new enterprise. The paper will be non-partisan in politics and non-sectarian in religion. It will be the exponent of certain economic and social reforms and will be the organ of the prohibition cause in Arkansas.

Best Paper in Town,
Anywhere,
is the one that
leads steadily in
Want Ads



In Meriden, Conn.,
The Record
leads all the time

MAKING A GOOD PAPER.

An Optimist Tells What He Thinks Should Be Used to Bring Best Results for All Concerned in the Publication.

Two Boston newspaper men were discussing their chosen calling the other day. The pessimistic one damned it as a business uncertain in tenure, limited in reward, and restricted in opportunities for the individual.

The optimist defended it—"Newspaper work, compared with most lines of business, affords a better chance for a man to reach the place that his ability merits. This is naturally so because the training gained in one city is valuable in another city. A newspaper man's opportunities are country wide.

To which the pessimist retorted: "That's all very well as a theory, but it doesn't work out. When an owner or publisher wants a man for an important place on his paper he won't consider any man he doesn't know personally. A man's opportunities are bounded by the number of men he knows."

More debate followed. Finally the Pessimist said: "If you are so sure you are right why don't you go ahead and get a worth-while position from some owner or publisher? Only, mind you, it must be a position better than the one you now have. Otherwise your theory explodes."

"All right," said the Optimist, "I will."

(This article is written by the Optimist. The Editor and Publisher will publish other articles by him. Any owner or publisher who may want to get in touch with the Optimist may address him in care of this office.—E.D.)

The Optimist, as managing editor, is overheard talking to the boss:

"What do you call news?" said the Optimist. "Is your definition the same as that of your letter-writing friend whose outburst you have showed me? Imagine the tears in his eyes when he writes:

"I deplore the fact that my favorite newspaper can no longer be depended upon to report the news."

"What was it he sought and missed? The names of the participants in an amateur theatrical performance given in the parish house of his church.

"Yes, that's news to him. But do you expect to print news of that grade in a metropolitan newspaper? You'll have to give us four more pages of white paper, about four more linotypes and about \$600 more a week for reporters and correspondents. And then you'll have four pages of matter which most of your readers will pronounce dreary and forbidding.

"No paper prints all the news. It can't be done. Let's get down to cases. What is your definition of news?"

WHAT IS NEWS?

"News," said the Boss, somewhat slowly, "is the report of events that are of interest to the community."

"That's a common definition," said the Optimist, "but is it either correct or workable? Go a bit further with your analysis. News is new information of interest. The news of the death of Bill Jones in Oshkosh is news to Bill Smith of our city because he used to go to school with the other Bill, but you wouldn't think of getting that particular piece of news or printing it if you had it. On the other hand if ex-Senator Johnson who moved from here to Oshkosh a year ago should die tomorrow we should want to give it a half column.

"Where's the difference? Just here—in the number of our people who would be interested in this information. For us the definition of news is new information of interest to enough people to warrant its taking up part of our available space. In these days that is the only sound basis of judgment. Yet there are mighty few editors that will carry out that rule.

"Where do you draw the line?" said the Boss somewhat sarcastically. "Is it 296 people or 298 that warrant a news item?"

"If newspaper making were an exact science, I could tell you," answered the Optimist. "As it is, the question is one that calls for the keenest judgment. We might just as well make up our minds that there is a lot of news happenings which we can by no possibility

print and that we must have some general rule of selection.

A CONCRETE INSTANCE.

"Suppose it were possible to put a paper into type instantly. Suppose the editor in charge could decide at 4 o'clock in the morning what he wanted in that morning's paper. Imagine him at his desk making the selection. Hear him say:

"Lead the paper with the kidnapping case. Every woman in the world reads stories of pathos that affect children whether or not she has any of her own. Every man will read it, too. Here, throw that cartoon off the first page and use instead a big picture of that child. Don't put any other picture with or near it. Use the father and mother inside and make the mother's picture big, too. A three-column picture is three times as impressive as a two.

"Next we want some contrast so that the paper won't seem sensational to our busy friend, Old Subscriber. Put tariff over on the left single column. Let the Balkans run in the next two columns. Use that eye-witness description of the Bulgarian atrocities that you got from the London Times. Put a London date on it. They'll stand for blood when it's in the course of war. Now disinfect the bloodshed by the mayor's statement on the latest tricks of his enemies.

"That fixes the first page. Now I want one story of general interest—a story with a picture if possible—on each inside page. Give me on each page one prominent story that everybody will read and I'll guarantee the people will call it an interesting paper. We'll fill in with stories of more limited appeal. Pick them in order by the test of how many people they will interest. Hold down the fact stories to a concise, straightforward recital. Make words do the work of phrases. Hunt for the odd, humorous and pathetic things. Enough of them to put some human representation into the sheet. But don't overdo them. Variety is the salvation of a newspaper.

HOW ABOUT JONES' SPEECH?

"We'll yield to tradition enough to carry a column on Jones' speech before the Chamber of Commerce on the city's development during the last year. No one will read it except the proof reader, but a proportion of serious matter in a newspaper gives it a reputation for quality just as a silk hat on a man makes him look important. Furthermore, it is curiously true that it is pretty nearly impossible to establish a profitable newspaper in a city unless it gains the good opinion of the few hundred men who are the real leaders of the community.

"Keep in mind that we want some stories that appeal to women—tragedy, pathos, divorce or some activity of society. Reach the women through the news columns. It's a lot more effective than setting aside a page labeled 'For the Household' and filling it with impossible recipes and maudlin moral essays.

"Let's see the cuts. Throw out that man's portrait. The least interesting thing on this footstool of the Lord is a man's face unless he happens to have committed a murder or been elected president. And there is nothing about this man to interest anybody except his own family.

"Take a lot of pains with the captions under the cuts. A second rate cut with a good caption is better than a good cut with a stupid caption. The man who told the story of Evangeline to Longfellow would excuse even a man's portrait. You know the story they tell of Edward Bok. No? One of his satellites years ago brought him a picture of Alice Roosevelt for the cover page labeled simply 'Miss Alice Roosevelt.'

"Here, that will never do," said Bok. "Make it Miss Alice Roosevelt in her first silk dress."

AS TO BASEBALL STUFF.

"Tell the sporting editor that he's got some room to-night for notes and gossip. That's the stuff that the fans eat up. And, by the way, he's been

using too much space lately for general sports. Baseball is 80 per cent. of all sports and ought to have proportionate space. A half-column story of the one-man triple play to-day with a recital of other like plays since the time of Anson will get more readers than anything else he can put on that page. Furthermore, don't let place where the human race goes to express joy, grief, idolatry and malediction. If he has forgotten let him stimulate some of them in his story of the game—such of them as a loyal home fan can express.

"Get busy on those things and then we'll take another look.

"I have been sketching a fanciful picture of what a man could do at 4 o'clock in the morning. By what degree the night editor can approach the indicated result with the news coming piecemeal and the machines eternally demanding copy, his competency is measured.

"I'd like the chance of taking up these things thoroughly with you. I can't do it now, for the city editor is waiting to go over the book with me. Furthermore, I reckon you've heard all you care for in one day. Let me ventilate some of my theories another time. You're the boss and your decision is final. I realize that. All I want is the chance to state some of my pet beliefs, make the argument and accept your decision."

WHITMAN AS A TRAMP PRINTER

The centennial celebration of Walt Whitman's birthday will be observed tomorrow by the Walt Whitman Fellowship, an international organization with branches all over the world.

Whitman was born at West Hills, Long Island, May 31, 1819. His father was a carpenter and Whitman left school at the age of 12 to learn his father's trade. He soon tired of that occupation and studied law. Afterward he entered the employ of a physician.

Whitman's rolling stone proclivities, says the Editors' Press, led him next to a printer's shop, where he served as a "devil." He then became an itinerant teacher in rural schools, although himself almost without formal education. He soon returned to the printer's case, and as a "tramp printer," with occasional experiences as a farm "hand," he roamed all over the United States and Canada. Many are the stories that have been told by veterans of the stick of the kindly, lovable, vagrant "hobo print." There were many geniuses among those wandering printers of the old days, but most of them were destined to be mute and inglorious, and to die unhonored and unsung. Whitman was a notable exception, and the observance of the Whitman centenary will be incomplete if the few remaining tramp printers do not participate.

During his wanderings Whitman mingled with men and women of every class, and this association with all sorts of people intensified his spirit of democracy. From the printer's case Whitman graduated to the editorial chair—an easy and common transition in those days, when most printers could "double" as editors and reporters when occasion arose, and when most newspaper writers had a working knowledge of the typographical art.

As a newspaper editor and writer Whitman was very successful, but the wanderlust constantly drove him on from one post to another. In 1846 he was for a short period the editor of the Brooklyn Eagle, then an infantile journal with a past of five years and a future that seemed very uncertain.

Helping the Editor.

This story is told by the editor of an Ontario weekly. He thinks a lot of his wife. Recently he took her to the big city, and there she was the guest of a woman who assumed a rather patronizing air.

"So your husband is an editor?" the hostess inquired.

"Yes."

"Since you have no children you must have considerable leisure time on your hands. I dare say you assist him now and then in his editorial work."

"Oh, yes," assented the wife, who is rated to be a good cook, "I edit nearly all his inside matter."

WINE AND LIQUOR ADS.

Mr. Hammond Replies to the Letter of Winifred Gray.

Byron, Cal., May 21, 1914.

THE EDITOR AND PUBLISHER:

At the request of your most valuable publication sometime ago, I wrote a communication regarding what I thought of a newspaper taking liquor advertisements; their value in appearance, cleanliness in wording, etc. This letter you kindly published on your editorial page.

In writing this communication it was purely business, and unhesitatingly I stated that I would prefer at any time to publish a representative liquor, wine or beer ad in preference to many of the patent and proprietary medicine ads so generally noticed in many papers.

I did not, however, expect to stir up a controversy or incite answers from such people as Winifred Gray, who takes issue with me in your paper of May 16, and covers the question from a personal and unfortunate family experience standpoint, personal to herself.

I have the deepest sympathy for any one who personally, or through their immediate family or relatives, has a craving for drink and uses intoxicants to excess. There are many of them in this world.

However, I contend that drinking pure wine or liquors in moderation has never injured anybody. But excesses in anything naturally are dangerous.

My letter dealt with the appearance of such wine, liquor and beer ads from a purely advertising and commercial standpoint. They are, as a rule, well written, nicely worded and usually tell of the merits of the products advertised.

It is indeed a sad state of mind with some people who cannot control their cravings and who become excited about drink simply through reading a liquor advertisement. Unfortunately, however, as long as the United States Government continues to derive such great revenues and taxpayers are relieved from the burdens because of such revenues, and wines, liquors and alcoholic beverages are manufactured, will nearly all legitimate newspapers be glad to accept paid advertising from distillers, wineries, brewers and distributors.

I enclose you herewith an article appearing in the Byron Times Friday, May 15, showing how the proposed "Dry" elements plan to ruin and destroy the wine and vineyard industry of California at the forthcoming election in November by an initiative election that will kill our State's second largest industry worth at least \$150,000,000.

HARRY HAMMOND.

Editor and Publisher of the

Byron Times.

College Editors Organize.

The Association of College Newspaper Editors, having as its aim the development of closer college fraternalism, and as one of its chief features a co-operative news service, was brought into existence at Austin, Tex., last week, by representatives of six Texas college newspapers. Lynn W. Landrum, managing editor and editor-elect of the Daily Texan of the University of Texas, was elected president of the new organization, and Edwin R. Bentley, editor of the Skiff of the Texas Christian University, director of the college press service. Ralph Feagin, present editor of the Daily Texan, is the author and chief instigator of the organization. The press service, which will go into effect at once, will consist of wire reports by the papers to one another, athletic and other events, and weekly bulletins.

M. E. Pew in a New Company.

The Manhattan Photo Engraving Co., of 251 William street, has been sold to the Multitone Engraving Co., of which Lyman C. Hershey is president; Ralph Albertson, vice-president; Marlin E. Pew, treasurer, and Clarence N. Cook, secretary. Mr. Pew was formerly connected with the Publishers' Press Association, the New Enterprise Association, the Boston Traveler and other newspapers.

TO SAVE EXPOSITION

(Continued from front page.)

newspaper and magazine space for publicity, saying:

INVESTMENT OF \$25,000.

"This Exposition, we understand, represents a total investment of over \$25,000,000. We believe as small a selling percentage as 5 per cent. of this investment would be sufficient, if spent wisely in the newspapers and magazines of America, to inform everyone in regard to the Exposition's attractions. This would provide a far-spreading, far-reaching, well-co-ordinated advertising campaign, to be undertaken immediately and continued for at least three months after the gates of the fair are opened. If this were done, when the gates are finally closed they would close on the most successful Exposition that has ever been held, for it would be the first American exposition that had effectively adopted the means that win success in the twentieth century.

"As to the details of selecting a list of newspapers and magazines in which the advertising should appear and effectively to carry forward the campaign, our recommendation is that all of these matters should be left with the able Director of the Division of Exploitation, George Hough Perry. But, as we have already stated, we should be glad to co-operate with him and with you in every way in which we could be of service."

SIGNERS OF PRESENTMENT.

The signers of the presentment are: For the Newspapers—The Committee

Get More Classified Advertising

and collect **SMALL CLASSIFIED ACCOUNTS** at less cost and more promptly by using **WINTHROP COIN CARDS**

We print below a letter from one of our 350 daily newspaper customers, The Chattanooga Times.

"In as few words as possible, we beg to say that it would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."

Write for prices and samples, or send copy now for trial order.
THE WINTHROP PRESS
Coin Card Department,
141 East 25th Street, New York City.

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents
Germania Savings Bank Building
PITTSBURGH, PA.

John B. Gallagher & Co.

Feature }
Industrial } **Editions**
Trade }

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.

Corking Good Woman

Feature on the Market. Will be sold entirely by mail, giving publishers large, exclusive territory not possible where salesmen canvass you. Write at once to

BRUCE W. ULSH
Prestige Builder, Wabash, Indiana.

AT THE TOP in SIX MONTHS

NEWSPAPER FEATURE SERVICE was launched SIX MONTHS AGO. At that time there were in the field more than a hundred syndicates supplying more or less complete sets of features to the newspapers of America and Canada. Eight different colored comic supplements were on the market. With half a dozen exceptions, there are fewer than three users of colored comics and fewer than half a dozen purchasers of daily newspaper features in any city in the United States. In every city at least five of the colored comic syndicates were striving to enlist clients.

During these six months, MORE NEWSPAPERS HAVE TAKEN ON THE COLORED COMICS OR THE COMPLETE SERVICE OF NEWSPAPER FEATURE SERVICE THAN HAVE ADDED THE COLORED COMICS OR THE COMPLETE SERVICES OF ALL THE OTHER NEWSPAPER SYNDICATES IN AMERICA COMBINED.

During these six months Newspaper Feature Service has converted more non-color using newspapers to the use of its colored comics THAN HAVE BEEN CONVERTED BY ALL THE OTHER COLORED COMIC SYNDICATES IN AMERICA COMBINED.

During these six months, Newspaper Feature Service has effected contracts assuring its colored comics and other features A LARGER AUDIENCE THAN IS ENJOYED BY THE FEATURES OF ANY OF ITS INDEPENDENT COMPETITORS.

Send to us for specimens of the strongest group of daily and Sunday newspaper features available in America.

NEWSPAPER FEATURE SERVICE

M. KOENIGSBERG, Manager

41 Park Row, New York City

in Charge of the Bureau of Advertising, American Newspaper Publishers' Association: J. F. MacKay, Chairman, Toronto (Can.) Globe; H. L. Rogers, Chicago (Ill.) Daily News; J. R. Rathom, Providence (R. I.) Journal; Jason Rogers, New York (N. Y.) Globe; Louis Wiley, New York (N. Y.) Times; Fleming Newbold, Washington (D. C.) Star; D. B. Plum, Troy (N. Y.) Record; Harry Chandler, Los Angeles (Cal.) Times.

For the Magazines—The Committee from the Quoin Club, the National Periodical Association: Herbert S. Houston, chairman, the World's Work; William Woodhead, Sunset Magazine; Frank C. Hoyt, the Outlook; A. C. G. Hammesfahr, Collier's Weekly; J. Rowland Mix, Scribner's Magazine; F. A. Duneka, Harper's Monthly; Henry D. Wilson, Cosmopolitan Magazine; R. G. Cholmeley-Jones, the Review of Reviews.

A Fine Paper from Florida.

One of the finest, if not the best, special editions of a newspaper ever published in the South has come to THE EDITOR AND PUBLISHER. It is the Florida Times-Union of May 4 and is entitled "Jacksonville in 1914." In its 128 pages Jacksonville and Florida are made to loom large and beautiful from every angle and to appeal to home seekers and business men. Much of the information is of permanent value. The edition carries more than \$18,000 worth of clean advertising, the largest amount ever given to a special Times-Union. The advertising totals 11,000 inches and was secured by W. N. Hudiburg, late of the Philadelphia Public Ledger and Louisville Herald, who had seven canvassers. F. W. R. Hinman, business manager of the Times-Union, says: "Never in the history of this paper have we had the people receive our solicitors with so much grace, nor have the advertisers ever responded so quickly for a special edition. This is on account of the high standing of the Florida Times-Union. I certainly have to take off my hat to Mr. Hudiburg and his good work on this feature number." The edition was started on February 5 and forms were closed on May 2. The advertisers who responded so quickly and generously paid more than \$300 a page.

Launch Dallas' Italian Newspaper.

La Tribuna Italiana, Dallas' first Italian newspaper, will be launched in that city today. The new paper will be published every Saturday and contain local and foreign news of interest to members of the Italian colony. C. S. Papa is director of the new publication.

NEWS IS NEWS, AS BOYS ARE BOYS

Sometimes it's rather thin but **COLORING is DISLOYAL, and FAKING is a SIN**
For an **AUTHENTIC, UNCOLORED, PROMPT NEWS SERVICE**

apply to
THE CENTRAL NEWS OF AMERICA,
26 Beaver Street, New York.

Another Paper Won for the Dry Cause.

THE LOUISVILLE HERALD WENT DRY

using none but **Flexitype Mats**

Woman Buys Tennessee Newspaper.

Mrs. Thomas H. Campbell has purchased the Newport (Tenn.) Plain Talk, and her husband will be employed by her as editor. The politics of the paper will be changed from Independent Republican to Democratic. Campbell recently sold the Newport Times.

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

A New Poultry Syndicate:

\$1.00 a Week

No contracts. "Come and go" when you please. Exclusive use in each city. Thoroughly practical—not "theory." Send for a specimen sheet.

STAG SPECIALTIES CO.
Baltimore Md.

3 Daily Comics

Scoop, Foot of Fun, Daily Laugh

The International Syndicate
Features for Newspapers, Baltimore, Md.

The Embroidery Pattern Service!

Sure! You know all about it! It's a half and a full page mat service. The best papers in the country use it—because it appeals to and holds the interest of "the purchasing agent" of the family. **IT PULLS AND PULLS.**

The designs are new, exclusive and different.

It's a great producer.

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

MOST CONVENIENT

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

BOURNE LAW LETTERS.

They Commend the Course of The Editor and Publisher in Demanding Enforcement of the Act—Publisher McLean, of the Philadelphia Bulletin, Says Circulation Statement Has Been Filed Regularly at Capital.

THE EDITOR AND PUBLISHER continues to receive letters from newspaper men who commend its course in insisting upon Federal enforcement of the Bourne Newspaper Law. Especially interesting is some correspondence concerning the Philadelphia Bulletin.

Third Assistant Postmaster General Dockery recently informed THE EDITOR AND PUBLISHER that "the records of the Post Office Department do not show that the Philadelphia Bulletin is entered as second-class matter." Upon receipt of this somewhat surprising letter, THE EDITOR AND PUBLISHER advised W. L. McLean, proprietor of the Bulletin, of what Mr. Dockery had written, adding: "We have before us a copy of the editorial page of the Bulletin of May 15, 1914, showing that the paper has been so entered. We will appreciate your informing us when such entry was made, also as to whether the Bulletin has filed a circulation statement as required by the Bourne law."

BULLETIN ON SECOND-CLASS LIST.

In response to the foregoing, Mr. McLean promptly replied: "The Bulletin has been on the second-class list for many years. Statements under the Bourne law have been filed regularly." Just why the Post Office Department does not know this fact has not been made clear.

The Bulletin, on May 15, on its editorial page, published as its April circulation figures, net paid, daily average, 351,973 copies. It is a widely-known paper, especially in the East. Even though the entry might not have been recorded in the usual way, there was a simple method by which the Department could have ascertained whether or not the paper is being mailed at the second-class rates.

Each quarter every postmaster is required to make a report of the amount of postage collected at the pound rate. Those reports show the names of each publication so mailed, its frequency of issue, the weight of the mailings, and other details, including the amount of money collected to pay the postage. Those reports are made to the Third Assistant Postmaster General, by whom they are audited. The auditing section of the Division of Classification of his bureau is required, among other things, to check up the names of the publications reported as accepted for mailing at the second-class rates, and in case the postmasters report any which are not shown by the records to be entered they are called on for a report of their action and required to send postage at the third-class rate, if they have made an error.

INFORMATION EASILY AVAILABLE.

Assuming that the postmaster at Philadelphia has reported mailings of the Bulletin, as is undoubtedly the case, it seems strange that there is no record of the entry of the paper. Furthermore, with respect to the statements required under the Act of 1912, the postmasters are required by the Department to send out each six months the necessary blanks to every publisher. Mr. Alexander, Superintendent of Mails at Philadelphia, is said to be very careful to carry out that instruction and to

see that the reports are made. Should publishers fail to submit their reports and copies of their papers containing them, the matter would be reported to the Department. Failure to make the reports is specifically covered by a provision in the act that in such cases the rights of the publisher to the second-class rates would automatically cease.

It would be interesting to know how many newspapers have complied with the Bourne Law, as Mr. McLean says the Bulletin has done, and have later read that the Third Assistant Postmaster General has declared no statement has been filed.

The Chicago Tribune has put into pamphlet form eleven articles which have appeared in the Tribune's columns, concerning the Bourne Law and its non-enforcement. In addition to articles by John Callan O'Laughlin are contributed articles by Hon. H. A. Barnhart, member of Congress from the Thirteenth Indiana District, and Hon. James J. Britt, former Third Assistant Postmaster General.

DEATH OF JACOB A. RIIS.

Former Newspaper Man Passes Away at Barre, Mass.

Jacob A. Riis, former newspaper man, author and social worker, once characterized by Theodore Roosevelt as New York's most useful citizen, died at his summer home in Barre, Mass., of heart trouble, Tuesday afternoon. He suffered a breakdown about two months ago when on a lecture tour in the South. The funeral took place at Barre, Thursday. It was private.

Mr. Riis was born at Ribe, Denmark, on May 3, 1849, one of a family of fourteen children. In 1870, after working as a newspaper writer and as a carpenter's apprentice, he landed in New York. After drifting about New York journalism for several years, Mr. Riis went on the New York Tribune to "cover" Police Headquarters. Later he worked on the Evening Sun. It was in the performance of his duties as a police reporter that Mr. Riis gathered that wealth of information and acquired the interest which served him in such good stead as a practical reformer and staunch supporter of the poor man's needs.

It was while thus engaged in his newspaper work that Mr. Riis met Theodore Roosevelt, then head of the Police Commission. They became lifelong friends, and during the many public offices held by the ex-President, Mr. Riis was one of his constant advisers.

Mr. Riis worked unceasingly for the betterment of the conditions of the "other half." He fought and won the fight for improved tenement house conditions; he did work that won small parks for congested city spots; he labored years to have more schoolhouses, and helped abolish rear tenements. Many other reforms were accomplished through his planning and effective aid. After twenty-seven years as a reporter, Mr. Riis gave up that work and took up lecturing and the writing of books. Among the latter are "How the Other Half Lives," "The Children of the Poor," "The Making of an American," which is his autobiography; "The Battle with the Slums," "Children of the Tenements," "The Old Town," "Theodore Roosevelt, the Citizen," and "Hero Tales from the Far North."

In "The Making of an American Citizen" Mr. Riis tells of his efforts to break into journalism. He says:

I thought I would make a good reporter. My father had edited our local newspaper, and such little help as I had often been to him had given me a taste for the business. Being of that mind, I went to the Buffalo Courier office one morning and asked for the editor. He was not in. Apparently nobody was. I wandered through room after room, all empty, till at last I came to one in which sat a man with a paste pot and a pair of long shears. This must be the editor. He had the implements of his trade. I told him my errand while he clipped away.

"What is it you want?" he asked, when I had ceased speaking and waited for an answer.

"Work," I said.

"Work!" said he, waving me haughtily away with the shears. "We don't work here. This is a newspaper office."

I went, abashed. I tried the Express next.

This time I had the editor pointed out to me. He was just coming through the business office. At the door I stopped him and preferred my request. He looked me over, a lad fresh from the shipyard, with horny hands and a rough coat, and asked:

"What are you?"

"A carpenter," I said.

The man turned upon his heel with a loud, rasping laugh and shut the door in my face. For a moment I stood there stunned. His ascending steps on the stairs brought back my senses. I ran to the door and flung it open. "You laugh!" I shouted, shaking my fist at him, standing half way up the stairs. "You laugh now, but wait!"—And then I got the grip of my temper and slammed the door in my turn. All the same, in that hour it was settled that I was to be a reporter. I knew it as I went out in the street.

FOLEY AGENCY INCORPORATES.

New Organization Enables Several Employees to Share in Growth of Business.

In the offices of The Richard A. Foley Advertising Agency in the Bulletin Building, Philadelphia, May 26, a meeting was held at which the business of the agency was transferred to a company incorporated under a charter already obtained from the State of Pennsylvania.

The agency will hereafter be known as the Richard A. Foley Advertising Agency, Inc., and the following officers were elected: Richard A. Foley, president; Charles H. Eyles, secretary; Chas. C. Shoemaker, treasurer; directors, Richard A. Foley, Charles H. Eyles, Charles C. Shoemaker, Lee E. Hood, James Montgomery.

This move, Mr. Foley states, was made necessary by a wide expansion of business and largely because of his desire to enable some of the members of his organization who have been with him for several years to share in the growth of the business. A transfer of a certain portion of the stock was made to each of several employees in line with this policy of co-operation and recognition of ability and interest.

Charles W. Post Left \$20,000,000.

The will of Charles W. Post of Battle Creek, Mich., filed Monday at Washington, D. C., disposes of an estimated estate of \$20,000,000. The bulk of it goes to his widow, Mrs. Lelia Y. Post, and his daughter, Majorie Post Close. The value of the personal estate is \$18,000,000. Eight executors are named. Mr. Post's property at Rock Ridge, Conn., one-half his Texas estate, the Majorie Block and Enquirer buildings in Battle Creek, 25 per cent. of all the personal property, aside from holdings in Battle Creek cereal companies, and one-half the latter were left to the daughter. Mrs. Post inherits all other real estate at Battle Creek, in Santa Barbara, and in Texas; the remainder of the holdings in the Battle Creek companies and 25 per cent. of the remaining personal property.

Duplex Press Staff Additions.

The Duplex Printing Press Company, Battle Creek, Mich., has added J. J. Halliwell to its organization. Mr. Halliwell has been engineer and designer for R. Hoe & Co., New York, for the past twenty years, and is considered one of the best in the business. He will be assistant to H. F. Bechman, superintendent of that company. Charles F. White, one of the younger salesmen of R. Hoe & Co., who covered the Eastern territory, has been added to the sales force of the Duplex Company, and John Griffiths, who was connected with the office force of R. Hoe & Co., for the past ten years, becomes assistant to Robert Hoe, president of the company.

J. H. Dahm Wins Big Six Presidency.

James H. Dahm, of the American-Journal composing room, has been elected president of Typographical Union No. 6. He received 187 votes more than James Nolan, who ran second. Leon H. Rouse, of the World, was elected vice-president, and John S. O'Connell, secretary-treasurer. Walter F. Burdette, Thomas F. Hayes, Thomas L. Rea, Jr., and L. A. Pendergast, were chosen delegates to the International Union.

For Immediate Sale At a Great Bargain

Entire mechanical equipment, in whole or in part, of the Chicago Inter Ocean. 4 Scott presses, 5 Potter presses, stereotype, linotype machines, etc. For full particulars address W. W. Chapin, Publisher, Chicago Record-Herald.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

American Newspaper Exchange
Rand McNally Building, Chicago

AT HOBOKEN, N. J.
THE HUDSON OBSERVER
operates two

Scott Four Tiered Quadruple Presses
AND FOR OVER FIFTEEN YEARS
have not missed an edition
You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.

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.

Our Motto—RESULTS COUNT

218 East 42nd Street New York



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.

TIPS FOR THE AD MANAGER.

Dorland Advertising Agency, Atlantic City, N. J., and 308 Fifth Avenue, New York City, is placing orders with Eastern papers for the New Jersey Tours and Waumbek and Cottages, Jefferson, N. H.

Remington Advertising Agency, 1280 Main Street, Buffalo, N. Y., is making 5,000 l. contracts with some Western papers for Spencer Kellogg & Sons, Inc., "Kellogg's Tasteless Castor Oil," Buffalo, N. Y.

Street & Finney, 45 West 34th Street, New York City, are issuing orders to a selected list of papers for Rice & Hutchins, "Educator Shoe," 10 High Street, Boston, Mass.

J. M. Redfield, 303 Fifth Avenue, New York City, is handling the advertising account of F. R. Arnold & Company, "Jewsbury & Brown's Oriental Tooth Powder," 7 West 22d Street, New York City.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is forwarding 56 l. d. c. 10 t. and 10 l. 20 t. orders to a selected list of papers for the Bretton Woods Hotel, Bretton Woods, N. H.

Bloomington-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is sending out 3 in. 3 t. orders to Pennsylvania papers for Charles E. Doddridge, Real Estate, Philadelphia, Pa.

George L. Dyer Company, 42 Broadway, New York City, is placing orders with Pennsylvania papers for the Beech-Nut Packing Co., "Beech-Nut Peanut Butter," Canajoharie, N. Y.

It is understood that M. Winebrug & Company, 576 Fifth Avenue, New York City, will start an advertising campaign for Kaffee-Hag Corp., "Kaffee Hag," 225 Fifth Avenue, New York City, about June 1st.

Lyndon & Hanford Company, Cutler Building, Rochester, N. Y., is making contracts with some New York State papers for Le Mays Chemical Company, Rochester, N. Y.

H. B. Humphrey Company, 44 Federal Street, Boston, Mass., is taking up new sections in New York State for Minard Liniment Company, S. Framingham, Mass.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is handling the advertising account of the American Sanitary Corp., "Rat Rid," Memphis, Tenn.

Taylor-Critchfield Company, Brooks Building, Chicago, is placing orders with Eastern and Southern papers for H. J. Heinz Company, "Heinz Products," Pittsburgh, Pa.

Walter Baker Company, "Baker's Cocoa," Boston, Mass., is asking for rates generally on 12 in. 26 t. and 6 in. 26 t. orders for their 1914-15 advertising.

A. W. Ellis Company, 10 High Street, Boston, Mass., is issuing 3 in. 4 t. orders to Southern Sunday papers for the Cottage Park Hotel, Winthrop, Mass.

J. H. Cross Advertising Company, 1524 Chestnut Street, Philadelphia, Pa., is forwarding orders to Pennsylvania papers for the Veta Manufacturing Co., "Veta Polish," Allentown, Pa.

Robert M. McMillen Company, Cambridge Building, New York City, is placing orders with a few Connecticut papers for the Root-Knight Company, Chavez "Mayonese Dressing," 27 East 22d Street, New York City.

Kendall Company, 102 West 42d Street, New York City, is sending out 30 l. 6 t. orders generally for Ocean House, Watch Hill, R. I.

H. H. Levey, Marriage Building, New York City, places three quarters of the advertising of the Kaaterskill Hotel, Parent & Richard's, Catskill, N. Y., with a few selected Eastern papers on a trade and cash basis. The Triangle Advertising Company, 39 West 32d Street, New York City, places the balance.

New Orleans States
 Sworn Net Paid Circulation for 6 Months Ending April 1, 1914
28,427 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

Blaine-Thompson Company, Fourth National Bank Building, Cincinnati, O., is making 3,000 l. 1 yr. contracts with a few Texas papers for N. M. Uri & Company (Mumm's Extra Dry).

Charles H. Touzalin Advertising Agency, Kesner Building, Chicago, Ill., is extending the advertising for two months for the Department Interior of Canada.

Charles H. Fuller Company, 623 South Wabash Avenue, Chicago, Ill., is issuing copy ten times to Middle West papers for Frank & Houren (Snow Mellow).

Hicks Advertising Agency, 132 Nassau Street, New York City, is placing 12 l. 1 t. orders for Ayvads Water Wings.

Morse International Agency, Dodd-Mead Building, New York City, is forwarding 3 l. 60 t. orders generally for Horsford's Acid Phosphate.

N. W. Ayer & Son, Philadelphia, Pa., are sending to a few cities 50 l. 24 t. orders for J. T. Stanley (Lorraine Soup).

The Long Island Adv. Agency has made 3 in. e. o. week yearly contracts for the "Emergency Laboratories' Poslam Soap with all Italian newspapers.

Henry King Hannah, 277 Broadway, is placing Reddan Specialty Co. copy in a large list of papers.

Prichard & Constance, 49 West 23rd Street, importers of English perfumes and toilet preparations, will extend their advertising in the class publications—the business to go through Heller-Barnham Agency.

Henry King Hannah, New York, is sending out to a list of dailies, east of the Mississippi, advertising of six hotels of New York on cash basis.

Heller-Barnham is now sending out orders for the resumption of the advertising of Thomas Cort, Inc., Newark, N. J., makers of high-class footwear for men and women. This advertising is to appear in a selected list of class publications and San Francisco newspapers.

Lyndon & Hanford Company, Cutler Building, Rochester, N. Y., is forwarding contracts to New York State papers for the Moon Chemical Company, of the same city.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is making 10,000 l. 1 yr. contracts with Texas papers for the Frisco Lines.

Nichols-Finn Advertising Company, 222 S. State Street, Chicago, Ill., is sending out 1,000 l. 1 yr. contracts to Eastern papers for the Northern Steamship Company.

Charles H. Fuller Company, 623 South Wabash Avenue, Chicago, is placing 13 t. orders with Texas and Southern papers for the Business Men's League, Hot Springs, Ark.

J. Walter Thompson, Lytton Building, Chicago, Ill., is forwarding 30 l. 20 t. orders to a few papers for the North Shore Health Resort, Waukegan, Ill.

Lord & Thomas, Mollers Building, Chicago, Ill., are renewing contracts for the Chicago, Milwaukee & St. Paul R. R.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is handling the advertising account of the Pennsylvania Lines, Pittsburgh, Pa.

WHAT IS ADVERTISING?
 John Morgan Richards, an American business man now residing in London, when recently interviewed by a reporter on the subject of advertising, said: "What is advertising?" I have often been asked. I venture to say that a complete and exhaustive reply to that question cannot be given by any human being. I know people who shudder at the word. Others associate it with nothing but vulgar acclaim. For my part, I say it is the live wire of all commerce, all enterprise, all progress in every department of the world's work. It is the live wire of thrones, of Parliaments, of republics and Congresses, the live wire of the bench, the bar, and the pulpit; of statesmen, preachers, heroes and poets. It is the live wire of the army and navy. It is the all-inclusive form of communication between nations, tribes, and peoples. There may be other names for it, but it is advertising just the same."

Cincinnati Papers Form Ball League.
 A newspaper league, composed of teams from the Cincinnati Enquirer, Commercial-Tribune, Post and Times-Star, was organized in that city last week. Bob Newhall of the Commercial-

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEBRASKA. FREIE PRESSE (Cir. 128,384), Lincoln
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
THE NEWSSanta Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta	OHIO. PLAIN DEALER.....Cleveland Circulation for April, 1914, 121,612 Daily 121,612 Sunday 152,462 VINDICATOR Youngstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT..... Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE..... Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
KANSAS. CAPITALTopeka	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans	CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	WASHINGTON. POST-INTELLIGENCER Seattle
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	CANADA. BRITISH COLUMBIA. WORLD Vancouver
MINNESOTA. TRIBUNE, Mon. & Eve...Minneapolis	ONTARIO. FREE PRESS.....London
MISSOURI. POST-DISPATCHSt. Louis	QUEBEC. LA PATRIE.....Montreal
MONTANA. MINERButte	LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722

Tribune was chosen president; Ben. Dahlman of the Post, first vice-president; Adolph Mathis, of the Times-Star second vice-president; Harry Schaefer of the Enquirer, treasurer, and Joe Smith, secretary. The games probably will be played at the Norwood park. Manager John Royal of Keith's theater has donated a silver trophy to be given the winner of the league championship and Ed. Brendamour will give the second team a silk pennant.

AD FIELD PERSONALS.

Wm. H. Schutze, formerly of Frank Seaman, Inc., N. Y., and until recently advertising manager of the Hartford Suspension Co., Jersey City, has joined the organization of Birch-Field & Co., general advertising, in an executive capacity.

Geo. W. Walter, for the last three years with Town and Country, of New York, will be associated with the New York office of the Christian Science Monitor after May 11. He will pay attention to New York retail accounts, of which the Monitor already has an excellent representation.

Howard Fenton has been appointed advertising manager of the Nordyke & Marmon Company, Indianapolis.

John M. Chase is the new advertising and sales promotion manager of the Abbott Motor Company. He was formerly with the Regal Motor Car Co.

George C. Hubbs, former advertising manager of the Morgan-Wright Tire Co., and of the U. S. Tire Co., has been appointed assistant general sales manager of Dodge Bros., Detroit, and will have general charge of the publicity and sales departments. Mr. Hubbs is one of the best known advertising men in the country.

AD FIELD NOTES.

Hasbrook, Story & Brooks, special representatives, of New York, Chicago and Philadelphia, have been appointed foreign advertising representatives of the Knoxville (Tenn.) Sentinel, effective June 1.

The New York Evening Post is running a series of 5 1/4 in. x 2 col. ads in the London Daily Telegraph. The Post is one of the very few American daily newspapers that has conducted a foreign advertising campaign in its own behalf.

Sherman & Bryan, Inc., advertising counsellors, Western Department, have moved their offices from the Medinah Building to the New Continental & Commercial Bank Building, 208 La Salle street, Chicago.

New Day Dawning in Advertising.

A. W. Peterson, general manager of the Waterloo (Ia.) Evening Courier, writes us as follows: "I am just back from the A. A. A. convention at Chicago and I see in it the greatest benefit in history for all the interests involved. After 40 years of newspaper experience I now see the day dawning when agencies, newspapers and advertisers will understand and appreciate one another. This seemed to be the general feeling among all the publishers present. I noticed the opinion often expressed there that the EDITOR AND PUBLISHER was the most valuable publication of its kind."

Like "Herald" Best.

The Chicago Record-Herald two weeks ago, asked the Inter Ocean and Record-Herald families of readers what name should be given to the consolidated newspaper. The order of precedence at present is as follows: "Herald," "Record," "Inter Ocean," "Times," "Record-Herald" and "Inter-Ocean-Herald."

Ottawa Times Incorporates.

Ottawa is to have a new newspaper. The Times Publishing Company of Ottawa, Limited, has been incorporated, with a capital stock of \$200,000. A. E. Rea and Emmanuel Tasse, of Ottawa, are among the incorporators. The same interests recently bought out Le Temps.

Russian Prince-Editor to Jail.

Prince Metchersky, editor and proprietor of the St. Petersburg (Russia) Grashdaum, has been sentenced by court martial to a week's imprisonment for publishing revelations in regard to a mutiny on board the vessels of the Russian Baltic fleet in 1913.



THOMAS H. MOORE,
ASSOCIATE DIRECTOR OF THE A. N. P. A.
BUREAU OF ADVERTISING.

MERCHANTS CENSOR ADS.

New York's Fifth Avenue Dealers Push Crusade Against Misleading Announcements.

The Fifth Avenue Association of New York is energetically pushing its fight against fraudulent advertising, especially aiming to prevent it among merchants on Fifth avenue. At a luncheon of the association, held on May 26, at the Park Avenue Hotel, the association heard an informal report of the work of its Vigilance Committee, organized about three months ago to eradicate dishonest and objectionable advertising from the business element that does its work on the city's finest retail business avenue.

The method of the committee, which is composed of well-known Fifth avenue business men, is to call the attention of advertisers to any advertisements, whether window, sign, or newspaper announcements, that have been reported as objectionable by reason of untruth or misrepresentation or some violation of good taste, and to request that the objectionable features be eliminated. In most of the cases, it was said, the objectionable advertisements were at once remedied by the offending merchants, and in only one instance so far has it become necessary to prepare a case for prosecution against one of the offending merchants.

Mr. Bonwit was toastmaster at the luncheon. He told of the organization and plans of the committee, and reiterated to the association its invitation to have all cases of objectionable advertising called promptly to the committee's attention. Those cases, he said, had been very few heretofore.

Robert Grier Cooke, president of the Fifth Avenue Association, said the work of the Vigilance Committee had been most needed and effective, in preventing fraudulent advertising.

"There are three or four business men on Fifth avenue whose methods have been questioned in the last six or eight months," he said. "We have gone to them and talked to them freely and frankly, and already many of them have given evidence of distinct improvement. Others are now under investigation. The moral effect of the work of this committee has been most marked and gratifying."

Newspaper Golfers in Tournament.

The New York Newspaper Golf Club held a one-day tournament at the Wykagyl Country Club, New Rochelle, Monday. In the morning an eighteen-hole medal play competition resulted in a tie between R. F. Foster of the Sun and F. K. Flaugh, also of the Sun. Foster's score was 106-20, 86, and Flaugh's 96-10, 86. Clare Briggs, of the Tribune, was third with 122-25, 87. A four-ball competition was played in the afternoon, and H. Grantland Rice, of the Evening Mail, and J. W. McCon-

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

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

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

CONE, LORENZEN & WOOD-
MAN
Brunswick Bldg., N. Y.; Mallers 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
Metropolitan Bldg., New York

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

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

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

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200
Fifth Ave., New York; 40 Brom-
field St., Boston.

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

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

aghey, of the Evening Journal, won first honors. Their card was 94-36, 62. About forty members of the newspaper club played in the tournament.

NEW PUBLICATIONS.

PRINCETON, Ind.—D. A. Boatwright, of Palestine, Ill., has purchased the Mowry Printing Company plant of this city, and will issue an independent weekly paper soon.

GUNTERSVILLE, Ala.—The Advertiser is the name of a new weekly newspaper that will begin publication at this place at an early date. All necessary material has been ordered and the greater portion of it has already arrived. Y. Burke and D. L. Clay will be the editors and publishers.

HUTTO, Tex.—The first issue of the Record appeared last week. It is published by Frank O. Overstreet.

SALEM, Ore.—The Oregon Gazette is the name of a weekly eight-page paper which has made its first appearance. D. H. Upjohn, who recently resigned the district attorneyship in Polk county, is the editor.

The Best of Its Class.

The Editors Press, of New York, writes: "THE EDITOR AND PUBLISHER has greatly improved in the past few years and is now, in our opinion, far and away the best journal of its class."

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

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

A. A. A. Resolution on Post's Death.
The Board of Directors of the Association of American Advertisers have adopted the following resolution on the death of Charles W. Post, which was sent to the Postum Company, Battle Creek, Mich., last week:

We, who have had intimate personal contact in business affairs with Charles W. Post, beg to express our great sorrow that his being called away was required by the Divine ordering of the affairs of this life. In many years of pleasant association, and during four years of which Mr. Post was our President, he has shown such a devotion to duty and to the establishing of high principles, that he won our admiration and loyalty. In all his dealings with the Association, and with his colleagues therein, he has shown a friendship to each and all, and endeared himself to all who came in contact with him by his firm stand for the right, and his readiness at all times to lend his counsel and support.

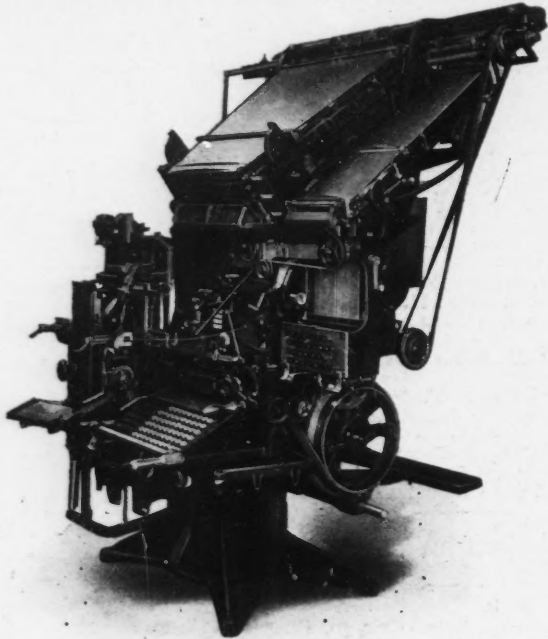
We therefore desire to convey to those related to him, to his friends, and his business associates, to whom he gave his best, our deepest sympathy.

This expression toward our honorable, industrious and faithful associate has been ordered spread upon the minutes of our Association as our tribute in this hour of bereavement.

N. Y. Evening Post Vacation Ads.

The New York Evening Post is running a series of twelve advertisements, prepared for the purpose of calling attention to readers that "no vacation is complete unless the Evening Post is ordered to follow the vacationist." The ads are attractively illustrated.

SOMETHING NEW



Showing position of Auxiliary Magazine in connection with distributor and Auxiliary Keyboard

Model 14 Multiple Magazine Linotype

Price F. O. B. NEW YORK

\$3,700

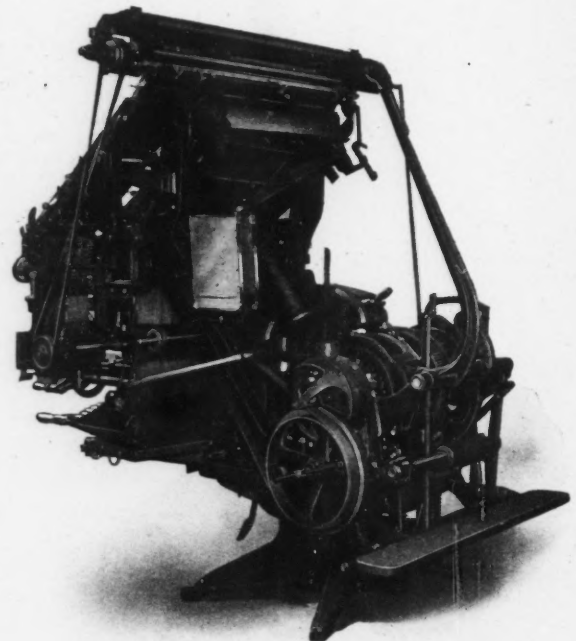
Three regular magazines (interchangeable with those of the Models 4, 5, and 8) are carried in this machine, AND IN ADDITION, one AUXILIARY MAGAZINE carrying 28 one-letter characters or 56 two-letter characters.

The MODEL 14, with six different faces and three different body sizes in its regular magazines, possesses a range of work and versatility similar to the Model 8—

AND AN ADDITIONAL TIME SAVING FLEXIBILITY THROUGH THE USE OF

Display Cap Lines, Chapter Heads, Side Captions, Accents and Special Characters for Book and Job Work, or Display Cap Heads and Display Ad Figures for Newspaper Work carried in the
AUXILIARY MAGAZINE

Still a One Man Machine



Showing Storage Place for extra Auxiliary Magazine

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

WRITE NEAREST AGENCY FOR DESCRIPTIVE FOLDER

