

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 13, No. 41

NEW YORK, APRIL 4, 1914

10 Cents a Copy

### TO SELL INTER-OCEAN.

**COURT ORDERS SEALED BIDS FOR PURCHASE OF CHICAGO NEWSPAPER APRIL 13.**

**R. J. Mooney Appointed Co-Receiver in Charge of Business Management H. H. Kohlsaat Remains Director of Editorial Department—Rumors of W. R. Hearst and G. W. Hinman As Purchasers—Reporters Dropped.**

Sale of the Chicago Inter-Ocean was decreed Tuesday by Federal Judge Carpenter, who ordered that sealed bids for the purchase of the newspaper be received and returned to him at 10 a. m., April 13, when they will be opened. The paper will go to the highest bidder.

R. J. Mooney, vice-president of the Witt Cochrane Agency, who was connected with the Inter-Ocean during the Hinman ownership, was appointed co-receiver with Herman H. Kohlsaat. Mr. Mooney will have charge of the financial and business management of the paper, while Mr. Kohlsaat, who was appointed receiver two weeks ago, will take care of the editorial end, pending final disposition of the property. Mr. Mooney gave bonds of \$25,000 and began his duties at once.

#### MR. MOONEY'S APPOINTMENT.

The order of sale was entered by Judge Carpenter following a meeting held in chambers and attended by all the parties interested in the receivership. Mr. Mooney's appointment was made at the suggestion of Louis M. Hart, representing Mr. Hinman, and also the Central Trust Company, trustee of the first mortgage. Alfred Austrian represented the Lake Superior Paper Company; John S. Miller, the Adsit estate; Edward C. Kohlsaat, Mr. Kohlsaat, and William F. Anderson, the Inter-Ocean Newspaper Company.

The debts of the paper approximate \$700,000, according to Attorney Charles S. Cutting, of which \$310,000 represents bonds held by George W. Hinman, the former owner. It is hoped that the proceeds of the sale will be sufficient to satisfy the creditors' claims.

#### RUMORED PURCHASERS.

There are many rumors as to prospective purchasers of the property. There is a widespread report that the liquor interests, needing a powerful organ in the campaign being waged against saloons by the suffragists, will make a bid for the property; also that William Randolph Hearst, desiring an Associated Press membership in Chicago, will be a bidder. There is also a strong possibility of friends of George W. Hinman bidding in the property. Mr. Hinman is now president of Marietta College, Ohio.

"I have no comment to make, except to say that whoever buys the paper will run it," Mr. Kohlsaat said at the close of the court proceedings. "The Inter-Ocean is up for sale to the highest bidder. Whether I shall terminate my connection with the paper depends upon the outcome of the sale."

#### FIFTEEN REPORTERS DROPPED.

Fifteen reporters on the Inter-Ocean were dismissed from service Wednesday to reduce operating expenses of the paper. Copy readers and editors of departments are "getting out" the paper, confining their editorial efforts to the news material provided by the City Press Association and the Associated Press. The leased wire-service to New York was discontinued, and other curtailments of news gathering and news preparation were made.



GEORGE A. SOMARINDYCK,  
WHO HAS PURCHASED THE SCRANTON TRUTH AND TRIBUNE REPUBLICAN.

### SCRANTON'S BIG DEAL.

**GEORGE A. SOMARINDYCK BUYS TRIBUNE-REPUBLICAN AND TRUTH FOR \$144,100.**

**Spirited Bidding at Receivers' Sale—New Owner Had Previously Purchased Bonds and Notes for About \$80,000—Takes Possession in Ten Days on Confirmation by Court—His Successful Newspaper Career.**

George A. Somarindyck purchased the Scranton (Pa.) Tribune-Republican and Truth at the receivers' sale on Monday for \$144,100. The property includes the building on Washington avenue, occupied by the two papers, and the building at Penn avenue and Mulberry street, formerly occupied by the Truth; printing machinery, and the good will and general assets of the Tribune-Republican, morning, and the Truth, evening.

In addition to the sum paid Mr. Somarindyck had, prior to the sale, purchased bonds, notes and other obligations of the company for which he paid between \$75,000 and \$80,000, making the total cost of the property to the purchaser about \$225,000. The total debt was \$432,000.

#### SOLD IN THE COURT HOUSE.

The sale was conducted in the grand jury room of the court house by William H. Peck and John T. Porter, the receivers appointed by the Federal Court on June 12 last. For a time after the sale opened there was spirited bidding, in which Mr. Somarindyck, I. F. Alofson, of New York, manager of the Hearst news service; Attorney A. V. Bower, representing Myer Davidow, of Scranton; former Judge H. A. Knapp and Attorney James H. Torre, representing various interests, participated.

Because of his large holdings of claims against the company, Mr. Somarindyck was in a position to offer a better price than any other bidders, and after the property had been offered piecemeal and then in bulk, it was knocked down to him at the price above specified. Early in the afternoon the purchaser gave his certified check to the receivers for ten per cent. of the sale price provided for in the sale order.

The new owner will take formal possession of the property early next week when the sale comes up for confirmation before Judge Witmer. William J. Peck, managing editor for the receivers, will continue in charge of both papers until the receivership is terminated on the confirmation of the sale by the court.

#### SOMARINDYCK'S CAREER.

Mr. Somarindyck has had a highly successful career in the newspaper field. He received his early training on the Syracuse (N. Y.) Post-Standard, with which he was connected for twelve years, working in every department of the paper until he became business manager. After several years in charge of the Post-Standard, Mr. Somarindyck went South in 1905 as business manager of the Memphis (Tenn.) News-Scimitar. Later he joined the Newark (N. J.) Star. He was part owner of the Scranton Truth until 1912.

The Scranton Tribune Publishing Company was formerly controlled by Robert D. Towne, E. A. Whitehouse and others. The company on September 18, 1911, purchased the Truth from Colonel L. A. Watres, ex-Lieutenant Governor of Pennsylvania, paying \$200,000, with \$25,000 in cash. Later receivers were appointed. Mr. Towne launched the Daily News, a Progressive paper, last year.

### NEW ORLEANS MERGER.

**The Picayune and Times Democrat to be Consolidated With D. D. Moore as Manager.**

A dispatch from New Orleans yesterday announced that the Picayune and the Times Democrat, the two oldest morning papers in the city, are to be consolidated. It is probable that the joint paper will be known as the Times-Picayune. D. D. Moore, the present general manager of the Times Democrat, will be in charge of the publication.

Negotiations for the consolidation of the two properties have been pending for several months.

The Picayune has been published continuously for seventy-eight years. It has been in the hands of the Nicholson family for almost half a century. Until three years ago Thomas G. Rapier, a Director of the Associated Press, was active manager of the publication.

Cone, Lorenzen & Woodman, New York, are the foreign advertising representatives of the Times Democrat, and Charles H. Eddy, of New York, of the Picayune.

European dispatches regarding the condition of James Gordon Bennett, owner of the New York Herald, who is ill at Cairo, indicate his improvement.

### TIMES-DISPATCH SOLD.

**Syndicate Headed by H. L. Hasbrouck, Buys Richmond Newspaper for \$500,000.**

Formal announcement was made on Friday of the sale of the Richmond Times-Dispatch to a syndicate consisting of H. L. Hasbrouck and Colonel Brushaw, of New York. The price paid is reported to be about \$500,000. A number of important changes in the staff will be made during the next six weeks.

Winston Brothers, contractors of Louisa, Va., and who hold large contracts on the Croton Aqueduct, are said to be interested in the new management.

F. W. Meeks, formerly business manager of the Washington Herald, conducted the negotiations.

### Johnston Editor Buys Cuba Paper.

Elmer E. Conrath, formerly editor of the Johnstown (Pa.) Leader, has purchased from Frederick C. Dean, the Patriot and Free Press, published at Cuba, N. Y. He retired from Johnstown on April 1 after a service of 21 years, first as associate editor of the Tribune for 18 years and later as editor of the Leader. Mr. Conrath was tendered a farewell banquet on Monday.

## WASHINGTON TOPICS.

**Correspondents at the White House Organize an Association with Eleven Charter Members — Judge Pugh on Educational Values of Newspapers—Death of Ernest William Emery of the Associated Press.**

(Special Correspondence.)

Washington, D. C., April 2.—Newspaper men at the White House have organized a White House Correspondents' Association with the approval of the officials of the executive offices. The organization is designed to promote the interests and welfare of the men who are regularly assigned to cover the White House and to cover the same field as the standing committee of correspondents at the Capitol, with which there is accord and harmony. There were eleven charter members of the organization, which is about to place upon the walls of the press room of the White House a beautifully engraved copy of its fundamental declarations.

The membership is to be increased under the guidance of the executive committee, which consists of five members. The officers of the association are W. W. Price, chairman; David T. Lawrence, vice-chairman; W. B. Metcalf, secretary-treasurer. The charter members are John E. Nevin, United Press; A. M. Jamieson, International News Service; D. T. Lawrence, Associated Press; Ames Brown, New York Sun; Guy Mason, New York Evening News; S. M. Reynolds, Washington Times; Frank R. Lamb, New York Tribune; Gus J. Karger, Cincinnati Times-Star; W. B. Metcalf, Baltimore Sun, and W. W. Price, Washington Star.

COURT GIVES ADVICE.

"Read the newspapers, they are the best means of securing an education," was the advice of Judge Pugh given to Simon Kellner, a Russian, in the Police Court Monday.

Kellner was arraigned on a charge of driving his horse and wagon on the wrong side of a street. He said he did not know the traffic regulations.

"Don't you read the newspapers?" asked the Court. "Here in the newspapers are printed every day regulations as to traffic and you ought to read them. It will cost you money not to read the newspapers. They are the best means of securing an education."

Kellner said he could not read English and the Court said he was sure the defendant could obtain a copy of the traffic regulations printed in Hebrew so that he could read them.

Miss Rosalie Thornton, daughter of the late Champe Broekenbrough Thornton, of Front Royal, Va., and Washington, and Leland Stanford Conness, a newspaper man of this city, were married yesterday at the home of the bride, 1315 Clifton street, Northwest. The ceremony was performed by the Rev. Hugh T. Stevenson. The bride was given away by her mother. Little Miss Catharine Douglass, a cousin of the bride, was bridesmaid. Horace Epps, of the Associated Press, was best man. The bride and bridegroom left for New York. They will spend their honeymoon in Canada and the New England States, returning to Washington, where they will make their home, in the early part of June.

DEATH OF E. W. EMERY.

Ernest William Emery, chief of wire traffic in the Washington bureau of the Associated Press, and a man whose name was almost as well known in telegraphic circles as telegraphy itself, died Monday afternoon from an attack of heart disease. He had been in poor health in recent years, and was subject to attacks of the disease mentioned.

Mr. Emery was born at Seneca Falls, N. Y., in 1859. At the age of twelve years he was qualified as a telegraphic operator, and was employed with the New York Central Railroad, and later went to New York City, where he was so small in comparison with the other operators in the office with him that he was called "Baby Em." In 1881, Mr.

Emery went to Chicago in the employ of the Western Union Telegraph Company, and later engaged in newspaper work as a reporter for the New York Associated Press at Philadelphia. He then came to Washington as a member of the staff of the United Press, and was one of the editors of that organization until 1897, when he entered the Associated Press Service.

One of the oldest press operators in the country, Mr. Emery was often selected by the Associated Press to send news of the first importance at many national political conventions. He had grown up with the telegraph and was a personal friend of Thomas Edison.

## BERGEN DAILY NEWS QUILTS.

**Inability to Secure Sufficient Local Advertising Forces Its Retirement.**

The Democratic Publishing Company, of Hackensack, N. J., publishers of the Bergen Daily News and the Bergen County Democrat, on Tuesday discontinued the publication of the former newspaper and will concentrate its efforts hereafter on the Bergen County Democrat. The Bergen County News was started two years ago. Melvin J. Ford, its president, and Edward S. Reeves, its editor and manager, put up a hard fight to make the venture a success. Unfortunately conditions seemed to be against them.

In order to get out a newspaper of the character demanded by an intelligent public a large advertising patronage from the local merchants was necessary. This the latter were unable to give because of the keen competition of merchants in nearby cities who enjoyed the advantage of a position in which the funds devoted to advertising their business could be used to greater effect than can those of the small local retailer. The board of directors therefore decided not to incur further losses in the publication of the daily paper and discontinued its publication.

## Dallas' New Evening Paper.

A. H. Belo & Company, publishers of the Dallas Morning News and the Galveston Daily News, on Wednesday began the publication of the Dallas Evening Journal, which is designed to cover the afternoon field thoroughly for Dallas and Texas. It is the announced purpose of the publishers to furnish a clean, entertaining and instructive newspaper for the home. Edwin K. Doran, who has worked in various capacities on the News, is managing editor of the Evening Journal. The newspaper has the United Press service. With the installation of the leased wire in the Dallas Journal office, the United Press has opened in Dallas a new bureau, which will cover the Texas and Southwestern news field for United Press members.

## Foreign Language Papers Organize.

The Association of the Foreign Language Newspapers of St. Louis was formed last week by newspaper men engaged in the publication of newspapers printed in foreign languages. The object of the organization is to promote social and business relations among its members. Officers elected were: President, A. A. Pardo, managing editor of the Polish weekly, the Polak Amerykan; vice-president, Louis Nowak, editor of the Bohemian weekly, the St. Louiske Listy; secretary, Louis D. Capen, editor of the Jewish Press; treasurer, Prof. John Cottone, editor of the Italian paper, Il Pensiero. The business committee elected follows: M. Morris Siegel of the Jewish Press, chairman; B. P. Matocha of the Bohemian paper Hlas, Vincent Buorovich of the Hrvatski Narod and Coloman Kaldor of the Hungarian paper, St. Louises Yideke.

## P. O. to Withhold Circulation Data.

The Post Office Department has decided to abandon the furnishing of the circulation figures as filed by daily newspapers under the act of August 24, 1912. The requests for each data had grown so numerous that the work of the department was treasured upon.

## NEW QUARTERS OF THE A. P.

**Plenty of Room and Light and Provisions for Increased Efficiency.**

The Associated Press will be completely installed in its new offices at 51 Chambers Street, opposite City Hall, early next week. The association will occupy an entire floor, with an area of over 13,000 square feet.

The space occupied in the Western Union Building has not been adequate for several years for the growing demands upon it. In the new building every department will have all the room it needs, with provision for expansion. A revision is made for increased mechanical efficiency.

The Chambers Street building is 151 feet deep and 125 feet wide. It extends through to Reade Street, with entrances on both streets. The new quarters are on the second floor, directly over a bank. The floor has four wings, two on the north and two on the south side of the building, each group of two wings separated by an open court. These four wings lead out from the central floor area, which measures roughly 104 by 44 feet.

In the northern half of this center area is the operating room, ventilated and lighted by three large windows opening on the Reade Street court. To the right of the operating room, and occupying the northeast wing, are the cable room and library, the ship news room, the auxiliary mail department room, and commodious quarters for lockers and lavatories.

To the left of the operating room, and in the northwest wing, are the local room, the quarters of the sporting editor, the market room, an office for the representatives of the Canadian Press, Reuter, Wolff and Havas news agencies, and a large storage room.

In the southern half of the central area are the offices of the chief of the news department, the division superintendent, the news editors, the chief of the traffic department, and storage space for records.

In the southeast wing is a large board room over thirty feet square, flanked by an ante-room, while in the southwest wing are the offices of the general manager, the assistant manager, and the treasurer, together with accommodations for stenographers and letter files.

Within a few feet of the operating room are the quarters of the news department, the division superintendent, and the traffic department, an arrangement further carrying out the main idea of efficiency and compact relationship between the production and the moving of the report, and its supervision.

## Convict's Cartoons Earn His Pardon.

Because Eyan Burton Johnson is a clever cartoonist he has escaped a large part of a four-year jail sentence, following his conviction about twelve months ago for passing a worthless check. He was, until last Thursday, convict 8,734 in the Folsom Penitentiary, San Francisco.

During his incarceration he has drawn more than 200 cartoons incorporating his ideas on penal servitude and politics. Certain of his sketches attracted the attention of Governor Johnson, of California, and led to his pardon. The Governor learned that Johnson had forged the check while intoxicated. The pardoned man now has a position with an ad concern in Portland, Ore. He was formerly connected with the Philadelphia Inquirer and drew political cartoons for New York, Denver and other newspapers.

## Fined \$750 for Assaulting Editor.

It cost Charles E. C. Steelman, Mayor of Somers Point City, N. J., \$750 to take vengeance upon William Haffert, editor of the Somers Point Record. Attacks made in the editorial columns of the newspaper were said to have been the cause of the trouble. Steelman followed the editor to his home one night and suddenly attacked him, knocking him down and breaking his nose. He pleaded self-defense when arranged. Judge Cole imposed the fine.

## CHICAGO HAPPENINGS.

**Contributors to Scoop Annual—Karleton Hackett, Music Critic of Post, to Lecture at University—Forty Club's Banquet—The Co-operator Appears—Hartford Goes to Western Canada—Sweet's Funeral.**

(Special Correspondence.)

CHICAGO, April 1.—The "Scoop Annual," to be issued by the Chicago Press Club the middle of the month will contain stories by Opie Read, S. E. Kiser, George Ade, George Fitch, Emerson Hough, Rex Beach and others.

Karleton Hackett, music critic of the Chicago Post, has been engaged by the University of Chicago lecture bureau to deliver a course of six lectures on the history of music next winter.

Wilbur D. Nesbit, president of the Forty Club, announces a change for the club's banquet the evening of April 21. There will be verses dedicated to the women guests read this time, instead of verses for the men.

Douglas Malloch is laid up with a broken shoulder, sustained in an auto accident down South.

Henry H. Gilson, president of the Hardwood Company, publishers of the Hardwood Record, dropped dead on the street the other evening. He was 62 years old and leaves a widow.

The first number of the Co-operator, edited by Dr. Axel Gustafson, has been issued. It is a monthly publication and is the official organ of the Co-operator Association.

Paul V. Perry, newspaper man and political manager, has asked a writ of habeas corpus to compel his wife to produce their two children in court. He alleges she does not properly care for them.

Mrs. Frances Squire Potter, educator, orator and writer, died last week here after a long illness, aged 46. She wrote for magazines under the pen name of Frances Boardman.

George F. Hartford, who has been manager of the Weekly Inter-Ocean and Farmer, is to become agent for the Transcontinental Townsite Company and will establish two newspapers on the Grand Trunk Pacific in Western Canada.

The funeral of the late Frank L. Sweet, auditor for the Hearst newspapers, was held last week Thursday. The body was cremated Friday at Graceland cemetery.

Mrs. Pearl Dales Bell, an author, formerly a Kansas City Star reporter, was poisoned last week by candy sent by some enemy alleged to have taken umbrage at one of her novels.

## COLLEGE EDITORS TO MEET.

**Newspaper Questions Up for Discussion at Pulitzer School.**

Representatives of the college newspapers throughout the East will meet at Columbia University to-day to discuss college journalism. The editors will have the use of the new School of Journalism building. The aim of the meeting of this "Association of Eastern College Newspapers" is to bring about co-operation among the papers.

The president of the association is James Bruce of Princeton, and the other officers are James P. Baxter, of Williams, vice-president, and John Kennedy Lasher, Columbia, secretary-treasurer. After the business meeting at Columbia the delegates are to have a dinner at the Hotel Martinique.

Those who have been asked to speak include Dr. Talcott Williams, director of the School of Journalism; William L. McLean, proprietor of the Philadelphia Evening Bulletin; Herbert Reed, of the New York World; F. Carrington Weems, of the Evening Post, and Leslie H. Groser, one of the founders of the association.

FAIRMOUNT, GA.—The Citizen will issue its first number next week. It will be under the management of Hufstetter Brothers, who have managed the ChatSmith Times.

## PERRY'S HUGE SCHEME

HOW HE HOPES TO "WORK" THE PRESS FOR FREE PUFFS FOR PANAMA FAIR.

**Newspapers to Pay for "Canned" Stuff About Exposition—Ingenious Circulation Contest in Which Publishers are to Run Rafts of Display Ads for Which no Money is to be Expended by the Promoters.**

It remained for George Hough Perry, director of the Bureau of Exploitation of the Panama-Pacific International Exposition at San Francisco in 1915, to conceive, and perhaps carry partly into execution the most daring exploitation of the American press that has been attempted in many years. Indeed there is nothing on record that compares with it as a scheme for obtaining free advertising.

Mr. Perry, a few days ago, said in effect that the exposition management would not spend any money in newspaper advertising, and denied the truth of a rumor that a fund of from \$500,000 to \$1,000,000 had been set aside for this purpose.

When interviewed in this connection, Mr. Perry is reported to have said:

"The Exposition has not as yet expended one dollar in the purchase of advertising space of any sort—newspaper, billboard, street car or electric signs. All the display advertising of every sort that has so far been given to the Exposition has been the donation of those who recognize the great national importance of the Exposition and desire to assist it."

### PUBLISHER PAYS FIDDLER.

With Mr. Perry's present position in the matter known, the scheme by which he hopes to make "the purchase of advertising space of any sort" unnecessary may get attention. The Bureau of Exploitation wishes to secure display advertising space through a nomination circulation contest for which the publisher is to pay and in which he may jeopardize his greatest business asset.

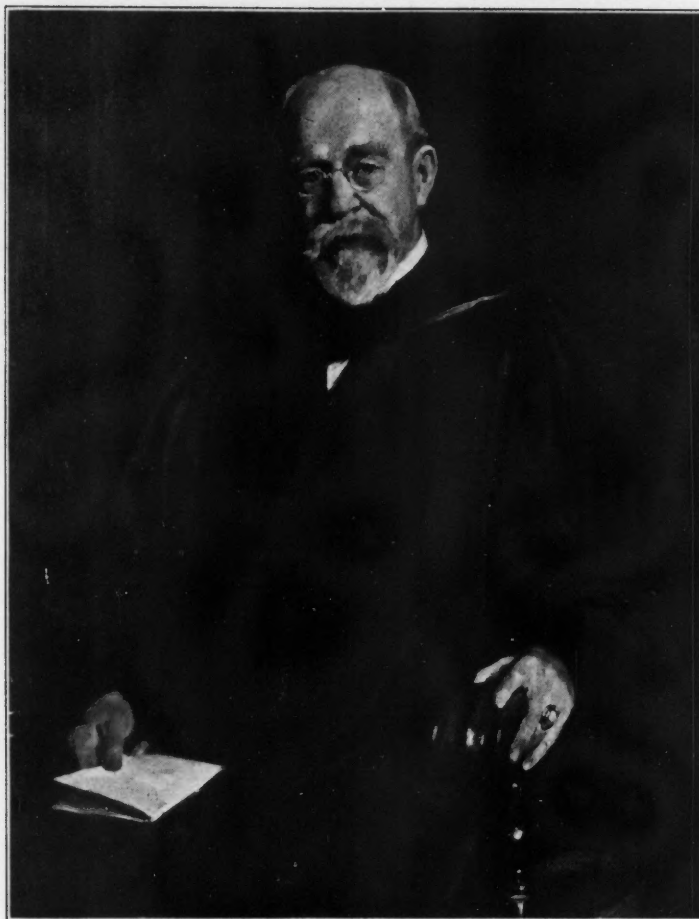
On April 1, that is to say four days ago, there expired an offer made by the Bureau of Exploitation which has cost, or would have cost, the newspaper publishers of this country and Canada sums ranging from \$25 to \$96 each. A cursory survey of the "offer" creates the impression that the Exposition was ready to pay this sum for the advertising it wanted, but such is not the case. With the acceptance of the proposition on the part of the publisher goes a contract which reads in the first line: "Enclosed please find our check for ninety-six (\$96) dollars, for which we are to receive, with exclusive right to use in our city, an official copyrighted service put out by the Panama-Pacific International Exposition, adapted to newspaper circulation building."

### COSTS BUT \$96 FOR "RIGHTS."

For this \$96, the newspaper publisher, in addition to the "rights" already mentioned, is to get full instructions as to the use of the service, "all reading articles and display are to be delivered in mat or plate form" (the italics are ours), and the persons whom the publisher would send to San Francisco as the result of the circulation campaign which Mr. Perry proposes, "shall receive admission tickets to the Exposition and at least 25 free admissions to concessions."

Right there the offer of Mr. Perry ends, for, remarks the contract form, after promising arrangements as to transportation and hotel accommodation, these will be made "without its (the Exposition, of course) incurring any obligation for payment for transportation and hotel accommodations."

The service which Mr. Perry offers to supply is a "circulation" builder, so designed that it can be used effectively in the circulation department of any daily newspaper in the United States or Canada." The prospectus then quotes that the service "will in no way interfere with any premiums now in use, and results, good or bad, of any previous



Courtesy New York Times.

ST. CLAIR MCKELWAY,  
EDITOR OF THE BROOKLYN EAGLE

(Photo by Peter A. Juley.)

From a portrait by Irving Wiles on Exhibition at the National Academy of Design.

campaign, will have absolutely no effect upon the results to be obtained from the use of this service." In other words, the Bureau of Exploitation is ready to take, or have publishers take, a chance without the slightest knowledge of what local conditions may be.

### MAKING MONEY ON PAPER.

The prospectus also points out that with a circulation of about 20,000 a publisher ought to send about eight young women to San Francisco, at an estimated expense of \$1,192. To this is to be added the outlay of \$96 for the service, making the total cash outlay of the publisher about \$1,288. Against this he is to charge the sum of \$20,000, which Mr. Perry thinks is to be obtained through subscriptions raised in the circulation campaign. In other words the contest, viewed superficially, would leave the publisher a first profit of about 93 per cent., even in view of the fact that, as the prospectus says, only "about one-half will come from new subscribers, the other half from paid-in-advance renewals by old subscribers."

But the trip to San Francisco is not to be the only incentive to the young women who are to collect this \$20,000 in new and renewal subscriptions. About one-half of the sum, or \$10,000, is to be turned over to the winners in the contest, and it is recommended that non-winning participants are to get a consolation prize of 5 per cent. to make defeat easier, and, it is presumed, leave no hard feeling toward the Panama-Pacific International Exposition.

But if the contest did result in such a revenue, the following items would have to be charged against it: \$1,288 for a trip of eight young women to San Francisco—from the point of view of Mr. Perry this is the first and the most important item; then \$10,000 is to be given in prizes to other winners in the contest, and another \$500, it is suggested, is to go to the non-winners, leaving the publisher a balance of about \$8,200, and a possible circulation in-

(Continued on page 840.)

## WHAT NEWSPAPER WORK DOES.

**Best Kind of Training for a Literary Career, says Dr. Esenwein.**

"The day of the long-haired writer, with his loosely fitting clothes and flowing necktie and supercritical view of life, is passed," said Dr. J. Berg Esenwein, former editor of Lippincott's Magazine, in an interview. "The writer of today, the successful writer," he added, "is a man of the world, a trained man of affairs, one who knows and is able to write of human men and women. He dresses as you and I, and he is just as human as you and I, and he writes of what he knows and feels and understands. I was at the Franklin Inn Club, of Philadelphia, the other day, and there were gathered there, many men of mark in the literary world. They were men of the times, men of a personal touch, and interest, and there was absent entirely that touch of charlatany characteristic of some of the older school."

Dr. Esenwein illustrated his point by reference to George Bernard Shaw, who, he said, was not the charlatan many thought him to be, though he so often uses the charlatan's methods. "He uses these methods," said Dr. Esenwein, "only the better to bring out and emphasize what he has to say. He is very human, and he is sincere, in fact, he is a very charitable man in private life, is deeply religious, and is a consistent church member. He is very popular among the people who know him, and does a great deal of charity work that the world never hears of."

Dr. Esenwein ranged over many subjects in a general way during the course of the talk, but touched with emphasis on newspaper work and writing. "I consider newspaper training for the man who would enter the field of literature as the best to be had," he said. "It brings one into touch with the life and conditions, and if he has the ability to write at all the newspaper work will bring it out. And I consider newspaper English to be remarkably good when it is remembered with what rapidity the daily 'stories' are written. And more than this, newspaper work teaches the writer power. It teaches one to say something in a few words, to bring out a forcible message in a paragraph. In my long experience as an editor, I have read thousands of words about one message that might have been said in a dozen. Beauty of language is not sufficient. One must have something to say and to be able to say it well. The polish will come afterwards."

### Curtin Again Before Grand Jury.

George Burdick and William L. Curtin, of the New York Tribune, appeared before the Federal Grand Jury Monday for examination by that body in connection with the news sources of the smuggling cases which the newspaper men had refused to divulge and for which they are now under sentence for contempt of court. Mr. Curtin was taken before the jury, but owing to other business his examination was not completed, but Mr. Burdick was not called. It was announced that the case would be put over until April 7, when it was expected the examination of both would be completed.

### Brooklyn Press Club Plans for Home.

The Brooklyn Press Club is raising a fund for the purchase of a home and quite a large sum is already in the treasury. The club has outgrown its present rooms on Fulton street and needs more spacious quarters. The members are now considering the admission of persons to social membership, but it is not likely that the proposition will go through, as the majority feel that the club should be comprised of newspaper workers only.

Newspaper men desiring a copy of the address delivered before the New York University School of Journalism by James H. Callanan, editor of the Schenectady Union Star, on "The Survival of the Fittest in Newspaper Making," can secure them by applying to him direct.

## PRESS AND PUBLIC AMUSEMENT.

### William A. Brady Makes Plea for More Theatrical Publicity.

William A. Brady, leading theatrical producer and magnate, was the guest of the New York Press Club at the weekly luncheon on Thursday. He spoke on "The Relations Between the Newspaper Press and the Business of Public Amusement. The dining-room was crowded, many of the morning newspaper men coming down town early for the occasion.

Mr. Brady criticized the practice of printing so-called baseball news" in midwinter, which takes up large space, and is of no benefit to the newspapers. He contended that the theatres, especially in winter, are of universal interest, and should be taken seriously in preference to baseball as news sources. Besides, the theatres advertise and pay for the ads, while the baseball industry does not pay for advertising.

Seated at the guest table with Mr. Brady was Leander Richardson, the well-known dramatic writer, who was also the guest of the club. George R. Miner, Sunday editor of the New York Sun, presided.

Next week Dr. Talcott Williams, director of the Columbia University School of Journalism, will be the guest of the club, and Ralph Pulitzer, president of the Press Publishing Company (New York World), will preside.

### Governor Pardons "Hank" Haywood.

Governor Goldsborough of Maryland has pardoned "Hank" Haywood, the newspaper man who recently returned to the Cumberland News, after he had been driven away by an anonymous letter writer who threatened to disclose his previous criminal record. The pardon was granted at the request of many prominent citizens of Cumberland and will have the effect of restoring Haywood's citizenship. It was recorded in the Court at Baltimore.

## ON HEADLINE WRITING.

**Fabian Franklin's Address Before the Columbia University School of Journalism—Discusses the Purpose of the Headline and Points Out Some Errors Into Which Editors Fall.**

Fabian Franklin, of the editors staff of the New York Evening Post, gave an address Monday afternoon before the students of the School of Journalism of Columbia University on the "Philosophy of the Headline." He said that the object of the present day headline was not to help persons interested in a subject to follow the news of that subject from day to day, but to catch the eye of persons who were looking for nothing in particular. It is written to sell the paper, and, to do this, it advertises the attractions like a bill-board. In contrast was the old-time headline which was more like a guide-post.

The modern headline, said Mr. Franklin, has probably been the subject of more complaint and criticism than any other feature of the American newspaper, and in a general way, the criticism is just. Although there are many charges made against it, the four principal ones are that it may be misleading, it may be inaccurate, it may be unintelligent, and it may be sensational. It is not the fault of the headliner, however, who does his work remarkably well as a rule, but of the system which has grown up and has led newspapers to require that headlines have action.

## CRITICIZES THE SYSTEM.

To make it clear that the blame should be placed on the system, Mr. Franklin pointed out that an intentionally dishonest or misleading headline, in a newspaper whose general aims were respectable, was so rare that it might be said to be non-existent. Inaccuracies occur, of course, owing often to haste and sometimes to incompetence; and the headline may be unintelligible because of the difficulty of packing into the small space available an intelligible indication of the matter below. As for sensationalism, this quality in the headline, while sometimes going beyond the warrant of the matter, is usually a mere reflection of the intent of the story itself—that is, of the purpose of the editor in giving to the item the prominence and the space that are assigned to it.

To make clear the characteristics of the present day headline, Mr. Franklin compared it with the headline of thirty or forty years ago when it was used to point the way to the reader. As an example, in 1868 the word "Reconstruction" was found day after day as one of the main heads, and under that head appeared all of the news relating to that subject. These subheads might contain action such as "Great Turmoil in the North Carolina Convention," but the word which attracted the attention first represented no action, and its purpose was to lead those interested in the subject directly to the place in the paper where all news about it might be found.

## CONTRASTS WITH OLD FORM.

Contrasted to this old form of headline is the one which appeared recently—"Kirby Leads By Eight Votes." Here is a head which is not misleading or sensational, and probably not inaccurate, but so few people know Kirby that it has little meaning. It was written for action. Some one thing was picked out of the story which, while only an incident in itself, had the necessary action, and it was used for the headline.

At another time in 1868 the general make-up of the paper was changed because of a big piece of news from Washington, the first page being given over to it. Instead of picking out some incident in the news for the headline, the one word "Washington" was used to tell all interested that something big was happening at the capitol. In the subheads more was told about the news, but there was not the tendency to make the people think that the headline was the whole thing. It is this characteristic of the headlines today that is misleading—people think that the headline tells the news, and they do not read the story.

Another example of a recent headline which Mr. Franklin gave was, "To Demand Reparation." The subhead contained more, "Great Britain Would Await Opportunity in Mexico," but to the one looking for news about the Mexican situation such a head might be misleading. An equally misleading and meaningless headline is this, "Safe For a While." It is only after one has read down into the story that it is found that it is a race track that is safe for a while. The head may have induced some people to read the story who cared absolutely nothing about the matter, while others who were interested might have overlooked it entirely.

## WOULD ADOPT LABEL IDEA.

Mr. Franklin said that it would be impossible to go back to the old method, even though it were desirable, as the range of interest today is too great. It would be impossible to classify by subjects or regions as was done forty years ago, but still the newspapers should adjust the headline to present day conditions. He said that it was his belief that the people would be much more interested in following the British situation if the news were run each day under one head, such as "British Crisis."

As a general thing, said Mr. Franklin, newspapers do not suppress the news, but the headline can be written to attract or not, as is desired. Newspapers are out of proportion, the amount of space given to news depending on the editor or the policy of the paper, and this proportion is often aggravated by the headlines. Moreover, the great desire for action in the headlines often leads to inaccuracy. A recent headline on a piece of Mexican news illustrates this: "Still Defies America," and in the subhead, "Carranza Upholds Villa's Action." On reading the story, no defiance is found and the headline is proved to be inaccurate.

Mr. Franklin said that he was not sure that a newspaper would not be a success which laid down a rule that there should be no action in the headlines. At first it would be considered extremely dull, but to say that it would not be welcome later would be to agree with the man who was arguing against doing away with the electric signs along Broadway. "Why," he said, "without the signs Broadway would be as dead as it is alive now." L. W. H.

## Big Day for the Editor.

The editor of a Kansas paper says that he picked up a Winchester rifle recently and started up the street to deliver the weapon to its owner. The delinquent subscribers got it into their heads that he was on the war path, and every one he met insisted on paying all they owed. One man wiped out a debt of ten years' standing. On returning to the office he found a load of hay, fifteen bushels of corn, ten bushels of potatoes, a load of wood and a barrel of turnips.—*La Belle Star.*

## PRESS ASSOCIATIONS

The mid-winter meeting of the Upper Des Moines Corn Belt Editorial Association was held at Mansion March 26 and 27. The program included "Importance of Bookkeeping to the Publisher," by Charles H. J. Mitchell, Storm Lake Pilot-Tribune; "Increasing the Advertising Rate," by W. I. Branagan, Emmetsburg Democrat; memorial to Hon. George D. Perkins, late of the Sioux City Journal—Lafayette Young, Sr., Harvey Ingham, Elmer E. Johnston; "Importance of the Editorial Page," by Harvey Ingham, Des Moines; "The Curse of Subscription Credits," by Will P. Goldie, Cherokee Democrat.

The Central Wisconsin Press Association was organized at Marshfield last week at a meeting of 35 representative newspaper men. Officers were elected as follows: President, E. B. Barr, Marshfield; vice-president, L. Williamson, Neillsville; secretary and treasurer, B. E. Walters, Mosinee. On the executive council are: E. D. Glennon, Stevens Point; W. A. Drumb, Grand Rapids; E. B. Thayer, Wausau; George E. Crothers, Neillsville; Henry Berner, Antigo; J. J. Vosmestek, Rib Lake, and Robert G. Lee, Tomahawk.

Business sessions of the Wisconsin Daily League were held at the Hotel Pfister, Milwaukee, last week. Matters of interest to newspaper publishers were discussed. Among those attending the gathering were: F. E. Noyes, Eagle Star, Marinette; O. J. Hardy, Northwestern, Oshkosh; H. H. Bliss, Gazette, Janesville; J. L. Sturtevant, Record-Herald, Wausau; W. F. Ohde, Herald, Manitowoc; C. E. Broughton, Press, Sheboygan; J. E. Hibbard, Hub, Stoughton; J. F. Hubbard, Free Press, Beloit; F. R. Berner, Journal, Antigo; F. R. Starbuck, Journal-News, Racine; F. W. Lovejoy, Wisconsin Agriculturalist, Racine. F. E. Noyes is president.

The Socialist Press Club of New York presented several plays at the Berkeley Theatre last Saturday. One was the "Saving of Martin Greer," by Mrs. Rose Pastor Stokes, formerly an East Side newspaper woman. The other plays were a first performance of "A Night in Subterranea," by George Bronson Howard; "Pariah," by August Strindberg, and "A Bear," being a farce, by Anton Tchekov.

## Russel Gore Goes to Chicago.

Russell Gore, whose first assignment was on the death watch after the assassination of President McKinley, when he was on the staff of the Buffalo Times, has left the Grand Rapids (Mich.) Press, where he was an editorial writer, and taken a similar position on the Chicago News. Mr. Gore was the guest of honor at a banquet given in Grand Rapids March 28, by E. W. Booth, publisher of the Press, which was attended by thirty fellow-members of the staff and by whom he was presented with a gold watch.

Talbot T. Smith contributed some verses to the occasion, in which Mr. Gore's abilities were set forth in complimentary tunes. Here's one of them: "There's not a blamed thing in earth, heaven or hell That Gore doesn't know and can't instantly tell. History, science and facts by the score— There's one man you CAN'T trip, and that's Russell Gore."

## PAPER TO REORGANIZE.

## Chicago Record-Herald Calls on Bondholders to Appoint Committee.

The Chicago Record-Herald Company has sent out notice to all bondholders and others interested, to send representatives to a meeting on April 8, at which time a committee will be appointed to take part in the reorganization of the Chicago Herald Company, of which A. D. Mayo is president. An announcement to that effect appeared at the head of the editorial columns of the Record-Herald on April 1.

Victor F. Lawson, owner of the entire \$3,000,000 capital stock of the Record-Herald Company, explained that the company is free of debt, with the exception of the bonds. He declared that the reorganization is simply a business transaction among the owners.

Mr. Lawson stated that he is one of the largest individual owners of the bonds, holding \$600,000 of the issue, and also "the largest stockholder," H. H. Kohlsaat, of the Chicago Inter-Ocean, was formerly proprietor of the Record-Herald.

## Publishers to Help Regulate Stands.

The regulation of newsstands has been considered by Borough President Marks of Manhattan and various newspaper publishers. Herbert L. Bridgeman, business manager of the Brooklyn Standard Union, and chairman of the New York Newspaper Publishers' Association Committee, has taken up the matter, and will appoint a standing committee to assist Mr. Marks in the investigation of applicants for newsstand licenses. Five recommendations based upon investigations conducted by Victor F. Ridder, of the Staats-Zeitung, have been made.

Frank W. Henkel, Peoples Gas Bldg., Chicago, and Metropolitan Bldg., New York, has been appointed to represent the State Journal, Franklin, Ky., in the national field. This paper has heretofore had no representation.

## 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

Germana Savings Bank Building  
PITTSBURGH, PA.

## WOMEN APPRECIATE

All the articles and all the stories and all the features of The New York Evening Post, because all reflect the twentieth century recognition of woman's right to be herself. The Evening Post gives more attention to women's club work than all the other New York City newspapers combined.

Its weekly review of suffrage activities all over the civilized world and all its many other suffrage features are intended to point the moral of the whole suffrage effort and to correlate the suffragist movement with the world movement toward democracy. Advertisers should take notice. 3 cents daily, 5 cents Saturday.

The New York Evening Post

# INTERTYPE

One Price — One Policy

—that is the Intertype way

It is not "the only way" but  
it is the HONEST way

# When in New York See the Latest SCOTT Equipment

There is a SCOTT for EVERY REQUIREMENT of Every Paper

ASK US ABOUT

The New Scott "Double-Speed" Press  
The Scott "Multi-Unit" Press  
The Scott "Straight-Unit" Press  
The Scott "Standard-Tiered" Press  
The Scott "Speed-King" Press

Also about our new Heavy Duty Matrix Rolling Machines  
Direct-Acting Pneumatic Steam Tables, and other new things

## WALTER SCOTT & CO.

NEW YORK  
1 Madison Avenue

DAVID J. SCOTT, General Manager  
PLAINFIELD, NEW JERSEY

CHICAGO  
Monadnock Block

### THUNDERER CHANGES.

**Speculation as to Effect They Will Have on the London Times' Prestige—Lowering of Price and Cutting Down Parliamentary Reports Indications of a New and Up to Date Policy—Its Early Influence.**

They are speculating in London as to the probable effect the recent reduction of the price of the Times to 2 cents and the revolutionary changes made in the paper itself will have upon the position it has long held in the annals of Great Britain.

The Times formerly did not print interviews; now they appear almost daily in its columns. The book reviews, which are regarded by many as the best in England, have jumped from the literary supplement to the newspaper, and the Parliamentary reports that used to dominate the paper have been materially cut down.

A correspondent of the New York Sun writes that none of the great English daily newspapers is now sold in England for more than 2 cents. The price of the Times on the Continent will remain 6 cents. There are two at 1 cent, but the general price is 2 cents.

FORMERLY SOLD AT 14 CENTS.

The Times is the last convert to the cheaper price of all, its nearest rival being the Morning Advertiser, which was reduced from 6 cents to its present price in 1891. Ten years before that date the Morning Post, the oldest existing London daily paper had come down from 6 cents to 1 cent, and in September, 1855, the Daily Telegraph, first published in June of the same year at 4 cents, had been launched upon the world as the first 2 cent daily. Two years later, in October, 1857, the Manchester Guardian, the best English provincial daily and one of the foremost journals of the world, was reduced from 4 cents to its present price.

A change in price is no new thing with the Times. Like all the old es-

tablished papers born in the days when newspapers blazoned upon their first sheets the red seal of the stamp tax, its price has fluctuated with the varying demands of the tax. From 9 cents, in 1796, its price had wandered up to 14 cents, in 1815, when a tax of 8 cents a copy on every newspaper published made 14 cents the usual price of an English paper. By 1861 it had declined to 6 cents, at which price it remained (except to subscribers, who, after 1904, received some special concessions, which in reality reduced the price) till May 5, 1913. Its latest move has therefore been the quickest in the history of the paper.

The Times has always been a great and influential journal. In the "Thunderer" days of the middle nineteenth century its opinions were accepted, certainly on the Continent and to a great extent in England, as representing the authentic attitude of the Englishman. In point of circulation alone it was at this time head and shoulders above its contemporaries. In 1854 its average circulation stood at 51,648 copies daily. Its nearest competitor, the Morning Advertiser, had a daily circulation of 7,644, the Daily News 4,160 and the Morning Post 2,067.

WAS A NATIONAL ORGAN.

In politics the Times has always professed to be a national rather than a party organ and to give a general support to the government of the day; but although in the reform days it expressed Liberal views, from the time of the first home rule bill onward it has grown steadily more Conservative and played a great part in the formation of the Liberal Unionist party. Today, although heartily Conservative and Imperialist in outlook, it is, among the great English dailies, the most temperate and reasonable exponent of those views.

It was under the proprietorship of the third John Walter that the paper reached the height of its prestige. Thomas Barnes as editor, with John Sterling, who according to Carlyle "was

the Times and thundered through it to the shaking of the spheres," had given place to the most celebrated of all the paper's editors, John Thaddeus Delane. He was editor for thirty-six years (until 1877) and was a man of extraordinary ability, who gathered round him a staff which included some of the most brilliant men of the day.

### Big Spokane Club Meeting.

Advertising men of Spokane, Wash., are doffing their hats to Gus W. Roche, advertising manager of the Daily Chronicle, who was chairman of the day at the largest and most enthusiastic meeting of the Spokane Ad Club in its history. Five hundred attended. It was a prosperity luncheon. The speakers were Daniel C. Corbin, president of the Spokane International railway, who is more than eighty years old and is one of the pioneer railroad builders of the northwest, and Judge George Turner, former United States Senator from Washington. They dwelt on the improved business conditions of Spokane and on the bright outlook for the future.

Harry E. Ruhlow, publisher of the Hoskins (Neb.) Headlight, has been appointed postmaster of that city.

### Bangor News Issued from New Plant.

The Bangor (Me.) Daily News is now issuing from a new plant that replaces the one destroyed by fire on January 28. The News has had the use of the Commercial office and not an issue has been missed since the fire. The new building is of loft construction with four floors, all of which will be utilized by the newspaper. The equipment includes a web press, six standard linotypes and one model No. 9. The photo-engraving department, which was practically wiped out, has been re-equipped.

The Correctionville (Ia.) News, which lost its name when sold to the Argus last month, reappears this week, the publishers having decided to retain the name of the News and drop the Argus.

### NATIONAL AD MANAGERS MEET.

**Will Demand Comprehensive Audit of Circulation Figures on Standardized Form.**

(Special by wire.)

CHICAGO, April 2.—Advertising managers representing business institutions with a combined annual publicity appropriation of \$52,000,000 are in session at the Hotel LaSalle here. The gathering, which is being held under the auspices of the Association of National Advertising Managers, will occupy the attention of the members for a period of three days.

If the plans of the organization are carried out according to the program outlined at today's meeting, publishers of newspapers and magazines throughout the country will hesitate before accepting medical and other advertising copy of a deceptive nature.

It was solemnly decreed by members of the organization, of which Tim Thrift is president, that the so-called quack doctor, as well as the promoter of fake mining schemes, must withdraw from the scene.

Resolutions providing for a fund with which to fight the undesirable advertiser were passed at today's session, and before the convention has adjourned, it is expected, a concrete plan of action will have been agreed upon.

The Association also decided to call upon publishers of newspapers and magazines to furnish a comprehensive audit of circulation figures. A standardized form for the audit will be demanded by the associations.

### Clinton Gazette Changes Hands.

The control of the Clinton (Ky.) Gazette has been acquired by Mrs. E. B. Walker, who has purchased the interests of the late editor E. B. Perry and the Porter Pottery Company.

The Enid (Okla.) Daily Eagle is erecting a new model newspaper building and plant.

## A HUMOROUS PHASE OF ENGINEERING.

**What the "Commercial Engineer" Does for Public Service Corporations—His Efforts Are Somewhat Machiavellian But Withal Efficient—Where the Editor Gets Off.**

By George A. Schreiner.

It is best to shun the nominative case singular of the first personal pronoun, but "I" cannot always be sidestepped. For valid reason it will be used here.

Until I took an interest, on behalf of THE EDITOR AND PUBLISHER, in certain plans of the Society for Electrical Development, I had always believed that editors and publishers were vulnerable in one spot only. I believed, in other words, that the publisher might be the prey of the press agent and his gentle game, but that right there his gullibility would end. However, we live to learn.

The course of my efforts landed me one day in the presence of what is called a "commercial engineer." As generally understood, a commercial engineer is a man who can put a sick business on the roll call in less than no time, a sort of economic doctor, in other words. In harmony with this, I, in common with all others not initiated, concluded that the commercial engineer was a gentleman who dealt exclusively in profit and loss, cost of production, means of distribution, "efficiency," and other technicalities of industry and commerce. That it seemed to me was the extent of the gentleman's business.

But such is not the case. A few minutes' conversation demonstrated this with the force of a trip hammer.

### BUSINESS ON BUSINESS BASIS.

"You see," said the man interviewed, "we do not work on a press agent basis at all, or to be explicit, not any more. We do our work through advertising—spending money. Whenever a public service corporation is in trouble, we are sent for, and then we proceed to fix things up. Maybe there has been some friction between the newspapers and the concern. Well, we fix that by bringing the two together on a business basis. We get the corporation to advertise.

"Then we are called for when there is difficulty in getting a franchise. Usually the newspapers oppose the granting of franchises, because they think that the public ought to get something for them. And once in a while we are sent for to kill a movement for municipal ownership of public utilities, such as gas plant, electric centrals, street traction, and waterworks. In all cases we get the company to spend money through advertising."

The paragraph just concluded must be read twice, or even three times. In fact, it would be best to memorize it entirely.

### AN ITALIAN'S POLITICAL CREED.

It is doubtful whether Machiavelli himself could have been as frank. At least his theory on government could not have been more corrupt—not if he tried a hundred years. The "commercial engineer" walks into a community which thinks that the public service corporation should pay for the right to use the public's thoroughfare for its own benefit. He gets the company to appropriate some money for advertising, and, presto, the franchise is granted. The "commercial engineer" goes to a city in which public ownership of public utilities is advocated, and, again, presto. After he has made an advertising contract, if he is to be believed, all advocacy of the movement in hand ceases.

With the advisability of making public service corporations pay for the franchises they seek and need, we are not concerned here. Whether public ownership of public utilities is a good thing or a bad one, is also of no moment to us. But we cannot say the same of the claim of the commercial engineer that all he has to do is to rattle the cash drawer to change the vox populi, vox Dei into whatever he pleases. Is it really a fact that a newspaper will abandon a public policy just because somebody has talked business with the gentleman downstairs?

The commercial engineer says so, and seeing that he has been in business for a good many years, he must render those who employ him at least some sort of service. That that service is exclusively a matter of public bedevilment is hard to believe. And yet it seems to be a fact.

### HOW IT WORKED IN TWO CITIES.

To give the names of the cities in which these sums were spent with newspapers would identify not only the commercial engineer in question, but would also leave a sour taste in the mouths of some publishers. Suffice, therefore, the statement that in one city \$10,000 were spent in a single month, and that in another the amount went to \$12,000 in the same period. In both cases the interest of the public was involved. In both cases the public lost out.

It is charitable, perhaps, to say that the intelligence of an editor or publisher who accepts an advertising contract in the spirit in which his mother gave him a pacifier in early youth is not exactly a constellation of the first order. To be frank about it, he is not exactly the person that should be either an editor or a publisher. It seems that even the job of the street sweeper has too many responsibilities for him.

### A FACTOR OF EXTENUATION.

But—there is a *but* to everything—as the commercial engineer explained: "You see, we bring the officers of the company and the publisher together, and then, we talk it over. We show the editor just where he is wrong."

Evidently commercial engineers are in reality economic experts, and their designation is a misnomer, if not a misfit.

Presumably, the editor knows as much of socio-economic affairs as he knows of the fourth dimension. The commercial engineer, or the agent of corruption, as the case may be, sits down and explains why opposition to the franchise is wrong, or why public ownership is a thing not to be tolerated. The editor listens attentively, absorbs the great wisdom of the commercial engineer, or a part of it, and then departs for his upstairs a repentant sinner bent upon contrition. After that all is easy. Vox populi has become the voice of "mature consideration."

That at the next convention the same editor may become the leader in a debate on the relations between public and press, is one of the things that reminds up that irony is strongly mixed with humor. It also reminds us of a verse from the metrical paraphrase of Koheleth as rendered by George Roe:

Oh, vanity of vanities, alas!  
Yea, all is vanity beneath the sun;  
As ever 'twas, 'twill ever come to pass,  
And naught remaineth when the work is done.

We should be thankful, however, that the commercial engineer is the lineal decendent of the press agent, and that when once started on a discourse, it is difficult to stop the flood-tide of his oratory. Truly, it is to laugh!

### Birmingham News' Political Ads.

The Birmingham (Ala.) News of March 26 was a record issue in the amount of paid political advertising which it carried. The paper contained over 22,000 lines of this class of business, featuring the various candidates for office in display ads and pictures.

It was a regular issue of 32 pages, and contained over 47,500 lines of paid business. This would seem a practical evidence of a Southern prosperity in general, and the enterprise of the Birmingham News management, in particular.

### Sues to Foreclose Livestock Daily.

F. J. Wiseman, formerly owner of the Wichita (Kan.) Daily Livestock Journal, has instituted a suit to foreclose a mortgage on that paper. Mr. Wiseman sold the Journal to Mrs. S. A. Johnson last July. The difficulties between them culminated last week when Edward Wilson, an employe on the paper, obtained a judgment in the City Court against Mrs. Johnson and Wiseman for \$110 for labor. The judgment confirmed a garnishment placed on funds in the Fourth National Bank claimed by both Mrs. Johnson and Wiseman.

## The Philadelphia German Daily Gazette

CARRIES MORE

Local and General ADVERTISING

than any other German daily published in this country

HOWARD C. STORY,  
Publishers' Representative  
NEW YORK: 806 Nassau-Beekman Bldg.  
CHICAGO: PHILADELPHIA:  
1100 Boyce Bldg. 924 Arch St.

- New York World Magazine
- St. Louis Post Dispatch Magazine
- Boston Globe Magazine
- Philadelphia Inquirer Magazine
- Pittsburg Press Magazine
- Chicago Inter-Ocean Magazine
- Indianapolis Star Magazine
- San Francisco Chronicle Magazine
- Seattle Post Intelligencer Magazine
- Milwaukee Free Press Magazine
- Des Moines Register and Leader Magazine
- New Orleans States Magazine
- Shreveport, La., Times Magazine

## The United Sunday Newspaper Magazines

2,100,000 EACH SUNDAY

902 World Building, PARK ROW, NEW YORK

CHICAGO OFFICE, 1108 Boyce Bldg.

BOSTON OFFICE, 412 Penn Mutual Bldg.

ST. LOUIS OFFICE, 502 New Bank of Commerce Bldg.

KANSAS CITY OFFICE, 306 Gumbel Bldg.

To the Editor and Publisher:

This advertisement is a reproduction of an advertisement of The Royal Arcanum we inserted in ten newspapers of the United Sunday Magazine Association, reaching from the Atlantic to the Pacific and is one of the means which we have used to increase our membership.

Supreme Council of the  
Royal Arcanum  
by Alfred Turner  
Supreme Secretary

### JOIN THE ROYAL ARCANUM



A fraternal beneficiary organization which in its 37 years of existence has paid more than \$163,000,000 to its beneficiaries. Its Certificate CAN NOT BE ASSIGNED FOR DEBT; not subject to Will or Administration; is secure from creditors and is thus absolutely payable DIRECT TO THE BENEFICIARY.

Certificates issued for \$1,000, \$2,000 or \$3,000. Assessments payable monthly. Membership secured through local Councils. 249,000 Social Employment. Fraternal Assistance, Insurance for Home. Membership in the United States and Canada over 249,000. Chartered Under the Laws of Massachusetts. Thousands of successful professional and business men are members of THE ROYAL ARCANUM. Join this great helpful successful organization. Write at once—NOW—to ALFRED T. TURNER, Supreme Secretary, Box E, Station A, Boston, Mass., and you will be put in touch with your nearest Council.

# THE LONDON TIMES

On May 5, 1913, the Times announced its reduction in price to twopence and a few weeks ago announcement was made that the price would be still further reduced to one penny.

In commenting upon this announcement the Daily Mail (London), on March 11, 1914, says:

"Mechanical Inventions have now reached the stage when it is possible to issue the complete 'Times' on the present superb paper at ONE PENNY per copy."

*"The Times" is entirely set by thirty-six Monotypes*

## Lanston Monotype Machine Company Philadelphia

New York  
World Building

Boston  
Wentworth Building

Toronto  
Lumsden Building

Chicago  
Rand McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

### VALUE OF COMICS.

**How the True Artist May Entertain the Public by Conveying the Substance of Wisdom with Flavor of Fun.**

By LEON A. SEARL,  
(Creator of "Mrs. Timekiller," "Buff A. Rudy," "Why," etc.)

We find it true, as Strickland Gillilan recently said, that "much of the comic supplement matter is not funny at all." The simple reason for this fact is because neither the editors who publish comics nor the comic artists themselves have made a study of the subject, nor have they even put much thought to the creating or developing of an idea. A good house is not a streak of luck, neither is a good comic.

The average comic artist picks up the first subject or idea that enters his head with but one aim in view—to fill six or eight or twelve spaces with certain characters regardless of whether or not the result will please the reader.

A good comic is an aid to digestion. Laughter is as essential to the human mind as any form of relaxation or rest is to the physical body. While on the other hand a bad comic leaves a "bad taste." To expect a laugh only to feel a frown is unpleasant.

#### CONSTRUCTIVE AND DESTRUCTIVE CLASSES.

It is equally as possible for a comic artist to make a series really funny as to make it pathetic—if the artist or editor will take the trouble to learn how. It is as possible for an editor to discriminate between a good and a bad comic—just as possible as it is for a horseman to tell a good horse from a bad horse—if the editor will take the trouble to learn how.

All comics can be divided into two classes—they are either constructive in thought or they are destructive. In order to be constructive the element of good must overbalance any evil tendency—although the idea can be infinitely funny. The destructive comic is

of course at all times objectionable. In the latter comic the evil tendency overbalances the good—the last man gets hit with a brick, or malice gives someone a black eye.

The conclusion is therefore reached that every good comic series must contain two motives one is to please the reader, the other to have the comic constructive in thought.

In motive we find three ways of pleasing the public without resorting to malice. First, by introducing a succession of surprises in each picture until the final climax appears in the last picture. Second, by letting the reader know a little more than the characters themselves so that the reader may form mental conclusions or sequences before these conclusions have been reached. The conclusion in each picture, however, must always differ from what the reader expects. Third, by letting some character be the "goat." He should be made a "goat," however, as a result of circumstances, ignorance or innocence rather than as a result of malice.

#### PRIME MOTIVES IN PICTURES.

In motive the constructive comic is arrived at by letting the characters perform the innocent or unwise act and at the same time the wise or right act is implied or suggested in the reader's mind. In other words the characters may act in accordance with folly whenever the reader can readily see the wiser course.

The creator of comics must remember that the reader is possessed with a human mind, and while the object of the constructive comic is to show up the follies or poor judgment of humans, the only way to do this without offending or antagonizing the reader is by contrasting the wrong idea with the right—folly on the one hand and wisdom on the other, the former suppressed and the latter implied—and let the reader choose for himself.

In writing the theme for a comic, the artist must first have in mind the climax and work back from the climax.

The more climaxes contained in a comic series the more successful the series is bound to be. The climax is the "punch" that produces the laugh. If a comic artist can produce but one climax in a series of six or eight pictures he can expect but a fair wage, but on the other hand if he can produce a live climax every third or fourth picture he will soon drive his own automobile.

People like to be entertained—entertain them, but if we are going to teach people find out what they like and give it to them in good measure, with the flavor of fun but the substance of wisdom.

#### NEW INCORPORATIONS.

Johnston, S. C.—The News-Monitor Company has been chartered with a capital of \$4,200 to do a publishing business. The officials are W. S. Stokes, president and treasurer; G. G. Waters, vice president, and J. B. Bailey, secretary.

Cleveland, O.—The United Press Association Company, news company; capital, \$10,000; incorporators: O. K. Shimansky, L. J. Price, G. A. Kolmorgen, F. W. Henderson and Karl K. Shimansky.

Akron, O.—The New Akron Germania Company, capital, \$10,000; incorporators: Albin G. Schuster, Walter Fischer, Arthur Holm, John Kraker, Charles Herherich. Newspaper and printing plant.

Columbus, O.—A charter has been granted to the Independent Publishing Co. The organization will print foreign papers. The incorporators are: August Miller, H. Rohery, Fred Kurtz, Henry Reger and Julius Mozin. The company will take over the Fuggetten-seg printing plant, and will add new equipment.

Washington, Pa.—The Washington News Publishing Co. will apply for a charter on April 15. The active men

in this movement are E. H. Martin, a newspaper man, and Alvin E. Donnan.

Augusta, Ga.—Needlecraft Publishing Co., to do a general publishing business; capital \$500,000; president, L. C. Hill; treasurer, P. V. Hill, Augusta.

#### EDITORIALS ON THE BIBLE.

**Notable Series Written for Spokesman-Review by F. P. Noble.**

The Spokane (Wash.) Spokesman-Review recently completed a notable series of editorials on the books of the Bible as literature, a feature never before attempted by a newspaper. The first one appeared May 18, 1913, and every Sunday thereafter, and dealt with practically every book in the Old and New Testament, thus reviewing the history of the literature of ancient Israel during the fifteen centuries of its creative activity.

Appreciation of the articles was instant and widespread, keen interest being displayed by many people to whom, it might naturally have been supposed, such a series would make no appeal.

The author of the articles was Frederick P. Noble, editorial writer of the Spokesman-Review, who from the standpoint of scholarship and literary craftsmanship as well as from his acquaintance with theological science, had exceptional equipment for the peculiarly difficult task. It is likely that the articles will be reprinted in book form.

#### Atlanta Citizens' Journal Sold.

Edwin L. Tate, editor of the Ballard (Tex.) Herald, has purchased the Atlanta (Tex.) Citizens' Journal from John M. Fletcher, editor of that paper. Mr. Fletcher has been in the active newspaper field since 1879, having founded the Journal at Linden in that year, and now retires. Mr. Tate took charge of the plant on April 1.

RECOGNIZED ADVERTISING AGENTS.

OFFICIAL LIST PREPARED BY THE AMERICAN NEWS-PAPER PUBLISHERS' ASSOCIATION REVISED TO APRIL 1, 1914.

Advertising Department Co. (Inc.), Leader Bldg., Cleveland, Ohio. Allen Adv. Agency (Inc.), 116 W. 32d St., N. Y. City. American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City. Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City. Anfenger, Louis E., Holland Bldg., St. Louis, Mo. Arkenberg-Macben Co. (Inc.), The Nasby, Toledo, Ohio. (Classified). Armstrong, Collin, Incorporated, 115 Broadway, N. Y. City. Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City. Ayer, N. W. & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City. Ayres, H. E., & Co., 164 Federal St., Boston, Mass. B. Baer, Joseph E. (Inc.), 251 Fifth Ave., N. Y. City. Baker Adv. Agency, Ltd. (Inc.), 16-20 Wellington St., East Toronto, Ont. Ballard Adv. Co. (Inc.), 1328 Broadway, N. Y. City. Earber, J. W., Adv. Agency (Inc.), 338 Washington St., Boston, Mass. Barnes, Jean Dean, 354 Fourth Ave., N. Y. City. Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City. Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill. Blackburn Adv. Agency, Patterson Bldg., Dayton, O. Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City. Elaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O. Bloomingdale-Weiler Adv. Agency, 1420 Chestnut St., Philadelphia, Pa. Blum, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa. Blumenstock Bros. Adv. Agency (Inc.), Chemical Bldg., St. Louis, Mo. Bond, Arthur T., 20 Central St., Boston, Mass. Boston News Bureau Co. (Inc.), 30 Kilby St., Boston, Mass. Bowers, Thos. M., Adv. Agency, Rector Bldg., Chicago, Ill. Brackett-Parker Co. (Inc.), 77 Franklin St., Boston, Mass.; 225 Fifth Ave., N. Y. City. Bromfield & Field (Inc.), 171 Madison Ave., N. Y. City. Buchanan, John, Adv. Agency, 176 Federal St., Boston, Mass. C. Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City. Campbell-Ewald Co. (Inc.), Wayne Co. Bank Bldg., Detroit, Mich. Canadian Advertising, Ltd. (Inc.), 4 Hospital St., Montreal, Canada. Capehart's Minknow Methods (Inc.), 450 Fourth Ave., N. Y. City. Carpenter & Corcoran (Inc.), 26 Cortlandt St., N. Y. City. Cattanaeb Adv. Agency, Ltd. (Inc.), McArthur Bldg., Winnipeg, Can. Chambers Agency (Inc.), Hibernia Bank Bldg., New Orleans, La. Charles Adv. Service (Inc.), 23-25 E. 26th St., N. Y. City. Cheltenham Adv. Service (Inc.), 150 Fifth Ave., N. Y. City. Chesman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goddard Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn. Clark-Whitcraft Co. (Inc.), 41 South 15th St., Philadelphia, Pa. Clarke, E. H., Adv. Agency (Inc.), 30 No. Dearborn St., Chicago, Ill.; 42 W. 39th St., N. Y. City. Clough, John L., Adv. Agency, Merchants Bank Bldg., Indianapolis, Ind. Cochrane, Witt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill. Colton, Wendell P. (Inc.), 165 Broadway, N. Y. City. Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City. Constantine Adv. Co. (Inc.), Globe Bldg., Seattle, Wash. Cooper Adv. Co. (Inc.), Bankers' Investment Bldg., San Francisco, Cal. Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn. Cowen Co. (Inc.), John Hancock Bldg., Boston, Mass.; 50 Union Square, N. Y. City. Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis. Crosby-Chicago (Inc.), Pullman Bldg., Chicago, Ill. Cross, J. H., Adv. Co. (Inc.), 1524 Chestnut St., Philadelphia, Pa. D. Dake Adv. Agency (Inc.), 432 South Main St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal. Daken Adv. Agency, White-Henry Bldg., Seattle, Wash. Danielson & Son, 96 Westminster St., Providence, R. I. D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo. Darlow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb. Dauchy Co. (Inc.), 9 Murray St., N. Y. City. Davis, J. W., Railway Exchange Bldg., Chicago, Ill. Decheval, Foster Co. (Inc.), 15 W. 38th St., N. Y. City. Decker, Henry, Ltd., Fuller Bldg., N. Y. City. Desharats Adv. Agency, Ltd., Unity Bldg., Montreal, Canada. Dietz, Ottomar Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City. Dohbs, William F., Danbury, Conn. Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn. Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa. Doremus & Co. (Inc.), 44 Broad St., N. Y. City. Doremus & Morse, 50 Pine St., N. Y. City; 189 West Madison St., Chicago, Ill. Dorland Adv. Agency, Preston Bldg., Atlantic City, N. J.; 366 Fifth Ave., N. Y. City. Doughty, Chas. L., 519 Main St., Cincinnati, O. Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass. Dunlap-Ward Adv. Co. (Inc.), 123 W. Madison St., Chicago, Ill. Dunne, Desmond Co. (Inc.), 176 Montague St., Brooklyn, N. Y. Dyer, Geo. L. Co. (Inc.), 42 Broadway, N. Y. City. Earnshaw-Lent Co. (Inc.), 80 Maiden Lane, N. Y. City. Eddy, Louis O., Marshall Field Bldg., Chicago, Ill. Edwards, Geo. W. & Co., 328 Chestnut St., Philadelphia, Pa. Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City. Ellis, A. W., Co., 10 High St., Boston, Mass. Erickson Co. (Inc.), 381 Fourth Ave., N. Y. City. Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City. Ewing & Miles (Inc.), Flatiron Bldg., N. Y. City. F. Fairfax, H. W., World Bldg., N. Y. City. Fenton & Gardiner (Inc.), 286 Fifth Ave., N. Y. City. Ferry-Hanly-Schott Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo. Finch, L. J., 1364 Broadway, N. Y. City. Finney, W. B., Adv. Co., Keith & Perry Bldg., Kansas City, Mo. Fisher-Steinbruegge Adv. Co. (Inc.), 1627 Washington Ave., St. Louis, Mo. Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa. Fowler-Simpson Co. (Inc.), 1900 Euclid Ave., Cleveland, O. Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City. Fuller, Chas. H., Co. (Inc.), 623 So. Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y. Fuller & Smith, Engineers Bldg., Cleveland, O. G. Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo. Globe Adv. Agency (Inc.), 85 Washington St., South Norwalk, Conn. Goldsmith Co., 207 Market St., Newark, N. J. Gould, M. P., Co., 120 West 32d St., N. Y. City. Gouiston, Ernest J., Adv. Agency, 18 Tremont St., Boston, Mass. Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa. Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo. Green, Carl M., Co. (Inc.), Free Press Bldg., Springfield, Mass. Greene Adv. Co. (Inc.), 530 Atlantic Ave., Boston, Mass. Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn. Guenther, R., 115 Broadway, N. Y. City. Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill. Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill. H. Hanf-Metzger (Inc.), 95 Madison Ave., N. Y. City. Hannah, Henry King, 277 Broadway, N. Y. City. Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa. Haulenbeck, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City. Hays Adv. Agency, 190 Main St., Burlington, N. Y. City. Hibson & Bro., 116 Nassau St., N. Y. City. Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City. Hill, W. S. Co. (Inc.), Vandergrift Bldg., Pittsburgh, Pa. Hill & Tryon (Inc.), First Nat. Bank Bldg., Pittsburgh, Pa.; 29 W. 38th St., N. Y. City. Hollyday's Adv. Agency, Boyce Bldg., Chicago, Ill. Holmes, Frances, 524 South Spring St., Los Angeles, Cal. Honig Adv. Service, Wells Fargo Bldg., San Francisco, Cal. Hoopes, E. M., 516 Market St., Wilmington, Del. Houghton, Walter L., Adv. Agency (Inc.), Kinney Bldg., Newark, N. J. Howard Adv. Co. (Inc.), Security Bldg., Chicago, Ill. Howard, E. T. Co., Inc., 432 Fourth Ave., N. Y. City. Howland, H. S., Adv. Agency (Inc.), 20 Broad St., N. Y. City. Hoyt, Chas. W., 25 Elm St., New Haven, Conn.; 315 Fourth Ave., N. Y. City. Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City. Humphrey, H. B., Co. (Inc.), 44 Federal St., Boston, Mass. I. Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa. Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City. J. Johnson Adv. Corporation (Inc.), Steger Bldg., Chicago, Ill. Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y. K. Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo. Kay, J. Roland, Co. (Inc.), 172 Washington St., Chicago, Ill. Keane, N. W., 99 Nassau St., N. Y. City. Kiernan, Frank, & Co., 156 Broadway, N. Y. City. Kirland, B. F., Adv. Agency, Lytton Bldg., Chicago, Ill. Klein, Chas. T., 151 W. 96th St., N. Y. City. Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis. Kollock Edward D., 201 Devonshire St., Boston, Mass. L. Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City. Leddy, John M., 41 Park Row, N. Y. City. Lee, L. K., Dispatch Bldg., St. Paul, Minn. Lee-Jones (Inc.), Republic Bldg., Chicago, Ill. Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill. Lovey, H. L., Marbridge Bldg., N. Y. City. Lewis & Bratt Adv. Agency, 1269 Broadway, N. Y. City. Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C. Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass. Lord & Thomas (Inc.), Malters Bldg., Chicago, Ill.; 290 Fifth Ave., N. Y. City. Lovd, Sam, Adv. Agency, 150 Nassau St., N. Y. City. Lydson & Hanford So. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City. M. McCann H. K., Co. (Inc.), 11 Broadway, N. Y. City. McGurkin, Eugene, Co., Morris Bldg., Philadelphia, Pa. McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Deshoro St., Chicago, Ill. McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can. McMullen Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City. Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass. Maclay & Mullally Bros., 60 Broadway, N. Y. City. MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich. MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn. Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can. Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 30 E. 42nd St., N. Y. City. Mallory & Mitchell (Inc.), 189 W. Madison St., Chicago, Ill. Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City. Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga. Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill. Mátos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. C. Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City. Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa. Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City. Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa. Morse Adv. Agency, 35 Milwaukee Ave., W., Detroit, Mich. Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City. Moses Adv. Service, Munsey Bldg., Baltimore, Md. Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y. Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City. Mumme-Romer Co. (Inc.), Spahr Bldg., Columbus, O. Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City. Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City. N. National Adv. Co. (Inc.), Central Savings Bank Bldg., Denver, Colo. Newitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal. Nichols-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill. Nolley Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.; Knahe Bldg., N. Y. City. Norris-Patterson Ltd., Mall Bldg., Toronto, Can. Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn. O. O'Keefe, P. K., Adv. Agency, 43 Tremont St., Boston, Mass. O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill. Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa. P. Palmer Adv. Service, Butte, Mont. Pearsall, W. Montague, 203 Broadway, N. Y. City. Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa. Plattner, M., 93 Nassau St., N. Y. City. Pomeroy Advertising, Brunswick Bldg., N. Y. City. Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo. Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City. Powning, Geo. G., & Son, New Haven, Conn. Preshey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City. Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City. R. Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo. Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y. Richards, Jos. A., & Staff (Inc.), Tribune Bldg., N. Y. City. Roberts & MacAvineche, 30 No. Dearborn St., Chicago, Ill. Rose-Stern Co., 39 W. 32d St., N. Y. City. Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City. Rowlat, P., Albany; 26-28 Adelaide St., West, Toronto, Can. Ruland, O. W., 90 Bible House, N. Y. City. Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City. S. St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa. Sandiass, L. A., 7 Clay St., Baltimore, Md. Savaec, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich. Scheck Adv. Agency, 9 Clinton St., Newark, N. J. (Continued on page 848.)

Green, Carl M., Co. (Inc.), Free Press Bldg., Springfield, Mass. Greene Adv. Co. (Inc.), 530 Atlantic Ave., Boston, Mass. Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn. Guenther, R., 115 Broadway, N. Y. City. Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill. Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill. H. Hanf-Metzger (Inc.), 95 Madison Ave., N. Y. City. Hannah, Henry King, 277 Broadway, N. Y. City. Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa. Haulenbeck, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City. Hays Adv. Agency, 190 Main St., Burlington, N. Y. City. Hibson & Bro., 116 Nassau St., N. Y. City. Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City. Hill, W. S. Co. (Inc.), Vandergrift Bldg., Pittsburgh, Pa. Hill & Tryon (Inc.), First Nat. Bank Bldg., Pittsburgh, Pa.; 29 W. 38th St., N. Y. City. Hollyday's Adv. Agency, Boyce Bldg., Chicago, Ill. Holmes, Frances, 524 South Spring St., Los Angeles, Cal. Honig Adv. Service, Wells Fargo Bldg., San Francisco, Cal. Hoopes, E. M., 516 Market St., Wilmington, Del. Houghton, Walter L., Adv. Agency (Inc.), Kinney Bldg., Newark, N. J. Howard Adv. Co. (Inc.), Security Bldg., Chicago, Ill. Howard, E. T. Co., Inc., 432 Fourth Ave., N. Y. City. Howland, H. S., Adv. Agency (Inc.), 20 Broad St., N. Y. City. Hoyt, Chas. W., 25 Elm St., New Haven, Conn.; 315 Fourth Ave., N. Y. City. Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City. Humphrey, H. B., Co. (Inc.), 44 Federal St., Boston, Mass. I. Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa. Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City. J. Johnson Adv. Corporation (Inc.), Steger Bldg., Chicago, Ill. Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y. K. Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo. Kay, J. Roland, Co. (Inc.), 172 Washington St., Chicago, Ill. Keane, N. W., 99 Nassau St., N. Y. City. Kiernan, Frank, & Co., 156 Broadway, N. Y. City. Kirland, B. F., Adv. Agency, Lytton Bldg., Chicago, Ill. Klein, Chas. T., 151 W. 96th St., N. Y. City. Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis. Kollock Edward D., 201 Devonshire St., Boston, Mass. L. Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City. Leddy, John M., 41 Park Row, N. Y. City. Lee, L. K., Dispatch Bldg., St. Paul, Minn. Lee-Jones (Inc.), Republic Bldg., Chicago, Ill. Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill. Lovey, H. L., Marbridge Bldg., N. Y. City. Lewis & Bratt Adv. Agency, 1269 Broadway, N. Y. City. Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C. Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass. Lord & Thomas (Inc.), Malters Bldg., Chicago, Ill.; 290 Fifth Ave., N. Y. City. Lovd, Sam, Adv. Agency, 150 Nassau St., N. Y. City. Lydson & Hanford So. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City. M. McCann H. K., Co. (Inc.), 11 Broadway, N. Y. City. McGurkin, Eugene, Co., Morris Bldg., Philadelphia, Pa. McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Deshoro St., Chicago, Ill. McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can. McMullen Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City. Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass. Maclay & Mullally Bros., 60 Broadway, N. Y. City. MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich. MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn. Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can. Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 30 E. 42nd St., N. Y. City. Mallory & Mitchell (Inc.), 189 W. Madison St., Chicago, Ill. Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City. Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga. Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill. Mátos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. C. Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City. Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa. Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City. Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa. Morse Adv. Agency, 35 Milwaukee Ave., W., Detroit, Mich. Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City. Moses Adv. Service, Munsey Bldg., Baltimore, Md. Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y. Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City. Mumme-Romer Co. (Inc.), Spahr Bldg., Columbus, O. Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City. Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City. N. National Adv. Co. (Inc.), Central Savings Bank Bldg., Denver, Colo. Newitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal. Nichols-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill. Nolley Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.; Knahe Bldg., N. Y. City. Norris-Patterson Ltd., Mall Bldg., Toronto, Can. Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn. O. O'Keefe, P. K., Adv. Agency, 43 Tremont St., Boston, Mass. O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill. Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa. P. Palmer Adv. Service, Butte, Mont. Pearsall, W. Montague, 203 Broadway, N. Y. City. Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa. Plattner, M., 93 Nassau St., N. Y. City. Pomeroy Advertising, Brunswick Bldg., N. Y. City. Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo. Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City. Powning, Geo. G., & Son, New Haven, Conn. Preshey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City. Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City. R. Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo. Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y. Richards, Jos. A., & Staff (Inc.), Tribune Bldg., N. Y. City. Roberts & MacAvineche, 30 No. Dearborn St., Chicago, Ill. Rose-Stern Co., 39 W. 32d St., N. Y. City. Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City. Rowlat, P., Albany; 26-28 Adelaide St., West, Toronto, Can. Ruland, O. W., 90 Bible House, N. Y. City. Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City. S. St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa. Sandiass, L. A., 7 Clay St., Baltimore, Md. Savaec, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich. Scheck Adv. Agency, 9 Clinton St., Newark, N. J. (Continued on page 848.)

Green, Carl M., Co. (Inc.), Free Press Bldg., Springfield, Mass. Greene Adv. Co. (Inc.), 530 Atlantic Ave., Boston, Mass. Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn. Guenther, R., 115 Broadway, N. Y. City. Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill. Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill. H. Hanf-Metzger (Inc.), 95 Madison Ave., N. Y. City. Hannah, Henry King, 277 Broadway, N. Y. City. Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa. Haulenbeck, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City. Hays Adv. Agency, 190 Main St., Burlington, N. Y. City. Hibson & Bro., 116 Nassau St., N. Y. City. Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City. Hill, W. S. Co. (Inc.), Vandergrift Bldg., Pittsburgh, Pa. Hill & Tryon (Inc.), First Nat. Bank Bldg., Pittsburgh, Pa.; 29 W. 38th St., N. Y. City. Hollyday's Adv. Agency, Boyce Bldg., Chicago, Ill. Holmes, Frances, 524 South Spring St., Los Angeles, Cal. Honig Adv. Service, Wells Fargo Bldg., San Francisco, Cal. Hoopes, E. M., 516 Market St., Wilmington, Del. Houghton, Walter L., Adv. Agency (Inc.), Kinney Bldg., Newark, N. J. Howard Adv. Co. (Inc.), Security Bldg., Chicago, Ill. Howard, E. T. Co., Inc., 432 Fourth Ave., N. Y. City. Howland, H. S., Adv. Agency (Inc.), 20 Broad St., N. Y. City. Hoyt, Chas. W., 25 Elm St., New Haven, Conn.; 315 Fourth Ave., N. Y. City. Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City. Humphrey, H. B., Co. (Inc.), 44 Federal St., Boston, Mass. I. Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa. Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City. J. Johnson Adv. Corporation (Inc.), Steger Bldg., Chicago, Ill. Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y. K. Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo. Kay, J. Roland, Co. (Inc.), 172 Washington St., Chicago, Ill. Keane, N. W., 99 Nassau St., N. Y. City. Kiernan, Frank, & Co., 156 Broadway, N. Y. City. Kirland, B. F., Adv. Agency, Lytton Bldg., Chicago, Ill. Klein, Chas. T., 151 W. 96th St., N. Y. City. Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis. Kollock Edward D., 201 Devonshire St., Boston, Mass. L. Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City. Leddy, John M., 41 Park Row, N. Y. City. Lee, L. K., Dispatch Bldg., St. Paul, Minn. Lee-Jones (Inc.), Republic Bldg., Chicago, Ill. Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill. Lovey, H. L., Marbridge Bldg., N. Y. City. Lewis & Bratt Adv. Agency, 1269 Broadway, N. Y. City. Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C. Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass. Lord & Thomas (Inc.), Malters Bldg., Chicago, Ill.; 290 Fifth Ave., N. Y. City. Lovd, Sam, Adv. Agency, 150 Nassau St., N. Y. City. Lydson & Hanford So. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City. M. McCann H. K., Co. (Inc.), 11 Broadway, N. Y. City. McGurkin, Eugene, Co., Morris Bldg., Philadelphia, Pa. McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Deshoro St., Chicago, Ill. McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can. McMullen Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City. Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass. Maclay & Mullally Bros., 60 Broadway, N. Y. City. MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich. MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn. Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can. Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 30 E. 42nd St., N. Y. City. Mallory & Mitchell (Inc.), 189 W. Madison St., Chicago, Ill. Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City. Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga. Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill. Mátos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. C. Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City. Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa. Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City. Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa. Morse Adv. Agency, 35 Milwaukee Ave., W., Detroit, Mich. Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City. Moses Adv. Service, Munsey Bldg., Baltimore, Md. Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y. Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City. Mumme-Romer Co. (Inc.), Spahr Bldg., Columbus, O. Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City. Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City. N. National Adv. Co. (Inc.), Central Savings Bank Bldg., Denver, Colo. Newitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal. Nichols-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill. Nolley Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.; Knahe Bldg., N. Y. City. Norris-Patterson Ltd., Mall Bldg., Toronto, Can. Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn. O. O'Keefe, P. K., Adv. Agency, 43 Tremont St., Boston, Mass. O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill. Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa. P. Palmer Adv. Service, Butte, Mont. Pearsall, W. Montague, 203 Broadway, N. Y. City. Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa. Plattner, M., 93 Nassau St., N. Y. City. Pomeroy Advertising, Brunswick Bldg., N. Y. City. Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo. Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City. Powning, Geo. G., & Son, New Haven, Conn. Preshey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City. Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City. R. Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo. Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y. Richards, Jos. A., & Staff (Inc.), Tribune Bldg., N. Y. City. Roberts & MacAvineche, 30 No. Dearborn St., Chicago, Ill. Rose-Stern Co., 39 W. 32d St., N. Y. City. Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City. Rowlat, P., Albany; 26-28 Adelaide St., West, Toronto, Can. Ruland, O. W., 90 Bible House, N. Y. City. Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City. S. St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa. Sandiass, L. A., 7 Clay St., Baltimore, Md. Savaec, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich. Scheck Adv. Agency, 9 Clinton St., Newark, N. J. (Continued on page 848.)

An Easy Way to Get Pictures for Your Sheet. Each week we have about fifty high-class half-tone cuts (120 screens) which can be bought at a reasonable price for secondary use in other publications. They represent the current news, people of importance, art, stage celebrities, fashions, sports, humor, and so on. They are just the thing to enrich the make-up of your magazine or weekly illustrated supplement. Address J. D. WHITNEY, BOX 794, NEW YORK CITY

THE Los Angeles Express. The leading newspaper of the fastest growing city in America, maintains a bureau of special information and co-operation in connection with Pacific Coast advertising campaigns. Accurate sales promotion data, regarding distribution and names of dealers in any inc, will be furnished promptly and without obligation by addressing A. K. Hammond, Mgr. Eastern Office, 366 5th Ave., New York City. C. D. Bertolet, Mgr. Western Office, Boyce Bldg., Chicago, Ill.

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

"When the lion and the lamb lie down together, the lamb is generally inside." In the same way, wild or undesirable advertising kills reputable ads alongside of it. Only unobjectionable advertising accepted. In New York It's The Globe. The Globe Advertising



## WAR ON SUBSTITUTION.

**National League Opens a Campaign in Philadelphia Newspapers to Educate the Public Against the Evil—Association Composed of Leading National Advertisers—Charles C. Green is Managing Director.**

In several of the Philadelphia newspapers last week appeared an advertisement of the National Anti-Substitution League, which is the opening gun in a nation-wide campaign of publicity to educate the consumer as to the evils of substitution. A similar size advertisement, 100 lines across 2 columns, will appear each week for the period of at least a year, in these and other newspapers of the country.

This campaign will serve a twofold purpose: To emphasize to the buying public the importance of asking for and insisting upon getting advertised goods, and to point out to dealers the disadvantages of endeavoring to foist upon consumers, goods which are not asked for and not wanted.

The plan is being directed by the National Anti-Substitution League, an organization comprised of the leading national advertisers who have associated together to put the whole truth of the substitution evil before the public. They believe that their united efforts will overcome the discrimination always used against an individual advertiser who dares to tell consumers that dealers have and are substituting other goods for his. The National Anti-Substitution League will invite all the worth while newspapers of the country to co-operate with it to abolish this evil.

### WILL PROTECT READERS.

The newspaper will play a double role: It will protect its readers against deception and at the same time make its advertising columns more valuable and efficient.

The National Anti-Substitution League is a permanent organization with headquarters in the New Stock Exchange Building in Philadelphia.

Its Managing Director is Charles C. Green, who has had a number of years' experience in the advertising field, and who, as manager of the promotion department of the Philadelphia North American, has had an unusual opportunity to study substitution from the publisher's and advertiser's angle, and is peculiarly well fitted to direct this campaign.

Last week letters were sent to all the Philadelphia newspapers explaining the anti-substitution plan and its program. The publishers were asked to pledge space for advertisements measuring 100 lines double column, to appear once a week for a period of fifty-two weeks, the day of insertion being optional with the publisher. It was pointed out that the publishers are vitally concerned because the test of the pulling power of newspapers is sales of the articles advertised; that substitution depreciates the producing value of newspaper space; that when national newspaper advertising directs the consumer to a dealer who through the seductive spoken word diverts the consumer, the newspaper reader, to an unknown and unadvertised article, he becomes a menace to the newspaper; that he destroys what is being built, and robs the newspaper of its prestige and value as an advertising medium.

### CREATING PUBLIC SENTIMENT.

Further, that because there is no law or legal way to reach the "diverting salesman" and "substitution buccaneers," the only remedy at hand is the creating of a public sentiment that will always insist on getting what is asked for. And finally, that a practical way is offered the publisher in which he can join hands with the National and local advertisers to protect their mutual interests by co-operating with the League in the molding of public opinion by means of an educational campaign.

The publishers were quick to respond. Their sentiment is well expressed in the following letter:

The ..... is very much in sympathy with the purpose of your organization. We believe that advertisers who

are spending their money to build up a reputation for their goods should be protected against the counterfeiter who tries to cash in on their reputation in a cheap way.

We want to co-operate in every way to make national advertising pay in our columns. We believe that advertised articles are usually the best and we want our readers to know this.

Your series of advertisements will undoubtedly help our readers at the same time they are helping the national advertisers. We will be glad to donate the space necessary for conducting this national campaign against substitution.

Another view taken is that the movement is in the nature of "advertising insurance;" that the publisher, by co-operating, "provides for the future," through greater efficiency to all advertising, since the publisher, to a degree, must depend upon the success of his advertising patrons.

### PAPERS PLEDGE SPACE.

In the short time of one week, space aggregating \$16,000 has been pledged by the following newspapers: The North American, Record, Inquirer, Press, Telegraph, German Daily Gazette, the Evening Star, News, and Northwest Record. The hearty support given by the local publishers seems to indicate how well the movement will be received when carried to other cities, for Philadelphia, with its purchasing power of nearly two million persons, is well known as a national field.

The publicity is purely educational in character, and does not in any way exploit the products of any individual advertiser or any group of business interests.

One of the first fruits of the movement is a resolution approving of the work of the League, passed on Friday, March 27th, at the meeting of the Association of the Manufacturers Representatives held at the Philadelphia Bourse. The Association, of which H. G. Flint of the Shredded Wheat Company, is president, and J. F. Garber, of H. O. Wilbur & Sons, is secretary, composed of 140 members, went on record unanimously against the trade evil of substitution.

### DISHONEST SALESMANSHIP.

The number and character of replies from the manufacturers voice the "long felt want" of just such a campaign. Many of the letters indicate how the national advertiser has planned, and how hard he has worked to reduce the percentage of these losses due to such practice on the part of the retailer.

In speaking of the campaign and what he terms "Dishonest Salesmanship," Mr. Green said to a representative of THE EDITOR AND PUBLISHER:

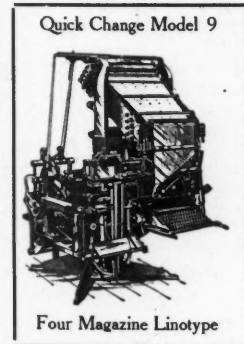
"Just to what extent advertisers are affected by substitution and diverted sales I do not know, but some of my friends figure their losses at twenty per cent. Others claim that fully fifty per cent. of the customers they send dealers are influenced to buy non-advertised goods put up under the dealer's own name or the numerous non-secret brands which are now flooding the market.

"Some very interesting facts were recently brought to light by an investigation of retail conditions. Out of thirty-two persons who inquired for a well known article, only one could not be induced by the dealer to buy something else 'just as good.' Ninety per cent. inquiring for advertised goods asked: 'Have you got so and so?' while only three per cent. said: 'I want so and so.'

"To find a practical remedy to hedge this condition has given me considerable food for thought, and I have come to the conclusion—which is a conviction—that publicity, the power that promotes sales, is the weapon to employ to protect sales and stamp out this nefarious practice. The consuming public must be reached and educated to refuse substitutes, and I am confident that with the co-operation of national advertisers and the newspapers, we can make our slogan 'GET WHAT YOU ASK FOR' right throughout the land.

"We purpose winning the retailer through personal appeal to the cause of 'GET WHAT YOU ASK FOR'—to put him on record as endorsing the movement, and interest him to the extent of placing on his window a sign that will designate his store as one in full accord with the League."

# The MULTIPLE LINOTYPE IDEA



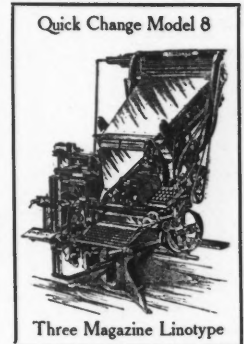
has back of it

**INCREASED  
FLEXIBILITY**

and

**VERSATILITY**

throughout  
the plant



and therefore **INCREASED ECONOMY** in operation and production

**1259 Multiple Magazine Linotypes**  
were sold last year

## 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

## The Duplex Printing Press Company

Will Have in Full Operation  
in the 1914 Printing Trades Exposition

## A 16-Page Duplex Tubular Plate Press and Special Stereotyping Machinery

You are cordially invited to visit our exhibit and inspect this machinery. Also to make our exhibit and booth your headquarters at the show.

## The Duplex Printing Press Company

BATTLE CREEK, MICHIGAN, U. S. A.

New York Office: WORLD BUILDING

No, These ARE NOT the Pictures of Barnum & Bailey's Freaks



Courtesy of the World Forum.

TWISTED PORTRAITS OF MEMBERS OF THE STAFF OF NEW YORK WORLD WHO ATTENDED THE THIRD ANNUAL DINNER OF THE EMPLOYEES OF THE PAPER.

**OCEAN NEWS FOR INLANDERS.**

**Chicago Examiner Introduces a New and Popular Feature.**

The Chicago Examiner has recently started a special news department in the Sunday edition devoted to pictures and news of ocean steamships. The Examiner is the only paper between New York and San Francisco making a specialty of steamship news.

It was started as an experiment and with the thought that there are hundreds of thousands of persons in the United States who have never seen an ocean steamship and to whom this news would be interesting and would cultivate a desire for travel.

The Examiner inserts an information

coupon on this page each Sunday and regularly receives a large number of inquiries for rates, etc.

**Sentinel's Y. W. C. A. Edition.**

The Knoxville (Tenn.) Sentinel, one hundred and twelve pages strong, was issued on March 16, under the editorship of officials of the Y. W. C. A. of that city. It was a distinct triumph for both the Sentinel and the Association women. The paper contained 8 sections and was in many respects a remarkable issue. Mrs. J. D. Varnell acted as the editor in chief for a day and Mrs. L. D. Dyson, as managing editor. The money derived from the sale of the paper will be used toward a new Y. W. C. A. building in Knoxville. Every

phase of the city's activities was covered in this creditable edition.

**Copenhagen Journalist in New York.**

Max Hartwig, the New York World's correspondent at Copenhagen, Denmark, arrived in New York this week and visited the World office on Wednesday. He was specially interested in the workings of the Bureau of Accuracy and Fair Play, with which he has warmly co-operated as a correspondent. When he was notified that the Bureau had been established he discussed it with the American Minister in Copenhagen and other officials, and they all highly complimented the World on taking such step to promote accuracy and justice. Mr. Hartwig is now in Washington, D. C.

**Treatise on Circulation Problems.**

The most complete treatise on "Building a Circulation" we have ever seen has recently been issued as a special bulletin by the University of Missouri, Columbia, Mo. It is written by J. B. Powell, the instructor in advertising at that institution. It contains forty-two pages of valuable information upon the subject. Prof. Powell had in mind the small town newspaper when he wrote the article, but many of the suggestions made apply with equal force to dailies in larger towns. Blanks, form letters, methods of follow up, report blanks, plans for keeping track of subscriptions are furnished. The bulletin ought to be in the hands of every publisher and circulation man.

**CONTESTS DEFENDED.**

**A Correspondent, Himself a Contest Manager, Claims That the Editor is to Blame if a Paper Does Not Hold Subscribers Secured in Competitions—The Difference Between Daily and Weekly Campaigns.**

Richmond, Mich., March 24, 1914.  
THE EDITOR AND PUBLISHER:—

A copy of your worthy publication was brought to my notice, in reference to an editorial under the caption, "Circulation Contest Doomed." The party who furnished this copy to me is one of your subscribers and admirers, and it was intimated by him that an answer to your article would be given fair consideration by you.

To begin with, I deem it advisable to make the confession that I am in the contest business and, therefore, take issue with you on some of the statements quoted in the editorial under discussion. In my estimation, taking your article as a whole, you aim at contests in general and hit none, thoroughly, in particular. You do not seem to be aware—at least it appears from your editorial—that there is a vast difference between subscription contests on daily newspapers, weekly papers and other periodical publications.

**VARIES WITH STYLE OF CONTEST.**

It is my opinion, formed by experience, that a just criticism cannot be given unless the particular style of contest is dealt with.

"But the trouble lies in the fact that only a comparatively small number of subscribers, procured in this way, renew their second term or year." The foregoing sentence, you will recognize as an excerpt from your discussion, and to my mind it is the one statement that shows mis-information or presumption. Did you ever stop to consider that a great many contests, through dire necessity, are conducted by medieval and inferior newspapers? This is an instance where your argument holds good. Why? Because a contest so conducted as a general rule is a failure and when the subscriptions taken in during this contest expire, these people do not renew for the reason that the paper is not giving them value received. Then, again, it is this dissatisfied class of editors that is generally heard condemning the contest system.

On the other hand take the case of a progressive paper. A livewire editor, who is producing an up-to-date weekly newspaper, generally has his time too much occupied to give his subscription department the proper amount of attention. When a contest is properly conducted on a paper of this class, the results are beneficial and lasting. The reason, perhaps, that your figures are so low in estimating the amount of non-renewing subscribers, lies in the fact, that a satisfied publisher has not as much time to sing the doxology of the contest man, as the dissatisfied one has for singing his dirge.

**MORAL PRINCIPLE INVOLVED.**

"Then, too, there is a moral principal involved." Very true, I am pleased to say, and will add that this same moral principle is or should be prevalent in every vocation and profession. But an immoral principle can be tolerated only by a sinister co-operation of promoter and editor.

"Again, while the prize winners are delighted at their success, those who are defeated are disappointed, chagrined, and even resentful." Are you aware that some contests are not run on that lottery basis, but are so conducted that every competing candidate is a prize-winner? Your argument, therefore, does not give justice to the latter-mentioned variety.

You admit, "for the sake of argument,"—and this is merely an argument between men of different opinions—that contests do add many subscribers to the paper's list and do pay when considered from a circulation view-point, but "when considered from an advertiser's view-point, they are worthless." And then you give explanation to your

assertion by saying, "in competitions requiring the sending in of coupons taken from the paper, great bundles of copies are purchased merely for clipping purposes and are then thrown away." This can in no way apply to the weekly and semi-weekly papers for the reason that these papers never print more than a few extra copies, above what is necessary for their mailing lists. And weekly papers do use the coupon system.

**SUCCESS DEPENDS ON EDITOR.**

In summarizing the foregoing, I will lay stress upon the fact that fair argument cannot be produced in arraigning contests in general. The argument has to be more specific so that it will be applicable to a certain kind. A contest, properly managed, with "a moral principle involved" is profitable to a publisher at the present and in the future.

If a subscription contest is able to get the new subscribers on the list of a mediocre paper, why should the contest system be censured because the incompetent editor is unable to hold them as subscribers, by putting out an inferior paper to his competitor?

"There are numerous legitimate methods for getting subscribers," and a vote among the progressive publishers, issuing progressive papers, who have had experience with the contest system, will show a majority in favor of the plan. Of course, this would not include a publisher, who is unable to produce a meritorious paper.

I felt in beginning this "reply" that hundreds of your readers are advocates of the subscription contest and thinking they would appreciate an answer to your editorial, I took pains of submitting these few arguments.

S. B. DOYLE.

**DINNER TO MR. FROTHINGHAM.**

**Friends of the Ad Man Welcome Him from Trip Around the World.**

A welcome home dinner was given at the Aldine Club Thursday evening, March 27, to Robert Frothingham, formerly advertising manager of Everybody's Magazine, who has just returned from a trip around the world. The hosts of the occasion were "Bobs" friends in the advertising field—those who have known him during the many years he has been living in New York. There were eighty of them in all and included among them were some of the biggest men in the business. These men were really glad Mr. Frothingham was back and were willing to pay five dollars a piece for the privilege of expressing their good wishes in a formal manner.

When the cigars were lighted Herbert S. Houston, chairman of the committee that made the arrangements for the dinner, who acted as toastmaster, set the speech making ball rolling in a few witty remarks, and then introduced E. J. Ridgeway, his old boss, who told "How Bob Worked"; William H. Johns spoke on "Bobs Gentle Punch"; William C. Freeman painted "Bob's True Character" in glowing colors; G. B. Mallon, late city editor of the Sun, undertook to solve the mystery of Mr. Frothingham's alleged former connection with that newspaper, and O. J. Gude made it plain to those present that "Bob" is not a bill board.

When it came Mr. Frothingham's turn to reply to the singularly felicitous remarks of the speakers he expressed his appreciation in a feeling manner. There were tears in his voice as well as in his eyes when he told them that it was worth the expense of a trip around the world to return to such a hearty welcome.

Mr. Frothingham then gave a short but deeply interesting travelogue of his journey, illustrated by a large number of colored lantern slides. Many of the pictures were taken by himself and represented characteristic scenes in India, China, Japan, Korea, and Egypt. One of the most interesting, because of its novelty, was an interior view of the Taj Mahal, the most beautiful tomb ever constructed. Mr. Frothingham said that he only secured the pictures after exercising a great deal of silver persuasion upon the guardians of the tomb. It is the only view of the exterior ever made.

Those who attended the dinner included:

- Frank Alfred, J. H. Appel.
- G. B. Baker, P. H. Bancroft, J. H. Birch, Jr., F. L. Blanchard, F. Bellamy, J. P. Birmingham, J. F. Bresnahan, Ray Brown, Stanley Brown.
- E. E. Calkins, Wm. H. Childs, E. F. Clymer, E. C. Conlin, N. Cleveland, H. S. Chapen, J. F. Cross, Jr., S. W. Corman, B. G. Collier, E. G. Criswell.
- Louis Dempsey, J. A. Dingwall, E. Duryea.
- Brooklyn Eagle, J. W. Earle, G. T. Eager, S. Keith Evans, A. W. Erickson.
- T. N. Fairbanks, J. W. Ferguson, W. C. Freeman, Robt. Frothingham, John P. Frothingham.
- W. M. Gerdine, O. J. Gude.
- I. S. Haines, J. T. Handy, A. C. Hoffman, N. R. Hopkins, R. A. Holmes, H. S. Houston, F. C. Hoyt, A. C. G. Hammesfahr.
- W. C. Izor.
- W. H. Johns.
- Guy King, Wm. Krone.
- F. Lawton, Jr., S. E. Leith, F. D. Lewis.
- G. B. Mallon, H. J. Mahin, Hal Marchbanks, E. F. Meyer, J. R. Mix, R. E. Miller, F. E. Morrison, W. C. McMillan.
- J. C. Oswald, R. M. Owen.
- E. G. Pratt, L. E. Pratt.
- F. H. Raisten, H. R. Reed, S. B. Resor, E. J. Ridgeway.
- Chas. Schweinler, R. S. Scarborough, J. A. Steicher, F. G. Smith.
- C. R. Toy.
- W. C. Wellman, H. D. Wilson, Richard Wood.
- J. Zobian.

**CHANGES IN INTEREST.**

**EATON, IND.**—The ownership of the Gas Light, a weekly newspaper, has been acquired by Milton S. Bolerjack of the Albany Weekly Chronicle. Mr. Bolerjack will manage both papers. Sam D. Morris, who formerly edited the Gas Light, has retired from the newspaper field.

**MAHANOV, PA.**—Austin Noonan has bought the American from D. M. Graham, Dr. Seligman, H. F. Bushar and James J. Graham. H. F. Bushar has been appointed editor.

**MARKLE, IND.**—George R. Dale has bought the Gazette of Mr. and Mrs. B. M. Kester. Mr. Dale was formerly publisher of the Hartford City Journal.

**BEEMER, NEB.**—O. N. Mayfield has sold the Times to H. H. Pease, former editor of the Stromsburg News. Mr. Mayfield has joined the editorial staff of the Norfolk News.

**WISNER, NEB.**—H. A. Crane, formerly foreman of the paper, has bought the Free Press from S. W. Kelley and will enlarge the paper.

**EGELAND, N. D.**—J. R. Tovey has bought the Enterprise of Melvin O. Long, who has conducted the paper for many years.

**TOWNER, N. D.**—D. R. Carlson, recently of Bottineau, has bought the News-Tribune from F. B. Haines. The new owner was a former editor of the Courant in his home town.

**ASHTON, IA.**—R. R. Russell of Webster, and for 12 years connected with the Reporter and Farmer, has leased the Chronicle from R. C. Burde and assumed control April 1.

**SULPHUR, OKLA.**—J. H. Casteel has bought the Democrat from the estate of J. Y. Schenck. Mr. Casteel will edit and manage the paper. The former owner was killed last August.

**GRANDVILLE, MICH.**—Charles F. Gee has purchased the Star from William Shaw. Mr. Gee will act as publisher.

**BIG CONVENTION ON STEAMER.**

**I. C. M. A. Members to Meet on the Noronic June 13 to 19.**

The Sixteenth Annual Convention of the International Circulation Managers' Association will be held on board of the new Steamer Noronic on an up-the-lakes trip from June 13th to 19th inclusive. The members of the I. C. M. A. will come from all sections of the United States and Canada as far west as California and Vancouver and as far south as Galveston. They will meet in Detroit on Saturday, June 13th, and be transported from Windsor (opposite Detroit) to Sarnia, by special train. They will board the boat at Sarnia at 3 o'clock on June 13th, and while en route to Duluth, Minn., they will hold their social events and banquets throughout the week, returning to Sarnia landing Friday, June 19th.

Arrangements on this trip have been in charge of A. E. MacKinnon, the idea man of the New York World, who is chairman of the Entertainment and Transportation Committees. It is understood that some parlors will be set aside for the use of premium concerns and it is expected that the novelty of the whole convention on board the steamer, in addition to the entertainments provided, will insure the largest attendance in the history of the organization. There are now 350 members of the association, the membership representing practically every leading daily newspaper in the United States and Canada.

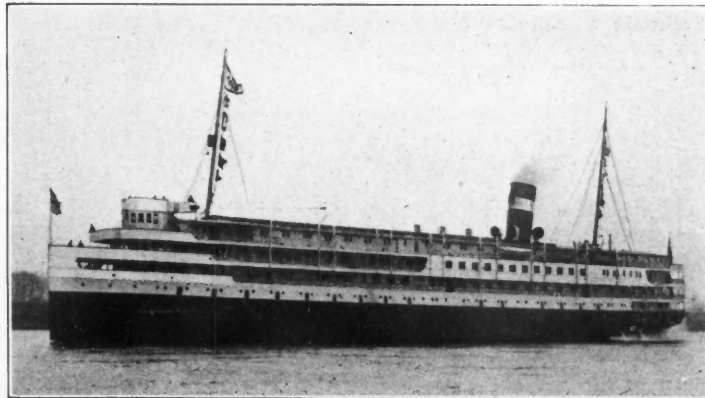
Sidney D. Long, circulation manager of the Wichita Eagle, is president. Joseph R. Taylor, business manager, Grand Rapids, Mich., Press, is secretary and treasurer. Mr. D. B. G. Rose, of the Louisville Post, chairman of the Publicity Committee of the Association, states that all that is necessary to secure transportation is to make application to the secretary of the Association, Joseph R. Taylor, Grand Rapids, Mich., Press, or to some officer or member.

**Times' Artistic Easter Number.**

The Easter Number of the New York Times, which appeared Sunday, featured rotogravure reproductions in color of thirteen gems of the Altman collection of old masters, now in the Metropolitan Museum of Art. These reproductions have been highly praised for their artistic merit. An edition of 250,000 copies was printed, which was oversold. The Times will reproduce thirty-eight additional old masters from the same collection tomorrow. The famous German rotogravure process will again be used.

**Changes Political Policy.**

The South Side Signal, of Babylon, Long Island, one of the oldest newspapers in Long Island, announced on Friday that hereafter it will be a republican newspaper. Six of its directors are republicans. The Signal has always been non-partisan in politics, although Henry Livingston, its founder, was a democrat.



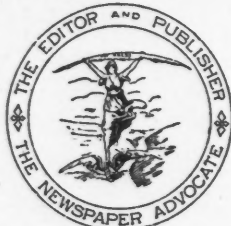
STEAMER NORONIC, CONVENTION HALL AND HEADQUARTERS OF THE I. C. M. A. JUNE 13 TO 19 ON THE LAKES.

## 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  
Beckman. 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

New York, Saturday, April 4, 1914

**T**HE difference between hurrah and hustle is the difference between the new broom and the vacuum cleaner. One makes an impression for a few days, but the other grinds along and gets clear down into the roots of things day after day. There is always a reaction after a hurrah. There is no slipping back after hustling because—like a commodity mentioned in the Sunday school books—it brings its own reward.—Joseph Blethen.

### AS TO NEWSPAPER STATEMENTS.

In the advertising world an immense amount of interest centers upon the statements filed by the newspapers with the Postal Department on April 1. Advertisers, advertising agents, and advertising managers who have the placing of millions of dollars' worth of publicity are desirous of studying them, because the information they contain may compel them to revise the list of mediums they are using, and change their plans of campaign.

Under the law the newspapers are required to give their net paid circulation for the six months preceding April 1, "net paid circulation" meaning all copies sold, whether to subscribers, newsdealers or other persons. There is no chance for an evasion of this responsibility. Newspapers not complying with the law will lose the second class mail privilege, one of the most valuable concessions granted any business by the Government.

Advertising rates are based on circulations and circulations are the guide posts that tell the advertiser where he can spend his money to the best advantage. Correct-circulation figures have been hard to obtain. The directories try to give them, but only partially succeed. Some publishers boldly print them at the head of their editorial columns. It was not, however, until the law requiring sworn statements as to ownership and circulations was adopted that it became possible to know the truth about all the newspapers.

With these facts in mind publishers ought to be alive to the value of their reports to manufacturers, merchants and all others who are seeking a market for their goods, and make certain that they have as wide publicity as possible. To bring its circulation statement to the attention of advertisers through the mails will cost a newspaper at least \$100. To do the same thing through the Editor and Publisher the expense will be only \$25. The statements will be set in uniform style and occupy one quarter of a page each. The advertisers and others who are interested can clip these out and paste them in their rate files for reference.

The EDITOR AND PUBLISHER last October printed four times as many of these statements for the preceding half year than any other publication in the United States. The newspaper owners and editors now realize that a Government statement of circulation is just as authoritative as a national bank statement.

### EXPOSITION FREE AD GRAFT.

The press agent scheme for wheedling money and free publicity for the Panama-Pacific Exposition out of the newspaper publishers, devised and promoted by George Hough Perry, director of the promotion department of that institution, described elsewhere in this issue of the EDITOR AND PUBLISHER, is one of the cleverest sprung up on the publisher's in many moons. It is, however, as inconsiderate of the interests of the newspaper publisher as it is unflattering to his intelligence.

When Mr. Perry undertook the exploitation of the Exposition he found himself facing the toughest proposition in his business career. For two years he has been trying to discover how to secure an abundance of free advertising without paying for it. That's what he was hired for by the board of directors, who argued that there was no need of making any appropriation for newspaper advertising when they could secure the services of such an able publicity man as Mr. Perry, who knew how to "work" the press in an artistic manner.

It must be said to Mr. Perry's credit, however, that he tried hard to secure from the board of directors a sufficient sum of money to enable him to advertise the exposition in a proper manner, but was unsuccessful.

Like the Panama Canal, the Panama-Pacific International Exposition is an enterprise which every good American must support to the best of his ability. But more than that should not be demanded. Yet the Bureau of Exploitation of the Exposition management is willing to have every publisher in the country make a sacrifice for it—a sacrifice which can only be made at the expense of the thing most essential to the newspaper publisher—a sound circulation.

Such a sacrifice should not be expected of the publisher were the Exposition more national in its character than it is. California captured the exposition as a free advertising opportunity, and now, rather than make an expenditure in paid display advertising, hopes to get the very best in this line for nothing.

But why not pay for this service? Mr. Perry says that no advertising appropriations have been made. Why not make them? It is possible in this day to make anything a success with advertising of the sort and quality of the right kind. The more San Francisco advertises, the greater will be the gate receipts. Why not do this? And last, but not least, the question may be asked: If the newspapers are good enough to promote interest in the Exposition, and increase the number of visitors, should they not be paid for this service in the plain coin of the realm?

### "THE WORLD'S GREATEST NEWSPAPER."

When Emerson wrote, "hitch your wagon to a star," he did more for the welfare of his country than was ever accomplished by a General or an Admiral in winning a battle, or by a zealot in founding a new Religion, or by an inventor in harnessing to the uses of mankind a natural force; for he gave to Americans, in six words, the Magic Creed of Incentive, on which has been builded every big thing in our National life.

The Chicago Tribune, hitching its wagon to a star of the first magnitude—and hitching it to stay—has adopted for itself the creed and slogan, "the world's greatest newspaper." If it is entitled to that claimed designation, the fact has endless interest to all Americans.

The Chicago Tribune is so sure of its right to that title that it has made of it a protected trademark and says, in effect: "There is our wagon, hitched to the fixed star of fact—and you can't unhitch it!"

There's a lure and a magic in the claim. And, if true, there's a significance in it for all people who do business on a large scale which would be difficult to overestimate. For "the world's greatest newspaper" should present the world's greatest opportunity to people who have anything to sell in the sphere of its influence and domination.

Exactly why and how it deserves the designation

is a theme big enough for a series of notable, illuminating advertisements; and these will be printed, during the year, in THE EDITOR AND PUBLISHER.

It would be quite appropriate if these should prove to be, as it is predicted that they will be, the world's greatest series of advertisements of a newspaper ever printed.

A woman subscriber writes us that her aunt had recently been able to learn from the Editor and Publisher the whereabouts of the journalist who was best man at her wedding years ago. A New York newspaperman once said that the chief value of the Editor and Publisher to him was in helping him to keep track of his friends and acquaintances. The publisher of a daily in one of the smaller cities tells us that he has obtained from the E. & P. more practical suggestions about running a newspaper than he has found in any other publication. Printing press manufacturers find it invaluable in keeping track of the changes in ownership in the newspaper field and supplies them with the names of new publications that may become possible buyers of their machines. The Editor and Publisher appeals to the general advertisers, agents and space buyers because it brings them in direct contact with the live wires of journalism. In fact, every number of the paper contains matter that ought to line the pockets of its readers with real money.

As much swindling is done under the guise of teaching journalism by mail as under other forms of fakery. It is really remarkable how many people there are in the world who want to learn how to write for the newspapers and are willing to pay all the way from \$5 to \$50 to the swindler who either anonymously or working under a high sounding title, promises to instruct them by correspondence. There are, of course, a few reputable institutions that give students an honest equivalent for their money, but the most of them are frauds. A concern in Washington was recently shown up by the Chicago Record Herald. If a young man wants to take up newspaper work and cannot attend one of the well known schools, he should consult some competent journalist and ask him to recommend a correspondence course that is of real value.

### AS TO THE WORD "JOURNALIST"

New York, March 31.

EDITOR AND PUBLISHER:

Please don't revive "Journalist." It is a dead one. Try something less archaic.

The "journalist" was the pretty boy of an earlier journalism whose weaknesses led to his own downfall. He was never tolerated in masculine company. He never wore "pants" like the rest of us, and we never wore corsets, as we often suspected was his habit. He never attended political meetings or ran to fires or covered Police Headquarters, or even played poker, be the limit ever so small. The sight of blood always made him sick.

I can see him now with his cape coat, walking stick and gloves, timidly handing to the night desk his gleanings from a world to which we were entire strangers.

Out of sheer disgust with the critter, newspaper writers and reporters cut "journalist" out of their vocabulary and fell back upon "a newspaper man" as being sufficiently descriptive of their status in the world of letters, awkward as it undoubtedly is.

Journalists, saloonists, walkists, shootists, faddists, fusionists—all of the same class.

Let us burrow into our Century and see if we can discover that which you are in search of. There's chevalier and halberdier and boulevardier and brigadier and even gambolier, who had a gifted son. And while we are about it, why not at the same time evolve something for the Sex whose members—God bless 'em forever and a day—are swarming into the newspaper business? There's soubrette and grisette and coquette and cigarette and pantalette.

Why not, then, "Journalier" for the newspaper writer who wears pants and "Journalette" for those who don't?

HOW ABOUT IT?

## PERSONALS.

Col. Henry Watterson and Mrs. Watterson, who are in Rome, were entertained at luncheon last week by Ambassador and Mrs. Page.

James Keeley, editor of the Chicago Tribune, is in Europe on a vacation. He will return the latter part of April.

J. McCan Davis, president of the American Associated Newspapers, and formerly publisher of the Springfield (Ill.) News, contributes to the Hamiltonian for March an appreciative article on Shelby M. Cullom, with whom he was intimately acquainted.

Joseph F. C. Clarke, a widely known and experienced journalist of New York, is going to Japan, China and Manchuria for the New York Sun.

W. L. Halstead, who has been business manager of the Atlanta Constitution during the past two years, has handed in his resignation, to take effect May 20.

Charles Scholz, business manager of the New York Tribune, gave a talk on "Newspapers" before the pupils of the Julia Richmond High School, 6th avenue and Thirteenth street, March 28.

Einar Hilsen, editor of a Norwegian newspaper at Christiania, is in Chicago, where he recently delivered an address on Norway's great centennial exposition which opens in Christiania May 15.

Hugh A. O'Donnell, formerly business manager of the Philadelphia Press, recently delivered an address on "The Goodness of Journalism" before the National Catholic Educational Association.

Louis T. Golding, general manager of the St. Joseph (Mo.) Press-News, has been called to the bedside of his mother, who is dangerously ill at Perth Amboy, N. J.

Sam B. Trissel, editor of the San Juan (P. R.) Times, is in New York for a visit. He was a war correspondent in the Boxer troubles and was in Manila when Taft was governor. He saw General Lawton killed.

A. C. Weiss, editor and publisher of the Duluth (Minn.) Herald, who recently underwent an operation at Rochester, Minn., is reported on the road to recovery.

Jacob Riis, former New York newspaper reporter, active philanthropist and close friend of Theodore Roosevelt, has so far improved in health at a Battle Creek sanitarium that he is now able to go out in a wheel chair for the air each day.

H. N. Gitt, proprietor of the York (Pa.) Gazette, has announced his candidacy for the Democratic nomination to Congress.

James A. Metcalf, a practical newspaper man and former publisher of several country papers, has become editor of the American Press.

John T. Toler, formerly business manager of the New Orleans Times-Democrat, has returned to the Atlanta Constitution, with which he was formerly connected, to take charge of the circulation department of that newspaper.

Louis M. Antisdale, editor of the Rochester (N. Y.) Herald, recently declined an appointment as member of the State's Workmen's Compensation Commission.

Roy Howard, president of the United Press Association, has just returned from a ten thousand mile trip around the

circle to New Orleans, Los Angeles, Frisco, Portland, Seattle, Minneapolis, Chicago.

Governor A. O. Eberhart, of Minnesota, has been elected a member of the National Association of Newspaper Correspondents.

George F. Gregg, owner of the Goshen (N. Y.) Democrat, has been elected president of the town for the coming year.

Herbert K. Hambly has become editor of the Tarentum (Pa.) Daily Telegraph, a new paper.

Col. James Elverson, Jr., owner of the Philadelphia Inquirer, who was recently commodore of the Larchmont Yacht Club, was given a banquet at the Waldorf-Astoria by George C. Boldt, March 27.

Robert N. Davis, editor of Munsey's string of publications, has returned from a European trip and is looking remarkably well. He is again reading 1,000,000 words of fiction each week.

George B. Gallup Jr., who has been on the advertising staff of the Cosmopolitan Magazine in New York the past two years, has returned to his home in Boston, where he will sell subway advertising.

President Carrol J. Swan, of the Pilgrim Publicity Association, of Boston, has been made a lieutenant in the First Corps Cadets, of that city.

W. J. McBeth, who has been covering the American League for the New York American, has been appointed sporting editor of the New York Sun.

## GENERAL STAFF PERSONALS.

Waldo P. Warren, late publicity manager of the Philadelphia Public Ledger, has resigned in order to re-enter the employ of Marshall Field & Co., Chicago, with which he was connected from 1900 to 1907.

A farewell dinner was given on April 3 to George F. Hartford, the advertising manager of the Chicago Inter-Ocean, who is leaving that paper after a service of sixteen years, to establish a weekly newspaper in the Willow River district of the Canadian Northwest.

William J. Mingle, Jr., has succeeded W. A. Vitty as manager of the New York office of the Keystone Type Foundry of Philadelphia.

George A. Von Massow, who has been with the Illinois Staats-Zeitung and the Chicagoer Presse for the past thirty years, resigned last week to become associate editor of the Chicago Echo Post and Beobachter, a German weekly.

T. A. Daly, Philadelphia Press humorist and poet, will read some of his Mc-Aroni ballads before the Cleveland Ad Club at its annual meeting and banquet, April 8.

Bert E. Barnes, who has been telegraph editor of the Scranton (Pa.) Evening Truth, is now telegraph editor of the Indianapolis (Ind.) Evening Sun, which paper has just moved into a new and larger plant.

E. R. Hatton, circulation manager of the Detroit Free Press, and Mrs. Hatton, who was Miss Myra Dickinson, are on a wedding trip to New York.

Lucien Cary, literary editor of the Chicago Post, was a speaker at last week's meeting of the Chicago Women's Club.

N. S. Davies, managing editor of the Crookston (Minn.) Times for many years, has resigned to enter another field.

## WASHINGTON PERSONALS.

Dr. Friedrich Glaser has come to Washington as correspondent of the Berliner Tageblatt. Dr. George Barthelme, of the Cologne Gazette, is the only other representative of a German newspaper in Washington.

Ralph Pulitzer, president of the Press Publishing Company, and Alleyne Ireland, of the World, were visitors to the Press Galleries of Congress during the tolls fight this week.

M. Brice Clagett, formerly of the Post, and more recently of the Star, has joined the Capital staff of the Associated Press, succeeding Henry A. Palmer, formerly of the Indianapolis News, who resigned to do magazine work in Chicago.

Percy Bullen, New York representative of the London Telegraph, and Mr. Bateman, New York representative of the London Chronicle, reported the Canal Tolls fight in the House for their respective newspapers.

Dr. J. A. Macdonald, editor of the Toronto Globe, who has been spending some time in Florida, is stopping off in Washington on his way home.

P. H. McGowan, of the Brooklyn Standard Union, Jacksonville Times-Union, and Columbia (S. C.) State, is enjoying a well earned vacation in Summerville, S. C. Parker Anderson will look out for his papers in his absence.

Oswald Schuette, of the Chicago Inter-Ocean, acting chairman of the building committee of the National Press Club, reports that the roof garden will be ready for opening before May 31.

Richard H. Waldo, advertising manager of the Good Housekeeping Magazine, and Robert D. Heiml, editor of the Good Storekeeper, were visitors in Washington this week.

Harry J. Brown, correspondent of the Portland Oregonian, has been elected chairman of the House Committee of the National Press Club, and Oswald Schuette a member of the committee.

W. A. Hildebrand, publisher of the Greenville News and National Gazette-News, is in Washington for a few days.

## IN NEW YORK TOWN.

A. S. Draper, private secretary to Ogdan Mills Reid for the past year and a half, has succeeded W. H. Hayes as Sunday editor of the Tribune. Mr. Hayes returns to the advertising department. Mr. Draper was for three years night city editor of the paper, and has had considerable experience in the editorial department.

Miss Ethel R. Peyser, editor of the Woman's and Children's Departments of the Tribune, has resigned.

John McNaught, editorial writer on the World, recently took a trip to San Francisco, where he had not been since the earthquake. Mr. McNaught was managing editor of the San Francisco Call at the time of the disaster, and is a former president of that city's press club.

Alexander H. Noyes, financial editor of the Evening Post, recently addressed the Economic Club of Indianapolis on "Should Sherman Law Be Amended?"

Ranulph Kingsley has joined the city room staff of the Press.

W. A. Orr, city editor of the Tribune, was a guest at the Legislative Correspondents' dinner in Albany Thursday.

Jim Haigney, who for years was in

charge of the down town business office of the Brooklyn Daily Times, has gone over to the Standard Union. "Jim" is a live wire, and very popular with advertising men.

## Aldermen Pass False Ad Ordinance.

The Board of Aldermen on Tuesday passed an ordinance making it a misdemeanor to publish false or misleading advertising in newspapers or circulars or on billboards. False medical advertisements are included in the prohibition. The penalty upon conviction may be a fine of from \$25 to \$250 or from five days to six months in prison.

The Sphinx Club, of New York, will hold its final dinner of the season, at the Waldorf-Astoria, Tuesday evening, April 14.

## DREIER'S "VAGABOND TRAIL."

Thomas Dreier, who calls himself a vagabond, has just brought out a book entitled, "The Vagabond Trail,"\* in which he has embodied some fresh ideas and much original philosophy. I spent an evening reading its pages, and when I closed the volume, I felt I had looked into the very soul of one who early in life has found the true secret of happiness.

I am not going beyond the mark when I say that Mr. Dreier is an unusual young man. He is a thinker, as well as a dreamer. His ability in self analysis has been developed to a marked degree. His philosophy is flavored with optimism and based upon common sense. It is strongly religious but never mawkish or sentimentally sloppy.

Dreier looks upon life through cheerful and hopeful spectacles. He welcomes the bitter and the sweet impartially. The disappointments, the hard lessons of experience, and the failures he has scored he regards as blessings in disguise. He takes you inside the door of his heart and allows you to see his innermost feelings.

Mr. Dreier, as many of the readers of THE EDITOR AND PUBLISHER know, is just a plain every day advertising man, who resides in Cambridge, Mass., and edits Associate Advertising, the official organ of the Associated Advertising Clubs of America. He is not in any sense a literary highbrow, nor is he puffed up with self conceit because of his success in interesting men in things that pertain to the life of the soul. Those who have met and talked with him, as I have, will tell you that he possesses good looks, a winning personality, and a frank, honest and convincing way of speaking that wins him friends wherever he goes.

I could not quite understand why Dreier calls himself a vagabond or entitled his book "The Vagabond Trail," until I came across these sentences from his pen:

"The Vagabonds are neighborly folk whose work is to wander about their own neighborhood and their own homes seeking the best in all persons and things and making known their discoveries. They understand that the goal of all men is happiness, so they aim to help their neighbors find it, thus finding it for themselves.

"They are filled, as Emerson says, 'with the love of courage, the love of courtesy, the love of honor, the love of high aims and great actions, the love of the poor and the helpless, the love of a spotless name and a spotless life, the love of kindred, the love of humility of spirit, the love of forgiveness, the love of beauty, the love of love, the love of God.'"

Mr. Dreier's philosophy is of the helpful kind. Sometimes it reflects the impetuosity, and to a degree, the inexperience of young manhood, but is none the less appealing to those of us who have grandchildren. Tomorrow Dreier may look back and smile to himself at some of the things he has written in this new book of his, but the rest of us know that there is nothing in it of which he need be ashamed.

\*"The Vagabond Trail," by Thomas Dreier, Griffith-Stellings Press, publishers and printers, Boston.

**WILSON'S PHILOSOPHY.**

**Cosmopolitan's Ad Manager Gives Young Men the Results of Experienced Observation—Ideas That Ought to Be Worth Money to Toilers on the Advertising Highway—The Kind of Men Who Win.**

[Extracts from a talk by Henry D. Wilson, Advertising Manager of the Cosmopolitan Magazine, delivered before the 23d St. Y. M. C. A. class in advertising on Wednesday, March 25.]

The value of a course of education is generally in inverse ratio to its cost—meaning I think, that nine tenths of the value of any given course is up to the person taking it, not the person giving it. Along any given line of knowledge anything is good enough till you know something better. Each little bit should be a rung in the ladder to carry you higher up till you get to the top, and then you will find yourself lonesome—that's the penalty of success, and the only place left to you to look for sympathy is in the dictionary.

Out of your own mentality must come your future. Don't think over much of getting money—think of getting rich in accomplishment, in doing some one thing better than those around you. Think of honesty of purpose, think of uplifting your minds to the highest possible ideal. Don't stick at what you are set to do, if you cannot concentrate on it. In other words, learn to love what you are doing, learn to be enthusiastic on the results you are going to get out of your work, learn that nothing great can be accomplished without suffering and hardships; if it comes easy, it's not worth having; learn how to utilize your spare time so as to have the least possible waste.

**VALUE OF GOOD ASSOCIATES.**

Try to associate with people who know more than you do. Environment has more to do with molding your characters than you can possibly know—because it's only by looking backward that you can tell. The only asset a young man has is work performed.

Some college men have education but lack instruction, while the office boy who has risen from the ranks and is working shoulder to shoulder, has instruction, lacking education. Both fail without tact and strong personality.

No young man is really worth while until he starts to grow a savings bank account. Get method into your daily life, the first of which should be 60 minutes each day to reading. Make your life a vocation, not a pastime.

Remember success comes through effort. Study the men around you who are climbing. Don't ask for help—help yourself, because you'll find as you grow older opportunity is behind you as well as before.

In youth we show our wares often in our faces, our alertness to see and seize opportunity, our mistakes, our enthusiasm, our initiative, our industry, our tact.

**LEARNING BY LISTENING.**

Learn to be a good listener; it's essential, it's imperative; the other fellow also knows something—you'll be surprised how much he knows you don't.

Money may be the root of all evil—but money itself has no roots, it wanders, it is restless, it must be on the move, it takes more than nimble fingers to catch it—it takes some qualities of brain backed up by some sort of an

exact science, and few—comparatively few there are that get even the rudiments.

As a reward for service give a man an opportunity for larger service.

A good advertising solicitor talks slowly, distinctly and deliberately—and stops when he has said it. If he is not actually convinced of each statement before he says it, he cannot convince the listener. Therefore, to be successful a solicitor must be honest. The advertising man must keep in touch with the world's progress outside of his own immediate sphere of thought and action.

You never can tell the breadth of a man's mind by the shape of his head.

Dealers who offer bargains get rich quicker than those who accept them. The benevolent gag to me is always thin. The manufacturer turns over his supplies to the retailer and he in turn benevolently turns it over to the gullible bargain hunters.

My credit is always good when I want to borrow trouble.

Minds are great in proportion to their thinking inward against their thinking outward.

The mass think outward usually through their eye. The few think inward with their eye closed for a limited number of minutes each day. One in a million gives an hour or more in the twenty-four to introspection. The latter think for the world and people doff their bonnets to them whenever they put their thoughts to press.

**DIGGING FOR SUCCESS.**

Some minds dig with a dictionary, some with their souls, some with their passions, some with their experiences, some with their eyes, some with their imaginations, but each digger reflects himself in the last analysis.

We are all here to do the best we can but how much better than our present best we would do if someone would teach us to think inward instead of outward. That's a problem that has to be solved, and it will only be solved in the manner that the Scotchman procured an ideal wife. He caught her young and trained her to his own ideas—all her shortcomings he blamed on himself—not on her.

Success is that for which all men hope and which a few know themselves capable of attaining. Don't echo—Evolve.

I don't care what walk of life a man may be in, if he has industry he'll be a success. Initiative and enthusiasm add to the measure of his success—and tact adds still more, but few there be that either possess or try to acquire the full string. When you do find one with all these qualities you'll find a fellow heading for the front row.

**PATIENT PLUGGING THE THING.**

Life's race is not a hundred yard sprint—it's the patient plugger who wins the Marathon laurels. He must teach himself to sprint occasionally through the race when necessity demands. To the man who follows advertising for a living, selling the truth is just as essential as telling the truth. He first learns success in a small way by achieving it often—when the big opportunity comes he is ready for it.

To be a success in advertising—you must battle for it; just as if you want knowledge—you must toil for it; food—you must work for it; pleasure—you must strive for it.

The most powerful armor of this Century is a brain cultured by education and knowledge—and then brought to a keen edge upon the grindstone of experience.

Somebody said man was made to mourn. He was not—he was made to work out his life and in the work get as much pleasure out of each 24 hours as he has capacity to digest. No matter what job you undertake, if you can't work up a new layer of enthusiasm each day on it, get out, you can't succeed if you can't enthuse.

You have got the A. B. C. of advertising—add three more letters of the alphabet each year—after a year or two you will be adding six—then when you get the entire 26, you'll know enough to start all over again—for no man living has yet reached the reading stage in this art.

**THE TORONTO PROGRAM.**

**Some of the Addresses That Will Specially Appeal to Journalists.**

Among the addresses to be delivered at the Toronto convention of the Associated Advertising Clubs of America, next June, that are of special interest to the newspaper men are the following: "How Can the Efficiency of Newspaper Advertising Be Increased?" by Wareham Smith, the private representative of Lord Northcliffe.

"World Publicity as the Englishman Sees It," by Charles F. Hingham, of London.

"Undesirable Advertising," by Merle Sidener, of Indianapolis.

"Giving Advertising Managers Information How Their Goods Are Handled in the Stores," by C. R. Lippmann, of New York.

"The True Functions of a Daily Newspaper," by Elbert Baker, of the Cleveland Plain Dealer, president of the American Newspaper Publishers' Association.

"Facts About Daily Newspapers and Their Territories That the Agents Ought to Know," by Elon G. Pratt, of the J. Walter Thompson Company, New York.

"An Analysis of Price Maintenance With the Effect Advertising Has on Each Factor," by Prof. Paul T. Cherrington, of the Harvard Graduate Business Research.

**Convention of Southern Writers.**

The League for Southern Writers will hold a convention at Louisville, Ky., on April 7. The object of the association is the advancement of education in the South, co-operation of writers for their mutual benefit and interchange of opinion. Mrs. Rutledge Smith is president of the league. Among the prominent women invited to be present and take part in the program are: Miss Sophie Irene Loeb, Mrs. Martin W. Littleton, Mrs. P. P. Claxton, Mrs. W. B. Romine, Mrs. Kate Langley Boshier, Mrs. Cora Harris, Mrs. Katherine Chapman, Miss Maria Thompson Daviess and all Kentucky's quota of literati. Round table discussions of journalistic and literary topics will be especial features.

**For Your Financial Page**

A concise weekly summary of BUSINESS AND FINANCIAL CONDITIONS in the United States, compiled from reports of special correspondents in all the important trade centers.

Now used by twenty prominent dailies, with a combined circulation of over a million and a half.

Write **W. S. Cousins**, Editor, "The American Banker," 420 East 149th Street, New York, for information.

**Don, Dot and Duckie**

A New 7 Col. "kid" strip  
By Frank W. Hopkins

**The International Syndicate**  
Baltimore, Md.

**MOST CONVENIENT**

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

**PREPARE FOR BASE BALL SEASON**  
BY THE USE OF THE  
**FLEXITYPE DRY MAT**

you will be enabled to carry the story of the game to the last play, change 'heads' as often as desired and to start your press with TWO PLATES WITHIN 3 MINUTES from the time the last line is placed into the form.

**THE FLEXITYPE CO.**

1570 WEST 3rd STREET, CLEVELAND, OHIO

**A Great Feature Service**

in mat form—eight pages—the output of *The Philadelphia Press* organization. Every feature is high grade and a puller.

Beauty—Health—Home—Housewife—and other strong pages—See for yourself—Send for sample pages!

**World Color Printing Co.**

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

**USE**

**UNITED PRESS**

**FOR**

**Afternoon Papers**

General Offices, World Bldg., New York

**Pony Reports**

BY TELEPHONE

**Day or Night**

All the news up to press time.

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

**Have You Seen the Proots?**

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

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
41 Park Row New York City

**3 Daily Comics**

Scoop, Foot of Fun, Daily Laugh

The International Syndicate  
Features for Newspapers, Baltimore, Md.

**John B. Gallagher & Co.**

Feature  
Industrial } Editions  
Trade }

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

## ON GETTING BUSINESS.

**How the Nashville Tennessean and American Secures Advertising from Wholesalers, Jobbers and Manufacturers—A Simple Plan That Has Been Productive of Excellent Results—Interesting the Salesmen.**

By J. H. ALLISON.  
*Business Manager of The Nashville Tennessean and American.*

When I came to the Tennessean and American I found a department known as "The Firing Line," a feature of our Sunday edition, conducted with a two-fold purpose:

First, in the interest of traveling salesmen, jobbers and manufacturers; second, as an advertising producer.

The firing line department is the weekly organ of the traveling salesmen, manufacturers and wholesalers. It is also valuable to the Tennessean and American as a news feature, and, consequently, is a good circulation producer. This department is in charge of two men—one an experienced and well-known commercial traveler who is in close touch with all commercial travelers' organizations, and who is personally acquainted with the jobbers and manufacturers of the city; the other, an experienced newspaper reporter.

The reporter makes regular weekly visits to the various jobbers and manufacturers, secures personal items in regard to the men on the road, prepares articles on different lines of business, and is always alert to the advancement of the jobbing and manufacturing interests of the city.

### SUCCESSFUL SALESMEN PORTRAYED.

Short sketches of successful salesmen, with their pictures, are printed regularly. Then there are interesting feature stories which appeal not only to salesman, jobber and manufacturer, but to the general reading public as well. The firing line is not only read by the traveling salesmen, jobbers and manufacturers, but by their customers, because the Tennessean and American circulates in their very territory. And therein lies advertising value. Next to this news matter appear the announcements, standing cards and advertisements. With this strong pull behind him, the advertising salesman, who is in personal touch with the jobbers and manufacturers, secures copy.

I know of no better way to develop advertising among these branches of trade than a department of this kind. It enables us to interest the jobber and manufacturer regularly each week.

As a rule, newspapers carry little copy from these sources, except in special editions. As for results, I leave it to your judgment as space sellers, which is preferable: a small advertisement setting forth the firm's business fifty-two times a year, or one big display occasionally?

### NEWS FEATURES IN ADVERTISEMENTS.

The news feature makes the advertising valuable, and we are sure that we could not carry this line of advertising were not these branches of business, to which advertising in the daily newspapers do not usually appeal, given a special feature. By the firing line a new field is opened and developed. The jobber and manufacturer largely do a reasonable business, so, particularly in the spring and fall, we find these dealers using large space advertising their new stocks to the trade along the same line as the retailer appeals to our readers.

Then, another most important point: The traveling salesmen are assisted by their houses' advertising. As to the worth of this assistance much has been printed in trade publications. So, for a year's salary and expenses of one traveling salesman, the house can double the efficiency of the others and thus travel fewer men.

Again, any salesman is surer of his ground when he is backed up by publicity and his mission is announced ahead of him. Therefore a news department devoted to these branches of business will enable you to develop this class of advertising, and upon a profitable basis to the advertiser.

### Death of Edward Molloy.

EDWARD MOLLOY, editor of the La Porte (Ind.) Herald, died at the Holy Family Hospital on March 18, after an illness of several weeks. Heart trouble was the immediate cause of his death. Mr. Malloy was born in New York March 20, 1843. He served during the civil war and soon after went to South Bend, where he began the publication of the Union. He was subsequently associated with the Elkhart Observer, and on May 1, 1878, became editor of the La Porte Chronicle, afterwards published as the Herald. He is survived by his wife, Emma, and a brother, David. The funeral services were in charge of the Grand Army of the Republic.

### OBITUARY NOTES.

WILLETT F. COOK, president of the May Manton Pattern Company and founder of the Canajoharie (N. Y.) Courier, died Tuesday night at his home in that town. Mr. Cook was prominently identified with several business enterprises in New York and Newark. He started the Courier in 1879 and retained an interest and directed its management to the last.

FELIX AUCAIGNE, eighty-two years old, for twelve years on the staff of the New York Tribune, died at Mount Vernon, from a stroke of paralysis, on March 26. Mr. Aucaigne was born in Paris and received his education in France. In his service on the Tribune he wrote on European and Latin-American affairs. At the time of his death he was a correspondent of La Prensa, of Buenos Ayres, and was consul general of Paraguay in New York.

ERNEST WILLIAM EMERY, chief of wire traffic in the Washington bureau of the Associated Press, died suddenly Sunday of heart disease. Besides being one of the early press operators in this country Mr. Emery was one of the oldest employees of the Associated Press. He began telegraphy when he was twelve years old and was one of the first operators to work a leased wire for the transmission of news. Mr. Emery was fifty-five years old.

HENRY S. GERE, eighty-six years old, for sixty-seven years editor of the Hampshire Gazette, died of apoplexy March 26, at his home in Northampton, Mass. Mr. Gere was a Civil War veteran.

JAMES F. ROBINSON, city editor of the Gallipolis (O.) Tribune, died of heart failure last week.

JOSEPH E. BARKER, veteran newspaper man and for many years chief editorial writer on the Oakland (Cal.) Tribune, died of apoplexy at his home last week. He was sixty-seven years old.

CASSIUS M. BURNS, an old-time newspaper man, died at his home in Bloomington, Ill., last week, aged sixty-six. He was formerly editor of the Argus, in Fargo, N. D., and later worked on a Galesburg (Ill.) paper.

BENJAMIN F. SELF dropped dead at his room at the Blume Hotel, Corydon, Ind., on March 23. He was about sixty-three years old. He was one of the oldest newspaper men in Southern Indiana, having been associated with his brother, George Self, in the publication of the Corydon Republican for many years.

### Teaching Students to Use Morgue.

In teaching Journalism in a small school, one of the problems is to give the student assignments that are both real and practical. This is especially true when it comes to giving instruction in building and using the morgue. The Department in DePauw University is solving the problem by building up a morgue for the college daily. The morgue will eventually contain, not only clippings and cuts of all prominent alumni, cuts of and clippings from the college daily about all graduates, beginning with this year, also material to be used in college features. It is thought such a morgue will give the same service as would a morgue filled with material for paper reaching the general public.

## Are You Interested in China? YOUR READERS ARE

China, the youngest of republics, is trying manfully to follow in the footsteps of the United States.

Millions of American money are being invested in New China. Americans are playing prominent parts in making current history in China.

### China Is Coming More and More into the Live News of the Day

For the first time in the history of the world, China is now "wide open" to the newsgatherers of all nations.

### The Far Eastern Information Bureau

13 Astor Place, New York City, will gladly supply you with a high-class special news service, secured from authentic, impartial sources, and will help you secure any desired special features, photographs, etc.,

### FREE OF ALL COST

This is no Press Agency, but an unfettered organization established in the sole interest of the truth as it relates to China and the Chinese.

FOR FURTHER PARTICULARS, WRITE

**PATRICK GALLAGHER, Editor**

### The Wise Advertiser.

Advertising! The thoughtful man thinks ahead. The prudent man profits by his ability to forecast the future as well as to scrutinize the present. One of the most prominent advertisers in the country says he makes it a rule to increase his advertising appropriation whenever business slackens and he doubles and trebles it in times of severe business depression. This is his logical conclusion: "The new customers that I get when times are hard, I always keep when times become good. They come to me largely from those who lose them because they fail to continue their publicity campaigns. A business depression in this country never

lasts long and it is always seed-time for me. The harvest follows when prosperity returns." It is a wise man who knows his own business better than the other man does.—*Leslie's Weekly.*

### Haskin's Articles in Booklet Form.

The Washington (D. C.) Evening Star has reprinted in pamphlet form a series of articles by Frederick J. Haskin. The booklet bears the title of "The Biggest Customer in the World: How Uncle Sam Spends His Money." The matter is timely and informative. It will be found especially valuable to manufacturers seeking an enlarged output.

## Central News of America

Complete Foreign and Domestic News Service.

### HIGH QUALITY

For Both Morning and Evening Newspapers.

### FULL LEASED WIRE REPORT

Special Reports by Wire or Telephone.

If you desire an exclusive story of any kind, send us your order and it will receive prompt attention.

Our charge will be reasonable.

### May We Query You?

ADDRESS ALL COMMUNICATIONS

**Central News of America**  
26 BEAVER STREET, NEW YORK

**THE** same high standards that prevail in the news columns of the Shaffer newspapers also govern their advertising columns.

**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**  
Clean Newspapers

## The Seattle Times

"THE BEST THAT MONEY CAN BUY"

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

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

During the year 1913, The Times printed 706,517 inches, leading nearest paper by 222,510 inches. The foreign advertising amounted to 77,269 inches, a gain of 3,516 inches over 1912. The next paper carried 25,000 inches of foreign advertising less than the Times.

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

Buy the best and you will be content

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives

**NEW YORK CHICAGO ST. LOUIS**

## Chicago Examiner

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

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

**M. D. HUNTON**      **E. C. BODE**  
220 Fifth Ave.,      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**

## ADS ON STIFFER BASIS.

**Their Increasing Cost Leads to Prediction that Business Changes Will Cause a Drop of Forty Per Cent. in Their Volume in Five Years, While Fakers Will Soon Be Driven Out.**

By **HARRY R. DRUMMOND.**

The per cent. cost of retail advertising, particularly newspaper advertising, is increasing every year. This is particularly true of department stores, and it is an admitted fact that the situation is growing worse instead of better.

Inquiry develops the fact that three big annual "sales" have fallen down during 1914, while a fourth is already stumbling.

The January linen and white goods sales fell flat. They were the poorest in years. The February furniture sales did not measure up to the standard—not by a good deal, and the January clearance sales ended with many a "job" left on the shelves.

We in the advertising business are blamed for this condition. It is said that newspapers are losing their grip on the public. Merchants pine for the advertising men of other days, who could put "pep" and "punch" into copy that would fill the store.

The newspapers are not blameless, not by a good deal—neither are the copy writers—but their legitimate share of the blame is small, indeed, compared with that part which rightfully belongs to the merchants who are suffering for their past as well as their present sins.

Primarily the merchants themselves are to blame. They have forced the debauchery of advertising until it is now without character, honor or friends.

The ad writers are to blame insofar as they have done this dirty work for dollars for years, many of them knowing all along that it was wrong from every angle; but squaring the offense with their consciences by arguing that they needed the money, and, if they didn't do the dirty work, somebody else would.

### PROSPECTIVE DECLINE IN ADVERTISING.

Newspapers have not been blameless. It has long been an open secret that most of the copy was "tainted" and that the buying public was being duped.

One newspaper advertising man has predicted that within the next five years newspaper advertising will drop forty per cent. from its present volume.

He argues that the faker is being automatically eliminated, and that within five years he will be wiped off the business map or reformed, and that will mean the dropping out of about forty per cent. of the business now debauching the advertising columns.

He might go further and argue that when fakers are eliminated automatically the weak-backed retailers who would like to do honest advertising if they had the moral stamina, will find that they need much less space to tell their truthful story in than they now require to put over their "frame-up" and that will put another nick in the plate.

There is another thing to take into consideration. When these dark days come—when the present unholy alliance is dissolved; when the business ethics are not based on the morals and standards of Hester street there will be hundreds of decent men in business, manufacturers and honest merchants who will rise up and use the space, use it freely, consistently and profitably. They want to use it now, but they do not want to use it in the same papers that the fakers use.

### STRONG DEMAND FOR AD MEN.

Many big stores are crying for the right kind of ad men. But the right kind of ad men for big stores are hard to find, and there is a mighty good reason for this.

Fifteen years ago advertising men were very different from those of today. They were really nothing but re-write men who did what they were told—taking data and whipping it into read-

able shape, never inquiring as to authenticity, not knowing anything about merchandise or merchandising. Today's advertising men know merchandise, know merchandising, know psychology and know enough to ask intelligent questions.

A good advertising man, one who wants to play fair with his readers, is a man who has a continual fight on his hands with his buyers. But there's a good time coming. The sky is clearing and one of these days honor, decency and truth will go hand in hand with retail advertising, and newspapers will profit by the change.

## RECOGNIZED AGENTS.

(Continued from page 840.)

- Seaman, Frank (Inc.), 116 W. 32d St., N. Y. City.
- Seeds, Russell M., Co. (Inc.), Central Union Telephone Bldg., Indianapolis, Ind.
- Shaffer, J. Albert, Star Bldg., Washington, D. C.
- Sharpe, W. W., & Co. (Inc.), 90 Nassau St., N. Y. City.
- Shaughnessy, M. J., & Co., Temple Court, N. Y. City.
- Shaw Adv. Co., Transportation Bldg., Chicago, Ill.
- Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
- Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
- Shumway, F. P., Co. (Inc.), 373 Washington St., Boston, Mass.
- Sieffried Co. (Inc.), 50 Church St., N. Y. City.
- Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City.
- Singleton, J. F., Co., Citizens' Bldg., Cleveland, O.
- Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
- Smith, E. Everett, Adv. Agency, Mutual Life Bldg., Philadelphia, Pa.
- Snitzler Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
- Sommer, Fred. N., 810 Broad St., Newark, N. J.
- Spafford Adv. Agency, John Hancock Bldg., Boston, Mass.
- Sparrow Adv. Agency, American Trust Bldg., Birmingham, Ala.
- Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
- Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.
- Sternberg, H. Sumner, Co., 208 Fifth Ave., N. Y. City.
- Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
- Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill.
- Stiles, William A., 123 Madison St., Chicago, Ill.
- Storm, J. P., Marbridge Bldg., N. Y. City.
- Strang & Prosser Adv. Agency, Alaska Bldg., Seattle, Wash.
- Street & Finney (Inc.), 45 W. 34th St., N. Y. City.

- Taylor-Critchfield Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
- Thomas Adv. Service (Inc.), Florida Life Bldg., Jacksonville, Fla.
- Thiele, F. J., & Co., 10 So. La Salle St., Chicago, Ill.
- Thompson, J. Walter, Co. (Inc.), 44 E. 23d St., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass.
- Thorne Adv. Service (Inc.), Crary Bldg., Seattle, Wash.
- Tobias Bros., 258 Broadway, N. Y. City.
- Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.
- Tracy-Parry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa.
- Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City.
- Traxler Joseph, Co., Provident Bank Bldg., Cincinnati, O.

- Urmey, Louis C., 41 Park Row, N. Y. City.
- Van Cleve Co. (Inc.), 1790 Broadway, N. Y. City.
- Van Haesen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
- Volkman, M., Adv. Agency, 5 Eekman St., N. Y. City.
- Vreeland, E. E. (Inc.), 350 West 38th St., N. Y. City.

- Wade Adv. Agency, Old Colony Bldg., Chicago, Ill.
- Wales Adv. Co., 125 E. 23d St., N. Y. City.
- Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.
- Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill.
- Walker Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
- Walker-Longfellow Co. (Inc.), 565 Boylston St., Boston, Mass.
- Wethersd, Jas. T., 221 Columbus Ave., Boston, Mass.
- Williams, Fred. C., 108 Fulton St., N. Y. City.
- Williams & Cunyngnam (Inc.), 59 E. Madison St., Chicago, Ill.
- Wilson, O. C., Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
- Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.
- Wolf-Houston Co., Gibbs Bldg., San Antonio, Texas.
- Wood, Putnam & Wood Co. (Inc.), 111 Devonshire St., Boston, Mass.

## R. J. BIDWELL CO.

Pacific Coast Representative  
of

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

**742 Market Street**  
**SAN FRANCISCO**

## SUPREME

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

Has the  
**Largest Daily and Sunday**  
**Circulation by Many Thousands**  
"Covers Nebraska like a Blanket!"  
Jan. Average 72729 and  
Growing Steadily  
**C. D. BERTOLET**  
Mgr. Gen'l Adv. Dept.  
**1110 Boyce Bldg., Chicago**  
**366 Fifth Ave., New York**

## THE HERALD

HAS THE  
**LARGEST MORNING CIRCULATION**  
IN  
**WASHINGTON**  
**C. T. BRAINARD, President.**

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

## 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. ALCONRAN, 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**

Wrigley Adv. Agency, 35 South Dearborn St., Chicago, Ill.  
Wyckoff Adv. Co. (Inc.), New Marine Bank, Buffalo, N. Y.; 25 E. 26th St., N. Y. City.



**PERRY'S HUGE SCHEME**

(Continued from page 835.)

crease of about 20 per cent., according to Mr. Perry's bureau.

At any rate Mr. Perry does not propose to let the publisher have \$8,200 or so. With the scheme goes the publication of two double-truck, five full page, five half-page and one one-third page advertisements—thirteen in all, making a total of about 1,400 column inches. To be sure the \$96 to be paid Mr. Perry for the mats and plates of three pages eliminate composition, but the cost of white paper, necessarily, must be borne by the publisher. Such trifling matters as postage, expense of running the contest; and the like are overlooked by the Bureau of Exploitation. It is the publisher who would pay them, and for this reason Mr. Perry is not interested.

MUST PRINT BIG ADS.

Of course, there is something in the advertisements in which Mr. Perry has an interest. Let it be said first that the matter he is willing to supply for \$96 is of the best possible character in design and make-up.

But "newspaper art" of this sort is a poor equivalent for the advertising contract which Mr. Perry ought to make. For this reason a short resume of the argument for the Panama-Pacific International Exposition, San Francisco, and the State of California, contained in the copy, will be given here.

Number one of the double-trucks is headed:

**THE IDEAL TRIP FOR EVERY AMERICAN IN 1915—CALIFORNIA AND THE WONDERFUL EXPOSITION.**

It will be noted that there is nothing in the head to suggest that the paper running the advertisement is about to launch a circulation contest. Furthermore, the top-half of this double-truck is taken up by two large boxes in which not only the praises of the Exposition, but also the charms of the State of California and San Francisco are sung.

At the bottom of the two-page layouts are two flat boxes in which more is said about the Exposition, and in which, in an almost incidental manner, it is stated that, by engaging in the circulation contest of the Daily So-and So, young women may be able to take this "beautiful trip" to the greatest Exposition ever in the "beautiful State of California."

The first of the full page ads speaks in large type of

**A FREE TRIP TO SAN FRANCISCO AND RETURN, 1915** and then mixes a poor argument for the circulation contest with two references to the "most wonderful exposition," besides speaking of the "most picturesque country" through which the successful eight young women are to be taken. At the bottom is a large box in which glowing arguments for the Exposition are presented.

The construction of the remaining eight advertisements is similar. In all cases the Exposition is advertised as thoroughly as it could be advertised in the best paid-for display copy.

Some of the headlines read as follows:

"The Congress of All Nations, San Francisco, 1915," "Over the Rockies and Sierras to the Golden Gate," "Ladies Nominated to Join Our Party Going to the Great Panama-Pacific Exposition, San Francisco, 1915," "What Our Party Will See at the Panama-Pacific Exposition."

It will be seen that the circulation contest has little call on the large type in the advertisements which the publisher is to buy for \$96. The contest itself is as much a stranger to copy itself.

BOOSTING STATIONERY.

From A to Z the argument in the advertisements is for the Exposition, a circumstance hard to avoid, perhaps, but one in which the publisher should be interested, seeing that with his opportunity to give away free the only business asset he has, advertising space, is coupled with the high probability that he would loose considerable money in the scheme offered by the fitly named Bureau of Exploitation.

ADVERTISERS EMPLOYING THE SERVICES OF

## THE VAN CLEVE COMPANY

1790 BROADWAY, NEW YORK CITY

<p><b>MAXWELL MOTOR CAR CO.</b> Detroit, Mich. "Maxwells"</p> <p><b>WELLS &amp; RICHARDSON COMPANY</b> Burlington, Vermont Diamond Dyes Dandelion Brand Butter Color Lactated Infant Food</p> <p><b>THE WELLS &amp; RICHARDSON CO., Ltd.</b> Montreal, Canada</p> <p><b>THE WILSON DISTILLING COMPANY</b> New York City Wilson Whiskey El-Bart Gin</p> <p><b>WHITE ROCK WATER COMPANY</b> New York City White Rock Water Still Rock Water</p> <p><b>THE BOBBS-MERRILL COMPANY</b> Indianapolis, Ind. New York City Books</p> <p><b>ROCK ISLAND LINES</b> Chicago L. ADLER, BROS. &amp; CO. Rochester, New York Adler-Rochester Clothes</p> <p><b>THE ROYAL TAILORS</b> Chicago Tailored Men's Clothes</p> <p><b>INTERBOROUGH RAPID TRANSIT COMPANY</b> New York City N. Y. Subway and Elevated Railway Systems</p> <p><b>THOMAS G. PLANT COMPANY</b> Boston, Mass. "Queen Quality" Shoes "Dorothy Dodd" Shoes</p>	<p><b>UNITED STATES TIRE COMPANY</b> New York City "Nobby Tread" Tires "Chain Tread" Tires United States Tires "G &amp; J" Tires</p> <p><b>UNITED STATES RUBBER CO.</b> New York City "Hub-Mark" Rubbers "Goodyear Glove" Rubbers "Candee" Rubbers "American" Rubbers "Woonsocket" Rubbers "Meyer" Rubbers "Everstick" Rubbers "Spring Step" Rubber Heels</p> <p><b>TOBACCO PRODUCTS CORPORATION</b> New York City Milo Cigarettes Rameses Cigarettes Melachrino Cigarettes Royal Nestor Cigarettes Golden Sceptre Arcadia Mixture, etc. Intermission Little Cigars Burley Cubs Little Cigars</p> <p><b>ADOLPH FRANKAU &amp; COMPANY</b> New York City "B B B" Pipes</p> <p><b>CARRERAS &amp; MARCIANUS OF CANADA, Limited</b> Montreal, Canada Craven Mixture Cigarettes Black Cat Cigarettes Kismet Cigarettes</p> <p><b>CARRERAS, Limited</b> London, England Craven Mixture Tobacco</p> <p><b>THE BEDELL COMPANY</b> New York City Cloaks and Suits</p>
---	---

**Important to Publishers**

**Please see that your mailing lists are corrected  
— please see that all file copies are addressed to  
my new offices, 1790 Broadway.**

**GEORGE B. VAN CLEVE**

But this is not all. Mr. Perry overlooks no opportunity, and for this reason, all of the stationery he wishes to supply for the contest, contains ample boasts of the Exposition, San Francisco and California. First of all there are a number of bulletins which would take up additional space in the newspaper, and then comes an array of other printed matter, much of which would have to be mailed by either the publisher or the participant in the contest.

The contestants in the circulation scheme are to send postal cards to friends on which the Exposition and its locale are liberally advertised and featured in illustrations. The "Plan of Instructions" of the contest is a booklet saying much of the Exposition, San Francisco and California, and not too much of the contest. The postage on all this matter is to be paid either by the publisher or the public.

From the point of view of Mr. Perry and his Bureau of Exploitation the plan is a good one—being thorough in construction and operation, sweeping in scope, inexpensive to the Exposition, interesting to the public, and a standard to be striven for by the press agent. But it may be suggested that the newspaper publisher, the press as a whole in fact, has an interest in this gigantic display advertisement steal.

It is admitted here that nothing would bring the attention of the public so

effectively to the exposition than Mr. Perry's scheme. Not alone would the copy he proposes to run speak for itself, but the enthusiastic participants in the nomination contest would each and all become the very best of press agents for the enterprise—and all at the expense of the publisher and the public. Interest in the Exposition and California would be stimulated by this scheme to an extent which at present only Mr. Perry and his able lieutenants have gauged.

GEORGE A. SCHREINER.

**Berlin Readers April Fool Victims.**

Berlin readers fell easy victims to April Fool jokes of the newspapers on Wednesday. At midday a crowd in the Pariser Platz was eagerly awaiting the arrival from Johannisthal of the "upside-down" airman Pegoud, who, it had been announced, would fly over Berlin backward and land on the Bradenburg Gate. Later in the day another crowd assembled in the Zoological Gardens in front of the cage of a chimpanzee named "Missy," which, the morning papers announced, would perform the tango in public.

The mid-February issue of Preuss' Fortnightly Review contains an excellent article on "Schools of Journalism and News Faking."

**TOM DREIER IN TEXAS.**

**El Paso Ad Club Gives Him a Dinner and He Delivers an Address.**

Thomas Dreier, editor Associated Advertising, arrived in El Paso, Friday night, March 20th, from Fort Worth, and was met at the station by Claiborne Adams, president of the El Paso Ad Club, and Byron W. Orr, former secretary of the A. A. C. of A.

Saturday morning, a reception committee of the local ad club comprising President Adams, H. R. McClintock and Byron W. Orr, met Mr. Dreier at the Hotel Paso Del Norte and proceeded to make a quick run to Fort Bliss with their guest, in McClintock's big car, where Mr. Dreier was given a view of the refugee camp where Uncle Sam's boys are guarding some 5,000 Mexican prisoners. On the return a short stop was made at the Country Club, then a run through the residential portion of the Pass City, arriving at the hotel in time for dinner, which was attended by Robert Krakauer, president of El Paso Chamber of Commerce.

After dinner the Committee proceeded with Bro. Dreier to Old Mexico, taking in the sights of Juarez and then to the race track, first, however, being joined by Mayor C. E. Kelly of El Paso, who said at the evening dinner: "Tom Dreier is our kind of people. I know, because I've been with him all afternoon and we haven't gone any gait that he hasn't led."

In the evening a dinner was given in honor of Mr. Dreier at the Sheldon Grill where El Paso ad club members and business men gathered to listen to his highly interesting talk.

As a local newspaper man put it: "Dreier wins the way to hearers' hearts. He is truly a vagabond, that fellow Tom Drier, editor Associated Advertising, and advocate of right living, publisher of breezy brochures and a lover-philosopher."

"He is the Robin Hood of literature and an advertising genius: a speaker who tells you a humorous story with a great big business moral in it and makes you believe it, because he tells it with such charming frankness of manner."

Dreier's talk was filled with business anecdotes, illustrating his belief that success depends on the measure of service given—a fact which he drove home with convincing force.

Mr. Dreier left Saturday night for the Pacific Coast. He will, on the way, stop at Tucson and Phoenix, Ariz.

**PAYS TRIBUTE TO NORRIS.**

**New York Publishers' Association Adopts Resolution in His Memory.**

The Publishers' Association of New York, representing the daily newspapers of the metropolis, adopted the following resolution at its meeting last week in memory of John Norris:

By the death of John Norris the newspaper business has lost a man who stood for all that was best in it. Character, honesty, and devotion distinguished all his personal and business relations. He advocated and practiced the highest principles of self-respecting journalism in editorial, news, and business departments. His knowledge of newspaper mechanics ranked him an expert, and his advice and assistance were frequently given in large and complicated affairs.

The greatest achievement of Mr. Norris's life was the removal of the burdensome tariff duties upon printing paper and upon the materials of which it is made. His labors of preparation and demonstration in that undertaking were very great, his success complete. For almost five years, commencing in 1908, he worked unceasingly at this task, and even when his health was falling continued to make weekly trips to Washington. He convinced Congress that the duties were unnecessary and that they worked to the injury of the public, and the processes of his demonstration commanded admiration even from those who opposed the ends he sought to gain. The service he rendered to newspapers of the United States may truly be called beyond price.

In affectionate memory, The American Newspaper Publishers' Association records this tribute to the character, courage, loyalty, patriotism, and service of John Norris.

**Jewish Daily News Leases Building.**

The New York Jewish Daily News has leased the six-story building at 77 Bowery for a term of years at an aggregate rental of \$75,000.

# Partial List of Enterprising Houses who have signed for space in the Printing, Publishing, Lithographing, Stationery, Advertising and Allied Trades EXPOSITION

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

New Names are Being Added Daily.

Name.	Address.	Name.	Address.
American Type Founders Co.	Jersey City	The Ludlow Typograph Co.	Cleveland, Ohio
American Writing Paper Co.	Holyoke, Mass.	Latham Automatic Registering Co.	New York City
Ault & Wiborg Co. of N. Y.	New York City	Longemann Bros.	New York City
Autoplate Co. of America	New York City	Lead Mould Electrotype Co.	New York City
American High Speed Press Co.	New York City	E. P. Lawson	New York City
Autopress Co.	New York City	Lent & Graff	New York City
American Automatic Press Co.	New York City	Li-Po Manufacturing Co.	New York City
Auto Falcon & Waite Die Press Co.	New York City	Mergenthaler Linotype Co.	New York City
American Printer	New York City	George H. Morrill Co.	Norwood, Mass.
Apeda Company	New York City	P. L. Morrison Co.	New York City
Automatic Justifier Co.	Hammond, Ind.	Master Printing Pub. Co.	Philadelphia
Argus Electric Sign Co.	New York City	Norman T. A. Munder Co.	Baltimore, Md.
Addressograph Co.	Chicago, Ill.	The McConnell Printing Co.	New York City
The Beckett Paper Co.	Hamilton, Ohio	The H. C. Miner Litho. Co.	New York City
Blanchard Bros., Inc.	Brooklyn	Michigan Lithographic Co.	Grand Rapids, Mich.
A. G. Burton's Sons	Chicago	Meyers Bros.	New York City
Ben Day, Inc.	New York City	Wm. J. Madden & Co.	New York City
Boston Wire Stitcher Co.	East Greenwich, R. I.	J. A. Maney	New York City
E. W. Blatchford Co.	New York City	Miller Saw Trimmer Co.	Pittsburgh, Pa.
Burham Safety Razor Co.	New York City	George McKittrick Co.	New York City
Brown Folding Machine Co.	Erie, Pa.	The Maintenance Co.	New York City
Will Bradley's Art Service	New York City	Merriam Paper Co.	New York City
Charles Beck Co.	Philadelphia, Pa.	James McKittrick Co.	New York City
The Cleveland Folding Machine Co.	Cleveland, Ohio	New York Machinery Co.	New York City
The Challenge Machinery Co.	Grand Haven, Mich.	National Binding Machine Co.	New York City
Loring Coes & Co.	New York City	New York Revolving Portable Elec. Co.	Jersey City, N. J.
The George P. Clark Co.	New York City	Niagara Lithographing Co.	New York City
Chandler & Price	Cleveland, Ohio	The National Lithographer	New York City
A. B. Conkwright	New York City	National Scale Co.	Chicopee Falls, Mass.
Chapin & Gould	Springfield, Mass.	National Printing Machinery Co.	Athol, Mass.
Curtis & Bro.	Newark, Del.	National Printer-Journalist	Chicago
F. H. Cordtmeyer	Woodside, L. I.	New York Master Printers' Association	New York City
W. B. Conkey	Hammond, Ind.	New York Order of Pica	New York City
Frank W. Cann Co.	New York City	National Automatic Press Co.	Lehighton, Pa.
Dexter Folder Co.	New York City	Frank Nossel	New York City
Duplex Printing Press Co.	Battle Creek, Mich.	Fred E. Nevin	New York City
George Damon & Sons	New York City	New York Printing Supply Salesmen's Guild	New York City
Dill & Collins Co.	Philadelphia, Pa.	National Novelty Co.	New York City
C. H. Dexter & Sons	Windsor Locks, Conn.	Oswego Machine Works	Oswego, N. Y.
F. E. & B. A. Dewey	Springfield, Mass.	Oswald Publishing Co.	New York City
The DeVinne Press	New York City	The Printing Machinery Co.	Cincinnati, Ohio
Harvey Deschere	New York City	Mathias Plum	Newark, N. J.
Downing Letter Co.	New York City	Parsons Paper Co.	Holyoke, Mass.
Diamond Decorative Leaf Co.	Stapleton, S. I.	Photo Engraving Board of Trade	New York City
District of Columbia Paper Mfg. Co.	Washington, D. C.	Powers Photo Engraving Co.	New York City
Reuben H. Donnelley	New York City	Progress Manufacturing Co.	Boston, Mass.
Esleek Manufacturing Co.	Turners Falls, Mass.	Printing Trade News	New York City
Eagle Printing Ink Co.	New York City	The Printing Art	Cambridge, Mass.
Edwards & Deutsch Lithographing Co.	Chicago	Publishers Printing Co.	New York City
Electrotypers' Board of Trade	New York City	The Price, Lee & Adkins Co.	New Haven, Conn.
The Editor and Publisher	New York City	W. M. Pringle & Co.	New York City
Economy Engineering Co.	Chicago, Ill.	Printers' League of America	New York City
Edgar Printing Co.	New York City	Print Weave Co.	New York City
Eastern Brass and Wood Type Co.	Woodhaven, N. Y.	Printing Publishing Co.	New York City
Charles Francis Press	New York City	Edwin A. Parker Corporation	New York City
Feldenfeld Chemical Co.	New York City	James Reilly's Sons Co.	New York City
Farmer-Zehr Engraving Co.	New York City	H. L. Roberts & Co.	New York City
M. Fleischmann	New York City	Lewis Roberts	Newark, N. J.
Gatchel & Manning	Philadelphia, Pa.	J. A. Richards Co.	Albion, Mich.
Globe Electrotype Co.	New York City	F. A. Ringler Co.	New York City
William Green	New York City	Ravenwood Press	Chicago, Ill.
Goldberg Display Fixtures	New York City	Republican Publishing Co.	New York City
The Graphic Arts Co.	Boston, Mass.	F. P. Rosback Co.	Benton Harbor, Mich.
S. Gilmartin	New York City	The Swink Printing Press Co.	Delphos, Ohio
F. W. Gouly	New York City	The Seymour Co.	New York City
Golding Manufacturing Co.	Franklin, Mass.	Samson B. E. Machine Co.	Philadelphia, Pa.
Graphic Arts and Crafts Year Book	Hamilton, Ohio	Sinclair & Valentine Co.	New York City
The Haug Co.	New York City	Slocum, Abram & Slocum	New York City
Hoffman Type and Engraving Co.	New York City	Singer Sewing Machine Co.	New York City
Honkemann Automatic Press Feeder Co.	Duluth, Minn.	Schilling Press	New York City
Hammermill Paper Co.	Erie, Pa.	Standard Scale & Supply Co.	New York City
J. M. Huber	New York City	Stecher Lithographic Co.	Rochester, N. Y.
The H. C. Hansen Type Foundry	Boston, Mass.	The Sterling Engraving Co.	New York City
H. Hinz Machinery Co.	New York City	W. Swift & Sons	Hartford, Conn.
C. B. Henschel Mfg. Co.	Milwaukee, Wis.	Seybold Machine Co.	Dayton, Ohio
Hastings & Co.	Philadelphia, Pa.	Southworth Machine Co.	Portland, Me.
Phillip Hano & Co.	New York City	Joseph Smyth	Chicago, Ill.
John Haddon & Co.	London, England	F. S. Scoville	Brooklyn, N. Y.
Hamilton Mfg. Co.	Two Rivers, Wis.	Frank Strauss	New York City
Hall Paper & Specialty Co.	New York City	John Thompson Press Co.	New York City
Half-Tone Press	New York City	Samuel C. Tatum Co.	Cincinnati, Ohio
M. G. Hopps	New York City	The Typo Mercantile Agency	New York City
Hall Folding Machine Co.	Chicago, Ill.	W. S. Timmis	New York City
Humana Machine Co.	Newark, N. J.	Toronto Type Founders Co.	Toronto, Canada
Inland Printer	Chicago, Ill.	Tyothetae of the City of New York	New York City
Indiana Chemical Co.	New York City	Typo Alliance	New York City
I. T. U. Commission School	Chicago, Ill.	Type-HI Manufacturing Co.	Syracuse, N. Y.
Charles Eneu Johnson Co.	Philadelphia, Pa.	Sigmund Ullman Co.	New York City
Charles S. Jonas & Bro.	New York City	Union Card & Paper Co.	New York City
The H. C. Jones Engraving Co.	New York City	Universal Typemaking Machine Co.	Chicago, Ill.
Alfred Jackson Studio	New York City	University Press	Cambridge, Mass.
Charles Drury Jacobs	New York City	United Typothetae and Ben Franklin Club of America	New York City
Japan Paper Co.	New York City	Victoria Press Manufacturing Co.	New York City
F. Jordan	New York City	The Vanbosser Manufacturing Co.	Detroit, Mich.
Keystone Type Foundry	Philadelphia, Pa.	Charles Wagner	New York City
Keith Paper Co.	Turners Falls, Mass.	F. Wesel Manufacturing Co.	New York City
Kandle-Born Co.	Springfield, Mass.	S. D. Warren & Co.	Boston, Mass.
The Kiesling Co.	New York City	Wetter Numbering Machine Co.	Brooklyn, N. Y.
Karle Lithographing Co.	Rochester, N. Y.	W. E. Wroe & Co.	Chicago, Ill.
Albert B. King & Co.	New York City	Sterling Wallace	New York City
Kolbach & Co.	Leipzig, Germany	Walcott Bros.	New York City
M. W. Kemp	New York City	Chauncey Wing	Greenfield, Mass.
M. D. Knowlton Co.	New York City	Walden Publishing Co.	New York City
Klograph Co.	New York City	Webendorfer Co.	New York City
Henry Lindenmeyr & Sons	New York City	Wood & Nathan	New York City
		Zeese, Wilkinson Co.	New York City
		A. M. Williams	Brooklyn, N. Y.
		Wheeler-McDowell Elevator Co.	New York City

EXECUTIVE OFFICES OF THE EXPOSITION—SUITE 736, 200 FIFTH AVENUE, NEW YORK. PHONE GRAMERCY 724.

**LIVE AD CLUB NEWS.**

At its meeting on March 19, the Fort Worth Advertising Men's Club was addressed by Thomas Dreier, editor Associated Advertising, and by Charles Stelzle, who was the originator of intensive church advertising in many cities of the country. Mr. Dreier was presented with a handsome gold fob, containing a raised fac-simile of the Truth emblem. Presentation on behalf of the Club was made by J. Montgomery Brown, manager of the Fair, who originated what is known as the Fort Worth plan for licensing the Truth emblem to the individual advertiser. Following an annual custom, all retiring officers were

presented with solid gold lapel buttons, indicating membership in the Fort Worth Club, with the Truth emblem in the center. Those who received these buttons were C. A. Reyer, dean of the Club; Ed. R. Henry, president; Jack Toy, recording secretary; H. C. Burke, Jr., corresponding secretary, and H. T. Bostick, vice-president. Many are signing up and reserving accommodations on the Fort Worth special train to Toronto.

C. F. Adams addressed the Salt Lake City Ad Club last week. He talked from the standpoint of a manager of a business concern and illustrated his views in an entertaining and instructive manner. He said that advertising is an economic necessity and not an economic waste. Honest advertising is always successful, he declared. "Honesty begets confidence. Confidence procreates business, business generates wealth to one's self and to all the world."

Forty members of the Ft. Dodge (Ia.) Ad Men's Club were in attendance at the farewell dinner in honor of C. B. Sherman, president, who leaves for Mason City. Frank Nelson was unanimously elected president to fill the vacancy caused by Mr. Sherman's resignation and W. B. Bargar was elected vice president. The latter vacancy was caused by the resignation of P. M. Dowd. Joseph R. Mulrone acted as toastmaster of the after dinner program. W. B. Bargar discussed advertising from the scientific standpoint. C. F. Duncombe spoke on "Truthfulness in Advertising"; also on the "Fruitfulness of Advertising." H. G. Greene, C. H. Smith, G. F. Johnston and R. O. Green were other speakers who talked informally. Mayor Ford made a graceful presentation speech while handing over to Mr. Sherman a Waldemar gold chain and pocket knife.

Speakers at the meeting of the Charleston (S. C.) Ad Club last week included Dr. H. F. Van Trump, associate editor of the Deutsche Zeitung; W. H. Heidenreich, vice-president of the J. R. Read Company, and Hon. Sam. Rittenberg, member of the Legislature from Charleston County. Dr. Van Trump spoke on what ad clubs have done and are doing all over the country. Mr. Rittenberg gave an interesting talk on scientific advertising and how the ad club can promote its use by Charleston merchants. "The Value of the Ad Club to the Retail Merchants" was the subject of Mr. Heidenreich's address.

The Wednesday Round Table and luncheon of the Buffalo Ad Club last week was addressed by Mrs. Alfred S. Hurrell, president of the Housewives' League. The speaker and her associates had been shopping for two weeks previous at bargains and cut-price sales, advertised in Buffalo papers, and Mrs. Hurrell, armed with the newspaper ads and the practical results of her experiences, gave the club members her impressions of their advertising.

Members of the St. Louis Advertising Men's League are drafting a bill to prevent fraudulent advertising, which they hope to have introduced in the Municipal Assembly next month. A similar bill was up before the Assembly some time ago. Vincent L. Price, president of the league, has appointed a Suggestions Committee whose duties will be to offer suggestions and topics to the League. James W. Booth, Price and others spoke last week.

**Made Good Use of E. & P. Article.**  
The Baltimore News recently reproduced in an advertisement, still in its columns, an article from the Editor and Publisher, containing John Wanamaker's views on advertising as expressed in an address delivered at the opening of a pure food exposition in Philadelphia, Frank D. Webb, the advertising manager, employed Mr. Wanamaker's statement as to what advertising had done for his business to show Baltimore merchants what they may reasonably expect it will do for them.

**WILSON'S PHILOSOPHY**

(Continued from page 846.)

Thinking and working should not be separated. Learn to think while you work. Think about your health, that's important. Come to your desk each morning in good physical trim to concentrate on your day's work. Concentration is enthusiasm focused. Don't stay in a rut. Change your mind once in a while—it's good for your mind.

Make your speech, your gift of language, as fluent as you can. Study your voice, study the meaning of words, study the dictionary, study modulation, inflection, emphasis, simplicity. Remember that advertising is the shortest distance between two given points—the manufacturer and the consumer.

Remember you see through your eyes—not with them. Personal salesmanship is the art of looking the other fellow in the eye and convincing him he needs what you have to sell. National advertising is the art of looking the other fellow in the eye (by the million) and have him convince himself that he must have what you have to offer. The listening ear is all that truth requires.

The make-up of a man is the make-up of his desires. If he tells me honestly what his ambitions are, I'll tell him his character. Men often get their desires, but with it heaviness of soul, and the condition of such men is worse with the fulfillment than it was with the desire.

**ACID TEST OF MANHOOD.**

Few of us stand up under prosperity—most of us have to under adversity.

Each of you has two educations—one you receive from others—one you give yourself. Each day, to you young man, should be as important as a lone button on a pair of trousers.

Advertising as we see it to-day has very little tradition—it's like you young men—it's not old enough. All the world offers to you is a chance to work.

You young men are divided into two classes—the class who will do things—and the class who will have a good excuse for not doing them. Just as the business men of the world are divided into two classes—honest men and foolish men—don't be foolish.

Remember that no effort made for right living, right thinking or right action is lost—it all counts somewhere along life's road.

Science is discovering a lot of new things, short cuts and time savers, but nothing yet has been discovered that takes the place of plodding industry. Life is just a matter of farming. If the soil is fertile and prepared, you'll get a harvest—but not in a hurry.

Failure is not a disease—it's a habit. The clock tolls off 24 hours each day to each one of us. Nobody is cheated. You in the eye of time have as much as the other fellow. What do you do with it?

Two thirds of greatness is grit put to work. But you've got to go after it.

**EARNESTNESS IN DOING.**

The great man of to-morrow must be the laborer of to-day, but he must pay the price—earnestness in doing.

To-day was born without a memory—it's so busy it has no time to think of yesterday.

The narrow man can't survive; broader chests and broader foreheads are on his track. It's not breadth of beam but breadth of brain, breadth of character that counts in the world.

Someone said character is what a man is in the dark—what he is without an audience. His reputation may be grand stand play. What you wish you were, that's your ideal. What people think of you, that's your reputation. What you know you are, that's your character.

We had in former days the right to use our own hands—now we have added the right to use our brains. Human muscle is the cheapest power in the world. Human brain is the highest priced.

In conclusion: Give the world the best you've got—do a man's work with a clean heart, so that when checking up time comes, be it good, bad or indifferent—your epitaph may read "He was a man who paid in everything he did, one hundred cents on the dollar."

**THE PITTSBURG PRESS**

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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

**The Evening Mail**

203 Broadway New York

**SIDEWALK CROWDS AND SHOP-WINDOWS**

Readers of newspapers bear the same relation to advertising that crowds on the sidewalk do to shops. They may look in at the window daily, but if they fail as customers either you or they are on the wrong street. The choosing of a newspaper for your advertising is quite as important as the choosing of a location for your shop. In your selection of a newspaper you choose the people to whom you wish to exhibit your goods. You pay a fixed rate per line for the privilege of talking to possible customers. In The New York Times you can talk to the best audience in the world at an expense which is less than one-fifth of a cent per line per thousand.

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.

**THE PITTSBURGH SUN**

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**

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

THE LARGEST CIRCULATION NET PAID

H. M. PINDELL, Prop.

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

There is no Duplication or Substitution in

**Pittsburg Leader Circulation**

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

VERREE & CONKLIN  
Foreign Representatives

Steger Building, Chicago  
Brunswick Bldg., New York

**The Catholic Tribune**

(English)

**Katholischer Westen**

(German)

**Luxemburger Gazette**

(German)

40,000 Circulation Guaranteed

CATHOLIC PRINTING CO.

Dubuque, Iowa

**Buffalo News**

EDWARD H. BUTLER

Editor and Proprietor

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

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

**THE NEW ORLEANS ITEM**

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

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

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

THE JOHN BUDD COMPANY

Advertising Representatives

New York Chicago St. Louis

## AD MAN TO RETAILERS.

**Marco Morrow, of the Capper Publications, Tells Kansas Shoe Dealers How to Use Advertising Successfully—Lack of Definite Purpose One of the Causes of Failure to Gain.**

In an address delivered before the Kansas Shoe Retail Dealers' Association, Marco Morrow, director of advertising of the Capper Publications, Topeka, said:

The other day an advertising agency handed me a nice little contract for advertising space in the several Capper publications amounting to a little more than \$10,000—the space to be used in the year 1914 for—what do you think? For advertisements of chewing gum—Wrigley's Spearmint Chewing Gum.

"And I am told by men who know that in this year of Our Lord, when certain slow-paced folk are bawling the hardness of times, the Spearmint men will spend \$700,000 in newspapers and \$300,000 in farm papers and women's papers and illustrated weeklies and magazines, besides another million dollars in other forms of advertising. Two million dollars in one year for advertising an a-penny-a-stick article!

"I can't think of a more striking example of the potency of advertising;—because you must know that this appropriation of two million dollars is gathered together a penny and a nickle at a time, by advertising.

"Now, if the men and women and boys and girls of Kansas can be induced by advertising to buy a certain make of chewing gum in preference to other brands, it stands to reason that they can also and likewise be induced, by judicious advertising, to buy certain brands of boots and shoes and tango slippers. You know that is true; you know it by experience and by observation.

### HIGH VALUE OF TRADE MARKS.

"Elden Keith, of Walk-Over shoe fame, recently publicly stated that capitalists who wanted to buy out his company were willing to allow \$5,000,000 for the trade name, "Walk-Over." The trade marks of the American Tobacco Company were valued at \$45,000,000 in the petition submitted to the United States District Court in connection with the dissolution of the American Tobacco Company. President Green of the National Biscuit Company values the word "Uneeda" at more than \$1,000,000.

"I am not quite conceited enough to stand up and profess to be able to point out the one way by which the Kansas shoe men can get 100 per cent. efficiency for every dollar he spends in advertising. If I could tell you that of a surety, I'd be running a chain of shoe stores of my own. All I can hope to do is to make a few suggestions which may help you to get down to the fundamentals of this big problem of advertising and thus help you to find a solid, a sane and a safe basis upon which to build your advertising campaign.

"The first fault of retail advertising—shoe advertising and all kinds of advertising in Kansas and everywhere is a lamentable lack of definite aim and plan.

"Ninety per cent. of the retailers who are in this room advertise, if they advertise at all, on the hand-to-mouth plan. The amount of money you spent last week for advertising depended very largely:

"First, upon the vigor and persistency of advertising solicitors. Second, upon the state of your digestion. Third, upon the cash in the till at the close of the day's business.

### WHAT ADVERTISING IS.

"None of which conditions should have any bearing whatsoever upon your advertising expenditure. Absolutely none. And so long as you let your liver, or your day's sales, or the importunings of a solicitor determine your day's expenditure, just so long will you fail to get the maximum results from your advertising. Because your

advertising is not an ephemeral, a transient, a day-by-day part of your business; not at all; it is an integral fundamental permanent, persistent—what shall I say?—a from-the-start-to-finish part of your business—as necessary and as unavoidable as insurance and rent and taxes and light and heat and clerks and wrapping paper.

"The trouble is this: The average retailer—and for that matter, the average business man—despite all the talk about advertising, has not yet got a firm grasp of the fundamental idea, the purpose, the aim, the function of advertising. He is apt to look upon advertising as a business stimulator, and so it is, but it is much more.

"It is not merely a 'bracer,' a cocktail, or a hypodermic needle to be used when the notion strikes you to give your business a sudden spurt; it is a daily fare, the daily bread and meat of your business, the fuel in your engine, the juice in your motor, and its purpose is not to move dead stock from your shelves; not to close out a line of odds and ends; not to bring in a crowd of bargain hunters. That's only a side issue, a mere incident in the real work of advertising.

### AIM TO BUILD UP TRADE.

"The first aim, the chief purpose of your advertising should be to build up permanent trade; to make the people of your community look to you as the leader, the headquarters in your line; to make them think of you and of your place of business every time they see a pair of shoes; to convince them that they need not send to Kansas City or Chicago or any other 'furrin' port for shoes as long as you are this side of the village cemetery; to prove to them that in quality in price and in service you have everybody in the state skinned a mile; to make your fellow townsmen and their country cousins bitter partisans of yours, ready to blow and brag about you and light for you if necessary.

"That's what 'our advertising must do for you! That's the kind of advertising that will pay dividends and it's the only kind of advertising that will pay.

"You will never build the business nor make the profits which are possible for you, until you abandon the haphazard, hit and miss methods of advertising, get a clear idea of just what it is you want your advertising to accomplish for you, and then go at it in a systematic, persistent, business-like method.

### MAKE AN APPROPRIATION.

"Make an advertising appropriation and stick to it. Every pair of boots which leaves your shop must bring you its original cost plus a percentage to cover the cost of doing business, plus another percentage of profit. Now your cost of doing business must include rent and insurance and salesmen's wages, and light, heat and taxes, and interest on investment and advertising, and the score of incidentals that enter into the investment and advertising, and the score of incidentals that enter into the conduct of a retail shop. And these charges against every pair of shoes are fixed, are staple. You meet them without question or quibble.

"If you had a bad day yesterday and your sales fell away below the normal average, you don't say that you'll have to cut down clerk hire and suspend your best salesman until trade picks up; you don't say that you'll cut down your rent and move for a day or two to a side street; you don't say that you'll save the wear and tear on the sign over your door and take it down for a day or two; you don't say that you'll save taxes and rush up to the city officials and ask them to lay off the firemen and policemen and shut down the water-works and turn off the electric lights until business picks up. Oh, no; you wouldn't think of that; and yet that's exactly what you do with your advertising!

"And another thing: Take advantage of every hit of advertising done by manufacturers; utilize so far as possible all the general publicity which they give to lines you carry.

"Manufacturers in every line realize today as never before the necessity of general advertising in the interest of their individual brands. It is a species of protection to the manufacturer, but it is also an inestimable aid to the retailer who is awake to its possibilities. Shoe manufacturers have not done as extensive advertising as have manufacturers in some other lines. But trademarked lines of shoes are now exploited in farm papers, magazines and daily newspapers of general circulation and the tendency is growing.

### MANUFACTURERS WILL HELP.

"Your local newspaper must be the mainstay of your advertising campaign. By no other means can you reach so large a proportion of the best trade in your community so economically. Set aside a definite sum to be spent in a year. Base your expenditure upon a percentage of your last year's business and spend it systematically. Don't let the question of 'copy' frighten you to death; don't get the idea that 'copy' is the whole thing of advertising. To be sure there's a great difference in the effectiveness of advertisements; but if you'll forget all about fine writing, or being smart and clever; if you'll forget the big sounding, pat phrases which have been used so often that they mean nothing, and sit down and talk to the people of your community, your friends and neighbors, about your store and your stock and your service, you will write a good ad without knowing it."

### Norfolk Ad Club Luncheon.

At the weekly luncheon of the Norfolk (Va.) Ad Club addresses were made by S. Grosvenor Dawe, S. S. Currin, of Boston, and Norman R. Hamilton. Mr. Dawe spoke of the good work accomplished by the various commercial organizations of Norfolk. Mr. Currin gave a talk on advertising from a local as well as national standpoint, and Norman R. Hamilton, the newly appointed collector of customs for Virginia, made a short talk in which he stated his intention to ask the co-operation of commercial organizations and individuals in his new office.

### Appoint Pensacola News Trustee.

Creditors of the Pensacola (Fla.) Evening News, which was thrown into bankruptcy a few months ago, met last week and selected N. J. Lillard trustee to handle the paper. Mr. Lillard was appointed receiver of the concern when it was adjudged bankrupt and the paper has since been operated under his management.

### 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.

## ADVERTISING MEDIA

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

## FOR SALE

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

## CENTRAL WEST WEEKLY

with annual volume of business of \$7,800. After paying expenses owner had left more than \$3,400 as return for personal effort and investment. Well equipped. Price \$11,000. Proposition J. D.

## G. M. PALMER

Newspaper Properties  
225 Fifth Ave., New York

## SITUATIONS WANTED

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

AN EXPERIENCED newspaper man, able and ready writer, legal training and experience, has given especially satisfactory services as reporter of trials and court proceedings, seeks position, as editor, editorial writer or court reporter for high-class journal requiring the services of an able and industrious man. Address D1223, Care The Editor and Publisher.

Wanted position as circulation manager on good, live daily. Eight years experience; can get the business and the \$ for it. Address "Get Busy," 814½ Market street, Chattanooga, Tenn.

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.

WANTED—Position as circulation manager or superintendent of city delivery. Can build up city routes. Experienced. Good references furnished. No job hunter. JAMES MARCH, Box 224, Washington, Pa.

## 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.

## BUSINESS OPPORTUNITY

Automobile monthly doing about \$80,000 gross business can be bought for \$50,000 with reasonable terms to responsible parties. Owner desires to retire from publishing business. Box D 212, care The Editor and Publisher.

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

## MISCELLANEOUS

### DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per psce. 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 campaigns will bring thousands of subscribers on merits of your paper. The kind that stay and pay. Terms reasonable. W. Clement Moore, Circulation Specialist, New Egypt, N. J.

### EDITORIALS FURNISHED.

An editorial writer is now in a position to add one or two papers to his list. Among newspaper endorsements of his work is the following: "Is a writer of unusual ability especially along the line of editorial work? Personally he is honest, conscientious and trustworthy in every respect. Well educated and resourceful, he is a close student of up-to-date subjects, which he handles in a manner both instructive and entertaining. His special service is a great help to the busy editor, whose time is so fully occupied with other matters that he cannot give his editorial prose the attention which it deserves." Address "Experience," care The Editor and Publisher.

## The American Newspaper Exchange

offers for

sale, the newspaper properties described below:

**DAILY AND SUNDAY** paper in prosperous middle western city of 200,000. Will sell entire property, or, to the right party, a part interest, under a partnership arrangement. Property valued at \$300,000. This is among the best propositions of its class in the United States. (Proposition D 312.)

**SEMI-SCIENTIFIC WEEKLY**, in national field; now earning approximately \$5,000 net; owner will sell to right party, capable of taking position of general manager, a half-interest for \$6,500, with salary of \$2,500 a year; no scientific training necessary; can be conducted successfully by any capable man with newspaper experience. Owner will sell entire property if desired, but has planned to travel, retaining a half interest and remaining an editorial contributor. (Proposition 287.)

**KANSAS DAILY**, in city of 35,000; evening paper; net profits, about \$6,000 a year. Price \$20,000—half cash, time on balance. (Proposition D 314.)

**ILLINOIS WEEKLY**, with good job printing plant, in city of 15,000; independent; circulation 6,000; net receipts in excess of \$10,000 a year. Price \$32,000. Terms: Cash, \$22,000; time on balance. (Proposition D 320.)

**OKLAHOMA DAILY AND WEEKLY**, in city of 10,000; annual net profits, about \$3,000; price \$18,000; terms, cash. (Proposition D 318.)

**NORTHWESTERN DAILY**, in city of about 20,000; now making only small profit, but has splendid territory and can be made to earn annual net profits of \$10,000 to \$20,000 a year. Price \$25,000; terms, part cash, time on balance. (Proposition D 322.)

We invite correspondence. Parties unknown to us will be expected to furnish references or to so identify themselves as to satisfy us of their responsibility and good faith.

**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.

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.

### VALUE OF NEWSPAPER AUDITS.

C. D. Atkinson on the Standardization of Newspaper Space Buying and its Verification.

In an address before the Southern Newspaper Publishers' Association, Charles D. Atkinson, business manager of the Atlanta Journal, in speaking on the topic, "Newspaper Audits," said:

"The Association of American Advertisers brought about many changes when through its instrumentality newspaper circulation audits were instituted. In the good old days the newspapers uniformly quoted a circulation of from 20% to 400% greater than their maximum of real circulation. The space buyers so veiled their contracts in obscurity, so conditioned them for possible insertions, which could, upon technicalities, be disallowed; and so loaded them with enforced Lagniappe, that the publishers dared not challenge their self respect by circulating the rate per inch upon which payment was ultimately made for the used spaces.

"Not all space buyers nor all newspapers thus did business, but many did. Not only did standards vary as to what constituted circulation, but there were also variants in space measurements. It was the time of the six, eight, and ten-line square. The agate line was sometimes the basis and sometimes it was the nonpareil line that served as the governing unit.

"It is amazing that this shroud of mystery should have so long enveloped general advertising in newspapers.

"The first audit of newspaper circulation made by the Association of American Advertisers resulted in the discovery of facts of vast value to advertisers and of conquering strength to newspapers.

"Advertising space began to be sold as a commodity instead of as a privilege. Foreign advertising grew in volume and gained in respectability. The system of selling space in definite quantity of circulation as well as in definite quantity of agate line came in, and many sound practices owe their origin to the Association of American Advertisers.

"If the right of advertisers to know the circulation of newspapers in which they buy space had not passed from debateable ground into accepted fact, the enactment of the postal law requiring the publication of circulation figures gave this matter pragmatic sanction and closed the case.

"The new audit organization is designed to build upon the splendid foundation laid down by the A. A. A. and to rear an audit system which will fill out completely what the A. A. A. has in part erected and in part adumbrated.

"The idea is progressive. The plan is feasible, and the possible good to be accomplished is great. The details must be worked out, but no serious doubt remains as to the value of such an audit association. The value of it lies both with the newspapers and with the users of advertising space."

### Big Number of Beaver Falls Tribune.

The Beaver Falls (Pa.) Tribune issued a special spring fashion and automobile edition, March 27, that was by far the largest newspaper ever printed in Beaver County. It consisted of 44 pages. The fashion section was filled with descriptive articles carrying up-to-the-minute information on fads and fashion, and the manner in which local advertisers displayed their preparedness to meet the demands likely to follow such information is indeed noteworthy. The automobile section besides covering the announcements of dealers carried a large amount of motor-drawn vehicle information.

The edition contained 4,071 inches of display advertising. The feature sections were printed on a high-grade of book paper and excellent style is shown in composition and general make-up.

The special number was prepared and supervised by Horace L. Davis, advertising manager of the Tribune.

### NEW TACOMA AD AGENCY.

Its Founders Are Arthur H. Allen and S. L. Lester, Experienced Ad Men.

The Allen-Lester Company (Inc.) is the name of a new general advertising agency recently established at Tacoma, Wash., by Arthur H. Allen, vice-president of the Botsford Advertising Company of Portland, Ore., and S. L. Lester, for some years engaged in active newspaper work at Tacoma.

Mr. Allen, the president of the new agency, has had 15 years' practical ad-



ARTHUR H. ALLEN.

vertising and merchandising experience in both retail and manufacturing lines. Among the accounts he has handled in Portland are: Alber Brothers Milling company, Meier & Frank company, mail order department; Portland's Emporium, Portland Flouring mills, Wadhams & Co., wholesale grocers; F. F. Haradon & Son Biscuit company, Hudson & Gram company, G. M. Gray's exclusive ready-to-wear store, Holtz department store, Holly Condensed Milk Company, L. C. Henrickson Jewelry



S. L. LESTER.

company, and a score of the largest advertisers in the web-foot state.

Mr. Lester, the secretary-treasurer of the company, has resided in Tacoma for seven years, during which time he has sold \$1,000,000 worth of newspaper space to advertisers. He has taken an active interest in the public activities of the city and is a member of the Commercial Club.

### "The Conference Letter."

James Melvin Lee, of the faculty of the New York University, as secretary of the American Association of Schools of Journalism, sends out to the members of that organization, from time to time, copies of "The Conference Letter," containing items relating to the field in which they are engaged. These consist of personals, paragraphs about the problems of teaching journalism, reference to articles that have appeared in current magazines, etc.

## Advertising Agency

A customer of this firm owns a prosperous General Advertising Agency in New York City. His business is expanding rapidly. We are authorized to offer a substantial interest in this agency, either to a competent man with his services, or to an investor who can influence one or more important accounts.

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

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

### Newspaper Engineers

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

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

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

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

## BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

## ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is - RESULTS COUNT.

218 West 42nd Street New York

### Canadian Press Clippings

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

## The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

**TIPS FOR THE AD MANAGER.**

N. W. Ayer & Son, 300 Chestnut st., Philadelphia, Pa., are sending out copy for the Encyclopedia-Britannica Co.

-Clague Agency, Otis Building, Chicago, Ill., are renewing contracts for Pabst Brewing Co., "Pabst Beer" for Milwaukee, Wis.

George Batten Co., 4th Ave. Building, N. Y., are reported to be placing contracts for the Cliquot Club Co., "C. C. C." Products, Millis, Mass.

The Massengale Adv. Co., Atlanta, Ga., and the D'Arcy Adv. Co., St. Louis, Mo., are again making contracts with a large list of papers for the Coca Cola Co., Atlanta, Ga.

The Blackman-Ross Co., 95 Madison ave., N. Y., are now representing the Remington Typewriter Co., 327 Broadway, N. Y., and the United Cigar Mfgs., 1016 2d ave., N. Y.

The Bayer-Stroud Corporation, 200 5th ave., N. Y., will place the following accounts: B. Fischer & Co., Hotel Astor, coffee, tea and rice; Franklin and Greenwich sts., N. Y.; Gotham Hosiery Co., "Gold Stripe Hosiery," 430 E. 53d st., N. Y.

Wyckoff Adv. Co., Buffalo, N. Y., and 25 E. 26th st., N. Y., are placing 500 in. orders generally for C. S. Clark Optona, etc., Rochester, N. Y.

Rose-Stern Co., 39 W. 32d st., N. Y., is placing orders with mail order papers for the Eager Colon Cleanser Co., 26 Court st., Brooklyn.

The Van Cleve Co., 1790 Broadway, N. Y., is placing orders with papers in New York city, Southern and Middle West for the Tobacco Products Corp. "Ramises Cigarettes," Studebaker Bldg., N. Y. The company has also taken over the advertising of the Maxwell Motor Car Co., Detroit, Mich.

Sherman & Bryan, 79 5th ave., N. Y., are placing Easter copy for the Re-al Shoe Co., Boston, Mass., in cities where they have stores.

Wood, Putnam & Wood Co., 111 Devonshire st., Boston, Mass., who represent the Moxie Nerve Food Co., Boston, Mass., generally prepare their list about this time.

J. Walter Thompson Co., Cincinnati, O., is placing 14 in. 26 t. orders with Southern Sunday papers for Andrew Jergens Co., Soaps, Cincinnati, O.

M. Volkmann Adv. Agency, Temple Court, New York, is placing orders with a selected list of papers for the West Disinfecting Co., "C. N. Disinfectant," 12 East 42d street, New York. The same agency will shortly place orders generally for Prof. Burns' "Ovida Corsets," Broadway and 38th street, New York.

H. Sternberg Sumner Co., 208 Fifth avenue, New York, is placing orders for Kaufman Hats, 123 West 42d street, New York, in cities where they have stores. The company is reported to be placing orders generally for Phillips-Jones Co., "Girard & Co." Otag Underwear and Emperor Gold Label Shirts, New York.

Mahin Adv. Co., 104 So. Michigan avenue, Chicago, Ill., is making 10,000 l. contracts with some Western papers for the Pacific Coast Condensed Milk Co., Seattle, Wash.

John M. Leddy, 41 Park Row, New York, is placing 30 l. 2 t orders with mail order papers for the Codless Limb Specialty Co., 140 West 42d street, New York.

H. K. McCann Co., 11 Broadway, New York, is preparing orders for their spring schedules for the Standard Oil Co., New York.

A. McKim, Ltd., is making 5,000 l. contracts with New York State papers for P. C. Larkin & Co., "Salada Tea," 32 Yonge street, Toronto, Can.

J. Walter Thompson Co., 44 East 23d street, New York, and Boston, Mass., is placing orders with a selected list of papers for

the Boston Varnish Co., "Kyanize Varnish," Everett Station, Boston, Mass. The company is extending the advertising of Arhucke Bros. "Yuhan Coffee," Old Slip, New York, to Philadelphia papers. It is also placing 672 l. one time with papers that subscribe to the Hearst Service.

Cowen Co., 50 Union square, New York, are placing some 10,000 l. contracts with a selected list of Eastern papers for Chase & Sanborn, Coffee, Spices, etc., 200 High street, Boston, Mass.

Frank Kiernan & Co., 156 Broadway, New York, are making 3,000 l. contracts with Pacific Coast papers for the Syndicate Publishing Co., "Peoples Encyclopaedia," 9 East 37th street, New York.

J. W. Morgan Adv. Agency, 44 East 23d street, New York, has placed orders with a selected list of papers for Haviland & Co., "Haviland China," 11 East 30th street, New York.

Eugene McGuckin Co., Morris Bldg., Philadelphia, Pa., are placing the advertising of the International Correspondence School, Scranton, Pa.

Walter L. Houghton Adv. Agency, Kinney Bldg., Newark, N. J., is gradually placing orders with Eastern and Southern papers for J. Wiss & Sons, "Wiss Shears," Newark, N. J.

H. K. McCann Co., Boyer Bldg., Detroit, Mich., have taken over the account of the Oakland Motor Co., Detroit, Mich.

H. H. Levey, Marbridge Bldg., New York, is making trade deals in the Martinique Hotel, Broadway and 32d street, New York.

Matos-Menz Adv. Co., Bulletin Bldg., Philadelphia, Pa., is placing orders with Southern papers for the Velvetta Co., "Insectine," 142 No. 4th street, Philadelphia, Pa., and for the Botanical Mfg. Co., 255 So. 4th street, Philadelphia, Pa.

Frank Preshrey Co., 456 Fourth avenue, New York, is placing 56 l. d. c. 2 t. orders with Canadian papers for the Plaza Hotel, Fifth avenue and 59th street, New York. The Preshrey concern will place all of the advertising of the Southern Railway Co., Washington, D. C., and New York, after April 1.

W. H. H. Hull & Co., Tribune Bldg., New York, is preparing a list of papers for a page advertisement to appear early this month covering "Onyx Hosiery" for Lord & Taylor, upper Fifth avenue, New York.

Will H. Dilg, 12 State street, Chicago, Ill., will place all of the 1914 contracts for the Anheuser-Busch Brewing Association, "Budweiser Beer," St. Louis, Mo.

Hudson Navigation Co., Peoples Line and Citizens Line, Pier 32, N. R., New York, will shortly place orders direct with a selected list of Eastern papers.

Doremus & Morse, 50 Pine street, New York, are making 3,000 l. contracts for E. W. Clark & Co., Bankers, Philadelphia, Pa., with papers that subscribe to their service. They are also placing some of the advertising for the Bankers Trust Co., "A. B. C." cheques, New York.

Fernberger Adv. Agency, Empire Bldg., Philadelphia, Pa., is placing 42 l. 6 t. orders with newspapers in vicinity of New York City for I. Tanenbaum Son & Co., Insurance Brokers, 149 Broadway, New York.

Esser-Wright Co., Utica, N. Y., and Buffalo, N. Y., is placing 200 in. orders with Pennsylvania papers for the Phenol-Septol Products Co., 80 Stone street, Rochester, N. Y.

Dorland Adv. Agency, 366 Fifth avenue, New York, is placing orders for Dr. Jaeger Sanitary Woolen System Co., "Dr. Jaeger Underwear," 395 Fourth avenue, New York, with papers in Boston, Chicago, New York City and Philadelphia.

Richard A. Foley Adv. Agency, Bulletin Bldg., Philadelphia, Pa., is placing 28 l. 46 t. orders with certain Kentucky papers for the Notaseme Hosiery Co., Philadelphia, Pa.

Dunlap-Ward Adv. Co., 123 W. Madison street, Chicago, Ill., is placing some of the business of the Chandler Motor Car Co., Cleveland, O.

**Discuss Billboard Ordinance.**

A second public hearing in the Aldermanic chamber, City Hall, was held on Wednesday regarding the proposed ordinance affecting fences, bill boards, roof signs, sky-signs and other forms of out-door advertising. Representatives of a dozen civic and business organizations were in attendance. Arguments for and against were made. One double-decked billboard in Brooklyn was the subject of special objection in that it was not only an eye-sore, but had afforded burglars an opportunity to enter abutting houses. Alderman Curran, who framed the ordinance, explained its plan and scope.

**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.

<b>ARIZONA.</b> GAZETTE—Av. Gross Cir. Jan., 1914, 7615, Phoenix.	<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) Lincoln
<b>CALIFORNIA.</b> ENTERPRISE .....Chico TRIBUNE .....Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTION .....Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>NEW YORK.</b> BUFFALO EVENING NEWS, Buffalo BOULLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet NEWS .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) .....Peoria	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for Jan., 1914. Daily .....110,073 Sunday .....147,528 VINDICATOR .....Youngstown NEWS .....Cleveland Circulation for Jan., 1914. Daily .....117,929 LEADER .....Cleveland Circulation for Jan., 1914. Daily .....75,068 Sunday .....96,986
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,960)
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-DEMOCRAT ...New Orleans	CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>WASHINGTON.</b> POST-INTELLIGENCER ....Seattle
<b>MICHIGAN.</b> PATRIOT (No Monday Issue).Jackson Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n Member "Gilt Edge" Newspapers	<b>CANADA.</b> BRITISH COLUMBIA. WORLD .....Vancouver
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis	<b>ONTARIO.</b> FREE PRESS.....London
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	<b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MONTANA.</b> MINER .....Butte	

**Elgin's Dollar Day Campaign.**  
The Dollar Day idea has been given a successful trial in Elgin, Ill., as an advertising campaign. Merchants large and small joined together in offering bargains for one dollar. In certain cases the purchasing power of the dollar was made equal to two dollars and more. The establishment of the Dollar Day as a semi-annual event was proved a great trade stimulus in Elgin. Carefully prepared copy was used.

**New Orleans States**

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

32,532 DAILY

Per P. O. Statement

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

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

**AD FIELD PERSONALS.**

Roland Cole, for the last nine years with Lawman & Erbe Manufacturing Company of Rochester, and of late advertising manager, has been made advertising manager of the Ferro Machine Foundry Company, Cleveland, O.

John B. Woodward, advertising manager of the Chicago Daily News, announces the appointment of J. F. Kelly, formerly of the Philadelphia Telegraph, as manager of advertising promotion department, and F. L. Craft as manager of schools and colleges advertising.

Richard E. Tucker has resigned as advertising manager of the Frederick E. Murphy Automobile Company, Minneapolis. He is now holding a similar place with the Edmund G. Walter Real Estate Agency.

E. H. Pritchard, formerly on the copy staff of the Federal Advertising Agency, has gone to a similar place with the H. E. Lesan Advertising Agency.

George D. Buckley has just been appointed advertising manager of the Woman's Home Companion, New York and Springfield, O. Mr. Buckley was at one time on the staff of Everybody's. He was subsequently manager for the Home Pattern Company, under the ownership of Condé Nast. His most recent connection was with the J. Walter Thompson Company.

L. R. Alwood has joined the Service Corporation, Troy, N. Y. He was formerly advertising manager of the Detroit Steel Products Company.

F. L. Lee has withdrawn from Lee-Jones, Inc., Chicago, as organized by him.

Walter C. Allen, for about five years with the Yale & Towne Manufacturing Company, New York, in charge of the commercial and sales division, has been made vice-president of the company.

Byron Gregory Moon has resigned as advertising manager of the United Shirt and Collar Company, Troy, N. Y. He will open a service agency.

**ADVERTISING FIELD NOTES.**

Messrs. C. H. Brockhagen and E. S. Trowbridge, who represent the San Francisco Call, the San Diego Tribune and Union and the Los Angeles Herald in Chicago and New York, respectively, will continue their offices with Messrs. Payne & Young, who have been giving eminently satisfactory services since the consolidation of the San Francisco Call and Post, according to the publisher.

The publishers of the Charlotte (N. C.) Daily Observer and Evening Chronicle have issued a neat appearing booklet entitled "Charlotte at a Glance," designed to furnish advertisers with such information as will be of service to them in placing their announcements. It contains facts about the city, about the papers, and then gives a list of the leading merchants, properly classified.

Putnam & Randall, special representatives, have moved from 45 West 34th St. to 171 Madison Ave., at 33rd St., New York.

The proceedings of the Eighth Annual Convention of the Federation of Trade Press Associations in the United States held at the Hotel Astor, New York, Sept. 18-20, 1913, have been published in book form.

**Lee Withdraws From Agency.**

Frank L. Lee has withdrawn from Lee-Jones, Inc., of Chicago, advertising agents, of which he was organizer and founder. Mr. Lee's efforts during the past year have been instrumental in building up the business to a point where its billing approximates a quarter of a million dollars. The personnel of the organization will remain the same.

**Townsley in New Orleans.**

Charles W. Townsley, formerly of Sears, Roebuck & Co., Lord & Thomas, Marshall Field & Co., the System Co., the Chicago Tribune, and New Orleans Item, has been elected vice-president of the Chambers Advertising Agency, of



CHARLES W. TOWNSLEY.

New Orleans, La. He will have entire charge of the service bureau, and will have direct supervision of the preparation of all advertising campaigns.

**NEW DRAMATIC NEWS SERVICE.**

**Bureau To Be Established in New York By M. C. Fagan.**

Myron C. Fagan has informed the Editor and Publisher that the article printed in last week's issue connecting him with the General Film Company's projected campaign of advertising was incorrect. To a representative he said: "I am not in any way interested in the advertising of the General Film or any other moving picture concern. I happened to know that the Exhibitors' League, composed of some 21,000 moving picture theatre managers, and the Manufacturers' Association, composed of a dozen or more of the leading film companies, are contemplating a newspaper advertising campaign which calls for an expenditure of probably a million dollars for the purpose of presenting the facts concerning the business and to effect a general uplift of the moving picture industry. I mentioned this fact to an advertising man in Chicago and he evidently got it into his head that I was to have the handling of this advertising and told your correspondent about it. This is not true, as I am not in any way connected with the matter."

Mr. Fagan, who is an author and a playwright, has come to New York to establish the National Newspaper Publishers' Drama Service Bureau, with offices in the Longacre building, in the interests of several hundred newspapers that have already contracted for its service, among which are the San Francisco Call, San Francisco Chronicle, Cincinnati Enquirer, New Orleans Picayune, Chicago News and Post, Denver Post, Los Angeles Herald, Express and Times, St. Louis Post-Dispatch and Republic, Louisville Courier-Journal and Herald, Pittsburgh Dispatch and Philadelphia Inquirer and Press.

The bureau will supply news of the dramatic field, and especially of new productions. Press agent matter will be eliminated entirely.

Mr. Fagan is the author of the plays "The White Rose," "The Higher Law," "The Living Truth" and "The Divide." His novels include "Defiance," "The White Rajah," and "Russian Exiles."

**Answers Complaints by Ads.**

The Dallas (Tex.) Gas Company has adopted the idea of answering complaints regarding their bills by means of paid newspaper advertising. It was thus explained why the gas bills for January exceeded those of December.

**Directory of Advertisers Aids.**

**Publishers' Representatives**

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

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

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

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

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

**CONE, LORENZEN & WOODMAN**  
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  
Tel. Randolph 3465.

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

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

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

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

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

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

**Advertising Agents**

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

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

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

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

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

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

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

**GJENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

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

**Watson to Fight Substitution.**

Charles P. Watson, for six years connected with the New York Tribune, and for two years prior to the retirement of Conde Hamlin, the latter's personal assistant, is now engaged in acting as the representative of a number of manufacturers of trade-marked articles in fighting the substitution evil. Mr. Watson will lay before the publishers of the country some facts that show the loss of advertising efficiency through the very apparent detrimental effect of substitution, as widely practiced at present. Mr. Watson expects to be in position before long where he can work with nearly all the daily newspaper publishers, representing fifty or sixty leading manufacturers of trade-marked articles, who spend fifty or sixty million dollars a year in advertising, and get them to give space in their columns to such articles as he will supply on a daily basis on the subject of the evils of substitution, etc.

**NEW PUBLICATIONS.**

**BOAZ, ALA.**—The Weekly News has just been issued under the editorship of J. W. Mills.

**HANOVER, PA.**—The Independent, a new daily paper controlled by the Poultry Fancier Publishing Company, has recently been established.

**DAVENPORT, ILL.**—The first issue of the Tri-City Herald, published by Charles W. Gates and P. N. Tarver, has

appeared. It is to be a weekly in the interests of the colored people of the section.

**BILLINGS, MONT.**—The Sentinel, devoted to the interests of Yellowstone County, for the last eight years published in Laurel, has been moved to this city by D. W. Watsabaugh, its owner.

**READING, PA.**—The Democratic Messenger has made its appearance. Adolph Kraemer is editor and Robert E. Richardson associate editor of the new paper.

**Advertising vs. Praying.**

Here is one deserving of notice: The small daughter of a Little Rock family had been praying each evening at bedtime for a baby sister. The other morning her mother, reading the paper, exclaimed: "I see Mr. Smith has a little daughter."

"How do you know that?" asked the child.

"I read it in the paper!"

"Read it to me!"

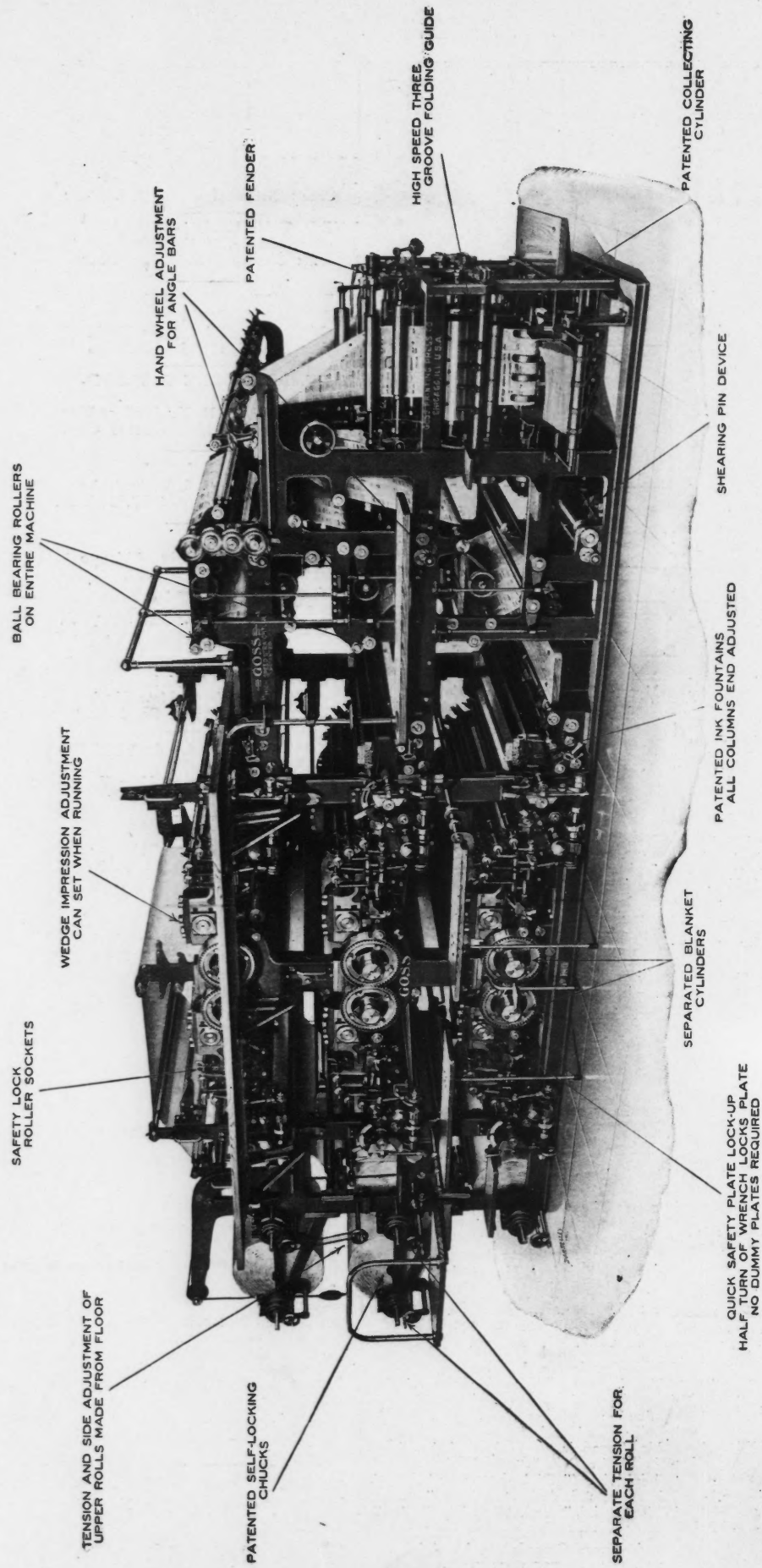
The mother read: "Born—On March —, to Mr. and Mrs. — Smith, a daughter."

The child thought a moment, then said: "I know what I am going to do. I am going to quit praying and begin advertising."—Little Rock Gazette.

The University of Nebraska is the latest institution to establish a course of instruction in journalism.

# GOSS PRESS EFFICIENCY

## THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE  
METROPOLITAN BUILDING  
No. 1 MADISON AVE.

### THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS  
16TH STREET AND ASHLAND AVENUE  
CHICAGO, ILL.



