

THE EDITOR AND PUBLISHER

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A. N. P. A. MEETING

ANNUAL CONVENTION OF PUBLISHERS TO BE HELD APRIL 27 TO 29 INCLUSIVE

Convention Promises To Be One of Great Interest and Large Attendance Is Expected. Topics of Vital Importance to Be Discussed. Annual Meeting of Associated Press Will Be Held Same Week.

Owing to the importance of topics to be discussed, the coming meeting of the American Newspaper Publishers' Association, which will be held at the Waldorf-Astoria Hotel in New York April 27 to 29 inclusive, promises to surpass all previous gatherings in point of interest and attendance.

Following the usual custom, the complete list of topics and the speeches will not be announced until the opening of the convention. Paper and labor are two of the vital topics that will be up for discussion, and the publicity agent will also come in for a generous share of attention. Numerous other matters of pertinent interest to every publisher are also on the list.

On Tuesday afternoon, April 26, the committee on advertising and the board of directors will meet at the headquarters of the association in the World building.

The convention proper will be called to order on Wednesday morning at 10 a. m. in the Myrtle room of the Waldorf. Business reports of the various committees will be received.

The attention of the convention will be occupied Thursday morning by the subject of "Paper" and Chairman John Norris of the committee on paper will submit his report.

Thursday afternoon the Committee on Labor will report. H. N. Kellogg, chairman of this committee, will lead the discussion.

The joint banquet of the A. N. P. A. and the Associated Press will be held in the grand ball room on Thursday evening.

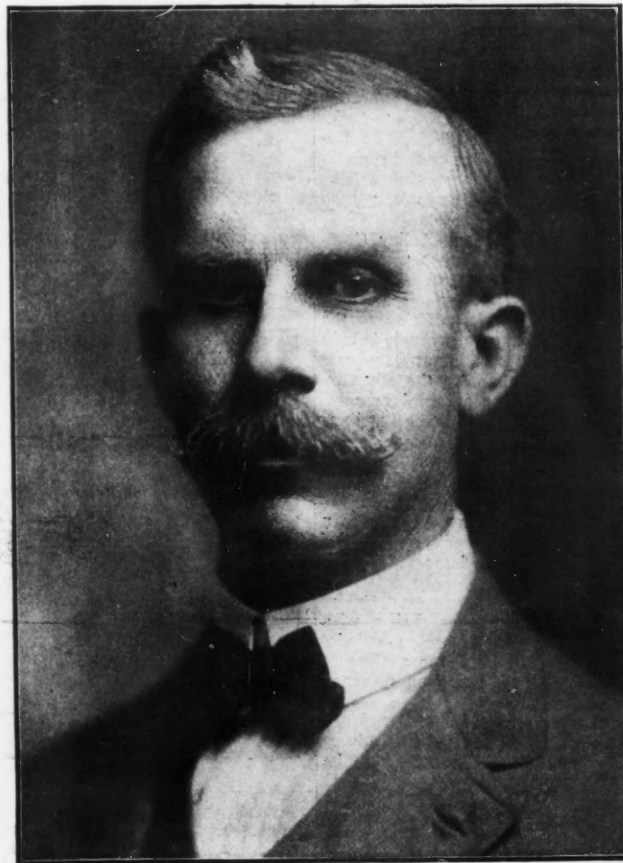
Friday morning will be devoted to fugitive matters and other matters which have not been definitely placed on the program.

On Friday afternoon will be the annual meeting of stockholders and the election of officers, after which the convention will adjourn.

The annual meeting of the Associated Press will be held in the Waldorf on Tuesday, and will be confined to the one day's session. Only routine matters and questions bearing upon the improvement of the service will be taken up. Following the general meeting the newly elected board of directors will meet and elect officers for the ensuing year.

There are two vacancies in the directorate, caused by the death of General Rufus N. Rhodes and the retirement of Charles H. Grasty. The terms of five members of the board also expire this year, leaving seven places to be filled.

The members of the Board of Directors whose terms expire are: Frank B. Noyes, Albert J. Barr, Pittsburg Post; Charles W. Knapp, St. Louis Republic; Clark Howell, Atlanta Constitution; and M. H. deYoung, San Francisco Chronicle.



FRANKLIN P. GLASS

PUBLISHER OF THE MONTGOMERY (ALA.) ADVERTISER AND PART OWNER OF THE BIRMINGHAM (ALA.) NEWS WHOSE NAME IS BEING ACTIVELY PROMOTED AS A MEMBER OF THE DIRECTORATE OF THE ASSOCIATED PRESS.

BALTIMORE SUN COMPANY.

A. S. Abell Company Incorporated with Capital Stock of \$1,200,000.

The A. S. Abell Company, owner of the Baltimore Sun, was incorporated as a stock company last week. The incorporators are Charles H. Grasty, Arunah S. Abell and Charles S. Abell.

The purpose of the corporation, as set forth in the papers of incorporation, is to publish the Sun, the Baltimore Weekly Sun and the printing and publishing of any newspaper which it may establish or otherwise acquire. The capital stock of the corporation is \$1,200,000. One-half of this amount is to be preferred stock, while \$600,000 is to be common stock. The holders of preferred stock are to receive an annual dividend of not more than 5 per cent., when such dividend is declared by the directors. The dividend is to be cumulative; that accruing on the preferred stock is to be paid before any is declared on the common stock.

The directors of the corporation for the year following the date of incorporation are the incorporators—Charles H. Grasty, Arunah S. Abell and Charles S. Abell.

FOR NEWSPAPER MEN.

Special Performance of "Fourth Estate" Will Be Given in Chicago.

For the first time in the history of Chicago a theatrical performance is to be given on which the curtain will rise at 2:45 a. m. In commemoration of the one hundred and fiftieth performance of "The Fourth Estate" in Chicago on April 12, Liebler & Co. will act as hosts to the working newspaper men of Chicago and editors and correspondents from towns in the Middle West.

Every seat in the Studebaker Theater will be occupied by reporters, editors, printers—in fact, employees of every department of Chicago's newspapers. Elaborate invitations shortly will be sent out to the editors of Illinois, Iowa, Wisconsin, Michigan and Indiana. A committee of active newspaper men has been formed which will take charge of the Chicago arrangements and handle the tickets for the employees of the newspapers of Chicago.

Steuben Godby has purchased the plant of the Somerset (Ky.) Journal. The Journal is one of the oldest papers in the State.

DRUG SYNDICATE

WILL INCREASE CAPITAL TO \$25,000,000 AND ADVERTISE MORE.

Co-operative Druggists' Organization Has Been Remarkably Successful. W. B. Curtis, in Charge of Advertising, Says He Will Have Contracts with 2,000 Papers by May 1. Represented in 6,000 Small Towns.

The American Druggists' Syndicate, a co-operative concern organized in a small way five years ago with headquarters in New York, is just now in the public eye because of its astonishing growth and its widely distributed advertising. It began with fourteen members. There are now upwards of 12,000 individuals who are members.

A meeting of the stockholders was held this week in Long Island City, N. Y. There were 500 present and most of the others sent proxies. It was voted to increase the capital stock from \$200,000 to \$2,500,000, with the proviso that it may ultimately be increased to \$25,000,000.

Carrying out a plan previously determined upon, the officers of the organization filed at Albany this week incorporation papers for a subsidiary company to be known as the American Drug Stores, with a nominal capitalization of \$1,000. It is understood that the American Drug Stores will be financed by the parent organization and will contest with such "chain store" organizations as the Hegeman & Co. and the Riker Drug Stores concerns.

William B. Curtis, of the William B. Curtis Advertising Agency, at 50 Church street, New York, was asked by THE EDITOR AND PUBLISHER whether the new move in the development of the American Druggists' Syndicate would affect the advertising campaign now going forward. This agency has exclusive charge of the advertising of the syndicate. Mr. Curtis said:

"In five years the syndicate has accumulated a surplus of \$600,000. The advertising has increased sales tremendously. The new move will inevitably increase the advertising."

"Will it have any effect in increasing advertising during summer months?"

"We do not consider summer months as especially necessitating a change of advertising policy from other seasons of the year. All our contracts are for fifty-two weeks—running the entire year."

"The American Druggists' Corporation manufactures a thousand preparations for summer and winter. Before May 1 we shall have advertisements in 2,000 papers, about half of which are dailies."

"The syndicate is represented in nearly every city of the country and in 6,000 small towns."

New York State Consolidation.

The Geneva (N. Y.) Daily Times has taken over the Geneva Daily News. The latter will be discontinued.

FRANK P. GLASS

May Be Made Member of Directorate of Associated Press.

Southern newspaper publishers are actively promoting the name of Frank P. Glass, publisher of the Montgomery (Ala.) Advertiser and part owner of the Birmingham (Ala.) News, as a member of the directorate of the Associated Press, to fill the vacancy created by the death of General Rufus N. Rhoades.

Discussing the matter, a prominent Southern publisher says:

"We feel that this vacancy should be filled by a member of the Southern division. Mr. Glass represents both the morning and afternoon papers and would undoubtedly make a most admirable director."

Franklin Potts Glass is regarded as one of the ablest and most successful publishers in the South. He is not only secretary, treasurer, business manager and publisher of the Montgomery Advertiser, but is a strong, forcible writer as well. Recently he purchased a fourth interest in the Birmingham News, was elected a director and vice-president of the company.

He was born in Centreville, Ala., in 1858 and graduated from Princeton in the class of 1877. In 1885 he purchased an interest in the Montgomery Advertiser and has been largely instrumental in making it one of the most valuable newspaper properties in the South.

He was one of the founders of the Southern Publishers' Association and was elected secretary and treasurer at its initial meeting in Atlanta in 1902. In 1906 he was elected president of the association by unanimous vote. He is also a member of the board of directors and the executive committee of the American Newspaper Publishers' Association.

WILL HAVE NEW HOME.

Montgomery (Ala.) Journal Purchases Property in Center of City.

The Montgomery (Ala.) Journal has purchased the Central Presbyterian Church property in that city for \$21,000 and will remodel it into a modern newspaper home.

The owners of the Journal are Horace Hood, who established it twenty-five years ago, and Frank Harvey Miller, formerly connected with the Birmingham Age-Herald. New equipment will be purchased and installed throughout.

New Colorado Daily.

Owing to the rapid growth of the city, the Steamboat Springs (Col.) Pilot announces that it will begin the publication of a daily on April 15. The Pilot is owned by C. H. Leckenby and D. W. Gee. A complete new plant was installed recently.

in
Philadelphia
it's
The Bulletin

"Covers the Philadelphia field at one cost."

FEBRUARY CIRCULATION:

287,963 COPIES
A DAY

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

MILLION FOR ADVERTISING.

MacManus-Kelley Company to Place Business of General Motors Company.

Within the past week the MacManus-Kelley Company, of Toledo, O., has closed a contract to handle the entire advertising of the General Motors Company, of Detroit, said to be the largest automobile concern in the world. A million dollars has been appropriated for immediate use, and a great campaign in the newspapers and magazines will be inaugurated. The company will remove its headquarters at once from Toledo to Detroit. A branch office will be maintained in Toledo and an office will be opened in New York at once to look after the Eastern interests.

While the MacManus-Kelley Company has made no attempt to specialize in automobile advertising, it has placed in the past a large share of this class of business. In addition to the twenty-three companies included in the General Motors Company, the new Detroit concern handles the advertising of many other automobile companies. A large number of other lines are carried also.

Theodore F. MacManus and Martin V. Kelley comprise the MacManus-Kelley Company. Mr. MacManus is an old newspaper man. At seventeen he started in at the editorial end of the game, switching later to the advertising end. He was the first man in Toledo to be regularly employed as an advertising manager, being with the first department store in Toledo. He went to Pittsburg for a time in a similar capacity, but soon returned to Toledo.

Mr. Kelley received his experience with big Chicago and St. Louis advertising concerns. Seven years ago he and Mr. MacManus merged interests and the MacManus-Kelley Company was born.

Mr. MacManus has acquired a national reputation as a writer of advertising and a deviser of selling plans. He has devoted most of his attention to these things. Mr. Kelley has attended to the soliciting end.

In addition to the General Motors Company, these automobile concerns and a large number of manufacturers in other lines employ the MacManus-Kelley Company to obtain publicity:

Apperson Brothers Automobile Company, Kokomo, Ind.; Franklin Commercial Car Company, Franklin, Pa.; Cunningham Motor Car Company, Rochester, N. Y.; Croxton-Keeton Motor Company, Massillon, O.; Ford Motor Company, Detroit, Mich.; Cadillac Motor Car Company, Detroit, Mich.; Cadillac "Thirty," Hartford Rubber Works Company, Hartford, Conn.; "The Tires That Last," Anderson Carriage Company, Detroit, Mich.; Detroit Electric; American Motor Car Company, Indianapolis, Ind.; the American Motor Car; Elmore Manufacturing Company, Clyde, O.; Valveless Two Cycle Elmore; Hupp Motor Car Company, Detroit, Mich.; Hupmobile; Speedwell Motor Car Company, Dayton, O.; Speedwell.

Change in Foreign Representatives.

The Louisville (Ky.) Herald announces that John Cass has been appointed Western representative, with offices in the Boyce Building, Chicago. C. C. Kahlert, of 34 West Thirty-fourth street, New York, has been appointed Eastern representative.

NEW SCHOOL OF JOURNALISM

A Massachusetts New Idea for Training Newspaper Men.

The following is reprinted from the Springfield (Mass.) Republican of March 26:

A school to be devoted to the practical training of young men and women in newspaper work has been organized in this city, as a department of Bay Path Institute, under the direction of Ernest Linden Waitt, a well-known newspaper man. "Colleges of journalism" have been established by some universities, but their teaching, it is claimed, has been merely the theory of journalism, and the training which a college man receives on the college papers is of limited value. The result is that the great demand for trained newspaper workers has not been filled, as editors are always too busy to teach green reporters the



ERNEST L. WAITT.

things they should know of the practical side of the profession. This situation was brought to the attention of M. F. Palmer, principal of Bay Path Institute, five years ago, and plans have ever since been formulating for supplying the deficiency by a course of practical training, such as is now essential in all lines of commercial life. The teaching will be assignments and criticism, and by actual work under the direction of Mr. Waitt. It is intended that the course shall be to the newspaper profession even more than the manual training school is to the trades. The "why" of the subject will be taught, as well as the "how," and the course will cover a period of ten months. Pupils in the newspaper course will also have instruction in all the other departments of the institute, such as English, shorthand, typewriting, commercial law, etc.

Through the affiliation of Bay Path Institute with the J. D. Bates Advertising Agency in the same building, and the presence of J. D. Bates and H. M. Strong on its board of instruction, students in this course will be given training in advertising writing and soliciting. Ernest Linden Waitt was engaged as director of this course because his long and varied experience in journalism, as reporter, feature writer, special correspondent, city editor, news editor, managing editor and publisher has fitted him for the position. Mr. Waitt accompanied William J. Bryan on his famous campaigning tours, was with Presidents McKinley and Roosevelt on many of their journeys, and at the time of the

tragedy at Buffalo, N. Y., he was one of the corps of experts who chronicled the exciting scenes attending the assassination and death of the President, and the trial and execution of Czolgosz. As a dramatic critic and playwright he is known to the theatrical profession. Mr. Waitt is a member of the Society of American Dramatists and the Authors' Club of London, Eng.

COPY CONTEST

To Be Feature of Associated Ad Clubs' Spring Meeting.

An advertising copy exhibit and contest will be a feature of the next meeting of the Associated Ad Clubs of America, to be held in Omaha July 18, 19 and 20.

To make the work of the Associated Advertising Clubs more effective and the convention more educational, the Omaha Club, which will be host to the meeting, will offer five cash prizes for advertising "copy" and display all entries in a big show room, giving writers the benefit of showing their work and buyers of copy the opportunity of seeing a display of the brains of men from all parts of the United States. The contest is open to any copy writer in America except members of the Omaha Club.

The five prizes will be offered for the following classes of "copy": One full page department store advertisement; one half-page exclusive clothing store advertisement; one half-page exclusive dry goods advertisement; one page for magazine advertisement for any manufactured article, and a suitable ad of not less than half a page to run in agricultural papers on a mail order proposition.

The copy will be judged by the five best copy men to be secured and then the copy will be offered for sale, the proceeds to go to the exhibitors whether a prize winner or not. The prizes will be substantial. The list of prizes and particulars are being prepared by F. W. Harwood, secretary of the Omaha Club, who makes the announcement.

C. F. KELLY

Resigns from Hand, Knox & Co. to Open Up for Himself.

C. F. Kelly, for the past two years treasurer and head solicitor for Hand, Knox & Co., special agents, New York, has resigned and will open up for himself as a special agent May 1, with offices in the Metropolitan Building.

Previous to his connection with Hand, Knox & Co., Mr. Kelly was for eleven years business manager of the Fall River Globe, and for two years head solicitor for the Smith and Budd Agency. Mr. Kelly is well known among newspaper publishers and general advertisers and undoubtedly will build up a strong list.

The New York Times
Weekly Financial Review

Clear and concise reports of financial conditions to enable investors to follow the course of their holdings. Full and accurate lists of quotations for reference—earnings of a hundred railways brought up to date, the situation in steel and copper and important movements on foreign exchanges.

Complete Compendium
To the Bond, Stock and Money Markets
Every Monday. Mailed to any address in the United States for

ONE DOLLAR A YEAR

The New York Times
Weekly Financial Review

NEW FEATURE.

N. W. Ayer & Son Will Audit Circulations of Newspapers and Periodicals—Results Will Be Printed in the American Newspaper Annual and Directory—Details of the Plan.

N. W. Ayer & Son, of Philadelphia, send out the following announcement: "In the summer of 1909 we conceived a plan for auditing the circulations of newspapers and periodicals, and printing the results in the American Newspaper Annual and Directory.

"The auditing of circulations was not a new thing, nor the issuing of certificates a novelty, but the doing of these things by the largest buyers of advertising space and the publication of these results to all other such purchasers in the book they go by, placed at the disposal of every publisher a plan complete and a service of productive value.

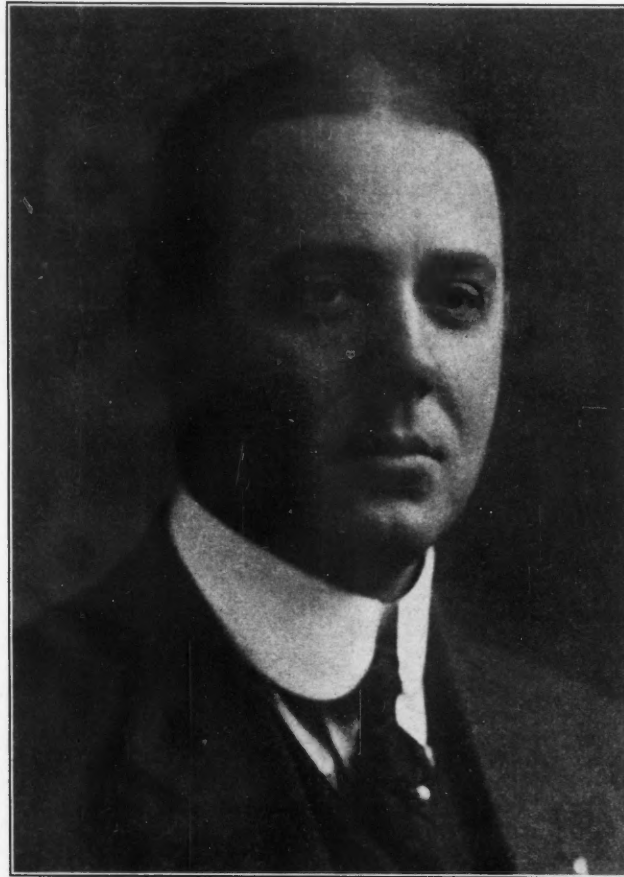
"Our next step was to put this plan before publishers in various parts of the country. This was done without formal announcement in order that its reception might be a guide for our subsequent action. The result of this experiment succeeded our expectations, and convinced us that the time was ripe to offer the service generally.

"Just at this time an event of much importance occurred in the publishing world. Following the death of Mr. George P. Rowell, and in line with his expressed desire, we acquired by purchase the rights, titles, records and other property of the American Newspaper Directory. For thirty years we had been devoting everything that could be utilized in such an enterprise to the upbuilding of the American Newspaper Annual. With the absorption of Rowell's Directory, under the title of the American Newspaper Annual and Directory, this publication now stands alone in its field—nothing compares with it in scope, outlay and authority.

"The consolidated book has met already with an excellent reception, publishers everywhere recognizing it more and more as the sole representative of the vast and widespread business in which they are engaged. The Annual and Directory is to-day a catalogue of the periodical press, a geographical and commercial gazetteer, a census report, a railroad guide, an atlas, a 'Who's Who' of editors and publishers and a compendium of circulation ratings.

"By the audit plan and service we are herein announcing, the publisher is offered all of the following:

"**THE AUDIT.**—A searching examination of books, lists, standing orders



C. I. PUTNAM
WHO HAS RESIGNED AS EASTERN MANAGER FOR PAYNE & YOUNG AND WILL ENTER SPECIAL AGENCY FIELD FOR HIMSELF

and all other records bearing on circulation, by a reputable auditor, experienced in both publishing and advertising and familiar with this branch of accounting, who make a complete and detailed report to the publishers of the Annual and Directory.

"**THE RATING.**—Based on the findings in that examination and audit, the publication is given the highest rating accorded under any circumstances, not only in the general catalogue section of the Annual and Directory, but also wherever in any special classification its name and description appear, it being in each instance set forth, in boldface type, that the net circulation given has been proved by the audit of the American Newspaper Annual and Directory.

"**THE ENROLLMENT.**—Every publisher receiving this service is given valuable standing with the advertisers of the country by the inclusion of his publication in the list of those which prove their circulation by means of this audit.

"**THE CERTIFICATE.**—Formal attestation concerning the examination and audit is provided in a handsome photogravure certificate, original in design and convincing in text, size 18 by 24 inches, on heavy parchment paper, cream tint, done in sepia ink, signed and sealed by the publishers of the Annual and Directory. This certificate, framed appropriately, is delivered to the publisher, to be hung in his office and testify to the standing of his medium.

"**THE FACSIMILE.**—A photo-engraved reproduction of the certificate, reduced to the size of a full page, is

inserted in still another section of the Annual and Directory, to which the advertisers who consult the book are referred for more detailed information.

"**THE BOOK.**—Finally, every publisher who orders an audit receives a copy of the Annual and Directory in which it appears. This book placed within reach will answer many questions for him, for his staff, and for those who patronize his office.

"Above are the details of our proposals. Their supreme value lies in the varied and repeated forms in which an audit is announced in the Annual and Directory and in the highly desirable publicity given to the facts. While an audit made by a local accountant, or by those more or less organized for work of that sort, might be correct, it would lack the authentication which we offer. Furthermore, this plan adds to the always laudable disposition of a publisher to make known his circulation, the practical advantage of conveying this knowledge directly to general advertisers, who alone can be expected to use it to a publisher's profit.

"What is set forth above is the outgrowth of dealings with the publishers of this country, extending over forty-one years and covering some fifty-five millions of dollars. We believe in these publishers, in advertising and in ourselves; and think this plan is calculated to promote public belief in all three."

The Montour Falls (N. Y.) Free Press has entered upon its thirty-fifth year of publication.

NEW MAGAZINE SECTION.

Will Make Its Appearance as Part of Well-Known Dailies.

A new monthly magazine will make its appearance on June 12 as part of the magazine section of the Chicago Tribune, Cincinnati Enquirer, St. Louis Globe-Democrat, Philadelphia North American, Pittsburg Dispatch and the Washington Post. It will be an up-to-date monthly, complete in literature and art, and form an appearance similar to well-known standards.

The plan, organization and promotion of the idea is that of Lynn S. Abbott, of New York, assisted by Ralph E. Briggs, of Chicago, both magazine advertising men of note.

The company, Abbott & Briggs, Inc., is financed by bankers and prominent business men, and the officers are: Robert C. Lewis, president; Lynn S. Abbott, vice-president; Ralph E. Briggs, second vice-president, and Lathrop C. Haynes, secretary and treasurer.

The editor, A. W. Rolker, is a writer with experience in both the daily and magazine field. The advertising staff at present consists of Lynn S. Abbott, Charles B. Longyear and Charles W. Fairchild for the Eastern field, and Ralph E. Briggs and F. A. Berry for the West.

C. J. PUTNAM

Enters Special Agency Field with Office of His Own.

C. J. Putnam resigned this week as Eastern manager for Payne & Young, special newspaper representatives, and opened an office for himself at 30 West Thirty-third street. He has already secured the representation in the Eastern field of the Des Moines (Ia.) Register and Leader and Evening Tribune.

Mr. Putnam is well known among general advertisers and previous to his connection with Payne & Young was connected with the C. E. Sherin Agency for three years as vice-president and general manager.

Advertising Club Incorporates.

Articles of incorporation for the New Orleans Advertisers' Club were filed last week. The objects of the organization are stated to bring together the advertising men of the section; to develop the best in advertising, and to assist the members and bring about an interchange of ideas among them. The articles also provide that the club may establish club rooms and publish an advertising magazine. George A. Sims, G. B. Wilson and S. H. Kahn are named among the incorporators.

The Rowland Advertising Agency, Seventy-sixth street and Broadway, New York, is placing Regal Automobile advertising in daily papers in New York and New Jersey.

IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., N. Y. 413 Commerce St., Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND

1909
BIG YEAR OF THE
Big German Daily
PHILADELPHIA
German Daily Gazette
gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 250,000 Germans in Philadelphia can be covered thoroughly by using the
MORNING GAZETTE } **WRITE FOR RATES**
EVENING DEMOKRAT }
SUNDAY GAZETTE }

HOW TO SUCCEED.

Don't Wait for a "Chance," but Take One—If You Are a \$10,000 Man Tell People About It—A No. 8 Hat Band Nearly Always Means Success.

It is seldom that any of the noted men of journalism have anything to say about the profession without being very serious about it.

Foster Coates, for years in the Hearst service as managing editor of Hearst publications, has written a little "editorial for editors," however, that is refreshing, with not a little sound advice concealed.

This editorial was published in a miniature edition of the Boston American, prepared and printed to enliven the annual banquet of the Boston American employees.

The editorial follows:

"Somebody asked me the other day to give a few suggestions or hints on how to succeed.

"This was a natural and proper request. Men in the newspaper business who have worked all their lives on a salary for other men, and have not acquired a newspaper, are fully competent to give advice on this subject.

"I have observed that men like William Randolph Hearst and others, who have succeeded, are never requested to give such advice, but less brainy men imitate their work, watch its effect and go on succeeding in a mild sort of way themselves.

"Every day somebody writes to a newspaper editor asking for 'a chance.' These people have probably used up reams of paper making the same request for a dozen years.

"If you want 'a chance,' why not take one, as Herbert Kaufman says. The man who does not take 'a chance' is never heard of. Look at 'Big Bill' Keliher.

"People often write to newspapers to inquire what makes a newspaper succeed.

"Nobody knows. If there was a real answer to that question the man who evolved it would get a patent on it, then he would own a successful newspaper in every city of the world.

"There are no fixed rules that can

be used to make a newspaper succeed. "But there are some things that, if kept constantly in mind, will steer you off the rocks of failure.

SALESMANSHIP ESSENTIAL.

"The first is salesmanship, and, strange as it may seem, that is the one thing that few newspaper employees have ever studied or know anything about. A good salesman can often sell a mighty poor newspaper and advertising space in it as well. But it often happens that a very poor salesman cannot sell a very good newspaper, and by this, again, is meant advertising space as well as circulation.

"Remember, we are all salesmen. We buy news on the one hand, special articles, features, photographs, etc., etc., and on the other hand turn them over to the Circulation Department, where we have expert salesmen to sell to the public what the editors have bought.

"If the editors have not bought wisely, the best Circulation Department in the world cannot sell wisely.

"It is important to have ideas. Some people have ideas and some have not. Next to having good ideas of your own is the ability to utilize the ideas of other people. These ideas may come to you in a thousand ways, even from office boys or unimportant employees in your office, from friends, in restaurants, on the street, or by reading newspapers and magazines, or by studying cause and effect.

"Therefore, if you have no ideas of your own, take somebody else's ideas. But in doing so be careful to improve upon them. Don't take all the vitality out of them and then expect the unexpected to happen. It won't do it. It never has, and it never will.

WHEN "NEWS IS DULL."

"Sometimes you hear it said in newspaper offices that 'news is dull' and that 'circulation is poor.'

"That is as it should be. Anybody can make a good newspaper when news is plentiful, big and overshadowing. Any circulation manager can sell a newspaper when the news is exciting.

"But when 'news is dull,' in the routine course of events the managing editor and the city editor and their immediate associates are the men who can make news.

"And kindly remember that most of the news of the world is made news. See what Doc Cook did! Made news is news that has only a fragmentary basis of nothing to start with and is developed, built up and strengthened until it becomes a commanding entity.

"An artificial backbone is better than no backbone at all. But you can't make red blood by drinking claret. If you haven't got red blood in your veins, give up the newspaper business and marry a rich wife.

"There never were so many opportunities as at present for live men in newspaper offices. The big places are not all filled. A good many very small men are wabbling around in big places, solely because owners of newspapers cannot get the right-sized men to fill the positions.

"If your hat band only measures six inches, it would be well to retire from the newspaper business, unless you are ready to put some padding under it, and bring it up to at least 7 1/4 inches.

"A number 8 hat band with a 17 1/2

collar nearly always means success in some walk of life. Look at Jeffries.

PLENTY OF ROOM AT TOP.

"Strange as it may seem there are more \$10,000-a-year positions vacant in the newspaper business to-day than there are \$2,000-a-year positions. But you must be at least a \$10,000 man to get one of them, and to make sure of landing such a job you ought to be able to make at least 25 per cent. for your employer.

"Don't be in too much of a hurry to get to the top. Look at old Doc Cook. There is plenty of room at the top, as Cook found out when he didn't get to the Pole. He took 'a chance' and succeeded pretty well.

"In order to get to the top it is not necessary to walk on the faces of your competitors. There is plenty of room on the ground, even if you do wear hob-nailed boots and are in a great hurry. Besides, walking on a fellow-being's face is apt to hurt his features as well as his pride.

"Remember, when a hopper is empty there is nothing in it. When your brain is empty it is just like an empty hopper. Keep your brain hopper well filled. You can only do this by reading, studying, observing and assimilating.

"Be original, if you can, but do something. Don't sit still. The man who sits still all the time is apt to get curvature of the spine. Corns may grow in the wrong place. Better let your bunions grow by walking fast than have curvature of the spine from sitting down too long.

LEARN TO SMILE.

"The 'one best bet' is cheerfulness. Good nature is your best asset. Don't add to the tears. There are too many tears now. Learn to smile, even if some competitor has given you a solar-plexus and you find it difficult to breathe. The man who smiles and has a good story to tell lives longer than the pessimist who sees his newspaper and the whole country on the rocks.

"Let the undertakers and the weeping Niobes flock together. Smile and keep on smiling.

"And last, but of first importance, work twenty-four hours a day if you have to. Nearly all the success in the world has come from hard work.

"Newspaper editors, publishers, circulation managers and advertising managers are not born thus. The Divine Hand has not touched their heads. Their success, such as it may be, is from hard work, from their own ideas or from ideas deftly slipped from some brainier person, from smiles and laughter that they actually feel or from smiles and laughter that they simulate.

"And, finally, don't lie. It is not worth while. It is like printing a fake story in your newspaper. You won't fool anybody but yourself, and when you begin to fool yourself you might just as well return to the cozy corner and smoke your pipe of hop to the

merry tune of 'Auld Lang Syne.' Life is over for you. The curtain is down. The undertaker is waiting. Vale!

"FOSTER COATES."

VICTOR MURDOCK.

Interesting Pen Picture of Well-Known Congressman.

The Washington correspondent of the New York World, commenting upon leaders of the progressives in Congress, draws the following pen picture of Representative Victor Murdock, of Kansas, former publisher of the Wichita Eagle and well known newspaper man:

Victor Murdock, the most picturesque and the most earnest of all the insurgents, represents the Eighth Kansas District. He was first elected to the Fifty-eighth Congress. He came to Washington as just a plain, every-day Republican. No one suspected the youthful-looking Congressman with the shock of red curls and the omnipresent smile, a smile as permanent and as wholesome as that on the face of a happy baby, of being anything but a regular.

But the red hair dominated the smile. Without forsaking the pleased expression for a minute, Mr. Murdock stirred the insurgency early in his Congressional career. Before he had been long in Congress Speaker Cannon came to look upon him as a troublemaker for the G. O. P.

Murdock had been a newspaper man. He had started out to learn the printers' trade when a lad of ten, but at fifteen he had graduated from the stick and rule and was a reporter. At the age of twenty he moved to Chicago, where he was a police reporter. Then the call of his native State brought him back to Kansas. He worked for the Wichita Eagle, of which later he became managing editor, and is now a part owner.

INSTINCT OF THE FERRET.

The instinct of the ferret, developed while "Vic" was doing police for a big Chicago daily, came into play in his Congressional work. He was assigned to the Committee on Post Offices and Post Roads. While still the junior majority member of that committee he found that through an "error" in calculation Uncle Sam was paying the railroads about \$5,000,000 too much for carrying the mails.

"Sit down, bad little red headed boy," said the elder statesmen. "You must not make so much noise in this dignified committee. We do not approve of 'kids' making a big fuss about a little thing like \$5,000,000."

Apparently Murdock subsided, but he managed to call the attention of a very busy gentleman who resided at the other end of Pennsylvania avenue to the fact that there was a fine large leak in the Post Office Department, and the busy gentleman took a big stick and stopped up the leak in less time than it takes to tell it.

Walnut Ridge, Ark., has a new weekly called the Times Dispatch. It is published every Friday by D. A. Lindsey.

NEW YORK HERALD SYNDICATE

"THE WIDOW WISE"

A brand new full-page feature, black alone or black and three colors. Lines by Paul West. Drawings by Graut, Ashe, Wright, Naderly, Loomis, Stein, Flagg, Prince Troubetzkoi and other well-known artists.

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This has been our strong point from the outset, whether viewed from literary, artistic or mechanical standpoints.

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We supply matrices, stereos, electros or photographs, with copy, as desired—also page matrices. Let us send current mats for trial if interested.

The International Syndicate FEATURES FOR NEWSPAPERS Baltimore

FOREIGN BUSINESS.

Attitude of the Advertising Agent Toward the Newspaper Publisher.

The Former the Greatest and Most Important Factor in General Advertising—The Agency Rapidly Losing Most Grievous Faults.

Speaking before the Kansas State Editorial Association recently on "Foreign Advertising," Marco Marrow, director of advertising of the Capper publications, said in part:

"The modern advertising agency is unquestionably the greatest and most important factor in general advertising. The agency as an institution has many inherent defects—relics of the early stages of its existence, but in its evolution it is rapidly losing its most grievous faults.

"You will remember that the agent originally—back in the sixties—was nothing more than a broker in advertising space. He bought cheap and he sold dear, and he tried to make money from both the advertiser and the publisher. Gradually, as rates became more fixed and circulation more stable, the agent became—to all intents and purposes—the representative of the publisher. The publisher paid the agent his commission.

"In the last ten years the agent has become entirely the representative of the advertiser; instead of being a buyer and seller of space he has become a producer and a seller of service, and while the publisher ostensibly still pays a commission—in the form of a discount—to the agent, it is in reality paid by the advertiser, the agent almost invariably billing the advertiser the net rates of the publishers, plus an agreed percentage as compensation for the service rendered.

ATTITUDE OF THE AGENT.

"I go into this that we may understand at the start the attitude the agent naturally takes toward an individual publisher. He has sold his supposedly expert service to the advertiser, and that service includes above all else, first and foremost, the buying of space at the lowest possible price.

"In a few advertising agencies the star man—the individual who is featured and touted—is a crack copy man; but that is the exception. Usually the bully boy who pulls down the fat envelope on pay day, the fellow half a dozen visitors are waiting for in the reception room, the lad who gets a 'Mister' before his name even

from the office boy, the buck who slaps the president of the company on the back, is the solicitor who goes out and gets the advertiser's name on the dotted line at the bottom of a contract.

"But the man who really makes or breaks an agency is the sphinx-faced, cold-blooded, heartless, soulless, clammy lump of wet mud—the space buyer. His one aim in life is to get special concessions from you, and, gentlemen, if you are giving out special concessions to anyone, he is a self-confessed failure if he does not get them for his clients. That's what he's there for.

MISTAKES POSSIBILITIES OF NEWSPAPERS.

"But, the question of rates is not your first nor your most serious difficulty. The advertising agent does not want to use your paper at all if there is any possible way of avoiding its use. Not that he has a grudge against you, but that he likes to buy circulation by the wholesale whenever possible. It's easier for him and as a rule cheaper for the advertiser. So the big national campaigns are almost invariably started in the magazines and the big weeklies of national circulation.

"One of the leading agency men recently said to me that he had demonstrated that he could create a national demand for a new article by using half a dozen magazines and three or four national weeklies, in half the time and for a third less money than he could by the use of daily newspapers. I think he mistakes the possibilities of the dailies, but his contention shows the trend of general advertising.

"Therefore remember that the foreign advertiser uses your paper from necessity, never from choice. He buys your space simply because he thinks he cannot thoroughly cover your territory in any other way. You get the foreign business which you carry not because you are a good fellow, not because you get out a good paper, but because the advertiser thinks he has to use your paper, and it is up to you to bring that thought and conviction to him. That's the only way in which you can increase your volume of foreign ads.

FOREIGN BUSINESS CLASSIFIED.

"The foreign business you are now carrying may be roughly grouped into two classes:

"First, the larger class. Advertising which the national mediums class as "objectionable"—medical and the like.

"Second, advertising placed with you solely for its influence upon the local dealer.

"I do not know the percentage of medical business carried by the newspapers of Kansas as a whole; but in the two dailies of Topeka the medical advertising amounts to about 60 per cent. of the total business, including local, foreign and classified. It is an important factor in the paper's revenue, and not a line of it could appear in the standard magazines.

"Mind you, I do not maintain that our friends the magazine publishers deserve any great credit for declining this business. With them it is a question of business policy, just as it is with you, but they make a virtue of necessity and parade the virtue. Their torchlight procession has some effect. I believe it has had a good effect upon advertising as a whole, and I am sure that the day is not far distant when newspaper publishers will discover the advantage of a little more careful

scrutiny of business admitted to their columns. There is no reason why the columns of a newspaper should not be as clean as the advertising pages of a magazine.

CONVINCE THE ADVERTISER.

"But as long as we admit medical advertising, we want all of it that we can get—if it is fit to print. And the getting of it, as I said a while ago, depends upon your ability to convince the advertiser and the agent that he really needs your paper. The medical advertiser is easier than the soap man, or the manufacturer of a food product, or a textile manufacturer.

"All these are using the magazines, and a bunch of the shrewdest, keenest, most capable business producers in the world are busy with them every day in the year, proving to them that they do not need newspapers, especially country newspapers. The business you get from advertisers of this class comes to you from demands made by the retail trade; maybe not the merchants in your own town, but by the trade in general. The retailer appreciates a double page spread in the Saturday Evening Post, for example; it shows enterprise and all that, but he knows that an ad in your paper is going to do him more immediate good, and he's for the local ad, if he's a live one.

"Therefore let me suggest that you establish between your advertising department and your local merchants the closest possible spirit of co-operation. Your home merchants are your best solicitors of foreign advertising. They can do you more good than a crack solicitor in the advertising centers. If your town is large enough organize an advertising club and educate these gentlemen to the idea of handling advertised goods, especially goods that are advertised locally.

A GOOD PLAN.

"A great stunt now with the advertising agencies is to conduct a national campaign in publications of general circulation, on the strength of which they sell the dealer and then attempt to cajole him into doing the necessary local advertising to move his stock. The plan is a good one, and I am not averse to helping persuade the local dealer to use some of the electrotypes sent him by the manufacturer.

"But I notice that it seldom results in the use of increased space by the merchant; in fact, that is one of the arguments used by the manufacturer in his appeal to the retailer: 'You have contracted for so much space in your local newspaper anyway; use these electrotypes on dull days.' So it is better for you and better for the merchant if the manufacturer can be induced to buy the space and run a regular schedule. Educate your merchants to demand this, and keep close enough to them to have them 'tip you off' on every new proposition that comes along, and then 'get busy.'

"The chief excuse in advertising agencies for their habitual neglect of the country newspaper is the habitual carelessness and unsystematic, unbusiness-like methods of the country publisher. And there are grounds for the criticism. Many publishers do not even have a printed rate card, or for that matter an established rate.

GET A RATE CARD.

"Get a rate card that tells something. Make it about 3x5 inches.

Give your exact circulation. Tell where your paper goes and the chief factors about your territory. Then see that these cards are on file in every agency in the country from which you can ever hope to get business. The recognized list of the American Newspaper Publishers' Association embraces between 275 and 300 agencies, most of whom are worthy of credit. On the Capper mailing list we have about 350 agencies. When we get out new rate cards we send them to the agencies by registered mail, so that there may be no excuse for our latest rates not being on file.

"Once a month write these agencies a letter, that is, if you have something to say. Remember that they won't use your paper unless they think they must, and you must show them why they must.

"Compile a list of foreign advertisers whose business appears in Kansas papers. Find out whether these advertisers' goods are on sale in your town. Then write the advertiser a personal letter, telling him whether or not your local merchants carry his goods, and showing him why you can create a greater demand for them.

"Fix your rates at what you can afford to take and then stick to the rates. It will save you a lot of grief in the end. Better lose a few contracts than to have to fight and dicker over every contract you land.

"Don't look upon foreign business as 'velvet'; it costs you money to handle it and you must get your price.

"Mail your bills promptly on the first of each month. Give a cash discount of 2 per cent. for payment in ten days. If an agency fails to take the cash discount, cut it off your list. An agency which can't do that is not worthy of credit, and an agency which won't do it is trying to do business on money belonging to you. Don't stand for it."

SIX POINT LEAGUE

Will Give Luncheon to General Advertising Agents of City.

The Six Point League of New York will give an informal luncheon at the Cafe Martin, Fifth avenue and Twenty-sixth street, Tuesday, April 12, to the general advertising agents of New York City.

There will be but one speaker, Herman Ridder, publisher of the New York Staats Zeitung and president of the American Newspaper Publishers' Association, having promised to be present and make a short talk.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold.

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information apply to—

R. J. SHANNON
225 Fifth Avenue
New York

C. J. ANDERSON
Marquette Bldg.
Chicago

\$532,685,245

That's the value of Kansas crops and livestock for 1909. Want some of that money?

Topeka Daily Capital

Reaches every post-office in that state; guarantees 33,500 circulation; is the only Kansas daily with State-wide circulation; only Topeka daily that gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELEY
Flatiron Building, New York

JUSTIN E. BROWN
Hartford Building, Chicago

FAMOUS FAKES.

How Both the Press and the People Are Sometimes Fooled.

Monte Cutler, one of New York's best known newspaper men, writing in the Sunday Magazine on "Five Famous Fakes," says in part:

One of the best advertising fakes on record was perpetrated by a bright young hustler with good family connections, ready cash, and a contract with salary of ten thousand dollars a year and expenses as advertising manager of a new brand of "save your wrappers" soap about to be put on the market from a factory in Western New York. He had the entire country interested in him and his soap before a single cake had been produced. The new brand was launched and floated triumphantly on a sea of romance.

Over the telegraph wires from Pittsburg one night came a stirring story of the elopement of young Hustler with a belle of that city. Wealthy parents of the bride were furious. The couple had caught a train for the West, and the irate father was in pursuit with a gun in each pocket, just eight hours behind. The names and dates and trains and family histories, the clergyman's interview and the father's roars of rage, were all set forth. It was a straight news item, and an interesting one. Press associations and special correspondents flashed it into every newspaper office in the country.

The couple had bought tickets for Chicago. The next night, simultaneously with the father's arrival in Chicago, came an idyllic story from Cleveland. The bride and bridegroom were there, in the best hotel, smiling, tremendously happy, meeting the newspaper men with just the proper mixture of blushing modesty and frank pride in their exploit. The wires were hot between the big newspapers and their Cleveland and Chicago correspondents, and both the pursued and pursuer were informed of the whereabouts and plans of the other. Papa purposed to take the midnight train for Cleveland. Son-in-law announced that he would start with his bride at daylight for St. Louis; but he did not confide this to the waiting correspondents until the midnight flyer had left Chicago with papa on board.

About this time the news editors woke up, and correspondents in every Western city, in addition to being ordered to keep a sharp lookout for the Pittsburg merchant and the eloping couple, were told to find out what the father-in-law's grouch was. Why did he object to his son-in-law, whose record had been looked up and found to be unblemished? Hustler was a college graduate; his parents were dead; he had a few thousand dollars; and was regarded as a rising young business man. For three years he had represented an English cutlery house in New York.

And incidentally, demanded the news

editors, find out what the father-in-law proposes to do when he catches up with the elopers. His daughter is of age, and the marriage ceremony was hard and fast. But father would not talk when he arrived in Cleveland. He only fumed and fussed and hired a special train to take him to St. Louis. The runaways stopped in that city long enough to meet the waiting army of newspaper men, display their happiness and their good clothes, and pooh-pooh father's rage and threats.

Then they departed—for the South, Mr. Hustler said. A bright reporter traced them to a train headed north, and flashed the word "Omaha" over the wires. When the happy runaways turned up next it was in St. Paul, and papa was twenty-four hours behind them. They came down to Chicago and then disappeared. At every city they answered all the questions of the correspondents and proved a most interesting pair to interview.

Papa was interesting too; but in a different way. He had to be badgered into a corner of the hotel lobby in Omaha before he would do anything more than sputter unintelligibly; but when all the reporters had gathered with a hotel crowd fringed around them, he answered one of the two pertinent queries. What was he going to do when he found his daughter? First, he was going to chase her husband out of town at the point of his trusty revolvers; and then he was going to take his daughter home. If she refused to accompany him, he would have her arrested and extradited to Pittsburg. Larceny? Yes, sir! Before leaving the parental roof to be married she had surreptitiously abstracted from the library two valuable miniatures, one of father and one of mother, and both his own property! He would prove it!

There was no better news story in the papers of the United States for seven days. Every woman, every school girl, was championing the runaways. They saw and gloried in the love affair and the courage and devotion of the youthful elopers. Men readers of the newspapers took keen delight in the blunders of the father and in his rage at being constantly baffled. His interviews supplied the comedy element in an absorbing romance in real life, every fresh detail of which was ready at the breakfast table each morning.

At Chicago, when he found all traces of his quarry had disappeared, father sought the aid of the police. They laughed at him. Then, with a crowd of reporters following him in cabs all day, he announced that he would abandon the chase for the time and return to Pittsburg. He was urged, begged, beseeched, implored, to tell his objection to young Hustler. Had he a past? Was he a bigamist? Did he owe money? Were his politics objectionable, or his religion? Couldn't he solve the fifteen puzzle? The correspondents showed the Pittsburg man, with tears in their voices, great stacks of telegrams from their news editors commanding them to solve this mystery at all costs, even if they had to use chloroform to do it. The Pittsburg man yielded at last with a roar that reached the hotel desk.

"Matter with him? Why the dog gasted young scalawag is going into the soap business! Do you suppose I want my daughter, who never saw—no, I don't mean that—my girl, who was brought up in the best society in Pittsburg and might have married a title if she'd waited till next spring when we're going to Europe—do you suppose I want to see her the wife of a soap man? Soap, pouf! Whoever heard of such a thing?"

Laughable as all this was, the correspondents didn't quiver a lip. Here

was real news! The vanished elopers might again be traced and another day's good story furnished if the soap clue was followed. So they soothed the old man and sympathized with him and hand-shook him and shoulder-patted him and jollied him and after much cautious and painstaking and really clever newspaper work they wormed out of him the fact that the hateful soap factory, one of the largest in the world, was near Buffalo, New York. The instant the name of the corporation was given there was a rush for the telegraph office, and the Pittsburg man sat on the settee alone with his thoughts.

Presto the center of news and activity was whisked to Buffalo. It was pretty late at night, too, an hour later than in Chicago, and additional time was taken by the wires before the Buffalo correspondents were sent chasing out of their offices and their homes to find the president and secretary of the soap corporation. Neither of them had gone to bed, fortunately.

Yes, Mr. Hustler was under contract to them. It was true that his salary could not be expressed in less than five figures. His absence meant losses of thousands of dollars to the corporation, because a brand new enterprise, the secret of which they must still guard, was to have been announced a week before. Five hundred thousand dollars was tied up in the new venture. That was why the capital stock was increased the first of the year. They hoped Hustler would turn up soon, and that his meddling father-in-law would not further interfere with the corporation's business plans. The corporation could do absolutely nothing without Mr. Hustler, who was the brainiest man in his line in the world. And so forth.

It required two more days to clear up the story, with forgiveness wired from Pittsburg and the reappearance of the elopers. In those two days every detail of the new soap enterprise and the one hundred thousand dollar premium list had to be telegraphed all over the country and printed as news. The public demanded the final chapter of its romance, and it would not be cheated of the details.

It was generally believed at the time that the Pittsburg man, after retiring from business, had retained with his fortune a keen sense of humor, permitted himself to be laughed at for a week that he might laugh until his death.

EDITOR SENT TO JAIL.

Is Found Guilty of Sending Improper Matter Through the Mails.

Orra F. Havill, of Mount Carmel, Ill., editor of Havill's Every Morning, was found guilty of sending improper matter through the mails at Danville last week, fined \$200 and sentenced to six months' imprisonment in the county jail.

Havill is also under indictment on a charge of libel and is under sentence to the county jail for sixty days on the same charge. The case is pending in the Appellate Court at Mount Vernon, Ill.

The Federal indictment contained fourteen counts. There was a verdict of guilty on one. Havill conducted his own defense, and claimed his articles were not improper, but published to please his readers.

Leases Iowa Daily.

E. John Richards, city editor of the Mt. Pleasant (Ia.) Journal, has leased that paper for a term of years and assumed charge.

MAIL ORDER ADVERTISING.

Frank L. Blanchard Discusses Its Rapid Growth Before Y. M. C. A.

"Mail Order Advertising" was the subject of an interesting address delivered before the Twenty-third street Y. M. C. A. class in advertising on Wednesday evening by Frank L. Blanchard. The speaker dwelt at length upon the rapid growth of the business since 1869, when E. C. Allen, of Augusta, Me., who afterward became a millionaire publisher, gave George P. Rowell the first order for advertising of this character.

Chicago, he said, was the center of the mail order business of the country, primarily because it is the center of distribution for the Middle West, but more especially because it was in that city that were first established the concerns that are now doing a business of several hundred million dollars a year. Montgomery Ward & Co. and Sears, Roebuck & Co. each sell \$50,000,000 worth of goods annually by mail.

It seems strange that New York, the largest manufacturing city of the United States, has only one mail order house of national reputation. There is no reason why with its many advantages it should not have many concerns of this character. The field is practically unlimited and the lines of goods that can be sold through mail order mediums are without end. Young men with a few thousand dollars' capital and possessing business knowledge and the energy to overcome difficulties, can find in the mail order field ample scope for the exercise of their abilities and an ample financial return.

The annual dinner of the class will be held at 58 West Twenty-fifth street April 13. W. C. Freeman, of the New York Mail and Express, will be the principal speaker.

THE CHINESE PRESS.

Majority of Newspapers Are Subsidized by the Mandarins.

The Shanghai correspondent of the London Times, writing to his paper concerning the present status of the vernacular press of China, says in part:

"Concisely stated, the change which has overtaken the native press is that it has passed under the control of the Chinese official. At the present moment there is hardly a newspaper worthy of the name in China which is not owned or subsidized by the mandarins, and the result, as shown in their columns, is that the outspoken criticism of two years ago is generally replaced by a spirit of comfortable acquiescence in the established order of things."

The Evening Wisconsin.

Milwaukee's Leading Home Paper

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average, daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6013 Metropolitan Bldg.
CHICAGO—408 Marquette Bldg.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.

NATIONAL PRESS CLUB.

Sir Ernest Shackleton Guest of Honor at Reception.

Sir Ernest Shackleton, the famous British explorer, was the guest of honor at a reception given by the National Press Club of Washington last Sunday afternoon. In a talk to the members, Sir Ernest said, among other things:

"In addressing a body of newspaper men I feel a sort of tie relationship of my country. In a limited experience with a London publication I wrote many things that appeared in print and a great many things that didn't. My entire time seems to be devoted to writing unsuitable verses for unsuitable subjects; yet the experience makes me feel a member of your brotherhood.

"A great deal of our spare time during the long winter months in the Antarctic regions was spent in the publication of our newspapers. The expedition published, under my direction, three papers, the Blizzard, the Polar Times and the Aurora Australis, to which every one, from the cook to the captain, contributed.

"The cook's poetry was a feature of the Blizzard, though at times it was necessary to curb his literary flights, in which words would be used to supply rhymes that would hardly be heard in polite society. We printed a page every day, the climatic conditions making it necessary to keep a lighted candle under the ink tank so that the fluid would not be frozen.

"From these papers and from my own diary the greater part of my writings was taken. Of course, it was necessary to do considerable editing on my own log, which, written on the journey, expressed my feelings at every stage of the trip. I thought I had cut out all the objectionable language, but, as I afterward learned, one little swear word crept into the book unnoticed.

"From all quarters I heard about that word. Letters came to me directing me to look at 'line 4, page 310 of your book, the only blemish on your otherwise wonderful work.' I looked and found that this expression of feeling had crept into the book: 'This ice plain is certainly hell on one's feet.'

Will Cover Halley's Comet.

The International Syndicate of Baltimore has arranged with Dr. Frederic Campbell, Se. D., president of the Department of Astronomy, Brooklyn Institute of Arts and Sciences, for a continuous report on Halley's Comet, which they will syndicate to their numerous clients.

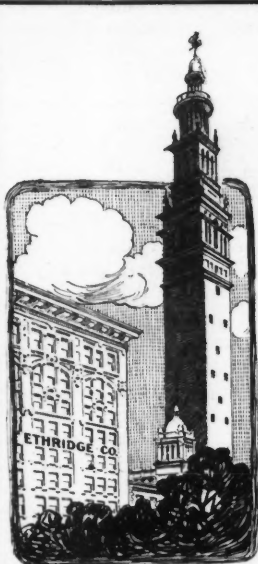
The Middletown (Ind.) News will in the future be issued weekly instead of semi-weekly. The high cost of paper is given as the reason.

Headquarters for
**TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES**

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market.

The S. T. Smith Company
11 Barclay St. New York City
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same.
DISCOUNTS ON APPLICATION.



**Removal to
Madison Square**

FOR reasons which will be apparent to all who will favor us with a call, we have moved our offices from Union Square to the new Madison Square Building. This building is on the north side of the Square (26th street), convenient to the Broadway and the Fourth Avenue surface cars, and two short blocks from the 28th street station of the Subway.

Our new quarters are commodious and abundantly lighted. We have more room in which to work, and better facilities for making the most of our individual and staff personnel and organization.

**25 · MADISON
· SQUARE ·
· NORTH ·** In many respects the character of service we render is unique—perhaps not clearly understood by many advertisers who would be glad to take advantage of it. We are specialized Makers of advertising; that is to say, we do everything from the preparation of the plan for introducing or increasing the sale of a commodity to making the necessary drawings, copy, plates and printed matter, carrying out every detail of the campaign *except* the "placing" in magazines or other periodicals. We are not agents.

THE ETHRIDGE COMPANY

Madison Square North
NEW YORK CITY

MADISON SQUARE BUILDING

TELEPHONE, 7890 MADISON

ROOSEVELT MAY ATTEND.

Ex-President Hopes to Speak at Milwaukee Press Club's Jubilee.

Theodore Roosevelt's reply to the invitation of the Milwaukee Press Club to be the speaker at the twenty-fifth anniversary of the club bears the news that the Colonel would "particularly" like to speak at the club's silver jubilee. Written from the wilds of Africa on February 2, the letter came in answer to that sent him five months ago. It is written with an indelible pencil, in the absence of ink, and says:

"In the ludo (no ink at the moment available), Feb. 2, 1910.—Dear Robert Remy: I should particularly like to speak at the silver jubilee of the Milwaukee Press Club. I believe I can do so, but I am sure you will appreciate that here in mid-Africa it is utterly impossible for me to give a definite answer, still less to fix a definite date. I simply must get home first, and have a week or so to look around me, and fix what, if any, other engagements I must meet—and they'll be mighty few!

"Can't you write me again within a week of my getting home? I believe I shall be able to accept your invitation.

"Yours most sincerely,
THEODORE ROOSEVELT.

The word "believe" in the last sentence is underscored.

CHICAGO PRESS CLUB.

Contractors Ask for Lien on Property to Secure \$7,000 Claim.

A bill asking for a lien on the property of the Press Club of Chicago has been filed in the Circuit Court by the William Adams Company, contractors. The bill is based on a claim of \$7,140 which the contracting company alleges is due for alterations made April 21, 1909. It sets forth that the company entered into an agreement with the club to make alterations on the building at 118 Dearborn street, the cost to be \$29,149. Of this amount \$22,000 has been paid.

In Hands of Receiver.

The Canandaigua (N. Y.) Messenger Printing Company, publisher of the Daily Messenger, went into the hands of a receiver last week. The action was taken in a suit brought to foreclose a mortgage on the part of the bondholders of the company. W. L. Packard has been named as receiver.

Secures Services of A. S. Parker.

C. J. Zaiser, publisher of the Moline Mail, has secured the services of A. S. Parker as circulation manager. Mr. Parker was for some years circulation manager of the Peoria Journal and later of the Herald-Transcript, and is a capable man in the work.

CARNEGIE MAY START PAPER.

Promises California Woman's Club That He Will Consider Project.

Andrew Carnegie may become a newspaper publisher. While in Pasadena, Cal., recently, he promised one hundred women of the Washington Heights Club, who came to him with the suggestion, that he found a national daily, that he would consider the matter seriously.

The newspaper idea was proposed by Mrs. Elizabeth Boynton Harbert. It met with instant favor, and after being formulated in a resolution the club went in a body to Mr. Carnegie to present the suggestion. Mrs. Harbert voiced the hope of the club that the suggestion would prove worthy and that Mr. Carnegie could find his way thus to accomplish a great good to American journalism.

The newspaper proposed is to be a national daily, published either in New York or Washington, D. C. It is to be non-partisan in politics and to have no religious affiliations.

KEEPS HIM IN TOUCH.

The De Long Hook and Eye Company, New York Office, March 18, 1910. J. B. Shale, President, The Editor and Publisher, 13-21 Park Row, City.

Dear Mr. Shale: Enclosed please find check for renewal of my subscription. Although not at present engaged in the newspaper business, I am desirous of keeping in touch with the doings of the newspaper world, and find great satisfaction in reading each week the news contained in your very excellent publication.

Very truly yours,
RALPH R. BUVINGER.

Newspaper Without Editorials.

The North Shore Daily Affairs, a newspaper without editorials and which will print no unpleasant news and will publish only matters of direct interests to residents of the North Shore district, Chicago suburbs, from Evanston to Lake Bluff, will make its appearance soon.

Called Rival Paper "Auntie."

The Robert Smith Printing Company, publishers of the Lansing (Mich.) State Republican, has filed a \$25,000 damage suit against the Lansing Journal. The case arises from a recent editorial in the Journal which referred to the State Republican as "Auntie."

Old Illinois Paper Leased.

The Galva (Ill.) News, one of the oldest papers in the Military tract, owned by E. E. Fitch, County Clerk of McHenry County, has been leased to C. H. Gamble, of Galesburg.

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

**DEEP ETCHED CUTS ON
ZINC OR COPPER**

Best Work at Lowest Price
Let us estimate on your next order.
Once a customer always a customer.

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.

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortlandt.

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.
Liberal discount for time contracts.

NEW YORK, SATURDAY, APRIL 2, 1910.

A MASSACHUSETTS SCHOOL OF JOURNALISM.

In another column of this issue is an article telling about the establishment of a new school of journalism in Springfield, Mass. Mr. Ernest L. Waitt, the director of the new enterprise, writes to THE EDITOR AND PUBLISHER and asks these questions:

What do you think about practical newspaper training?
Cannot the essentials in this profession be taught by experienced men, by means of assignments, criticisms, actual newspaper work, etc., with the co-operation of the newspapers?

Replying to the second question, which is not as clearly put as good faith and good newspaper writing might demand, we say that the "essentials" can be taught in a technical school of journalism "with the co-operation of the newspapers." We confess the reservation plainly implied in this answer. We do not know for sure what Mr. Waitt means by "essentials," and the "co-operation of newspapers" may mean much or little.

Mr. Waitt goes on to tell something about himself, which is more to the point:

"After twenty-two years of practical newspaper work, during which time I have filled almost every position on the list (including seven years on the Associated Press, four years on the Boston Herald, four years on the Boston American, and on other papers, besides considerable work as a theatrical press agent and general publicity promoter), I have come to the conclusion that the essentials can be taught by the plan of assignments and criticisms, and that the present great demand for trained reporters and newspaper workers can be filled to the mutual advantage of the editors and the young men who are anxious to take up the profession."

From this it can be seen that the head of the new school will be taken seriously. The record of his newspaper work covering twenty-two years is sufficient to guarantee his pupils against the waste of time spent in listening to half-baked theories by academic amateurs. Mr. Waitt will know what he is talking about. It is presumed that the heads of other schools of journalism in various parts of the country are also qualified by experience.

We are impressed by the purpose

of this school, stated in its prospectus, to get the "co-operation of the newspapers."

Springfield is a lively city of 75,000 people, with two morning and two afternoon dailies and several weeklies and monthlies widely circulated. All the "essentials" of newspaper writing and newspaper publishing are there. Also Springfield is proud of its character for culture and independence of thought. Its newspapers are not hide-bound nor moss-backed. If the editors have time and feel disposed to "co-operate" with the school of journalism, the pupils are likely to get excellent preparatory training for salaried positions on going newspapers in any section of the country. This is not to say that good preliminary training may not be had in other places where schools of journalism are established. We merely point out the great advantage of having pupils kept in actual physical touch with the editorial and business offices of going daily papers. It has seemed impossible to establish such relations in the big cities.

After all, the competent newspaper man has had his final training in the regular newspaper office. No other way has yet been found. But no well-balanced editor or publisher will deny that preliminary training under competent teachers in a school of journalism which is practical and thorough within its limits, has a great value in developing men surely and quickly, who otherwise might not attain journalistic maturity in many years.

N. W. AYER & SON'S NEW SCHEME.

If the publishers and advertisers of the country were asked to name the book which is the nearest approximation to a household volume for the fraternity, it is likely that a majority would name the American Newspaper Annual. Forty years ago N. W. Ayer, of Philadelphia, began the publication of this newspaper directory and every year since it has come from the press, each year better than the last.

Now the firm of N. W. Ayer & Son proposes an innovation which will be considered very seriously by many publishers. On another page of this issue is printed the statement of the publishers of the Annual, outlining their proposition.

It goes without saying that the newspaper publishers have an interest in the Annual which is akin to their interest in a public institution. This interest has considerable of what might be termed the element of sentimentalism. As a matter of fact, the publishers and advertisers are inclined to jealously guard the good reputation of the Annual, and this is especially so since Rowell's Newspaper Directory has been merged with the Annual. So it is that many friends of N. W. Ayer & Son will question the wisdom of the proposition to change the old policy of plain directory publishing.

The new policy proposes to investigate circulations, print a rating in the directory proper based upon such investigation, and, in addition, print a full page advertisement of the paper which was investigated, for all of which the newspaper will be required to pay a charge. We are informed this charge is to be \$225.

We think we voice the sentiment of a great many publishers when we frankly express doubt of the wisdom of this change in the Annual.

The investigation of newspaper circulation requires an exceptional degree of business and moral stamina. It is delicate work. It has a kind of judicial character, and it is a fundamental requirement that a judge shall be removed from all material interests and temptations which might inhuman processes, affect his decisions.

Undoubtedly the Messrs. Ayer would strive to investigate thoroughly and rate justly. Nevertheless there are many who would not dissociate such rating from the fact that the newspaper had paid \$225 for a page of advertising in the directory. Would not the directory lose much of its old authority by reason of criticism and caviling which would be engendered by this advertising scheme? Is it worth while to endanger the reputation of such a splendid institution as the American Newspaper Annual?

When in possession of news that you think will interest our readers, whether relative to yourself or your publication or to some other individual or publication, send it along and we will take pleasure in publishing it without placing you under any obligation whatsoever. But please bear in mind that there is a difference between news and advertising. The latter should be published not as news, but as advertising and should be paid for.

The Supply of Kansas Editors.

There are now 110 students in the State School of Journalism. It is to be hoped that when these embryo editors graduate they stay in Missouri. Kansas already has an average of two and one-half editors per capita, and it would be a fine thing for Missouri to give them some competition.—Kansas City Star.

REWRITING.

How the Re-Write Man Took a Routine Clipping and Made a Pretty Prose Jingle Out of It, and

How the Copy Reader Rewrote the Poem Back to the Clipping.

By Berton Braley in Puck.

The "re-write man" snickered and chuckled to himself as he ticked merrily away at his typewriter. A grin slowly widened over his face until it threatened to encircle his head, and he nodded in harmony with the meter of what he was writing.

Beside him lay a clipping from another paper, a bare, bald recital of the fact that a certain professor had discovered a germ—a pink germ—indigenous to the subway.

To instill the purple hue of romance into that story of the germ, the re-write man had determined to put it into light and airy rhyme—a prose jingle that should make the reader snigger as did the re-write man in composing it. This is what he evolved:

Professor McGeehan has never sought fame, but now he has won him a notable name, for he has discovered a germ that is pink, which lurks in each crevice and cranny and chink of the subway down under the clamorous town, and now the professor's a sage of renown.

He calls it "Sarcina," this pretty young germ, which vaguely resembles a centipede worm. He says it is gentle and pleasant and mild, with a face of an innocent, untutored child; that it doesn't endanger the health of the race; that goodness and kindness are stamped on its face; yet it shrinks when the subway guards hallow and glare. "All aboard, youse! Step lively! Step lively in there!"

Even the city editor, distracted with the agonies of getting out an edition, spared a laugh for the conceit and passed it, with the remark, "Good stuff," to the copy-reader.

That person took a firmer grip on his Manila cigar, bit off a hunk of it, and spat on the floor. He scrawled a few hieroglyphics above the story, and began his labors by slashing out the nearest word to his hand. He reflected an instant and chewed his cigar, then really got into action, his face contracted into many lines of concentrated thought, and his fat black pencil skipping confidently here and there amid the flowers of thought the re-write man had gathered. And this is what he did:

Professor Cyrus McGeehan, the head of the department of bacteriology at the university, has never desired fame; but a recent discovery made by him has nevertheless brought his name into the limelight of publicity. He has found a pink germ lurking in a chink of the subway under one of the main streets of this town, and the discovery of this germ has given him, among scientists and physicians, no little renown.

The professor dubs this little germ "the Sarcina," and says that it resembles, in some respects, the common or garden type of centipede worm. He adds that it is a mild bacillus, a harmless, gentle child among germs, and that it is not dangerous to the health of the race.

"In fact," the professor remarks facetiously, "goodness and kindness are stamped upon the face of this little creature, and he is so timid that he actually shrinks when the guards in the subway bark: 'All aboard, youse! Step lively getting on there!'"

With a sign of content over duty well done, the copy-reader stabbed the story on the spike and yelled "Copy boy!"

Buys New Hoe Press.

The Hartford (Conn.) Times has just placed an order for a new sixteen-page Hoe press, which will be added to the sextuple press on which the Times is now printed. This will give them the capacity of an octuple press. A third folder will be added, which will enable the Times to print three sections at the same time.

PERSONAL

Douglas Sutherland, a well-known Chicago reporter, has been appointed the successor of William H. Brown as secretary of the Civic Federation of Chicago.

Addison Sehuster has severed his connection with the Rockford (Ill.) Republic to accept an editorial position on the Spokane Spokesman-Review. He will help edit the semi-weekly edition of that paper.

E. John Richards, editor of the Mt. Pleasant (Ia.) Journal, was married recently to Miss Elinor C. Andrews, of Manchester, Mass.

Richard L. Prather, president of the Cincinnati Advertisers' Club and sales manager of the Julian & Kokenge Company, has resigned his position to become advertising manager of the Shoe Retailer of Boston.

F. M. Chapman, for three years agricultural editor of the Toronto Club, and one of the best known agricultural writers in Canada, has been made managing editor of the Ontario Reformer, published at Oshawa.

Oswald Garrison Villard, of the New York Evening Post, spoke on "The Ethics of Journalism" before the Twenty-third street Y. M. C. A. class in journalism last week.

Mrs. Grace R. Clark, a well-known Chicago newspaper writer, was thrown from a horse which she was riding a few days ago and was badly hurt.

C. P. Seates, formerly of the Spokane (Wash.) Chronicle staff, will start a paper of his own at Omak, Wash.

Leslie K. Bronson, telegraph editor of the Oshkosh (Wis.) Daily Northwestern, has been elected secretary of the Oshkosh Chamber of Commerce.

Herbert Blake, former city editor of the Elgin (Ill.) Courier, has joined the staff of the Chicago Daily News.

J. H. Keenan, secretary of the Editor and Publisher Company, arrived in New York Wednesday after a three-month stay at the Isle of Pines. Mr. Keenan left the same day for his home in Pittsburg.

Calyton P. Chamberlain, business manager of the Hartford (Conn.) Times, was in New York this week on business connected with that paper.

L. Walter Harrison, business manager of the Springfield (O.) Sun, who has been in New York for the past week calling on the general advertisers with his Eastern representative, A. E. Clayden, has returned home.

CLUBS AND ASSOCIATIONS.

The thirty-first annual meeting of the Texas Press Association will be held at Stamford June 8 to 11, inclusive. An attractive program has been prepared and a large attendance is expected. Some of the numbers on the program are: "Cost of Job Work," with a black-board demonstration, J. W. Buie, of El Paso. "Is 10c a Profitable Rate of Advertising for Country Weeklies?" J. A. Thomas, of the Mineola Monitor. "The Cost Each Week of Getting Out a Country Weekly of Six Columns, Eight Pages, 1,000 Circulation," J. S. Daly, of the Dublin Progress. "A Good System of Bookkeeping for Country Newspaper Offices," Jesse D. Moffit, of the Pilot Point Signal. Annual essay, T. E. Streight, of the McGregor Mirror. "Can a Weekly Paper Be Made Profit-

able Without the Aid of a Job Office?" W. E. Gilliland, of the Baird Star. "How to Make a Small Daily Pay," Hon. R. E. Yantis, of the Athens Review. "The Advantage of a Semi-Weekly Paper Over a Weekly," A. R. McCollom, of the Waco Tribune. "How I Sustain Fraternal Relations with My Competitor," J. H. Lowry, of the Honey Grove Signal. "Journalism in the Bounding, Blooming West," Harry Koch, of the Quanah Tribune-Chief. "The Weekly Press of Texas," Joe J. Taylor, of the Dallas News. "What Should Be the Policy of a Country Weekly?" Frank Gaston, of the Granbury News. "The Difference Between a Journalist and an Editor," Judd Mortimer Lewis, of the Houston Post. "How I Go Hunting Jobs and Ad Work," Miss Margie E. Neal, of the Carthage East Texas Register. "The Material Man and the Publisher," Eugene Thompson, of Dallas. Annual oration, C. B. Gillespie, of the Houston Chronicle. Annual poem, John P. Cooper. "Is a Premium List Profitable in Building Up a Circulation?" Hon. C. E. Gilmore, of the Wills Point Chronicle. "The Value of Credit to the Publisher," R. C. Dyer, of Dallas.

The Indiana Democratic Editorial Association will hold their summer meeting at French Lick Springs June 23 to 25, inclusive.

OBITUARY.

Charles J. O'Malley, editor of the New World, a Catholic publication, died at the Alexian Brothers' hospital, Chicago, last Saturday. He was fifty-three years old. He had been ill for three weeks following a stroke of paralysis of the spinal cord, which resulted in complications. He started newspaper work on the Henderson (Ky.) Gleaner, and later edited numerous Catholic papers.

Dr. Henry P. Beyerle, for many years editor of the Goshen (Ind.) Times, died last week from injuries sustained by a fall. He was eighty-six years old and was born in Pennsylvania. He became editor of the Times in 1877 and became widely known as a newspaper man. He retired several years ago.

Roswell B. Taylor, for many years a member of the Brooklyn Daily Eagle staff and editor of the Brooklyn Eagle Almanac, died last week at Metuchen, N. J., of heart failure. He was seventy-two years old.

John Sheehan, for many years identified with papers in Dayton, O., died at his home in that city last week of heart trouble. He was seventy-three years old. He retired from active newspaper work ten years ago.

Lawrence Scudder Mott, legislative correspondent at Trenton, N. J., for more than twenty-five years, died at his home in Newark last Tuesday, of Bright's disease. He was fifty-five years old. He was graduated from Princeton University in 1877, and after leaving college worked on the Philadelphia Times. He was one of the original owners of the Newark Evening News, and was a member of its editorial staff for a time. After Mr. Mott left the News he became affiliated for a time with the New York Tribune, Mail and Express, and Commercial Advertiser.

To Represent Fort Wayne News.

M. C. Watson, special newspaper representative with offices at 30 West Thirty-third street, New York, has taken over the representation of the Fort Wayne (Ind.) News. He has resigned the representation of the Fort Wayne Journal.

SPECIAL SERVICE FOR EDITORS

Couldn't you use more illustrations in your paper? Why not get up every week a special cartoon or original drawing on the important happenings of your town?

We are equipped to do this work in good shape and at a reasonable price. Our service is prompt and satisfactory. We employ night and day Art Staffs.

Try us on Special Cartoons. The cost is not great and it would add appreciably to the looks of your paper and the interest of your readers.

We do only original work. No stock plates or syndicate work.

THE ETHRIDGE COMPANY
Madison Square Building, New York City

\$25,000.00 BUYS

only evening newspaper in city of 18,000. Growing community and a rapidly expanding business. Returns active owner-manager \$5,000.00 or more annually for personal effort and investment. Proposition No. 608.

C. M. PALMER
Newspaper Broker

277 BROADWAY - NEW YORK

WITNESSES FOR THE SHOWALTER SERVICE

Number twelve

JOHN C. KELLY, of The Sioux City Tribune:

"YOUR APRIL SERVICE IS DISTINCTLY IMPORTANT"

My own belief is that this April Service is "distinctly important"—and this confirmation from one of the BIG MEN of the newspaper world is gratifying.

If you are in an "eligible city"—a city where The Showalter Service is not already used—YOU MAY SEE A COPY OF THIS APRIL installment of the work

W. D. SHOWALTER

150 NASSAU STREET - NEW YORK

ADVERTISING MEDIA

CONNECTICUT.

Meriden Morning Record

Old established newspaper, delivering more than 90 per cent. of its circulation directly into homes. Only two-cent newspaper in city. Population of field covered exceeds 60,000.

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,500—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

BUS. OPPORTUNITIES

H. F. HENRICHS, LITCHFIELD, III. Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

The Port Leyden (N. Y.) Enterprise is a new weekly newspaper recently established.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

PUBLISHERS SHOULD MAKE MONEY

SKILLED HELP NECESSARY

The advertiser has had the General Management of two corporation newspapers in two of the largest cities on the Pacific Coast. Corporation newspapers are hard to handle profitably. Both had been losers. They were made to pay. Have also had the business management of two other large coast dailies. Both were successfully handled. I desire an Eastern management, preferably corporation owned newspaper.

Testimonials of the highest character from all publications and financial interests served.

Address Gen. Manager, Room 906 Brunswick Building, New York City

NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. (Total; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

YOUNG MAN (20)

holding position of collector and advertising agent for two years in metropolitan daily, desires to make a change; would prefer to hear from large concerns; has a wide knowledge of advertising and a thorough newspaper office experience; credentials confidentially treated. Address, "M. E. O." care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

RESULTS GUARANTEED

Do business with a reliable concern. THE UNITED CONTENT COMPANY, Incorporated, Cleveland, Ohio. Circulation and Advertising Promoters.

HELP YOUR STENOGRAPHER AND YOUR PRINTER

DESK BOOKS FOR STENOGRAPHERS AND PRINTERS: Punctuation and Paragraphing, Stenographer's Guide, Government Employment, each 15 cents; Women Stenographers (illus.) 40 cents; Stenographer and Employer (illus.) embodying all the others, \$1.00. Buy the \$1.00 book. F. N. CHASE, Bath, Me.

COMMENTS

Stenographer and Employer fills a long existing need as a desk guide.—Geo. A. MAHON, Court Reporter, Baltimore, Md.

Of value to the printer, as well as to the stenographer, in quick reference at the desk for the many vexatious questions that arise in connection with the spelling and punctuation of up-to-date copy. THE AMERICAN PRINTER, New York, N. Y.

Stenographer and Employer is all that is claimed for it. DICK & FITZGERALD, Publishers, Ann Street, New York, N. Y.

ROSSITER FELTON SMITH'S

new feature series, with pictures, is now ready. Write for specimen copy. ROSSITER'S FEATURE SERVICE, 239 Broadway, New York City.

GENERAL NEWS

for evening papers. Special and Chicago news. VARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

CASH PAID FOR ADDRESSES

of local poets; amateur writers and authors of books. NEW YORK AUTHORS' EXCHANGE, 154 Nassau Street, New York.

The Watkins (N. Y.) Review has entered upon its fifteenth year of publication.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

The Joseph Traxler Company, Cincinnati, is placing 10,000 line contracts in daily papers for the Elias Block Company, St. Ledger Whiskey, same city.

Powers & Armstrong, Philadelphia, are placing 25,000 lines generally for the Campbell Soup Company, Camden, N. J.

Fred. C. Williams, 108 Fulton St., New York, is placing new orders for the Tetley Tea advertising, in papers in the far West.

The Buggeln Advertising Agency, Marlbridge Building, New York, is opening up towns in New England for the Woodbury Company advertising, New York.

H. Sumner Sternberg, 12 West Thirty-second St., New York, is placing orders for L. Greif Brothers, Baltimore.

Nelson Chesman & Co., 225 Fifth Ave., New York, is asking for rates on 5,000 lines.

The C. E. Sherin Agency, 452 Fifth Ave., New York, is sending out new copy for the United Cigar Stores Company, Manila Cigars, New York. This agency is also placing orders for the Urbana Wine Company, Gold Seal Champagne, Urbana, N. Y.

A. Frank Richardson, 548 Pearl street, New York, is sending out new copy for the T. A. Slocum Company, Ozomulsion, same address.

C. Ironmonger Advertising Agency, Post Building, New York, is placing orders for the Murray Chemical Company, Murray's Lotion, 244 East Fifty-second street, New York.

Albert Frank & Co., Beaver street, is placing orders for the Republic Iron & Steel Company, stocks and bonds, 115 Broadway, New York.

H. W. Kastor & Sons, St. Louis, are placing 5,000 lines in Western papers for the Senoret Chemical Company, same city.

The Guenther-Bradford Agency, Chicago, is placing 5,000 line contracts for the advertising of Evelyn Cunningham.

The E. H. Clarke Agency, Chicago, is placing orders in daily papers for the advertising of the Bal Blatz Brewing Company, Milwaukee, Wis.

H. W. Kastor & Sons, St. Louis, are placing 5,000 line contracts in Western papers for the Cuticlay Company.

The Charles H. Fuller Company, Chicago, is placing orders in mail order papers for the Dr. J. H. Dye Medical Institute, Buffalo. This agency is also

making 5,000 line contracts in Southern papers for Charles Kaufman & Bros., Pre-Shrunk Clothing, Chicago. Also orders for the Swiss Company, Swiss Hair Grower, Cincinnati, are being extended to Pacific coast papers.

Fowler-Simpson Company, Cleveland, O., is placing one inch e. o. d. for one year for Crosby & Co., Detroit, Mich.

The Gardner Advertising Agency, St. Louis, is making 3,000 line contracts for the larger city dailies for the B. F. Goodrich Company, Goodrich's Tire, Akron, O.

The J. H. Hartzell Company, Philadelphia, is placing orders for the Dr. Chase Company, same city.

Herbert Kaufman & Handy, Chicago, are making 5,000 line contracts in Western papers for Kuh, Nahtan & Fisher Company, Sincerely Men's Clothing, Chicago.

The Honig Advertising Service, San Francisco, is placing orders in Eastern and Middle West papers for the Oakland Chamber of Commerce, Oakland, Cal.

The H. B. Humphrey Company, Boston, is placing orders in New York State papers for Lamkin & Foster, Inc., Shoes, Boston.

The C. Ironmonger Agency, Post Building, New York, is placing orders for the Standard Souble Sulphur Company, 1 Madison avenue, New York.

H. W. Kastor & Sons, St. Louis, are placing 5,000 line contracts in daily papers for the advertising of Dr. E. L. Graves' Tooth Powder, Richmond, Va.

The Long-Critchfield Corporation, Chicago, is placing orders in Western papers for Friend Bros., Clothing, St. Paul, Minn.

Lord & Thomas, 250 Fifth avenue, New York, are extending the advertising of the National Register Company, Dayton, O., to Oklahoma, Virginia and Mississippi papers.

W. Montague Pearsall, 203 Broadway, New York, is placing orders in New England papers for J. P. Smith, Real Estate, 156 Market street, Newark, N. J.

Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for the New York Herald in cities adjacent to New York city.

The Snitzler Advertising Agency, Chicago, is placing orders in Western papers for the A. G. Morse Company, Morse's Swiss Milk Chocolate Creams, same city.

The Wagner-Field Company, 1780 Broadway, New York, is placing orders in twenty-five leading cities for the Columbia Motor Car Company, Hartford, Conn.

The Guenther-Bradford Agency, Chicago, is placing 5,000 line orders in Southern papers for the advertising of the Old North Carolina Distilling Company.

The L. Roy Curtis Advertising Company, of Kansas City, is placing copy for the Jas. B. Welch Realty Company, in farm papers and dailies throughout the Middle West.

The United Drug Company, Boston, are adding Canadian papers to the list for the Rexall Preparations.

ROLL OF HONOR

The following publications have allowed the Association of American Advertisers to make a thorough examination of their circulation records, and have received certificates showing the actual circulation of their publications:

ALABAMA.	NORTH CAROLINA.
ITEM Mobile	NEWS (Av. cir. mo. of Aug., 7,609).....Charlotte
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALERCleveland
ARKANSAS.	OKLAHOMA.
SOUTHWEST AMERICAN.....Fort Smith	OKLAHOMANOklahoma City
CALIFORNIA.	PENNSYLVANIA.
BULLETINSan Francisco	TIMESChester
CALLSan Francisco	DAILY DEMOCRAT.....Johnstown
EXAMINERSan Francisco	JOURNALJohnstown
FLORIDA.	BULLETINPhiladelphia
METROPOLISJacksonville	DISPATCHPittsburg
GEORGIA.	GERMAN GAZETTE.....Philadelphia
THE ATLANTA JOURNAL.....Atlanta	PRESSPittsburg
CHRONICLEAugusta	TIMES-LEADERWilkes-Barre
ENQUIRER-SUNColumbus	DISPATCH AND DAILY.....York
LEDGERColumbus	TENNESSEE.
ILLINOIS.	NEWS-SCIMITARMemphis
SKANDINAVENChicago	BANNERNashville
HERALDJoliet	TEXAS.
HERALD-TRANSCRIPTPeoria	RECORDFort Worth
JOURNALPeoria	CHRONICLEHouston
INDIANA.	SEMI-WEEKLY TRIBUNE.....Waco
JOURNAL-GAZETTEFt. Wayne	TIMES-HERALDWaco
NEWS-TRIBUNEMarion	WASHINGTON.
TRIBUNETerre Haute	MORNING TRIBUNE.....Everett
THE AVE MARIA.....Notre Dame	TIMESSeattle
IOWA.	WISCONSIN.
EVENING GAZETTE.....Burlington	EVENING WISCONSIN.....Milwaukee
CAPITALDes Moines	CANADA.
REGISTER AND LEADER.....Des Moines	ALBERTA.
THE TIMES-JOURNAL.....Dubuque	HERALDCalgary
KANSAS.	BRITISH COLUMBIA.
GLOBEAtchison	WORLDVancouver
GAZETTEHutchinson	ONTARIO.
CAPITALTopeka	EXAMINERPeterborough
KENTUCKY.	FREE PRESS.....London
COURIER-JOURNALLouisville	QUEBEC.
TIMESLouisville	LA PATRIE.....Montreal
LOUISIANA.	LA PRESSE.....Montreal
ITEMNew Orleans	CHANGES IN INTEREST.
STATESNew Orleans	The plant of the Newton (Ia.) Herald has been sold to C. F. Ridings.
TIMES DEMOCRAT.....New Orleans	
MAINE.	
JOURNALLewiston	
MICHIGAN.	
PATRIOT (Feb. D. 10,857-S. 11,766).....Jackson	
MINNESOTA.	
TRIBUNE (Morning and Evening).....Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE.....Joplin	
MONTANA.	
MINERButte	
NEBRASKA.	
FREE PRESSE (aver. circ. 142,440).....Lincoln	
NEW JERSEY.	
PRESSAsbury Park	
JOURNALElizabeth	
TIMESElizabeth	
COURIER-NEWSPlainfield	
NEW MEXICO.	
MORNING JOURNALAlbuquerque	
NEW YORK.	
BUFFALO EVENING NEWS.....Buffalo	
LESLIE'S WEEKLY (Cir. 225,000).....New York	
PARIS MODES.....New York	
RECORDTroy	

THE
New Orleans
Item

Largest Total Circulation
by Thousands

Greater CITY Circulation Than
Any Two COMBINED

SMITH & BUDD
Foreign Advertising Representatives
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

JOURNAL DO COMMERIO
OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative
Tribune Building - New York

NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.
Average to Dec. 1

Evening, 7,296 Sunday, 13,850

ALFRED B. LUKENS Tribune Bldg.
New York Representative New York
FRANK W. HENKELL Tribune Bldg.
Western Representative Chicago

Anderson (S.C.) Mail

You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Alcorn Special Agency
Tribune Building, N. Y.
Boice Building, Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- BALLORD & ALVORD**
1328 Broadway, New York
Tel. 38th 2246
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Bldg., New York
Tel. Beekman 2792
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUNTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY, Adv. Agency**
38 Park Row, New York
Tel. Cortlandt 1854
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED CO.**
21 Park Row, New York
Tel. Cortlandt 1410

ADDITIONAL AD TIPS.

The Snitzler Advertising Agency, Chicago, is placing 3,000 line contracts in daily papers for the advertising of the La Cotte Mfg. Company.

The Blaine-Thompson Agency, Cincinnati, is placing new contracts for 5,000 lines for Strauss, Tritz & Company, Lewis 66 Rye.

The Foster-Debevoise Company, 45 West Thirty-fourth street, New York, is placing 5,000 line contracts in South-western papers for the advertising of George Wallace, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new orders for the Maxwell-Briscoe Motor Company, Tarrytown, N. Y.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing orders in daily papers and magazines for the Studebaker Bros. Mfg. Company, automobiles, South Bend, Ind.

The Augusta (Ga.) Chronicle

Circulation all high class, no cheap circulation. Most everybody that's anybody in Augusta and territory reads the Chronicle. No general advertiser can overlook the Augusta Chronicle when opening up a campaign in that territory. More exclusive local advertising contracts than any paper in its territory. C. B. HANSON, Mgr. Adv. Dept.
S. C. BECKWITH SPECIAL AGENCY
New York Chicago Kansas City

The Asbury Park Press

Is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.
J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

American Home Monthly
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.
HENRY RIDDER, Publisher
27 Spruce Street, New York.

Special Agents

- FRANK R. NORTHRUP**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- SMITH & BUDD**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- THE FISHER AGENCY**
119 Nassau St., New York
Tel. Cortlandt 1433

Coupe & Wilcox, 261 Broadway, New York, have started a campaign in New York City and Newark, N. J., papers for Henry W. Peabody & Co., 17 State street, New York. It is reported that this campaign will be extended generally.

The A. W. Erickson Advertising Agency, 127 Duane street, New York, is placing three inches five times in New England papers for the United Roofing Company, Philadelphia.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., is making up a list of new papers for Rice & Hutchins, Educator Shoes, Boston.

INCORPORATIONS.

Storiettes Publishing Company, Manhattan; print and publish books, magazines, periodicals, etc. Capital, \$20,000. Incorporators: Robert Rae, 37 East Twenty-eighth street, New York City; Frank M. Norton, 261 Quincy street, John Hillig, 393 Chauncey street, both of Brooklyn.

Fabrics and Fashions Company, Rutherford; printers, publishers, etc.; print and publish a trade journal known as Fabrics and Fashions. Capital, \$30,000. Incorporators: G. L. Fake, S. T. Lawrence, E. Fake, Rutherford.

The Cambridge Publishing Company has been incorporated with the Secretary of State, with a capital of \$3,500. The directors are: William L. Hitchcock, Edward Barber and Charles O. Pratt.

Fireside Publishing Company, Portland; printing and publishing. Capital, \$100,000. President, M. A. Mulinix; treasurer and clerk, H. R. Virgin, Portland.

Clarksburg Publishing Company, of Clarksburg, W. Va., to publish a newspaper, to do job work and binding, and conduct a stationery store. Capital, \$10,000. Incorporators: Raleigh L. Green, James H. Evans, F. M. Turner, Robert K. Smith and Irvin Seal, all of Culpeper, Va.

Monument to Newspaper Man.

A monument in memory of Robert F. McDougall, one of the best known newspaper men in New Jersey, will be dedicated at Waterford, his late home, on Sunday afternoon, April 3, the first anniversary of his death. The monument was erected by friends. Mayor Charles S. Ellis of Camden will preside at the dedication.

Elect Officers.

The stockholders of the Mohawk Valley Publishing Company, of Schenectady, N. Y., elected the following officers last week: President, John Diehl; treasurer, Louis Nicholas; secretary, Louis Wartmann. The company has been incorporated with a capital stock of \$4,000 and the paper will be enlarged and improved.

CHANGES IN INTEREST.

R. F. Wair has sold the Lonoke (Ark.) Ledger to a company of Lonoke business men. It will be edited by George Rule, Jr.

Mitchell & Walpole, of the Storm Lake (Ia.) Pilot-Tribune, have dissolved partnership, Charles H. J. Mitchell taking over the interests of Mr. Walpole.

J. W. Lang has purchased the Aurora (Minn.) News from H. L. Nicholson.

The plant and business of the Clay Center (Neb.) Sun has been sold to John M. Jones by C. N. Palmer, administrator of the estate of the late U. L. Palmer, who had published it for twenty-six years.

Elected Member of A. N. P. A.

The Ohio State Journal, Columbus, O., has been elected a member of the American Newspaper Publishers' Association.

To Keep in Touch with
BRITISH TRADE
Subscribe to and Advertise in
The Stationer
FIFTIETH YEAR OF ISSUE
Published Monthly **\$1.80** Per Annum Post Free
Advertisement Rates and Specimen Copy Sent on Application
160a FLEET ST., LONDON, ENGLAND

GATCHEL & MANNING
DESIGNERS - ILLUSTRATORS - ENGRAVERS
PHILADELPHIA
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Half-tones.

THE LOVEJOY CO. Established 1853
ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street New York

THE PUBLISHERS METAL CO.
134 Metropolitan Ave., Brooklyn
Adopt our system and save 20% on your metal bill
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
All we ask is a trial.
FACTORY, 134 METROPOLITAN AVE., BROOKLYN
Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

Send To-day for the List of Users of
"The Kohler System"
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: 56 Ludgate Hill, E.C. NEW YORK: No. 1 Madison Avenue

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription (52 Issues), post free, \$3.00.
The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shnielendewand & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American firms contemplating opening up foreign trade should place their announcements in this paper.

Rates on application to **ALBERT O-DONOGHUE, 534 W. 125th St., New York.**

Send for sample copy.

Alert, Masterful, Independent
Sherlock Holmes never got to the bottom of his puzzles with more unerring accuracy than does **The American Printer**
It will solve the present problems of the printing business. This unique journal is edited by one of the most experienced, thoroughly conversant with every one of the printer's problems. It is a magazine of practical information and stimulating suggestion. New processes are explained by practical men, none of them requiring expensive or elaborate work. The best printing things of the month are reproduced with helpful comment in every issue.
Read it for the reasons only one job is worth doing and another business fail. It contains the latest along correct lines of thought and work. As the case, under the sun, in the business of the printer, it is the most important journal in the world.
One quarter of the price of **The American Printer** is a magazine for public. If you are willing to accept the printing order, you get one good copy. Our business is to print.
If you are interested in good printing, send for and obtain the **Journal of Good Printing** from **The American Printer**.
It will cost you \$2.00 a year—only for the month—every cent for a sample copy. Do it now.
Oswald Publishing Co.
28 City Hall Place, New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman

MENTAL IMAGES

Outweigh Logic and Cold Argument in Closing a Sale—You Must Draw on Human Interest. Don't Tell the Same Old Story All the Time. Have Something New.

In an address delivered before the advertising staff of the New York Times last week, Clowery Chapman, author of "The Law of Advertising and Sales," said:

"Cold logic, abstract arguments, never closed a sale unless accompanied by some suggestion that created a mental image of the prospect's condition and needs and converted a conviction into an impulse. I do not believe that it is always possible for a salesman to create these mental images during an interview. Sometimes they precede and sometimes they follow an interview. Sometimes they are not created by the spoken word at all, but by some visible expression.

"When I was in Kansas City exploiting one of the big newspapers there our columns contained an item about a man who had been arrested charged with having passed forged checks. He protested his innocence, and referred to the firm of Harris-Goar, credit jewelers. Mr. Harris examined the alleged forgery, and by comparing it with the signature in his possession satisfied himself of the man's innocence. He thereupon went on the man's bond for \$1,000, although he had never seen him before and had no interest in him other than that the man had bought goods of his firm. This man, mind you, was a member of a fraternal order, but from neither source nor from any of his other associates was he able to secure assistance at this critical moment.

"This situation pictured in newspaper accounts at the time and in pamphlets subsequently published by the firm created mental images that moved many a prospective customer to trade with that concern.

HOW GOULD WAS INTERESTED.

"Perhaps you are familiar with how the National Cash Register Company secured a hearing from George Gould. For years salesmen had tried in vain to interest him in the product. Finally it was decided to send him a catalogue, printed on Japan paper and bound in vellum, with his crest on the cover. This was, in turn, put into a leather case and locked securely. In but a short time the concern realized by his orders what mental images were created in Mr. Gould's mind as he unlocked that case and turned page after page picturing the various types of registers in which the company wished to interest him.

"By creating mental images an article being displayed can be surrounded by an atmosphere which makes it irresistible to the intending purchaser. I am reminded of a salesman who in showing underwear held the article up and commented upon the material and the general make-up of the garment. Then he threw it down on a table and rubbed his hand over it, at the same time commenting upon its softness and the satisfaction it would give the wearer. In that same store salesmen are materially helped by memorandums attached to a garment which direct attention to

the points entering into the manufacture.

"A man had a stock of trousers to sell at \$5. But so had a lot of other men. He made the price \$3.50, thinking to attract customers. The \$3.50 price was all right, but did not draw the crowd. Then he decided to charge \$1.75 a leg, there being two legs to each pair of trousers, which would make up the \$3.50. There was still another part of the trousers to account for. He sold the trousers at \$1.75 a leg, the seat free. He went about from house to house talking to the women of the house, showing them how well made the trousers were, how well the buttons were sewed on, and how the seams were strong. He sold many pairs in this manner, and the housewife told her neighbor, and the neighbor told some one else, in which way his goods became widely known. An example of how he drew on human interest.

SHOW INTEREST IN ADVERTISER'S GOODS.

"Don't go to a man with the same old story all the time. Each time give him something new. It is very difficult to get a hearing from an advertiser. Show an interest in his particular line of goods. Tell him that you want him to sell his goods and that you can sell them.

"There was a woman who wanted a pet. Her husband was a traveling salesman, and so away from home a good part of the time. Her children spent the greater part of the day at school, so that she was alone, practically. She came to the advertising manager of the paper and said she did not see the names of dealers of pets in that paper. The advertising manager gave her the name of one and in a column of his paper headed 'Talks' printed the letter from that woman. A skeptical reader came to the office and said he did not believe that they had ever received such a letter. The advertising manager opened a drawer and gave him the letter. Told him there were a hundred others that he could read if he wanted to. These letters satisfied him that this paper had the confidence of its readers.

"When you go to an advertiser and try to talk to him you are talking to a man on the other side of the fence. The problem of advertising divides you. Try to convince him that you are taking an interest in his line and would like to see him succeed. Draw on human interest.

"I was advertising manager of an automobile firm. Men who had to while away the time from about 10 in the morning until 2 in the afternoon used to come into me to pass the time away. I would take them through the factory or through the country in a car. I would talk to them about their publication and told them if I could sell through their publication they could do business with me.

A MATTER OF CONTRASTS.

"I was then manager of the Rambler. They wanted to put me to selling the big cars. I told them they would sell themselves. I would get after the small machine that was sold for \$750. They said I never would sell it. I got up a magazine and tried to make it as high class as possible. Had high class people to write for it. As far as possible I tried to show the difference between the old ways of conveyance and the new ways of automobiles. I printed a picture called 'Knee Deep in June,' which showed a

Give Your Composing Room the BEST Chance

By Equipping Your

LINOTYPES

With HEAD LETTER and ADVERTISING FIGURE

Attachments

Increase the Product Eliminate Overtime Reduce the Cost

To make type RIGHT, use

THE NUERNBERGER-RETTIG TYPECASTER

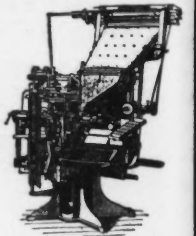
THE PERFECT MACHINE

Casts Type, Spaces, Quads, Leads, Slugs, Corner Pieces, Quotation Furniture

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO



FACE SEEMED FAMILIAR.

Story of a Man Who Never Reads Newspaper Ads.

H. N. McKinney, of Philadelphia, manager of the advertising agency of N. W. Ayer & Son, told a New York audience this story the other night to illustrate the silent influence of the printed word:

"A good friend of mine said to me once that he never looked at the 'ads' in a newspaper. 'So far as I am concerned,' he went on, 'you might as well not spend a cent for advertising.' 'Not more than a week afterward he was on his way to Boston by train. In one of the seats ahead of him in the parlor car sat an aged woman whom he decided on sight he had met somewhere. He debated long about addressing her, but finally, stepping forward, he said to her:

"Excuse me, madam, but I feel that I must have been introduced to you at some time. Your face seems very familiar to me."

"Yes," she replied, "I am Lydia Pinkham."—*New York Herald.*

A Flat Rate.

The Raleigh (N. C.) Evening Times has adopted a flat rate, effective April 1. The Times is the only evening paper published in Raleigh and claims to have a larger circulation than any other newspaper in the State.

Will Use Newspapers Exclusively.

After April 1, all advertising of the Lehigh Valley Railroad will be placed by the H. S. Howland Agency, 38 Park Row, New York. Newspapers will be used exclusively.

The Trimble (Tenn.) Times, a weekly, has made its appearance. J. M. McKinnon is the editor.

Plan for Pacific Coast Convention.

A number of prominent advertising men of San Francisco were entertained at luncheon recently by the Los Angeles Advertising Club. The object of the luncheon was to discuss plans for the holding of the annual convention of the Pacific Coast Advertising Men's Association in San Francisco during the month of June.

New Alabama Daily.

A new afternoon paper has made its appearance at Huntsville, Ala., called the Daily Times. J. E. Pierce is editor and general manager.

"The Catholic Churchman"

down in New Orleans is an example of what the black ink of the American Ink Company will do. Write 12 Duane St., New York City

