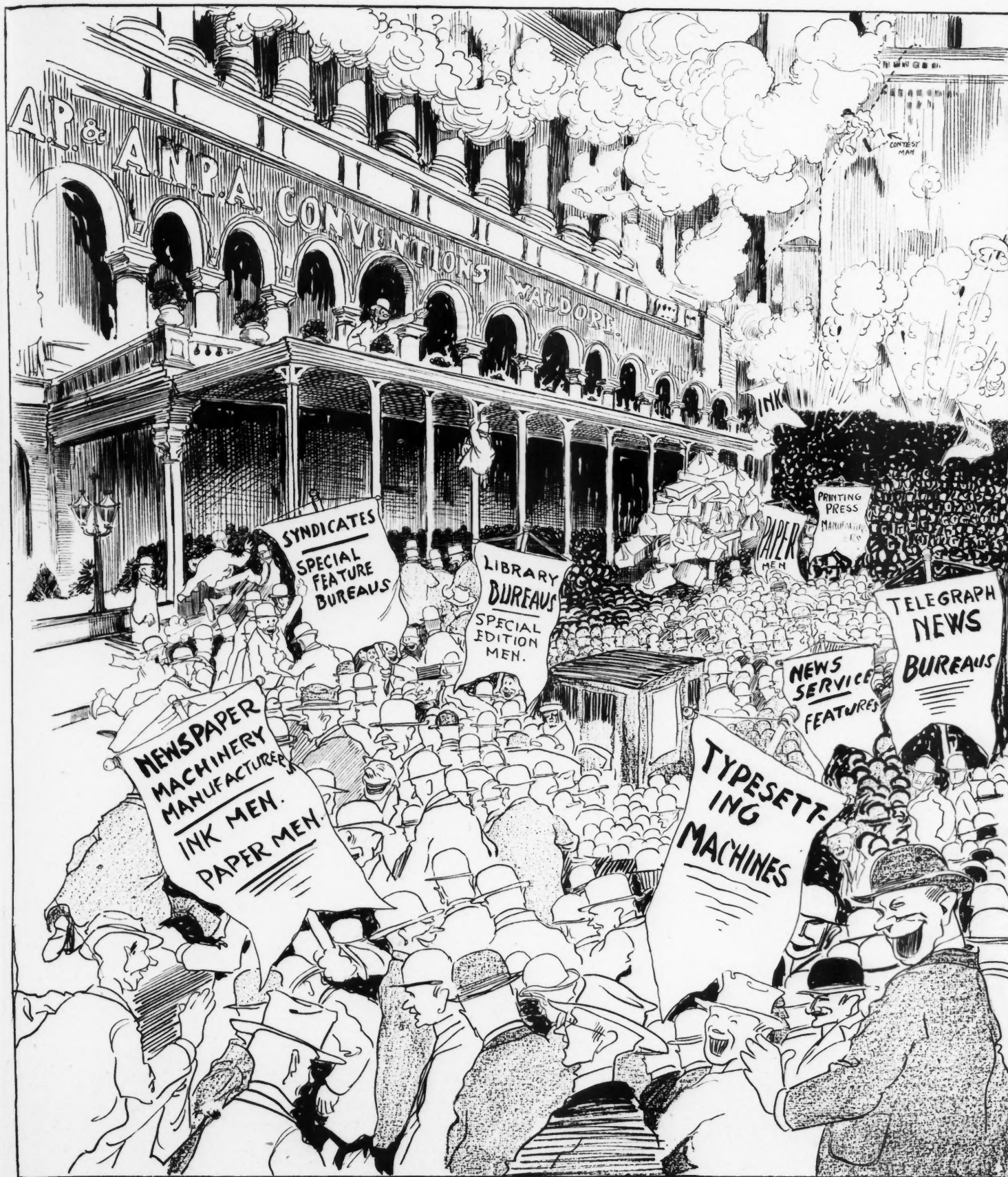


THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 13, No. 43

NEW YORK, APRIL 18, 1914

10 Cents a Copy



THE GATHERING OF THE CLANS.

GENUINE LINOTYPES

Free from Patent Litigation

Prices and terms of payment
within the reach of any printer

Guaranteed Linotypes

\$1200 and upwards

New Linotypes

\$1750 and upwards

- ☞ Generous allowances made for old Linotypes and other composing machines in part payment for purchase of Linotypes.
- ☞ Write our nearest agency for full particulars or have our representative call.

The Linotype Way is the Reliable Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 South Wabash Ave.

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

CONVENTION PROGRAM

President Wilson to Speak at Associated Press Luncheon—Governors Glynn and Cox Will Address A. N. P. A. Members at Banquet—Directory of Guests Expected at Waldorf-Astoria Meetings Next Week.

The finishing touches are now being put to the arrangements for the reception of the visiting newspaper publishers and editors from all over the country, who are to attend the conventions of the American Newspaper Publishers Association and the Associated Press at the Waldorf-Astoria Hotel next week. The program for both gatherings is now completed.

President Wilson has accepted the invitation to speak at the luncheon of the Associated Press in the Waldorf-Astoria on Tuesday, April 21. He has not yet decided what subject he will discuss, but it is understood that he will make an important speech.

It is the first invitation the President has accepted for a speech outside of Washington since he went to Mobile last October to attend the Southern Commercial Congress.

GLYNN AND COX TO SPEAK.

The twenty-eighth annual dinner of the American Newspaper Publishers Association will be held at the Waldorf-Astoria on Wednesday, April 22d, at 7 p. m., and it will be preceded by a reception from 6:30 to 7 o'clock. The dinner will be started at 7 o'clock sharp and it will be really started at that time regardless of the number that may be then present.

The speakers are: Martin H. Glynn, Governor of New York; James M. Cox, Governor of Ohio; Job E. Hedges, Rev. S. Parkes Cadman, D. D., and F. Irving Fletcher.

The dinner committee is composed of Herbert L. Bridgman, business manager of the Brooklyn Standard Union, chairman; J. C. Cook, business manager of the New York Evening Mail, and E. G. Martin, of the Brooklyn Daily Eagle.

The number of tickets disposed of indicates that the attendance will be as large as in former years.

AD BUREAU HEADQUARTERS.

During the American Newspaper Publishers' Ass'n convention at the Waldorf-Astoria, the bureau of advertising will have headquarters in Room 120, on the same floor with the A. N. P. A. Convention Room. Members are invited to make use of this headquarters where stationery and stenographic service will be provided for their convenience. The committee in charge of the bureau of advertising will meet in this room on Tuesday April 21, at 5:30 p. m., to ratify the annual report.

The Advertising Committee of the Southern Newspaper Publishers' Association will meet during the week of the A. N. P. A. convention in New York to put the finishing touches on plans for its campaign for new members which will be launched in a few weeks.

CONVENTION GUEST DIRECTORY.

Following are the names and addresses of some of those who will attend the conventions of the American Newspaper Publishers' Association and the Associated Press at the Waldorf-Astoria next week:

- Atkinson, Chas. D., Atlanta (Ga.) Journal, Collingwood Hotel.
- Breckenridge, Desha, Lexington (Ky.) Herald, Vanderbilt Hotel.
- Buxton, G. Edward, Providence, (R. I.) Journal and Evening Bulletin, Holland House.
- Brown, W. O., Youngstown (O.) Vindicator, Waldorf-Astoria.
- Braun, A. E., Pittsburgh (Pa.) Post and Sun.
- Conklin, Thos. E., Baltimore (Md.) American, Vanderbilt Hotel.
- Dow, Wm. H., Portland (Me.) Express, Martinique Hotel.
- Drinkwater, F. H., Portland (Me.) Express, Martinique Hotel.

- Fink, Hal., Indianapolis (Ind.) Sun.
- Foster, M. E., Houston (Tex.) Chronicle, Martinique Hotel.
- Gilbert, C. W., New York Tribune, 21 W. 184th Street.
- Hanson, M. F., Philadelphia (Pa.) Record, Vanderbilt Hotel.
- Jenks, Arthur B., Manchester (N. H.) Publicity Ass'n, Hoffman House.
- Jones, William V., Utica (N. Y.) Press, Vanderbilt Hotel.
- Knox, Frank, Manchester (N. H.) Union-Leader, Hoffman House.
- Raelker, William G., Providence (R. I.) Journal and Evening Bulletin, Holland House.
- Reid, Phil J., Detroit (Mich.) Free Press.
- Reid, Ogden M., New York Tribune, 7 West 51st Street.
- Rogers, G. Vernor, New York Tribune, 1 Lexington Avenue.
- Slover, S. L., Norfolk (Va.) Ledger-Dispatch.
- Scholz, Charles, New York Tribune, 162 W. 54th Street.

RECORD-HERALD BONDHOLDERS.

Appoint Committee to Draw Up Reorganization Plans.

At a meeting of the bondholders of the Chicago Record-Herald Publishing Company last week a committee, of three was appointed to formulate a plan for reorganization. Victor F. Lawson, Charles L. Hutchinson and Walter B. Smith were named as the committee.

There were present at the meeting more than thirty of the holders of the \$2,300,000 4 per cent. bonds, on which the company failed to pay the semi-annual dividend April 1, amounting to \$10,000. Under the terms of the trust deed the property must be foreclosed unless the interest is paid by May 1.

Among those at the meeting were Victor F. Lawson, Charles L. Hutchinson, Walter B. Smith, H. H. Kohlsaat, former editor of the Record-Herald; Henry B. Chamberlin, present editor and publisher; Walter H. Wilson and Lessing Rosenthal.

DEATH OF G. A. TOWNSEND.

George Alfred Townsend, a journalist, novelist and verse writer of many years' activity, who is widely known in America and England under the pen-name of Gath, died Wednesday at the home of his son-in-law, E. F. Bonaventure, in New York. He was 73 years old, and had been in failing health for three years.

"Gath's" articles in the Chicago Tribune and the Cincinnati Enquirer were features of those papers when he was active in newspaper work. Prior to that time he had been a war correspondent for the New York World and the New York Herald in the Civil War and as an observer for the World in the Austro-Prussian War.

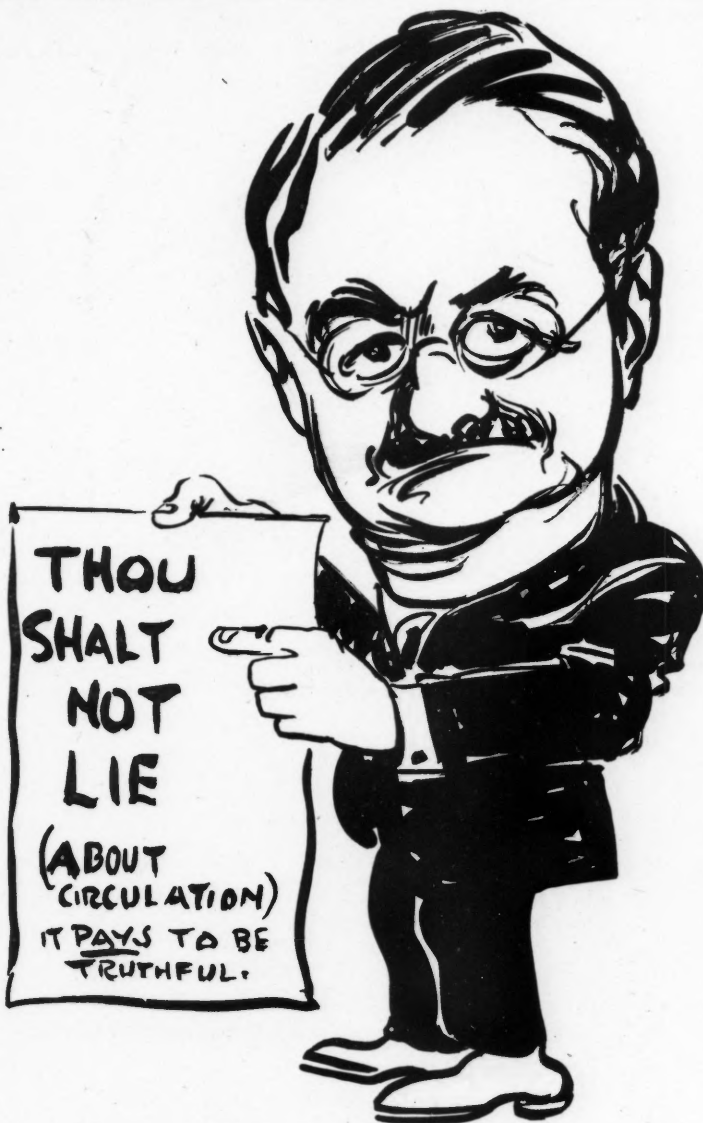
He was the author of several plays and books, including historical works, romance, fiction and poetry. He had a summer home at Gapland, Md., and for many years lived in Washington.

Unveil Bust of Late W. T. Stead.

A bust of the late William T. Stead, the British journalist and pacifist, who was a victim of the Titanic disaster two years ago, was unveiled at The Hague Wednesday. A solemn ceremony marked the unveiling and there was a distinguished audience of diplomats, representing many countries. Mrs. Stead was among the guests. Addresses were made by Jonkheer van Dochme van Vraick, Dr. Henry Van Dyke, Lord Wearsdale and John Stead, a son of Mr. Stead.

Will Miss Mr. Mack.

The friends of John T. Mack, editor and publisher of the Sandusky (O.) Register, and president of the Associated Ohio Dailies, will miss him at the A. N. P. A. convention this year. He has not missed an annual meeting before in many years. Mr. Mack has been ill for some time and although his condition has greatly improved he is still confined to his home.



PRESIDENT ELBERT H. BAKER.
GUIDING FORCE OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

- Knapp, Chas. H., St Louis (Mo.) Republic.
- Littick, W. O., Zanesville (O.) Times-Recorder, Martinique Hotel.
- Larke, G. H., Indianapolis (Ind.) Sun.
- Long, Jess E., McKeesport (Pa.) Daily News, Vanderbilt Hotel.
- Levy, George A., Pittsburgh (Pa.) Spectator, Hotel McAlpin.
- Nichols, F. B., Bath (Me.) Times, Albemarle-Hoffman.
- Newbold, Fleming, Washington (D. C.) Evening Star and Sunday Star, Vanderbilt Hotel.
- Noyes, Frank B., Washington (D. C.) Evening Star and Sunday Star, Ritz-Carlton Hotel.
- Olmstead, D. P., Perth Amboy (N. J.) Evening News, McAlpin Hotel.
- Oglesby, B. M., Harrisburg (Pa.) Telegraph.
- Pettibone, W. H., Detroit (Mich.) Free Press.
- Pindell, Henry M., Peoria (Ill.) Daily Journal, Vanderbilt Hotel.
- Rathom, John R., Providence (R. I.) Journal and Evening Bulletin, Gotham Hotel.
- Stackpole, E. J., Harrisburg (Pa.) Telegraph.
- Stoddard, J. W., Baltimore (Md.) American, Vanderbilt Hotel.
- Trower, J. E., Pittsburgh (Pa.) Post and Sun.
- Yunker, A. H., Springfield (Mass.) Republican, Prince George Hotel.
- Snook, A. M., business manager of the Aurora (Ill.) Beacon-News, Hotel Martinique.

INTER-OCEAN SALE PUT OFF.

Judge Carpenter Holds that the Company's Bonds Are a First Lien.

The advertised sale of the Chicago Inter Ocean and the Weekly Inter Ocean and Farmer, scheduled for April 13, has been postponed until to-day, April 18. The property is to be turned over free of all indebtedness.

Judge Carpenter has issued an order holding that the \$600,000 first mortgage bonds of the Inter Ocean Newspaper Company are a first lien upon the property of the newspaper. It is rumored that J. J. Shubert, of theatrical fame, will bid for the property.



THE MAN WITH THE AXE.
MANAGER LINCOLN PALMER, A. N. P. A.

RAPS "CHEAP READING"

Chester S. Lord Tells Connecticut Editorial Association of Its Demoralizing Effect—Deplores Literary Decadence.

Chester S. Lord, for many years managing editor of the New York Sun, was a speaker at the meeting of the Connecticut Editorial Association held at Hartford, Conn., on Monday evening. His theme was the modern newspaper. Mr. Lord spoke in part as follows:

"Someone has said recently that ten years of cheap reading has changed the British from the most stolid nation in Europe to the most theatrical and hysterical. I know not what cheap reading may have done for other countries, but I do believe that it is having an effect here in America well nigh alarming and revolutionary.

"Cheap reading of cheap books, cheap reading in the cheap magazines, cheap reading in cheap flash newspapers is reading that simply amuses and that does not inform or instruct or feed the mind.

SOME FORMER MENTAL GIANTS.

"When I came to New York the newspaper staffs were inspired by such men as William Cullen Bryant, Henry J. Raymond, Manton Marble, Charles A. Dana, Theodore Tilton, Noah Brooks, George William Curtis and Horace Greeley, most of them men of splendid literary attainments and superb appreciation of literary work, and all of them under the direct inspiration and influence of that wonderful Victorian era.

"They were thinking of literature, and they were writing literature, and they were constantly urging their staff to greater literary effort. They mingled with their helpers, encouraged, suggested, praised and criticised and commented on everything that appeared in their editions. They were great teachers of journalism.

"That was a literary age. The people were thinking of literature, the newspapers were printing literature, the magazines were conspicuous for their literary excellence, the theatres were instructive, the pulpit and the lecture platform rang with eloquence of high literary merit.

"We live today in a commercial age. We are thinking of commercialism—thinking of the perfectly enormous expansion of transportation facilities, of gigantic steamships and gigantic locomotives, immense bridges and subways, and underground aqueducts and barge and Panama canals, skyscraping buildings, flying machines, octuple printing presses—and we are thinking of these until we are thinking of little else, and the editors are writing about them far more than they are writing about anything else. It is changing our choice of newspaper topics from literary topics to commercial topics, and it is changing our very diction from the niceties of literary expression to a blunter and a coarser form of expression.

RESPONSIBILITY OF MODERN EDITOR.

"Considering, then, this contrast between the golden age of literature of fifty years ago and today's period of commercialism, are not newspaper editors confronted with new responsibilities? From time out of mind in all lands and climes, we have heard of the power of the press. We are all familiar with Bonaparte's illustration of that power when he declared that he had rather face a battalion of bayonets than one newspaper.

"The power of the press is conceded. It is an absolute fact. But of the responsibility of the press too much cannot be said. The great editor must make his life a life of research. He must read and study good literature, know finance, understand music, know the difference between a good play and a poor one.

KNOWLEDGE OF POLITICS ESSENTIAL.

"But above all else he must study politics, and I feel that I may add in truth that no man can become a truly great editor without an intimate knowledge of politics. Moreover, through his knowledge of politics and of public affairs and his intimate association with public men,



THE STAR OF THE CAPITAL CITY.
FRANK B. NOVES, PRESIDENT OF THE ASSOCIATED PRESS AND WASHINGTON STAR.



HISTORIAN OF THE DAY'S EVENTS.
GENERAL MANAGER STONE OF THE ASSOCIATED PRESS.

the newspaper editor frequently is called into public service.

"The reading of newspapers has come to be an absolute essential to the daily routine of every intelligent person. The things you read in your morning newspaper are the things you talk about during the day.

NEWSPAPERS WHAT READERS MAKE THEM.

"The late Whitelaw Reid, editor of the New York Tribune, said: 'The thing always forgotten by the closest critic of the newspapers is, that they must be measurably what their audiences make them; what their constituencies call for and sustain. The newspaper cannot uniformly resist the popular sentiment any more than the stream can flow above its fountain. To say that the newspapers are getting worse is to say that the people are getting worse. They may work more evil now than they have ever wrought before, because the influence is more widespread; but they also work more good, and the habitual attitude of the newspaper is one of effort toward the best its audiences will tolerate.'

"These observations by Whitelaw Reid again suggest the importance of the editor's responsibility. Every editor knows that the more details of sin, vice and crime you cram into a newspaper the more copies of that newspaper will be sold, and every editor knows that the most subtle temptation that ever besets him is the temptation to print the things that should not be printed, and that the temptation is more acute because he knows the people want to read them.

"Aye! that's the rub! The people want the sensational stuff! The very sensational newspapers sell four or five times more copies than the conservative ones, and the proportion is even larger in Paris and London.

NEWSPAPER MAN'S MOTTO, "TRUTH."

"And since newspapers are no longer edited for glory or printed for fun, it becomes us to consider these things. The honest newspaper editors have indeed given them the most thoughtful consideration, and every honest newspaper editor will join me in saying to you; Print your edition in red ink if you like; print your edition in job type; print it with headlines a foot long, but—stick to the truth!

"It is for you to say whether you will make your edition cheap, or whether you will hold to your high ideals. And it is for you to decide whether you are to follow the people or the people are to follow you."

UPHOLDS FREEDOM OF PRESS.

Court Rules News-Scimitar Publisher Had Right to Print Judge's Order.

Upholding the freedom of the press as a "bulwark to our liberty to be preserved," the Court of Civil Appeals, in an opinion handed down by Judge Higgins last week, ruled that Gilbert D. Raine, editor and publisher of the Memphis (Tenn.) News-Scimitar, was not guilty of contempt as charged several months ago by Judge A. Pittman. The case was dismissed and the court of prosecution placed on the county.

Judge Pittman cited Mr. Raine for contempt when the publisher ordered printed in his newspaper a court order restraining Memphis newspapers from publishing the contents of an affidavit to which the restraining order pertained. The affidavit referred to certain testimony in a will case. The affidavit itself was not published, but the court's restraining order was, and the publisher was subsequently cited for contempt, sentenced to jail and to pay a fine of \$50.

Under habeas corpus proceedings Mr. Raine was released by Judge Malone on the ground that Judge Pittman acted without jurisdiction in finding the publisher guilty of contempt. By concurring in this decision the court of Civil Appeals established a precedent in the nature of publication of legal actions. The opinion, in effect, holds that the publisher, and not Judge Pittman, was right in his contentions and that the News Scimitar was not in contempt of court for printing the order.

A. A. C. A. CENTRAL DIVISION MEETS.

Inspirational Gathering at Indianapolis Addressed by Prominent Ad Men—President William Woodhead Makes Earnest and Forceful Plea—Members Adopt Resolution to Change National Constitution and Abolish Divisions.

"The most inspirational and valuable convention the Central Division has ever held."

That was the way the Resolutions Committee summed up the program of the convention of the Central Division of the Associated Advertising Clubs of America, held in Indianapolis, April 9, 10 and 11. During the time of the convention, sessions of the National Executive Committee were held in the same building.

The invocation by Dr. Frederick E. Taylor sounded a keynote when he thanked God that the publicity men were opening their convention in prayerful consideration of the big things. In the absence of Blaeque Wilson, president of the Central division, the convention was presided over by A. N. Fox, Chicago, second vice-president.

The opening routine business which was quickly disposed of included a recommendation from the secretary, David B. Gibson, that a Sneaker's Bureau be established on a permanent basis to replace the work he had been carrying on along that line—voluntary work for which Mr. Gibson received the special thanks of the convention.

WALDO ON RETAIL ADS.

The program was along departmental lines and opened with addresses dealing with retail advertising. Richard H. Waldo, advertising manager of Good Housekeeping, talked on "Successful Substitution and How to Make Money from Nationally Advertised Goods." He said in part:

"The interest of the retailer is primarily in a well chosen stock, and to see that such stocks, if composed of nationally advertised goods, may be turned over rapidly. His success depends largely on his ability to 'cash in' on national advertising. Some manufacturers of nationally advertised goods have pinched the profit to the retailer to the point of where it is unprofitable to handle these lines, but a retailer is no longer forced to tie up with any one national advertiser, because now there is competition in every line. And the retailer can select the nationally advertised lines that offer him the best service and the best profit.

"The time is coming when we will do business on less margin of profit. All signs point to the fact that in less than ten years the National Advertiser who does not allow sufficient profit for the retailer will find his advertising so expensive that he can't advertise. Co-operation between manufacturer and dealer is the paramount thing in many of the latter day successes. Every club should study the elements that enter into co-operation in advertising—a thorough knowledge of the elements means advance by leaps and bounds.

VALUE OF CO-OPERATION.

"The retailers who take advantage of real co-operation that is offered them gather golden eggs. An Indiana incident illustrates the point: At the death of his father a son inherited what was looked upon as a worthless stock; he studied the situation, decided to hitch his wagon to the stars among nationally advertised lines; to cut prices on the old goods sufficient to move them, and to use modern methods in advertising. He sold the old stock; he used four county newspapers to localize the national advertising, he used hand bills, tin signs and every means possible to focus the national advertising on his store. In other words he made the manufacturer sell the goods and he took in the money, with the result that now, at the end of eight years, he is rated at \$150,000.

"If local advertisers ever wake up to the opportunity in local newspapers they will use three to ten times the space they now use. Local advertising today is where national advertising was twenty-

five years ago. Many a merchant has gone broke on nationally advertised goods not locally advertised—but the day of such cheating has passed and the manufacturer who wants to market his goods through national advertising will have to make good in the future. The business of advertising is to make a straight haul from the place of manufacture to the place of consumption. But today a close canvas of the situation has revealed the fact that in many lines the advertising waste amounts to 80 per cent. of the amount spent for advertising.

"The newspaper—as a whole—is the only medium that does not understand the value of truth in advertising. When the day arrives that the fact that goods are advertised is a badge of quality, the cost of selling will be reduced materially—reducing the high cost of living."

VIGILANCE, PRICE OF PROFIT.

Jesse H. Neal, of the Drygoods Reporter and a member of the National Vigilance Committee, discussed "Advertising Vigilance, The Price of Profits." Some of his observations were:

"Advertising is the expression of the man behind the advertising. It brings business out of darkness and places it in the light. An obligation in an advertisement is as binding as an obligation made to any individual. Comparatively little advertising is false—but the little discredits all. Believable advertising means a saving in the cost of distribution.

"The real function of advertising is not to make money for the advertiser but to save it for the consumer. The customer should be given every legitimate price concession but mere price appeal and bargain advertising is a stimulant that fails to stimulate. Constant bargain advertising weakens the advertising man and leads the public to believe that there are no fixed values—to keep on looking for bargains. The cut price is the lowest form of salesmanship. The practice of cutting prices before the season is half over works an injustice to the early buyer on account of the inflated prices at the start.

THE QUALITIES THAT COUNT.

"Make style, quality and service the pulling power. Let the spirit of absolute and unswerving truth pervade the whole selling force. Aim to get confidence rather than to astound by sensational language. Seek to make customers rather than sales. Let the square business men, who are always in the big majority, form an offensive and defensive alliance to stamp out downright dishonesty and prevent unfair competi-

tion of whatever nature. It can be done and is being done here and across the water.

"Every man owes something of his thought and time to the public welfare and this is a cause worthy of the most enthusiastic support. The total elimination of fraud and of unfair methods will double and quadruple public confidence in advertising, to say nothing about the solid satisfaction of doing business on the square."

Carl H. Fast, efficiency expert, dealt in broad details in handling the subject of "Retailing Service versus Merchandise Gambling." Some of his deductions were these:

"Being believed is the basis of all success. The newspaper that can't exist in harmony with the best interests of the community had better be exterminated. Business exists for the community, not the community for business. Advertising represents a temptation to the unscrupulous man.

"According to the best figures available the advertising expense in the United States last year amounted to \$35 per family, while the average income of a wage earner amounted to only \$500. Competition is not the life of business except in production—otherwise it adds to the cost. Spurious advertising has added to the high cost of living. Service is what is being sold by the merchant today—not merchandise.

(Continued on page 913.)



WILLIAM RANDOLPH HEARST, COLOSSUS OF THE PUBLISHING WORLD.

AD BUREAU PROGRESS.

Director Thomson Tells What Has Been Accomplished During the First Year of Its Career—How It Has Helped Publishers to Get More Business Through Co-operation with Manufacturers and Retailers.

The Bureau of Advertising of the American Newspaper Publishers' Association winds up the first year of its existence under a full head of steam. During the first twelve months of its career it has accomplished more than its best friends thought possible in so brief a period. What it has done is known to every member of the organization and to the majority of the general advertisers of the country.

It took some time to organize the work of the Bureau so as to secure the best results. But when the machinery was duly installed and set in motion, few mistakes were made. Most of the experiments tried out proved successful, and the Bureau winds up its year with a record behind it of which its members may well be proud.

"The first thing to do," said W. A. Thomson, the director, in talking to the representative of the Editor and Publisher, "was to find a common ground upon which publishers could meet for the development of a greater volume of general advertising. The daily newspaper is the most highly individualized institution in the business community. It is a distinct unit, and has traditions and practices which it cherishes and lives up to from year to year.

WHEREIN NEWSPAPERS DIFFER.

"Therefore, when the national advertiser deals with the newspapers he finds he must deal with individual units; whereas in the case of other mediums he can deal with them en masse.

"The Bureau of Advertising provides a common ground upon which publishers and advertisers can get together. Its propaganda is sane and meets the approval of most of those with whom it has business relations. We have endeavored during the year to help the newspapers who are members of our organization to increase their general advertising, and have pointed out to them ways in which they can be of signal service to both retail merchants and general advertisers. We have shown the newspaper publishers that by extending certain aids, that are wholly within their province, to the dealers, they can greatly increase the sale of advertised goods and thus encourage the manufacturers to still greater expenditures in newspaper publicity. We have shown them that this service is for their financial benefit.

"Acting upon our advice the newspapers have issued circulars containing reproductions of the advertisements of manufacturers who are marketing goods the retailers are engaged in selling. These circulars have encouraged the retailers to push advertised goods in a way that they have never been pushed.

"We also have induced publishers to furnish window display signs to the local dealers. We have reproduced as illustrations the window displays of standard goods that the latter have made as suggestions to other dealers. In several special cases the general advertisers have furnished us with lists of newspapers they intend to use in different cities. Immediately we got in touch with the papers represented and have urged them to call on the local dealers and spur them on to greater effort in pushing the goods.

"One thing we have made clear, and



LIGHT FOOD, EASILY DIGESTED. ADOLPH S. OCHS AT HIS DAILY TASK.

that is that we are absolutely opposed to having any newspaper act as a salesman for the manufacturer. It is not within the province of the newspaper to serve as sales agent or solicitor for business, as any attempt in this direction is apt to injure the newspaper represented as well as the manufacturer.

"The Bureau has endeavored to focus the attention of publishers on the tremendous amount of general advertising already carried by the daily papers. This has had the effect of awakening their interest in the possibilities of securing business in this great and ever growing

(Continued on page 910.)



A SILVER-TONGUED BUSINESS MANAGER. LOUIS WILEY OF THE NEW YORK TIMES.

NEW BRUNSWICK TIMES SOLD.

George D. Johnson, the Editor, Purchases It from J. D. Stern.

The New Brunswick Daily Times was sold this week by David Stern, its publisher, to George D. Johnson, the editor, who, it is understood, is backed by local capitalists, for \$14,000.

When Mr. Stern purchased the Times two years ago it had a circulation of less than 2,000 copies. The last report to the government, filed April 1, showed that it had an average net paid circulation of 4,595, or an increase of 2,595 copies.

Mr. Stern on taking hold of the paper turned his attention to the suburban and outlying districts. These he cultivated thoroughly and persistently. He employed a paid correspondent in each of the towns his paper covered and in this way aroused local interest, with the result already stated.

Mr. Stern was formerly a member of the reportorial staff of the Philadelphia Bulletin. It was while with this paper that he made a sensational expose of the gambling establishments of Atlantic City. Other papers with which he has been connected are the Philadelphia North American and Bulletin, the Seattle Intelligencer, Providence Evening News and New York Globe.

Mr. Johnson, who has taken over the Times, has been connected with that publication for six years. He has been editor for two years.

CONSOLIDATION AT ADRIAN.

Daily Telegram Absorbs the Times Which Was Started in 1834.

The Adrian (Mich.) Daily Telegram, on April 11, took over the name, good will, subscription list and a part of the machinery of the Adrian Times, which, on that day, ceased publication. The Times was started in 1834.

On August first of last year the Times came under the management of its present manager, C. P. Wilson. Its development since that date has been remarkable. In that period its circulation has been more than doubled; its advertising volume more than tripled and its general news service revolutionized and brought up-to-date. In this work Mr. Wilson has been ably supported by the editor of the Times, I. H. Moeller. The success attained by Manager Wilson was the principal factor in making the merger of the Times with the Telegram possible. Payne & Young represents the Times in the foreign field.

Receiver for Baltimore Journal.

Thomas C. Williams has been appointed receiver for the Baltimore Journal Company. According to the bill of complaint filed by George F. Engle, creditor and president of the company, the corporation owes him \$140 for salary and \$70 for money advanced to it. The company was capitalized at \$10,000. The complaint charges that the aggregate indebtedness of the concern is about \$2,000, and that the resources available to meet the obligations consist only of machinery, presses, type, etc., furniture and accounts receivable of uncertain value. It is alleged that the company is hopelessly insolvent.

The copy paper used in the office of the new afternoon daily, the Dallas (Tex.) Evening Journal, is green in color. Some one has said that the color was selected in honor of the managing editor, who is an Irishman.

INTERTYPE

BE sure to see the Intertype on exhibition at the Waldorf-Astoria (Myrtle Room, First Floor), during the A. N. P. A. Meeting, April 21-24.

FORT WORTH STAR-TELEGRAM

The Fastest Growing Newspaper in the Southwest

100% Circulation Gain in Five Years

**NO CONTESTS---NO SCHEMES---NO REDUCED SUBSCRIPTIONS---
NO FORCED CIRCULATION**

Sworn Circulation, January 1, 1909	. . .	15,057
Sworn Circulation, January 1, 1914	. . .	30,356

AND STILL GROWING

Sworn average Net Paid Circulation, year 1913	. . .	28,305
Sworn average Net Paid Circulation, last six months 1913	. . .	29,098
Sworn average Net Paid Circulation, first three months 1914	. . .	29,788
Sworn average Net Paid Circulation, March, 1914	. . .	30,126

GOVERNMENT STATEMENTS

Have always been furnished and published in display style on the first page promptly at times required by law.

Extract from Government Statement Filed with Post Office Department, April 1, 1914

“Average number of copies of each issue of this publication sold or distributed through the mails or otherwise to paid subscribers during the six months preceding the date of this statement —

Paid, 29,523 Unpaid, 1,548 Total, 31,071.”

ADVERTISING SUPREMACY

THE STAR-TELEGRAM carries by far more paid advertising of all classes than is carried by any other newspaper in Fort Worth.

During the year 1913 the excess was 1,506,419 agate lines or 33% more than the next paper.
For January, 1914, the excess was 18% Local Display, 85% Foreign Display, and 73% Classified.
For February, 1914, the excess was 73% Local Display, 66% Foreign Display, and 63% Classified.
For March, 1914, the excess was 52% Local Display, 48% Foreign Display, and 50% Classified.

For the first three months of 1914 the excess over the next nearest paper was —

Local Display.....	286,236 lines, or 45%
Foreign Display.....	122,864 lines, or 63%
Classified.....	100,058 lines, or 61%
TOTAL EXCESS..	416,247 lines, or 50%

CIRCULATION SUPREMACY

The Star-Telegram absolutely guarantees more bona-fide net paid circulation than any other paper published in Fort Worth. The bona-fide net paid city circulation is guaranteed to be over 50% greater than that of any other paper in the city.

SWORN DETAILED CIRCULATION STATEMENTS FURNISHED AT ANY TIME

For the present all Foreign Business handled direct from the home office.

“IN FORT WORTH IT’S THE STAR-TELEGRAM 30,000 DAILY”

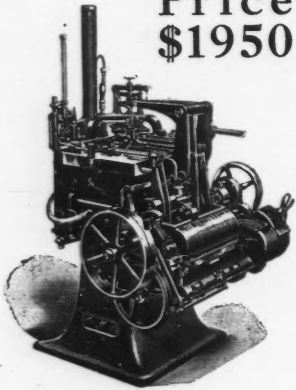
Amon G. Carter, Vice-President and General Manager

The Ideal Type Caster

For the Daily, Weekly or Job Office

Price
\$1950

THE MONOTYPE



Price includes molds for casting type, high and low quads and spaces in 6, 8, 10, 12, 14, 18, 20, 24, 30 and 36 point.

CASTS more type—equal in quality to the best foundry type—than any other type caster.

Over 1100 fonts of the newest and most up-to-date faces to select from.

Matrices leased on the library plan at a cost of \$1.67 per font.

No other type caster has the matrices.

No other type caster has the speed.

No other type caster is as economical.

No other type caster has this insurance policy—that it is convertible into a standard composing machine, without in any way restricting its use as a type caster, using the same molds, matrices, etc.

Visitors to the Printing Exposition and the American Newspaper Publishers' Association Convention in New York, April 20—25, can see the Monotype Type Caster casting type and leads on the Convention floor of the Waldorf-Astoria Hotel.

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA

NEW YORK
World Building

BOSTON
Wentworth Building

TORONTO
Lumsden Building

CHICAGO
Rand-McNally Building

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

CHICAGO HAPPENINGS.

McCutcheon's African Hunt Lecture—Claims Against the Inter-Ocean—Press Club in 'Little Eva,' a Burlesque—Record-Herald Reorganization—Jack Lait Incorporates New Publishing Company—Personals.

(Special Correspondence.)

CHICAGO, ILL., April 15. — John T. McCutcheon, of the Tribune, will give an illustrated lecture on his African hunting trip at Evanston, the evening of the 21st. Recently he gave a free lecture for some friends down state and, missing the regular train, 'tis said he paid \$300 for a special rather than disappoint the people.

The Columbia Amusement Co. has filed a claim for \$200,000 for forfeiture of its lease and \$2,800 for unpaid rent against the Inter-Ocean.

The Advertising Association held a ladies' day on Wednesday. There will be a formal dance in Florentine Hall, Congress Hotel, this Saturday evening.

George F. Nixon has left the Record-Herald advertising manager for the realty firm of John E. Colman & Co. He has been in the realty business before.

Roger D. Wolcott, a graduate of the Wisconsin University Course in Journalism last June, is railroad editor of the Tribune.

Robert W. Maxwell, who weighs 300 pounds, is to take the part of "Little Eva" in the tabloid edition of Uncle Tom's Cabin, written for the Press Club play. It should be some burlesque.

A committee of Record-Herald bondholders has been appointed to formulate a plan for reorganization owing to non-payment of interest due April 1.

Jack Lait has another play "Thumbs Down," which is soon to be produced. "Jack Lait and Tom Bourke Inc." is the title of a new company just organized here, with \$30,000 capital, to print and publish Jack Lait's new paper.

George W. Hinman and the Lake Superior Paper Co., have reached an agreement whereby there is no further contest over the Inter-Ocean bonds which Hinman largely owns.

Ben F. Newman has resigned as advertising manager for Corson, Pirie, Scott & Co., and has established an advertising agency of his own. He was previously connected with the Universal Film Company and the Hub.

Roger Sullivan who was reported to be contemplating the purchase of the Inter-Ocean for a Democratic organ has denied any such intention.

George Ade has become a great golfer and has just had nine-hole courses laid out at his country place at Brook, Ind., and also at Kentland, Ind.

Local newspaper cartoonists gave their work on an elaborate program for actors' fund day, April 17, when various local theatres gave special matinees.

AD COUNSELORS ASSOCIATION.

5616 MARYLAND AVE., CHICAGO.

April 13, 1914.

THE EDITOR AND PUBLISHER:

I have recently been talking to some of our more prominent advertising writers and managers about the formation of a National Advertising Counselors Association and they are, every one, agreed that the time is ripe for it.

My idea, and the idea of those gentlemen is that such an organization, properly conducted, would have great influence in raising the standard of advertising "practice." There are also matters pertaining to our particular branch of the profession that cannot very well be dealt with by existing associations and which are of great importance to us. Perhaps the most important aim of such an association, however, would be a determined and concerted movement to have the occupation of advertising counselor recognized as a profession as important and necessary as medicine or law. I am sure we will all be glad to

have some of your readers give us their views on this matter.

Meantime will those gentlemen who are in favor of such an organization send me their names and addresses and particulars of occupation at once, so that I may call a meeting at a suitable place and date. They may rest assured they are in good company if they do so, for some of the best of our advertising managers and writers have signified their intention to help along the good work.

DUNDAS HENDERSON,
Advertising Counselor.

Chicago Editors in Bloodless Duel.

Two Chicago newspaper men fought a bloodless pistol duel Sunday at sunrise in a grove near Riverside Park. The combatants were Christian Botker, editor of Reveny, a Danish newspaper, and Edward Peterson, editor of the Chicago Posten. It resulted from articles published in the Reveny over the initials "N. P." which attack Mr. Peterson, saying he had not proved his patriotism through his paper. A challenge was carried to Mr. Botker and he accepted. The two men stepped ten paces, wheeled and fired one bullet which each revolver contained. Both shots went wild. Then came a reconciliation a la Paris. The principals and their seconds are now facing prison terms or heavy fines.

Bar Appoints Press Quiz Board.

Robert H. Elder, Edward J. Byrne and Edward H. Wilson were appointed Monday by President Charles J. McDermott of the Brooklyn Bar Association, to investigate the publication of articles in the newspapers respecting the Willett and Cassidy trials. Mr. Elder introduced a resolution at the last meeting of the Association charging that the newspapers had interfered with the course of justice in the cases. The report of the committee will probably result in the preparation of a bill.

ADVERTISING TALKS CONTEST.

Bureau's Awards for Essays on the Use of Newspaper Space.

The awards in the Advertising Talks Prize Contest of the A. N. P. A. Advertising Bureau are as follows: First prize, \$25, to Ralph E. Dyar, the Spokesman-Review, Spokane, Wash.; second prize, \$15, to E. C. Moyer, the Sentinel, Rome, N. Y.; third prize, \$10, to Elmer S. Horton, the Journal, Providence, R. I.

In addition to the three prize-winning talks, nineteen talks have been selected as available for publication by the bureau and have been paid for at the rate of \$2 each. They were contributed by the following:

S. F. Whipple, the Courier-Citizen, Lowell, Mass.; Raymond Barrows, the Kansas City Star, Kansas City, Mo.; W. E. Bowman, the Daily Times Gazette, Hartford City, Ind.; John P. Carroll, the Journal, Providence, R. I.; Ralph E. Dyar, the Spokesman-Review, Spokane, Wash.; Chalmers L. Pancoast, the Chicago Tribune, Chicago; Robert J. Powell, the Daily Courier, Ottumwa, Ia.; J. K. Groom, the Beacon-News, Aurora, Ill.; R. C. Moyer, the Sentinel, Rome, N. Y.; W. C. Coates, the Star, Washington, D. C.; J. P. Black, the Telegram, Temple, Tex., and M. J. Dunn, the Sentinel, Rome, N. Y.

Editor Metcalf Now Jobless.

The appointment of Col. Goethals as Governor of the Panama Canal automatically retires to private life Richard L. Metcalf, former editor of Mr. Bryan's paper, the Commoner. Mr. Metcalf was appointed last summer civilian member of the Isthmian Canal Commission. It was then reported that he would be supported for the position of Governor of the Panama Canal when the time should come. Col. Goethals, however, was the only man considered for the place by Secretary Garrison and President Wilson.

Music and the home

Most of the pianos, victrolas and similar high grade musical instruments are bought for *homes*.

Most of the copies of The Daily News sold every day are bought for *homes*.

Therefore —

From January 1 to December 31, last year, The Daily News printed more musical instrument advertising *six days a week* than any other Chicago newspaper printed *in seven days*.

The figures are :

The Daily News	243,024 lines
Second paper	225,459 lines
Third paper	220,776 lines
Fourth paper	173,158 lines
Fifth paper	111,900 lines
Sixth paper	85,998 lines
Seventh paper	81,135 lines
Eighth paper	24,467 lines

The musical instruments advertised in The Daily News include Steinway, Mason & Hamlin, Aeolian, Conover, Bauer, Steger, Baldwin, Manualo, Tel-Electric, Weber, Welte-Mignon, Knabe, Chickering, Apollo, Wurlitzer, Victrola, Grafonola, etc.

These figures indicate that The Daily News is read in more well-to-do Chicago homes than any other newspaper.

Are you telling *your* sales story to these well-to-do Chicago homes?

The Chicago Daily News

Over 350,000 daily

John B. Woodward
 Eastern Representative
 710 Times Building
 New York

EDITORS AT HOUSTON.

Program of the Twenty-ninth Annual Convention of the National Editorial Association, To Be Held in Texas, April 23 to 27.

When this edition of the EDITOR AND PUBLISHER went to press, the indications were that the convention of the National Editorial Association which will be held in Houston, Texas, next week will be the largest in point of attendance and the most interesting and profitable in point of the addresses ever held by the association. John Clyde Oswald, the president, has been at work on the program since last fall, and the result is given below.

CONVENTION PROGRAMME.

THURSDAY MORNING, 9:30 to 12:30.

Address of Welcome on behalf of the City of Houston. Hon. Ben Campbell, Mayor.
 Address of Welcome on behalf of the State. Hon. O. B. Colquitt, Governor.
 Address of Welcome on behalf of the State at large. Hon. Louis Wortham, Fort Worth.
 Address of Welcome on behalf of the State Press Association. President Joseph Taylor, Dallas.
 Address of Welcome on behalf of the State Press at large. Judd Mortimer Lewis, Houston.
 Response on behalf of the National Editorial Association. B. B. Herbert, National Printer-Journalist, Chicago, Ill.
 President's Annual Address. John Clyde Oswald, The American Printer, New York.
 Report of the Advertising Bureau Committee. E. R. Purcell, Chairman, Broken Bow (Nebr.) Chief.
 Report of the Small Town Ad Committee. A. L. Shuman, Chairman, Fort Worth (Texas) Telegram.
 Report of the Committee on Free Printing of Stamped Envelopes. Geo. E. Hosmer, Chairman, Fort Morgan (Colo.) Herald.
 Report of the Legislative Committee. A. D. Moffett, Chairman, Elwood (Ind.) Record.
 Report of the Convention Publicity Committee. A. B. Bragdon, Jr., Monroe (Mich.) Record-Commercial.

THURSDAY AFTERNOON 2:00 to 5:00.

"The Daily Newspaper—Its Appeals and Benefits to the Business Man." John W. Philip, Dallas, representing the Chamber of Commerce of the United States.
 "Cashing In on Honest Advertising." J. E. Pbelan, Bridgeport (Conn.) Herald.
 "The Pen Is Mightier than the Sword—or 'Slate.'" James Schermerhorn, Detroit (Mich.) Times.
 "Getting Close to Readers." Joe Mitchell Chapple, National Magazine, Boston.
 "A Complete Confession." Lee Shippey, Higginville (Mo.) Jeffersonian.
 "The Editor and the Income Tax." Walter Ferguson, Cherokee (Okla.) Republican.
 "The Country Publishers of America." Arthur A. Hay, President, Camas (Wash.) Post.
FRIDAY MORNING 9:30 to 12:30.
 "What Should Be the Attitude of the Editor Toward His Readers." H. E. Hogue, Eaton (Colo.) Herald.
 "Editorial Writing in the Home Weekly." Carlton M. Brosius, Sumner (Miss.) Herald-Progress.
 "Co-operation of Editorial With Other Departments." G. Waverly Briggs, Editor Galveston (Texas) News.
 "The Editor and the Public." Hon. Lewis C. Cramton, Lapeer (Mich.) Clarion.
 "Editorial Responsibility of the Country Publisher." L. M. White, Associate Editor Mexico (Mo.) Ledger.
 "Editorial Management." Charles F. Scott, Iola (Kans.) Register.
 "Value of a Department." Professor Merle Thorpe, School of Journalism, University of Kansas, Lawrence.
 "The Newspaper as a Constructive Force." Edward Albright, Gallatin (Tenn.) News.



J. CLYDE OSWALD.
 PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION.

FRIDAY AFTERNOON 2:00 to 5:00.

"Value of a Woman's Page." Miss Caroline A. Huling, Progress Literary Bureau, Chicago, Ill.
 "The Woman Journalist." Mrs. Lucy L. Easton, Chattanooga (Okla.) News.
 "Journalism in the Far North." Mrs. Mary E. Hart, President Alaska Cruise Club, San Francisco, Cal.
 "The Editorial Vertebra." Mrs. Mindwell Crampton Wilson, Delphi (Ind.) Citizen-Times.
 "Publishing a Woman's Magazine." Mrs. Helen K. Williams, The Woman Citizen, San Francisco, Cal.
 "The Editor's Wife." Mrs. Lee J. Rountree, Georgetown (Texas) Commercial.
SATURDAY MORNING 9:30 to 12:30.
 "Policy and Administration." A. C. Baldwin, Austin (Texas) Tribune.
 "Making a Small Daily Pay." W. R. Smith, Columbus (Kans.) Advocate.
 "Local Advertising." Hon. Tom Perkins, McKinney (Texas) Courier-Gazette.
 "The Building and Holding of the Country Weekly Circulation." E. R. Purcell, Broken Bow (Nebr.) Chief.
 "Building Up a Weekly in a Small Town." Roy A. Stacey, Adair (Iowa) News.

"Making a Weekly Pay at Fifty Cents Per Year." John C. Lochner, Auburn (Ind.) Bee.
 "What Constitutes a Remunerative Advertising Rate." Herman Roe, Northfield, Minn.
 "The Large Advertising Agent and the Small Newspaper." Mason Warner, Snitzler Advertising Agency, Chicago, Ill.

SATURDAY AFTERNOON 2:00 to 5:00.

"Co-operation of Editorial Associations with Commercial Clubs." Ross L. Hammond, Fremont (Nebr.) Tribune.
 "A Successful State Association." Alva Swain, Secretary Colorado Editorial Association, Denver.
 "Old Wine in New Bottles." H. M. Nimmo, Editor Detroit (Mich.) Saturday Night.
 "The Cost System as Applied to Small Offices." C. Godwin Turner, Actuary, New York.
 "Composing Room Efficiency." R. C. Dyer, Manager for Barnhart Brothers & Spindler, Dallas, Texas.
 Address. Hon. Will H. Mayes, Lieutenant-Governor of the State of Texas.
 Reports of committees. Election of officers.

The officers of the Association are: President, John Clyde Oswald, the American Printer, New York; Vice-President, George E. Hosmer, Fort Morgan (Colo.) Herald; Secretary, George Schlosser, Sioux Falls (S. Dak.) Press; Treasurer, W. R. Hodges, Sleepy Eye (Minn.) Herald-Despatch. Executive Committee: W. B. Collins, Gloversville (N. Y.) Leader; E. H. Tomlinson, Morristown (N. J.) Record; Frank Roderus, American Sugar Industry, Chicago; H. C. Hotelling, Mapleton (Minn.) Enterprise; F. O. Edgcomb, Geneva (Neb.) Signal; Lee J. Rountree, Georgetown (Texas) Commercial.

After the convention has concluded its session the members of the association will make a tour of the principal cities of the state, including San Antonio, San Marcos, Austin, Georgetown, Temple, Waco, Fort Worth, Wichita Falls and Dallas. Great preparations have been made in these cities to give the visitors a good time. Texas hospitality is justly celebrated throughout the United States and the editors will be given the time of their lives.

The delegates to the convention from the middle west will leave Chicago at 9 a. m. today, via Chicago, Milwaukee & St. Paul railroad to Kansas City, and thence by the Missouri, Kansas & Texas road to Houston.

The eastern delegation will leave New York by the Pennsylvania and Southern Railway tomorrow, April 19, at 9.15 A. M. Sight-seeing stops will be made at Washington, D. C.; Asheville, N. C., and Birmingham, Ala., on the way down. The party will arrive in Houston at 10 P. M. Wednesday.

On the return trip a stop will be made at Chattanooga, where Lookout Mountain will be visited. The delegates will reach New York at 1.40 P. M. May 7.

CIRCULATION CONVENTION.

Special Inducements Made to New Members Who Join at Once.

Ike U. Sears, chairman of the membership committee of the International Circulation Managers' Association, reports having secured over forty new members to the association since the last convention, and under the authority of the president and the board of directors of the association, Mr. Sears has been instructed to waive dues to all new applicants who apply for membership between now and the June convention.

This means that only the initiation fee of \$5. will be charged new members. Mr. Sears and his committee are working to secure at least one hundred new members for the association this year.

There are now only a few of the great daily papers of the United States, Canada and Mexico who are not members of the association. The membership roll now contains nearly four hundred names.

The convention this year is to be held in June on board the boat running from Detroit to Duluth, Minn., and return. The convention will be in session for almost a week. An extensive program has been arranged by the program committee of which J. M. Schmid, of the Indianapolis News, is chairman.

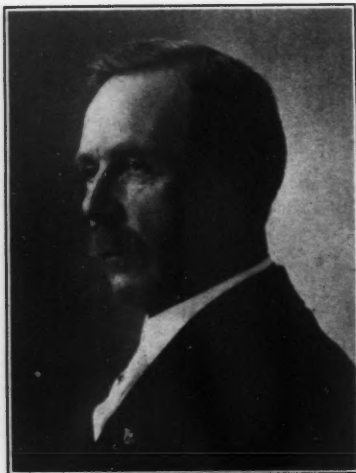
FORCING CIRCULATION.

[From the Toronto Telegram.]

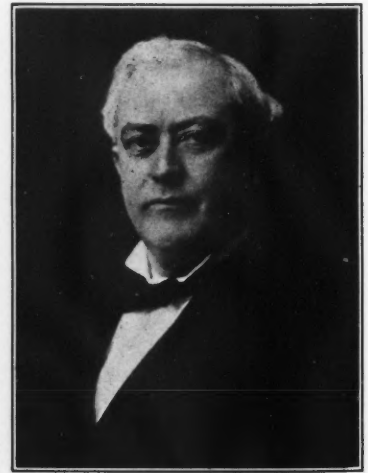
Prize contests, premiums and cut-rate subscriptions and the employment of canvassers may temporarily stimulate the sale, but cannot permanently ensure the circulation of a newspaper. Not one dollar was ever invested in the employment of canvassers or in the purchase or production of artificial stimulants for the Telegram's circulation. The Telegram's experience proves that a newspaper need maintain no other circulation agencies than its own character and contents. Newspaper circulation is built up by people who "buy a newspaper because they want to read it." Newspaper sales are swollen by purchasers who buy a newspaper because it is forced upon them by canvassers, because they want a butter cooler, a clock, an album, a hanging lamp, a set of dishes, a cut-rate subscription or some such premium or inducement. These tactics may temporarily secure purchasers for a newspaper that cannot be sold on its merits.



GEORGE E. HOSMER.
 VICE-PRESIDENT N. E. A.



GEORGE SCHLOSSER.
 SECRETARY N. E. A.



LEE J. ROUNTREE.
 CHAIRMAN ARRANGEMENTS COM.

Facts for Business Men

Statements Made to the United States Government
 Showing the Number of Copies Sold Each Day by the
 New York Evening Newspapers

By a Federal law, every newspaper is compelled to publish twice each year its net paid daily average circulation for the six months preceding. In order that every business man may know the true newspaper situation in New York we print below the circulation statements made by each of the evening newspapers to the government. Read this page and see what you are getting for your money.

Net Paid Daily Average Circulation for 6 Months Ending March 31, 1914

NEW YORK JOURNAL	758,534	Gain	42,674
		<small>Every Day Over 1913</small>	
The Evening World.	360,902	Loss	24,171
		<small>The Evening Journal's Circulation Exceeds the World's by 397,632.</small>	
The Evening Telegram	157,640		
	<small>(Daily Only)</small>		<small>(Statement for 1913 did not separate Daily from Sunday. Hence no comparison is possible.)</small>
		<small>The Evening Journal's Circulation Exceeds the Telegram's by 600,894.</small>	
The Globe	144,982	Gain	14,458
		<small>The Evening Journal's Circulation Exceeds the Globe's by 613,552</small>	
THE EVENING MAIL	130,137	Gain	9,233
		<small>The Evening Journal's Circulation Exceeds the Mail's by 628,397.</small>	
The Evening Sun.	110,056	Gain	5,660
		<small>The Evening Journal's Circulation Exceeds the Sun's by 648,478.</small>	
The Evening Post.	30,004	Gain	604
		<small>The Evening Journal's Circulation Exceeds the Post's by 728,530.</small>	

The New York Evening Journal has gained 42,674 while its next nearest competitor has lost 24,171.

The New York Evening Journal has the largest circulation of any newspaper in America.

The New York Evening Journal's net paid daily average circulation for March, 1914, was

784,049

"Nothing Succeeds Like Circulation"

PUBLICITY LAW GENERALLY APPROVED

Editors and Publishers Agree That the Act is a Good Thing and Should be Enforced—Government Urged to Establish Bureau of Verification.

HENRY M. PINDELL, *editor of the Peoria (Ill.) Journal*.—"I was agreeable to its enactment and was glad to have the issue fought out before the Supreme Court and rejoiced in its verdict. The law is imperfect in so far as it has no provision for its enforcement. I think the department ought to be influenced to put out newspaper examiners such as are sent to the national banks to enforce the national banking act. To my way of thinking, this is the only satisfactory solution to the circulation problem."

WILLIAM F. HENRY, *business manager of the Duluth (Mich.) Evening Herald*.—"Enforce the postal law—it is stopping frauds on men who spend \$60,000,000 a year advertising. Amend it: First, to compel publication of semi-annual statements either on the front page or adjoining the masthead, with a prescribed heading not under 24-point, and in type not smaller than the body of the front page; second, to deny the mails to subscriptions obtained through contests or premiums to subscribers. Thousands of such papers are discarded unopened. Therefore, such circulation defrauds advertisers. I believe such methods are unnecessary to newspapers that give subscribers their money's worth, and unjustifiable in those that would treat advertisers dishonestly."

AUG. F. SEESTED, *manager Kansas City (Mo.) Star*.—"I am in favor of the law requiring semi-annual filing of statements of ownerships and circulation. Since it is the law, the government, indirectly at least, assumes responsibility for the correctness of the published statements. It seems to me, therefore, important that prosecution follow whenever a report is found to be false. Indeed, should not the government go as far in its surveillance of newspaper ownerships and circulations as it does in its inspection of national banks? The purpose of the law should be the interest of the public, the publisher should not be considered."

W. O. LITTICK, *business manager of the Zanesville (O.) Times-Recorder*.—"The law requiring the semi-annual filing and publication of statements of newspaper ownership, circulation, etc., is proving a boon to the honest publisher and the legitimate advertiser. The one thing needed to make it of great value to the advertising public is its rigid enforcement. Some publishers seem to have the idea that the statement will be accepted without question and no investigation made. If the law is to stand it should be fortified with provisions for investigation of the truth of the statements, and most severe punishment for those guilty of falsehood or fraud in the making and filing of them."

JOHN J. MEAD, *business manager Erie (Pa.) Daily Times*.—"The Times does not hesitate to go on record in favor of the law. We believe that generally speaking the law is a good one. There are some of the provisions that are unreasonable and should be eliminated. We believe the advertiser is entitled to know all about who owns a newspaper and what its circulation is. The Times has been publishing these facts every month for the past eighteen years. A newspaper rightly managed and properly owned should be about as close to the general public as it is possible to be. To be of the highest service and the most useful, it naturally should be anxious to have the public know all about who is interested in it and why."

JESS E. LONG, *editor and manager of the McKeesport (Pa.) Daily News*.—"I think the act of August 24, 1912, is a most excellent law, if it is enforced. The law as it stands today is too much like ordinances that are enacted by city councils when they do not carry with them a penalty clause. No honest publishers should object to the law. No publisher should be ashamed of his as-

sociates in business whether they are stockholders or bond holders, and no honest publisher should be ashamed of his circulation. In fact we hailed the new law with delight. We hoped it would bring about a condition we desired viz: To make all newspaper print their honest circulation twice a year. It may have helped some publishers where all the publishers in a community complied with the law. We have complied with the law at every call but the other newspaper in McKeesport has printed but one statement and that one statement appeared last September for the six months ending April 1, 1913. None were printed before or since.

"I say enforce the law. I do not think it has been. It should be enforced or wiped off the statute books. I do not think it has accomplished the results aimed at. I think if the words MUST and WILL were used more and the word MAY entirely eliminated the law would be better. Regardless of the motive back of the law I think it a good one and hope to see it amended so so it can be made practical or entirely eliminated. The government should have an appropriation sufficient to allow the employment of men who can travel over the country and inspect publishers books who are suspected of false statements in the same manner that the corporation tax law is enforced. If this provision was added to the act of August 24, 1912, I believe the law would be a protection to the reputable and honest publishers. I do not think publishers should be asked to furnish the department with evidence against the publisher who does not comply with the law. That is a duty I think the government should do itself. When a publisher does not comply with the law that should be sufficient evidence to warrant the department to either act or enforce the law and make its own investigation."

W. J. PARRETT, *business manager of the Danville (Ill.) Commercial News*.—"If the government would have inspectors to examine circulations similar to the bank examiners the law would be an ideal proposition. As it stands today a newspaper man who has issued incorrect circulation statements in the past has now the advantage of the stamp of approval of the United States government. It really makes it more difficult for the honest publisher than it was prior to the enactment of the law. A few convictions would be a wonderful remedy and the sooner the government takes up the investigation of circulation statements the better it will be for the average publisher."

W. B. SOUTHWELL, *business manager of the Des Moines (Ia.) Register and Leader*.—"We believe thoroughly in the statute requiring newspaper publishers to make a report to the Post Office Department twice each year. We believe the public should know the names of the owners of a newspaper. The law requiring the submission of exact circulation data also has our hearty approval. We cannot conceive why a publisher would object to these requirements unless he desired to conceal from the public the real ownership of the paper, and no honest publisher should object to submitting to the authorities who grant the second class privilege to his paper, the exact paid circulation of his paper."

"There are a good many publications which are circulated at a merely nominal subscription price—five, six or ten cents a year. Even some weekly publications are sold in bulk on a basis of ten cents a year. It seems to me that the great bulk of subscribers of such publications are not actuated by a real desire to receive the paper, but are influenced entirely by the nominal sum required to secure them. Such publications are promoted almost wholly for the purpose of securing the advertising

and serve no public want, and therefore, are unfair competition to the publications that are sold to subscribers on their merits. However, the Post Office Department ought to take steps to make a physical examination of the newspapers where they have reasons to believe that the statements are not entirely correct. The department ought to employ a number of experts for this purpose."

CHARLES W. KNAPP, *president of the St. Louis Republic*.—"You ask if the law of 1912 requiring semi-annual statements from publishers giving detailed information respecting ownership and circulation should be enforced. Undoubtedly. The law having been declared constitutional by the Supreme Court of the United States, scrupulous observance by publishers should be required, and violations should be punished. Regarding suggestions by which the present law could be improved, I would say that it could be greatly improved if the postal department were authorized to establish a bureau of circulations verification, with a complete staff of examiners authorized to perform duties similar to those with which the bank examiners acting under the direction of the Comptroller of Currency are charged by the national banking law. A government bureau of this kind would be an infinitely better organization for the investigation and certification of newspaper circulations than any voluntarily constituted bureau."

ROBERT CADE WILSON, *publisher and general manager of the Philadelphia Public Ledger*.—"The postal law, requiring semi-annual filing of statements of ownership, circulation, etc., is an excellent law if properly enforced, but it does not accomplish the results aimed at because it is not uniformly interpreted by the newspapers. The law should be made explicit as to the term 'circulation.' It should mean absolutely net cash sales, omitting damaged, free, unsold and all returns, both present and future. The figures given should represent the minimum statement that it is possible for a publisher to make and still adhere to the truth—in other words, cut the figures to the bone."

DESHA BRECKINRIDGE, *president of the Lexington Herald*.—"I resented intensely the passage of the law requiring the filing and publication of statements of the ownership, the circulation, and the names of the employes of newspapers. I have, however, come to realize that it is in the main a most excellent law, and believe it should be rigidly enforced. Roughly drawn as it evidently was, it is not perfect, and should, therefore, be amended by such requirements as will reveal the essential facts of ownership and of circulation, and not such non-essentials as the names of employes."

"I believe the reading public is entitled to know the real owners of a newspaper for which they subscribe, and upon which they ought to depend, and the advertising public is entitled to know

(Continued on page 917.)



CONDE HAMLIN
GETS A MEAL IN PEACE FOR FIRST TIME
IN FOUR YEARS.

Brooklyn Times Moves to New Home.

The Brooklyn Times will move April 20th into its new building at the junction of Flatbush, Fourth and Atlantic avenue, Brooklyn, facing the Long Island terminal. The Times will occupy 1,200 square feet on four floors. The paper was founded 67 year ago. For the past 56 years it has been located at 24 and 26 Broadway, Williamsburg. The present management of the Times is Andrew D. Baird, president; John N. Haiman, editor; Richard C. Ellsworth, secretary and business manager, and Joseph F. McKeon, advertising manager.



The John Budd Company

has removed its

New York Office

to the

Burrell Building

171 Madison Avenue

N. E. Cor. at 33d Street

Eleventh Floor

The new telephone
numbers are:

Murray Hill } 7842
 } 7843

We represent newspapers of more than twenty prominent cities. It is our business to supply advertisers and their advertising agencies with every gatherable bit of useful information about these publications and the territories in which they circulate.

"We are at your service, any time, anywhere."

THE JOHN BUDD COMPANY

Newspaper Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis

The Cleveland Plain Dealer

Statement of the Ownership, Management, Circulation, Etc., of the Cleveland Plain Dealer, Published Daily at Cleveland, Ohio, required by the Act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

President and General Manager—Elbert H. Baker, Gates Mill, O.

Assistant General Manager—George M. Rogers, 87 Wadena St., East Cleveland.

Managing Editor—Eric C. Hopwood, 1793 Middlehurst Rd., Cleveland Heights.

Business Manager—George F. Moran, 2171 Bellfield Ave., Cleveland Heights.

Publisher—Plain Dealer Publishing Co., 523 Superior Ave., N. E.

Owners—If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

The estate of L. E. Holden—Delia B. Holden, G. S. Holden, Ben P. Bole and F. H. Goff, Trustees, Plain Dealer Bldg., Cleveland.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds and no mortgage or other securities outstanding against the Plain Dealer Publishing Co.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily Morning, 112,030. Sunday, 144,910.

ELBERT H. BAKER, President.

Sworn to and subscribed before me this 1st day of April, 1914.
(SEAL) GEO. R. AGATE, Notary Public.
(My commission expires March 18, 1917.)

Circulation for March, 1914.

Date	Copies	Date	Copies
1 (Sunday)	148,843	17	114,684
2	111,356	18	113,984
3	110,915	19	113,666
4	112,969	20	113,070
5	113,300	21	113,429
6	113,131	22 (Sunday)	151,280
7	113,411	23	131,382
8 (Sunday)	149,865	24	113,644
9	113,590	25	114,136
10	113,647	26	114,323
11	114,034	27	114,122
12	113,733	28	114,605
13	115,260	29 (Sunday)	151,675
14	114,117	30	114,615
15 (Sunday)	151,299	31	115,452
16	114,407		

Total daily for month	2,956,388
Daily average	113,707
Total Sunday for month	752,962
Sunday average	150,592

State of Ohio, Cuyahoga County, ss.

Personally appeared before me George M. Rogers, who, being duly sworn, says he is Assistant General Manager of the Plain Dealer Publishing Co., and that the actual number of Daily and Sunday Plain Dealers distributed for the month of March, 1914, was on no date less than the amount indicated by the figures above published for that date; that the above figures include no free copies, no sample copies, no copies spoiled in printing and no copies remaining unsold at the Main Office, and that the number of returnable copies included in the above output does not exceed two (2) per cent.

GEORGE M. ROGERS,
Assistant General Manager.

Subscribed and sworn to before me this 31st day of March, 1914.

U. W. HIRD,
Notary Public.

The Plain Dealer's circulation is by far the largest net paid Morning and Sunday newspaper circulation between New York and Chicago; and in Cleveland and the retail trading area immediately tributary to Cleveland—a radius of 35 to 40 miles, including the counties of Cuyahoga, Lorain, Medina, Geauga, Summit, Portage and Lake—the Plain Dealer's net paid circulation is double the net paid circulation of any other Cleveland Morning or Sunday newspaper. Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone at any time and without further notice.

MARCH AVERAGE, Daily, 113,707; Sunday 150,592

Either statement you choose, Cleveland is the ideal "test town" for any proposition—and you can cover Cleveland with the

PLAIN DEALER

FIRST PAPER OF CLEVELAND, SIXTH CITY

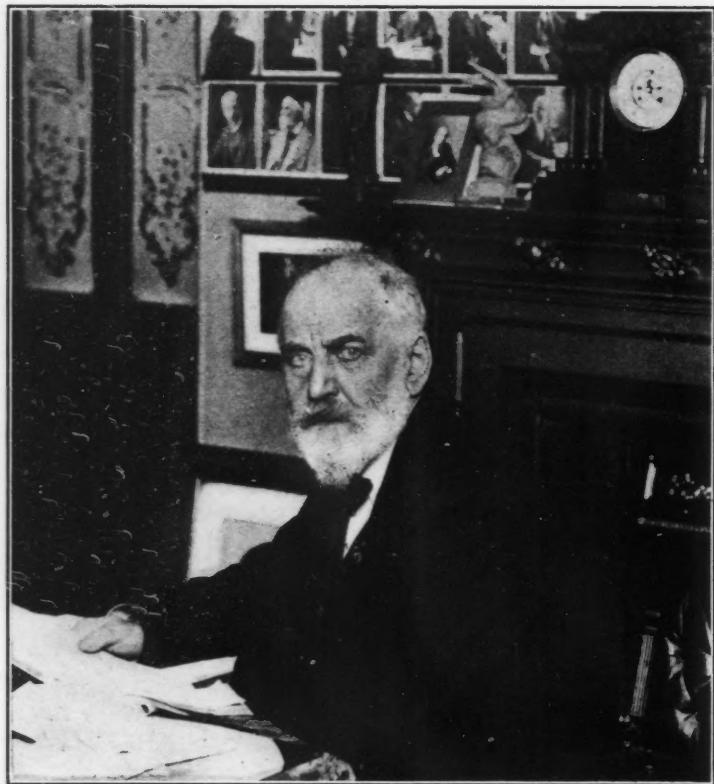
THE MAKING OF A MODERN NEWSPAPER

By William T. Stead.

[This article was dictated by Mr. Stead just four days before the sailing of the ill-fated *Titanic*, on which the distinguished British editor lost his life, Sunday, April 14, 1912.—Ed.]

The first step in the production of a newspaper is for a man to take a hatchet in his hand and go forth to fell a tree. For a newspaper to come into being, the first essential is paper, and modern news-

terminated to bring out a newspaper tomorrow, he need only pay cash down to a dozen recognized agencies, and he would find three-fourths of the material for the next day's paper fed into him by telegram and "flimsy" without any more effort on his part than if he had put a penny in the slot and left the machine to do the rest.



THE LATE WILLIAM T. STEAD.

paper is largely the product of wood. The material on which our journals are printed was a living tree in the forest of America or Scandinavia but a few weeks before it was pressed into the service of journalism. Every Sunday, New York newspapers, consume thousands of acres of forests. What they will do when in thirty years no trees are left standing in the United States does not yet appear.

But if the first essential for the production of a newspaper be paper, the second is news. As the foundation of the paper itself is the wood-chopper's hatchet, so the foundation of the news is the pencil of the reporter. He is a fundamental man. Without him the lordly editor, the brilliant leader-writer, would be merely inarticulate voices inaudible in a vacuum. The reporter, the penny-a-liner, the picker-up of unconsidered trifles, he alone is indispensable. He is the Tommy Atkins of the profession.

AUTOMATIC PRODUCTION.

A great deal of the work of producing a newspaper is so systematized as to become almost automatic. There is a great sameness about the doings of mankind. The opening and closing markets, the periodical meetings of local councils, the great racing features of the year, recur with the regularity of the season. Three-fourths of the copy that streams into the sub-editor's office has been arranged for in advance, sometimes years in advance.

Some years ago all the more important newspapers considered it necessary to send their own reporter to take down the words of every notable speaker. It was a great waste of men and money. Nowadays, if they send their own man, he goes to do special descriptive articles to accompany the more or less official text of the press agency whose report is accepted by all the papers.

If the greatest fool in the world de-

THE MAN IN THE SADDLE.

The centre of a newspaper office is the sub-editor's room. The editor is above the sub-editor no doubt, but the man in the saddle, the man in command, the man who makes the paper, is the news editor.

It is he who foresees everything, arranges everything, distributes the work to be done among the men who have to do it, and, when it is done, decides how much of it is worth printing, how it is to appear, and where.

The advertising pages are filled by the business side of the house. The advertising manager fills as much of the paper as he can, and leaves the residue to be made up with news and reading matter. As it is the advertisements which enable a paper to pay its way, in the constant struggle between the two departments, it is usually the news side that goes to the wall. The advertising manager daily grows more insistent and aggressive.

HOW THE NEWS EDITOR WORKS.

When the news editor begins work, he had either in his mind's eye, or in actual dummy before him on the table, a skeleton of next day's paper. Three-fourths of its contents are provisionally allocated beforehand. In a well-regulated paper he need not spare them a thought. All that he has to see to is that when the various items come in they are read, corrected, condensed or expanded, and supplied with headings. There are so many columns to be filled. It is his duty to see that they are made as attractive as possible, that no item of importance is omitted, and that the relative interest of each item is correctly appraised.

The study of the art of journalistic perspective is fascinating and elusive. Even if all the materials were supplied when the artist begins his task, it would

be difficult. But it would be child's play to the actual problem. For the perspective varies from hour to hour, sometimes from minute to minute. Nothing is more common than for the whole distribution of space in a newspaper to be revolutionized at the last moment by the sudden arrival of some news of supreme importance. Everything in a newspaper is provisional until the plates are actually on the machine, and even then in extreme cases the make-up has sometimes to be altered.

The prime modus operandi of producing a newspaper is somewhat as follows: The reporter sends in a report or article called "copy." The sub-editor glances at it. If it must go in he reads it through, supplies necessary punctuation, cuts out superfluous verbiage or adds a necessary paragraph, fits it with a title, marking the type in which it is to be set.

The copy, after being thus sub-edited, is whisked through a pneumatic tube to the foreman compositor (called the "printer") who, in his turn, goes through the copy from a typographical point of view. He then distributes the copy to the compositors, who at once proceed to put it into type. Every compositor has his case of movable types, but almost all straightforward copy is set by the linotype machine. Instead of picking each individual letter from its box in the case and composing there with words, the operator taps the keys on the keyboard and the copy, line by line, is cast in type from molten metal. A proof is then pulled and taken to the reader, who, with his assistant, compares it with the original copy, passing it if correct, or noting any corrections that are necessary.

The revised proof is then again submitted to the reader to send over to the sub-editor's room, where it is finally passed for press.

THE ART OF SCARE HEADING.

Then comes the critical process of making up, when all the news items, special features, etc., have to be brought



HARRY C. MILHOLLAND. GENERAL MANAGER PITTSBURGH PRESS.

together, so as to make as good a show as possible to the eye of the reader when the paper is printed. There is a great art in this. Some men have a perverse faculty of making the most interesting news as dull as ditch-water; while others have such a gift of display that they can make the dull news seem to be palpitating with interest.

The art of scare heading, or, in other words, of the production of sensational titles in large print, is one of the most important in modern journalism. It has somewhat run to seed on the other side of the Atlantic. But, in these days of hurry-scurry, when many busy men never read anything in the newspaper except the headings, the art of condensing the contents of a column into four or five words is obviously of the first importance.

THE FINAL STAGES.

Everything has to be made to fit. Superfluous lines must be sacrificed remorsefully. Empty spaces must be im-

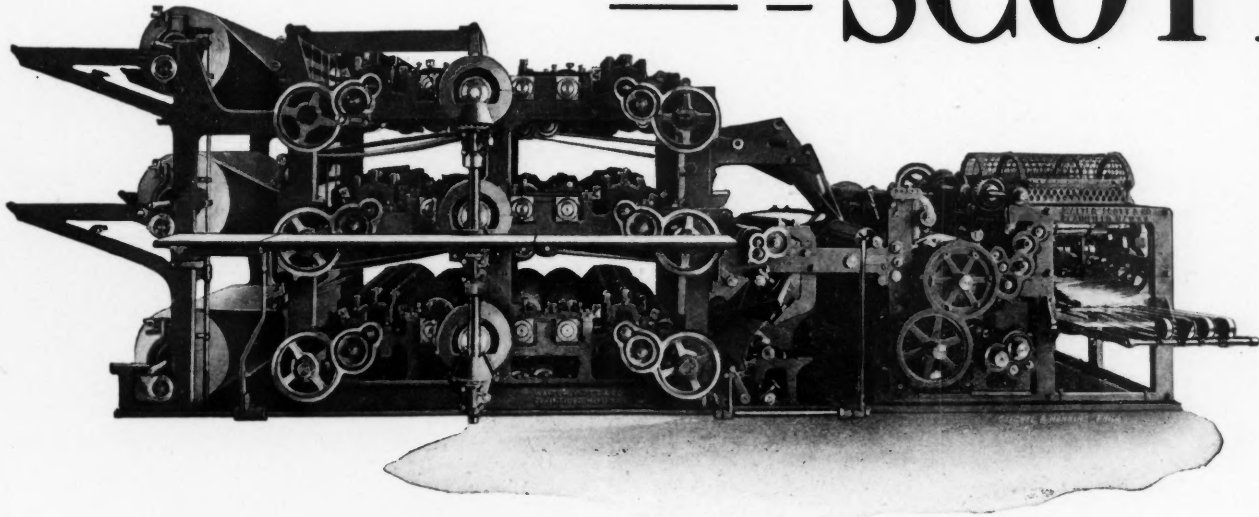
(Concluded on page 896.)



GEN. HARRISON GREY OTIS. OWNER OF THE LOS ANGELES TIMES.

IF YOU WANT EFFICIENCY—

BUY A **SCOTT**



The above picture shows a Scott 24 page "Speed King"--class YY

CAPACITY—48,000 per hour—4, 6, 8, 10 or 12 page papers from two sets of plates.

24,000 per hour—4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 page papers from a single set of plates.

Also made in 12 page, 16 page, 20 page and 32 page models and with color cylinders.

This press feeds from only 3 two-page-wide rolls of paper, has only six plate and impression cylinders, six ink fountains, prints from regular semicircular plates, has high speed rotary folder—entirely tapeless—and is the most economically operated press of its capacity on the market.

LET US SHOW YOU THIS PRESS IN OPERATION WHILE IN NEW YORK

All Publishers and their Associates are also invited to inspect in operation :

The Scott "Multi-Unit" Double Sextuple Press

running every afternoon at Newark Evening News

The Scott "Straight-Unit" Sextuple Press

in operation at our shops

The Scott "Heavy-Duty" Matrix Rolling Machines

at New York American and our shops

The Scott "Direct-Pneumatic" Steam Tables

on exhibition at our shops

Also ask us about

The New Scott "Double-Speed" Newspaper Presses

WALTER SCOTT & COMPANY

David J. and Walter C. Scott, General Managers

Main Office and Factory, PLAINFIELD, N. J.

TELEPHONE — PLAINFIELD 165

New York Office, No. 1 MADISON AVENUE

TELEPHONE — GRAMERCY 785



THE VERSATILE GERMAN EDITOR, HERMAN RIDDER. PRESIDENT N. Y. STAATS ZEITUNG, INTERIYPE CO. AND CENTENNIAL EXPOSITION.



THE AMBIDEXTROUS GOVERNOR. MARTIN H. GLYNN, OWNER OF THE ALBANY TIMES-UNION.

CIRCULATION PROBLEM

A. P. Goodman, of the Houston Post, Defends Popularity Contests Under Certain Conditions — Circulation Managers Must Analyze the Situation and Act Accordingly—Different Schemes At Different Times.

Houston Post, April 10, 1914.

THE EDITOR AND PUBLISHER:

In a recent issue you gave top of column position on the editorial page to a lengthy article written in disapproval of the popularity contest plan for increasing circulation. A circulation manager, competent to analyze the condition of a newspaper's circulation and to determine what one he will best employ among the many ways there are for producing circulation, will be able to use a popularity contest to good advantage under certain conditions.

The circulation problem on every paper published is different. A circulator indicates his efficiency by retaining circulation quite as much as by getting it, although getting circulation affords more of an opportunity for the spectacular.

MUSTN'T GO TO SLEEP.

Perhaps a close analysis of many causes of dissatisfaction with some popularity contests would reveal that a circulator, enamored by a suddenly acquired good sized block of circulation, together with the cash for it, had gone to sleep and awakened too late. An old campaigner will make plans for retaining the business that a popularity contest brings him on the appearance of the very first orders brought in by a candidate.

A circulation job is not one on which it is safe to go to sleep, and a dead one will become dissatisfied with returns resulting from any circulation activity, whether produced by contests, premiums, booklover stuff or application of the coupon plan.

There is a proper time for doing every kind of a thing in circulation. At

times, a contest is the proper thing. At other times premiums could best be used. Certain conditions can be relieved by the Booklover idea. The Colburn plans are most useful in the way of practical results when certain conditions prevail, and even the coupon plan

will benefit circulation when certain conditions are present.

You will find many circulation managers agreeing with these statements. No circulation manager of experience and ability to know what he is buying, and well enough informed by experience and practice to protect himself in the matter of getting what he pays for, will dispute them.

It is unfair and unjust to criticize too broadly the contest plan, which has been the means of producing a very great deal of good, permanent business.

A. P. GOODMAN, Cir. Mgr. Houston Post.

NEW YORK PUBLICATION NOTES.

The Evening Journal, of which J. C. Dayton is business manager, on Monday broke all of its records by printing

1,158,150 copies to satisfy the public demand for its story of the execution of the four gunmen at Sing Sing prison. It is claimed that this is the largest number of papers ever put out on a single day in this country.

The Evening Sun scored a beat over all other New York papers by printing the news of Dago Frank's confession in its noon or Metropolitan Edition.

The best story of the Rosenthal murder case printed by any New York paper on Monday, as a supplement to the report of the electrocution of the four gunmen, appeared in the Evening World.

MAKING A NEWSPAPER

(Concluded from page 894.)

diately filled up. Space must be found at any sacrifice for the latest and most important news. At last all is ready. The long columns of type called "galleys" are laid side by side and screwed tightly into the form, from which in former days the paper was printed. Nowadays with rotary machines no paper is printed from the type direct. The form is hurried from the composing-room to the foundry. There a papier-mache mould is taken of the type, and, in a very few minutes, from the mold a curved stereotype is cast, and promptly fixed to the cylinders of the printing machine.

As many plates are cast as are required for the number of pages to be printed on each machine. Then, at last, in less time than it has taken to write the description of how it is done, the plates are on the machine, the signal is given to start, and in another second the printed copies of the paper are pouring out of the machine.

Each paper is complete in itself, folded, pasted (if the number of pages is not a multiple of four) and ready for delivery. Instantly they are seized, made up into parcels and whirled off to the railway station, where special trains are waiting to convey them all over the land, in order to enable the British householder to get his paper before breakfast.

Before a single item of telegraphic news in the paper reaches the eyes of the public, it has been read at least nine times. First by the man or woman who reported it, secondly by the telegraphic operator who despatched it, thirdly by the telegraphic operator who received it, fourthly by the sub-editor who prepared it for the press, fifthly by the foreman, sixthly by the compositor who set it, seventhly by the reader, eighthly by his assistant, and lastly by the sub-editor,



M. H. DE YOUNG. IN THE ACT OF HOLDING DOWN PROPERTY ON BOTH SIDES OF THE CONTINENT.

THE NEW YORK WORLD

is the

"BEST MEDIUM FOR OUR BUSINESS"

This is the declaration of the Stolz Electrophone Co. of Chicago, after experimenting with other New York daily newspapers. Read the following letter from the general manager of the Company:

NEW YORK

BOSTON

SAN FRANCISCO

LOS ANGELES

SEATTLE

PORTLAND



The Editor & Publisher,
Suite 1116 World Bldg.,
New York City, N. Y.

Gentlemen:-

As you are probably aware I have used the columns of the New York World at intervals for the last three or four years. Our hearing devices of course are only sold to those who are deaf and I have experimented in alternating from the World to other New York papers. I am pleased to advise you that the New York World is the best medium for our business which I have used and invariably after trying other papers we come back to the World. I figure a "try-out" Ad in the World will produce more business than any other paper in New York.

Yours sincerely,
THE STOLZ ELECTROPHONE CO.

M. J. Bellus
SEC. & GEN. MGR.

MLB.AK.

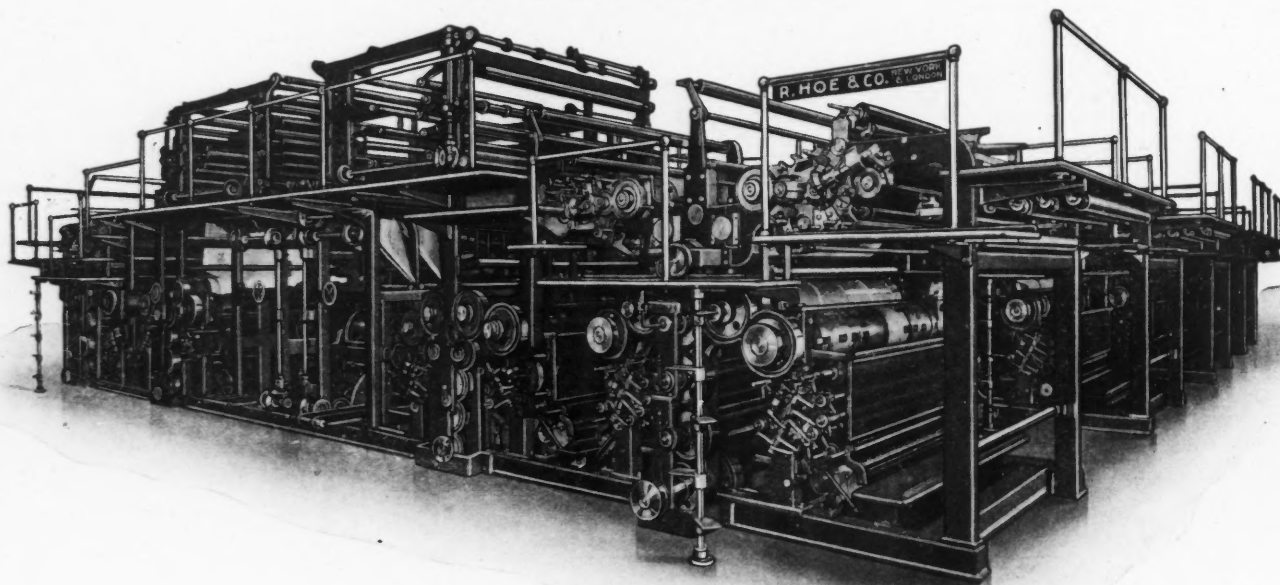
THE WORLD is the "Best Medium." Because it reaches the most people who have money to spend for the luxuries as well as for the necessities of life.

A CORDIAL INVITATION

Is Extended to Publishers and Printers when in New York to Visit our Plant and See in Operation the Latest IMPROVED PRINTING and PLATE-MAKING MACHINERY.

**Hoe X-Pattern Double Sextuple Lightning Newspaper Press.
Patented Central Folder Design.**

ONE OF OUR MANY TYPES



The above illustration shows a battery of four Hoe X-Pattern Double Sextuple Machines in the pressroom of the New York Times, arranged for the feeding of the paper rolls from underneath the floor.

High Speed, Camless, Rotating Blade Folders, Self-Oiling Boxes, Tubular Cylinders, Quick-Acting Plate Clamps, End Fountain Adjustment, Locking Roller Sockets, and other Patented Improvements.

These Double Sextuple Presses are each capable of turning out newspapers at a running speed per hour of:—

- 144,000 4, 6, 8, 10 or 12 pages, the sheets all inset.
- 108,000 14 or 16 pages, the sheets all inset.
- 72,000 18, 20, 22 or 24 pages, the sheets all inset.
- 72,000 16, 20 or 24 pages, each composed of two collected sections.
- 54,000 28 or 32 pages, each composed of two collected sections.
- 18,000 36, 40, 44 or 48 pages, each composed of two collected sections

Can be run independently as two Sextuples, or as a four-roll, a five-roll or a six-roll unit.

Hoe Machines are unrivaled for rigidity, strength and durability of construction, as well as simplicity of design and smoothness of operation, and can be depended upon at all times to do the best printing and produce the greatest output in the most economical manner.

R. HOE & CO.



The Stamp of HOE Quality

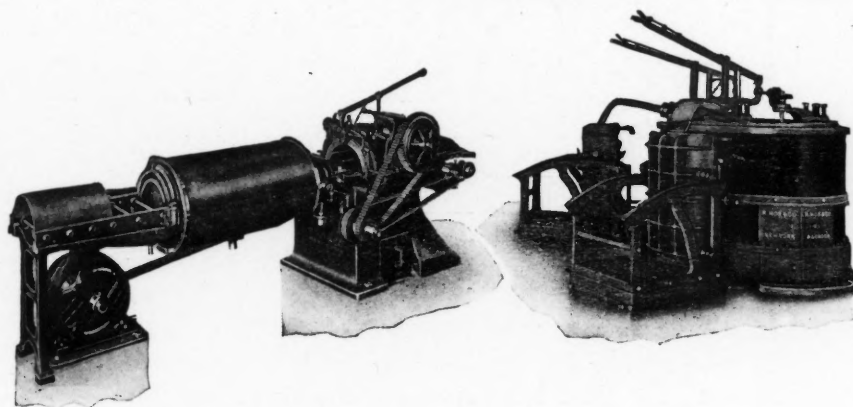
is shown throughout every progressive newspaper using modern

Hoe Presses and Improved Hoe Stereotyping Machinery

Such an equipment is the last word in up-to-date newspaper plants.

Hoe Patented Automatic Plate-Finishing Machine

115 ALREADY IN OPERATION

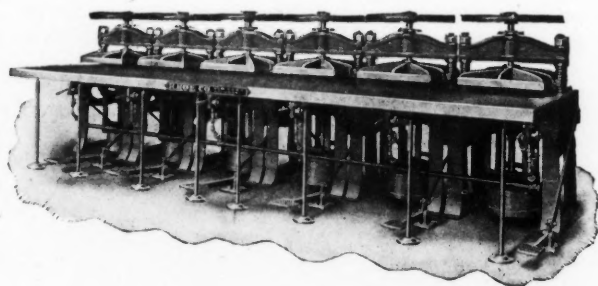


With Double Pump
Furnace

And Two Equipoise Cast-
ing Moulds

The simplest, most efficient and most
economical outfit for making curved
stereotype plates.

Hoe Pneumatic Drying Tables



make the best matrices in the quick-
est time and in the most economical
manner. The halftones in news-
papers using Hoe Matrix-making
machinery are not *Smudges* — *but are*
sharp and clean cut.

ELECTRICALLY HEATED — STEAM HEATED

Let us know your needs and we will tell you how
to provide for them efficiently and economically.

504-520 Grand St., New York, N. Y.

7 WATER ST., BOSTON, MASS.

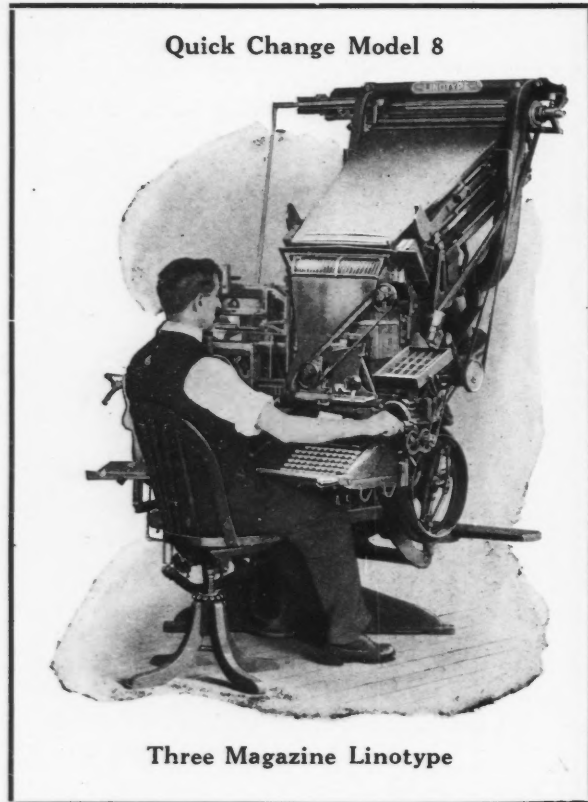
120 ST. JAMES ST., MONTREAL, CAN.

7 SOUTH DEARBORN ST., CHICAGO, ILL.

109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND

538 MULTIPLE MAG

Replaced an Equal Number of Single
composing machines, in 369 differer



Among the more notable of these

BOSTON GLOBE - - -
 PITTSBURGH PRESS - - -
 NEW ORLEANS TIMES-DEMOCRAT
 BROOKLYN DAILY EAGLE -
 NEWARK NEWS - - -
 SAN ANTONIO EXPRESS - -
 RALEIGH (N. C.) NEWS AND OBSERVER
 PHILADELPHIA NORTH AMERICAN
 DENVER POST - - -

MORE THAN 3000 MULTIPLE MAGAZINE

The facts that our sales average five
 machine and that progressive publishers
 their equipment to Multiple Magazine

The MULTIPLE LINOTYPE

MERGENTHALER LINOTYPE CO.

CHICAGO: 1100 S. Wabash Avenue

SAN FRANCISCO: 638-646
 TORONTO: CANADIAN LINOTYPE

MAGAZINE LINOTYPES

Single Magazine Linotypes and other
 different offices during the past year.

of these exchange installations are:

-	-	18	Multiple	Linotypes
-	-	16	"	"
DEMOCRAT		13	"	"
-	-	12	"	"
-	-	9	"	"
-	-	7	"	"
OBSERVER		6	"	"
AMERICAN		6	"	"
-	-	6	"	"



Quick Change Model 9

Four Magazine Linotype

MAGAZINE LINOTYPES ARE NOW IN USE

five multiples to one single magazine
 publishers everywhere are changing
 Magazine Linotypes prove that

THE PE Way Is the Modern Way

THE COMPANY **TRIBUNE BUILDING** **NEW YORK**

638-646 Sacramento Street
 LINOTYPE LTD., 35 Lombard St.

NEW ORLEANS: 549 Baronne Street



JASON ROGERS' HAT IS ALWAYS IN THE RING.

MR. PERRY REPLIES TO A CRITIC.

Takes Exception to Some of Mr. Schreiner's Deductions on Exposition's Contest Plan.

(Letter by Telegraph.)

San Francisco April 13, 1914.

THE EDITOR AND PUBLISHER:

The article in your issue of April 4 relating to the tour contest plan of the exposition while written with an obvious effort to be fair is, to my mind, illogical and unjust.

Similar contest plans were started independently by twenty to thirty papers before the exposition offered its service.

Similar plans were also offered by several circulation contest companies.

The question for newspapers should be whether or not the plan as offered by the exposition is practical and profitable. If the answer to this is "yes," the fact that the exposition gets some advertising out of the scheme does not seem to be a fair basis of criticism.

Actual experience shows that the cash return to the newspaper running such a contest is from five to twelve times the amount represented in display space used at card rates. This is not a guess, but is figured on actual results. It shows about ninety per cent. net profit to the publisher, the figures of your correspondent being all wrong, evidently because of a hasty reading of the offer.

The proposition is being accepted by newspapers everywhere because it is good for them. The price asked by the exposition is only a small fraction of what papers would pay for getting up the same service or working through a contest concern. Please note, also, that the exposition offers free of all charge material desired by any newspaper for an independent contest. Thanks for kind and truthful editorial.

GEORGE HOUGH PERRY.

NEW INCORPORATIONS.

PHILADELPHIA, PA.—The Underdog Publishing Co., has been incorporated for \$10,000.

GETTYSBURG, PA.—The Star and Sentinel Publishing Company, with a capital of \$15,000, has been chartered at the State Department.

RUSHVILLE, IND.—The Republican Company of Rushville, Ind., has increased its capital stock from \$20,000 to \$30,000.

CLEVELAND, OHIO.—The Hungarian-American Publishing Company has been incorporated for \$50,000. Joseph L. Szepesay and others are the incorporators.

LAFAYETTE, IND.—The Labor News Company has been incorporated with a capital stock of \$2,000 to print a newspaper; the directors are James F. Carr, George Klentzer, Wilson C. Hall and others.

COUNCIL BLUFFS, IA.—Latch String Publishing Company with an authorized capital of \$10,000 has been incorporated; the incorporators are R. R. Wallace, G. F. Hamilton, Joe W. Smith, W. J. Heiser, George Gerner, Adolph Beno and E. L. Duquette.

CHARLESTON, W. VA.—The Charleston Mail Association has been incorporated with a capital of \$50,000 for the publication of a daily newspaper; incorporators are E. C. Harrison, Harrison B. Smith, Buckner Clay, D. W. Hill and R. S. Spillman, all of Charleston, West Virginia.

ROCHESTER, N. Y.—The Casket has been incorporated to publish "The Casket," printing and publishing; cap., \$50,000. Incorporators are W. M. Butler, H. J. Butler, New York City; S. Wila, Rochester.

Statement of the ownership, management, circulation, etc., of

THE WASHINGTON STAR

at Washington, D. C., required by act of August 24, 1912:

Editor, Theodore W. Noyes, Washington, D. C.; Managing Editor, Rudolph Kauffmann, Washington, D. C.; Business Manager, Fleming Newbold, Washington, D. C.; Publisher, The Evening Star Newspaper Company, Frank B. Noyes, President, Washington, D. C.

Owners: Elizabeth S. Noyes and Theodore W. Noyes, Trustees; Frank A. Richardson, Trustee; Frank B. Noyes, Beale R. Howard, Rudolph Kauffmann, Grace Adams Kauffman, Louise K. Simpson, Victor Kauffman, John Crayke Simpson, Theodore W. Noyes, Jessie K. Kauffmann, Miranda Noyes Boyd, all addresses, Washington, D. C., except Miranda Noyes Boyd, Philadelphia, Pa.

CIRCULATION FIGURES

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities, none.

Average number of copies of each issue of the publication sold or distributed through the mails or otherwise, to paid subscribers during the six months ended March 31, 1914, 64,159 daily, 48,093 Sunday. Unpaid circulation, made up of copies given for service, exchanges, advertising agencies, average 1,921 daily, 1,761 Sunday. Total average net circulation, 66,080 daily, 49,854 Sunday.

[Signed] FLEMING NEWBOLD,
Business Manager.

Sworn to and subscribed before me this sixth day of April, 1914.

[SEAL]

CORNELIUS ECKHARDT,
Notary Public.

(My commission expires November 8, 1915.)

76,060 DAILY

Reported to U.S. Government

BY

The Milwaukee Journal

APRIL 1, 1914

The Journal's report given last year (1913), under date of April 1st, was 68,198 daily. **Gain over 1913—7,862 copies daily.**

The Milwaukee Journal's Advertising rate of 9 cents flat a line is based upon 72,000 guaranteed.

Giving over 4,000 more PAID circulation than guaranteed gross circulation, is certainly delivering the goods.

The Milwaukee Journal leads the next nearest newspaper by over 30,000 daily, and the next to the second newspaper by over 40,000 daily.

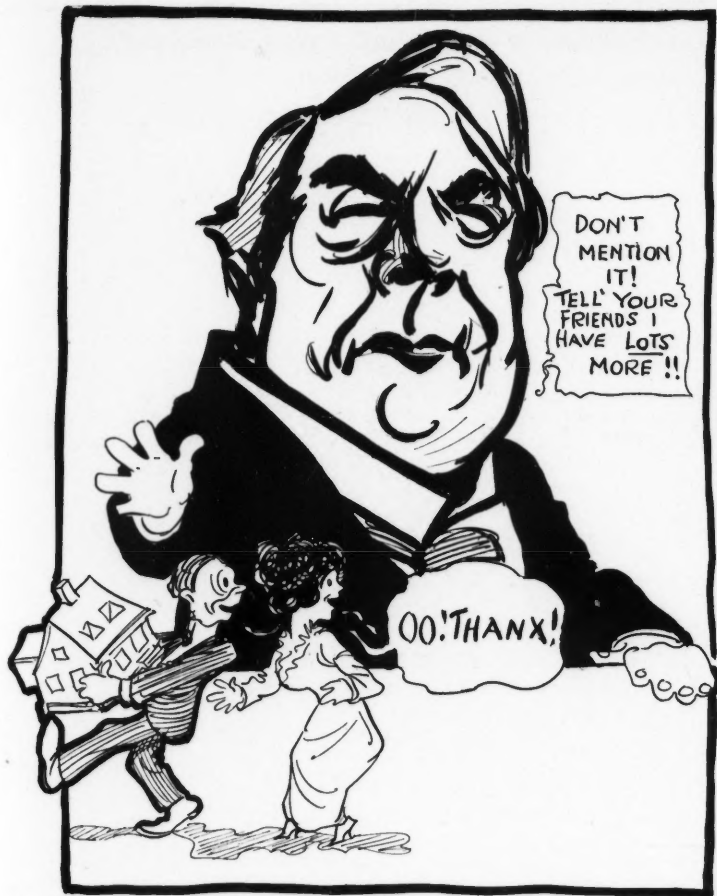
Wisconsin's Greatest Newspaper: THE MILWAUKEE JOURNAL

More display advertising carried

More classified advertising carried

More individual accounts and every local store that uses newspaper space employs The Journal.

O'MARA & ORMSBEE, Foreign Advertising Representatives
NEW YORK—CHICAGO.



A GOOD SAMARITAN OF THE NEWLYWEDS.
COL. WILLIAM R. NELSON, OWNER OF THE KANSAS CITY STAR.

REGISTER-GAZETTE NEW HOME. "Accuracy First," Newspapers' Slogan.

Illinois Newspaper Now Has Handsome and Well-Equipped Building.

The Rockford (Ill.) Register-Gazette has recently completed its new building. It now has as handsome, commodious and well equipped a newspaper home, as can be found in Illinois. It is regarded as one of the show places of the city.

The facade of the new building is of white glazed brick and Bedford stone. Art glass in delicate shades enter into its decorative features and heavy new plate glass doors are used as constructive units.

The Register-Gazette's front page heading is carved in the Bedford stone trim over the front. The accompanying illustration shows one of the interiors of the building. A big new press and other modern equipment has been added to the plant.

"Accuracy First" as the newspapers' slogan is being advocated by Prof. Willard G. Bleyer, head of the Course in Journalism at the University of Wisconsin, as a counterpart for the "Safety First" movement in other fields.

"The establishment of departments of accuracy and fair play by representative newspapers such as the New York World, the Philadelphia Ledger, the Buffalo Courier, the Minneapolis Tribune and the Sacramento Bee," says Prof. Bleyer, "points the way to the general adoption by American newspapers of the motto 'Accuracy First.'"

This motto is posted in conspicuous places in the newspaper laboratory and the class rooms of the Course in Journalism at the University of Wisconsin.

The Tulare (Cal.) Advance and the Natchez (Miss.) News have become members of the Associated Press.



NEW BUILDING OF ROCKFORD (ILL.) REGISTER-GAZETTE.

"KILL HIM"

Yelled an American fan as the batter ducked a wild pitch.



KING GEORGE WITH SMILE

Then KING GEORGE Smiled and Applauded

Let the Fans of Your Town Tour the World With the Giants and White Sox



McGRAW AND JAP FAN.

We have just published a 128-page book, 7x10 inches, containing 300 of the finest pictures taken by the Official Photographer on the World's Tour. Pictures of every game, every player, every crowd, every place of interest; many pictures of Royalty and world-famous people who entertained the teams. See "Germany" Shafer seasick on a camel, McGraw jollyng the Japs, Lobert pounding out a homer, the triple play made in Egypt and hundreds of other interesting sights. A complete diary of the trip is included.

MAKE YOUR SPORTING PAGE SUPREME

Offer this book to the readers of your paper for a coupon and 25 cents. Start the season with a rush. Get them all looking **your** way. Wire for terms and reservation.



MR. AND MRS. CHARLES A. COMISKEY

S.Blake Willsden & Co.

1606 Heyworth Bldg., Chicago



MAJOR GENERAL FRANKLIN A. BELL OPENING THE FIRST GAME IN MANILA, DECEMBER 17, 1913.



CHARLES H. TAYLOR, JR.
MANAGER OF THE BOSTON GLOBE.

NEWSPAPER ENGLISH.

Prepared by the Macon (Ga.) News For the Benefit of Copy Editors and Cub Reporters Who Need Much Enlightenment.

Pretty Girl—Any unmarried human female under 35 years old who gets into the news.

Society Matron—Any married woman who gets into the news.

Society Girl—Synonymous with "pretty girl." See above.

Exclusive—Adjective applied to any club or social organization which excludes Indians not taxed, convicts and persons of more than one-half negro blood.

Not Expected To Recover—Phrase applied to the conditions of all persons injured in course of news story.

Prominent College Graduate—Any one wearing a boiled shirt arrested for anything above a misdemeanor.

Multi-Millionaire—Person possessed of property worth \$500,000 or over, or a relative of a person listed in the social register. Up to three years ago "millionaire" was used in the same sense.

PERTINENT ADJECTIVES.

Thirty-two Calibre, Pearl Handled—Phrase which must always be attached to the noun "revolver" unless otherwise ordered.

Tot—Any child under 7. In a pathetic story, the adjective "tiny" must always be prefixed.

Plucky Woman—Any woman who did not scream.

Heroine—Principal female character



LOUIS HORNSTEIN.
OFF FOR FOREIGN LANDS.

in any burglary story. Otherwise synonymous with "plucky woman." q. v. **Prominent Clubman**—Any bachelor leasing apartments at \$300 a month and upward. Also members of the Paul Kelly and Timothy D. Sullivan Associations who happen to be arrested while wearing dress suits.

Fatally Injured—See "Not Expected to Recover," above.

Fashionable Apartment House—Any dwelling which has an elevator.

Toddle—Very much applied to the walk of a tiny tot. See under "tot" for correct usage.

Well Dressed—Phrase always applied to a woman who, when arrested is comparatively clean. Must be used in a story about a prominent clubwoman, q. v. above.

Snug Sum—Money.

FRESH CUT LIKE COUPONS.

Crisp Five-Dollar-Bill—Five dollars.

Cozy—Adjective always applied to home to which remains are taken.

Wuz—Synonymus with "was," but indicates dialect.

Hurried—Motion of passengers, cars and cabs at the time of the accident.

Faint—Course taken by all the women within six blocks of the accident.

Scream—See "faint" above.

Wild Panic—Inevitable result of the accident.

Dash—Gait of the crowd at the time of the accident. "Rush" is synonymous; "run" is not good usage.

D—n—Damn.

Heir—Child having \$300 coming to him from a life insurance policy.

Ring Out—What shots always do.

Hurtle—Verb used of motion of any falling object, especially a brick or a suicide.

Havoc—Good word to use almost anywhere.



EMIL SCHOLZ.

GENERAL MANAGER N. Y. EVENING POST.

High—Adjective which must be prefixed to noun "noon" in the account of a fashionable wedding.

Trust—Any money not owned by the proprietor.

WHAT'S WHAT IN MURDERS.

Slay—Synonymous with obsolete verb "kill."

Juggle—What is always done with the funds of a bank or trust company.

Ironmaster—See Andrew Carnegie.

Bandit—Person guilty of crime against property for which the penalty is more than ten days in jail.

College Girl—Any woman who has ever gone to school.

Burly—Adjective always applied to a male negro.

Prominent—Descriptive adjective applied to farmers, plumbers and dentists.

Boudoir—Any bed room the rent of which is more than \$1.50 a week.

Globe Trotter—Any one who has been in Atlanta, New York or Savannah.

Raffles—Any thief who wears a collar.

Deal—Any business transaction which involves more than \$1,000.

Gem—Personal ornaments worth more than \$1.75.

Peril—A great word to use almost anywhere. It tones up the story.

PROSPEROUS MILWAUKEE

A PROFITABLE FIELD FOR THE SHREWD
ADVERTISER AND THE HOME OF

The Evening Wisconsin

A GREAT STATE'S GREATEST NEWSPAPER

- 130,388 Men Employed in 1913.
- \$82,327,412 Paid in Wages during 1913.
- \$420,116,266 Value of Products for 1913.
- \$19,287,764.43 Savings Deposits in Milwaukee Banks for 1913.
- \$97,207,120.19 Total Bank Deposits for 1913.
- \$500,000,000 Assessed Valuation of City in 1913.
- 1,490 New Firms Organized in 1913.
- \$269,308,659 Invested in Manufacturing Industries.
- 400,000 Population.
- \$786,473,487.80 Milwaukee Bank Clearings for 1913.

Every large department store in Milwaukee uses The Evening Wisconsin for full copy. During the year 1913, the department stores of this city used 1,712,816 lines in The Evening Wisconsin (six days a week).

You cannot cover this prolific territory unless you use The Evening Wisconsin—the Home paper of the City and State.

**The Evening Wisconsin
MILWAUKEE, WIS.**

JOHN W. CAMPSIE,
Publisher and Business Manager.

Foreign Representatives:

- Kelly-Smith Co., 220 Fifth Ave., New York
- Kelly-Smith Co., 14 E. Jackson Blvd., Chicago

Statement of ownership, management, circulation, etc., of

THE KANSAS CITY STAR

published evening and Sunday morning, at
Kansas City, Missouri, required by the act of
August 24, 1912.

Editor, W. R. Nelson, Kansas City, Mo.
Managing Editor, R. E. Stout, Kansas City, Mo.
Business Manager, Aug. F. Seested, Kansas City, Mo.
Publisher, W. R. Nelson, Kansas City, Mo.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)
—W. R. Nelson, Kansas City, Mo.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities.—None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement—184,170.

AUG. F. SEESTED, Business Manager.

Sworn to and subscribed before me this 1st day of April, 1914.

PERCY W. SMITH, Notary Public.

My commission expires June 6, 1916.

In the report of the morning issue
of the Kansas City Star, The Times,
the circulation was - - -

181,801

The Weekly Kansas City Star showed
paid subscribers - - -

308,292



By courtesy of New York Sun.

CORRESPONDENT GETTING A TORREON HAIRCUT.

H. C. BROWN HEADS SPHINXES.

Victor Ad Manager Elected President At Last Club Meeting of Season.

The Sphinx Club held its one hundred and thirty-third dinner on April 14, in the Astor Gallery of the Waldorf-Astoria. President E. D. Gibbs acted as toastmaster.

Covers were laid for 150 and the menu was excellent as usual. The musical program included Umberto Sorrentino in Neapolitan Folk Songs; Jacques Kasner, violin; Everett Snyder with the Clark Irish Harp, and Alexander Russell, at the piano. The address of the evening was delivered by Rabbi Nathan Krass, who spoke most entertainingly on "The Inspiration of Associations on Advertising."

R. F. R. Huntsman, advertising manager of the Brooklyn Standard Union, presented his annual report as treasurer. It showed a balance on hand of \$665.20, after the payment of all outstanding bills and other obligations. The initiation receipts were shown to have exceeded last year's by \$500.

Very handsome souvenirs were presented to Oscar Tschirky and James O'Flaherty of the Suburban list.

The annual election of officers resulted as follows: President, Henry C. Brown, advertising manager of the Victor Talking Machine Company; vice-presidents, A. C. G. Hammesfahr, of Collier's Weekly; Preston P. Lynn, general manager of John Wanamaker's New York store; Howard Davis, of the New York American, and E. D. Gibbs, of the Ketterlinus Co., of Philadelphia; secretary, Justin McCarthy, of Abraham & Straus; treasurer, R. F. R. Huntsman; executive committee: W. R. Hotchkin, of the Cheltenham agency; Collin Armstrong, James O'Flaherty, Samuel Brill, of Brill Brothers; F. Irving Fletcher, of Saks & Co.; George B. Etheridge, Samuel Moffit of the J. Walter Thompson Co.

TROUBLE WITH MACHINISTS.

Duplex Printing Press Company Secures Injunction Against Union.

Judge Hough, in the District Court of the United States, Southern District of New York on April 13th, issued a preliminary injunction upon application of the Duplex Printing Press Company of Battle Creek, Mich., restraining Emil J. Deering, business agent of the International Association of Machinists and others from interfering in any manner with the work of installing exhibits and the opening of the National Printing Exposition at the Grand Central Palace, pending a hearing on April 17th.

The application was prompted by threats made that all union labor would be ordered out.

President and General Manager Harry A. Cochrane of the National Printing Exposition, to be held at the Grand Central Palace, April 18th to 25th, said that the trouble was solely between the Machinists Union and the Duplex Printing Press Company of Battle Creek, Mich., but that representatives of the union had threatened to call out all machinists and other union labor and cripple the opening and the holding of the exposition if he did not refuse to permit the Duplex Company to make an exhibit. A contract had been entered into between his company and the Duplex Company, the Exposition had nothing whatever to do with their labor troubles and there was no manner in which he could cancel the contract.

Correspondents with Villa's Column.

A freight car was the home of the newspaper correspondents and the moving picture men who accompanied Pancho Villa during the entire Torreon campaign. The news gatherers were exposed to hardships of every description. The accompanying illustration, taken during a brief halt, shows one of the correspondents giving a haircut.

¶ We are Salesmen.

¶ We sell space in newspapers to national advertisers and their agents. We insure the payment of every dollar's worth of space that we sell.

¶ We have been in business twenty-five years. Industry, efficiency, experience and aggressiveness have kept us marching steadily ahead. Our service gives satisfaction. We deliver the goods.

¶ We represent to-day publishers who were with us ten, fifteen, twenty years ago. We hold them through no sentimental tie, but by the substantial bond of satisfactory service.

¶ We do not cut rates. We do not represent rate-cutting publishers.

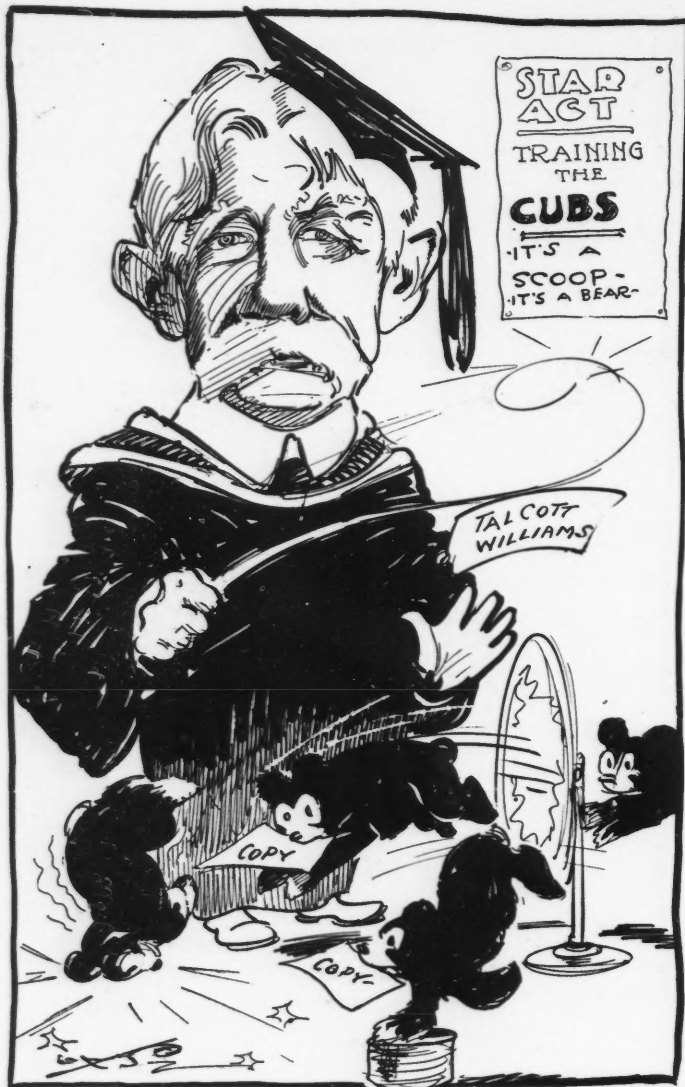
¶ Any publisher with a good paper, a fair rate that is maintained and a desire to increase his revenue from foreign advertising, will do well to talk with us.

¶ We would like to show such a publisher how we work and what our facilities are for increasing his business.

The E. KATZ
Special Advertising Agency

15-19 East 26th Street
NEW YORK CITY, N. Y.

Harris Trust Building
CHICAGO, ILL.



TEACHING THE YOUNG IDEA HOW TO SHOOT.
DIRECTOR TALCOTT WILLIAMS OF THE PULITZER JOURNALISM SCHOOL.

PRESS ASSOCIATIONS

With editors present from nearly every section of Northeastern Oregon, the Eastern Oregon Editorial Association was formed at Pendleton, last week. G. L. Hurd of the Stanfield Standard, was chosen president; Vawter Crawford, of the Heppner Gazette, vice-president; and W. H. Lang, of the Arlington Record, secretary-treasurer. Arlington was chosen as the next place of meeting. President Elbert Bede and Secretary Phil Bates of the State Press Association, Professor Eric W. Allen of the School of Journalism at the University of Oregon, and Colonel E. Hofer, of the Pacific Coast Manufacturer, were also present and assisted in forming the association.

A mock trial of George C. French, before Judge W. J. Turner, in the rooms of the Milwaukee Press Club, took place last week. The members of the organization were the plaintiffs. The jury returned a verdict of "not guilty," without leaving their seats. Lynn S. Pease acted as prosecuting attorney. The charge against Mr. French was that at a recent banquet he induced guests to imbibe too freely of refreshments. Damages were asked to the extent of \$29,000,000.

In the presence of a representative gathering of members of the Birmingham Newspaper Club, C. M. Stanley was inaugurated president of that organization last week. He succeeded John R. Hornady, who had been president for two terms. A financial statement was presented by the board of governors which disclosed a healthy condition for a club only about a month old. Among those who were called

upon for short talks were John Sparrow, Commissioner James Weatherby, Cullpepper Exum, Robert Jemison, Jr., Commissioner George B. Ward, Judge C. C. Nesmith, William C. Radcliffe, M. P. Messer, L. W. Friedman, Eugene F. Enslin, and Colonel Stone, mayor of Georgetown, Ky.

E. P. Lawton was elected president of the Syracuse Press Club last week. Other officers chosen were: Vice president, James Lowe; treasurer, T. M. Snyder, and secretary, C. R. Haywood.

The executive committee of the Louisiana Press Association at a meeting in New Orleans last week, agreed on August 10 and 11 as the dates for the thirty-fourth annual convention of the association in New Orleans. The members of the committee present were: D. D. Moore, Times-Democrat; John Dymond, Louisiana Planter; William F. Roy, St. Bernard Voice; A. J. Franz, Shreveport Journal, and L. E. Bentley. The members are planning an excursion to the Panama Canal in connection with the session.

"The Red Tavern" is the title of a new book by C. R. Macauley, for a number of years cartoonist of the New York World, and at present a contributor to the Sunday Sun. D. Appleton & Co. are the publishers.



"A bell ringing cartoon six days a week" —says The "LITTLE BEAR." Write his "boss."

The R. W. Satterfield
Cartoon Service
Caxton Bldg. Cleveland, O.

"Where Prosperity Always Reigns"
DES MOINES AND IOWA.

Daily Register and Leader-Tribune
The Sunday Register and Leader

Net paid circulation, 6 months ending March 31, 1914
Statement to United States Postoffice Department
Daily 60,085—Sunday 42,521
March, 1914, Net Paid (U. S. Government standard)
DAILY 63,088—SUNDAY 44,510

Twenty thousand more total paid daily and ten thousand more paid daily city circulation than the next Des Moines paper.
Half again greater paid circulation than next Iowa Sunday paper

ADVERTISING FIRST THREE MONTHS OF 1914
Register and Leader-Tribune] . . . 2,515,408 lines
Capital 1,242,010 lines
News 989,058 lines
Capital and News combined 2,231,068 lines
Excess over all competitors combined 284,340 lines

The Register and Leader and Evening Tribune are members of the Advertisers' Audit Association and Bureau of Verified Circulation. Also members of the "Gilt Edge List of Newspapers."

Advertising Representatives
JNO. GLASS
Peoples Gas Building
Chicago
I. A. KLEIN
Metropolitan Tower
New York

Live News—On the Minute

THE CENTRAL NEWS OF AMERICA serves the news—all the news—promptly, accurately and without bias or prejudice.

Our staff consists of men chosen for special abilities in the fields to which they have been assigned.

Our Washington Bureau is made up of experts in all that develops of interest in the National capital.

Our foreign ally, the Central News, Limited, of London, is the most energetic and reliable international news-gathering agency of Europe.

We are ready to serve both afternoon and morning papers, with all the news of all the world, with especial facilities for speedy delivery of crisp, well-written stories on the interesting events of each and every day.

Publishers and editors who attend the convention of the American Newspaper Publishers' Association are requested to avail themselves of the facilities and courtesies of our offices during their stay in New York.

CENTRAL NEWS OF AMERICA
26 BEAVER STREET, NEW YORK

CATCHING THE FAKIRS.

What the Real Advertising Men Are Doing to Give to Advertising Its Full Value—Work of the Vigilance Committee.

By **RICHARD H. WALDO.**
(Advertising Manager of Good House-keeping.)

"It's only an advertisement."
Civilization is besmirched—Christianity is mocked—the progress of the world is indexed low each time the well-worn phrase finds birth.

The Child of Greed, out of Selfishness, or Dishonesty, or Graft, this illegitimate thing, Distrust, puts a tax upon the human race more useless than the cost of war. For war takes its toll but once in scores of years, while distrust of the printed word sits at every gate of commerce, gathering tithes that irk us in the morning, gall us at the noon hour, and pile burdens on our weary shoulders in the time of the day's decline. And since Trade was—since Barter first began—Humanity has deemed this tax a necessary thing.

Necessary! Are flies necessary? Must we always suffer from flood and famine? Is smallpox utterly inescapable? Answer all these, and you say the single word that covers the kindred query—Must advertisements, because they are advertisements, forever carry an outcast's mark?—Our children's children will have forgotten that such a question could ever have been put.

MORNING OF A NEW DAY.

For we are well into the morning of a new day. The day of inaccurate, deceptive, even of careless statements in Advertising is truly at an end. And the great power of Publicity is being employed to make it clear that doubt as to the new order is as perilous as disbelief in dynamite.

Ten thousand advertising men, working as the Associated Advertising Clubs of America, have demonstrated to every thinking man that the Truth makes Advertising, and that Advertising must be nothing but the Truth. Some have

doubted, and for such as they the National Vigilance Committee has a word. Through the local clubs, old laws have been enforced, new ones enacted, and the simple answer "Released on Bail" has quickened, with certain profit-seeking citizens, the long dormant ability to see the light.

Such items as the one in the New York Times, of March 16th, are rarely published twice of merchants in the same community.

TRENTON MERCHANTS IN TROUBLE.

Very simply and briefly this item stated that John T. Dunham, of S. P. Dunham & Co., Trenton, N. J., was "held in \$500 bail for trial." The charge was that he had advertised for \$4.98 a dress "worth \$10." A jury will decide whether or not he told the truth.

Not every newspaper will give space to such events, but there are enough that will to make court action a thing of dread. Boston has had its Kasofsky, Minneapolis its Falkenberg, Pasadena its Leo Misch, and there have never lacked clean newspapers to carry the proof that the unfair competition of the liar is doomed.

At the wonderful Convention of the Associated Advertising Clubs of America, meeting in Toronto, June 23-27, the report of the Vigilance Committee will be well worth traveling far to hear. The Chairman, Mr. H. D. Robbins, will tell the story of a work that has a meaning for every home, and lead a discussion which promises to make commercial history. The temper of the times will be set forth there as "a beacon upon a mountain, and an ensign upon an high hill."

DISCOUNTED THE TRUTH.

Six hundred million dollars—so the figuring shows—was the expenditure for advertising in the United States and Canada last year. Dollars of iteration were spent where but dimes of plain statement should have been necessary. Men and women discounted the Truth, because the lie ran smoothly beside it. "It's only an advertisement" was said thrice where the message was accepted

(Continued on page 910.)

Sprague Electric System

OF

Newspaper Press Control

What Does the Pressman Want?

Safety for the operator.—Protection for the press.—A steady slow motion.—Smooth and rapid acceleration.—A fine inching movement.—A gradual start.—A quick stop.—No jerks.—No broken webs.—No broken gears.—Ease of operation.—No troubles.

What Does the Publisher Want?

The best possible equipment.—Reasonable first cost.—Minimum power consumption.—Rapid production.—Lowest maintenance.—Least attendance.—No shut-downs.

They All Want Service

They get it by using the

Sprague Electric System

A system for every need.

Full Automatic Control for large offices.

Semi Automatic Control for small offices.

Direct Current Equipments.

Alternating Current Equipments.

Single, Two and Four-Motor Equipments.

Ten Horsepower to Two Hundred Horsepower.

The most modern in design. The most rugged in construction. The Sprague Works makes the complete system.

Send for New Bulletin No. 24282

If you are attending the convention, 'phone 2000 Greeley for information.



SPRAGUE

ELECTRIC WORKS

Of General Electric Company

Main Offices: 527-531 West 34th Street, New York, N. Y.

Branch Offices in Principal Cities

The National Printing, Publishing, Lithographing, Paper, Advertising and Allied Trades

EXPOSITION

Grand Central Palace 46TH STREET and LEXINGTON AVE.

OPENS Saturday, April 18th, at 7 P. M.

CLOSES Saturday, April 25th, at 11 P. M.

All publishers invited. See the latest in presses, machinery and processes.

Office of the Exposition, 200 Fifth Avenue, New York

Phone, Gramercy 724

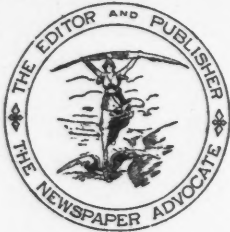
HARRY A. COCHRANE, President

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, April 18, 1914

THE EDITOR AND PUBLISHER herewith extends to the journalists who will gather in New York next week to attend the conventions of the Associated Press and the American Newspaper Publishers' Association a hearty welcome and its best wishes for a profitable and helpful meeting. Our latch string is out and the facilities of our office are at the disposal of the members.

THE TWO CONVENTIONS.

The conventions of the Associated Press and the American Newspaper Publishers' Association, to be held at the Waldorf-Astoria Hotel in this city next week, will probably bring together the largest number of active newspaper men ever assembled, not because the topics to be discussed are of unusual interest this year, but because journalists the country over appreciate, as they never have before, the practical benefits to be derived from these annual conferences.

The most valuable feature of these conventions is that they bring together in a most intimate way those who are engaged in newspaper publishing. It is an inspiration to meet and talk with the men who are leaders in the business. It is the clasp of the hand, the kindly greeting, the chats about topics in which all are interested, the renewal of old friendships that give zest to life and kindle an enthusiasm that lasts all the year through.

The most important subject that will be considered by the Associated Press will doubtless be the course of action to be taken in regard to the numerous attacks that have been made upon the organization by Congressmen, judges and others, on the alleged ground that it is a monopoly and, therefore, is subject to prosecution under the Sherman law, and that it "colors" the news. Although neither of these charges have any basis of fact, according to the opinions of a majority of the members, nevertheless plans will have to be formulated for combating these charges in or out of the courts.

Although the A. P. is the largest and most important news gathering institution in the world it is a cooperative body, and from the very nature of the commodity in which it deals, can have no monopoly of it. Any person or organization is at liberty to report news events wherever they occur. That the Associated Press can gather and deliver the news at a less cost than many of the other news bureaus does not prove that it is a monopoly. That it could not exist for any length of time if it "colored" the news it handles is self evident to those who know anything about the newspaper business.

The American Newspaper Publishers' Association, which meets on Wednesday, Thursday and Friday, is the most important journalistic body in the country. It is a business organization and renders such valuable service to the members that few of the

really important daily newspapers feel that they can afford to remain outside of the ranks. None of the editorial associations can compare with it.

The topics to be taken up at this year's convention are mostly those that have engaged the association's attention in other years. The annual reports of the officers and committees will take up considerable time. Miscellaneous subjects relating to the mechanical, business, circulation and other departments will be discussed on Thursday, and on Friday the election of officers will take place.

To many of the members and friends of the association it seems that the time has come when a different plan of procedure at these annual meetings should be adopted. At present there is little opportunity for the discussion of many of the topics that are suggested in the A. N. P. A. bulletin distributed a few days before the convention meets. No one is assigned to lead off the debate. Those whose experience might enable them to make valuable suggestions for the handling of certain matters do not get a chance to speak because of limitations of time. Someone has said that the reason why a list of topics is not sent to members several weeks in advance of the convention, is that the officers are afraid that there will be too many speeches delivered.

Why would it not be a good plan to devote one day to departmental sessions? One of these could be devoted to the problems of the mechanical department; another to those of the business office; a third to those of the editorial department. It would then be possible for a member to spend his time in listening to and participating in the discussions of problems in which he is specially interested.

A YEAR OF THOMSON.

At the last annual meeting of the A. N. P. A., a consolidation was effected of the promotional work of the Daily Newspaper Association, Associated Newspapers, National Newspapers, not incorporated, and the United Newspapers, under the auspices of the A. N. P. A. The new effort took the name of the Bureau of Advertising of the A. N. P. A., under the direction of a strong committee named by President E. H. Baker, which consisted of the following active committeemen: Messrs. J. F. MacKay, Toronto Globe, chairman; Fleming Newbold, Washington Star; Hopewell L. Rogers, Chicago Daily News; David B. Plum, Troy Record; Jason Rogers, New York Globe; J. R. Rathom, Providence Journal and Bulletin, and H. C. Chandler, Los Angeles Times, and Louis Wiley, New York Times.

W. A. Thomson, who was named director and placed in charge of the work, brought to his task a trained editorial mind coupled with genial good humor, clothing a forceful personality and an experience in business management and advertising which have well equipped him for the big job—the job of formulating a policy on which all newspapers may agree. That the first year's effort has been successful, is shown in an interview printed elsewhere in this issue, wherein Mr. Thomson points, with pardonable pride, perhaps, to a record of accomplishments and achievements, which will doubtless be appreciated by the association. If you have ever tried to get three or four hundred publishers together on any kind of a plan, you have some conception of the work accomplished by the Bureau of Advertising. We have, and therefore we realize some of the seemingly insurmountable difficulties that had to be overcome. It is to be hoped that this committee, which seems to have charted the course very ably, may be continued, and the director, backed by generous and enthusiastic support, may go out in the advertising field and preach the gospel of newspaper advertising as it has never been preached before.

We congratulate the association, the committee and the director on the result of the past year's work.

Carl J. Sibbett, managing director of the South African Advertising Contractors, Ltd., Capetown, who attended the A. A. C. A. Convention at Baltimore last year, has sent us a clipping from the Cape

Times containing the report of the Economic Commission which has been inquiring into labor conditions in South Africa. The report shows that the standard of wages is 8 per cent. higher than in the United States. In Johannesburg it is 40 per cent. higher. If the cost of living is not relatively larger in South Africa this fact should indicate a corresponding increase in the buying capacity of the country's inhabitants.

Some publishers have difficulty in getting up a monthly statement blank that will conveniently and accurately present the financial condition of a daily or weekly newspaper. The one used by the Charlotte (N. C.) Observer seems to cover the ground thoroughly. J. V. Simms, its general manager, writes us that he will be glad to send a copy of the blank to any newspaper publisher who will send him a request.

The Automobile Trade Journal, of Philadelphia, has taken the initiative in the formation of a trade press organization composed of publishers who believe in compulsory circulation statements. The object of the association will be to secure the enactment of a law similar to the one now in force regarding newspapers. Doubtless there are many publishers who favor such a law. The only question to be determined is, are they sufficiently numerous to out-number those who are opposed to it.

It is a singular coincidence that the two highest circulation records made by New York City newspapers occurred on the same day of the month, April 14, two years apart. The Titanic went down April 14, 1912. The news of the disaster sent newspaper circulation skyward. The execution of the four gunmen last Monday, April 14, at Sing Sing prison, caused a similar unprecedented demand for copies.

ALONG THE ROW.

AN ANXIOUS MOMENT.

The late Kenward Philip, brilliant newspaper man and wit, came along Nassau street one night with his lamps lit up, turned into Truth office and paused at the entrance to the editorial room with a worried look on his face. After a while he called the office boy up and said: "Sam, how many black cats are over there in that corner?" "Three," answered Sam. "Are you sure, Sam?" "Yes, sir." Breathing a sigh of relief Philip said: "Well, I saw three too, but it seems to me we only had one black cat in the office." "Yes," replied Sam, "but she had kittens two weeks ago and has just carried them up from the basement."

TO NEW READERS.

The proofreader is a man who lives by the mistakes of others. If no one in a newspaper office ever made a mistake there would be no proofreaders, but as things are at present he seems sure of his job. The duty of a proofreader is to correct the bad grammar and spelling of editors and reporters and detect typographical errors. When a good proofreader gets through with a proof slip it is covered with things which resemble marks on the tomb of an Egyptian noble. The proofreader is not popular in the composing room with men who punch an "s" key for a "z" and have to recast three lines to get in a comma. The proofreader reads everything from an editorial to a want ad, which includes all the happenings of the day. When his work is finished he stops on the corner for a few minutes at Casey's and then buys a rival paper to read going home in the subway so as to find out what the news is.

Soon the news schedule will look something like this:

Ulster—3 Col.
Mexico—4 Col.—With cut.
I. W. W.—½ Stick.
Congress—2½ Col.
Baseball—2½ Pages—10 Cuts.

TOM W. JACKSON.

PERSONALS.

James Gordon Bennett, proprietor of the New York Herald, who recently suffered an attack of bronchitis, sailed Tuesday from Alexandria, on his yacht, the Lipistrata, for Beaulieu, in the south of France, where he has a villa.

Edward L. Preetorius, president and general manager of the German-American Press Association, publisher of the St. Louis Times and the Westliche Post, who suffered a nervous breakdown last week, is reported by his physicians to be doing very well and on his way to recovery.

Joseph Pulitzer, Jr., editor of the St. Louis Post-Dispatch, has purchased thirteen acres of the Creveling homestead on the Clayton road, in St. Louis county. The price paid is said to have been over \$16,000.

Cyrus H. Curtis, owner of the Philadelphia Public Ledger, Saturday Evening Post and other periodicals, has left Paris for London, where he will remain several weeks before sailing for this country. Mr. Curtis visited the plant of Le Matin and expressed great interest at the facility with which papers of a circulation of over a million copies daily are printed in two hours.

James Creelman, associate editor of the New York Evening Mail, who is now in London, declares in a column interview in the London Daily Chronicle that he sees "no hope but intervention in Mexico to avert the great tragedy of a rich country and a lovable people going down to ruin."

Edward B. McLean, son of John R. McLean, and father of "the million dollar baby," has been sued for \$100,000 for assault and damage to his business, by Peter Taylor, Jr., proprietor of the Bellevue Hotel, Washington, D. C.

John Fields, an Oklahoma City newspaper man, has been nominated for governor of Oklahoma, by the Republican State Preferential Convention.

Dr. William H. Ward, for many years editor of the Independent, is about to move from Newark, N. J., where he has long resided to a permanent residence at South Berwick, Maine, where he owns a colonial home.

Miss Elizabeth Jordan, formerly of the New York World, for some years editor of Harper's Bazaar, and author of "Tales of the City Room," gave a luncheon on Tuesday at the Women's Cosmopolitan Club in honor of Dr. Anna Howard Shaw.

W. C. Sallee has retired as editor of the Pasco (Wash.) Express, and is succeeded temporarily by Lee C. Henderson.

L. C. Nielson, editor of the Politiken, one of the leading papers published in Copenhagen, Denmark, was recently in Spokane, Wash., visiting former countrymen. Mr. Nielson delivered a number of lectures in that city and surrounding towns.

C. S. Clark has returned from California to resume his work as editor of the Advocate at Richland, Wash., published by M. D. O'Connell.

Basanta Koomar Roy, formerly of India, who completed the course in journalism at the University of Wisconsin in 1912, is editor of the Hindustance Student, and is on the staff of Open Court, Chicago. He has an article on Tagore, the Indian poet in the last number of the Yale Review.

James M. Laird, for years editor of the Pennsylvania Argus, at Greensburg, has been nominated as a democratic candidate for Congress.

GENERAL STAFF PERSONALS.

C. B. Julian has resigned from the staff of the Atlanta Journal to become circulation manager of the Peoria (Ill.) Journal, with which he was connected three years ago.

Frank L. Sigure, for the past year advertising manager of the New Orleans Times-Democrat, has resigned his position with that paper and has joined the local advertising staff of the Birmingham News.

H. L. Smurr, formerly telegraph editor of the Missoula (Mont.) Missoulian, has joined the staff of the Spokane (Wash.) Daily Chronicle as real estate editor.

James R. Price, for many years sporting editor of the New York Press, has been appointed sporting editor of the Central News of America. He is at present official scorer in New York for the American League and a member of the New York State Athletic Commission.

Owen A. Conner has joined the staff of the Central News of America as night manager. Mr. Conner was formerly day manager of the Associated Press in New York, and has had a wide and varied experience in the handling of big news events for the past twelve years.

Phil Sayles, of the advertising staff of the Adrian (Mich.) Times and formerly of the Grand Rapids (Mich.) Press, has joined the staff of the Toledo Blade.

Floyd F. Miles, city editor of the Des Moines (Ia.) Capital, has been appointed to the office of city treasurer of the Iowa capital.

Carleton Foss Freese, who has joined the staff of the Standish Advertising Agency of Providence, was formerly business and advertising manager of the Providence (R. I.) News.

Sterling S. Bergin, city editor of the Cedar Rapids (Ia.) Tribune, has been appointed chief of police of that city.

Arthur Pound, formerly of Akron, Ohio, has joined the staff of the advertising department of the Lansing (Mich.) Press.

WASHINGTON PERSONALS.

Austin Cunningham, correspondent of Texas papers and a member of the Louisville Times Bureau, has resigned from his newspapers to become chief of the division of information of the American National Red Cross Society, with headquarters in Washington.

Dr. Max Hartrig, New York World correspondent at Copenhagen, is a visitor to Washington.

Thomas W. Taubman, editor of the Plankinton (S. D.) Herald, has been nominated by President Wilson as United States Marshall for the District of South Dakota.

George A. Masshart, formerly of the International News Service, has joined the Washington staff of the Cincinnati Enquirer.

E. H. Baker, president of the Cleveland Plain-Dealer Publishing Co., was a visitor here last week.

George Garner of the Boston Globe Bureau will hereafter represent the Louisville Times in addition to his present work.

Robert F. Wilson, formerly of the Cincinnati Enquirer, is now correspondent of the Cleveland News and Cleveland Leader.

James D. Preston, superintendent senate press gallery, received two boxes of Albermarle pippins from John Brown-

ing Monday, which were much enjoyed by the correspondents in the senate gallery.

Robert Zachary, of the Brooklyn Eagle Bureau, will shortly be married to Miss Edwards, of Bridgeton, N. J.

Jerome Fancuili, recently automobile editor of the Washington Post, has joined the Zell Motor Sales Co.

L. C. Chew, until recently of the Washington Herald, has joined the staff of the Washington Post and will become its automobile editor.

Ernest Knorr, of the International News Service, was slightly injured in a street car collision on Tuesday.

PUBLISHER'S NOTICE

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

HELP WANTED

TELEGRAPH EDITOR with full A. P. service experience for up-State evening. Give complete details. Permanency, care The Editor and Publisher.

WANTED—An editor for a weekly proposition; must be a fluent writer, aggressive and progressive; no dreamers or talkers wanted; excellent proposition for right man. State salary wanted. Send recommendations and samples of work, with stamp for reply. HERSHEY'S WEEKLY, Hershey, Pa.

WANTED—Best Circulation Builder obtainable for Metropolitan German Language Daily over sixty-five years old. Excellent reputation. Field 150,000 German born persons. We want half as subscribers. "D 1232," care The Editor and Publisher.

MISCELLANEOUS

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

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

RICH & McLEAN, New York.
51 Cliff St.

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

FOR SALE

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

FOR SALE.
Goss Quadruple (32-page) Press, 7 or 8 columns, saw-trimmer, jig saw, etc., 3,000 lbs. Display Type, 1,000 lbs. brass leads and slugs, steel composing room furniture, etc. Outfit used 15 months. List now out. Peckham Machinery Company, 1 Madison Avenue, New York City.

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

\$30,000 CASH

paid out as dividends in past eight months by leading newspaper property of thriving city of 50,000. Property, including real estate, can be acquired for \$325,000 by a successful publisher. \$100,000 cash necessary. Balance can be deferred with the property as security. Proposition J. F.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

New Quarters

After April 25th this firm will occupy Suite 1201-1202 Times Building, Broadway at 42nd Street, New York City.

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

SITUATIONS WANTED

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

EDITOR, on any desk, or business office manager, at liberty for position. Middle age, experienced. WYCKOFF, 72 Isabella Avenue, Newark, N. J.

EDITORIAL MANAGER—Any publisher wishing an alert, active editor, one able to illuminate and popularize a daily paper for \$50 a week, write "D 1236," care The Editor and Publisher.

REPORTER, Interviewer, Special Writer and Editorial Assistant, is open to engagement on class or trade paper or magazine. Is specially experienced on arts, crafts, manufactures and technical subjects. Speaks French, Italian, German and Spanish as well as English. Is specially good on investigations and research work. "LEONARD," Box 24, Editor and Publisher.

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

CIRCULATION MANAGER or business manager wants position at once. Eight years in circulation work. Just severed connection with Bridgeport Telegram as Circulation and Business Manager. Address I. T. Van Aurnen, 136 Clinton Street, Schenectady, N. Y.

BUSINESS OPPORTUNITY

A LARGE eastern printing business can be purchased for \$300,000, one-third cash down. Net profits for last three years will justify this price. The reason for selling does not affect the value of the property. Address BOX "D1237," Editor and Publisher.

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

ADVERTISING MEDIA

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

Editors and Photographers

TAKE NOTICE

WE PAY highest prices for news photographs of all descriptions. What have you to offer, fit for publication in magazines and newspapers, here and abroad? Newspaper photographers, here is the place to send pictures for quick money results; feature articles purchased also. Send "stuff" or write for particulars. PRESS ILLUSTRATING CO., 106-8 Fulton St., N. Y.

AD BUREAU PROGRESS.

(Continued from page 886.)

field. It has proved to them that many are not receiving as large amount of advertising as they should carry, and that it is up to them to make greater and more intelligent effort in this direction.

"During the year the Bureau of Advertising has been helpful to the publishers in many other ways. It has been a source of information, not only upon topics relating to advertising, but to subjects that are allied to it only in an indirect way. All sorts of requests are made, and we endeavor to answer them as promptly and as fully as our source of information will allow. We have cooperated with the free publicity bureau of the A. N. P. A. and have been instrumental in encouraging publishers to aid in the suppression of the free publicity hunter.

NEW BUSINESS DEVELOPED.

"Members of the Bureau assure us that much new business has been developed during the year, and that the outlook for the future is of a most encouraging character.

"We have issued a book showing the results of co-operative work between the newspapers and the retailers. Pictures of window displays have been given for the benefit of those who have not yet employed them as extensively as they might. We are now at work upon a list of fifteen hundred of the general advertisers of the country which will be sent out to our subscribers during the coming week. We have three hundred and seventy-eight members. Our usefulness is only limited by the amount of our revenues. We expect the coming year to enlarge our facilities for direct soliciting, to start a copy department and to establish a statistical department that will be of infinite value to all of our members."

MICHIGAN NEWS NOTES.

J. W. Hannan, for the past year and a half managing editor of the Bay City, (Mich.) Tribune, has resigned. Louis J. Giffels, who left the telegraph desk of the same paper three weeks ago and went to the Grand Rapids Herald, has returned as city editor.

The edition of the Grand Rapids (Mich.) Press for May 2 will be edited by women. All beats will be covered by women, every desk will be occupied by a woman, and the editorial page will be given over to them entirely. The regular staff will be on hand, but will work under orders.

John Dunnewind has taken the position of managing editor of the Marquette (Mich.) Chronicle. He was for ten years managing editor of the Bay City Tribune and for the last year had been with the Detroit Free Press as city editor and Lansing (capitol) correspondent. T. T. S.



TREASURER E. A. BRAUN OF THE PITTSBURGH POST AND SUN



SOME PACE FOR A YOUNGSTER. PRESIDENT ROY W. HOWARD OF UNITED PRESS ASSOCIATIONS.

Couldn't Stop City's Paper.

Edmonton, Alberta, recently established the Official Edmonton Gazette, a municipal newspaper devoted to the interests of the city. A few weeks ago a citizen made application to the Supreme Court to quash the resolution of the city council under which the Gazette is being published. Chief Justice Harvey, on April 11, handed down a decision denying the application and fixing costs upon the plaintiff.

New R. Hoe & Co. Installations.

R. Hoe & Co., of New York, have made the following sales of printing presses during the last few weeks:

Cleveland Leader News—One fast speed sextuple press. This is the third installed in this office in last two years.

Cleveland Plain Dealer—One twelve cylinder multi-color and half-tone Web press. This is one of the largest presses ever built.

Warheit Publishing Co., New York—One high-speed X pattern quadruple machine.

Fort Williams' (Ont.) Times Journal, Canada.—One Hoe Simplex 32 page press and stereotyping machinery including an automatic plate finishing and cooling machine.

W. D. Boyce Company, Chicago.—One new combination 12-cylinder multi-color press. This equipment includes a latest fast speed newspaper folder and a magazine folder and delivery.

Washington (D. C.) Post.—One new sextuple press, high speed pattern.

Houston (Texas) Post.—One new fast speed sextuple machine.

Trade Press Meeting.

The New York Trade Press Association held its regular meeting at the Hardware Club, on April 10. There was a large attendance of members and guests. O. C. Harn, advertising manager —of the National Lead Company, addressed the gathering regarding the movement now on foot to put trade

The Daily Ledger
Canton, Illinois
Without an Equal in Fulton County
(50,000 Population)
Leads all others in
Circulation Advertising
News Service
Average Circulation, 5,167
(Sworn to, to Government, March 31st, 1914)
M. C. WATSON, Inc. A. W. ALLEN
286 Fifth Ave. 919 Advertising Bldg.
NEW YORK CHICAGO, ILL.

Eat on Top of the World
THE WORLD
—ROOF—
RESTAURANT
14th FLOOR
PULITZER (World) BLDG.
POPULAR PRICES
NEVER CLOSED
WILTON G. WHARTON, Prop.

paper circulation statements on an indisputable basis. He expressed the opinion that it would revolutionize the spacebuying methods now in vogue in such publications. Other speakers were K. M. Gorde, F. T. Root, W. H. Thompson, J. Clyde Oswald, and J. George Frederick.

H. B. Varner, editor of the Lexington (Va.) Dispatch, has announced his intention of erecting a handsome new building on his lot to house his newspaper and magazine properties.

CATCHING THE FAKERS.

(Continued from page 907.)

once. And every man, woman, and child, from Alaska to our Southern line, felt the burden of housing that illegitimate child, Distrust.

The economic waste of undependable advertising makes its survival impossible. The fact that the dishonesty of an individual is an injury to the community has become as clear in advertising as it is in burglary. Men and women—the public at large—you and I—are at last asking why the money of commerce should be any less counterfeit than its advertising.

When the Federal Government standardizes this thought—and the signs that it will be not lacking now—advertising will become one of the cheapest, as it is now one of the dearest, of civilization's tools. Then it will be proudly said, "This is an advertisement;" and the words "Sterling" and "Advertising" will stand akin before the people of the greatest business nations the world has ever known.

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

THE CHICAGO EVENING POST
(Evening Daily)

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

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group
Clean Newspapers

Masonic Home Journal
LOUISVILLE, KY.

has the largest circulation of any Masonic publication in the world.

50,000 Copies per issue

The first and the fifteenth of each month.

The Masonic Home Journal was established in 1883, thirty-one years ago, and has a high per capita purchasing power to which general advertisers can profitably appeal.

THE DISPLAY RATES

1 inch, 1 time, - - -	3.00 per inch
1 " 6 " - - -	2.75 "
1 " 12 " - - -	2.50 "
1 " 24 " - - -	2.25 "

Special position, 20% extra.
Reading Notices, 30c. per line.
Sample Copies and further details on request

D. B. G. ROSE
EDITOR AND GENERAL MANAGER
1117 World Building, New York

We are looking for an Eastern Advertising Representative

Local Weather
Tonight and Tuesday, Fair; Not Much Change in Temperature.

THE DENVER TIMES

Home Edition

VOL. 44: NO. 58.

MONDAY EVENING, APRIL 13, 1914.—12 PAGES.

PRICE 2 CENTS

FOUR GUNMEN PAY DEATH PENALTY IN CHAIR

THIRD ARREST MADE IN HOUSE OF MYSTERY CASE; HIDE IDENTITY

Exhumed Body of woman said by Brother to Be Mrs. Allison's; Doctor Put in Jail.

Nurse, E. Deshabille, Defies all 'Kids' Men Sent to Make Her to Cell; Finally Gives In.

Has Every Link. In a statement Jackson said: "I think we now have every link in the chain. I have traced Mrs. Allison from the house she came to Dr. Lutz's office directly into the Bellevue house and the movements of her body thereafter, until it rested in the grave from which it was exhumed, and have every person who was connected with her movements during that time. I am absolutely certain that the woman's body exhumed is that of Mrs. Allison."

FINANCIER HAS PLAN TO SOLVE WATER PROBLEM

Otto Bannard, in Denver, Suggests City Take Up \$8,000,000 Mortgage on Plant.

BRAVE'S RESIDENT SUES FED LEAGUE HEAD FOR \$25,000 ON PLOT

NEW YORK. (Special)—A suit for \$25,000 on alleged conspiracy was filed today in the United States district court by James A. Coffey, president of the National Federal League, against the head of the Federal League, Edward Hanson, and Otto Bannard, manager of the Baltimore Federal League.

LEFTY LOUIE ROSENBERG, Gyp the Blood Horowitz, Whitey Jack Lewis and Dago Frank Cirofici, New York Gunmen, Who Today Paid the Death Penalty in the Electric Chair of Sing Sing for the Fatal Shooting of Herman Rosenthal.



BIG BUSINESS CAN'T STOP TRUST PROGRAM—WILSON

Moneyed Power Began Rumor Fight Was Called Off, Says President.

'Express' and 'Not Freight' Schedule M. Be Adopted, Says President.

WIN HEVIN. The Denver Times, April 13.—In the opinion of President Wilson there is a general disposition to relinquish the part of "big business" to follow the administration's program. It is his opinion that the administration will succeed in its plan to regulate the trusts and the main reason of success is the support of the people.

Mexicans Must Salute Flag of U. S. or Suffer Consequences—Wilson

WASHINGTON, April 13.—The Mexican government must salute the American flag, President Wilson said today. He said that the Mexican government had refused to do so, and that this was a serious matter.

2 Men Slain, Woman Wounded in Duel With Gunmen in Home

By United Press. PHOENIX, April 13.—In a duel with gunmen in his home at Phoenix, two men were slain and a woman was wounded today. The incident occurred in the early morning hours.

Bride of Four Months Slays Her Husband During Quarrel

By United Press. ALBANY, N. Y., April 13.—Having been a bride four months and expecting a child, Mrs. Allen today shot and slayed her husband during a quarrel. The incident occurred in the early morning hours.

SEND IN EXCUSE TO GET TO BALL GAME AND WIN TIMES PRIZES

Free baseball tickets—one season ticket to all the Western League games at Broadway park and twenty complimentary to the opening game—will be given away by The Times April 25. They are to be sent in a baseball excuse coupon now being conducted by The Times sporting department.

PISTOL DUEL IN CHICAGO ENDED WITH HANDCLASP

Newspaper Men Fight in Oak Tree Grove on Easter and Part Friends.

Article Leads to Ill Feeling and Results in Challenge by Correspondent.

By Associated Press. CHICAGO, April 13.—A bloodless revolver duel fought early yesterday morning in a grove of oak trees near Riverside park, re-established friendship between the participants, two Chicago "newspaper men," according to a story told by their friends and second.

Gray Faced Witnesses Are Uneasy. Zeidenher's statement came after Cirofici's. While twenty gray-faced men sat in a straight-back chair in the death-house, which was like a little bare country chapel, for the grueling death at one end, the plumed guards, preceded by Rabbi Goldstein, in the prison chapel, walked into the room between two big guards, his coming heralded by the quivering tines of the rabbit as he moved his pen and pencil from a Hebrew book of prayer.

114 Candles on Birthday Cake, Never Felt Better

By Associated Press. PHILADELPHIA, April 13.—Ann Zeidenher, yesterday celebrated her one hundred and fourteenth birthday at the home for aged citizens in this city. She dressed herself in a blue and white gown and attended Easter services in the chapel of the institution, afterwards receiving the congratulations of many of her visitors who wish her well.

BECKER GIVES BUT LITTLE HEED TO EXECUTION OF FOUR GUNMEN

By United Press. NEW YORK, April 13.—In his cell in the Tombs today Police Lieutenant Becker today showed little interest in the execution of the four gunmen who paid their debt for the murder of Herman Rosenthal, who was shot and killed in the city.

NOT ONE CONFESSES KILLING ROSENTHAL; GYP FEAR-STRICKEN

Whitey Lewis Only One to Make Statement; Says He Didn't Shoot at Gambler; Still Mumbling When Current Cuts Off Speech; Infer Other Three Were Guilty of Deed.

Separate Groups of Twenty Ashen-Faced Witnesses See Slayers Go to Death; Attempt Made to Wreck Chair Apparatus Saturday Night Is Discovered in Time.

BY FRED J. WILSON. (Special to The Times.)

OSSENING, N. Y., April 13.—From the electric chair in the gloomy death-house of Sing Sing prison the souls of four New York gunmen, one after another, today were sent into eternity. This was the order of their passing.

Frank Cirofici (Dago Frank)—Shocked at 5:38 a. m. Dead at 5:44 a. m. Jacob Zeidenher (Whitey Lewis)—Shocked at 5:48 a. m. Dead at 5:52 a. m. Harry Horowitz (Gyp the Blood)—Shocked at 5:57 a. m. Dead at 6:02 a. m. Louis Rosenberg (Lefty Louie)—Shocked at 6:06 a. m. Dead at 6:17 a. m.

Not one of the gunmen at the chair made any confession of the murder of Herman Rosenthal, gambler. Three of the convicted killers stood grimly silent. Zeidenher, who was second to die, made a remark about the seat in the death chair, which, in the opinion of most of those who heard it, practically amounted to a declaration that the other three were guilty. But it did little to clear up the remarkable chain of police scandal and tragedy which convulsed New York.

Charles DeLoan, editor and publisher of the Reynold, Daniel-Norwegian newspaper, and Edward Peterson, the local correspondence of the Chicago "newspaper men," according to a story told by their friends and second.

Then he began his statement. While he was speaking an attendant from behind started to fit the great black electric chair over his head and at that point the doomed man flinched again.

Repeats Jewish Prayer After Rabbi. During his declaration Rabbi Goldstein, his head turned to the chair, his face working pitifully, addressed in scriptural consolation. As the gunman made his declaration he seemed to catch the drift of the rabbi's prayer and repeated after him the words of the Hebrew verses.

Through an opening which showed the mouth and nose, the lips could be seen moving slowly, evidently muttering responses to the words of the prayer.

A LITTLE TWO SERVICES
All matter marked with a straight line, including signed staff correspondence, is UNITED PRESS. Opposition service matter marked with (X). The proof of the news is the printing.
UNITED PRESS ASSOCIATIONS, Suite 316 World Bldg., New York

ON FLEET TO MEXICO.

List of Correspondents Who Sailed on Uncle Sam's War Ships to Tampico—Quick Work by Press Associations and Metropolitan Newspapers—Capt. Schreiner Goes to Torreón—Other Assignments.

Believing that this country is on the verge of a war with Mexico, the prominent news associations and newspapers have sent their representatives with the Atlantic fleet which sailed from Hampton Roads on Wednesday noon for Tampico.

On Monday of this week the Associated Press sent to Torreón George A. Schreiner, a member of its local staff. Captain Schreiner has had an extensive experience as a newspaper correspondent both here and abroad and is an acute observer of military conditions in the affected zone.

Timothy L. Turner of the Associated Press, Mexican staff, has rejoined General Carranza in the field. Kirk Simpson of the Washington staff sailed on the Arkansas Wednesday for Tampico.

C. D. Hagerly, of the Chicago staff, continues at El Paso, in charge at the base line of operations. W. C. Whiffen, chief of the Mexican bureau, remains at his post at Mexico City and Don R. Caldwell continues as correspondent at Vera Cruz.

As soon as the orders were issued by the Secretary of the Navy despatching the battleship fleet to Tampico, the United Press made arrangements with Secretary Daniels by which a staff correspondent was given quarters on the flagship Arkansas. The assignment fell to Bernard Rucker, formerly cable editor of the United Press and more recently detailed at the War and Navy Departments in Washington.

While Rucker is en route to the scene of activities with the fleet, W. H.

Durborough is en route for Tampico, having sailed from Galveston. Durborough has just returned to this country from Mexico, having gone south from Juarez to Torreón with General Pancho Villa's Constitutionalist army. Durborough, working the land side of the story, will co-operate with Rucker who will probably be forced to remain aboard the flagship even after the fleet's arrival at Tampico.

W. G. Shepard, staff correspondent of the United Press, who has been covering the situation in Mexico City ever since the development of the Huerta situation, will continue at the capital at least as long as any American newspaper men are allowed to remain in Mexico City.

Owing to the vigor with which Huerta is enforcing the censorship at the present time, it seems likely that the most complete and accurate details of the situation at Tampico are apt to be received in this country via wireless from the battleships and through the courtesy of the commanders of these boats.

The International News Service, which already had a large staff of men covering all points in the Mexico situation, has sent three additional news correspondents and several photographers on account of recent developments.

A. M. Jamieson who sailed from Hampton Roads on Battleship Arkansas; Herman Stockhoff, who sailed from Boston on the Cruiser Tacoma, and A. E. Wallace, correspondent and photographer, who left in advance of the others and had arrived at Tampico just before the trouble developed at that point.

The regular correspondents of the International News Service permanently known as a newspaper man in New established at various points include: N. A. Jennings, for many years well known in New York city, who is in charge in Mexico City and has several men and one woman on his staff.

Besides these staff men on fixed posts, the International News Service has a corps of correspondents with General Villa in the field, and another staff correspondent located at Chihuahua. Photographically, the International News Service is in an enviable position.

(Continued on page 916.)

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

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

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

Statement of the ownership, management, circulation, etc., of

ERIE DAILY TIMES published daily except Sunday, at Erie, Pennsylvania, required by the Act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, F. S. Phelps, Erie, Pa.; Managing Editor, F. S. Phelps, Erie, Pa.; Business Manager, John J. Mead, Erie, Pa.; Publisher, Times Publishing Co., Erie, Pa.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock), F. S. Phelps, Times Publishing Co., Erie, Pa.; John J. Mead, Times Publishing Co., Erie, Pa.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only)—22,299.

JOHN J. MEAD, Business Manager, Sworn to and subscribed before me this 23d day of March, 1914. (Seal) F. V. GIFFORD, Notary Public. (My commission expires Jan. 16, 1917.) Detailed Statement on Request. Examination Invited.

The Toledo Times' Sworn Statement, in Compliance with the New Postal Law

Statement of the ownership, management, circulation, etc., of Toledo Times, published daily and Sunday at Toledo, Ohio, required by the act of August 24, 1912.

Editor—George W. Dun, Toledo, Ohio. Managing Editor—John N. Bessel, Toledo, Ohio. Business Manager—R. C. Patterson, Toledo, Ohio. Publisher—Toledo Times Publishing Company, Toledo, Ohio.

Owners: (If a corporation, give names and address of stockholders holding 1 per cent. of total amount of stock.) George W. Dun, Edward D. Libbey, Clarence Brown, William Hardee, C. C. Dun, John N. Willys, E. H. Close, R. B. Crane, J. W. McMahon, A. L. Wallick and R. C. Patterson, all of Toledo, Ohio.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: A. C. Wright, Toledo, Ohio. Edward D. Libbey, Toledo, Ohio. William Hardee, Toledo, Ohio. Second National Bank, Toledo, Ohio. C. C. Dun, Toledo, Ohio. Mergenthaler Linotype Co., New York.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement: 16,215 daily; 18,665 Sunday.

THE TOLEDO TIMES PUBLISHING COMPANY. R. C. PATTERSON, Business Manager. Sworn to and subscribed before me this 31st day of March, 1914. (SEAL) FRANK H. DARR, Notary Public, Lucas County, O. (My commission expires August 4th, 1916.)

"Watch and Help Us Grow" 21,500 Circulation Sunday, April 5th For Six Months

Table with columns: Daily Average, 16,215; Sunday Average, 18,665. Rows show circulation for each day from Oct 5 to Mar 29.

The above is a true and accurate statement of the circulation of The Toledo Times by weeks for the six months beginning October 1st and ending March 31st. Sworn to and subscribed before me this 2nd day of April, 1914. (SEAL) FRANK H. DARR, Notary Public, Lucas County, O. (My commission expires August 4th, 1916.) ONLY MORNING AND SUNDAY NEWSPAPER IN NORTHWESTERN OHIO.

The Indianapolis Sun

shows the following remarkable growth in net CASH paid circulation for the first three months 1914 compared with 1913.

Table comparing circulation for Jan, Feb, and March 1914 vs 1913.

The Sun guarantees and proves the largest net CASH paid city circulation in the city of Indianapolis. Make us prove it? Statement of the ownership, management, circulation, etc., of the Evening Sun, published daily at Indianapolis, required by the act of August 24, 1912.

CENTRAL CONVENTION

(Continued from page 885.)

"Stability will never be created by the slightest deviation from the truth. Advertising is a device to save time in getting volume. As soon as the advertising begins to cost more than it is worth, look out for the conditions that make it necessary. Use advertising sanely, not as a panacea for all ills. One department store has made its advertising so dependable that a twelve word announcement of a special offer has turned people away from the doors, so great was the crowd.

"Phonographs are used by some stores to get the selling points from the sales people in an effort to secure that great co-operation of the whole staff that is so essential to successful advertising. Returns from the sale of an item rarely pay for the advertising of that particular item. There are three things an ad should do: Sell something, secure closer relations with the public and make better salesmen."

CONFIDENCE IN ADVERTISING.

Samuel C. Dobbs, sales and advertising manager for the Coca-Cola Co., gave his ideas on the "Creation of Public Confidence in Advertising." Summarized he said:

"You can never gain public confidence unless there is confidence in your own heart—confidence in the article and the need of it. There is no abiding success where public confidence has not been sought and won. Sometimes the people are swept off their feet by cleverly worded advertisements but that

kind of advertising will not endure. There have been campaigns that brought success in a day, but where are the results now?

"It is not the double page spread or the firing of one big gun, that makes advertising a success. The morning squall catches the attention for half an hour and is gone and forgotten, while the tiny snowflakes falling, falling, falling in the same direction cover the whole earth and cannot be forgotten. Always telling the same story to the same people in a language they can understand and speak in, is good advertising.

"Advertising makes men lose sight of themselves. Throw away the mirror in the back of the desk and study the minds and wants of the people to whom you want to sell your goods. Win public confidence by taking the public into your confidence."

SHOW WINDOW ADS.

J. H. Hobelman, St. Louis, gave an illustrated lecture on "Sidewalk Advertising With the Show Windows." The use of motion pictures in advertising and selling goods was illustrated by the Motionscope Company with one of its sample case machines.

Charles R. Stevenson spoke on the "Scope of Club Work." He said in part:

"The advertising club should be broad enough to consider all allied lines—the broader the better if the main point is not overlooked. The clubs should include the chief executive of all kinds of business in the community. There are at least four functions that every ad club should perform: It should provide for wholesome association with one's fellows; the education of its members and the public; better service to the public and the harmonizing of differences between the different forces employed in advertising.

"The clubs should secure the co-operation of the local newspaper and see to it that the public gets the proper conception of advertising. This will tend to reduce the possibility of misguided legislation adverse to legitimate advertising. What we have done well let us try to do better—what we have not done, let us try to do as well as we can."

PRESIDENT WOODHEAD'S REMARKS.

William Woodhead, San Francisco, president of the A. A. C. of A., spoke informally with great earnestness and to the point on organization work. He gave his personal ideas and advocated that:

"The voting strength of the clubs be confined to members actually engaged in some form of advertising or its allied branches. The affairs of the association should be put in the hands of a paid executive. And the salary should be large enough to get the right man. Further, there should be field secretaries on salaries. There should be a central office, say in Chicago, and everything conducted as big business is conducted.

"The clubs must combine the progressive and conservative spirit and work for definite results. Enthusiasm there must be, but it is wasted if it does not find expression along lines of individual and organized work."

The force of Mr. Woodhead's sincerity, the broad investigation he has made, the manner in which he has built his work on the experience of his predecessor and his definite plans for the future captured the convention.

ENDORSE CONSTITUTION CHANGE.

Therefore, on the last day the convention as a whole unanimously adopted the report of the resolutions committee endorsing a change in the constitution of the national organization. A radical change that, if approved at the international convention in Toronto in June, will abolish the divisional organizations and create a big standing committee made up of three members from each of as many departments as may be organized along the lines of the different interests engaged in advertising.

This will mean the concentration of effort on the problems of each and every kind of advertising. Objection has been raised to the plan on the ground that it

will divide the interests of the clubs, but the judgment of the majority is that such real advancement will be made in the science of advertising by means of this arrangement that the clubs will get even more out of the association than at present.

The new plan will make the association a great clearing house for ideas and reforms—a powerful organization in the shaping of the future of advertising. The committee selected at the Baltimore convention by the departments temporarily created there, is to act during the taking of needful preliminary steps to get the plan ready for action upon it at

Toronto. This organization committee was the one that produced the "Declaration of Principles" and to it has been referred the big question of licensing the use of the "Truth" trade mark owned by the clubs.

USE OF "TRUTH" EMBLEM.

It was anticipated that the national executive committee would decide on its recommendations as to the use of the emblem, at this meeting. But so much data and so wide a range of expressions as to how to use it and at the same time safeguard it, had been collected that it was found necessary to refer it to the committee for deliberation.

ANNOUNCEMENT

On April 6th, 1914, The New Orleans Times-Democrat and The Daily Picayune were merged and hereafter they will be published every morning and Sunday as one newspaper. The name will shortly be changed to

The Times-Picayune

Circulation now daily, Saturday, April 11th

57,400

Circulation Sunday, April 12th,

77,149 Paid.

By this merger of two great dailies the city of New Orleans is assured of the greatest newspaper in the South. The splendid constructive work which each has done separately heretofore for the community will now be augmented by the united effort of the two.

The combined circulation of The Times-Picayune represents all that an advertiser can expect as regards both quality and quantity. Definite figures will be given to any advertiser or agent on application and all circulation records will be open for verification.

The subscription price of The Times-Picayune is the same as the price heretofore charged for each individual paper. For information respecting rates and full details write:

CONE, LORENZEN & WOODMAN

CHICAGO Advertising Building	NEW YORK Brunswick Building	KANSAS CITY Gumbel Building
DETROIT Free Press Building	DES MOINES Des Moines Life Bldg.	ATLANTA Candler Building

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

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

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

During March, 1914, The Times gained 2,587 inches, leading nearest paper by 25,906 inches. The foreign advertising gained 468 inches. The next paper lost 2,768 inches, including foreign loss of 466 inches.

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

Buy the best and you will be content!

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

R. J. BIDWELL CO.

Pacific Coast Representative
of

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

742 Market Street
SAN FRANCISCO

Some favor the use of the emblem by advertisers who would be required to give a bond to tell only the truth; others favor its use by mediums to guarantee the truthfulness of every ad carried. A few would not permit its use at all. And the national executive committee seems inclined to take this view. On the other hand the committee that has been investigating the subject recommended that the plans which have been tried out in Ft. Worth, Texas, be authorized. It licenses the use of the trade mark to advertisers, under certain restrictions and rules.

VALUE OF AUTO ADS.

Charles Coolidge Parlin, manager of the Division of Commercial Research of the Curtis Publishing Co., spoke at length on "Automobile Merchandising." As a result of investigation, he said:

"The automobile business is modern and has been founded on the most modern plan for selling—national advertising. The makers have gotten the business they have gone after. The high priced car has been advertised to the wealthy, but perhaps the appeal has been too restricted. The makers of nationally advertised cars selling at low prices have advertised 'price' with great success, but they might possibly have reaped even greater rewards if 'price' had not been the one main point. The manufacturers of medium priced cars have used the magazines of general circulation with an appeal to the masses in their ads and their success was pronounced.

"Advertising was the first element used in selling cars—the need continues year by year on account of the conditions just described. Big space has been and will be used on account of the price involved.

"In advertising it pays to put enough money into it to insure the success of the advertising. In the automobile business (and in most other businesses), there are two lines—the first one represents 'sales'—the second, 'expense'—the ratio between the lines shows the cost of doing business. It pays to invest wisely enough in the 'expense' line to secure a long 'sales' line, otherwise the business will be a failure for the inside limit of expense in selling automobiles is so heavy that unless the volume of sales is great the business cannot endure."

ON FRAUDULENT ADVERTISING.

Judge Charles J. Orbison, Indianapolis, delivered an address on "The Manufacturer, the Consumer and the Law." He read the new Indiana statute on fraudulent advertising and set out the value of truth in ads—first, for economic reasons; second, because honesty is always the best policy—and last and of most importance, because it is right.

Harvey Conover, manager of the publicity department of Thomas Cusack Co., Chicago, talked on "Outdoor Advertising as it Affects the Retailer and Manufacturer." By means of lantern slides, he traced outdoor advertising from the stone age down to the spectacular displays of today.

Following its endorsement of the plan to abolish the divisional form of organization, the Central Division voted to continue as a unit for carrying on such work as can best be handled in this way, and after the divisions are eliminated at Toronto, the old Central Division will be known as "The Associated Ad Clubs of the Central West," with C. R. Stevenson, Mishawaka, Ind., as president.

PUBLICITY COMMITTEE'S REPORT.

The publicity committee for the Toronto convention of all the clubs next June reported remarkable progress. Space in magazines has been contributed to an amount in excess of \$100,000 and many of the dailies in the United States and Canada will run a complimentary series of two column ads, which will offer a booklet of details, prepared by Edward Mott Woolley.

The program committee reported the Toronto program as practically complete. An outline of it, which seems to embrace discussions on all phases of all

kinds of advertising was distributed at the banquet tendered the division and the executive committee by the publicity department of the Indianapolis Chamber of Commerce, the hosts of this convention.

In addition to the banquet the entertainment features included musical selections, high grade vaudeville, an auto ride, pink tea for the ladies and a noon-day luncheon at the new model shops of the Kahn Tailoring Co.

M. B. OAKES.

CHANGES OF INTEREST.

OWENSMOUTH, CAL.—L. P. Mitchell, formerly proprietor of the Corcoran Journal, has bought the Journal.

ELKLAND, W. VA.—C. B. Bailey has purchased the Journal plant here and has resumed the publication of the paper, which had suspended publication under its former management.

TOLEDO, WASH.—Ed. M. Dew, the publisher of the Messenger, has disposed of his interest in that paper. The new owner will remove the plant from Lewis county. The town will then lack a paper.

LYFORD, TEX.—B. D. Stevenson has sold the Gulf Current and will retire from the newspaper field.

DALLAS, S. D.—J. M. Miller, editor of the Times, of Colome, has bought the Gregory County News of Ferd Reichmann.

MOBILE, ALA.—The Item has absorbed the Evening Post which was established about six months ago.

BOONE, IA.—W. W. Loomis, formerly of the editorial staff of the Republican, but who now lives in La Grange, Ill., has bought the Oak Park Events. Mr. Loomis is the head of the Citizen Publishing Company, of La Grange, which controls sixteen papers in that vicinity.

GRANDVILLE, MICH.—Charles T. Gee has bought the Star, which he will publish in connection with his operation of a job printing business.

CLINTON, ILL.—The Evening Public has been acquired by a party of stockholders composed of local capitalists, from T. J. Wilson and E. H. Porter, the former owners. I. H. Newcomber is the new editor.

MARSHFIELD, WIS.—The control of the Demokrat has passed from Herman J. Pankow, its veteran editor and founder, to John Witt, who will act as general manager. H. J. Pankow, who was recently appointed postmaster will assist on the editorial staff.

BENTON HARBOR, MICH.—The Daily Leader has been taken over by the Benton Harbor Publishing Company. The following are the stockholders of the new company: F. H. Ellsworth, H. S. Gray, O. B. Hipp, J. N. Klock, Arthur B. Higman, George R. Dater, John R. Price, George A. Mills, W. H. Seitz, William E. Marsh and Claud Sykes.

MINOT, N. D.—The Reporter and the Optic are to be consolidated. If present plans are carried out a telegraph service will be added to the merged paper.

Times-Dispatch Incorporates.

The Richmond (Va.) Times-Dispatch Publishing Company, purchaser last week of the Times-Dispatch, has filed articles with the State Corporation Commission. Jules Breuchaud, of New York, is named as president; James O. Winstan, of Richmond, vice-president, and Thomas S. Winston, of Richmond, secretary-treasurer. The capital stock is given as \$100,000, with right reserved to increase it to \$600,000.

Agency's Judgment Against Perkins.

The H. E. Lesan Advertising Agency has filed a default judgment for \$1,016, in the New York County Clerk's office, against George W. Perkins. The suit followed Mr. Perkins' interest in the Progressive party during the campaign of 1912, when the debt for advertising was contracted. Mr. Perkins contended that he was not liable for the debts of the Progressive party. The Sheriff will now try to attach some property.

Receiver for Wrightsville (Pa.) Star.

H. O. Ruby has been appointed receiver of the Wrightsville Printing Company, publisher of the Wrightsville (Pa.) Star, a weekly newspaper. A bill in equity was filed by Walter Robinson of Philadelphia. The company is said to be solvent, but unable to pay debts amounting to \$2,757.25.

ordinance, but found no time to sign it in the rush of other bills. The new law makes "any person, firm, corporation or association" that publishes "untrue, deceptive or misleading" statements in newspapers or puts them before the public in any other way liable to a fine of from \$25 to \$500, or to a year's imprisonment, or both.

Circulation Scheme.

The Detroit Tribune will present weekly during the next few months, 500 theatre tickets and 300 Tiger baseball tickets to readers of the week day issues of that paper.

The ordinance prohibiting "false and misleading advertising" in New York became city law Wednesday without the Mayor's signature. He approved of the

Fake Ad Ordinance Becomes Law.

Only One Daily Newspaper In McKeesport, Penna.

The Daily News

That has complied with the Postal Law demanding a statement of ownership, management and circulation at every period since the law went into effect.

COMPARISON OF CIRCULATION

Six months ending October 1, 1912	- -	8,931
Six months ending April 1, 1913	- -	9,776
Six months ending October 1, 1913	- -	9,195
Six months ending April 1, 1914	- -	9,421

(The above are reproduced from reports filed with the government.)

The Daily News guarantees to have a greater circulation in McKeesport than the combined circulation of all the Pittsburg evening newspapers and the Other McKeesport paper.

The Daily News is the only newspaper published in McKeesport every week day.

If you want to cover McKeesport Get Rates from

S. G. PINDENSTEIN

Foreign Representative

118 East 28th Street, New York

CONCENTRATE

in the

Duluth Herald

THE ONE NEWSPAPER THAT REACHES
THE PROSPEROUS HOMES OF DULUTH
AND THE VAST "EMPIRE OF STEEL."

The Duluth Herald, having no waste circulation, gives "value received" for every dollar spent in its advertising columns. It has done so for over thirty years. In a clean, legitimate newspaper way it has earned its prestige among a clientele of desirable and continuous purchasers.

You Can't Cover the Prosperous Northwest Without It!

Publishers' Representatives

La COSTE & MAXWELL

MONOLITH BUILDING
NEW YORK

MARQUETTE BUILDING
CHICAGO

IT PAYS TO CLEAN UP.

Experience of the Chicago Tribune In Ridding Its Columns of Undesirable Classes of Advertisements.

By WILLIAM H. FIELD.
(Business Manager Chicago Tribune.)

Anybody can write about a newspaper's duty to its readers and draw the inevitable conclusion that an editorial policy for righteousness should be paralleled by a business policy for the same thing.

Only those who have not been through the actual experience can say whether

or not it pays to carry out such a business policy and to eliminate fraudulent advertising of all kinds.

Of the many questions which have been asked us concerning our "clean-up" policy, and the application of it to our advertising columns, the one that has been asked the most times is, "Won't you please tell me frankly whether or not your honest advertisers appreciated the elimination of the objectionable advertising in a concrete way, and whether or not you printed a larger volume of clean advertising than you did of both kinds before?"

Omitting, therefore, the ethical arguments in favor of a policy of discrimination, I will give you the bare facts as to what has happened to The Chicago Tribune in connection with a censorship of advertising which is probably as strict as that maintained by any other daily newspaper in the world.

THE ADVERTISING RECORD.

The total volume of advertising in the Tribune for the past three years, according to the records of the Washington Press, an independent auditing company that measures the advertising in all the Chicago papers, was as follows:

1911.....	38,082.55 columns
1912.....	39,739.95 columns
1913.....	43,676.27 columns

Please note that the second year gained 1,657.40 columns over the first; the third year 3,936.32 columns over the second and 5,593.72 columns over the first.

During these three years The Tribune has eliminated the following classes of advertising, the total amount of which is impossible to compute:

THE LIST EXPURGATORIUS.

- A.—Loan Sharks.
- B.—Fake Furniture Sales.
- C.—Medical.
 1. Prescription advertisements.
 2. Trusses.
 3. Flesh Builders.
 4. Fat Reducers.
 5. Bust Developers.
 6. Eye Remedies.
 7. Stomach Remedies.
 8. Liquor or Tobacco Habit Cure; to be taken at home.
 9. Rheumatism Cure.
 10. Guaranteed Cures of any kind.
- D.—Dentists.
- E.—Fake financial and land advertisements.
 1. Speculative financial advertisements.
 2. Stock propositions offering extravagant returns.
 3. Loan and Credit companies charging usurious interest.
 4. Fake Mining Stock.
 5. Irresponsible Land Company advertising.
 6. Irresponsible Real Estate Concerns.
 7. Fraudulent Land advertisements.
- F.—Fake Clothing Sales.
- Fake Raincoat Sales.
- G.—Whiskey advertising.

RECORDS OF OTHER PAPERS.

In the same three years the total volume of advertising in the three other Chicago morning newspapers combined, according to the records of the same Washington Press, was as follows:

1911.....	61,825.36 columns
1912.....	57,316.53 columns
1913.....	54,273.86 columns

Please note that the second year shows a loss of 4,508.83 columns over the first, and the third year a loss of 3,042.67 columns over the second and 7,551.50 columns over the first.

While the figures are not available for the first year of the three, namely 1911, I have had a careful estimate prepared for the second and third years, namely 1912 and 1913, of the combined advertising printed by the three other Chicago morning papers that The Tribune refuses, and find it to be in the following amounts:

1912.....	3,698.91 columns
1913.....	3,705.44 columns

In other words, The Chicago Tribune, attacking advertising frauds with increasing vigor in the past three years,

has gained a net total of 5,593.72 columns of advertising which it printed in the first year of the three.

In the same period the three other Chicago morning papers have lost a combined total of 7,551.50 columns, even though their combined total of advertising for the last year contains nearly 4,000 columns of advertising that The Tribune refuses.

The standard magazines are today printing just about one-half as much advertising as they printed five years ago. While accurate records on this point are not available, I think it will be found that the best known newspapers are printing more national advertising than they did five years ago.

One of the reasons why the newspapers have been so long in coming into their own with reference to the amount of national advertising to which they are justly entitled is because the national advertiser has been reluctant to appear in the company that characterized the advertising columns of many newspapers.

If the newspapers of the United States realized how important a reason this has been and still is, more of them will clean up their advertising columns and admit thereto only honest advertising of every class.

When the newspapers do this, when they tell the truth about their circulation, when they have but one advertising rate for all, then we shall see the last obstacle removed and a flood of national advertising toward newspapers will result.

SOMARINDYCK TAKES CONTROL.

Scranton Truth and Tribune-Republican Formally Transferred to Him By the Receiver.

The formal transfer of the Scranton (Pa.) Truth and the Tribune-Republican, purchased by George A. Somarindyck at the receiver's sale March 30, and which was confirmed by Judge C. B. Witmer in the United States Court, Saturday at Sunbury, was made Monday by the receivers, to Mr. Somarindyck, who assumed charge immediately.

The transfer and purchase included all the machinery, franchises, contracts, good will, the Tribune building on North Washington avenue, the Truth building at Penn avenue and Mulberry street and all other holdings and assets of the Tribune Publishing Company.

T. J. Duffy, former general manager of the News; William Steinke, cartoonist; James Gibbons, reporter, and Miss Campbell, accountant, have already joined the forces under Mr. Somarindyck's direction, adding strength to the organization that has had charge of the papers under the receivers. Other additions to the staffs are contemplated.

After the sale ten days were allowed by the court for filing exceptions but none was offered. After reviewing the report of Receivers William H. Peck and John T. Porter concerning the sale to Mr. Somarindyck, which was presented to Judge Witmer Saturday, he confirmed it absolutely.

MEMPHIS, TENN.—The National Publishing Co., has been incorporated with a capital of \$7,500; the incorporators are J. B. Thomason, W. H. Flowers, D. B. Puryear, W. E. Woolen and W. J. Logan.

San Francisco Examiner

FIRST IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

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

Sells at 5c per copy, or \$9.00 a year
122,000 DAILY
226,900 SUNDAY

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

246,118

This is the average net paid circulation of the Daily and Sunday New York Times during the six months ended April 1; a circulation which represents in one grouping the largest number of intelligent, discriminating and responsive readers ever recorded by a newspaper.

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

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

"When the lion and the lamb lie down together, the lamb is generally inside.

In the same way, wild or undesirable advertising kills reputable ads alongside of it.

Only unobjectionable advertising accepted.

In New York It's

The Globe
2nd Commercial Ad. Bldg. N. Y. C.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

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

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

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION NET PAID
H. M. PINDELL, Prop.
CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

John B. Gallagher & Co.

Feature Industrial Trade Editions

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

Newspaper Correspondents

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

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

Benjamin — is a Funny Cuss —
the creation of Carl Ed.

We supply mats in seven column strips.

It is a strong comic.

The kind that impels interest. You subconsciously go looking for it the minute the paper reaches your hand.

By employing this feature you can get a strangle hold on the new reader and tie him up close.

World Color Printing Co.

ST. LOUIS, MO.
Established 1900 R. S. Grable, Mgr.

Pep for the Local Game

A Comic Baseball Illustration
By Frank W. Hopkins

The International Syndicate

Features for Newspapers, Baltimore, Md.

THE NEW ORLEANS ITEM

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

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

That's why The Item every week in the year carried more paid advertising of any and all kinds.
THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

"Nebraska's Greatest Newspaper"
THE OMAHA DAILY and SUNDAY NEWS
 has more circulation in proportion to its city and state than any other paper in the United States. Latest federal report circulation figures of all Omaha, St. Paul or Minneapolis papers on request.
C. D. BERTOLET
 1110 Boyce Building, Chicago
 New York Representatives
A. K. HAMMOND
JAS. F. ANTISDEL
 366 Fifth Avenue

THE HERALD
 HAS THE
LARGEST MORNING CIRCULATION
 IN
WASHINGTON
C. T. BRAINARD, President.
 Representatives:
J. C. WILBERDING, **A. R. KEATOR,**
 Brunswick Bldg., 601 Hartford Bldg.,
 NEW YORK. CHICAGO.

The Detroit Saturday Night
 is printed on super-calendered paper and justly suited to half-tone work, providing the best results to advertisers. The first form closes Wednesday morning, and the last form closes Thursday afternoon, preceding date of publication.
 We do not accept whiskey, beer or cigarette advertising.
 We do not accept patent medicine advertising.
 The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.
 We guarantee the reliability of every advertisement appearing in our columns.
 Foreign Advertising Representatives
GEORGE H. ALCORN **F. STANLEY KELLEY**
 Tribune Bldg. Peoples Gas Bldg.
 New York City Chicago, Ill.

IN WESTERN PENNSYLVANIA
 You will make no mistake by using
The Johnstown Leader
 The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
 Special Representative
 118 East 28th Street New York City

The Florida Metropolis
 FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.
 GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.
G. A. McCLELLAN, Pres.

THE NEW HAVEN Times-Leader
 is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

LIVE AD CLUB NEWS.

At a regular luncheon meeting of the El Paso (Tex.) Ad Club, April 7, special action was taken by the club in its preliminary arrangements for attending the Toronto Convention. President Adams announced that both local newspapers, the Herald and the Times, would contribute advertising space of their entire issues, the Herald of June 6, and the Times of June 7, the proceeds to go toward defraying the expense of the delegates to Toronto. "On to Toronto" will be the slogan of the ad club, and two teams were appointed for the purpose of securing the advertisements from local merchants and business men. They will be captained by W. H. Laughlin of the Herald, and E. C. Davis of the Times.

R. E. Sherman was appointed to act as press agent and Byron W. Orr will assist both teams as copy director. A letter expressing delight and thanks to members of the El Paso ad club as result of his recent visit, from Tom Dreier, was read by President Adams. Interesting short talks followed by Mayor Kelley, Secretary Carlock, J. Arthur Tobias and other members.

An effort will be made by the Cincinnati Ad Club to have representatives of the editorial departments of the local newspapers address them at their weekly meetings hereafter. Russell Wilson, local newspaper man, spoke to the body last week following a luncheon in the McAlpin store. Mr. Wilson talked on "The Publicity Side of the Dramatic Profession." In touching on the newspaper writers' relations with the ad men, he said a closer bond of endeavor should exist between the editorial and the business department of every paper.

H. L. Beach, advertising manager of the Pennsylvania Railway Advertising Company, spoke to the members of the Buffalo Ad Club at their weekly meeting and luncheon at the Lafayette Hotel Saturday. During the luncheon, Mrs. H. H. Griffin, Miss Hazel True and Fred S. True entertained with a special program of Easter music.

Samuel Blythe, the famous political writer and observer; Norman Hapgood, editor of Harper's Weekly, and John U. Hininbotham author of a number of books of humor and travel, were the main speakers at the annual banquet of the Detroit Adcraft Club last week. Mr. Blythe deplored the lack of interest, by business men, in our politics and gave warning against business men "rushing forth to oust one set of men from public office, only to put in another set not one whit better." Mr. Hapgood declared that business men were the most conspicuous class of intelligent reformers in America, and urged them to loan to city, state and nation a portion of the same sanity that had founded and conserved their business.

E. M. Lahiff Dead.
 E. M. Lahiff, formerly a journalist, but for ten years private secretary to Mayor Carter H. Harrison, of Chicago, died in his old home, in Cork, Ireland, on Saturday. He was connected with the old Times-Herald and was with the Record-Herald after the consolidation. As a reporter he achieved a wide reputation for covering big assignments. Before coming to America, he was engaged in newspaper work in several cities in Ireland. He was the first reporter to interview William E. Gladstone, and waited seven days before he could secure an appointment to meet him, although he presented a letter of introduction from Justin McCarthy. His story was printed in nearly every important city in the world.

ON FLEET TO MEXICO.

(Continued from page 912.)
 torial, was ordered from Vera Cruz to Tampico, and through special permission of the Navy Department, was permitted to board the U. S. S. Minnesota. He has been at Tampico throughout the present trouble, gathering still pictures for the clients of the International News Service and motion picture film for the Hearst-Selig News Pictorial. In addition to this, a still photographer and motion picture operator are aboard the U. S. S. Tacoma, which is due at Tampico next Tuesday, and another staff operator is being held in readiness to depart from Galveston in case the situation warrants it.

Alfred J. Rorke represents the Central News of America and the Central News Ltd., of London, on board the battleship Arkansas, flag ship of Rear Admiral Badger's Atlantic fleet now bound for Mexican waters.

The list of others authorized to take passage on the Atlantic fleet en route to Mexico, included:

- On the Arkansas:
 Dudley Harmon, Sun News Service.
 Donald MacGregor, New York Herald.
 Alfred J. Rorke, Central News Service.
- C. M. Maigne, Munsey News Service.
 On the Louisiana:
 Walter S. Merriwether, New York World.
- L. C. Speers, New York Times.
 Thomas Reilly, Newark Evening News.
- Hal Reid, Moving Pictures.
 On the Michigan:
 Wingrove Bathon, Washington Star.
 Arthur Ruhl, New York Tribune.
- D. Murphy or E. M. Duff, American Press Association.
- James H. Hare, Colliers Weekly.
 Joseph P. Annin, Washington Herald.
- On the Tacoma:
 J. B. Connolly, Magazine Writer, Colliers.
- On the Celtic:
 H. H. Dosborough, Scripps-MacRae Syndicate.
- A. J. Sutton, Washington Post, photographer.
- J. T. Hutchinson, Pathe Freres, Motion Pictures.

STATEMENT OF OWNERSHIP, MANAGEMENT, ETC., OF
 THE EDITOR AND PUBLISHER AND JOURNALIST.
 Published Weekly at New York, N. Y. Required by the Act of Aug. 24, 1912.

Name of Editor, FRANK LEROY BLANCHARD,	Post-Office Address 105 East 15th street, New York City.
Managing Editor, MICHAEL KLEY,	1956 Bathgate avenue, New York City.
Business Manager, GEORGE P. LEFFLER,	1253 St. Nicholas avenue, New York City.
Publisher, JAMES WRIGHT BROWN,	234 Valentine lane, Yonkers, N. Y.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock):

THE EDITOR & PUBLISHER CO.	1117 World Bldg., New York City.
JAMES WRIGHT BROWN	234 Valentine lane, Yonkers, N. Y.
FRANK LEROY BLANCHARD	105 East 15th street, New York City.
T. J. KERNAN	Keenan Building, Pittsburgh, Pa.
Mrs. MARTHA JANE LEFFLER	1253 St. Nicholas avenue, New York City.
JOHN HULDERMAN	Harrisville, W. Va.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: None.

JAMES W. BROWN, Publisher
 Sworn to and subscribed before me this, the 15th day of April, 1914.
E. A. PRATT, Notary Public, Nassau County.
 Certificate filed in New York County.
 (My commission expires March 30, 1916.)

THE PITTSBURG PRESS
 Has the Largest
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

Get the Best Always
The Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

We are ready to prove that only through these two papers can you reach their readers.
THE PITTSBURGH POST
 (Morning)
THE PITTSBURGH SUN
 (Afternoon)
CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburg Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.
 Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.
 If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.
CATHOLIC PRINTING CO.
 Dubuque, Iowa

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

PUBLICITY APPROVED
(Continued from page 892.)

the bona fide paid circulation of a paper in which they buy advertising space, and that, therefore, every paper should be required to obey this law strictly."

H. E. BALDWIN, *manager of advertising, Joliet (Ill.) Daily News*.—"Regarding the law requiring the semi-annual filing and publication of ownership, circulation, etc., under the postal law. We are heartily in sympathy with it, as well as the enforcement of the same, at least in regard to the matter of circulation. The News has for twenty-five years made detailed statements of circulation without regard to whether it was gaining or losing. The man who buys circulation has just as much right to know exactly what the newspaper or magazine publisher has to sell as the merchant who measures off yards of cloth

or pounds of sugar. He is also entitled to know the character of circulation, the same as a merchant should honestly tell his customer the quality of goods he is offering. There is just as much difference in circulation, as in goods.

"For the varied purposes for which publicity is required, so far, we do not know of any hardships that have resulted from the enforcement of the law, even in regard to the ownership of newspapers and their liabilities.

"We believe that the law might, however, be made a little more effective and sensible regarding the making of advertisements. For instance, in a case where matter is written and paid for, its value is sometimes affected by the marking of it. It is quite impossible to make a dishonest publisher honest by law and the man who does not abuse his rights and privileges as a publisher should not be put to a disadvantage on account of the other kind."

E. J. STACKPOLE, *president of the Harrisburgh Telegraph*.—"There is no objection to proper circulation statements, but there seems to be little value in them so far as correcting alleged evils is concerned. The whole matter is discriminatory against newspaper publishers inasmuch as there is no such requirement for any other business."

D. P. OLMSTEAD, *president of the Perth Amboy (N. J.) Evening News*.—"I am of the opinion that the postal law requiring the semi-annual filing of statements of circulation, etc., is, generally speaking, a good thing for honest newspapers; although as a matter of principle, it is wrong. I would suggest, however, that if the government is to go part way in the matter by compelling publishers to file such circulation statements, they should go a step farther and send inspectors to see that the circulation statements filed are correct. Unfortunately there are some circulation liars who do not stop at perjury."

S. L. SLOVER, *president and manager of the Norfolk (Va.) Ledger-Dispatch*.—"Regarding the postal ruling for circulation statements, etc., I have long since been of the opinion that no law can make a bad man good. It should have a restraining influence on publishers who undertake to deceive the public. I favor criminal proceedings, if possible, under the act, to protect honest publishers and the public."

E. E. SMITH, *vice-president and treasurer of the Meriden (Conn.) Morning Record*.—"Concerning the publishers' postal law, would say that it is in line with the trend of the times, and will undoubtedly prove to be of value to publishers and advertisers alike in the long run. This law, and all laws, should be enforced. I wouldn't suggest any improvements of the present law. This country is suffering from too many laws and too much law making, and incidentally, I think all interests have had

about all the regulating that the welfare of the country demands."

GEORGE H. LARKE, *publisher Indianapolis Sun*.—"I am heartily in favor of the rigid enforcement of the postal law requiring semi-annual statements of daily newspaper net paid circulation and ownership. I believe publishers should be compelled to report their circulation, paid and unpaid, by classifications, so that the report would be easy to check back to each paper's books; that the revenue in cash from each class of circulation so reported should be compulsorily reported, and that the white paper and ink consumed should also be reported.

"In order to avoid dishonest publishers hiding returns in expense, in place of taking them off the earning side, circulation department expense reports should also be compiled, though a little more time than two days should be allowed for the compilation. I further believe that the federal government should issue a bulletin twice a year giving a codification of the facts semi-annually reported, and that this bulletin should be mailed regularly to all advertisers or agencies requesting the same. Our newspaper in open to investigation from cellar to garret at any time, by any advertiser or agency, or any audit company acting in good faith, but we still find a lot of publishers standing on their 'personal liberty rights' as to their own business affairs, while insisting upon wide-open publicity as to the affairs of lines of trade scarcely more public in character than the daily newspaper itself. An institution that trades upon the public or influences the public conscience has no right to fall back upon the false premise that it is a public private institution."

NEW PUBLICATIONS.

WASHINGTON, PA.—A new newspaper, The Daily News, has entered the lists in Western Pennsylvania. The officers of the publication company are Alvin E. Donnan, president; E. H. Martin, secretary-treasurer and editor. The newspaper is Republican in politics.

TOLEDO, O.—The South Side News is the name of a new weekly to be published here. Elmer Hillebrand is the business manager.

SACKVILLE, CANADA.—The Eastern Farm and Home and Fur Farming Review has made its appearance. The new farm paper is published by the Eastern Publishers Limited. It is well printed on calendered paper with an attractive cover and is well edited and illustrated.

ARNOLD PARK, IA.—A. E. Karst, formerly editor of the Jerril Tribune, is arranging to run a daily paper during the summer here.

SALT LAKE CITY, UTAH.—A new Dutch paper entitled De Utah Netherlander has appeared here. Its publication day is Thursday of each week. William J. De Brij is editor-in-chief.

GENOA JUNCTION, WIS.—The Courier is a new candidate for popular favor here.

SACRAMENTO, CAL.—The Municipal Gazette is likely to become a reality in the near future. The city official paper will probably appear as a four-page pamphlet each week. M. J. Desmond, city clerk, is the editor.

LAFAYETTE, IND.—A new newspaper and a new editor have made their introductory bow to Lafayette people. The paper is the Labor News and its editor Vincent Cunningham. It is a five-column, four-page publication, very neat in appearance and containing much readable news.

HUDSONVILLE, MICH.—M. Walls, who has been in the newspaper business over twenty years and for the last five years has been the editor and owner of the Fountain Review, is planning to establish a paper.

H. Gordon Selfridge, the American merchant, who has built up the largest department store business in London, says that 2½ per cent. of the gross turnover is a conservative amount to spend in advertising.

What The Evening Post

is doing about the doings of women.

It is laughing down the "Old Woman's Page" with its beauty column, its pickles and pies, its crochet stitches, its kindergarten advice in general. The New York Evening Post household features raise home-making to the dignity of a profession and housekeeping to the system of a business. The Evening Post reflects woman's own progress in evolving through eugenics and child training a more satisfactory ideal of parenthood. Its mother-craft features are as valuable as they are interesting.

ESPECIALLY SATURDAYS. Advertisers should watch The Evening Post's pages.

A CORRECTION

THE NEW YORK EVENING MAIL

Advertisement last week gave the average net paid circulation of The Evening Mail as 137,362, and 134,833, exclusive and inclusive of the five cent Saturday paper, respectively, for the year ending March 31st. This statement should have read "for the month of March, 1914."

The average circulation of The Evening Mail for the year ending March 31st, 1914 was

EXCLUSIVE OF SATURDAYS...133,312
INCLUDING SATURDAYS...130,364

JOHN C. COOK,

Treasurer and Business Manager.

HENRY A. WISE WOOD

AND
BENJAMIN WOOD
INC.

Newspaper Engineers

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

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

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

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

American Newspaper Exchange
Rand McNally Building, Chicago

THE NEW YORK EVENING POST BUILDING

will be well worth your consideration, situated as it is in the Downtown Business Section right off Broadway. It is convenient to all the Ferries to Jersey, the Hudson Tunnel, the Subway, all Elevated Lines and the Brooklyn Bridge.

All the newspaper offices are in the immediate vicinity.

THE NEW YORK EVENING POST BUILDING is up-to-date in every respect. St. Paul's Church Yard right opposite gives assurance of light, airy offices.

The New York Evening Post Building
20 Vesey Street. Agents on premises.

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

Pony Reports
BY TELEPHONE
Day or Night

All the news up to press time.

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

Have You Seen the Proofs?

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

Newspaper Feature Service
M. KOENIGSBERG, Manager
41 Park Row New York City

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

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

THE BASIL L. SMITH SYSTEM
For Building Classified Advertising in Newspapers

- 1—Perfects the classifications
- 2—Gives typographical effectiveness
- 3—Makes more efficient organization
- 4—Simplifies office detail work
- 5—Improves soliciting methods
- 6—Lowers wage costs in production
- 7—Builds daily advertising patronage
- 8—Educates readers to read classified
- 9—Aids advertisers in their ad-writing
- 10—Increases results to advertisers
- 11—Produces permanent voluntary clientele
- 12—Insures public favor for the medium

The service of this system is open to newspapers, excluding those of Boston, New York, Philadelphia, Atlanta, Chicago, Kansas City, San Francisco and Los Angeles

Philadelphia Address
Basil L. Smith Haverford, Pa.

PREPARE for SUMMER

VITAL INTEREST Editorials and Features on Season's Activities. Just like you would write them.

For the Editor who Believes
in Himself and in his Town

BRUCE W. ULSH
Prestige Builder Wabash, Indiana

TIPS FOR THE AD MANAGER.

F. P. Shumway Company, 373 Washington Street, Boston, Mass., is placing a small campaign in towns where Preston B. Keith Shoe Company, "Keith Conqueror Shoes," Brockton, Mass., have agents.

H. Sumner Sternberg Company, 208 Fifth Avenue, New York City, is handling orders for the Guyot Suspender Company, 354 Fourth Avenue, New York City.

Albert Frank & Company, 26 Beaver Street, New York City, are issuing 18 l. 26 t. orders to a few Western papers for the Russian American Line, 27 Broadway, New York City.

Allen Advertising Agency, 116 West 32d Street, New York City, is sending out one time orders to Canadian mail order papers for the Adlpo Company, 110 West 40th Street, New York City.

L. A. Sandlass, 7 Clay Street, Baltimore, Md., is again placing new copy on contracts for the Resinol Chemical Company, "Resinol Soap," Baltimore, Md.

J. Walter Thompson Company 44 East 23d Street, New York City, is making 5,000 l. contracts with a large list of papers for Arublock Brothers, "Ariosa Coffee," Old Slip, New York City.

Calkins & Holden, 250 Fifth Avenue, New York City, are to have charge of the advertising account of Borden's Condensed Milk Company, 108 Hudson Street, New York City, after July 1st.

A. W. Ellis Company, 10 High Street, Boston, Mass., is forwarding orders to a few New England papers for the Credit National Clearing House.

P. F. O'Keefe Advertising Agency, 43 Tremont Street, Boston, Mass., is in charge of the advertising account of the Max Machine Company, "Magic Clincher Tire Tool," Clinton, Mass.

The Massengale Advertising Agency, Candler Building, Atlanta, Ga., is issuing orders to Southwestern papers for the Cedar Croft Sanitarium, Lebanon, O.

Bayer-Stroud Corporation, 200 Fifth Avenue, New York City, is making 5,000 l. contracts with a selected list of large city papers for Henry L. Hughes, Brushier, 114 East 16th Street, New York City.

Lord & Thomas, 290 Fifth Avenue, New York City, are forwarding orders to a few New York State papers for Taps Pharmaceutical Company, 30 East 23d Street, New York City.

It is reported that orders will be shortly placed with newspapers by Sherman & Bryan, 79 Fifth Avenue, New York City, for Erlanger Brothers, "B. V. D. Underwear," New York City.

Hugh McAtamney & Company, Woolworth Building, New York City, are sending orders to papers in Greater New York for the Liquid Chocolate Company, Woolworth Building.

The Morse International Agency, 4th Ave. and 30th Street, New York City, is putting forth extra copy on contracts for B. F. Allen & Co., "Beecham's Pills," 417 Canal Street, New York City. The above agency is also forwarding to the same list of papers as last year, 4 in. 104 t. orders for J. C. Enos, Ltd., Enos Fruit Salts, London, England.

Albert Frank & Company, Philadelphia, Pa., are handling orders with Pennsylvania papers for the Norwalk Motor Car Company, Martinsburg, W. Va.

Ewing & Miles, Fuller Building, New York City, are placing orders with Canadian Weeklies for W. J. Thompson Company, Publishers, 649 West 43d Street, New York City.

H. J. Kleinman Advertising Agency, 1233 Arch Street, Philadelphia, Pa., is issuing mail order copy generally for the Kay Drug Company of the same city. The above agency is also placing 54 l. 4 t. orders with some Western papers for the Keystone State Chemical Company, of Philadelphia.

New Orleans State s

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

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

New York Chicago St. Louis

Proctor & Collier, Commercial Tribune Building, Cincinnati, O., are sending out 77 l. 8 t. orders to Middlewest papers for the Imperial Underwear Company, of Piqua, O.

J. Walter Thompson Company, 44 East 23d Street, New York City, is forwarding 5 l. 156 t. orders to a selected list of papers for the Chichester Company.

Frank Presbrey Company, 456 Fourth Avenue, New York City, is placing 42 l. 10 t. orders on a trade deal for the Hotel Vanderbilt, New York. It is also handling 84 l. 2 t. orders with a few cities for the White Sulphur Springs.

W. H. H. Hull & Company, Inc., Tribune Building, New York City, are making 1,000 l. 1 t. orders with a selected list of papers for Lord & Taylor Company, of New York.

Ewing & Miles, Fuller Building, New York City, are sending orders to a selected list of papers for Wm. Epstein & Brother, "Eppo Petticoats," 39 West 32d Street, New York City.

Gardner Advertising Company, Kinlock Building, St. Louis, Mo., is issuing orders to some large city papers for Fownes Brothers & Company, "Fownes Gloves," 119 West 40th Street, New York City.

DISCUSS RELIGIOUS PAPERS.

Notable Addresses at the New York Advertising Agents Meeting.

The April meeting of the New York Advertising Agents' Association was held on Thursday evening at the Aldine Club. It was marked by the largest attendance in the history of the organization. It was also the first time that invitations to the club's banquet had been extended to representatives of the trade press.

M. P. Gould presided in the absence of Chairman Hine. When grace had been said Collin Armstrong called the roll and introduced the newly elected members.

When the coffee was reached the presiding officer turned the gathering over to Henry J. Hannah, once a minister, but now an advertising agent, who acted as toastmaster.

The subject for consideration was "Religious and Class Publications." The toastmaster in his message of greeting outlined the prejudice that existed against the religious press as a class. He also pointed out that there was a growing demand for results on the part of advertisers and that the religious press must now, in common with the secular press, be prepared to show to advertisers (1) accurate circulation, (2) establish a fixed rate, (3) adopt if possible a flat rate and (4) to so censor its columns as to print only clean and reliable advertisements. "Standardization," said Mr. Hannah, "must be accepted by the religious press if it and the advertising agents are to meet on a common ground. Most of us have noted the decadence of magazine advertising and the rise of newspaper advertising that has been characteristic of the past decade."

He then introduced Dr. Nehemiah Boynton, pastor of the Clinton Avenue Congregational Church, of Brooklyn, who spoke on "Religion as a Business Proposition." The speaker made a ringing and logical address in which he showed that his line of goods was of tremendous and basical value.

He was followed by Dr. Howard A. Bridgman, the editor of The Congregationalist, Boston, Mass., who made a strong plea for the religious paper.

J. F. Jacobs next spoke on "Results of Advertising in the Religious Press." "Advertising," said Mr. Jacobs, "has been applied to churches, to schools, and to commodities. It has become a short cut in salesmanship. But results depend upon the psychology of conditions; weather conditions; all sorts of conditions. The failure of a campaign is not always due to inadequacy in the selected religious media. The copy may possibly have been wrong."

The concluding speech of the evening was made by Thomas A. Daily, business manager of the Philadelphia Catholic Standard and Times.

TREVORTON, PA.—The News will be published here in the near future.

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
INDEPENDENT Santa Barbara BULLETIN San Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for March, 1914. Daily113,707 Sunday150,592 VINDICATOR Youngstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT.....Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,900)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
KANSAS. CAPITAL Topeka	TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
LOUISIANA. DAILY STATES.....New Orleans ITEM New Orleans TIMES-DEMOCRAT ...New Orleans	WASHINGTON. POST-INTELLIGENCER Seattle
MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CANADA. BRITISH COLUMBIA. WORLD Vancouver
MICHIGAN. PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	ONTARIO. FREE PRESS.....London
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MISSOURI. POST-DISPATCH St. Louis	
MONTANA. MINER Butte	

Herald's Telephone Ad Efficiency.

The New York Herald was one of the exhibitors at the Efficiency Exposition which closed at the Grand Central Palace on Saturday last. The exhibit

had to do with the Herald's telephone service as harnessed to its advertising department by means of which the handling of advertising is raised to the highest point of efficiency.

AD FIELD PERSONALS.

A. K. Trout will establish the A. K. Trout Advertising Agency at Philadelphia and do a general agency business. He has resigned as general sales manager of the American Cork and Seal Co. to take up his new enterprise.

C. W. Townsley, at various times with Sears, Roebuck & Co., Lord & Thomas, the System Co., Marshall Field & Co., the Chicago Tribune and the New Orleans Item, has been elected vice president of the Chambers Advertising Agency, Inc., New Orleans. Mr. Townsley will hereafter direct the preparation of all advertising campaigns for his firm and have entire charge of its service bureau.

Alfred S. Hearn has been appointed general manager of the National Sunday Magazine and will specialize on the publishing and advertising branch of the business.

R. W. Brockman has been made advertising manager of the Koken Barber Supply Company of St. Louis.

C. F. Chase has joined the advertising department of Montgomery Ward & Co., Chicago. He was formerly with the William Galloway Co., Waterloo, Ia.

F. W. Tufts has been made advertising manager of Brushaber's in Kansas City.

H. W. Kenasteen, of Kansas City, has succeeded Hugh K. Harris as advertising manager of Kline's Department Store in Detroit.

Robert J. Danby has been made advertising manager of Puck, New York. He was for a number of years western manager of Strand and other publications. He has more recently acted as

eastern representative for a number of periodicals.

Gifford Word has been appointed assistant advertising manager for Bloomingdale Bros., New York. He was for eighteen months on the advertising staff of R. H. Macy & Co., and more recently of the Special Service Bureau of the Dry Goods Economist.

A. V. Fingulin has been appointed advertising manager of the Kemco Electric Manufacturing Company, Cleveland, O. He has resigned as advertising manager of the Mora Power Wagon Company of that city, where he has been for three years.

Brooklyn Eagle's Religious Ads.

The Brooklyn Eagle of April 11 printed two pages of church advertising. Some of these were display ads and introduced illustrative features. A little religious news matter was used in these pages to carry the advertising. The use of such advertising on the part of so many churches was a notable tribute to the paper's enterprise.

Receiver Reports on True American.

John A. Montgomery, receiver of the Trenton (N. J.) Printing Company, publisher of the recently suspended Trenton True American, has filed his final report in the Court of Chancery. It shows \$7,695.78 on hand, with claims of \$45,279.10.

HENRY GEISLER, editor of the Hartford City (Ind.) Times Gazette, died April 9, following a prolonged illness due to a combination of heart and stomach troubles.

The Paterson (N. J.) Press Chronicle estimates that between \$180,000 and \$200,000 were spent on "Dollar Day," recently observed in that city.

The plant of the La Salle (La.) Ledger was destroyed by fire last week.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

GUENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

Trade Newspaper Advertising "Why" Talks Number Two

MAKE YOUR TRADE NEWSPAPER ADVERTISING MATCH THE IMPORTANCE OF YOUR PROPOSITION!

YOU often feel that some particular local store should be advertised **MORE AGGRESSIVELY** in your columns—that the merchant would be twice as wise if he used twice as much space.

YOU can see this for him—but he is slow to see it for himself. And the chances are ten to one that you are entirely right in your view and that he is entirely wrong in his practice. For a good store should make its advertising **MATCH ITS IMPORTANCE**. For other policy can possibly pay.

Does your trade newspaper advertising make the **RIGHT IMPRESSION** on national advertisers? Does it, in the importance you give to it, match the importance of your paper in its field?

Do you utilize advertising space in your trade newspaper with even more "economy" than the too-timid merchant exercises?

It is good policy to use but a few inches of space in **THE EDITOR & PUBLISHER** in which to try to persuade a National Advertiser to use a **GREAT DEAL OF SPACE IN YOUR NEWSPAPER?**

We submit to you, in the same spirit in which you would submit a similar proposition to your local merchant, that your advertising in **THE EDITOR & PUBLISHER** should **ALWAYS** measure up to the importance of your proposition. Does it do so?

Use the Newspaper Advocate!

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

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

BURRELLE

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

The Jewish Morning Journal
NEW YORK CITY

(The Only Jewish Morning Paper)
The sworn net paid average daily circulation of The Jewish Morning Journal for 96,345 the year ending Dec. 31, 1913, was

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

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

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

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

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

NON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4800-4 Beekman

THE SEMI-AUTOPLATE

has but one advantage other
than its ability to save
Minutes, Dollars,
and Feet.

It makes better printing
possible

NOTE: Visit the Semi-Autoplate—Wood Dry Mat Exhibit
Grand Central Palace, New York City
Week of April 18-25

Autoplate Company of America

HENRY A. WISE WOOD, President.

BENJAMIN WOOD, Treas. & Gen. Mgr.

1 Madison Avenue

New York

