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10 Cents a Copy

Ad laudem/gloriam/et honorem/sanctissime/individueq; trinitatis/ intemerate genitricis & virginis marie/ totiusq; celestis exercitus/ ac insuper cōmendationē celeberrimi cleri: famosissime/ ac inter occiduas nominatissime ecclesie Sarum. Divini officii per totū anni circulum tam de tempore q̄ de sanctis ordinatum/ tātam solertē cura ac peruisgillī eruditissimoz virozū lima correctionis/ multa lucubratione castigatū/ ac iterū emēdatū. Et et impensis honestoz virozū Uvynkon/ de vborde & Michaelis morin/ mercatozuz bene meritoz Londonus mozā trahentiū/ summa diligentia Parilius & Thielmānū Keruer Alme vniuersitatis Pariliē librarīū iuratū in magno vico sancti iacobi/ ad signū Cratis ferricōmorantē: ibidēq; sua in domo impressū. Anno ab incarnatōe dñi quingētesimo sexto supra mille. Die vero mensis Januarii. xviij.

Laus deo.



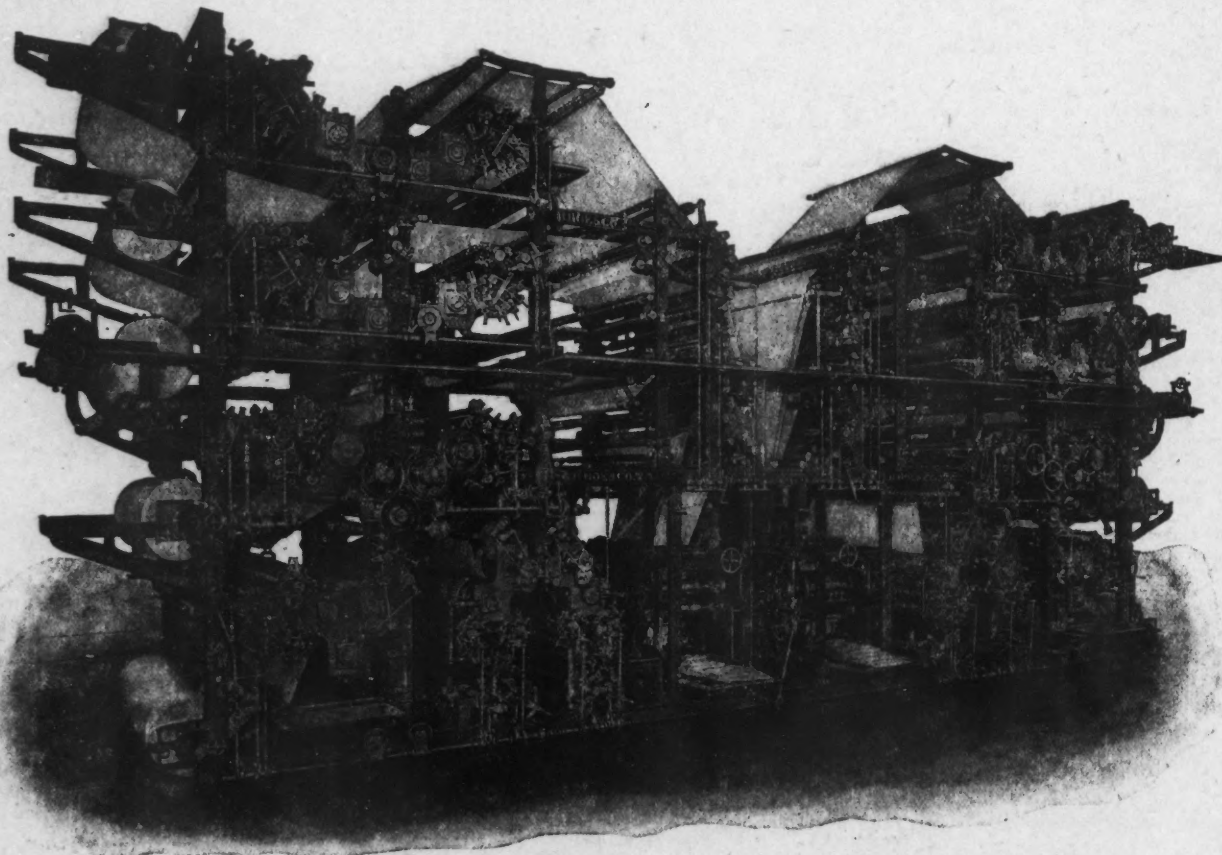
TRUE FACSIMILE

¶ The printer's colophon and mark must be looked upon as the sole advertisement of the Old World which approached the modern standard of advertising in literary and artistic excellence. That here reproduced graced the famous Sarum or Salisbury Breviary, printed and published on January 17, 1506, by Thielman Kerver, Librarian of the Paris University. ¶ The following is a close translation of the colophon: Given to the praise, glory and honor of the most holy and undivided Trinity; to the inviolate Virgin Mother Mary; to the whole celestial host, and especially to the renown of the most celebrated clergy, and to the most famous church among the western churches, that of Salisbury (Sarum). This Ordinary of the Divine Office (breviary) for the circle of the whole year, comprising both the Ferial Office and the Office of the Saints, has been corrected (edited) by the earnest and painstaking care of the most learned men, and has been revised over and over again. This Ordinary was brought out with the money and cost of the two honorable, Uvynkon de Worde and Michael Morin, deserving merchants (of good merit) residing at London; it has been printed with the greatest care at Paris, by Thielman Kerver, official librarian of the University of Paris, residing at the sign of the Iron Grille, on the Avenue St. James, in which place it was printed, in the year 1506, A. D., and on the 17th day of January. Praise be to God. ¶ The Sarum Breviary exists to-day only in fragments, and the colophon and mark are among the best preserved of these.

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Advertising: Its Development and Effects

Five Monographs on the Subject

By GEORGE A. SCHREINER

Economic Position of Advertising

Advertising in Ancient Times
Advertising in the Old World

Growth of Newspaper Advertising
Advertising In Modern Times

WITH the exchange of commodities came the necessity for advertising. As long as primitive man consumed only what he or the members of his family, or his fellow tribesmen produced, there was no need for the spreading of information that he had this or that necessity or commodity for exchange or sale. He did not advertise for the service of a house builder because the rude dwelling he inhabited was built by himself with the assistance of his relatives. For clothing he could not advertise because the skins he wore first were obtained by him in the chase, and later, when textiles came into use, the women of his household were relied upon for their manufacture. In a community so primitive there was, of course, no occasion to advertise food. Archeologists hold that the first article advertised belonged to the *materna medica* variety of things, and that arms, probably, were a close second.

The oldest advertisements extant are the brick stamps used by the ancient Sumerians and Babylonians and the Egyptians. In a measure these were records, however, and designed to show just what king had built the edifice in which the bricks were used. Exploration work in the valley of the Tigris and Euphrates, and in that of the Nile, has brought hundreds of these advertisements to light. In fact, much of what is now history has been learned from the stamped bricks of the older Chaldean and Egyptian kings. So ancient are some of these that up to the present they have defied all efforts to decipher them; from them we have learned of languages still impossible to decipher. This is especially true of the Sumerian cuneiform cylinder impressions, which, in most instances, show a hieroglyphic cuneiform which antedates the more popular form of writing of that character known to us.

BRICKS ADVERTISED KINGS.

The legend carried by these bricks was usually engraved upon a cylinder seal, made of stone, and later of copper and bronze, which, passing over the wet clay, left an impression of the engraving. To stamp thousands of bricks in this manner was a simple undertaking.

But while the brick impressions spoken of did not advertise the product concerned, they at least have served their purpose. Rulers of whom we would not have heard otherwise have, by virtue of the cylinder seal and the cartouche stamp, come to our attention. From this the conclusion may be drawn that the press agent is really older than the bona-fide advertiser.

Such, indeed, is the fact. Ancient rulers cared little for the history of their people or predecessors. In Egypt it was a common occurrence to obliterate the name of a former ruler, and then take the credit for what he had

ADVERTISING IN ANCIENT TIMES

Exchange of Commodities Required Means Describing Them— Oldest Examples of Advertising Extant Were Good Press Agent Copy—Few Specimens of a Commercial Character Have Survived—Media Permitted Little Enterprise.

done. So enlightened a monarch as Queen Hatesheput was guilty of this offense. But elsewhere the same thing was done. When Darius picked the inaccessible rock of Behistun as the site for his autobiography he knew well enough that if his record was to stand only an heroic precaution could accomplish this. The members of the later Egyptian dynasties graved deeper and deeper in order to transmit a record of their life and times to posterity.

Writing had been known for centuries before the merchant made an attempt to identify his place of business with more than his name and the article he had for sale. First of all there was the fact that few could read. Though writing and reading in Babylon, under Hammurabi, 2250 B. C., were common essentials with the commercial classes, the scribe was still very much in evi-

dence. Those who did not follow a calling in which knowledge of written speech was needed simply did not care to bother themselves with so superfluous an accomplishment. The few literary monuments of the times, such as the story of the creation, the deluge, Istar's descent to hell, the rituals of Marduk, and the laws were memorized, and when a contract had to be made the official scribe could be relied upon. Reading, therefore, was still a hallmark of learning. And that being the case, the merchant, though usually able to ply the writing tool himself, did not care to engage in advertising of this sort.

At best there was his name on the door lintel, and in front of his shop were piled up those things he wished to dispose of. Those dealing in staples advertised by exposing in front of their

shop a sort of emblem associated with the class of goods offered—a kind of wooden Indian. There was also a tendency to segregate all trades. Ancient Jerusalem had a street in which all the bakers did business, and Babylon, Sippar, Persepolis and Ecbatana are known to have had quarters in which only metal workers lived or were permitted to live. With this arrangement in force it was but natural that the merchant should act as "barker" for his establishment or that his assistant should search the streets for buyers, a custom still followed in the Orient.

DRUMMERS AND PEDDLERS BUSY.

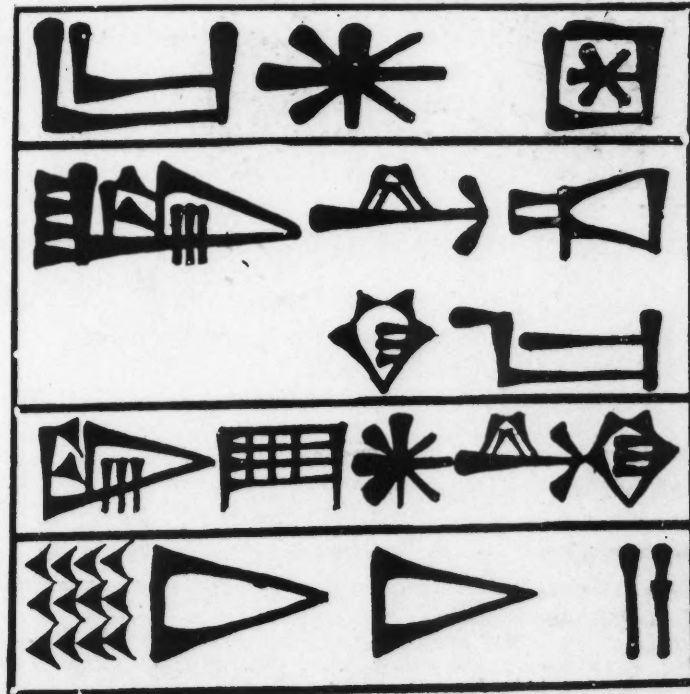
That advertising was carried on to the extent which conditions permitted may be inferred from the fact that the "tamkaru" of Babylonia employed both traveling salesmen and peddlers, according to Delitzsch's "Handel und Wandel in Althabylonien." Babylonia, under Hammurabi, 2250 B. C., was the premier trading nation of the world. Its contracts, bills, letters of credit, leases, and other documents of that sort have been found as far south as Yemen, as far east as the Indus, and as far north as the Caspian.

Near the temple of Marduk, or in the temple, as some Assyriologists maintain, there was located the stock exchange, where money might be obtained on good security at rates of interest that should appeal to the modern Shylock. To ask twenty per cent. meant to be moderate, and cases are known in which as much as sixty per cent. was paid. In the temple of Bel at Sippar there was a similar institution. With stylus and slate these ancient brokers rushed about very much as they do on a modern exchange.

That these good men advertised promises they did not always keep is shown by the fact that Hammurabi found it necessary to make a law which punished non-compliance with contracts, verbal or written, with death. One of the fine features of the *Code of Hammurabi* is the insistence upon performance of promises and the placing of responsibility where his kingly judgment thought it belonged. Advertising in those days had its drawbacks, therefore. To make a statement and not act in harmony with it was an offense that could be visited with the death penalty. To die by the law in Babylon was worse than dying in any other fashion. One has but to remember a few of the more favorite modes of execution to understand what this meant.

ADVERTISED STREET LEATHERS.

But a few of the ads of ancient Babylonia have come down to us. In a certain street, but recently excavated, there lived a maker of *senu*, shoes made of mule leather, commonly known in the city as "street leathers." The laboratory—if we may call it that—of a man who made a specialty of *saman buir*, scented beef suet, used by the Babylonians to anoint the body, is still in existence. At least one official scribe of



AN ANCIENT BRICK-STAMP ADVERTISEMENT.

Brick-stamp in archaic Babylonian cuneiform characters in the Sumerian language, reading: "UR-BA'U, king of URU, who the house of SIN did build." The stamp was used to mark bricks employed in the building of the temple of the Moon-god at Sippar. Its date is about 2800 B. C. Sumerian, of which but few remains have come down to us, is a language not fully understood as yet by Assyriologists.

Mr. Schreiner wishes to express acknowledgment and thanks for valuable assistance given him in research by Mr. John B. Elliott, of the New York Public Library.

the reign of Tiglath-Pileser I, who made a specialty of writing leases, is known to us by his ad. An inscription found in Persepolis justified the conclusion that the palace of the Great Darius was sometimes the abode of a joiner. Either that or the palace carpenter had the privilege to make window casings in his spare time for those who needed them. One of the first inscriptions deciphered at that place reads:

"Window cases
Made in the Palace of Darius."

It is quite possible, however, that the part of the text missing would give this ancient ad a different meaning.

WALLS NEEDED BY GODS AND KINGS.

On the Nile all walls were needed for the representation of gods and kings and their deeds, and while the inscriptions of Sakkarah acquaint us with virtually every trade and calling of ancient Egypt, none of these records have the character of advertisements. The desire to acquaint the generations to come with the daily affairs of the people is responsible for these records.

But the crier was an institution in the valley of the Nile. The merchant with a fresh cargo of wine on hand would advertise this fact by runners, who would often sing the announcement. Dealers in incense, spices, precious metals and stones, embalmers, chemists, physicians, bakers, eating house proprietors, hairdressers and merchants in textiles advertised by exposing the commodity they had for sale, or by showing their business in the pictorial manner so characteristic of the *locale* and times. Comparatively little is known of these advertisements.

While the temples, pyramids, obelisks, rock sepulchres and steles of Egypt have withstood centuries, the houses of the people were in many cases swept away annually. High ground, in Lower Egypt especially, was hard to find, and since ordinary sun-baked brick was the building material commonly used, the annual inundation usually left the city a mass of soaked clay. The cities which escaped this have been razed to the ground by invading armies, and so far little that would show to what extent, and how, the Egyptian merchant advertised has been found.

TRADESMEN NOT HONORED IN OLD EGYPT.

Moreover, trade with the Egyptians was a somewhat ignoble occupation, a fact which explains why the ruins have given up so little about commerce. The few records of that sort that have come to our attention deal generally with the commercial exploits of some ruler, such as expeditions to foreign lands. The merchant, prior to the opening of Lower Egypt to the Greeks, was a negligible quantity in the Nile Valley.

The commerce of the Orient was such that a good reputation counted for much. There were merchants in the seaports whose names were identified with quality in very much the manner obtaining now. Commodities which enjoyed the renown of the locality which produced them were many. Thus the wines of Cyprus and Cyrenaica were known in all the Mediterranean countries, while Indian spices and incense had reputations they maintained well into our own times. The same is true of many other commodities then part of commerce. For advertising based on quality these instances do not have their equal in our day. That laws were made prohibiting the sale of articles sailing under false colors demonstrates inversely that the value of advertising was recognized even then.

GREECE, CARTHAGE AND ROME.

While Greece was the commercial power of the Mediterranean her merchant princes had reputations that could not be surpassed. The vessels of the best known of them could be told in any port by the house flag, and the *depots* at home and abroad set forth in flowery language the virtues of the goods handled by the firm. When the ships came in the town would be notified by criers, and messengers would be sent to the merchants inland.

Somewhere occurs a passage which makes Carthage the inventor of the

sandwich man. The importers and jobbers of that city-empire announced the arrival of their galleys on sheets of canvas which men slipped over their heads and wore like a mantle. But, as in Babylon, this was not intended to catch the eye of the consumer; the small shopkeepers, probably, were the only *plebes* who could read the announcement.

from Spain, the best wines and raisins from Cephalonia, and the best spices from the Indies. There was rivalry even for the reputation of making the best love philters, and the quacks were as loud then as they are now. Masters in fencing, dancing and other exercises proclaimed their calling and the low price of their service, and politicians

the walls of a wine house, on Abundance street, the following inscription was found:

ASELLINAS NONE SINE SMYRINE
PRO C. POLLIO FUSCO. D.
.....ROGANT

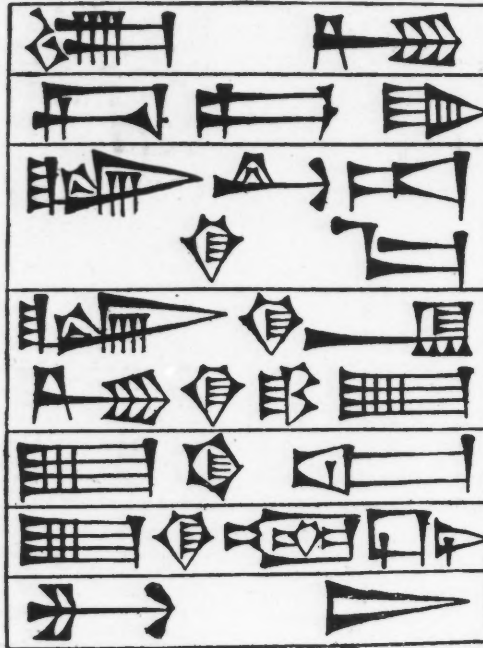
Freely translated into English this means:

"Asellinas and Smyrine are for Fusco as alderman."

That this particular *duumvir* should have had the support of two women is of special moment in this suffragette age.

A few words must be said here about advertising as carried on in primitive communities and in countries not generally classed as part of antiquity. In China, where industry and commerce have already reached a high degree of efficiency, when first brought to the attention of the western world, advertising was a general practice. Literacy was high, and the arts of paper-making and printing had been known so long in the Celestial empire that the date of their origin had been forgotten. The Chinese merchant was the first who could advertise by means of paper, printer's ink, woodcuts and lithography.

Commerce and manufacture were well organized in the Aztec empire and the Tlascalcan republic of Mexico, but only few could read, and advertising, therefore, was largely a matter of displaying the merchandise for sale, which could be well done in the market places. Shopkeepers and tradesmen seem to have attracted the attention of the buyer by exhibiting the article they sold. The few *conquistadores* who went to the trouble of submitting their experiences to posterity speak of trades and callings among the Aztecs, and of their places of business, as if identification of them had been very easy. By some it has been claimed that the picture-writing of ancient Mexico was such that with the



AN EARLY PRESS-AGENT EXPRESSION.

Brick-stamp used by Dun-gi, king of Ur, and son of Ur-ba'u, the ruler already mentioned. It contains the legend: "DUN-GI, the mighty man, king of URU, king of SHUMIR and ACCAD" (North and South Babylonia). It is of approximately the same age as the stamp of Ur-ba'u, and may be looked upon as the earliest press-agent "copy" in existence. Ur-ba'u was still content with advertising his work; Dun-gi merely advertised himself.

Street signs were common in Rome, containing, as a rule, the name of the merchant or professional man and setting forth the service to be rendered. In the same street every dealer might claim that he sold the best olive oil

broke out in tracts on slight provocation, especially in times when it was dangerous to engage in harangues near the Forum. It is of some interest here to read a political advertisement recently unearthed in the ruins of Pompeii. On



BUSH MS. 14th CENTURY.

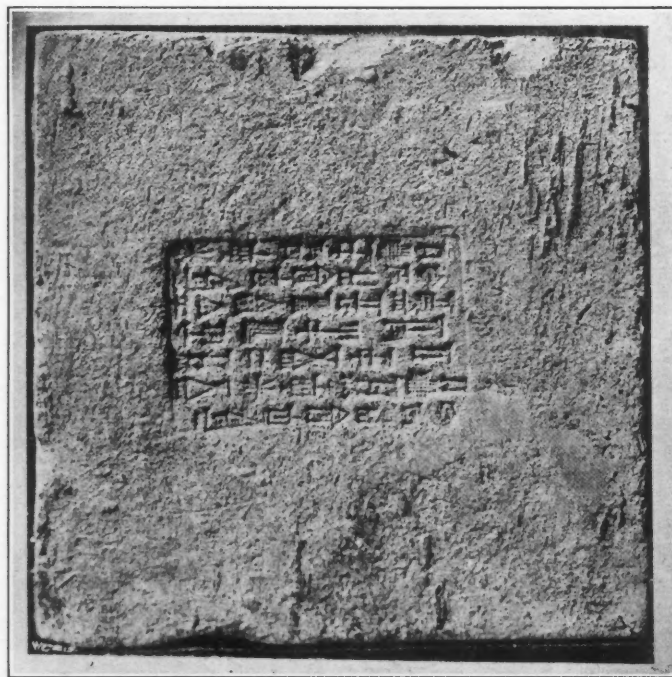
A popular advertising medium very much in evidence in the Old World.

knowledge of a few elementary principles it was possible to gather readily the sense of simple announcements, and this, after all, was the character of the advertisement in ancient times. Cooperation was highly developed, along communistic lines, by the people of Peru. While publicity of some sort must have been applied by them, the records of these races are so meager, and the scope of the "knotted string," as the medium of literary expression, so limited, that advertising cannot have gone beyond the verbal stage.

ANCIENTS LACKED SUITABLE MEDIA.

Advertising among the ancients seems to have differed from our own chiefly because there was a dearth of media. Instances in which rulers caused criers to proclaim their will we find in history *ad nauseum*. Paper was still unheard of and means of rapid and easy duplication had not yet been invented. All writing was done by hand, and before that the wedge impression of the Chaldeans, and the slate and stylus, had probably been the easiest method of writing known. The Babylonian merchant was able to make daily a list of prices by thumping a loaf of wet clay, which, without burning, he could set upon his counter for the enlightenment of those who could read. The Egyptian at a later age could use papyrus for a like purpose, though the scarcity of the article made its general use impossible. Slate and stylus seem to have been the means employed for all records of a temporary nature.

So great a handicap was the lack of suitable media for advertising that the development of this most important agency of distribution was deferred until the advent of the newspaper. When the "gazette" makes its first appearance, advertising is still a matter of painful and costly effort, as will be seen in the succeeding pages.



ANTIQUITY'S MOST AVAILABLE ADVERTISING MEDIUM.

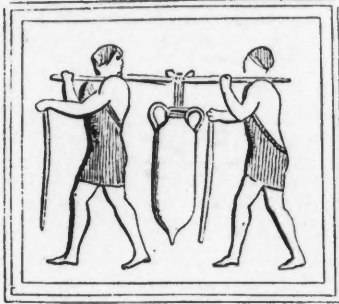
The application of the brick-stamp remained the same for many centuries, as the above illustration shows. Over 2,000 years after Ur-ba'u, Nebuchadnezzar II (604-561 B.C.), still employed it, and in Egypt at this time, and centuries before, in the form now known as a "cartouche" it was also being employed. The specimen in question is preserved on a kiln-burnt brick. The following parsing of the inscription is of interest:

Nabû-kudurri-usur shar Bahilu zânin E-Sagilla U E-Zidda.
Nebuchadnezzar, king of Babylon, patron of E-Sagilla and E-Zidda.
abil asharidu sha Nabû-abil-usur, shar Bahilu.
son first-born of king Nabopolassar, king of Babylon.

ADVERTISING IN THE OLD WORLD

Shop Bills of the Sixteenth and Seventeenth Centuries Became Its Most Elegant Expression—Disturbances Incident to Political Readjustment of Europe Did Not Favor Advertising—Commerce Often a Matter of Stealth.

THE debacle of Rome left Europe's commercial world in a sad plight. Little exchange of commodities could be carried on. The countries that had reached the stage of civilization in which buying and selling stimulates progress and refinement had fallen under the sway of savage hordes who appropriated comforts and luxuries by force, but whose penchant for these things was not strong enough to lead to their production. The Teutonic invaders and masters of Italy cared little for what they could not get in pillage. In the Levant trade had reached its minimum level because of piracy in the Mediterranean and chaotic political and social conditions. Egypt no longer exported by force as she had done when the Caesars fed their Roman multitudes



WINE MERCHANT OF POMPEII.

and only stout hearts would brave the dangers of the howling wilderness which barbarism and fanaticism had created. Those were the days when wants had become few. The better classes of Europe, especially Southern Europe, still knew of the delectable merchandise which had, once upon a time, come from the East. But the Saracens had closed the caravan routes, a fact which led to the circumnavigation of Africa by Vasco de Gama, and a little later, to the discovery of the American continent by Christopher Columbus. The spices, precious metals and fine textiles which formerly had been the major part of all international commerce, were still in demand, but could no longer be obtained.

But the volume of this trade when it was ultimately re-established was comparatively very small. Half a dozen modern cargoes would probably constitute its annual bulk. The caravel of the time had



STREET SIGN OF DAIRY

Found on wall in Pompeii, a Roman city destroyed in an eruption of Vesuvius, A. D. 79.

at the public trough. Carthage had become what Cato wanted her to be. And Europe proper, the Europe which in the last two or three centuries has been the leader of all progress, had not yet risen from its barbaric sleep.

TO ADVERTISE WAS DANGEROUS.

There was, therefore, no incentive to advertise. Indeed, to advertise often meant disaster. It is not well to spread news of that sort when every other man is a thief. The merchant then held forth in a shop that contained little, and the large jobbers and importers in the seaports had depots strong enough to be defended—now against a horde of pirates and robbers, then against a populace which was easily led to all sorts of excesses.

The demagogue of those times flourished upon the property of others, and every political change was paid for by the merchant class. Thus the merchants of Venice did business in stone piles



SIGN OF POMPEIAN BAKERY.

that were fortresses rather than magazines. It was nothing unusual to bring in merchandise by stealth, and distribute it in like manner. Inland traffic was more precarious still, and as a rule shipments to the interior were conveyed by large armed forces.

During the crusades things did not improve. The Mediterranean was as unsafe as before, and the land routes were besieged with roving bands who had found depredation a greater attraction than pilgrimages through Asia Minor. It had to be a fleet ship that could out sail the craft of the Corsairs,

Small line cuts on pages 4 and 5 from "History of Sign Boards," Holten & Larwood, London, 1866, by courtesy of Mr. Melville E. Stone.



SIGN OF SHOEMAKER

Discovered on a wall in Herculaneum, a city which shared the tragic fate of Pompeii.

an insignificant tonnage, and a voyage required months instead of days. Gradually, however, conditions improved. When Europe emerged from the feudal stage, the demand for more than would sustain bare life became rather insistent.

Of a sudden hansa towns—centers of trade and industry principally, sprang into existence: all over Europe. Such cities as Hamburg, Luebeck, Rotterdam, Calais, London, Marseilles, Genoa, and even Alexandria again, rose either from the swamps or the ashes, and set a pace in better living which did not fail to appeal to those in the contributory territories. In the interior great marts, too, were developed. There was Nuremberg, Augsburg, Frankfurt-on-the-Main, Leipzig, Cologne, Strassburg, Rheims, Paris, Orleans, Lyons, Florence, Vienna, Crakau, and even in barbaric Russia big trading posts, such as Nishi Novgorod, sprang into existence wherever water transportation or security of land travel made this possible.

But advertising continued in neglect until the close of the sixteenth century.



SPLENDID EXAMPLE OF OLD SHOP BILL, DATE CIRCA 1630.

Undoubtedly this is one of the best shop bills of the seventeenth century extant. The engraving has unusual merit artistically and portrays the conception of chemistry and medicine of the age in a happy manner. Hippocrates presides over the laboratory and near him are found the low animal forms which were there popularly associated with diseases and the curative agents employed. The spirit of science, shown in the form of an attractive young woman is surrounded by retorts, bibettes, filters and stills, one of the latter in operation. The young girl on the right has just brought in herbs. The legend of the advertisement is of interest.

For the reason that illiteracy was the rule, the modern form of announcement could not be employed. It is safe to say that the Europe of 1600 was far less literate and enlightened than the Baylonia of Hammurabi. Virtually the only thing which was then promoted was religious dogma of one sort or another, a condition which led at the beginning of the seventeenth century to a catastrophe from which Europe did not recover until the Napoleonic era, when it was again set back—beneficially, however.

The art of printing, first from laboriously fashioned wood plates, and later from metal plates and movable type, led to the more general understanding of letters, and of this merchants soon



A BREWERY SIGN, 17TH CENTURY.

agency, and a little later it was possible to ship small consignments by public carriers on land and water. The resulting competition necessitated the use of the advertisement. The greater virtue of an article had to be made known—handbills and posters made their appearance. No longer was the broom, stuck above the door of the shop, the "card" of the small grocer, or a picture of a loaf over that of the baker. In modest language the wall carried the description of the brands sold, as well as the name of the merchant. People began to buy where they were offered greater value, although frugality still insisted that quality, and often quantity, were to be kept strictly in mind. Those were the days when good reputation succeeded often in making merchandise better than it really was.

But at best the means of advertising were few and limited in scope. The announcements here reproduced are among the most effective form of advertisement then known. They are also among the best specimens of their kind. It was usual then, with those who could afford it, to engage some prominent artist for the making of a somewhat fanciful design, which was then reproduced in copper, printed on good stock and privately distributed. The merchant was still persona non grata with the only class that could afford luxuries or spe-



AN ALE-POLE, 17TH CENTURY

availed themselves. The establishment of postal services throughout Europe, about 1580, also aided in this. At last the importers and jobbers in the seaports were able to reach the merchants in the interior through an inexpensive

cial service, and when he offered his goods or his labor he had to do so with an obsequious air.

ADVERTISEMENTS WERE FOR THE FEW.

The plates here reproduced throw a light on conditions prevailing about the middle of the seventeenth century, and illuminate a hazy, if not a dark, spot. In that age of homespuns the advertisement of shoes, of bedding, of surgical instruments and a surgeon's service appear odd to us. But these things were only for the Fifth avenue clientele of those days, and within the reach of but a few. It was still the greatest virtue of the housewife to manufacture the clothing worn by the family. Most "villains" made their own shoes, and for medical attendance the herbs known to an old woman, who might later expiate the sins of witchcraft at the stake, were mostly relied upon when prayer had failed to prove efficacious. In the course of time conditions improved. The development of mechanical aids to industry left a surplus of production which had to be disposed of; comforts began to be classed among the decencies if not necessities of life, and a general cultural advance of the whole social aggregate resulted in demands, of which the advertisement seems to have been at once the stimulant and the purveyor.

An examination into the theory of advertising seems necessary here. It is often held that advertising is superfluous, and for this reason the cause of waste in distribution. To what extent this view is erroneous and unjustified is best demonstrated by the development of advertising itself. There is not the slightest doubt that advertising of merchandise has been a potent factor in social betterment, and so in civilization. To the man who first advertised bath-tubs a monument would not be unbecomingly recognition. But one has to understand Europe, the entire Old World,

in fact, before the force of this assertion and its reasonableness can be gauged. The knowledge that there were better things in life than momentarily enjoyed has urged man to greater effort. The sorry subject of the dark age, living in a hovel with no light and sanitation, bettered his lot and his mind and person infinitely when first he heard of or saw glass windows. Next to the discovery of America, the marketing of glass was one of the greatest sensations of the Old World. Both were equally enlightening. The discovery of the continent to the west—of India, presumably—proved by demonstration that the earth was a globe, and the glass window threw light upon filth which looked less inviting after that.

BECOMES FACTOR IN SOCIAL PROGRESS.

Advertising, too, had the tendency to break down social barriers. Soon it was no longer a class distinction to be well dressed, well groomed and well housed, because those who supplied the thing needed in this cared not who bought as long as the price was forthcoming. In the end this led to the elevation of the merchant class and the emancipation of those whom dexterity of hand or proficiency of mind enabled to buy what they saw advertised. That this sort of advertising was not a modern newspaper ad, and that often it was no more than displaying goods for sale in a shop window, behind bars at that, does not matter. Modern display advertising is in effect no more than bringing the shop window to the prospective customer.

Comparatively little is known of the advertising methods of the Old World not identified in the plates here given. Shop bills, as these were known, came into general use about the close of the Sixteenth century, and a collection in the British Museum, covering dates about 1630, shows to what extent this surviving form of advertising in print was being carried. In addition to the more

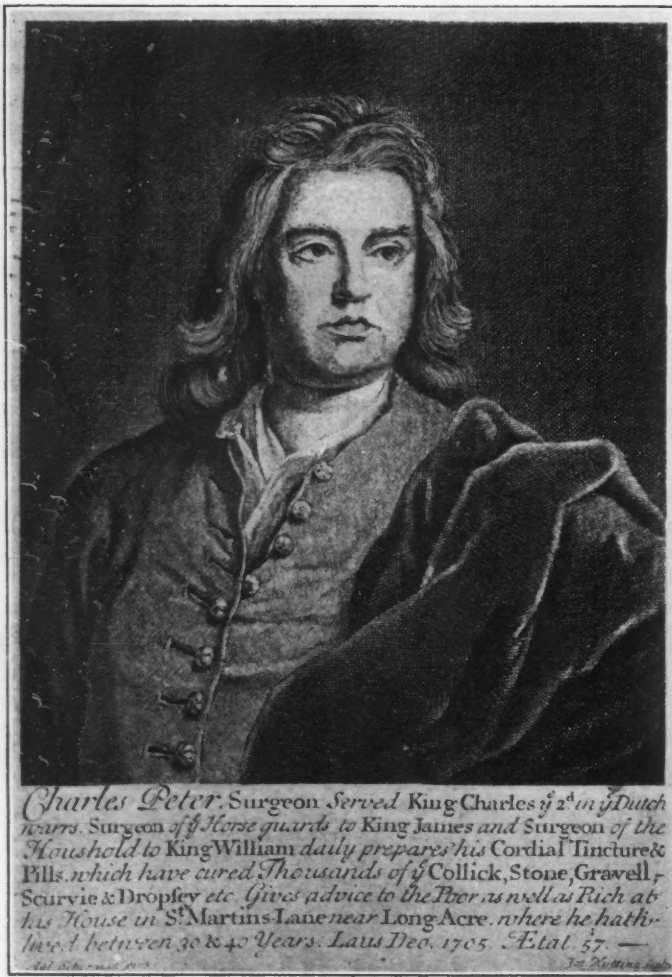
common trades and classes of service and merchandise the following specialists advertised by shop bills: Air Mill Makers, Arms Painters, Astrologers, Ballad Makers, Ban(d) Box Makers, Calculators of changes in lotteries, Chimney Sweeps, Chiropedal Car Makers, Coach Trumpet Makers, Court Pla(i)ster Makers, Cuppers, Dog Doctors, Fencing Masters, Fishermen, Harmonizers of Musical Instruments, Keepers of Luna-

Old theater bills show that the dead wall and the board fence were often pressed into the service of advertising. In this the governments, moreover, seem to have led the way. At first important edicts were tacked upon the door of the town hall or what we would term a bulletin board, but later they were printed in greater numbers and exhibited wherever it was deemed well to do so.



A HOUSE-FURNISHINGS ADVERTISEMENT OF CIRCA 1650.

That Ann Buck was an enterprising merchant appears from her shop bill. The execution of this old business card leaves little to be desired in quality of design and reproduction. Lady Buck had no small store as is indicated by the lines she bought and sold. Holborn in those days was the first direction in which the old "city" had expanded. Only the name of a street identifies the locality to-day. The portrait seems to be that of Queen Elizabeth.



Charles Peter, Surgeon Served King Charles 2^d in Dutch wars. Surgeon of Horse guards to King James and Surgeon of the Household to King William daily prepares his Cordial Tincture & Pills, which have cured Thousands of Collick, Stone, Gravel, Scurvie & Dropsey etc. Gives advice to the Poor as well as Rich at his House in St. Martins Lane near Long Acre, where he hath lived between 30 & 40 Years. Laus Dec. 1705. Etal. 57.

AN OLD INSTANCE OF PERSONAL ADVERTISING, DATED 1705.

It is no longer considered proper for physicians and surgeons to advertise. At the beginning of the Eighteenth Century no such scruples prevailed, as this shop bill demonstrates. The engraving, made by James Nutting, is exceptionally good, though many of the beautiful details of line in face and textile have suffered in the reproduction.

tics, Night Men, Oculists, Pedometer Makers, Prize Fighters, Quacks, Sergeants-at-Arms, Slop Makers, Venetiquists and Worm Makers. That there were many other specialists may be concluded from the fact that the list here given was compiled from 331 specimens of shop bills now in keeping of the British Museum. Some of the callings noted are no longer in existence as advertisers.

OPPORTUNITIES WERE WELL EXPLOITED.

Much advertising was done on street signs. The sign above the door of the inn was usually a gorgeous affair, as old prints and paintings still show. For special occasions strips of canvas stretched across the street were also used. The wagons of the firm offered other opportunities, and the marking of packages, such as wrappers of paper or canvas, barrels, boxes, and sacks, by means of stencils, came into general use. Small shops on the principal streets were kept more for the purpose of getting advertising space for the firm than for places of business. The board on the sidewalk seems to have been as much a nuisance in the Seventeenth century as it is in some quarters to-day. Ambitious firms had begun to issue catalogues, and the cheaper books and pamphlets of the period contained simple business announcements, the printer's colophon and mark having, no doubt, been the pioneer and guide in this.

An advertising medium of much merit was the picturesque town-crier of the Old World. For centuries this personage was the very apex of advertising efficiency in continental Europe, the British Islands and the American colonies—in fact, the town-crier still holds forth in this capacity in many out-of-the-way places. Nominally, the crier was considered an employe of the government, whose mission it was to advertise that taxes were due or that young men were needed for military service. But this occupied only part of his time, and it became customary with merchants to engage his services—his bell and his lungs—whenever the necessity for advertising arose. On the market place, in front of public buildings and at street intersections, the crier would first draw a crowd by the clanging of his bell and then, often in highly entertaining fashion, he would dwell on the merits of what his temporary employer had for sale. In France it was common practice to make such announcements in theaters, one of the lesser actors usually declaiming them in his best dramatic style.

Merchants often relied on personal "boosting," as is shown by the private history of the Old World. It was nothing uncommon to have a representative at court who would create business without boasting of his connections. Poor functionaries and mere palace loafers deemed it beneath their dignity

GROWTH OF NEWSPAPER ADVERTISING.

Relied Upon at First as Medium of Emergency Announcements, Newspaper Ultimately Was Recognized as Advertising Medium *Par Excellence*—American Colonies and the United States First Its Locale.

THE first newspaper advertisements seem to have occupied themselves with emergency rather than with advertising as now carried on. Business men, it appears, were ignorant of the advantages of the newspaper as an advertising medium. The little sheets of the seventeenth century, to be fair to the advertisers of those days, were not such as to encourage confidence in them. At best they were little, two-page screeds that contained a few rumors, a little authentic news that had become very stale, and in many cases they were sub-

the early advertiser was somewhat snobbish and hard to please. The copper plate shop bills were so greatly superior to the typographical effort the newspapers represented that it really would have taken considerable courage to go to newspaper advertising.

NEWSPAPERS WERE USED OCCASIONALLY. But once in a while the newspaper columns had to be used. If an article had been lost, if a horse had been stolen, if some indentured apprentice or "villain" had run away, if a slave had escaped or was to be sold, and later when a cargo of merchandise had come in and had to be disposed of, the newspaper was pressed into service. Sheriffs' sales, court orders, legal announcements of various kinds, government proclamations and the like were inserted as time went on, and by the close of the eighteenth century the more venturesome merchants advertised in a small way very much as they do now. That bad or indifferent merchandise was best advertised, as a rule, did not help either the newspaper or the general advertiser.

The oldest newspaper advertisement to be treated here is one which appeared in the London Gazette of Jan. 1, 1679. The publication had formerly been published at Oxford, under the name of the Oxford Gazette, and was, on the whole, a rather sorry specimen even of the newspapers then in circulation. The paper was as poor as it well could be, and the type, as can be judged by the illustration here given, was anything but elegant. The advertisements appearing in the paper to Aug. 19, 1686, are all of the "last hope" variety when not announcements by the government. There is the usual "lost" and "stolen" notice, and now and then an escaped prisoner or indentured villain is sought, his apprehension being in all cases coupled with a reward and costs.

AMERICAN NEWSPAPER MORE SUCCESSFUL. Newspaper advertising was more successful in New England provinces, though John Campbell, the all-puissant postmaster of Boston, and his Boston News-Letter seem to have had a merry

Philadelphia, April 14. An Account that the Dutch Man of War was Arrived in Maryland.
N. London, April 30. The Adventure, A Vessel 60 Tons will Sail from thence to London, in three Weeks at Month's time.
Advertisements.
This News Letter is to be continued Weekly, and all Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares or Merchandises, to be Sold or Let, or Servants Run away; or Goods Stolen or Lost, may have the same inserted at a Reasonable Rate: from Twelve Pence to Five Shillings, and not to exceed: Who may agree with Nicholas Basse for the same at his Shop, near the Old Meeting House.
All Parties in Town and Country may have had News-Letter Weekly upon reasonable terms, agreeing with John Campbell Post-Master for the same.
Printed, at his Shop near the Old Meeting House.

AN OLD PUBLISHER'S AD.

John Campbell, the publisher of the Boston News-Letter, believed in advertising even if his copy was not as direct and lucid as it might have been. The advertisement here pictured appears in his paper on April 24, 1704.

sidized by interests not always loved universally.

Moreover, the merchant of those days was not greatly concerned with reaching the masses—in fact, to him, as yet, there were no masses. Illiteracy was still the rule. The purchasing power of the lower classes was low, and above all, the newspapers of the day had small circulations. In addition, the diversity of things to be consumed was trifling compared to the modern complex array of merchandise and service, and there is ground for the belief that

lier de Sourdis, and the Sieur Stoups, are Marechals de Camp in the said Army, the Sieur de Mommon: Major-General, the Sieur de Choisy principal Ingeneer, and the Marquis de la Freschiere commands the Artillery. The great Rains have for these four dayes much incommoded the two Armies, and the Duke of Orleans expects the Kings Orders, before he begins the Siege of St. Omer.
Brussels, March 26. The greatest part of the Prince of Oranges Infantry is now in Flanders, their Rendezvous being appointed between Bruges and Ghent; yesterday and this day several Regiments of Horse passed our Camp, and are marched to the said Rendezvous, and the remaining Troops follow with all possible diligence. The Prince of Orange was on Wednesday last still at Brecht, expecting the arrival of some Troops from Friesland, whose march, it seems, has been somewhat retarded, by reason of a dispute between the Prince of Orange, and the Stadtholder of Friesland, about issuing out the Orders for the march of the said Troops, which the latter claims to belong to him only as Stadtholder of Friesland. We are assured that his Highness will have a very brave Army, consisting in near 40000 men,

Whitehall, March 20. Yesterday morning arrived in one of His Majesties Yachts from Ostend the Count de Bergesche Envoy Extraordinary from the King of Spain, and this evening was Conducted by Sir Charles Cotterell, Master of the Ceremonies, to his Audience of His Majesty; and afterward of his Royal Highness, by whom he was received with great kindness, and with the marks of a particular Esteem for his Person.

Advertisements.

Giles Vincent, born at Honeyreere-Froome in the County of Somerset, about 18 yeass old, but tall and big of his age, Run away from his Service the 3d instant, and stole away two Violins, with several other things. He had on a close bodied Frize Coat, a pair of brown stuff Breeches, a Camblet Campagne Coat, a black Hat, and a short fair Perriwing. He has an oval Face, very small Eyes, with a squint or cast with one of them, a small mole on his Check, a scarr on his Brow, and is marked with the Small pox. He plays upon the Violin. Who ever gives notice of him to the Lady Pu becker at her house near St. James's, shall have two Guineys for a Reward.

Stolen the 12 instant, from Mr. Voya Howles Stable, of Fenner in Cambridgeshire, an Iron gray Gelding, having on each Leg a splint, about 14 hands, 7 yeass old, hath all his paces. Whoever gives notice of the said Gelding to Mr. Howles aforesaid, or to Mr. Charles Lingwood at the Old Lane in Fleet-street, shall be very well rewarded.

Printed by Tho: Newcom in the Savoy, 1676.

BOTTOM OF PAGE 2 OF THE LONDON GAZETTE OF MARCH 19-22, 1676.

The two announcements made in this issue show that the newspaper advertisement of that time was usually a matter of emergency. An eighteen-year-old indentured boy has escaped from his master, and Mr. Voya Howles has lost a horse through theft. For many decades newspaper advertising, competing with the elegant shop bills of the period, remained what it is shown here.

OLDEST KNOWN SHOE ADVERTISEMENT.

The business air of this shop bill is very convincing, though measured by modern shoe standards, the goods advertised do not share this. High heels were not in fashion at the time the shop bill appeared, believed to be about 1630, as is shown by the "cloggs" pictured.

time of it at the start. Campbell labored under the handicap of having but a few readers and committed the unpardonable error of complaining of this in his own advertisements, of which he ran a generous number. When the last of the year rolled around he

printed his customary wail. In this he pointed out that the Boston News-Letter could not exist without annual subscribers and that for its continuance prompt action on the part of everybody was immediately necessary. But in the end Campbell ceased in this sort of "poor-mouthing." After that business with him went at a fast clip. The good New Englanders who advertised with him transacted most of their business in the "Post Office in Boston," and Campbell was not slow to avail himself of the opportunity he had thus carved.

The eighteenth century was still very young when Campbell ran fairly good business advertising. On Jan. 9, 1715, he printed the following advertisement at the bottom of his last page—column two, page four:

"VERY good Bohe-Tee, Nutmegs, Cloves, Pepper and other Spice, to be Sold on very reasonable Terms by Mr. Jonathan Mountford at his Shop in the North End in Fifth Street, Boston."

It should be stated here that the spelling and capitalizing are that of Campbell, or his printer. A little later "Bohe-Tee" becomes "Bohea Tea," and "Fifth" is changed to "Fifth."

In the same issue there is another ad of interest. It is a typical country store advertisement of the period and reads:

"A FRESH Hogshead of half Jack English Jockey Boots, a cask of Velvet Corks, some Beaver Hats, 2 Brass Locks for a door, one large looking glass, and a Chest of Drawers."

George Shore, of Queen street, Boston, is the advertiser, and it is not to

be presumed that he is a dealer in junk. Mr. Shore does not state how he obtained the articles offered for sale, but, in common with many merchants of his day, he, no doubt, bought the items from some skipper or sailor engaging in a little side line, ever a profitable hobby with seafarers. In the same issue a building lot in Cornhill, Boston, is advertised.

WANTED "MAN'S MUFFE" BACK.
The Boston News-Letter, covering the week ending Jan. 16, of the same year, advertises "Butter and Cheese," of which Messrs. Steel & Bethune would be the vendors at their place in Merchants Row, Boston, and then follows a quaint little ad concerning the

ing with John Campbell at the Post Office in Boston, either by word or in writing."

In the next issue Campbell has no advertising, but in the one dated Jan. 23 to 30, 1715, he has the announcement of a sheriff's sale of goods of the estate of "Susanna Gray, Widow," by "Publick Vendue or Outcry," modernly expressed, auction. The sale is to take place at the Crown Coffee House, King street, Boston. In the issue following this, books are for sale, also a "Negro woman aged about 24 years at the Post Office."

SOLD NEGROES IN DEAR OLD BOSTON.
Good old Boston in those palmy days of buccaneers and slave traders, was

ved there, & Fanverin from Piscataqua, & Caly in a Sloop. All Three Posts are now in, and set out on Monday night the 13th Currant, to return on Saturday next.

Advertisements.

By His EXCELLENCY the GOVERNOUR, On behalf, and at the desire of the Proprietors of the Town-ship & Village of Oxford in the Nipmug Country.

THIS is to give Notice to the French Protestants, sometimes Inhabitants of the said Village in Oxford, that have for several years past left and deserted their places there, against the Laws of this Province, and without the leave of the Proprietors.

That such and so many of them as shall give in their Names within six months next coming, to the Honourable Peter Setteant Esq; that they are willing and desirous to return to the said Village, and shall so do within 12 months next after the Date hereof, shall have such Lot & Right in the said Village as other English Inhabitants that are now settling there, for the Improvement of the said Village, that it may be profitable and servicable as other Grants, for the support and defence of the Province.

Intended for the Prefs and may speedily be Published, The Constables Pocket-Book; Or a Guide to Constables in their keeping the Peace, in serving all Warrants, observing Orders of Courts, Summoning Town Officers and Town-Meetings, Collecting Rates & Assessments, Serving Writs, Summons & Executions; how to make Returns of all Writs and Warrants, Form of Bail Bonds, &c. An account of all lawful Fees. Sold by Nicholas Boone at the Sign of the Bible in Cornhill.

At the Ware-House of Mr. James Leblond, in Merchants-Row Boston, There is very good Barbadoes Rum to be Sold at a Reasonable Price.

Sold at the Post-Office in Cornhill 1709. 10.

A GOVERNMENT ADVERTISEMENT OF EXCEPTIONAL INTEREST.

The proclamation of the British governor here reproduced is well worth reading for the light it throws upon socio-political conditions prevailing in the New England provinces at the beginning of the Eighteenth Century. It is from the Boston News-Letter, of March 13, 1709.

loss of a bit of male raiment now no longer extant, except with piano and violin virtuosi who carry insurance on their tender digits. Reads the advertisement:

"ANY Person that took up a Man's Muffe, dropt on the Lords Day between the Old Meeting House & the South are desired to bring it to the Post Office in Boston, and they shall be rewarded."

There is a strong flavor of things puritanical here. "And they shall be rewarded" appears to be good evidence that the writer's mind dwelled on the subject discussed in the "Old Meeting House," so much so, perhaps, that absent-mindedness caused the "Man's Muffe" to be "dropt."

Campbell issues in this number one of his appeals for encouragement. He says:

"ALL such in Town or Country who have a mind to encourage this Letter of Intelligence, may have it on reasonable Terms, agree-

not very particular about the sale of human beings. There is in this number an advertisement, which later must have brought the blush of shame to the abolitionists. It reads:

"AN Indian Woman aged Sixteen years, that speaks good English, to be Sold, Inquire at the Post Office."

The number of advertisements of this sort is really one of the remarkable features of the papers of that period, as will be shown elsewhere.

Probably the first rental advertisement which ever appeared in any newspaper in this country ran in the Boston News-Letter of Feb. 20 to 27, 1715.

"A CONVENIENT House or small tenement in Pudding-Lane, Boston, to be lett, Inquire at the Post Office."

The same number contains a notice to the effect that the sloop Peyopscot, will, in a week or ten days, sail for Brunswick, whither it will carry free all such persons and their chattels who



A CUTLER'S ADVERTISEMENT WITH DATE OF 1698.

The design of this shop bill lacks artistic merit, but shows that the tendency to illustrate advertising is old. The engraving is the work of H. Nott. Surgical instruments of the period were rather crude, as is indicated by the drawing. The cipher on the advertisement, "D. 2" permits the conclusion that this bill was one of a series.

may intend to settle in the new town on Casco Bay. Who the promoter of this colonization scheme is, is not shown by the advertisement.

ARMORER MOVED HIS "SHOPPE."

An advertisement rather typical of the time is that of an armorer, John Pyn, who has moved from one street to another. In the number in which this advertisement appears, that of week ending March 5, 1715, is another of interest:

"A CERTAIN Person has a Hundred Pounds to Lend at Interest on Land Security in Boston, Inquire at the Post Office."

The issue of two weeks later has among others, the following announcements:

"A NEGRO Man aged about Twenty-six Years, to be Sold by John Peake, Lawyer, and to be seen at his House in Ship Street, Boston."

"A LUSTY Young Negro Woman aged about Eighteen Years, and her Child, to be Sold at Mr. Adam Beath's in Union Street, Boston."

The Boston News-Letter of this date has as many as eleven advertisements. In its issue of April 2 to 9, of the following year, appears an advertisement which makes very poor reading in our day. The contemplated sale of a white person is announced.

"A SERVANT aged about Sixteen years, having already served Three Years to a Black-Smith, and hath Four Years yet to serve, to be Sold, & to be seen at Mr. John Gilbert's Warehouse, or at the Crown Coffee House in Boston."

In explanation of this, it must be said that it was a common practice in those days to indenture labor, a sort of slavery that differed nowise from the serfdom of the blacks. The expression "a Very likely young Negro Wench aged Sixteen Years" is found in the Boston News-Letter *ad nauseum*. Slave owners in those days, it would seem, hardly ever knew the age of their chattels, and for convenience and profit always advertised them as either sixteen or eighteen years of age.

So far all advertisements in the Boston News-Letter had been treated alike in type and head. Campbell was content with picking them out by giving them each a two-line capital. The type used first is nearly nine-point, but in his issue of May 4 to 11, 1719, he cut down the size of his type to a small face seven-point, reducing at the same time the size of the ornamental cap. Lack of support, it seems, had compelled him to reduce his sheet to two pages. In one of his office ads it is announced that hereafter the News-Letter will appear only as a half-sheet.

For many years he and his successor continued to use this type and style of make-up, and it is not until Folio 1549 is reached that a tendency toward display is manifested. Another thirteen years and we come to the classified advertisement. Wants are then grouped under a general head, and the attempt is made to group advertising by classes. By that time, April, 1746, the Boston News-Letter carried often as much as two pages of advertising of a total of four pages of two columns each, the column about sixteen ems wide and 11 inches long.

ZENGER'S PAPER CARRIED PAGE OF ADS.

More enterprise was shown by William Bradford, who for a time made

quite a success of his New York Gazette. But what amounted to really good business in newspaper advertising was done by John Peter Zenger, in the New York Weekly Journal, of which the first issue made its appearance on Nov. 5, 1733. To Zenger belongs the credit of having run the first display advertisement in this country. The type he used was rather good in design, easy to read, and the stock he printed on was unusually good. Zenger's paper made rapid progress in advertising. On Aug. 8, 1743, the New York Weekly Journal carried over a page of advertising.

Results were not always what they might have been, and the old printers, no doubt, faced now and then irate advertisers who saw fault not in the thing they had to sell, but in the medium they employed. It is of some interest for this reason to watch the progress of two advertisements that appeared in the New York Weekly Journal in 1743.

On Jan. 2, of that year, the first issue of the year, the following advertisements appear:

TO BE SOLD.

"A LIKELY Negro Wench to be Sold, that is used to City and Country Work; Enquire of the Printer hereof or of Dr. William Turner at Newark and know further."

The other notice reads:

Perth Amboy, March 29, 1743.
WHEREAS the Council of Proprietors of the Eastern-Division of the Province of New Jersey, have Resolved speedily to come to a further dividend of Pine Lands, as also to a dividend of Lands adjoining to the Partition Line between the Province of New York and the Western-Division of New Jersey, which was Run and Measured the 4th Year, 1719, by Order of the Commissioners and Surveyors, appointed in Pursuance of Acts of Assembly of both Provinces, Who require all Proprietors and Shurers of Proprietorships of the Eastern-Division of New Jersey, are requested to be at the Council of Proprietors which is to begin the 17th Day of August next at Perth Amboy in Order to settle on the Quantity of which the said Dividends shall be composed, and on such Rules as may be thought proper for the better Regulating the same.
 By Order of the said Council of Proprietors,
Lewis Morris Esq.

ALL Persons indebted to the Estate of the late Samuel Weaver, deceased, are desired forthwith to Pay what they respectively owe unto said Estate, or to the Executors of the said Estate, where they will prevent Trouble and Costs. And all Persons that have any Demands upon the said Estate are desired to Apply to the said Executors in order to be Paid.
 NEW-YORK: Printed by John Peter Zenger, where Advertisements are taken in.

"A LIKELY Young Negro Wench, aged about Sixteen Years, can do any sort of Household Work enquire of the Printer hereof."

After running an entire year in alternate issues, the advertisements were carried over into the new year. Why the article did not sell is impossible to say. But there is ground for suspicion that the wenches were not as "likely" as the owners of them claimed. It seems that some of the slaves had what would be termed nasty dispositions, a conclusion favored by the appearance of advertisements stating specifically that there was nothing wrong with the slave offered for sale, and that the reason of the sale was that the owner had no longer any use for them.

PAPER IS ENLARGED TO HELP ADVERTISERS. When James Parker & Comp. took over the New York Gazette or Weekly Post Boy, it was decided to have a larger paper of four pages, of three columns each. It was to take care of a large volume of advertising that this change was made. Display advertising, limited very much by the lack of good types and space, had taken on a definite shape in the Parker publication about 1760. So great was the pressure on the columns of that paper that now and then position would be sold on the first page, in spite of the fact that columns were 14½ inches long and pages accommodated three of them, each 2¾ inches

Wrapt and Chipt,
LOGWOOD & Redwood, Glar, Allum,
Caperas, and Pumice Stones, to be Sold very Reasonable by,
John Breefe,
Leather Dresser

TO BE SOLD.
THE Dwelling-House and Store-House formerly belonging to Mr. Isaac Gouverneur deceased, it being the House and Store House now in Possession of Mr. Edward Hills in New-York, who ever Inclines to Purchase the same may enquire of Lewis Morris Esq. Esq. of Morrisania, or Mr. Brandt Esq. of New York, or Mr. Cornelius Low, Esq. of New Jersey, who will agree for the same.

TO BE SOLD.
FIVE Thousand Acres of Land, in Dutchess County in Herkmes precinct in single Farms, of one Hundred Acres more or less, as the Buyers like. Enquire of, Coll. Gilbert Livingston, at Kingston, in Ulster County, or Robert G. Livingston, Merchant at New York, or Henry Livingston, Esq. at Poughkeepsie in Dutchess County.

Three Posts are now in, and for out again on Monday Night the 2d Current.
The Western Post this Turn for Saybrook.

Advertisements.

A Lot of Land in Cornhill Boston, opposite to the Town-House, measuring in the Front Fifty four Foot, one hundred and Seventy one Foot back, to be Sold on reasonable Terms, by Mrs. Ann Dowling in Honour Street Boston.

TO be Sold a new Fashion'd Monetary Clock & Case lately arrived from London, also a new Fashion'd Candles Bed lined with Sateen, to be seen at Mr. William Clages jun. Clock-Maker near the Town-House.

These are to give Notice, That the Commissioners appointed to Receive and Examine the Claims of *Solomon Gray's* Estate, are to meet at the Crown Coffee-House in King-Street Boston, every Thursday of this Instant January, February & March next, from Four to Eight a Clock in the Afternoon, and do desire the Creditors & Debtors to the said Estate to be in their Accomps in order to a Settlement, else they shall be shut out.

On Thursday the fifth of this Instant January, Sundry Goods belonging to the Estate, are to be Sold by Publick Vendue or Oatery at the above-said Coffee-House, an Inventory wherof to be Posted up there.

A Very likely Negro Boy aged about Sixteen years fit for any Service, to be Sold by Capt. John Charnock and to be seen at his House in San-Court near the Old North Meeting-House Boston.

There not appearing a sufficient Number to augment the price of the Annual Intelligence, according to a former Advertisement in order to Print a Sheet a Week, especially on the Arrival of Vessels from Great Britain, The Undertaker designs only a half Sheet as usual, until such a Number offers. Such as have not already paid for the last Years Intelligence that ended on Monday last, are hereby desired to pay or send it in, unto John Campbell at the Post-Office in Boston. And such who had it last Year that would not have it continued another, are desired to return this being the first of a New Year, that it may be known whether it can be carried on another Year or not, which only depends on the Number of those that take it by the Year, for its Support and Continuance.

Printed for John Campbell Post-Master. 1715.

A RUN OF ADS IN THE BOSTON NEWS-LETTER.

That John Campbell, about 1715, still looked upon his advertisements as a sort of "running story" is well demonstrated by this lower half of his half-sheet journal. The date of the issue is January 2, 1716, but through inadvertency the date at the bottom of the page is still given as 1715. The page contained a typical Campbell appeal for support—one of the many he had to make. Gauze pasted over page is responsible for lines through type.

To be SEEN,
 At Mr. Pascheco's Ware House, in Marketfield-Street, commonly known by the Name of Petticoat-Lane, opposite the Cross Guns, near the Fort.

A CURIOUS MUSICAL MACHINE, arriv'd from England, the third Day of May last, which performs several strange and diverting Motions to the Admiration of the Spectators, viz. The Doors fly open of their own accord, and there appears six Ringers in white Shirts all busy pulling the Bell-Ropes, and Players in black Caps and black Beards at one Corner there is a Barbers Shop and a Barbers Pole hung out, and at the Shop Door stands the Barber's Boy, who, at the Word of Command, gives three Knocks at his Masters Door, out comes the Barber with his Razor and Bison to shave the Ringers, then the Doors shut themselves whilst the Barber is Shaving them, then the Doors open themselves the second Time, and the Ringers appear all clean shaved and clean Caps put on; afterwards they ring a long Peal of Changes, and then fall the Bells to Admiration, after that the Barber walks into his Shop again, his Boy standing ready to open the Door for his Master and then he is attended entirely by Clock-Work, in imitation of St. Brides Bells in London. There will be a small Entertainment of Slight of Hand, before the Clock-Work is seen.

The Proprietor of it will wait on any Gentlemen or Ladies, at their own Houses
 THE same will be shewn every Day in the Week, Sundays excepted at 4 o'Clock in the Afternoon, and at 7 in the Evening. The Price for Crown Persons 1 s. and for Children 9 pence.

FIRST HALF-PAGE ADVERTISEMENT ON RECORD.

First half-page advertisement ever printed as far as available data shows. This "spread" appeared in the New York Gazette or Weekly Post Boy—the John Peter Zenger publication—and is well worth reading. Its date is July 18, 1748. The quaint English of the announcement has little of modern advertisement "punch" in it, but there is good reason for the belief that it made somewhat of an impression.

wide. The appearance of the "sheet" was rather attractive. The news was run in a good type, and the advertisements had individual captions and were divided by a turned two-point rule. The Parkers also used little wood cuts in their ads. These were rather crude, but helped to break the monotony of the pages. No attempt was made by them, however, to use large type.

There is ample ground for the conclusion that the following is the first "position" advertisement on record. It appears at the foot of column 2, on page 1, of the issue of July 24, 1760, and reads as follows:

"IMPORTED from AFRICA in the Three Friends, James Carpenter; and to be sold by CAPTAIN RICHARD GIBBS, of New Brunswick, a Parcel of Gold-Coast NEGROES.

From the Age of Twelve to Twenty—ALSO, Taken upon the Sound, the 9th of July, off Seabrook, a Canoe with a Seine: The Owner, by applying to said Gibbs, at New Brunswick, may receive her again."

In the same issue twenty-seven other advertisements are found, many of them large. One of them, illustrative of the times and its people, is given here:

"JUST come to this city, and to be seen at any Time on Monday next, and for the space of ten days thereafter, at the House of

Mr. Benjamin Keats a very surprising Boy, lately advertised in the Pennsylvania Papers, resembling a negro in all respects, but the Colour, which is full as white as any European, and his hair as white as Lamb's Wool, but curls like that of a Negro, born of Negro parents. To be seen at the same place, in the Evening only, a very surprising Magick Lanthorn, exhibiting the Egyptian Shades, and all the Victories gained by the King of Prussia since the Commencement of the present war, with many other agreeable prospects too tedious to mention, Price One Shilling."

The italics are those of the writer. Advertisement writing was anything but a science in those dear, old days. Nor was English always well understood by those who engaged in this "very hazardous enterprise." The "prospects too tedious to mention" do not seem very agreeable, to be sure, and probably were stereopticon views, not quite as recent as the "Egyptian Shades" and "the Victories of the King of Prussia." In our days, moreover, such an advertisement would be headed: A Marvellous and Astounding Albino.

AD PAGE SHOWS EXTRAORDINARY MELANGE. To the modern advertiser and consumer it must be of interest to know what this ad page contained. A list of the advertisements found in the issue in question, and the thing offered for sale,

in manner of Henck Work, and is fit for Town or Country. The above Tracts, Lots of Land, and Negroes belonged to the Estate of Robert Lettis Hooper, Esq. deceased, and are now to be sold by Robert Lettis Hooper, at Kackhill in the County of Somerset, or by Isabella Hooper at Perth Amboy, who will give an undisputable Title to the Purchaser.

TO BE SOLD

A Plantation at **Queens-Bury** in the Pass Hires on Hudson's River, called by the Name of the Camp, which has a good new House about 2 Story and an half high, a new Barn, a new Kitchen, with 2 great Orchards, sufficient to make a Hundred Barrels of Sider in a Year, with a Quantity of about 2 Hundred and 2 Acres of Land, very convenient for Merchant or Tradesman Enquire of the Printer.

CHARLES WATKINS near the Old Slip Market, give next Month for England all Persons that have any Demands on him are desired to bring in their Accounts, and those indebted are likewise desired to discharge the same by the 20th of next Month, being the long Day before he sets out. He has now remaining a large Assortment of both Summer and Winter European Goods, which for Dispatch will be sold very cheap for ready Money and he has just imported a good choice of West-India Rum to be sold at very reasonable Prices.

All Persons indebted to the Estate of the late Samuel Weaver, deceased, are desired forthwith to pay what they respectively owe unto James Burling, one of the Executors of the said Estate, whereby they will prevent Trouble and Costs. And all Persons that have any Demands upon the said Estate are desired to Apply to the said Burling in order to be Paid.

TO BE SOLD,

FIVE Thousand Acres of Land, in the Dutch County in Beekmans precinct, in single Farms, of one Hundred Acres, more or less, as the Buyers like. Inquire of Coll. Gilbert Livingston, at Kin:; in Uffer County, or Robert G. Livingston, Merchant at New-York, or Henry Livingston, Esq. at Poughkeepsie in Dutchess County.

A Likely Negro Wench to be sold that is used to City & Country Work ; Enquire of the Printer hereof, or of DoBoor William Turner at Newark and know further.

To be Sold, or Leas'd for a Term of Years, viz. The House and Farm, late of Jonathan Dickenson at Flushing, Containing about one hundred and fifty Acres of Land and Meadow ; a convenient Landing Place for Boats of about six Coard, in rear a convenient House of about sixty Foot in length, and forty in breadth of two Stories high, for Room on the lower Floor, besides a Kitchen and five Rooms in the upper story, and a small Room above the Entry, with convenient Cellars, as also a good Store-House, all fit for a Merchant or Store Keeper ; Enquire of Samuel Bayard of New-York.

NEW-YORK: Printed by John Peter Zenger, where Advertisements are taken in.

AN ATTRACTIVE AD PAGE FROM THE EIGHTEENTH CENTURY.

Lower part of page 4, New York Gazette or Weekly Post Boy, of July 25, 1743, reproduced here to show what an ad. page of the period looked like, and what treatment advertisements were ordinarily given. It must be borne in mind that this page is the best of which newspaperdom could then boast. John Breese, whose advertisement appears on this page, was one of the most persistent believers in publicity of old New York. His ad. will be seen in another illustration. Zenger seems to have been the first to divide his ads. by a rule and to run the first line of them in a type larger than the rest. Considering the equipment he had, this bit of old newspaper printing has merits of its own.

should for this reason be in place. A somewhat peculiar advertisement is that of a lottery by which it is hoped to dispose of two houses and lots. To sell realty in this manner was common practice in New York, and the colonies generally, about this time. Gambling of all sorts was sanctioned by law, it seems. In this case a number was bought for a trifling sum, and the holder of the lucky ticket became the owner of the property. Why, a century before this, shop bills should have spoken in high terms of the "calculator of chances in lottery" should be clear now. To take a chance was almost a virtue, even with the straight Puritans.

Another advertisement in this number offers the possession of a shop. Rowland De Paiba advertises all sorts of East Indian and European goods. A grocer, by name of Jacobus Roosevelt, Jr., has a supply of sugar, tea and pepper on hand. Then follow the notices of two sailings for Europe. Raymor and Creag announce that they are in the dry goods business. De Launcey Robinson & Comp. have a shipment of salt on hand. J. Alexander and Company, dealers in dry goods and carpets, notify their customers that they have moved into other premises. Thomas Oughton has imported in the Concord and the Sally European and Indian goods.

JULY WAS MONTH IN WHICH TO MOVE. That Richard Curson had moved fur-

ther up New Dutch Church street, with his "fine wines, liquors and cigar emporium," in which he also sold Rum, Arack, Lime-Juice, and the like, may have interested many, and the same, no doubt, must be said of the advertisement of Nicholas Low, a dealer in "choice Jamaica Spirits, West India Rum, Brandy, Geneva, Shrub, Pipes, Loaf, Muscovado, and Powder Sugars, Tea, Coffee, Chocolate, Rice, Pepper, Allspice, 9 and 12 Bottle Cafes."

One would think that July had then been the favorite month for moving. For another advertiser, John Hertell, has moved, taking with him what may be looked upon as the prototype of the modern department store—things too numerous and also too tedious to mention. Henry Van Vleck has imported, as he says, all kinds of groceries, dry goods, hardware, furnishings, furniture, spirits, paper and so on. No well-managed store, it appears, was without a liquor department in those days. Truly the thirst of Manhattan has never been a slight affair.

NOT RESPONSIBLE FOR DEBTS OF HIS WIFE. John Taylor announces gravely in this issue that he keeps all sorts of textiles for men, women and children, and the household. A Mr. North features in his ad the fact that he is a tailor from London, a "taylor," as the word was then spelled. George Richey offers his services as upholsterer and tent maker,

and Joseph Jennins, of Elizabeth-Town, of the township of that name, spreads the news that he and his wife Elizabeth have separated, and that he will not be responsible in the future for debts contracted by her on his account. Domestic infelicity seems less recent than some pessimists believe.

But the end of this advertisements index is not yet. William Darlington has the ubiquitous w. nes, sugar, "Velvet Corks and Pepper" advertisement, and handles Cheshire cheese as a sort of side line. Thomas Dougherty also has imported European and Indian goods in the ships *Countess of Berkely* and *York* and the brig *Concord*. Matthew Ernest has some bottles for sale, inquiry to be made of Nicholas Roosevelt, who would seem to be the owner of the bottles. John Ernest & Comp. have also moved, and John Waterhouse announces that he has for sale, drugs, chemicals, and Galenical medicines, and offers his services as surgeon and "manmidwife," the latter an incongruous term. Lest his special desirability as druggist and surgeon be overlooked, he states that he is from London, taking a precaution which all those entitled to the distinction took religiously in those days.

RAISED CHURCH FUND BY LOTTERY.

Even churches were the beneficiary of lotteries in those days. The Low Dutch Reformed Church at Achquakmunk stands in need of repair, and to raise the necessary funds a lottery is organized, so the advertisement states. All persons having an account against Emmanuel Abrahams, of New York City, are desired to bring them to Mr. Bernard Lintot, that they may be settled. David Cox will sell a tract of land in the Branch of the Delaware River, and Thomas Willett will similarly dispose of "a very fine farm, lying in Frogs-Neck, Westchester County, opposite the Whitestone Ferry."

The last advertisement in the issue sells the usual "likely negro wench," only in this case she is between 17 and 18 years of age, has had the smallpox and the measles, details given, no doubt, for the purpose of showing her a good risk. To the good people of New York it must have been disconcerting to have a likely young negress contract these diseases, when so much money was tied up in her possession.

DEPARTMENT STORE AD MAKES BOW.

Alittle after this the itemized, or what may be termed the department store, advertisement made its appearance. The first one of these, as far as the writer has been able to ascertain, was run in the New York Gazette or Weekly Post Boy on May 22, 1769. It was no less than 10½ inches long in a column of about sixteen ems. The advertiser is Samuel Broome & Co., who utters no less than 200 articles of great variety for sale. No prices are given, however. The firm, it seems, handles regularly all things in leather, textile, hardware, paper, pewter, glass, china, and such things as ornamental buckles, buttons, tools, instruments and books. Those looking for an ancient example of the modern department store advertisement should have no difficulty finding in the Broome announcement what they are looking for.

TO BE SOLD.

A Dwelling House, with Store House, Barn, Barracks, Garden & Well, and other things convenient for Merchants, or Tradesmen adjoining the above, to have information of the said Farm.

By this time merchants no longer imported on their own account. The advertisement which says that such and such a brig, sloop or ship has come in with a cargo aboard has disappeared. Though the advertisement columns do not speak of importers, jobbers or wholesalers, there is no doubt that business had already taken on the character it has to-day. The merchant in the retail business found it to his advantage to buy from firms who made a specialty of wholesaling.

STORE ADVERTISEMENTS GAIN IN NUMBER.

The advertisement referred to above was followed on June 5 of the same year, by another of its class, which clearly demonstrates that advertising had become a factor in competition. The announcement in question is decorated in the manner of the old shop bill and is here reproduced. A great assortment of merchandise is offered in it by the Universal Store. For the first time the

name of the merchant is not featured. Whether the people of New York took kindly to such modesty is not known. Heretofore, business had been rather personal. Jones, it seems, bought of Smith largely because he knew him, and names still carried with them in business merit and demerit, a condition which in our day has dwindled down to a mere tendency, owing to the impersonal character of modern commerce.

ADVERTISERS WERE HUMBLE SERVANTS. One of the first stage coach advertisements found in this country is that of Joseph Crane and Josiah F. Davenport, owners of a stage route between New York and Philadelphia. The advertisement is picked out by the rude wood cut of a wagon, resembling the old prairie schooner. The conveyance is drawn by four horses and, according to notice, runs via Powles-Hook. John Mercereau and John Barnhill also operated a stage coach route between the two cities. The starting point of their coaches is given as the New Blazing Star, a country inn on the west bank of the North River, and the route lies over "Prince-Town," where relays of horses were kept. The price of the trip is ten shillings to Princeton and ten shillings from there to Philadelphia. To what extent transportation conditions in this country have changed may be gauged by

WRAPT and CHIPT, -
LOGWOOD & Redwood, Ghee, Allum,
Coparas, and Pumice-Stones, to be sold
very Reasonable by
John Reece,
Leather Dresser,

TO BE SOLD.

THE Dwelling-House and Store-House formerly belonging to Mr. Isaac Gouverneur deceased, it being the House and Store-House now in Possession of Mr. Edward Hills in New-York, whoever inclines to purchase the same may enquire of Lewis Morris junr. Esq. of Morrisania, or Mr. Brandt Schuyler of New-York, or Mr. Cornelius Low, junr. of New-Jersey, who will agree for the same.

EAST Jersey, Griglowan, adjoining Mr. Nobles Mills, on Altennots River, one Tract of Land, 112 Acres about 20 of which good Meadow, a Dwelling House and a small Orchard in good Order.

A Dwelling House, with Store House, Barn, Barracks, Garden & Well, and other things convenient for Merchants, or Tradesmen adjoining the above, to have information of the said Farm.

TO BE SOLD.

A Likely young Negro Wench, aged about Sixteen Years can do any sort of Household Work enquire of the Printer hereof.

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Advertisement for S. Carolina
Advertisements.
A Horse and Land in Dock-square, Boston with a convenient Shop, now in Possession of Mr. John Holyoke, to be sold by John Dennis, who may daily be treated with respecting the same at the House of Capt. Daniel Henchman.
Hampton-Falls, Sept. 22, 1732.
THESE are to give Notice of the Autumn or Fall Fair, which is to be at John Brown's Tavern-Keper at Hampton-Falls, upon the 17th and 18th Days of October next, for all the Fair Goods and Stags. There will be also a considerable Number of fat Horfes brought thither from the Eastward, as for either the Collar, the Saddle or the Sock, which will be sold very reasonably; or otherwise traded for. The Place where the said Fair is to be held, is but Seven Miles to the East of Newbury Ferry.
* * * This Day is Published,
Some Remarks upon a late Pamphlet, Entitled, A Letter from a Minister of the Church of England, to his dissenting Parishioners: Showing, How far the Book is from answering the Title, and how remote the Matters of Faith therein mentioned, are from the Truth: Together with a brief Vindication of the Presbyterians from the Reproaches therein cast upon them. Recommended as a reasonable Antidote, to all those into whose Hands the said Letter may come. By J. G. F. D. M. Sells, Jr. of D. Henchman in Cornhill.
If any Person wants a wet Nurse in the Family to suckle a Child, they may be inform'd of One, enquiring of the Printer.
If the Person who took a Letter-Case on the Long-Wharf, on Monday last, and deliver'd the Case thus was deliver'd, (of which there was a Ten Shilling, Twenty Shilling and Five Pound Bill, all of Rhode-Island currency,) willing to bring or send the said Case to the Printer hereof, he shall receive Forty Shillings, and as Sufficient proof, (which may be made upon oath or otherwise.)
The Five Pound Bill was of the Oval Form, pretty much worn, and W. Downes wrote on the back file, with other Names; the Ten Shilling was much worn on the edge, which render'd it scarce passible; if such Bills are offer'd in Payment, it's desired they may be stop'd, and Notice given.
Taken out of the Ware-house of George Sebbane, Esq. in Boston, on or about the 21st of September last, viz. fourteen Dozen of white Suet Handkerchiefs, two Pieces of fine Yarn wide Linen, four heavy Silver Spoones of a foreign make, and a small Silver Cup. If any will make discovery who stole the same, or any part thereof, they shall have Ten Pound Reward, besides all necessary Charges paid.
Very good Indigo to be Sold, by the Pound or Ounce by John Phillips, at the Head of the Town-Dock, Boston.
The Sloop *Elizabeth*, with all her Appurtenances, lying on the North side of the Long-Wharf, is to be sold, or to be Let; likewise good Sugar and good Cornsticker &c. to be sold, by Diana Johnson.
TO be Sold, the Household Goods lately belonging to Mr. Elizabeth Smith, deceased, at the House where she dwelt, in Milk-Street Bottom, very cheap for ready Money: As also a very likely young Negro Man.
er, at the Printing-House in Newbury-Street, July, 1732. (Price is as a Copy.)

A CHANGE IN AD MAKE-UP.
When the Boston News-Letter changed hands, passing into the ownership of Bartholomew Green, the paper went to three columns. Its typographical dress remained the same with the exception of running the first line of ads in a type slightly larger than the body. When this advertising column appeared, September 24, 1723, John Campbell had been dead five years. The ads are well worth reading.

Advertisements.

A Young Negro Woman and her Child, as also a Negro Boy of about Twelve years old, are to be sold...

The Vote of the General Assembly of the Province of New Jersey, are now in the Press and will be sold by Mr. Richard Watson in Burlington, John Barlow in Albany and by William Bradford in New York...

Lot of Land, lying on the South Side of Queens-street, thirty two Foot six Inches Front, and the same in the Rear, the Length being from said Street to Low-water Mark...

Plantation called Mount Fishers, lying in the County of Bergen in New-Jersey, near Snake-Hill, and is about six Miles distant from New-To k, containing about six hundred Acres of Upland and one Thousand Acres of Fresh and Salt Meadow-Land...

Who ever was in William Park, Printer at Annapolis in Maryland, a Servant Man named John Grimé, He is a middle sized Man, about 21 Years of age, of a fresh Complexion, has long brown hair, pretty well set full Eye thick Legs, speaks very broad, and is a House Carpenter by trade...

The Creditors of William Whitehead, are desired to meet at the Dwelling House of William Hick, Innholder, at Princeton, on Monday the 30 Day of July next, at 3 o'Clock in the Afternoon...

The Creditors of Thomas Leonard, are desired to meet at the House of William Hick, in Princeton, on Monday the Nineteenth Day of June next, between the Hours of 10 o'Clock in the Morning, and 5 in the Afternoon...

Cut showing the treatment of advertisements in the New York Gazette, of June 15, 1780. The publication was started by William Bradford in October, 1725. The illustration is slightly smaller than the original, and shows that the technical proficiency of the Bradford shop was not very high.

such a Person, by applying to the Printer hereof, may be supplied. He can be well recommended.

That an aristocrat had, even in those days, to make a living is shown by this announcement. "Not bred in a mercantile way," implied, of course, that the gentleman was coming down from above.

The same issue advertises "Four Extraordinary House Wenches, of which one is a cook," and there is an advertisement by Hugh Gaine, the publisher of the paper, in which many books are offered for sale.

One would think that in a community as rural as New York then was there would have been no need for imported butter. But "Irish Butter" was extensively advertised in those days, and usually under a display head.

GOELET RUNS BIG STORE ADVERTISEMENT. The Goeletts were then laying the foundation for their immense fortune. Peter Goelet, at the close of the eighteenth century, still was his own importer, as his advertisements show.

"WANTED, an Apprentice to the Doctor's Business. Must understand Latin Tongue tolerably well. Fee will be expected."

This advertisement has a decidedly modern snap. But by the side of this is an announcement which could not be called an advertisement without a duel resulting. It is the crème de la crème

SELLING off at prime cost, a fresh and general assortment of drugs and medicines, patented medicines, shop furniture, surgeons instruments &c. by Thomas Birkens Acrewood, who is removed from Broad Street, to a house the corner of Nassau Street...

IF any Family or Families would be willing to settle on the Island of St. Johns, in the Gulf of St. Lawrence, on Lots N. 35 or Lot No. 64, by applying to the Registrar hereof, may bear of advantageous Terms.

FIFTEEN DOLLARS Reward, RUN away from Jacob Starn, living on Change Water Lion Works, in duister county, West of Jersey, some time in March in the year 1768.

THE Creditors of William Whitehead, are desired to meet at the Dwelling House of William Hick, Innholder, at Princeton, on Monday the 30 Day of July next, at 3 o'Clock in the Afternoon...

THE Creditors of Thomas Leonard, are desired to meet at the House of William Hick, in Princeton, on Monday the Nineteenth Day of June next, between the Hours of 10 o'Clock in the Morning, and 5 in the Afternoon...

TO BE SOLD, A Certain Tract of Land, adjoining the Lands of Mr. Linnet, 16 Miles to the Eastward of Hudson's River, and 30 Miles above Albany...

To be SOLD By PHILIP LIVINGSTON, At his Store near the Ferry Steer.

TEN nail, 11 nail, 3-4 7-8 yard wide, and yard 3 Cotton and linen check, Scotch linens handkerchiefs, printed linnen day, cotton and Linette coralls, Ba nagore do, fine Moeres, Lavettin and silk damasks for vests, collars, chintzes, fine and exotic cambrics and linnen, silk and cotton gowns, threads, sewing silk; ribbons, gauzes, peltings, &c.

TO BE SOLD, By JOHN LONG in Pearl-Street, near the Battery.

GOOD Lisbon Wine, by the Quarter Cask, Hoghead, or larger Quantity, for Cash or short Credit.

THE FOLLOWING MEDICINES, viz. Turlington's Balsam of Life, Dr. Rossman's Peppercorn Drops, James's Fever Powder, Stoughton's Bitters, Anderson's, or the famous Stoughton's Bitters, &c.

THE FIRST KNOWN "ART BORDER" NEWSPAPER ADVERTISEMENT. Two outside columns, last page, of the New York Gazette or Weekly Post Boy, of July 24, 1760, showing the first "decorated" advertisement run in a newspaper in the American colonies...

given in such announcements. The captain, who often was merchant and skipper combined, or who had the power to sell anywhere part of the cargo he carried, as long as he could do so to the advantage of his employer, had disappeared.

There are a few other advertisements of the period, which are of enough interest to merit verbatim reproduction:

"WANTED, an Apprentice to the Doctor's Business. Must understand Latin Tongue tolerably well. Fee will be expected."

A complete Assortment, at the UNIVERSAL STORE, or



At the Sign of the Looking Glass & Druggist Pot, At the Corner of the Old Ship-Market, NEW-YORK;

A variety of Figures, Looking Glasses and Paper Hanging, Wash Flint Glasses of all Kinds, London and Bristol Crown Window Glass of all Sizes, as large as 27 by 22 Inches.

Painters and Limners Colours, mixed or unmixed; Varnishes of all Kinds.—Japanesse Articles, Gold and Silver Leaf, &c.

Dying Colours, with every Article belonging to dyeing. Fullers Articles.—Founders and Smelters ditto.—Hatters Trimmings.—Foil and Stones, &c. for Jewellers.—London and hard Metal Pewter.—Brazes and Copper Ware.—Carpeting of all Kinds.—China ditto.—Spicery.

DRUGS and MEDICINES. With a general Assortment of genuine patented Medicines, warranted, and Shop Furnitures.

Also: English Sail Cloth, No. 1, to 6.—Nails and Brads of all Sizes.—Tin Sheets in Boxes; Sheet Iron; Sheet and Bar Lead; Shot of all sizes; English and German Steel; Variety of Chimney Tiles.—Mum, Coppars, Brimstone, Salt Petre; Borax.—Seeds, &c. for D millers.

TO BE SOLD, By JOHN LONG in Pearl-Street, near the Battery.

GOOD Lisbon Wine, by the Quarter Cask, Hoghead, or larger Quantity, for Cash or short Credit.

THE FOLLOWING MEDICINES, viz. Turlington's Balsam of Life, Dr. Rossman's Peppercorn Drops, James's Fever Powder, Stoughton's Bitters, Anderson's, or the famous Stoughton's Bitters, &c.

THE FIRST KNOWN "ART BORDER" NEWSPAPER ADVERTISEMENT. Two outside columns, last page, of the New York Gazette or Weekly Post Boy, of July 24, 1760, showing the first "decorated" advertisement run in a newspaper in the American colonies...

which is here heard from and appealed to. Read the effort:

"AT a commodious House, pleasantly situated at Bound-Rock, County of Somerset, and Province of East New-Jersey, young Gentleman are educated and boarded by William Haddon."

Doctrina sedvum, promovet infantum, Reclique cultum pectora roborant Utunque defecere mores Deducorant bene nata eupae.

ADVERTISEMENT.

VERY good Cheesing-Cheese to be Sold by John Wright, Watchmaker, at his House in Dukes-Street, for 2 A. per Pound by the Single Cask, and for less if they take a larger Quantity.

The several sorts of Mulcovoed Sugar to be SOLD by Stephen Bayard.

VERY good Lamp-black made and sold by the Printer hereof.

PUBLISHED, and to be Sold by the Printer hereof.

LEEDS'S and BIRKETS Almanacks, for the Year of our Lord 1775.

TO BE SOLD, by WILLIAM THOMPSON, in Perth-Street.

TWO or three Negro Women. They are a good Hands—Negro's who can do all manner of House Work, and can knit and spin, and are thought to be an extraordinary good Cook.

Strength to the mind, and vigour to the heart: "When morals fail, the stains of vice disgrace, "The fairest honours of the noblest race.

It took six long lines to translate the few Latin words. But the sentiment of the Latin and its translation is beautiful enough. The reader, however, is warned again: the conclusion that Francis Horace was in any way connected with the academy.

ADVERTISMENT ENGLISH DEVELOPS. Attention is drawn here to the gradual evolution of advertisement style of the English language. The circumstantial exposition of a case has disappeared in the newspapers of the period, and a rather terse and graphic manner of expression has taken its place, as will be seen from the following advertisement, appearing in the Mercury of April 21, 1766:

"A FEW Casks of Orange Juice, fit for Punch, &c. to be sold cheap for cash, near the Fly Market, by Nicholas Carmer."

Either the advertisement brought quick results or the orange juice spoiled. The advertisement was given two insertions only. But not all the announcements were written in the same good style. There was still the tendency to burden the advertisement with unnecessary details. The advertisements here given will show this:

"PISTOL Powder and Snuff A Fresh Parcel imported in the Kitty and to be sold by Abraham Lott and Isaac Low." Grey, Cunningham & Co. announce that they will sell

"SHERRY Wine, Lemmons (sic) and Raisins of the Sun, just imported from Cadiz, Via Falmouth."

It is quite possible that the old Tories were hopelessly prejudiced against things which did not come through an English port or in an English vessel. This is the only explanation we have for the superfluous mention of such details as "via Falmouth."

"PROFESSOR" TROTTER ALSO ADVERTISED. That advertising had become the recognized business maker is well demon-

ADVERTISING IN MODERN TIMES.

Through It Marvelous Progress of Nineteenth Century Became Possible—Recognized Generally as Prime Force in the New Economic Era Which Followed Establishment of American Republic—Modern Distribution Impossible Without It.

THE rapid strides in social, economic, industrial and mechanical progress made at the beginning of the Nineteenth century are strongly reflected by the advertising of the period. The close of the last century had been marked with the establishment of the American republic and the greater degree of personal liberty incident to this had given an impetus to initiative and enterprise which, almost within a decade, transformed life in the United States as had never before been witnessed.

With greater opportunity came greater production, and this increased consumption, advertising becoming the vehicle of exchange. Shipping, for instance, gained tremendously in volume. Within a few years the merchant marine of the United States became at once the wonder and the object of envy of the entire world. Much advertising resulted from the keen rivalry of ship-owners and masters, the latter gaining once more the position they had lost in the middle of the eighteenth century.

DEVELOPMENT DEMANDED PUBLICITY. Greater enterprise in the new republic led to the development of territories which heretofore had been visited only by traders and hunters. From New England hundreds of farmers migrated to Ohio, Indiana and Illinois, making thousands of acres productive and establishing many cities. Thus stage coach and river transportation were given an opportunity to grow. From this also much advertising resulted.

But, above all, greater industrial activity and the ensuing economic advantages and benefits made the people of this country greater consumers. Heretofore, the "national" advertiser had been unheard of; by 1820 several of them were using as many newspapers for their purpose as they could employ advantageously. That some of them, like the Hostetters, are still using the newspapers as their sole medium of publicity shows that advertising has paid and paid well.

CO-OPERATION IS MADE POSSIBLE. The new epoch in advertising, however, is principally remarkable for the incentive it gave co-operation. So far there had been but few manufacturers in the country. It served no purpose to produce commodities on a large scale as long as there was no medium that could bring them to the attention of the consumer. For this reason industry was carried on in a very small way in the vicinity of the market which had to be reached. Newspaper advertising in the Nineteenth century changed all this. With newspapers generally established, it was possible to manufacture at the place best suited for this, leaving distribution largely to the newspaper advertisement.

The farmer in the unsettled back-States, who had heretofore been obliged to be a jack-of-all-trades at the expense of the calling that needed him most, was enabled to buy cheaply what formerly he had crudely fashioned himself. In addition, newspaper advertising created experts in industrial production. Hardware, for instance, which had always been a problem with the consumer, became better and cheaper; of clothing and shoes the same could be said. Publicity not alone made co-operation possible, but it also brought comforts within the reach of those who before had not been able to enjoy them. In a word, the intelligent division of labor became general.

NEWSPAPERS INCREASED IN SIZE.

One of the newspapers of this period which carried much advertising was the fitly named New York Advertiser, one of the prominent dailies of the Ameri-

can metropolis. The old sheet of three and four columns, from twelve to sixteen inches long, had disappeared, and the Advertiser of 1819 had six columns, fourteen ems wide and twenty-three inches in length. Its typographical appearance was remarkably good for those days, and its four pages were normally crowded with advertisements, offering virtually everything the consumer needed. That the age of home-spuns had then passed is well demonstrated by the advertising of this publication. The diversity of modern production and consumption had been inaugurated.

Advertising, however, was to receive another impetus. Already steamboats were crowding the sail and the horse-drawn or punted barge from the rivers, extending transportation by water where hitherto there had been none. The advent of the railroad a little later ushered in an era of prosperity which the old newspaper columns reflect in the brightest colors.

"BLANKETS" MAKE THEIR APPEARANCE. Due to the fact that the presses of those days were every publisher's despair, and that, consequently, the printing of more than four pages became an herculean task, newspaper pages reached an unwieldy size. The Morning Courier and New York Enquirer of 1840 had nine columns to the page, by a length of twenty-eight inches. But while the invention of the telegraph and the establishment of better news services were in a measure responsible for this, there is no doubt that the pressure on the advertising columns was primarily the cause of these "blankets."

In the paper just named advertising entered upon the course it has followed ever since. All advertising is grouped intelligently, the various "wants" are classified and display is attempted in the limited space which advertisers could buy.

FEATURED NUMERALS IN ADVERTISEMENTS. For some reason best known to themselves and not easily understood today, advertisers generally insisted upon starting their announcements with numerals of large size, never smaller than what is termed to-day a two-line capital. The following array of a few of these, taken from the New York Advertiser, will best show the treatment advertisements were then given:

- 100 bbls. of excellent Mountain flour.
- 40 bbls. green coffee.
- 2,479 bushels of prime wheat.
- 97 bbls. molasses.
- 10,000 feet of pine boards.
- 5 bbls. of pork.
- 150 bbls. of ground meal.

The same issue, dated Oct. 15, 1819, shows in an advertisement the wood cut of the steamboat Manhattan, offering first and second class accommodation for New Orleans and Louisville. So far as the writer has been able to go in his search this is the first picture of a steamboat ever run in an advertisement in the United States. It is probable, however that elsewhere this had been done before, considering that river stream craft was already in general use.

The tendency to illustrate advertising for the purpose of catching the

THE MORNING COURIER AND JOURNALIST

PACKETS FOR BELFAST.

The following well known and copper fastened ships are now engaged in the trade between this port and Belfast, and will succeed each other in sailing throughout the year. These who wish to engage passage either in or from Belfast, can do so at all times by applying to the subscribers. The ships are of every description, and are fitted for passengers in any part of the vessel, or in the hold, and these ships will be found as safe, expeditious and comfortable as any to be employed in the trade. The terms of passage are very moderate.

OLD REGULAR LINE.

At present composed of the following vessels—Brig SARAH, G. P. Holmes, master. Brig NORTH, Geo. L. Ross, master. Schr. MARTHA, J. H. Mason, master. Schr. VINEYARD, Wm. Collins, master. The above advertised rate copper fastened vessels, fast sailers, with careful experienced commanders, who stand their own price and on which insurance can be effected at the lowest rates. To afford to shippers every possible facility it is intended in addition to two more new vessels to the line, and to dispatch a packet from each place every Thursday, and whenever when necessary.

NEW-ORLEANS PACKETS—OLD LINE.

The ships of this line are dispatched from New York on the 1st and 15th of every month, and sail for New Orleans on the 1st and 15th of every month, and will be found as safe, expeditious and comfortable as any to be employed in the trade. The terms of passage are very moderate.

FOR PHILADELPHIA—UNION LINE.

Daily, of 7 and 12 o'clock, A. M. Sundays excepted. Only Line via New Brunswick, Princeton and Trenton. Captain A. De Graaf, leaves pier No. 1 Washington st. at 7 o'clock in the morning, for New Brunswick, where passengers take Post Coaches, and proceed to Trenton, there take the steam boat Trenton, and arrive in Philadelphia early next morning. Fare 9c.

FOR PHILADELPHIA, AT 6 A. M. FARE THROUGH \$4.

By the superior steamboats NEW YORK and PHILADELPHIA, which first rate Coaches. The steam boat NEW YORK, Capt. Geo. Jenkins, leaves Pier No. 1, North River, foot of Morris street, (formerly Besser lane), daily (Sundays excepted) at 6 o'clock A. M. for Washington, N. J. Passengers are conveyed in Coaches via Cranford, N. J., and continue to Philadelphia, and there

EXPEDITION—New and direct line of Post Coaches from New York to Fottsville, Penn.

The Expedition—New and direct line of Post Coaches from New York to Fottsville, Penn. will commence running on Monday, 31st of May, inst. no the arrival of the steam boat from New York, every day, Sunday excepted. The Expedition four horse coach will be in readiness, at the steam boat wharf in New Brunswick, to convey passengers direct to Fottsville, via Mt. Airy, Rocky Hill, Hopewell, Woodville, Landersville, New Hope, Doylestown, Montgomery, and Pottsville, the Trip, Postgreve, Reading, Hamburg and Thurgelton, and arrive at Fottsville at an early hour on the following day—immediately the Eastern and Bristol line at New Hope, the Eastern and Philadelphia line at Doylestown, the Philadelphia and Middlebrook line at Montgomeryville, and arrive at Reading in time to take the Harrisburg and Pittsburgh line, and will also leave George Treutman's Hotel at Fottsville every morning at 3 o'clock, so as to arrive at New Brunswick on the following day in time to meet the 12 o'clock steam boat for New York. This being a new arrangement, the proprietors will have good coaches, good horses and careful drivers, and all attention paid to make the accommodations convenient and satisfactory. It being the shortest, cheapest and most expeditious route, they expect to meet with a reasonable share of patronage. For seats in the above line, please to apply to William Moore of Great Neck, New Brunswick; John Van Hook, Philadelphia; George Miller, New Hope; William Field, Doylestown; Henry Sleight, Montgomeryville; Abraham Everhart, Shippenkill; James Jack, Postgreve; Thomas Knappe, Reading; or George Treutman, Fottsville. Fare through N. J. Steam Post 50 cents and Stage Fare 50c. Way Passengers of great party will, with a reasonable expectation of success, who will be at the risk of the owner. Dated, May 17, 1820.

NEW ARRANGEMENT—MAIL STAGE.

From Catskill, through New Durham, Middleburgh, Schoharie, to Spraker's Basin on the Erie Canal, 65 miles.

This Line of Stages will leave Catskill every Tuesday, Thursday and Saturday morning immediately after the arrival of the steamboats from New York, and will arrive at Spraker's Basin on the Erie Canal, on the evening of the same day. Leave Spraker's Basin every Monday, Wednesday and Friday morning at 7 o'clock, and will arrive at Catskill on the evening of the same day, in time to take the 7 o'clock steam boat for New York.

This Line of Stages will pass through the following places, viz: Corrytown, Charleston, Stone's Village, Schoharie County, Middleburgh, Littleton, Fenton, Holloway, Oak Hill, New Durham, and the Village of Cairo, &c. Apply for seats at Catskill at H. Crowell's Hotel, and at Spraker's Basin at George Treutman's Hotel. The proprietors of this Line have contracted for carrying the United States Mail four years, on the above days through the above route; they have provided themselves with new carriages, good horses, and every necessary accommodation to give permanency to the Line, and afford a safe and expeditious conveyance for passengers. All baggage at the risk of the owner. N. B. This is on the contemplated route for the Canalburgh and Catskill Mail Road.

HUDSON AND LEANON.

A special line of Post Coaches now run from Hudson to Lebanon Springs, and after the next week, will be daily, morning and afternoon. Coaches leave Hudson every morning, (Sundays excepted) at 8 o'clock, and arrive at Lebanon Springs at 11 o'clock. Fare for Adults, 50 cents; for Children, 25 cents. For further particulars apply to the proprietors at Hudson.

A FRONT-PAGE DISPLAY OF THE EARLY NINETEENTH CENTURY.

Top of second and third columns, front page, of the Morning Courier and New York Enquirer, of July 30, 1830. Transportation advertisements of the period were all treated in this manner. The reduction given the illustration is but slight, the result demonstrating that in those days the reader did not read while he ran. In addition to the stock cuts here shown advertisers were given the use of wood cuts showing trees, houses, rude sorts of furniture and later locomotives and cars. Sixty years later the modern ad cut made its appearance.

eye had become rather strong even then. In addition to employing stock cuts of sailing vessels, stage coaches, steamships, trees, houses, stoves and furniture, advertisers made the attempt to employ real art, as the announcements of Henry Southard and the Union Insurance Co., both of them reproduced in these pages, demonstrate. Publishers, moreover, had begun to use illustrations to identify special departments dealing with the farm, the home, etc.

The Morning Courier and New York Enquirer, of 1830, was nothing short of a daily directory to New York's commercial world. We must bear in mind that the city was still bounded on the north by Fourteenth street, before the volume of the business done can be appreciated. The Morning Courier of April 15, 1830, carried on its first page 177 advertisements, 75 of them on page two, 158 on page three and 280 on page four, a total of 690, all of them classified, and some of them of considerable size. In

such demand were the columns of the Morning Courier that when the readers were given three or four columns of news they must have considered themselves fortunate, indeed.

ADS REFLECT COLLAPSE OF BOOM.

The advertisement columns of the Morning Courier of 1840 show that the bottom was dropping out of the barrel of New York's boom. The new era of development had led to inflated values, and the readjustment of normal conditions is indicated by the many forced and sheriff's sales which crowd the pages of the newspapers of those years. A full-page advertisement of the city of New York, appearing on April 1, 1840, and dealing with arrear taxes, may be considered an integral part of this.

To what extent classified advertising had become a force in New York City is shown by the Herald of July 22, 1850. At the head of the classified department the announcement is made that "advertisements are renewed every day," and then hundreds of advertise-



THE UNION INSURANCE COMPANY,

AT THEIR OFFICE, NO. 56 WALL-STREET,
 CONTINUE TO INSURE LIVES, GRANT ANNUITIES, and to enter into all contracts dependent upon the CHANCES OF LIFE and DEATH.
 The increasing business of the Company in this department affords satisfactory evidence of the growing sentiment of the public in favour of its utility; and their funds being secured by mortgages on real estate within this state, of the value of fifty per cent. more than the sums loaned thereon, gives a sure pledge of their entire ability at all times to meet their engagements.

By making insurance upon his Life, a person may invest any sum for the benefit of his family, in a way that secures to it the amount insured, even should he die immediately after; while the premiums paid therefor, during a life of ordinary length, will not, with compound interest, exceed the amount insured.

Those who at present are in the enjoyment of a lucrative business, subject however to the risks attendant upon mercantile operations, may, for a sum paid down, provide for their relatives in the event of their decease; while, should misfortune overtake them, the Company will at any time convert the contract intended for the benefit of their survivors, into one for their own personal advantage.

Captains of vessels and Supercharges bound upon distant and dangerous voyages, may, at moderate rates, assure the profits which will in a great measure depend upon their safe return; and the parties concerned in such expeditions may secure themselves from any loss which might arise from the death of their confidential agent, who may be the only person qualified to bring the adventure to a profitable close.

Persons who give credit with the certainty of being paid, provided their customer lives till the time of payment, but who consider it as doubtful what they might get should he die, may guard themselves against any risk of that nature.

By the purchase of ANNUITIES, the aged may add very much to their income, receiving in addition to interest, an annual per centage, sufficient in the average duration of life to extinguish the principal.

By the purchase of ANNUITIES depending on survivorship, husbands may, on very moderate terms, provide for the support of their wives if left widows; or may in the sale of real estate provide an equivalent for the surrender of dower rights.—And bonds secured by mortgages will be received in payment for contracts made with this Company.

The savings of salaried and professional men, and even the small earnings of the industrious labourer or servant, may be applied to the purchase of Annuities, to commence at the period of life when active exertion is either impossible or highly irksome. A contract of this description will afford to the young a provision for the support of their old age, greater than can be acquired for the same sum in any other way.

The Company grant ENDOWMENTS to children on terms extremely liberal, and which make it an object to every parent to provide for his offspring. Where the children are young, the endowment is far above any ordinary accumulation at compound interest.

For a more detailed account of their plan and objects, they beg leave to refer to their printed proposals, and for information on those points which are not therein included, they invite a personal communication with their officers.

JAMES RENWICK, Actuary.

SAMUEL A. LAWRENCE, President, may 65

To the Court of Common Pleas of the County of Otsego.
 THE petition of Joseph Philon, Abraham Van Horse and Henry Brown, of the said county, respectfully sheweth—That your petitioners are

REAL ESTATE AT AUCTION.
 BY J. & O. G. KANE.
 At the Tontine Coffee House, in the City of New-York, on the 27th day of September next, at 1 o'clock, all the right and interest of

ATTRACTIVE DISPLAY AD. FROM THE NEW YORK ADVERTISER.

The announcement reproduced above appeared for the first time on May 28, 1819, and had a considerable run, disappearing in September of that year. This is probably the first instance in which newspaper art of so lofty an aspiration was employed in this country. Existing newspaper files of the period show nothing to equal it.

ments are run under the following heads: Travelers' Guide, Boarding, Wants, Funeral of General Taylor, Sales by Auction, Rewards, Amusements, Amusements in Brooklyn, Personal, Special Notices, Partnerships, Sporting, Excursions, Amusements in Philadelphia, Musical, Publications, California and Miscellaneous. In explanation of some of the captions, it must be said that the one concerning the funeral of General Zachariah Taylor heads a large number of notices of fraternal societies calling upon their membership to honor the remains of the patriot with their attendance *en masse*, and that the caption "California" related to the development of this State.

DISPLAY TYPES ARE USED.

Advertising retained this form until about 1860, when display of large type made itself felt here and there. The New York Times and the Sun were among the first newspapers that used the type of the old theatrical handbill, and Hostetter was one of the first firms that availed itself of a combination of large type and stock cut. In the New York Herald advertisers, restricted to the use of small type, made use of white margins to display their

advertisements, and a little later large letters, formed of type in six, seven and eight point were resorted to. The effect of this bit of newspaper "art" was not always pleasing, but the Herald continued to make use of it until 1893, when its present style of types came into use, with the old built-up letter still maintaining its position. What the appearance of this sort of make-up was may best be judged from the accompanying illustration.

On the display advertisement and its economic significance a large volume might be written. Nearly a hundred years before it underwent the more recent development the attempt had been made to use large type in newspaper advertisements. But at first the high cost of paper made from linen rags, and the limited capacity of presses were against the practice. When newspaper stock began to be made from wood pulp, and when the precursors of the modern high-speed perfecting presses made their appearance, the opportunity for display advertising increased, to be greatly improved later when competition among newspapers, to give as much reading matter as possible, placed more suitable space at the disposal of the advertiser.

LAST NIGHT OF Mr. COOKE's ENGAGEMENT.

On Monday Evening, Dec. 17th, 1810,

WILL BE PRESENTED,
 MASSENGER'S COMEDY OF

A NEW WAY TO PAY OLD DEBTS.

Lord Lovel,	Mr. STANLEY.	Amble,	Mr. OLLIFF.
Sir Giles Overreach,	— COOKE.	Tapwell,	— THORNTON.
Justice Greedy	— BRAY.	Welldo,	— MORRELL.
Wellborn	— SIMPSON.	Watchall,	— M'ENERY.
Allworth	Mr. ROBERTSON.	Lady Allworth,	Mrs. STANLEY
Marall,	— HOGG.	Margaret,	— MASON.
Order,	— HALLAM.	Froth,	— HOGG.
Furnace,	— DOYLE.	Bridget,	Miss RYCKMAN

To which will be Added,
 THE FARCE OF

HIT OR MISS.

Adam Sterling,	—	Mr. DOYLE.
Janus Jumble,	—	— SIMPSON.
Dick Cypher,	—	— DOIGE.
Jerry Blossom,	—	— BRAY
O'Rourke O'Daisy,	—	— M'FARLAND
Quill,	—	— MORRELL.
John,	—	— THORNTON
Servant,	—	— OLLIFF
Mrs. Augusta Carolina Honeymouth,	—	Mrs. HOGG.
Clara,	—	Miss RYCKMAN.
Dolly O'Daisy,	—	Mrs. OLDMIXON.

On Wednesday, Mr. COOKE's Benefit.

ONCE THE SOLE MEDIUM OF THEATRICAL ADVERTISING.

A theatrical "broadside" used by a New York theater which the bill does not identify. Display in type was at this period almost entirely confined to play bills. The type shown on the bill cannot be classed among the best then used by printers.

The question of suitable type, also, seems to have worried the publishers and the advertisers. There was a tendency to shrink from the heavy black faces which large types then usually had, and the fact that types had not yet been standardized increased the perplexity of the printer. Not the least handicap was that artistic make-up was hard to get at first. Some of the old display advertisements are nothing short of being eyesores.

Illustrating display advertisements as is now done is a rather recent innovation. As long as newspapers had to worry along without the half-tone process, and with the chalk-plate as the readiest method, there was little hope for the advertiser to use anything but stock cuts. The perfection of photo-engraving was a great aid to them. It was possible after that to show the design of the commodity to be sold. To-day the art of the newspaper advertisement is often of real merit and educational value. This is especially true of advertisement illustrating in the United States. Often the best artists are commissioned to develop an idea or visualize it in a manner which the same space would not permit if given to explanatory text. Moreover, the pictorial advertisement has powers which plain type does not possess.

AD HAS ECONOMIC VALUE.

The development of newspaper advertising rests upon sound economic foundations, as the failure and success of advertisers demonstrate almost daily. The commodity not wanted—in our day it is no more a question always of needing the thing to buy—finds a poor a market as it deserves, while the

meritorious article is readily sold. As already shown, advertising is essential to distribution, and being this, it becomes the greatest factor in co-operation. Fifty years ago this was less so than it is to-day. Then production was still the effort of the human hand; to-day it has become largely the result of the application of mechanical power and contrivances. With each succeeding year industry becomes more a matter of brain work, and machinery is more and more left to perform the actual labor. To-day one man produces what formerly a score could not produce; withal the article is superior.

That this has led to economic abuses is not the fault of the newspaper advertisement, though, in a way, it has been an accessory to the fact, because its almost limitless power has made it possible for some to amass fortunes not based on merit. It is the excess-efficiency of the average newspaper advertisement which has made distribution so often the cause of economic wastefulness. But against the great economic value of the newspaper advertisement this shortcoming is trifling. While other agents have contributed to the establishment of modern methods of distribution and co-operation, first place in this field must always be given the newspaper advertisement. The ad on the billboard and the dead wall may serve a purpose, but it is the newspaper advertisement that is consulted when a purchase has to be made. The billboard and the dead wall attract the attention of the buyer accidentally; the newspaper advertisement is consulted for the purpose of deciding what and where one will buy.

ECONOMIC POSITION OF ADVERTISING.

Co-operation in Consumption as Essential as Co-operation in Production—Modern Advertising in Securing This Becomes Indispensable to Society—Has Educational and Corrective Qualities—Its Shortcomings Are Usually Magnified.

THAT advertising is a valuable, even indispensable, agent in distribution has already been shown in the preceding chapters. It is the intention to define here the extent in which this is true.

At least by a minority the contention is made that advertising has led to economic abuses, first, by wasteful methods of distribution; secondly, by fostering monopoly. Superficially these assertions appear well founded; the fact that advertising shares the general defects of our economic system makes them unsound, however. That advertising has led to unnecessary handling of commodities, in some instances, and that it has made industrial and commercial combinations possible in isolated cases may be admitted. But, as already said, this is part of the unscientific methods of distribution, to which we, in the eyes of the socio-economic idealist, adhere.

Against the great benefits derived from advertising this is of little moment, however. Without modern advertising there would be little of the co-operation which marks production to-day. CO-OPERATION AND ADVERTISING. The conditions which surrounded primitive man must get a little more attention here. It is obvious that there could be no advertising in the age of the cave-dweller. Then there was nothing to sell and nothing to buy. The individual cared for his few needs himself, and whatever co-operation could be found was given within the family and the tribe. Not that the good of co-operation was not already recognized. It remained nil with the roving nomads, but as soon as man was obliged to till the soil he would help his fellow tribesmen for the purpose of getting from them a like service. The cases in which the lord of a community was cultivated in common—by women, as a rule—are many and so important that they have ever since served as the foundation of all economic speculation and doctrine.

We come to a better stage of co-operation when man, leading a less precarious life, exchanges the proverbial fish of the economist for grain. Co-operation in this case was not so much a matter of necessity as one of comfort. The tiller of the soil may have lacked the time, the opportunity, or the inclination to catch fish, while the fisherman deemed his calling more to his liking. But a bill-of-fare that consisted entirely of fish was no better than one that was composed of cereals and vegetables only. Exchange, therefore, was the solution of a problem that did not have to be solved, but the solution of which seemed desirable nevertheless. That the husbandman had grain which he was willing to exchange for fish was the burden of the oldest verbal advertisement; why either of the parties interested should make the exchange was the first argument, of course.

That this sort of advertising is hardly classed as such to-day does not affect the case. The modern advertiser, were it possible to do so, would prefer to advertise in just that manner. But the number of people he must reach is so great that only the large newspaper circulations, and similar media, could answer his purpose.

ADVERTISING BETTERS LIVING STANDARD. As the standard of living improved, greater co-operation ensued. At first all industry was manual, and the output limited. But as men became more expert, bringing to their assistance not alone more dexterity of hand, but also such simple contrivances as the potter's wheel, the capacity of production increased. The invention of the loom, of tanning processes in which specialization became necessary, and similar industrial improvements, all created further incentive for exchange and advertising. An insistent upward tendency in living persuaded man to enjoy whatever decen-

cies and comforts his own labor could procure directly or by exchange.

When the old civilizations emerge from the twilight, co-operation has already assumed creditable proportions. Most of the trades and callings that could develop in aggregates still very primitive and ruled by violence were in existence. The exchange of commodities, in ordinary times, was lively and accomplished through the aid of a monetary system and credits. Certain merchandise was carried great distances in order to become available, and personal service of a professional nature was being offered and accepted. In all this advertising played a prominent part.

"STIMULANT AND PURVEYOR." That advertising precedes co-operation—is greater, in fact, than the effort expended in co-operation—is easily demonstrated. First of all, a demand had to be created for the article produced through co-operation, or made more generally useful and available through better methods of production. In the one case this was done through dwelling on the desirability of the innovation, and in the other the reduction in price or enhanced value became the argument. That the article to be marketed was often its own advertisement increases, rather than diminishes, the force of this contention. Co-operation resulted in greater production and, since the latter is worthless except it can find a wider market, no further argument

should be needed to show how, as maintained elsewhere, advertising became at once the "stimulant and purveyor" of the things which have made social advance by co-operation.

That the modern family is better clothed, better fed and better housed is admittedly the fruit of co-operation, promoted in the last two centuries, as never before, through the application of science and mechanics. The high state of social well-being of to-day, however, had its inception as much in advertising as in scientific endeavor and inventive genius. The effective methods of manufacture would be useless did there not exist a medium that could bring their products to the attention of the consumer. We have but to consider that almost daily we ask ourselves the question: How do they do it for the money? to find ample *raison d'être* for even had advertising. When an article, which measured by our own degree of skill, gives twice or three times the value we expect for the price paid, we remember dimly that it is turned out in thousands, if not millions, and are quite ready then to admit the value of co-operation. But usually we reason no further than that competition is responsible for this. That advertising really is the cause of this instance of cheaper production occurs to a few only. Competition is looked upon as a cause, when, in reality, it is no more than a result—the effect of advertising. The producer or manufacturer who did not advertise, whose products, in other words, were not known, would not bother another very much. Unknown to the consumer, the article manufactured by his rival would not come into competition with his own. Thus, advertising becomes even more than the parent of co-operation; its tendency to invite competition has a regu-

latory effect upon the price that may be demanded.

WHEN MODERN RECORDS POSSIBLE. That advertising has fostered the growth of combinations of the "trust" order is partly true. The excess efficiency of advertising has already been spoken of. Provided that the article advertised has the value claimed for it, control of the market, especially when the manufacturer is reinforced by protection of patent laws or a trust, made possible. In that case advertising has been deprived of its "policing" tendency, and much harm may be done. But the shortcoming is not one inherent to advertising. It is merely a restraint preventing it from performing its natural functions. The consumer buys in the best market, and before a "best" market can be had there must be one that is not as good—an impossibility where monopoly exists.

The claim that the consumer pays for all advertising is founded usually on prejudice, but more often on ignorance. It is true, of course, that from the purchase price of a commodity the advertising bills must be paid. In the end the consumer must pay all charges; not so great an injustice when we consider that the consumer is a term that includes everybody. However, it is not a question of what charges the consumer pays; the amount he pays is what concerns him. That man lives better today than he has in any age may be conceded by all, though the pessimist insists that in the "good old days" he does not know man was happier than to-day. But how has this been brought about? The invention of the steam engine, the discovery of electrical energy, the marvelous advance in mechanics, the perfection of chemical processes, the development of rapid and cheap transportation,

NEW YORK HERALD.

NEW YORK, SUNDAY, JUNE 13, 1880.—QUINTUPLE SHEET.

PRIOR FIVE CENTS

Advertisement for Queen Mary and Kinzey, featuring large stylized text and columns of smaller text. The text includes promotional messages and details about the products.

A DISPLAY ADVERTISEMENT COMPOSED OF BUILT-UP TYPES NO LONGER WORRYING THE EYE.

For many years this sort of display type was the vogue, as were also the confusing type-decorations intended to attract the eye of the reader. That these advertisements were not easily read can be seen by the illustration, though in this case the defect has been aggravated by reduction. With many papers it was the practice then to set all advertisements of a display nature in caps throughout. The result was not a happy one and successful to the eye. To the New York Herald, however, belongs the credit of having given modern display advertising the momentum by which it still travels. A tendency in favor of the outline types first used by the Herald is making itself felt.

the cultivation of industrial and commercial efficiency, and last, but not least, the great advance in education and intellectual enlightenment are all responsible for this. Yet these very agents of material progress would have been powerless had it not been that publicity—a wider sense of advertising—made their economic value known. Even after a machine has been invented, or a process perfected, it is still far from being of value to man, because it is not the means of better production that concerns him; it is the article produced or the service rendered that recommends the innovation and makes it useful. Since "to recommend" and "to advertise" are synonymous terms, further argument in the case appears superfluous.

PROMOTING SOCIAL REFINEMENTS.

The antecedents of a few modern decencies and comforts must be given attention here. The hovel of the feudal serf had no furniture which the man could not himself fashion from a log with the aid of an axe and wooden pegs. Contrast with this the modern home. To-day the average family is able to buy furniture which two centuries ago would have been thought a luxury in the castle and the palace. The wail that factory furniture does not have the individuality of things antique may have aesthetic grounds, but we are here confronted with giving to the greatest possible number the greatest possible comfort. Making furniture by hand can have no bearing on this. The artistic joiner of years gone by turned out so little furniture that to-day there is not enough of it to provide our museums. That our chairs, tables, and beds will never get into a museum is due to the fact that they are being used so generally that their better design and greater comfort have become commonplace.

It is the same in the matter of clothing. Formerly, for instance, fashions were the entertainment of the few. The country yokel and his family wore clothing until it could no longer be patched, and then at its best his raiment was anything but gay, or likely to "make the man." The general use of underwear is a recent blessing, and Europe had to acquire the use of it from the Arab invaders of Spain. Silk had been known in the Old World for fully 3,000 years before the common herd could wear it, often with the permission of the tax collector at that. The shoe on which modern America spends so much money and in the production of which it leads the world was, until recent times, a necessary evil that had to humored. To-day men and women manage to look trim from the sole up. In all this advertising has been the mainspring.

CO-OPERATION IN CONSUMPTION.

It is so with food. If our pessimists are to be believed, advertising has done much damage in this field. But, again, the real cause of the abuse is overlooked. Food has not become more expensive through advertising it, nor has publicity ever caused meat to be embalmed, or preserves to be doctored with chemicals. The effort to make the advertising of the competitor effectless is responsible for the unfavorable conclusion formed. It should be remembered here that the foods extensively advertised would not be cheaper, and usually not as good, were they produced in the locality which consumes them. What we must be impressed with is that a five-cent box of crackers, of a can of preserved meat or fruit, can sell for the price asked, considering the value given. Only advertising, efficiency in manufacture, and production on a large scale could make such prices possible.

That much advertising in these lines is done indicates merely that a high degree of co-operation has been attained. Were this not true, then, competition would not permit the articles in question to remain on the market. Crackers at ten cents a box could be made anywhere and by almost everybody, but crackers at five cents are a different thing to the manufacturer and the consumer. By employing machinery to the limit of its efficiency, by training men to become expert, by eliminating wasteful phases of securing raw material and its conversion into the finished product, a

For the Benefit of the Poor.
 Thursday, December 20, 1753.
 At the New Theatre in Nassau-Street.
 This Evening, will be presented,
 (Being the last Time of performing till the Holidays.)
 A COMEDY, called,
LOVE for LOVE:

See Sampson Legend,	by Mr. Malone.
Valentin,	by Mr. Ripley.
Scandal,	by Mr. Bell.
Tattle,	by Mr. Singleton.
See the Sailer,	by Mr. Hutton.
Ferocity,	by Mr. Clarkson.
Jeany,	by Mr. Miller.
Backbit,	by Mr. Adcock.
Angels,	by Mrs. Hallam.
Mr. Forcible,	by Mr. Ripley.
Mrs. Prill,	by Mr. Adcock.
Mrs. Prill,	by Mrs. Hallam.
Nurse,	by Mr. Clarkson.

End of Act 1st, Singing by Mr. Adcock.
 End of Act 2^d, Singing by Mrs. Love.
 In Act 3^d, a Hornpipe by Mr. Hutton.
 End of Act 4th, a Cantata by Mrs. Love.

To which will be added, a Ballad Farce, called,
FLORA, or, Hob in the Well.

Flora,	by Mr. Hallam.
Friend,	by Mr. Adcock.
See Thomas,	by Mr. Clarkson.
Richard,	by Mrs. L. Hallam.
Old Man,	by Mr. Miller.
Fair,	by Mrs. Beckley.
Miss,	by Mrs. Hallam.
Old Man,	by Mrs. Clarkson.

Prices: BOX 6. NIS. 4. GALLERY.

OLDEST KNOWN PLAY-BILL FOUND IN THE UNITED STATES.

The typography of this bill is of no little merit, considering that the art of printing was still young in 1753. It should be noted, however, that the coat-of-arms at the top has not been centered and that in locking-up much of the type was forced out of line.

degree of industrial efficiency is established which, in the end, must result in good for all. But without advertising this could not be done. Co-operation in this instance means not only co-operation on production, but also co-operation in consumption.

The most common sort of advertising in our day is that of the department store. In this we have an ample demonstration of the fact that co-operation in consumption—distribution, in other words—is of great value. There are several sound economic reasons why a merchant should wish to dispose of his stock as quickly as possible. In the cities there is the problem of storage to be met. Storing merchandise requires space, ties up capital and causes deterioration. If advertising can prevent any or all of these losses to the consumer, then any other course would be poor policy. The quicker an article is sold, the lower are the "shop charges" against it, and the better it generally is in quality. We are not concerned here with fake sales and the like, but with bonafide effort to dispose of good stock without loss of time, money and value. In addition quick sales mean a steady market in which supply hardly ever outweighs demand in detrimental proportions.

EDUCATIONAL VALUE OF ADVERTISING.

There is another influence of advertising which so far has been given no mention here. This force is twofold in its effects, having, first, an educational tendency, and, secondly, a corrective one. Without advertising, the world would be deprived of its principal guide in industrial progress and commercial conditions. The consumer anxious to enjoy the better things in life for his

physical and mental welfare would hardly know where to get the information he needs. Even did he know of the decencies and comforts to which his better efforts entitle him, he would be at the mercy of the home manufacturer, an individual whose high aims in life are said to be apparent only to his chamber of commerce. But advertising enables the consumer to get the best for his money by turning monopoly into competition. And here we arrive at the second phase of the educational value of advertising.

Through the advertisement valuable business secrets are often divulged. As a rule, this is not done by direct statement, but by implication. The manufacturer who advertises a superior article usually is constrained to point out the reason of the superiority claimed. His ad would have little force otherwise. By stating what the modification is, or why his product has greater value than any other, he supplies his competitors with a valuable clue. The manufacturer who might not care to improve his product, except when driven to do so, finds in the advertisement of his rival an ample reminder that it is time for him to become progressive. Moreover, the advertisement which urges him on contains usually the directions he needs to do likewise. Certain results can be obtained only by specific agents, and these do not remain hidden long to the man engaging in the same pursuit. Advertising, for this reason, educates not only the consumer, but also the producer.

BAD ADVERTISING DEFEATS ITSELF.

Advertising based on endeavor understood economically, unfortunately, does not always get the discouragement it

deserves. In most cases it is ignorance on the part of consumers that is responsible for this. The most vicious sort of advertising to be found appeals to the baser side of man. The "get-rich-quick" advertisement finds response in man's cupidity and usually victimizes those in whom discretion exists in mere traces. Happily, the author of this sort of advertising finds it more difficult today than ever before to ply his game. The columns of most respectable newspapers are closed to him and it is doubtful whether, within a few years, it will be possible for the leach in advertising to make his hypocritical appeal. Public discernment is more responsible for this, perhaps, than the philanthropy of publishers. But the fact remains that the tendency of the age is toward clean advertising. The quack ad is gradually losing the good company it formerly had, because clean advertisers object to being placed on the same page with it; and, since clean advertising has always constituted the bulk of publicity, there is room for the hope that before long the advertisement will become as binding as the advertiser's bond.

A word must be said here of advertising which is honest enough in purpose, but has no place in the economic scheme. Advertising of that sort brings poor results, and has no cumulative value of the kind hoped for. An article that does not live up to the claims made for it, or which must be classed as wasteful consumption, never gains popularity. For a time novelty may result in a limited demand, but ultimately all the advertising that could be done would not create a general market for it. The advertising failures which so many refuse to understand have been in conflict with this law, to the detriment of those concerned with the venture. It is the verdict of the consumer which either establishes a commodity or rejects it. In that case the advertisement serves merely as a reminder of a vexing experience and hastens the relegation which is bound to come.

It has been attempted here to show, in broad lines, that advertising has a place in modern life which is seldom given it.

(Continued on page 48.)

BAGS & GLUE—2000 burlap Bags, suitable for salt or grain, and 3 casks 1st quality Glue, just received and for sale by
WM. WATKINSON,
 66 Pine-street.
 May 5

HENRY SOUTHARD'S
 Dressing Room,
 NO. 342 EARL STREET
 Opposite Franklin-Square,
 NEW YORK.

may 4

TO LET,
 A genteel two story brick House, No. 12 Barclay-street, near Broadway. Apply on the premises.
 may 3

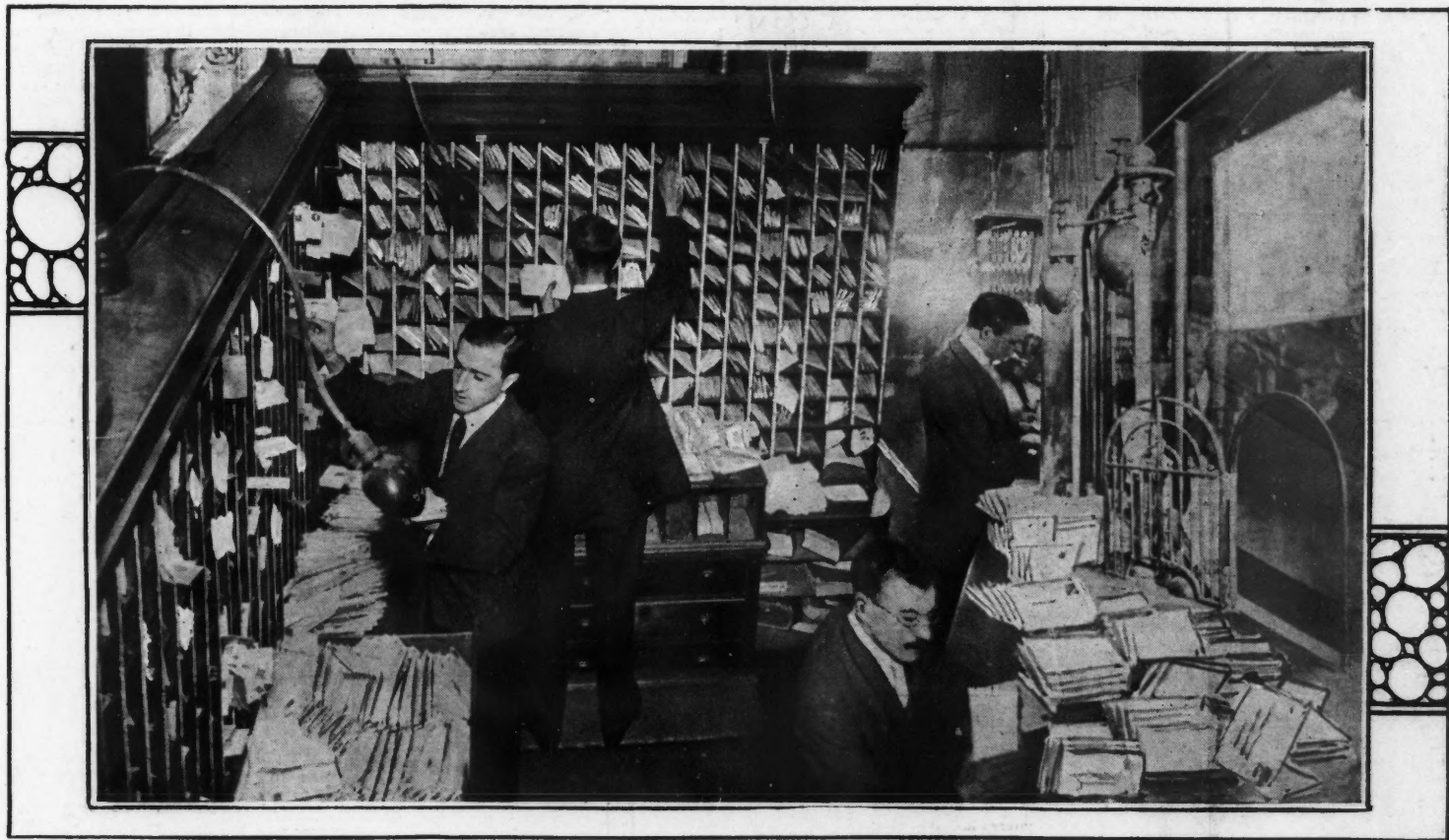
SALES AT AUCTION

By Leggett & Shotwell,
 This day,
 Half past 9 o'clock at their auction room, a general assortment of fresh imported dry goods, suitable to the season.
 Consisting of extra superfine and common broad cloths and cassimeres, white jeans and fancy vestings, bombazetts and bombazines, twill bordered cravats, plain and fancy muslin do, carline and striped gingham, furnitures, dressed and undressed calicoes, counterpanes, buttons, men's and women's white cotton hose, do, domestics.
 Also, 2 cases American sheeting, plaid stripes, chambrays, &c. Part of the above at 4 mos.
 And by order of the Messrs, 5 packages of British and French Dry Goods comprising an extensive assortment with which the sale will commence

AN EARLY ILLUSTRATED AD.

The New York Advertiser carried advertising make-up to a high plane, as the above specimen taken from the issue of May 7, 1819, shows.

35,879 Answers to Advertisements



Letter Racks at the New York Herald Office.

The New York Herald on May 19th last received 35,879 letters addressed to its advertisers. This is the kind of evidence that cannot be successfully contradicted in any court of advertising. It pays to reach the Herald readers.

NEW YORK HERALD

Associated Advertising Clubs of America.

REPRESENTATIVE OFFICERS



GERALD B. WADSWORTH
PRESIDENT EASTERN DIV.



FRED E. JOHNSTON
PRESIDENT SOUTH WESTERN DIV.



JOSEPH BLETHEN
PRESIDENT PACIFIC COAST DIV.



P. S. FLOREA
SECRETARY



GEORGE W. COLEMAN
PRESIDENT



PAUL BLOCK
CHAIRMAN FINANCE COMMITTEE



W. A. LYDIATT
PRESIDENT CANADIAN DIVISION



HERBERT S. HOUSTON
CHAIRMAN EDUCATIONAL COMMITTEE



H. D. ROBBINS
CHAIRMAN VIGILANCE COMMITTEE



DOUGLAS N. GRAVES
CHAIRMAN PROGRAM COMMITTEE

THE BIG CONVENTION.

EVERYTHING READY FOR THE NINTH ANNUAL SESSION OF THE A. A. C. A.

Baltimore Prepared to Entertain the Hosts of Advertising Men Who Will Attend—Gossip About President Coleman's Successor—Departure of the Eastern Division Delegates on Special Trains To-day

The preparations made for the big Ad Club Convention at Baltimore next week indicate that, in the language of the vernacular, it is going to be "a peach of a time."

The members of the Advertising Club of Baltimore, who are to be the hosts of the Associated Advertising Clubs of America on this occasion, began preparations for the event right away after the Dallas convention adjourned, and have been at it ever since. The results of this work will be apparent to every one who attends the convention during the next seven days.

The live wires of the Baltimore club have all along said that while the residents of the Monumental City are not inclined to wear their hearts upon their sleeves to everybody who comes along, they are a most generous and hospitable people to those to whom they finally open their doors. In this respect they are not unlike the Bostonians, who, previous to the convention of 1911, had had the reputation of being about as cold-blooded and unresponsive a body as could be found in the country, but who, when actually put to the test, proved to be as warm-hearted and generously hospitable as could possibly be desired by a visiting body.

A FINE PROGRAM.

The program for Convention Week, which is printed elsewhere in this issue, is as attractive, from every viewpoint, as any yet put together for the benefit of advertising men and women.

The entertainment features provided by the Advertising Club of Baltimore give promise of a lively week from a social standpoint. Special provision has been made for the entertainment of the wives and women guests of the delegates and guests.

Lunch will be served at the convention hall each day so that there will be no need for any of the visitors to leave the building until the day's session is over.

As the hotels and convention hall are within easy walking distance of each other, the visitors will not be obliged to use the street cars or carriages unless they care to do so.

The special trains bearing the several delegations will begin to arrive at Baltimore this afternoon, and the incoming procession will be continued until Monday morning. Each delegation will have special headquarters at the hotel where it is quartered. Usually at conventions of this kind much entertaining is done. The California clubs will bring along a carload of fruit and flowers for distribution, and the Texas crowd will do likewise.

THE NEXT PRESIDENT.

Of course, every advertising man who is a club member is interested in the selection of the next president of the national organization. President Coleman, who has guided its destinies for two years in a manner that has met with the heartiest commendation of its members, will retire from office at the close of the present convention, and will not be a candidate for re-election. The names of two candidates have been prominently mentioned for the position, William Woodhead, of the Sunset Magazine, San Francisco, at present chairman of the executive committee, and Herbert S. Houston, vice-president of Doubleday, Page & Co., of New York.

Both gentlemen have many friends among the delegates. Mr. Woodhead has rendered valuable service to the organization in many ways. He is con-

servative, progressive and possesses the characteristics of an able administrative official. Mr. Houston, who is chairman of the educational committee, has probably done more than any one connected with the A. A. C. A. to spread abroad a knowledge of the principles for which the organization stands. The educational department amounted to but little before he took hold of it two years ago. Through his energetic efforts a strong committee was appointed and the work of the department was thoroughly reorganized.

Every active clubman in America knows of the splendid results of the committee's campaign. Courses of lectures, many of them illustrated by lantern slides, have been prepared and de-



H. H. COOKE.

livered before clubs in all parts of the country. Comprehensive courses of study have also been laid out, which have been taken up with eager interest. The benefits which these courses have conferred upon the whole cause of advertising have been of inestimable value. As the head of the committee, Mr. Houston deserves the heartiest thanks of the association. He has shown a breadth of vision and a mental grasp of the entire subject that has won admiration on all sides.

These, then, are the men around whom the contest for the presidency will probably center. No mistake will be made in the final choice of either one.

Inquiries made in the several sections of the country as to the availability of the candidates have brought out some facts that will doubtless have to be considered at Baltimore. There has developed in the Middle West and on the Pacific Coast a strong feeling that a Western man should be the next president of the organization. It is pointed out that for four years the presidents have been Eastern men—Samuel C. Dobbs, of Atlanta, and George W. Coleman, of Boston. Why not now give the West a chance. For three years the conventions have been held in the East—Boston, Dallas and Baltimore. These have been dominated, it is said, by Eastern men. It is admitted that more than half of the country's advertising is handled in the East, but it is argued that advertising interests have developed and grown so rapidly during the last four years that in the near future Chicago and not New York will be the advertising center of the continent.

The West to-day contains many of the ablest advertising men in the country, and Mr. Woodhead is one of them. Why not let him, they argue, be given the presidency? The association has virtually promised to hold its 1915 convention in San Francisco. Mr. Woodhead's home city. Would it not be a good thing for the organization to have him as president at that time?

These are some of the questions and arguments that I have had put up to me during the last few weeks by the Western members of the A. A. C. A.

(Continued on page 38.)

DELEGATE FROM SOUTH AFRICA.

Cecil Sibbett Came 9,000 Miles to Attend Baltimore Convention.

An advertising man who will travel 9,000 miles to attend an Advertising Club convention possesses three things—a sincere desire to add to his knowledge of advertising and advertising men, the courage to undertake such a journey and the money to pay for it.

Such a man is Cecil Sibbett, managing director of the South African Advertising Corporations, Ltd., of Capetown, who arrived in New York from London on the Corona on Sunday. Mr. Sibbett is a keen-eyed, pleasant-faced young man in the early thirties. In speech and action he differs in no way from the advertising men you meet in New York or any other large city. He is what we call in America a "live wire."

In talking to a representative of THE EDITOR AND PUBLISHER in our office, Mr. Sibbett said:

"This is my first visit to your country. Frankly, I am sorry I did not come here fifteen years ago, for if I did I believe I would to-day be a millionaire, because of the many opportunities you have here for making money. I like the way you do things here. There is a snap and a go about your business life that appeals to me."

In speaking of South Africa as an advertising field, he continued:

"The agency of which I am director is the only agency in Capetown and, for that matter, in South Africa. We represent in an advertising way 230 daily and weekly newspapers, the owners of which expect us to handle all their foreign advertising for them. If a general

to have neglected South Africa as a consuming market. There are only two American products that are being advertised in the newspapers, Quaker Oats and the A. J. Tower Co.'s waterproof goods. Sanatogen, an English patent medicine, which is extensively sold here in the States, is being industriously pushed.

"Of the 230 advertising accounts carried by the newspapers, thirty or forty are English and 160 are South African.

"We handle business in our agency on the same basis as most American agencies. That is, we depend upon the commissions we receive from the publishers for our remuneration. We are satisfied with the arrangement and have no desire to change it. In South Africa we receive a commission of twenty per cent. on the amount paid for space by the advertiser. There is no such thing as rate cutting in our country. If an advertiser does not want to pay the rate asked he must stay out until he does.

"I want to make a suggestion to American exporters that will, if adopted, put a lot of money in their pockets. One reason why your exporters have had so little success is because they want our merchants to take all the expense risks incidental to the introduction of their goods. The English exporters are willing to spend their own money to make the South African public acquainted with their goods.

"I believe the American exporters can develop a large volume of business in South Africa if they will only go about it in the right way."

During his stay in the United States Mr. Sibbett will visit Philadelphia, Pittsburgh, Buffalo, Chicago, St. Louis, Cincinnati and the Pacific Coast.

Division Reception to Ladies.

A reception was given on Tuesday afternoon at the Aldine Club by the Eastern Division of the Associated Advertising Clubs of America to the ladies who are to make the Baltimore trip. An unusually good service of refreshments was supplied by the club. About thirty-five ladies were present, out of a total registration of forty-eight. Among those present were Mrs. Manley M. Gillam and the Misses Gillam, Mrs. William H. Johns, Mrs. J. W. Adams, Mrs. Geraldine Wadsworth, Mrs. Carl E. Ackerman, Mrs. F. E. Morrison, Mrs. G. E. Leith, Mrs. David J. Lee, Mrs. Percy Williamson, Mrs. Emery Remington, Mrs. Edward M. Carney, Mrs. J. A. Dingwall and Mrs. W. A. Wilson.

Quoin Club Delegation.

Among those of the Quoin Club who are going to Baltimore to-day are R. G. Cholmeley-Jones, Review of Reviews; Frank C. Hoyt, Outlook; W. J. McIndoe, Continent; William J. Neal, Doubleday, Page & Co.; A. C. G. Hammesfar, Collier's; H. R. Reed, Christian Herald; Richard H. Waldo, Good Housekeeping; Henry D. Wilson, Cosmopolitan.

E. & P. QUARTERS AT BALTIMORE

The headquarters of THE EDITOR AND PUBLISHER at the Baltimore convention



CECIL SIBBETT.

advertiser writes to anyone of them for terms he is immediately referred to us. "South Africa presents an excellent field for the exploitation and sale of meritorious merchandise. Patent medicines have a large sale. Agricultural



CONVENTION HALL, BALTIMORE.

implements, hardware, manufactured goods of various kinds, breakfast foods, etc., have a good market.

"Thus far Americans generally seem will be on the mezzanine floor of the Hotel Emerson, where the Eastern Division of the A. A. C. A. will have its offices. Visitors will be welcome.

Baltimore Hosts of the Ad Clubs of America

President Shay and His Staff.



WM. W. CLOUD.
1ST VICE PRESIDENT.



NORMAN M. PARROTT
CHAIRMAN TRANSPORTATION COMMITTEE.



HENRY MORTON.
CHAIRMAN WAYS & MEANS COMMITTEE.



EDWIN L. QUARLES
CHAIRMAN ENTERTAINMENT COMMITTEE.



HARRY I. SAUNDERS.
CHAIRMAN HOTEL COMMITTEE.



EDWARD J. SHAY
PRESIDENT.



W. STRAN McCURLEY.
CHAIRMAN HOTELS AND ATTENDANCE COMMITTEE.



HERBERT SHERIDAN
CHAIRMAN FOREIGN REPRESENTATION COMMITTEE.



PAUL G. L. HILKEN
MEMBER FOREIGN REPRESENTATION COMMITTEE.



JOHN E. RAINE.
CHAIRMAN PAGEANT AND CARNIVAL COMMITTEE.



ALFRED I. HART
CHAIRMAN PUBLICITY COMMITTEE.



J.E.M. RALEY
CHAIRMAN LADIES COMMITTEE.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building,
New York City. Telephone, 4320 Beekman. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

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:

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 88 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, June 7, 1913

THE AD CLUB CONVENTION.

When President Coleman calls the ninth annual convention of the Advertising Clubs of America to order at Baltimore, on Monday morning, he will face the largest crowd of advertising men ever assembled on this continent. Other conventions, numerous attended, have been held before—at Louisville, Omaha, Boston and Dallas—but this one, in point of importance, enthusiasm and attendance, bids fair to outrank them all.

The advertising organization movement has grown rapidly the past year. Many new local clubs have been founded; meetings designed to increase the knowledge of business men as to the best methods of selling goods through publicity, have been held weekly in the principal cities of every State; and hundreds of unselfish men, occupying influential and highly paid positions, have given generously of their time and effort to present the gospel of honesty and square dealing in advertising to communities that sought their aid.

The result of the good work during the past twelve months is apparent on every hand. Advertising is on a higher plane, the columns of the newspapers and periodicals contain less misrepresentative or objectionable advertising, public confidence in the statements made by advertisers has been strengthened, and an army of swindlers has been driven out of business.

The importance of this year's convention is indicated by the program which appears elsewhere in this issue. Advertising in all its different phases will be discussed. If a man desires enlightenment on any topic connected with advertising he can secure it by listening to the address of some one who has mastered the subject.

The question of finances will engage the attention of the delegates during one or two sessions. The association has grown so rapidly, and its work has assumed such a tremendous importance, that the present revenues are wholly inadequate. A permanent headquarters and a paid staff of executive officers must be established to handle much of the work that has hitherto been carried on by volunteers as a labor of love. Arrangements will probably be made to relieve the president of much of the burden of detail he now shoulders, and to provide for his traveling expenses. About the peerless leadership of George W. Coleman we shall have more to say at another time.

GOING TO DO SOMETHING.

The big achievement standing out pre-eminently as the one accomplishment to which the members of the recent publishers' convention may point with pride, is the establishment of the "Bureau of Advertising" under the auspices of the A. N. P. A. It is doubtful if any similar progress has been made by the association in all its history.

The work was entrusted to a strong advertising committee, consisting for the most part of journalists who have won success in many different fields, and whose combined experiences doubtless represent the sum total of knowledge of present-day advertising. J. F. Mackay, of the Toronto Globe, is chairman of the committee, and Jason Rogers, of the New York Globe, is chairman of the executive committee.

The newspaper profession is to be congratulated that at the last meeting of the committee the work was thoroughly planned and organized, with W. A. Thomson, assistant publisher of the New York Globe, as director, and J. W. Adams, formerly manager of the Daily Newspaper Association, as manager of the "Bureau of Advertising." About three hundred newspapers have contracted to support the bureau, and more contracts are coming in by every mail. It is estimated that the committee will have about \$50,000 for expenses. It should have at least \$150,000, and to this end every live newspaper in North America should subscribe to the movement.

As "Tom" Balmer used to say, "There is no use trying to kill an elephant with a popgun." It takes money to accomplish big things. It is all very well to accumulate statistical information. That is valuable, and that particular part of the work will be found of inestimable aid to the advertisers of this country. But what is needed most is a corps of competent men of larger caliber to preach the gospel of newspaper advertising under the direction of Mr. Thomson in such a powerful way as to immediately produce more and better advertising for newspapers.

A hopeful sign is the way in which New York specials view this new departure. Their attitude has changed from one of intolerance and skepticism to friendly interest and co-operation. It is now understood that the campaign is to be fought out in behalf of all newspapers, big and little. That's the way it should be. And, when it comes to the single medium, the special representative will be invited to present his case.

Under this arrangement it is possible for the newspaper advocate to create a small account, concentrate the appeal in a small territory, use a medium or two, and pass it along to national success. It is to be hoped that in the solicitation the men charged with the responsibility of the canvass will not employ the methods of our antedileuvian ancestors but will tell the newspaper story as it should be told, presenting facts throbbing with the vital sparks and laden with intense human interest. Any manufacturer's attention can be concentrated on newspapers when he is appealed to in the right way. The advertising campaign should include all the media in the journalistic field. The newspapers of this country should support the forward movement in a liberal manner—not niggardly, but in such a manner as befits the common cause.

EDITORIAL COMMENT.

In an article on the remarkable number of answers received at the office of the New York Herald in reply to advertisements printed in that newspaper Sunday, May 18 (35,879), which was published in these columns two weeks ago, a typographical error made it appear that the largest number received by any one advertiser was 40, whereas it should have been 640. We have been wondering whether any legitimate newspaper advertisement ever before pulled so many written replies. Fake advertisements offering five and ten thousand dollar a year positions to persons without experience or anything more than a common school education, inserted merely to get addresses, have probably brought more answers, but these should not be considered. The advertising

world is not interested in such records, as they mean nothing. The case of the Herald advertiser, however, is different. Here was an advertiser who was seeking agents to represent him in a sales campaign. The requirements were such as to exclude curiosity seekers and chronic answerers of advertisements, and yet the ad pulled 640 replies. It is a notable record and one that indicates in no uncertain way the pulling power of the classified advertising columns of the Herald.

How can the manager of a concern dealing in a nationally distributed article form an intelligent idea as to the advertising value of a newspaper? The directories furnish information as to its size, frequency of issue, politics, and circulation and ownership. General advertising and special agents are supposed to have these facts, and many more, on file for the benefit of their clients. For one reason or another, however, the advertising manager may not want to ask any one of these agents for the information. What, then, is he to do? The directories do not give him some of the vital facts he wants to know, namely, the status of the newspaper's readers, the principal industries and enterprises of the city, the character of the circulation distribution, the paper's reputation and standing in the community, etc. These facts may nearly all be gleaned from the advertising and reading-matter columns of THE EDITOR AND PUBLISHER. If a paper does anything worth chronicling, if it makes marked gains in advertising patronage, or if it gets into trouble it is absolutely certain to be reported in its pages. Hence, the advertising manager can find no better way of keeping track of the doings of the newspaper and advertising worlds than by reading each issue of THE EDITOR AND PUBLISHER. It is a matter of some satisfaction to us that our subscription list contains the names of advertising managers whose expenditures amount to over \$50,000,000 a year, many of whom have voluntarily written us expressing their appreciation of the substantial help they have received from a perusal of its columns.

At a recent meeting of the International Kindergarten Union at Washington the Sunday Comic Supplement was characterized as a "deleterious influence," and a weekly series of colored funny pictures was planned to "counteract" the effect of the supplement on the child's mind. The New York American humbly suggests that the lady kindergartners enlist the services of Opper, Swinnerton, McManus and McKay to teach them how to appeal to the coming citizens entrusted to their care, and ventures to predict that most of the children will cheerfully lay aside the new kindergarten funny sheets to take up the comic supplement of the newspaper. Comics must contain elements of true interest for the child or they would not possess the strong appeal that they now have.

Luce's Directory of Daily Newspapers for 1913, published by Luce's Press Clipping Bureau, Boston and New York, just issued, is a compact volume of 150 pages. It does not pretend to give complete data in regard to the papers enumerated, but covers such points as circulation, size, number of pages, when established, subscription price and frequency of issue. In fact, not more than a tenth of all the papers listed have this information furnished concerning them. The directory contains no display newspaper advertising.

The Voice of the Press.

Where is dear old Vox Populi?
Where is a Constant Reader?
Where is Sic Semper Tyrannis?
Where is an Earnest Pleader?
Where is Pro Bono Publico?
Where is Yr. Olde Imbiber?
Alas! they all have grown to wealth,
And sign themselves **SUBSCRIBER.**

Baltimore headquarters of THE EDITOR AND PUBLISHER next week will be at the Hotel Emerson.

PERSONALS.

John Temple Graves, editor of the New York American, will deliver the literary address at Vanderbilt University Wednesday, June 18.

Jason Rogers, publisher of the New York Globe, left on Tuesday to attend a meeting of the business managers of the Associated Newspapers at the La Salle Hotel, Chicago. Mr. Rogers will address the Ad Clubs at Baltimore on the 10th inst. and then leave for St. Paul, to attend a meeting of the managing editors of the Associated Newspapers.

P. A. Stovall, editor of the Savannah (Ga.) News, is a likely nominee by President Wilson for Minister to Switzerland.

John W. Keller, who was for a number of years on the New York American, and twice president of the Press Club, has been recommended to President Wilson by Senator O'Gorman for the appointment of Commissioner of Immigration at Ellis Island.

R. S. Ford, managing director of the Vancouver (B. C.) Sun, was in New York last week.

Frederick H. Stevens, business manager of the Bridgeport Standard, with his family, is occupying a cottage at Woodmont on the shore for the summer.

O. F. Byxbee, publisher of the Inland Storekeeper, Chicago, was in New York this week on business.

H. H. Aldridge, circulation manager of the News of the World, of London, which has a total distribution of 2,500,000 copies weekly, is a visitor in New York this week.

GENERAL STAFF NEWS.

Ella Wheeler Wilcox, of the Hearst newspapers staff of special writers, sailed from Southampton for New York June 4. The night before her departure a reception was given in her honor by prominent residents of Southampton.

C. M. Agard and E. T. Johnson, of the Bridgeport (Conn.) Standard's city staff, have organized a news bureau in that city, principally for the supplying of trade-journal news from that locality.

Charles P. Colvert, formerly of the Spartansburg (S. C.) Herald, has joined the editorial department of the American Press Association at New York.

Albert Ellis, formerly of the San Francisco Examiner, is now circulation manager of the Atlanta American.

John P. Herrick, of the Bolivar (N. J.) Breeze, has left for a vacation trip abroad.

R. F. Beirne has resigned as correspondent of the Associated Press at Louisville. He is succeeded by J. T. Meehan.

Frank Devine, old-time Bridgeport newspaper man and formerly assistant city editor of the Morning Telegram in that city, has been selected to fill the vacancy on the Standard's editorial staff caused by the death of Frank Ensign Beach.

Alexander Foward, for the past three years State political editor of the Times-Dispatch, has resigned, to become editor of the combined News-Record, at Harrisonburg, Va. Mr. Foward for a number of years was editor of a weekly newspaper at Wytheville, Va., and for several years was business manager and later editor of the Herald, at Bristol, before it was consolidated with the Courier.

WASHINGTON PERSONALS.

Arthur W. Dunn, of the American Press Association; George G. Hill, of the New York Tribune, and David S. Barry, of the Providence (R. I.) Journal and New York Commercial, have been appointed members of the Board of Visitors of the United States Naval Academy. Mr. Dunn's son graduates from the academy this week.

Albert Brandt, advertising counsel, New York City, has been a visitor to Washington recently.

A. Enim, of the Ikdam Turkish daily, visited the Press Galleries of Congress on Wednesday.

Gov. "Jimmy" Cox, of Ohio, owner of the Dayton (O.) News, is being mentioned as a candidate for the Senate.

Congressman Albert Johnson, of Washington, newspaper owner, and formerly of the Washington Post, this city, presented to President Wilson, members of the Cabinet and the National Press Club a large number of fine Quinault salmon last Monday.

Richard L. Metcalf, associate editor of the Commoner, has been appointed head of the civil government of the Panama Canal zone. The position pays a salary of \$14,000.

Stanley T. Milliken, sporting editor of the Washington Post, has returned to his desk after an illness of several weeks.

D. E. Metzgar, of Hilo, Hawaii, formerly editor of a Kansas paper and now candidate for Governor of Hawaii, has been visiting in Washington recently.

Frank L. Greene, Representative from Vermont, and formerly of the St. Auburns (Vt.) Messenger, is one of the best story tellers in Congress.

Leland S. Conness, who until recently published a paper at Hilo, Hawaii, is now on the telegraph desk of the Washington Post.

J. Lynn Yeagle, recently of the Washington Post, is now news editor of the Philadelphia Public Ledger.

IN NEW YORK TOWN.

George T. Hughes, city editor of the Globe, has been elected president of the Plainfield (N. J.) Transit Co., a corporation that will operate a line of auto buses in that district.

Martin Green sailed for Panama on a vacation trip last Saturday. The Evening World staff sent a basket of fruit to Mrs. Green to celebrate the completion of her husband's twelfth year on the paper.

Philip J. Roosevelt, cousin to Theodore Roosevelt, and ship news man of the Globe, was among the star witnesses at the libel suit in which the Colonel was completely vindicated of the charge that he drank intoxicating liquids.

"Gene" Bertrand, of the telegraph desk of the World, is making a steady recovery in the Polyclinic Hospital from the apoplectic stroke which he suffered three weeks ago.

Edward Burrows, former sporting editor of the San Francisco Call, has joined the staff of the Commercial.

Frederick L. Long, of the Globe, is a prospective candidate for Supervisor of Small Loans, a position recently created by the bill signed by Governor Sulzer providing for the State supervision of the loan shark business. It's a \$5,000 job.

John Price Jones, for many years a member of the Press editorial staff, has joined the Sun.

P. D. Wood, a newspaper man from El Paso, Tex., who has been in Mexico and several South American republics, is a new recruit on the Globe.

Robert Wells Ritchie, of the Evening World, spends his Sundays joy-riding in Long Island, Staten Island and New Jersey with real estate agents. The worst is feared.

Harry Guest, of the Mail copy desk, has joined the Globe staff.

Miss May Martin, after six weeks' absence, during which time she underwent an operation for appendicitis, will return on Monday next to her desk in the World's city room.

Milton V. Snyder, night managing editor of the Tribune, has resigned, to join the Sun editorial staff. He is succeeded by E. A. Fletcher, who has been connected with the Tribune for about thirty-five years, recently as night editor.

LEGAL NOTICE

JAMES J. CARMODY,
444-446 Equitable Building;
EUGENE J. CRONIN,
412 Equitable Building,
Attorneys-at-Law.
PUBLIC SALE
OF THE "BALTIMORE JOURNAL," A
DAILY, AND THE "SONNTAG POST," A
SUNDAY NEWSPAPER PRINTED
IN THE GERMAN LANGUAGE,
ON
THURSDAY, JUNE 12, 1913,
AT 1 O'CLOCK.

By order of the Circuit Court No. 2 of Baltimore City, the Receivers of the Baltimore Journal Publishing Company will sell, at public auction, at the office of the said company, 412 E. Fayette street, on THURSDAY, June 12, 1913, at 1 o'clock, THE GOOD WILL, BOOK DEBTS, SUBSCRIPTION, MACHINERY, EQUIPMENT, ETC., of the said newspaper company.

The Baltimore Journal is a daily newspaper and the Sonntag Post is a Sunday paper printed in the German language, established in 1851. The equipment consists of one Campbell Press, with a capacity of 10,000 copies per hour; 1 Curved Casting Mold, 1 Curved Shaving Machine, 1 Cutting-off Cylinder, 1 Finishing Cylinder, 1 No. 4 Stereotype Furnace and Ladle, 1 Double Steam Drying Press, Hood, Pipes, etc.; 1 Elevating Beating Table, 8 Chases, 8 Tables, 1 Set of Stereotype's Tools, 1 Steam Generator for double drying press, 4 extra Chases, 3 Mergenthaler Linotype Machines, all in good working order; Type Cases, Type of all kinds for hand composition, two Electric Motors, Office Furniture, Safe, etc.; subject to a first lien of \$1,500 and a second lien of \$6,000.

Terms of Sale: \$500 down at the time of sale, balance in cash at ratification of the sale. The Baltimore Journal and the Sonntag Post can be made a well-paying investment, if in the hands of some practical newspaper man. For further particulars apply to the Receivers. JAMES J. CARMODY, EUGENE J. CRONIN, Receivers. E. T. NEWELL & CO., Auctioneers.

BUSINESS OPPORTUNITIES

H. F. HENRICH'S.
Newspaper Broker, Litchfield, Ill.
Safer Methods. Exclusive Propositions.

A small trade paper, which can be handled easily by one man and will produce an income of \$3,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

I WANT TO BUY

an interest in a newspaper. Can take charge of either business department or editorial. Twenty-four years' experience in all classes of newspapers, and in large and small cities. Thoroughly experienced in every department of newspaper work, and a result producer. Address "D. 1023," care THE EDITOR AND PUBLISHER

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

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

\$10,000 CASH

and the services of two experienced newspaper men available for employment in a daily newspaper property. New England locations preferred. Proposition G. R.

Newspaper properties of all sizes and many locations available.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

SOME PAPER NEEDS ME

as City or Telegraph Editor. I have "made good" on one of the most critically edited papers in the country, and I am sure that the experience obtained there will gain me more elsewhere than my present position. The paper which needs a man with keen nose for news and resourcefulness in handling it, with ambition to climb higher and with no fear of hard work—that paper needs me. Address "D. 1029," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER.

An aggressive, tactful and thoroughly experienced circulator with big RECORD, wants new connection that calls for a man of more than ordinary adaptability; a man who can analyze conditions, apply the remedy and get results at a low cost. Address "RESULTS," care EDITOR AND PUBLISHER.

EDITORIAL WRITERS

aren't picked up every day. Better have the name of a successful man on your list of eligibles. I'm not out of a job, but I am out for a better one when you have it. Address "F. H.," care THE EDITOR AND PUBLISHER.

POSITION.

Young man, age 30, position as assistant circulation manager on large daily, or as manager on smaller one. At present city circulation manager on metropolitan paper having city circulation of 12,000. Address "R. O. E.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

ROUTING MACHINE.

Wanted—Second-hand—for use in stereotyping department, daily newspaper, size of type 2 1/2 ins. long by 1 7/8 ins. wide. Address "CASH," care THE EDITOR AND PUBLISHER.

ADVERTISING RATES WANTED.

Undersigned is arranging to introduce special books instructing adults and children how to become self-reliant, strong and happy, and wants rate-cards of dailies and weeklies whose readers are interested in New Thought and practical religious subjects. FREDERICK B. HAWKINS, Westwood, N. J.

IMMEDIATE SALE.

Best equipped weekly newspaper plant in Northwestern Ohio; established over 30 years, never before offered for sale. Democratic in heavy Democratic county, largest circulation and bona fide proposition. Must be sold to close estate. Quick bargain. Invoices \$10,000, will sell \$5,000 cash, \$2,500 on time; price includes two-story building and lot on which plant stands. No agents need apply as the proposition will not be hawked on the market. Address "BOX 207," Fremont, Ohio.

NEWSPAPER PUBLISHERS

are constantly looking for new ideas and new plans to add to their circulation and advertising. We have some good plans and good ideas. Correspondence solicited. American Newspaper Development Co., 234-236 Superior street, Times building, Toledo, O.

THE WAR BOOK OF THE YEAR!

"Murphy's Battles," by Capt. David A. Murphy, Buena Vista, Ohio. Handsomely bound; illustrated, 64 pages. Thrilling and timely episodes. Price, only 75 cents. For sale by THE WESTERN M. E. BOOK CONCERN, Cincinnati, Ohio.

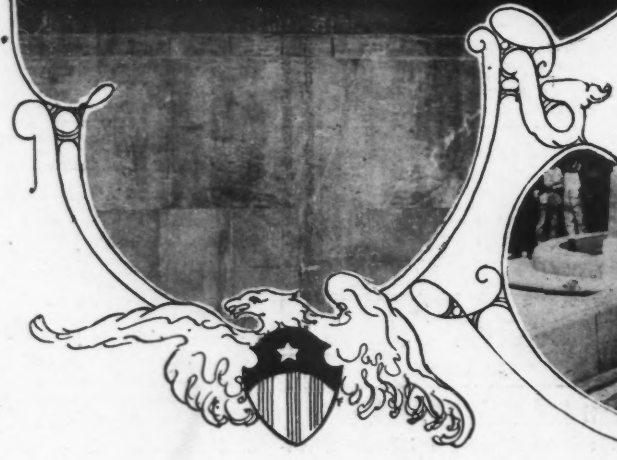
DAILY NEWS

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

LINOTYPE MACHINES

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

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



MONUMENT ERECTED IN MEMORY OF THE HEROES OF THE MAINE.

(a) GROUP OF DISTINGUISHED MEN AT THE UNVEILING IN NEW YORK ON MEMORIAL DAY. (b) WILLIAM RANDOLPH HEARST, WHOSE NEWS-PAPERS RAISED THE MONEY FOR THE MONUMENT. (c) ONE OF THE GROUPS OF STATUARY AT THE BASE OF THE MONUMENT.

BALTIMORE PROGRAM.

(Continued from page 23.)

ADDRESSES.
Subject: Who the Church Folks Are and What They Amount To. By William Shaw, general secretary United Society of Christian Endeavor, Boston, Mass.

Subject: What the Church Papers Are Actually Doing. By William T. Ellis, author and writer, Swarthmore, Pa.

Subject: Can the Advertising Agent Boost the Church Paper? By Henry King Hannah, New York.

Subject: Why I Believe in Advertising in Church Papers. By Truman A. DeWeese, director of publicity, Shredded Wheat Co., Niagara Falls, N. Y.

GENERAL DISCUSSION.
Appointment of Committee to represent this Department in Wednesday's Conference of Committees.
Do not miss the Advertising Exhibit, **TUESDAY, 9 A. M. TO 12 M.**

RETAIL ADVERTISERS.
ARMORY READING ROOM.
Chairman: Manley M. Gillam, New York.

ADDRESSES.
Subject: Truth in Circulation. By C. W. McDermid, president, Toronto Ad Club, Toronto, Ontario, Can.

Subject: Departmentalizing Circulation. By Julius Schneider, Chicago Tribune, Chicago, Ill.

Subject: Policing Advertising Columns. By Walter S. Hamburger, advertising manager, Hochschild, Kohn & Co., Baltimore, Md.

Subject: An Expression on Flat Rates. By W. C. Freeman, New York Tribune, New York.

Subject: The Bargain Feature in Store Advertising. By R. H. Durbin, advertising manager, Strawberry & Clothier, Philadelphia, Pa.

Subject: Co-operation in Merchandising. By Edward J. Frost, vice-president and comptroller, Wm. Filene Sons Co., Boston, Mass.

Subject: Window Dressing and Window Display. By Irving R. Brauner, the Drygoodsman, St. Louis, Mo. Morton Hoffstadt, president, National Association of Window Trimmers of America, Milwaukee, Wis.

Subject: Handling Nationally Advertised Articles. By Paul Davis, Paul Davis Dry Goods Co., Waterloo, Ia.

Subject: Parcel Post and Mail and Mail Orders. By I. L. Lorch, secretary and advertising manager, A. Harris & Co., Dallas, Tex.

GENERAL DISCUSSION.
Appointment of Committee to represent this Department in Wednesday's Conference of Committees.

TUESDAY, 9 A. M. TO 12 M.
TECHNICAL PUBLICATIONS.
COMPANY ROOM "E."
Chairman: H. M. Swetland, president, Federation of Trade Press Associations in the United States, 239 West Thirty-ninth street, New York City.

ADDRESSES.
Subject: (a) Editorial Status of a Technical Publication. (1) From the Standpoint of the Editor. By E. J. Mehren, managing editor, Engineering Record, New York City.

Subject: (b) The Proper Circulation of a Technical Paper. (1) From the Standpoint of the Publisher. By H. K. Fisher, Mill Publishing Co., New York City. (2) From the Standpoint of the Advertiser. By F. R. Davis, president, Technical Publicity Association, New York City.

Subject: (c) The Advertising Agent. (1) From the Standpoint of the Advertiser. By R. R. Shuman, Shuman Booth Co., Chicago, Ill. (2) From the Standpoint of the Agency. John Lee Mahin, Mahin Advertising Agency, Chicago, Ill. (3) From the Standpoint of the Publisher. E. R. Shaw, practical engineer, Chicago, Ill.

GENERAL DISCUSSION.
Appointment of Committee to represent this Departmental Meeting in Wednesday's Conference of Committees.
TUESDAY, 9 A. M. TO 12 M.

TRADE PRESS.
COMPANY ROOM "G."
Chairman: Charles G. Phillips, president, The Dry Goods Economist, New York City.

ADDRESSES.
Subject: (a) Is the Editorial Service as Now Rendered by the Real Trade Press a Constructive Force in the Present Business Development, and How May It be Made a More Practical Force? (1) From the Standpoint of the Editor. By W. C. Taylor, editor, Boot and Shoe Recorder, Boston, Mass., and S. H. Dutcher, editor, Dry Goods Economist, New York. (2) From the Standpoint of the Subscriber. By A. G. Chaney, Titche-Goettinger Co., Dallas, Tex. (3) From the Standpoint of an Advertiser. By Alvin Hunsicker, Standard Oil Cloth Co., Broadway, New York.

Subject: (b) The Proper Circulation of the Business Paper. (1) From the Standpoint of the Publisher. By Flint Garrison, 1627 Washington avenue, St. Louis, Mo. (2) From the Standpoint of the Advertiser. By Harlan J. Wright, William Whitman Co., New York City.

Subject: (c) Advertising, Advertising Representation, the Advertising Agent and Business Press. (1) From the Agency Standpoint. O. H. Blackburn, Blackman-Ross Co., New York. (2) From the Standpoint of the Publisher and Service Department. William H. Ukers, Tea and Coffee Trade Journal, 91 Wall street, New York, and Max Holtz, Economy Service Corporation, Thirty-ninth street, New York.

GENERAL DISCUSSION.
Appointment of Committee to represent this Departmental Meeting in Wednesday's Conference of Committees.
TUESDAY 12 M.
Buffet Luncheon at the Armory by the Advertising Club of Baltimore.

TUESDAY, 1.30 TO 5 P. M.
GENERAL SESSION AT ARMORY.
(Please note that this afternoon's session begins at 1.30 o'clock.)
Whole session to be devoted to Vigilance and Educational Committee Work.

VIGILANCE COMMITTEE.
Since Dallas. By Harry D. Robbins, chairman, National Vigilance Committee, New York. Advertising of Yesterday, Today and Tomorrow. By Jesse H. Neal, Fowler-Simpson Co., Cleveland, O.

What the Vigilance Movement Really Means to the Advertising Man. By R. K. Shuman, Shuman-Booth Advertising Agency, Chicago, Ill.

The Clean-up on the Pacific Coast. By G. F. Vradenburg, Seattle Ad Club, Seattle, Wash. Need of an Ionest Advertising Law in Every State. By John Irvin Romer, Vigilance Committee Advertising Men's League, New York. Enforcing the Law. By A. M. Candee, Milwaukee, Wis.

Opportunity and Duty of Each Club. By William F. Parkhurst, chairman, Vigilance Committee, Atlanta Ad Club, Atlanta, Ga. Next Year's Work. Lewis H. Clement, Toledo, O.

EDUCATIONAL COMMITTEE.
Report. Chairman Herbert S. Houston, Doubleday-Page Co., New York.

REPORTS OF SUB-COMMITTEES.
On Lantern-Slide Lectures. By Lewellyn E. Pratt, Passaic Metal Ware Co., New York, chairman.
Booking of the Lantern-Slide Lecture Course. By Harvey C. Wood, New York, booking manager.
On Club Libraries. By Mac Martin, Mac Martin Advertising Agency, Minneapolis, Minn., chairman.
On Individual Instruction. By Prof. Paul T. Cherrington, Harvard University, Cambridge, Mass., chairman.
On Research Work. By E. St. Elmo Lewis, Burroughs Adding Machine Co., Detroit, Mich., chairman.
On Small Town Club Work. By O. R. McDonald, Mitchell Advertising Agency, Des Moines, Ia., chairman; John W. Philp, Huey & Philp Hardware Co., Dallas, Tex., organizer.
Our Schools and Colleges. By Prof. R. S. Butler, University of Wisconsin, Madison, Wis., chairman.

TUESDAY, 5.30 P. M.
Mayor's Reception to National Officers, Officers of Clubs and Foreign Delegations, at his home.
Do not miss the Advertising Exhibit. The Swimming Pools of the Baltimore Athletic Club and the Y. M. C. A. will be open to any member of the Associated Advertising Club of America, daily from 5 to 6 p. m.

TUESDAY, 8 P. M.
BIG BUSINESS MEETING
IN ARMORY AUDITORIUM.
Big Business Meeting Devoted to "Successful Advertising and Sales Campaigns." Here will be told the inside stories by the inside men of four of the big advertising and sales successes of this country. These speakers have promised to take off the lid. There will also be good music.

ADDRESSES.
George W. Hopkins, advertising and sales manager, Loose-Wiles Biscuit Co., Boston, Mass.; Milo C. Jones, the Jones Dairy Farm, Ft. Atkinson, Wis.; E. St. Elmo Lewis, advertising manager, Burroughs Adding Machine Co., Detroit, Mich.; C. W. Post, Battle Creek, Mich.

TUESDAY, 8 P. M.
OFFICERS' CONFERENCE
IN ARMORY GYMNASIUM.
As the following topics indicate, this conference will be devoted exclusively to the problems of the individual local advertising club. No set speeches are expected and everyone is urged to come prepared with some definite information bearing on one or more of these topics.
Chairman: George W. Coleman, president, A. A. C. of A. Secretary: Richard Haughton, president, Dallas Advertising League, Dallas, Tex.

SUBJECTS FOR DISCUSSION.
Shall the Advertising Club be Controlled by Advertising Men? Are Minimum or Maximum Dues More Desirable? Should an Advertising Club Devote Itself Exclusively to Advertising? What Can an Advertising Club Do for the Retail Advertiser? Are Permanent Club Rooms Worth While? What Good Does the Local Club Get from the National Association?

TUESDAY, 11 P. M.
Banquet to Speakers, Executive Officers and Foreign Delegates by the Board of Governors of the Advertising Clubs of Baltimore.

WEDNESDAY, JUNE ELEVENTH.
GENERAL SESSION
IN ARMORY AUDITORIUM, 9 A. M. TO 12 M.
Symposium of Ten-Minute Addresses by Buyers of Advertising.
At Dallas we had a wonderful symposium as to the value of various advertising media from the point of view of the seller, and here for the first time is an opportunity to hear the best word that can be said for the various media of advertising from the standpoint of the buyer.
Advertising Agents. E. C. Tibbetts, advertising manager, B. F. Goodrich Co., Akron, O. Agricultural Publications, G. H. Sharpe, advertising manager, DeLaval Separator Co., New York.
Commercial Literature. C. P. Nash, advertising manager, Standard Sanitary Manufacturing Co., Pittsburgh, Pa.
Directories. F. J. Hillman, president, New England Audit Co., Springfield, Mass.
General Advertisers. L. B. Otwell, National Cash Register Co., Dayton, O.
Magazines. H. C. Brown, advertising manager, Victor Talking Machine Co., Camden, N. J.
Newspapers. L. M. Frailey, secretary, Jos. Campbell Preserve Co., Camden, N. J.
Outdoor Display. Earle E. Carley, president,

Clysmic Springs Co., New York.
Religious Press. Truman A. DeWeese, director of publicity, the Shredded Wheat Co., Niagara Falls, N. Y.
Retail Advertisers. Herbert Bramley, advertising manager, Sibley, Lindsay & Curt Co., Rochester, N. Y.
Trade and Technical Press. Charles L. Benjamin, advertising manager, Cutler Hammer Manufacturing Co., Milwaukee, Wis.
Specialty Advertising. H. W. Tipper, advertising manager, the Texas Co., New York.

WEDNESDAY, 9 A. M. TO 12 M.
CONFERENCE OF COMMITTEES FROM DEPARTMENTAL MEETING
IN COMPANY HALL "A."
Chairman: William H. Ingersoll, market manager, Ingersoll Watch Co., New York.
This Conference will be composed of one committee of three men from each of the Departmental Meetings.
It will be the duty of this Conference to correlate the reports and recommendations of these different committees; to outline in a broad way such changes in advertising methods and practice as will add to the value and efficiency of all the different interests of advertising and of advertising as a whole; and to formulate a final and comprehensive report which shall be presented for action to the general session of the Convention on Friday forenoon.

WEDNESDAY, 12 M.
Buffet Luncheon at Armory by Advertising Club of Baltimore.

WEDNESDAY, 12.45 TO 1.45 P. M.
EDUCATIONAL CONFERENCE
IN ARMORY GYMNASIUM.
This Conference will be given up to discussing plans for next year, and it is especially desired that the officers of the Clubs, the members of the Educational Committees of the Clubs and all those interested in Educational work should attend.

WEDNESDAY, 2 P. M. TO 5 P. M.
GENERAL SESSION
AT ARMORY.
An Afternoon of Inspiration and Optimism. With addresses by our own ex-president, Samuel C. Dobbs, of Atlanta, Ga., and other speakers of national reputation.
Moonlight Cabaret Show, Gwynn Oak Park. Cars leave Armory at 5 p. m.

BIG THURSDAY, JUNE TWELFTH.
MORNING SESSION
AT ARMORY, 9 A. M. TO 12 M.
AFTERNOON SESSION
AT ARMORY, 1.30 P. M. TO 4 P. M.
(Please note that this afternoon's session begins at 1.30 o'clock.)
This day's Program is of the very greatest importance. Matters vitally affecting the future of the Associated Advertising Clubs will be brought forward for discussion and final settlement. We appeal to every serious-minded advertising man to give the Association the benefit of his ability and experience at these sessions. What we do to-day will count for a long time to come. We must take some big steps forward.
The whole day will be devoted to reports of Committees and of Committees and to Open Parliament, as follows:
Committee on Individual and Club Membership. T. W. LeQuatte, Chairman.
Committee on Divisional Work, R. Winston Harvey, Chairman.
Finance Committee, Paul Block, Chairman.
Publication Committee, S. DeWitt Clough, Chairman.
General Publicity Committee, Richard H. Waldo, Chairman.
Committee on Display of Advertising, Grafton B. Perkins, Chairman.
An open parliament for discussion of any other important matters affecting Organization. Awarding Printers' Ink Cup, Boston Mileage Banner, Dallas Ladies' Trophy.

THURSDAY, 12 M.
Directors' Second Meeting for Election of Executive Committee, at Armory Reading Room, George W. Coleman, President, presiding.

THURSDAY, 4.30 P. M.
LA CROISE GAME.
Homewood-Johns Hopkins University vs. Toronto Athletics.

THURSDAY, 9 P. M.
President's Reception at Armory (formal).
The Swimming Pools of the Baltimore Athletic Club and the Y. M. C. A. will be open daily from 5 to 6 p. m. to visiting members of the Associated Advertising Clubs of America.

FRIDAY, JUNE THIRTEENTH.
GENERAL SESSION
AT ARMORY, 9 A. M. TO 12 M.
Report and Recommendations of Wednesday's Conference of Committees. Discussion and Action. Addresses by Foreign Delegates.

FRIDAY, 2 P. M. TO 5 P. M.
GENERAL SESSION
AT ARMORY.
Announcement by Executive Committee of name of next Convention City. Election of Officers. Adjournment.

FRIDAY, 8 P. M.
TRIP DOWN THE BAY.
CHAIRMEN OF COMMITTEES.
Alfred I. Hart, Press and Publicity Committee. Charles E. Ellis, Registration and Information Committee.
Edwin L. Quarles, Reception and Entertainment Committee.
John E. Rainel, Pageant Committee.
J. R. Moffett, Souvenir Committee.
Joseph M. Mann, Music Committee.
H. Irving Martin, Church Committee.
Harry S. Saunders, Hotel Committee.
Daniel E. Deer, Get-Them-Out Committee.
John R. Moore, Bulletin Committee.
Frank A. Hyde, Street Car Committee.
J. A. Campbell, Printers' Ink Cup Committee.
Norman M. Parrott, Attendance and Transportation Committee.
J. William Strobel, Decorations Committee.
Rignal W. Baldwin, Halls Committee.
Henry Morton, Ways and Means Committee.

COST OF ADVERTISING.

Some Significant Figures on the Subject Prepared by J. C. Morrison.
James B. Haskins, formerly publisher of the Michigan Bulletin, but at present publisher of the Howard City (Mich.) Record, in a recent address before the Michigan Press Association, in discussing the cost of a solid inch of advertising, said:
"I am now in correspondence with the author of the solid inch in advertising, J. C. Morrison, of the Morris (Minn.) Tribune, who has placed his rate card for advertising on a modern basis by figuring what his 'peak load demand' is and establishing his rate therefrom.
"Instead of longer playing the sucker and charging from ten to fifteen cents per inch per 1,000 subscribers, he finds that the fellow who walks in once a year and wants a big ad must, in order to turn a legitimate profit to the newspaper, pay him twenty-five cents per inch; for all electro ads one time he charges nineteen cents an inch. If this occasional advertiser runs his ad two weeks, one set-up, he charges him nineteen cents per inch.
"The whole thing grades from ten cents an inch on yearly contracts to twenty-five cents per inch for occasional advertisers on a graduated basis. For instance, the man who runs an ad for four weeks in a year, the ad being set only once, gets it for thirteen cents per inch. If the ad is set twice, he gets it for fifteen cents per inch; if the ad is set three times, he gets seventeen cents per inch, and if it is set once each week, he gets eighteen cents per inch per week. If a man carries an ad nine months in the year and has the ad set thirteen times, he pays eleven cents an inch; if it is set twenty-six times, he pays thirteen cents per inch, and all ads on a yearly contract basis that are set each week must pay fifteen cents per inch per issue.
"Mr. Morrison has made his deductions from a carefully kept set of books running over a term of years, and he thinks he argues ably that he has established about the only graduated ad rate card that is fair both to printer and patron.
"This subject, it seems to me, if arrived at on a business basis, should spell a heap of efficiency to a lot of country newspapers printed in Michigan. I know of a great many shops that have the ten cents per inch rate on yearly contracts, that the minute a traveling show looms up quote the same price, even if the ad is only run one time. In fact, this last summer I had a showman to whom I quoted a rate tell me that I could not legally charge more than ten cents per inch per issue, and I think the fellow had been charged that amount so generally that he really believed that he knew what he was talking about.
"Anyone who will sell advertising for one dollar that has a labor cost attached of seventy-five cents is certainly a pretty poor financier, and has no right to expect a rating."

Headquarters of THE EDITOR AND PUBLISHER at Baltimore will be in Hotel Emerson.

HISTORICAL SKETCH OF I. C. M. A.

Association Was Organized at Detroit Nov. 23, 1898, by Few Men from Central States—Has Proven Its Value.

By D. B. G. ROSE,

Circulation Manager of the Louisville Post.

[The following article, prepared by Mr. Rose for the I. C. M. A., is here published with his permission.—EDITOR.]

Upon request by Harry E. First, chairman of the Cincinnati convention entertainment committee, the writer gives to the best of his recollection the history of the Circulation Managers' Association. Because of the lack of positive information there will, no doubt, be found some inaccuracies in the dates, names and places, and if such should be the case it is expected of the members of the association that they correct this sketch to the end that we may have before us for all time an accurate historical story of the foundation and continuation of the association.

On November 23, 1898, a handful of newspaper men of the central States, among them advertising and circulation managers, as well as publishers, met in Detroit, Mich., for the purpose of organizing the National Association of Newspaper Circulation Managers. The first board of directors were: C. H. Motz, Times-Star, Cincinnati, O.; Geo. F. Barnes, Herald, St. Joseph, Mo.; F. L. Thresher, Journal, Minneapolis, Minn.; Bruce Haldeman, Courier-Journal, Louisville, Ky.; F. G. Hay, News, Indianapolis, Ind.; R. S. Weir, Herald, Syracuse, N. Y.; J. L. Boeshans, Ohio State Journal, Columbus, O.; William Boeshans, Ohio State Journal, Columbus, O., and W. H. Gillespie, Free Press, Detroit, Mich.

FIRST OFFICERS OF ASSOCIATION.

Out of the nine directors then chosen four now remain members of the association, and promise to be present at the fifteenth annual convention in Cincinnati, O., June 10, 11 and 12, 1913.

There were elected as temporary officers of the organization at the Detroit meeting: W. H. Gillespie, Free Press, Detroit, Mich., president; Bruce Haldeman, Courier-Journal, Louisville, Ky., vice-president; J. L. Boeshans, Ohio State Journal, Columbus, O., secretary; F. L. Thresher, Journal, Minneapolis, Minn., treasurer.

None of these are now members of the association, and only "Billy" Gillespie, as he was familiarly and lovingly called by his friends, remained a member, and in 1911 he passed over the river to rest on the other side.

WHERE CONVENTIONS WERE HELD.

The first annual meeting of the association was held June 13 to 15, 1899, at Chicago. Each year thereafter the annual meeting has been held in the month of June in the following order: New York, 1900; Buffalo, 1901; Detroit, 1902; Boston, 1903; St. Louis, 1904; Toronto, 1905; Louisville, 1906; Milwaukee, 1907; Philadelphia, 1908; Cleveland, 1909; Montreal, 1910; Chicago, 1911; Baltimore, 1912, and Cincinnati, 1913.

Among those the writer recalls as having attended the first annual convention at Chicago, or one or two conventions subsequently, were: C. H. Motz, Thomas Downey, H. A. Akin, G. E. Johnson, Geo. H. Reynolds, R. L. McLean, L. P. Rutherford, E. P. Hopwood, E. C. Johnson, W. J. Darby, W. J. Irwin, John D. Simmons, A. L. Dennis, Sidney D. Long, R. S. Weir, E. S. Dobson, F. G. Hay, D. W. Beardsley, I. U. Sears, C. A. Booth, G. R. Mundy, C. F. Stout, W. H. Harrington, K. T. Boardman, H. J. F. Berkeley, Wm. L. Argue, O. D. Wolf, J. T. Toler, Wm. Elder, A. G. Lincoln, Harry Solomon and J. R. Taylor.

Those who have served the association as president, together with their term of office, are as follows: William H. Gillespie, 1899-1900; H. J. F. Berkeley, 1901-1902; Thomas Downey, 1903; Frank G. Hay, 1904; Harper Leiper, 1905; William J. Darby, 1906; David B. G. Rose, 1907-1908; Robert L. McLean,

1909; Harry E. First, 1910; John D. Simmons, 1911, and Wm. J. Little, 1912.

Two secretaries have served the association since its organization, the first being "Jake" Boeshans, who served the association from the organization in 1898 until 1907, a term of nine years. Beginning with the convention of 1908, Joe R. Taylor has served as secretary and treasurer until the present time.

The judgment of Mr. Glass has been vindicated many times since his declaration, fifteen years ago. Mr. Glass has progressed in the newspaper world until he at present is part owner in two prosperous Southern dailies and has been a prominent officer in not only the Southern Publishers' Association, but is now director in the American Publishers' Association, and he attributes his success in no little measure to the very fact of his having divided the departments of his publications and placed competent men in charge of each department.

Among those who have been on the membership roll during the past fifteen years and have taken up other work

of the Official Bulletin, which was first published by the then president on Aug. 15, 1907, as a four-page bulletin letter. Previous to that time, although the by-laws of the association called for the publication of a "bulletin," it had remained a dead letter. There were six issues of the Bulletin during the years 1907-08, the last issue being on May 15, which was a sixteen-page affair.

Those who have served as editor of the Bulletin and have been responsible for its publication, beginning with its establishment by the writer in 1907 to 1909, were: R. L. McLean, 1909-10; Emil Scholz, 1909-10; John D. Simmons, 1910-11; F. A. Rodman, 1911-12, and W. J. Little, 1912-13.

ORGANIZATION CHANGES NAME.

At the Montreal convention in 1910, in view of the large membership from the Canadian newspapers and other countries, the name of the association was changed from that of the National Association Managers of Newspaper Circulation to the International Circulation Managers' Association.

If there can be any one reason for the splendid success achieved by the association, it can be placed to the credit of those who have been most active in its affairs. It has been realized from the very beginning that members attended conventions for business and business alone, that their time was more important and the money expended more necessary for the upbuilding of their paper than to engage in frivolous and unprofitable conventions.

The association has proven its worth; through it the circulation manager has become a personage of standing and influence in the publishing world. It is to be hoped and expected that the association will continue to grow and flourish, as in the past, to the end that the publisher, the circulation manager and the public may be benefited.

CIRCULATION BUILDING.

How the Detroit Tribune Is Increasing Its Number of Readers.

H. S. Scott, the business manager of the Evening News Association, publishers of the Detroit News and the Detroit Tribune, has recently given expression to some very comprehensive plans for the Tribune. An aggressive campaign for circulation has been inaugurated, in which the golden coupon method employed several years ago so successfully by the Cleveland Plain Dealer and the Pittsburgh Times has been used.

It is stated that the circulation of the Detroit Morning Tribune during the past few weeks has increased from an average of 23,000 per day for daily edition to nearly 45,000. A force of canvassers is at present at work in the north of Charlotte and Windsor avenues section of Detroit under the supervision of E. S. Dobson, the circulation manager, and it is reported that an average of 257 orders per day have been obtained.

Mr. Dobson says that the plan has caught on in great shape, as many as a thousand orders in a single day having been received by telephone. He anticipates that the circulation will reach 50,000 and over within the next few weeks. A \$500 distribution occurred last Monday.

South Bend Newspaper Men Resign.

Four newspaper men employed on the staff of the News-Times of South Bend, Ind., have resigned as a result of a reorganization of the plant. They are: F. A. Grimes, city editor; C. N. Wittenbrook, cartoonist, and John Carr and Horace Fox, advertising managers.

Buried in Pantheon for Journalists.

An honorary resting place in the public cemetery of Stockholm for noted Swedish journalists has been inaugurated in that city. The first to be buried was C. C. Tnengwell, editor of the Dagblad, and one of the most energetic of Swedish newspaper men,



D. B. G. ROSE,

CIRCULATION MANAGER LOUISVILLE POST.

The writer recalls but few of the members now dead, among them being our first president and four others, as follows: W. T. Arkison, Buffalo, 1905; E. E. Brown, Manchester, 1906; James H. DeLahunt, Buffalo, 1907; C. W. Scott, Cleveland, 1910; W. H. Gillespie, Detroit, 1911.

FRANK A. GLASS A PIONEER.

At the first general meeting of the association, held in the Auditorium Annex at Chicago, Frank A. Glass, then part owner and publisher, business, advertising and circulation manager of the Montgomery Advertiser, arose to state that he held the opinion that one man could not fill both the office of advertising and circulation manager; therefore, he proposed to secure the services of some competent circulation man and place him in charge of the circulation work of the Montgomery Advertiser. The writer's recollection is that a Walter Scott by name was secured by Mr. Glass to organize a department of circulation for the Advertiser.

are: R. S. Grable, George M. Rogers, J. H. Allison, F. E. Murphy, Emil Scholz, J. R. Taylor, F. A. Rodman, Harper Leiper, Frank A. Glass, W. I. Dickinson, C. M. Welch, C. H. Breed, Fleming Newbold, J. W. Brown, John F. Kelly, A. E. Clarkson, John Foley, E. B. Conliss, I. F. Bailey, Frank S. Brant, Ernest Scholz, J. L. Russell, J. T. Toler, F. F. Hoard, W. T. Adair, A. J. Charles, J. W. Magers, F. W. Dowd, Frank L. Frugone, G. E. Johnson and Alfred Zimmerman.

The most rapid strides in the membership of the association were made in 1908-09, when the membership committee, under F. F. Hoard as chairman, brought in sixty-three new members. The following year, 1909-10, fifty-seven were added to the list, making a total in two years, from 1908 to 1910, of 120 members. There were 139 members in the association in 1905, and our present membership shows 305; the increase for the past eight years was 168 members.

One of the most advantageous steps, as well as a very profitable institution, established by the association, was that

CIRCULATION MANAGERS' PROGRAM.

Fifteenth Annual Convention, June 10, 11, 12.

MONDAY EVENING, JUNE 9, 1913. Headquarters: Secretary's Apartments, Hotel Sinton.

Meeting of the Board of Directors. Report of Entertainment Committee. Auditing Committee's Report. Convention Committee's Report.

COMMITTEES 1912-13. Membership—J. U. Sears, Chairman; W. J. Darby, W. A. Elliott, Harold Hough, O. L. Meade.

General Welfare—Sidney D. Long, Chairman; Thomas Downey, C. F. Stout, J. A. Mathews, C. Eyster, G. A. Disher.

Necrology—J. R. Taylor. Official Bulletin—W. J. Little, Editor. Associate Editors: Sidney D. Long, F. L. Frugone, J. M. Schmid, J. D. Simmons, A. S. Lincoln, W. L. Argue.

Publicity Committee—A. E. Mackinnon, Chairman; R. L. McLean, J. R. Henderson, H. Solomon.

Program for 1913 Convention—D. B. G. Rose, Chairman; H. E. First, Roy Hatton. Audit Committee—W. Elder, E. C. Johnson.

Place of Meeting, 1914—C. H. Motz, Chairman; J. N. Chevrier, Geo. M. Rogers.

TUESDAY MORNING, JUNE 10, 1913. 9 o'clock. Members report at Secretary's Headquarters for credentials and to register.

9:30 o'clock. Convention called to order. Roll Call. Address of Welcome. Reading of Minutes Previous Convention. Report of the Board of Directors. Report of the Program Committee. Report of the Entertainment Committee. Auditor's Report. Secretary's Report. Report of Special Committees. Report of Standing Committees. President's Address. Motions. Resolutions. Report of Committee on By-Laws and Constitution. Special Business.

READING AND DISCUSSION OF PAPERS. Co-operation Between the Editorial, Advertising and Circulation Departments. How to Bring It About, and What It Means. Jos. H. Lackey, Nashville Banner.

What Features Aside from Current News Are Best Circulation Builders and Holders? R. S. Weir, Journal, Detroit, Mich.

Is Representation in Foreign Cities Worth the Trouble and Expense, for the Returns? J. M. Schmid, Indianapolis News.

What Is the Relative Value of Street Circulation in Returns to the Advertiser, as Compared with Home Delivery? Fred M. McClure, Plain Dealer, Cleveland, O.

What Is the Effect Upon the Prompt Delivery of the Daily Newspaper in Carrier-delivery Cities by the Enforcement of the Eight-hour Law by the Postoffice Department? What Can This Association Do to Improve the Delivery of the Daily Newspaper to Mail Subscribers Under Such Conditions? M. D. Treble, The Times, Buffalo, N. Y.

ROUND TABLE TALKS. Union and Non-union Mailers. The Scale. John D. Simmons, Chairman, Atlanta Journal. Voting Contests. One Kind and Another. O. O. Scattergood, Chairman, Times-Democrat, New Orleans, La.

What Are the Best Features for Daily and Week-end Editions, Outside of the Current News? W. L. Argue, Chairman, Star, Toronto, Can.

Adjournment. Boosters' Luncheon. TUESDAY AFTERNOON, JUNE 10, 1913. 1:30 o'clock.

READING AND DISCUSSION OF PAPERS. The Circulation Manager as a Salesman. J. B. Coulson, Worcester Post.

Why I Joined the I. C. M. A. Wm. T. MacKendree, Augusta Herald.

The Value of a Newsboy, Agent and Carrier's Paper. Harold Hough, Star Telegram, Ft. Worth, Tex.

Corner News Stands in Large Cities; Their Advantage. Should They Have Sanction of the City Authorities? Chas. Scholz, Milwaukee Sentinel.

How to Get Home Circulation. W. J. Darby, Mail and Empire, Toronto, Canada.

How Can a Daily Newspaper Best Advertise Itself Outside Its Own Columns? Hon. Robert L. McLean, Bulletin, Philadelphia.

The Relative Value of an Old Subscriber to That of a New Subscriber, if it Should Become Necessary to Retain the Old Subscriber by Offering the Same Inducement as is Offered to the New Subscriber. E. S. Dobson, News Tribune, Detroit, Mich.

What Effect Upon Circulation Does the Promoting of Competitives Afford in the Sale of Ice, Coal, Potatoes and Similar Commodities, When a Reduction in Price is Brought About by the Service and Co-operation Voluntarily of a Daily Newspaper. P. B. McGlynn, Post, Denver, Col.

How I Would Secure Circulation Quickly if I Needed It Awful Bad. Ike U. Sears, Times, Davenport, Ia.

The I. C. M. A. for Business Purposes Only. Ray Williams, Trenton True Eve. American. Our Association Then and Now. Thomas Downey, the Globe, Boston, Mass.

Seller of the Sunday and Daily Newspaper? J. M. East, Union, Manchester, N. H. System—Organization of Force; Records; and all That Has to Do with Detail and Organization. Results. Paul J. Thompson, New Orleans Item.

The Real or Supposed Benefits of the Circulation Manager Outside of the Technical and Detailed Handling of Circulation. Does it Relate to the Policy and Make-up of the Newspaper? J. H. Miller, Jr., Chronicle-Telegraph, Pittsburgh, Pa.

ROUND TABLE TALKS. How to Increase Our Membership, and Why? Ike U. Sears, Chairman, Daily Times, Davenport, Ia.

Negro Department. What is it Worth? W. A. Elliott, Chairman, Times-Union, Jacksonville, Fla.

When a Paper Has Been Established in a City for More Than Fifty Years, Selling for Two Cents, and a New Paper Comes in and Sells for a Penny, is it Good Policy to Reduce Your Paper to a Penny at Once, or Wait Until You Learn Whether or Not They Will Cut Into Your Street Sales and Subscribers? J. Wm. Aldred, Chairman, Mirror and American, Manchester, N. H.

THURSDAY MORNING, JUNE 12, 1913. 9:30 o'clock.

Committee Reports. Unfinished Business. New Business.

READING AND DISCUSSION OF PAPERS. Paid Newsboy Hustlers—Should They Be? H. Solomon, Milwaukee Free Press.

What Would Be the Effect Should You Cut Off National, State or Municipal Election Returns on Canvas, With or Without an Agreement Between Your Contemporaries? Frank K. Wilson, the News, Baltimore, Md.

Why Every Circulation Manager of a Daily Newspaper Should Become a Member of the I. C. M. A. George T. Disher, Citizen, Ottawa, Can.

The Official Bulletin. How to Make It Worth While. E. M. McSweeney, Boston American. Election of Officers. Selection of next Meeting Place. Unfinished Business. Adjournment.

GENERAL ROUND TABLE TALKS. Handling Circulation Through Flood, Cyclone or Conflagration. Harry L. Starkey, Chairman, Leader, Cleveland, O.

Things Worth While by a Circulation Manager at the Psychological Moment. J. R. Taylor, Chairman, Press, Grand Rapids, Mich.

The Advantages of a Uniform Circulation Statement for Advertisers and Advertising Agencies. Geo. H. Reynolds, Chairman, Standard, New Bedford, Mass.

MORNING VS. AFTERNOON. Why the Morning Paper is Better Than the Afternoon. Chairman to be selected at the Convention.

Why the Afternoon Paper is Better Than the Morning. Chairman to be selected at the Convention.

DEBATE. Should Newspapers Use Premiums? A perennial subject which never "downs," and like the poor and taxes, we always have them with us. To be debated by three premium users and three non-users. Participants to be selected by the President.

Mallon Aids Good Work. George B. Mallon, of Everybody's Magazine, and until recently of the Sun, is helping the Englewood (N. J.) hospital to raise \$30,000 or more in a twelve days' whirlwind campaign. The effort was begun on the night of June 3 at a men's dinner in the armory, Englewood, at which Mr. Mallon was one of the speakers. Mr. Mallon was one of the leaders in a similar campaign which raised \$225,000, in Montclair a short time ago.



WILLIAM J. LITTLE, PRESIDENT INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION.

What Protective Plan Can be Made Effective in the Establishment of General News Agencies Throughout the Country Representing Newspapers, the Circulation Manager of Which is a Member of the I. C. M. A. A. E. Mackinnon, World, New York.

ROUND TABLE TALKS. Newspaper Strike Experiences. D. W. Beardsley, Chairman, Inter-Ocean, Chicago, Ill.

Predating Sporting Extra for Mail Subscribers on an Afternoon Paper. L. L. Ricketts, Chairman, Capital, Des Moines, Ia.

Best Way to Secure Want Ad or Classified Advertising from Another Paper Which Now Has the Lead? C. S. Wilson, Chairman, Dispatch, Columbus, O.

Contest Crooks and Experiences with Contest Managers. J. C. Wilmouth, Chairman, Herald, El Paso, Tex.

WEDNESDAY MORNING, JUNE 11, 1913. 9:30 o'clock. Unfinished Business. Committee Reports. Action and Report of the Committee on By-Laws and Constitution. New Business. Reading and Discussion of Papers.

The Program and Entertainment Committees have invited to be present at the Convention and address the members: The Hon. Postmaster-General Burleson; the Hon. James Cox, Governor of Ohio; the Hon. Clyde M. Reed, Superintendent of Railway Mail Service, Fifth Division, and representative of the Cincinnati Press; Mr. Wiley, Managing Editor of the Enquirer; Mr. Garrison, of the Times-Star; Mr. Brown, of the Post; Mr. Small, of the Commercial Tribune.

Bargain Days. L. L. Ricketts, Des Moines Capital.

Best Plan of Handling Collectors on City Routes, When Same Are Owned by the Newspaper. John B. Cox, St. Paul Dispatch and Pioneer Press.

How to Conduct a "Bargain Day" Offer for Daily and Weekly Circulation. Are They Worth While? E. P. Hopwood, Oregonian, Portland, Ore.

City Carrier Service. Its Worth—How to Perfect Same. F. G. Hay, Nashville American and Tennessean.

ROUND TABLE TALKS. How to Promote Circulation on Rural Routes by Afternoon Newspapers? J. M. Schmid, Chairman, News, Indianapolis, Ind.

Booklovers' Contest—as an Educational Feature Rather Than a Subscription or Money Getter. Daniel Nichol, Chairman, Evening Mail, New York.

Quick Action on Sporting and Baseball Extras. H. V. Bomar, Chairman, Times and Courier Journal, Louisville, Ky.

What Effect on City Subscribers Has a Material Reduction in the Mail Subscription Rates? J. W. Miller, Chairman, Free Press, Winnipeg, Can.

Adjournment. Boosters' Luncheon. WEDNESDAY AFTERNOON, JUNE 11, 1913. 1:30 o'clock.

READING AND DISCUSSION OF PAPERS. Why I Became a Member of the I. C. M. A. What I Expected to Find, and What I Have Found. How the Association Can be Improved. L. J. VanLaey, Chronicle, Houston, Tex.

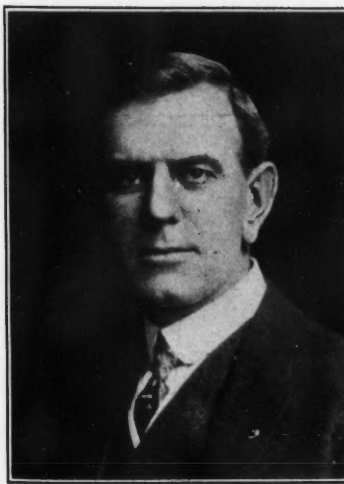
Establishing and Maintaining Carrier Delivery in Small Towns. Sidney D. Long, Wichita Eagle.

The Best Plan to Increase State Sales. A. G. Lincoln, Post Dispatch, St. Louis, Mo.

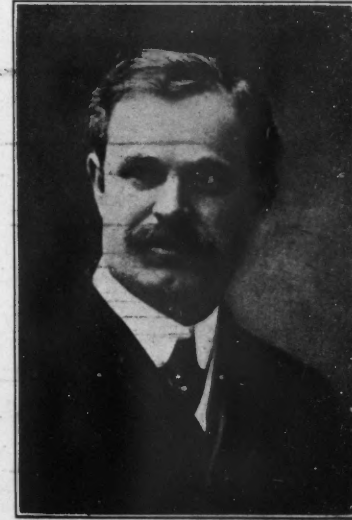
The Best Plan to Secure Newsboys in Large Numbers. How to Secure Old Men for Corner Sales. J. J. Lynch, Press, Cleveland, O.

Advantage and Disadvantage of No Returns. Newsboys, Carriers and Agents. O. O. Scattergood, Times-Democrat, New Orleans.

What's a Fair Price to the Public and the



SIDNEY D. LONG, FIRST VICE-PRESIDENT I. C. M. A.



A. E. MACKINNON, SECOND VICE-PRESIDENT I. C. M. A.

CONTESTS GET CRITICAL ATTENTION.

Program Committee of I. C. M. A. Convention Gather Interesting Views on Artificial Circulation Stimulants. Result Not Highly Complimentary to Scheme.

In bringing the circulation contest matter on the *tapis* the program committee of the fifteenth annual convention of the International Circulation Managers' Association has shown rare discretion and foresight. The necessity for giving this subject proper and intelligent attention has never been greater, even without the reminder which Collier's Weekly thought appropriate a little while ago. Though rather caustic, and unnecessarily violent, Collier's drives home an argument which many a circulation manager has heretofore been obliged to ignore, because isolated successes have given the practise a standing it really never had.

ATTACK NOT WITHOUT HUMOR.

There is in the Collier's attack on the circulation contest an element of incongruity, even humor. If ever a publication worked circulation schemes to the proverbial frazzle, it certainly is Collier's Weekly. But the circulation managers need not, on that account, reject the very sound argument made in the following editorial expression:

A NUISANCE.

We know few institutions better deserving attention from such machinery of suppression as public opinion possesses than these newspaper contests which purport to discover the ten most popular school teachers or the ten most beautiful stenographers. Do the relatives and friends of these young women realize that they are being daubed with vulgarity to make money for newspapers whose need has become extreme by the time they adopt this device?

In order to establish premises upon which this question could be rested for debate at the coming convention of the I. C. M. A. at Cincinnati, the program committee submitted to twenty-two circulation managers eight questions, with three of which this article shall concern itself, the remainder being non-essential to the contention made. These questions were: "What do you think of contests as a general proposition?" "Is the money expended in prizes and expense justified by the returns?" "What is the after-effect?" The other questions dealt with the handling of the contests by outsiders, etc.

RESULT OBTAINED NOT FLATTERING.

Answering question No. 1, ten circulation managers expressed themselves as opposed to contests; six were non-committal; five favored the practice, and one did not express himself specifically. In reply to question No. 2, nine had found the expenditure unjustified by returns, four were non-committal or evasive, and nine favored the view that the money spent in contests was more or less well spent. Twelve of the twenty-two circulation managers hold the opinion that the after-effects of a circulation contest are bad, six hold that they were indifferent and far from being unmixt blessings, while three seem satisfied with the aftermath. To afford a better survey of the case the result of the canvass is here tabulated. The questions are given in numerical order:

	One.	Two.	Three.
Favorable	5	9	3
Noncommittal	6	4	6
Unfavorable	10	9	12
No expression	1	..	1

But it is the after-effect that counts in matters affecting the circulation of a paper. The canvass here conducted shows, in prepondering proportions, that in this direction the contest scheme is anything but what it might be. Only three men out of twenty-two were satisfied with this phase of the campaigns they have conducted. A stronger argument against artificial circulation promotion could not be established, consid-

ering that only under extremely rare conditions no bad after-effects could be felt.

EXPRESSION GIVEN IN DETAIL.

For the benefit of those circulation managers who may not be able to attend the Cincinnati convention and for the edification of publishers who still adhere to the practice of forcing circulations artificially, the replies to two of the questions are here given in toto:

Question: What Do You Think of Contests as a General Proposition?

UNFAVORABLE ANSWERS.

Very little.

They are no good.

Were good when new, but now people consider them "grafts."

I do not like them.

Do not approve of them.

My opinion is unavailably—owing to the restrictions of the Postal Law.

I am not in favor of a contest for a newspaper that is successfully managed. For a down-and-out paper I wouldn't hesitate to try them.

Consider them the loaded dice of the circulation business.

Not productive of increased circulation.

Strongly opposed to the usual form of voting contest.

NONCOMMITTAL ANSWERS.

Several years ago we put on what was termed a Proverb Hunt Contest. It stimulated street and branch sales while it was on.

Much depends upon the condition of the field, the number held in the past and by whom conducted.

If you want some ready money they are O. K., as a great many old subscribers will pay in advance. But to increase circulation they are no good.

Contests are both good and bad, according to conditions, and are only advisable when something must be done quickly to meet competition when nothing better can be had.

Occasionally a contest of any kind will do a newspaper an unlimited amount of good, if properly conducted in the way of publicity.

It is true that a contest was the greatest circulation getter in days gone by. New subscribers secured by the contests rarely remain readers after the expiration of their paid-in-advance subscription.

FAVORABLE ANSWERS.

Contests as a general proposition are not only desirable, but necessary. They excite interest and stimulate circulation in the way that possibly no other scheme would.

Have never used them, but believe they would be beneficial if properly conducted.

Good.

Good thing where field has not been overworked and they are aggressively pushed and carefully managed.

Good.

Question: What Is the After-Effect?

UNFAVORABLE ANSWERS.

About 85 per cent. of the subscriptions could not be renewed.

Bad.

Not at all satisfactory.

There was very little lasting result.

There is always bound to be some feeling after a contest coming from the disappointed ones. The extent of this depends on character of handling contest.

Always some who are sore because their friend did not win a prize.

Bad.

Great dissatisfaction on the part of the non-winning contestants, and consequently creation of knockers against the paper.

From all the circulation men I have talked to I find the after-effect is bad. Relapse.

Generally bad. Question of how conducted.

Much dissatisfaction among contestants who worked hard, but did not win a prize. Winning minor prizes seldom interests them.

NONCOMMITTAL ANSWERS.

The after-effects of a contest depend upon the manner in which it is conducted.

Not bad.

Much depends upon who conducts the contest and how the contestants are treated in the final decision. I have known of cases in which the aftereffect was very bad indeed.

A contest accurately and squarely conducted should have very little bad after-effects.

In the five contests which have been conducted in the — we have had no after-effect.

The after-effect varies a good deal in localities, or, it is better to say, upon the conduct of your contest manager.

FAVORABLE ANSWERS.

If a good contest, the after-effect is good.

They may be so managed as to prevent a bad after-effect.

It was very good with our paper.

POST'S INDEPENDENT POLICY.

But Cincinnati Editor Loses Advertising Thereby.

The Cincinnati Post recently championed the cause of certain railway employees and was, in consequence, accused of being responsible for a street car strike in that city. One result of the paper's policy was the writing of a large number of letters to the business manager, in which disapproval of its attitude was set forth.

The substance of the letter of an advertiser, as printed in the Post, and the published reply of the management thereto, is indicative of the paper's independent stand in this matter:

M. C. DOW TO THE POST.

CINCINNATI, O., May 19, 1913.

Gentlemen—We have decided to cancel our advertising contract with the Post. We are of the opinion that the Post encourages and stands for things and elements that are detrimental to the welfare of Cincinnati. We think it seeks to destroy and not to build up. In our opinion it is an organ of violence and disorder and a publication that does public harm. For that reason we exercise our right to no longer patronize it.

We understand that we cannot in any manner influence your editorial utterances or dictate to you what your policies should be, nor do we expect to. We simply refuse to patronize a paper that, in our opinion, brings harm to our city instead of good.

You will please cancel the Brownstone advertising as well. Very truly yours,

M. C. Dow.

THE POST TO M. C. DOW.

CINCINNATI, O., May 22, 1913.

We are in receipt of your letter of May 19, in which you say that you have decided to cancel your advertising contract with the Cincinnati Post.

This contract was made on April 1 of this year, and provides that you use at least 60 inches of advertising space in the Post each week for one year. Waiving all legal and to you herewith our copy of same. Moral rights in the matter, the Post accepts your cancellation of this contract and returns

We are not disposed to argue with you the question of the editorial policy of the Cincinnati Post. That policy is fundamentally the same to-day as it was on April 1, when you signed the advertising contract. The Post to-day stands for the same things that you have advertised in it.

We cannot understand your sudden change in attitude toward the Post unless you, in common with a few other business interests of this city, are opposed to the efforts of working men, such as street car employees, for living wages and decent working conditions.

You are quite right in your understanding that you cannot in any manner influence the editorial utterances of the Cincinnati Post. It is because when you made your contract with us you may have thought you could influence our editorial policies that we are accepting the cancellation of your contract without question.

The editorial policies of the Cincinnati Post are not sold to advertisers. Very truly,

THE POST PUBLISHING CO.

The attempts of certain anonymous and other letter writers to discredit and intimidate the Post make an interesting chapter in the Queen City controversy that has arisen looking toward efforts on the part of advertisers to influence editorial policies.

NOT AFRAID OF LONDON.

Provincial Papers Do Not Fear Competition of Cheap Dailies.

In an article on "London's One Cent Papers," a correspondent in the New York Evening Post says that the provincial press of Great Britain has little to fear from the competition of the cheap London dailies. Through the introduction of fast newspaper trains the London newspapers are widely distributed, but they cannot compete with the local papers when it comes to giving late news.

"In the case of a Parliamentary crisis, for instance," says the writer, "the provincial paper is sometimes able to supply a complete account of the debate, including the division, while the London paper gives only the early proceedings. Notable events—battles, revolutions, disasters, deaths of famous men—do not time themselves to suit the convenience of an editor's schedule, and the first news of them sometimes reaches the newspaper offices in the small hours of the morning. This means that the Plymouthian, let us say, who depends on a London paper arriving by the special newspaper express, may learn nothing about such an event, while his nextdoor neighbor, who takes a Plymouth paper, finds two or three columns about it.

"Even the issue of a localized edition does not quite meet the difficulty. Here the two journals are on a par as regards late news. The provincial edition of a London paper has the advantage in many cases of drawing on greater literary resources than the provincial paper. But it cannot quite escape the defects of its outside origin. It can never get into really close touch with its readers. The local flavor is missing. An editorial writer sitting at a desk in Fleet street can never know what Yorkshiremen are thinking about as well as a man who is living in Leeds and Sheffield, and who feels the pulse of local opinion every day of the week.

"The reduction of the Times from six cents to four cents for casual purchasers as well as annual subscribers is a move that compels the proprietors of the one-cent papers to do some hard thinking. It makes the prospects of a first-class two-cent paper very different from what they were before. At six cents the Times was a luxury. At four cents it is—well, something good enough to make a man wonder whether the outlay of the extra coppers will not be worth while. It is conjectured, too, that this move on the part of the Times is only a step toward an ultimate reduction to two cents. There may be something in this guess or there may not. The appearance of the Times at two cents would be followed by an immediate stampede on the part of tens of thousands of readers of the cheaper papers. Possibly the best means of preventing such a development would be the enlargement of the most popular one-cent papers to the two-cent standard. With the two-cent field thus exploited to its utmost capacity, the Times might then think it more prudent to remain at its present figure."

Guilty of Hostility to Government.

Alexander Scott, editor of the Pas-saic (N. J.) Weekly Issue, a Socialist publication, was found guilty by a jury in the Court of Common Pleas at Paterson last Tuesday of having published articles "hostile to the government of the city of Paterson." The jurors recommended clemency. The penalty is a \$2,000 fine, a maximum prison term of fifteen years, or both. Scott's criticism of the police compared them to Russian Cossacks and said they were creators of anarchy. His lawyers declared he had not overstepped his right of free speech.

The south wall of the Murfreesboro (Tenn.) Home Journal building collapsed last week, causing considerable damage.

CIRCULATION SHORT-CUTS OF VALUE.

Contributions on the Subject Dealing With Cultivation of Good Personnel, Methods of Delivery and Distribution and Management of Collections—Personal Attention of Greatest Value.

Below will be found five valuable contributions on efficiency in the circulation department. Lea Williamson, city circulation manager of the Memphis News-Scimitar, writes entertainingly on a matter which receives altogether too little attention. There is much good to be derived from cultivating a sound *esprit du corps* in the delivery personnel in the manner adopted by the News-Scimitar. How the Indianapolis News does it is the burden of a short chapter by John M. Schmid, circulation manager of the paper in question. What the motor truck will do in the circulation service of the afternoon daily is briefly indicated by John D. Simmons, circulation manager of the Atlanta Journal. How to make the collector honest is the subject of a man who has done this, W. E. Page, circulation manager of the Columbus Ledger. E. P. Ragan, of the Illinois State Register, contributes a paper of unusual interest on personal attention.

THE EDITOR AND PUBLISHER wishes to reiterate that its columns are open to efficiency, or short-cut, stories on any phase of newspaper work, reminding its clientele at the same time that only through exchange of ideas can wasteful effort be avoided.

BETTER CARRIER PERSONNEL.

By LEA WILLIAMSON,
City Circulation Manager of the Memphis News-Scimitar.

Finding a short-cut to circulation in obtaining the interest, loyalty and co-operation of its carriers, the circulation department of the News-Scimitar made a net gain of 4,686 new subscribers in four months.

With a circulation of something over 44,000 in January, 1913, the managers of the circulation department were required by the business office to produce 50,000 on or before July 1, 1913. A short-cut was imperative. The giving of premiums to new subscribers had been tried previously and had proved expensive and unsatisfactory.

TALKING POINTS A NEW DEPARTMENT.

The idea of instructing carriers and newsboys on "Talking Points" through the medium of a weekly publication for their special benefit was evolved by the circulation manager and the News-Scimitar Junior was given birth.

It consisted of four pages of four columns each in one fold and contained gossip and items of interest to employes of the department, besides cuts and stories of carriers or newsboys who had made exceptional records. In this way a sort of honor roll was established and the popularity of the little publication was almost instantaneous.

"REMEMBER COLUMN" EXPLAINS MUCH.

That carriers might be well fortified with facts regarding the usefulness and aims of the News-Scimitar, a column entitled "Remember" was instituted. It told from time to time just what the newspaper stood for politically, what reforms it was working for and what improvements over old conditions it had been instrumental in gaining for the city and territory covered by the News-Scimitar.

No premiums have been used by the News-Scimitar since November, 1912. That is, premiums are not given to new subscribers, but by the new plan premiums are awarded to carriers and country agents to stimulate their activ-

ity. The result of this plan has been that the News-Scimitar has added 2,402 new subscribers to its city circulation in thirteen weeks at an expense of only \$276.40. The carriers and country agents have been convinced that they are the most important cogs in the circulation wheel, and the result has been satisfactory both to the paper and the carrier.

NEW SYSTEM OF GREAT VALUE.

The independent system is employed in the regulation of city carriers. Carriers pay for their papers weekly, with the result there is no bother with collections. A rate of five-sixths of a cent, no returns, is made to country agents. Carriers and agents' bills are paid promptly. One satisfying result of the educational campaign has been that carriers are taking a personal pride in their records, and, while fourteen months ago the News-Scimitar experienced great trouble in securing good carriers and country agents, there is now a waiting list of more than sixty applicants.

INDIANAPOLIS NEWS SYSTEM.

By JOHN M. SCHMID,
Circulation Manager of the Publication.

Woe unto the prestige of the newspaper which frequently fails to reach its destination on time. The public is unreasonable and considers no excuse sufficient for non-delivery of the daily paper unless it is caused by a calamity such as we have experienced in Ohio and Indiana during the recent flood. Even then the circulation departments did what was considered impossible in order to get their newspapers into the hands of their readers. Think of the methods required for delivery in the city, the county, the State, and indeed the whole country by a newspaper like the Indianapolis News.

In the city deliveries are made to supply stations by automobiles, where a thousand carriers are in waiting; in the suburbs and near-by counties distribution is made by motorcycles, bicycle, horseback and from fast interurban cars.

NEWS EMPLOYS SPECIAL MESSENGERS.

The Indianapolis News has special messengers on many lines out of Indianapolis who deliver to individual subscribers en route, enabling readers within fifty miles of the city to receive their paper within a few hours after going to press.

In country towns in Indiana delivery is made from trains and interurban cars to agents who employ over 2,000 carriers to deliver the News to the homes, offices, factories, workshops and stores.

Marketing a newspaper is a science and the circulation manager must be a man of experience, quick to grasp opportunities, and his knowledge of the territory, both city and State, must be more thorough than that of the postal clerk, because he must have a knowledge of every method of distribution, while that of the postal clerk is confined to the mail facilities exclusively.

NEWSPAPER PERISHABLE FREIGHT.

If a train is wrecked or otherwise delayed quick action is required in order to re-route the bundles of newspapers in order to reach destination on time. Agents must then be notified by telephone or by wire of changes in routing. The detail work required in the handling of a successful newspaper's circulation are beyond comprehension of the average man.

A daily newspaper is the most perishable "freight" there is; if delayed in transit more than an hour or two it is "dead," and consequently it requires more ingenuity in getting it into the hands of the public than any other commodity hauled by the railroads or other common carriers.

The average reader does not appreciate the importance of the circulation department of a newspaper, giving but little thought to the intricacies of a great system of distribution which excels our great postal system in many respects. A word of encouragement to your carrier will never go amiss. He is an important cog in the marketing machinery of the newspaper.

MOTOR TRUCKS OF VALUE.

By JOHN D. SIMMONS,
Circulation Manager of the Atlanta Journal.

In the afternoon field of a daily newspaper prompt delivery of the paper to subscribers means the life blood of the paper. The best paper on earth and one which spends thousands of dollars to produce a readable sheet may constantly lose subscribers if the delivery is bad. The question of waiting five minutes on an appointment is nothing compared to the boy being three minutes late, when the subscriber is looking at the sun and not at the clock. As the days grow shorter the hour of delivery grows later, even though the boy may reach the house at the same time.

The paper which is delivered first is a welcome guest and is, of course, finished before the later arrival of some other paper, even though the subscriber may take both. The person in the next house, reading some other paper which does get prompt delivery, is likely to consider a change, provided the paper of his choice does not reach him "on time."

MOTOR VEHICLE SOLVES PROBLEMS.

The motor truck, in promoting prompt delivery in cities and towns, getting mail to early trains, has solved

a great problem for the public. At your request, I am giving you my experience with the motor truck in improving the delivery in the city of Atlanta, also coming to the rescue in making the mails. In the city circulation, which crowded the cars to the extent the street railway company limited the number of packages which could be handled on each car, the delay in delivering the Journal in the city of Atlanta was so great that motor trucks were absolutely necessary. In putting them on, the question of expense was considered at length, but since adopting these trucks I have found the expense is very little more than our former plan for delivery.

The increased efficiency in the delivery of papers, both to the railroad stations and the substations of the city and to boys en route is worth many times the additional cost of these motor trucks. In addition to the trucks, street cars and wagons are, of course, necessary, in order to save time and further improve the service.

The use of a limited number of high speed motor trucks is, in my opinion, more essential to the distribution of an afternoon newspaper than any other equipment about the plant.

MAKING COLLECTORS HONEST.

By W. E. PAGE,
Circulation Manager of the Columbus Ledger.

Collections have ever been a problem with the circulation manager and in the absence of a system that could be applied universally a little innovation of mine seems valuable enough to form part of your efficiency series on circulation and the like. The plan has reference to collections made by carriers. When I first took charge of the circulation department of the Ledger there was no system whatever for handling daily orders and carriers. I decided to put in a system of my own, which I have found to be as good as any I have seen on a good many papers larger than the Ledger.

After getting things in shape I found that my work had just begun. The carriers were doing practically all the collecting. I found that a very large number of people were not paying and that a large per cent. of those that were paying were not getting credit, nor was the office receiving the money. In other words, the carriers were stealing more than the office received.

HAD TO PLACE CHECK ON CARRIERS.

I knew that before I could make an increase in the collections I would have to figure out some way to make the boys turn in what they collected. The plan of giving everybody a receipt, no matter how small the amount, has always been my hobby, and by this means I have now ended a world of trouble that beset me at the start and I very seldom have any trouble now on that score.

I had a small receipt card printed, allowing a blank space for every week in the year and dating each week on Saturday, the day we do our collecting. Carriers are required to sign this card for the money received from the subscriber. These cards are kept by the subscriber until they expire or until a carrier signs a card and fails to report the money to the office. The card is then taken up and the amount charged to the boy, while a new card is issued to the subscriber. There is absolutely no way for a boy to collect and beat the office out of it. If the subscriber does not require the boy to sign the card he does not get credit for the money.

IRATE PARENTS ARE SHOWN.

Before I started using these cards carriers constantly collected money that they failed to turn in. Confronted, they invariably denied collecting the money. We had to either charge the money to the boy and have trouble with his par-

(Continued on page 46.)



S. BLAKE WILSDEN ON A JUNKET IN IRELAND.

RELIGION—ADVERTISING

By GEORGE W. COLEMAN,
President Associated Advertising Clubs of America.

About a year ago THE EDITOR AND PUBLISHER, in commenting editorially on the annual report of the president of the Associated Advertising Clubs, rendered at Dallas, said:

"Who knows but this organization, which Coleman has raised to the height where sixteen Dallas churches welcome to their pulpits as lay preachers members of the ad clubs, who are apostles of a new religion standing for 'I am my brother's keeper,' and not 'Let the buyer beware,' may not be the little leaven, leavening the whole lump, for which the world has waited."

Whatever that element was, thus commented upon, and however little I may have been responsible for it, during the last twelve months it has been augmented many fold. At the convention in Baltimore, thirty churches are to open their pulpits for lay sermons by as many advertising men representing every section of the country and every phase of the business.

It is true that when I was elected president at Boston, two years ago, I was known quite as broadly in religious circles as in the advertising world, and there were some who doubted whether a man with religious tendencies and training could successfully handle the big, broad work of leading the Associated Advertising Clubs at a critical juncture in their history. I remember well how one frank but good-natured friend expressed it when he advised me in a kindly way to keep my "damned religion" out of the advertising club work.

I thought it was sound advice, taking it in the way in which he meant it, and had no intention of adopting any other policy; but I had not gone far on my first trip for the clubs before I found them asking for what I had determined to keep to myself. And at Dallas it seemed the most natural thing in the world for me to propose and for the advertising clubs to accept the suggestion that Sunday be used in an inspiring way, instead of being given up to the arrival in town of noisy delegations. Then came the insistence of President Johnston, of the Dallas Advertising League, that my talk on "The Church Outside the Churches" be given in the Dallas Opera House that same Sunday afternoon. Following that convention, A. G. Newmyer, business manager of the New Orleans Item, insisted on having this Sunday afternoon address repeated before the advertising men and merchants of New Orleans. And when it came to the Baltimore convention, President Shay could not be satisfied with anything less than an address along the same lines, delivered out in Druid Hill Park before an immense throng of people.

So it is that the broad religious principles and progressive economic doctrines for which I stand have been taken up by the advertising clubs of their own accord and greatly magnified before the whole country. The fact of the matter was that the advertising men were just ripe for this sort of gospel, and took to it like ducks to water. They have made a definite application of it to their own business in the widespread movement for honest, believable, dependable advertising, which has received such an impetus under their auspices.

It has been worth everything, not alone to the commercial interests but also to the forces of organized religion, to have practical, successful business men emphasizing the fact that sound business and true religion are twin brothers. The moral revival that is sweeping the whole business world is closely analogous to those great religious revivals in earlier days, which exerted such a marked effect on the life of their day.

Now that I am laying down the burden of leadership in the National Association and look back over the two years of strenuous labor in which I have engaged on behalf of the clubs, I feel that it has been the greatest privi-

lege of my life to have had a share in the direction of the policy of the Associated Advertising Clubs at such a time as this.

PACIFIC COAST NOTES.

Los Angeles Ad Agency Invades San Francisco—People You Know.

(Special by Wire.)
SAN FRANCISCO, June 4.—The Newell Advertising Agency, of Los Angeles, one of the largest advertising agencies of the Pacific Coast, has opened a branch office in the Chronicle building. The firm has placed the branch offices in San Francisco so that its clients' accounts in this city and vicinity may receive closer personal supervision. Another reason given is that the agency believes this city affords excellent opportunities.

Walter McArthur, for many years editor of the Coast Seamen's Journal, the official organ of the Sailors' Union of the Pacific, will retire next Monday from that position to assume the duties of shipping commissioner of this port. He will be succeeded by Paul Scharrenberg, who for a long time has been the business manager of the paper, and on a number of occasions, in the absence of McArthur, has filled the editorial chair.

Dr. C. J. Hambro, of Christiania, editor-in-chief of Norway's leading daily newspaper, the Morgenbladet, arrived from the North yesterday, and is staying at the Palace Hotel. He has come to the United States, commissioned by his government, to address the various commercial bodies in the interest of Norway's Centennial Exposition, to be held in Christiania, beginning May 1, 1914, and to induce Norwegians here to take advantage of that event to pay a visit to their native land.

Hamilton Wright Mabie, editor and lecturer, left the Stewart yesterday for a trip to the Yosemite, before going to his home in Summit, N. J.

E. D. Dake, president of an advertising company of Los Angeles, is at the Palace.

DePutron Gliddon, of Los Angeles, editor of a hotel magazine, is at the Palace.

F. McPherson, of Los Angeles, publisher of a railroad magazine; J. C. Bullmer, director of the Humboldt Times, and V. S. McClatchy, one of the owners and publishers of the Sacramento Bee, are at the Stewart.

W. H. Porterfield, editor-in-chief of the Pacific Penny Paper, of Los Angeles, is at the Manx.

R. J. Young, editor and publisher of a newspaper at Tulare, is at the Argonaut.

Big Paper Mill Co. Incorporated.

The Provincial Paper Mills Co., Ltd., has been incorporated at Toronto, Can., with a capital stock of \$5,000,000, the amount being the combined stock of the St. Lawrence Paper Mills Co., Ltd., and the Barber Paper & Coated Mills Co., Ltd. Through the new organization the company secures control of the original mill of the St. Lawrence Paper Co. at Milleroches, near Montreal; the Montrose Paper Co., at Thord, near Niagara Falls, where extensive improvements have recently been made, and also the Barber Paper & Coated Mills and the Canada Coating Mills at Georgetown, Ont., near Toronto.

R. S. Yard Succeeds Dr. Johnson.

Robert Underwood Johnson has resigned the editorship of Century Magazine. Mr. Johnson, who is sixty years old, for many years has been one of the most prominent literary men of the country. He was associate editor of the Century under Richard Watson Gilder, and upon Mr. Gilder's death he assumed the duties of editor-in-chief. He is succeeded by Robert Sterling Yard, formerly of Moffat, Yard & Co., and recently a member of the New York Times staff. Mr. Yard was at one time connected with the Sun, and later for eight years one of the editors of the Herald.

WILL HEAD OKLAHOMA SCHOOL.

Graduate of Wisconsin University School Appointed to New Position.

Chester Wells, who will be graduated from the four-year course in journalism at the University of Wisconsin in June, has been appointed by the University of Oklahoma to organize its new department of journalism and to develop its publicity work. He enters upon his new duties in September.

While attending the University of Wisconsin Mr. Wells has been managing editor of the Daily Cardinal, the



CHESTER WELLS.

twelve-page, four-column morning paper published by the students; and also editor-in-chief of the Wisconsin Magazine and of the Badger, the junior annual. For his baccalaureate thesis in journalism Mr. Wells has made an historical study of the evolution of the makeup of American newspapers.

Before entering the university in 1909 he had had practical newspaper experience, beginning as printer's devil in the office of the Freeport (Ill.) Democrat. Later he joined the staff of the Freeport Standard, where he worked up through editorial positions and then entered the business office to become advertising manager, and finally assistant business manager.

For several years Mr. Wells did considerable work as correspondent for the New York Herald, New York World, St. Louis Post-Dispatch and Chicago Record-Herald.

Just before entering the University of Wisconsin Mr. Wells furnished the St. Louis Post-Dispatch and the New York World with the material that enabled them to scoop the country with their famous story proving the dual existence of John D. Rockefeller's father, who lived and died in northern Illinois under the alias "William Levingston."

He was recently elected president of the national honorary journalistic fraternity, Sigma Delta Chi.

The Faith, at Faith, S. D., has ceased publication.

NEW PUBLICATIONS.

EAST STROUDSBURG, Pa.—The Morning Press is a new paper launched by George Hughes. It is the only morning daily in Monroe County.

SOMERSET, Ky.—It is reported on good authority that Somerset will have within a month another newspaper, to be started by the Cooper-Edwards element in the Republican party, and it is said that more than \$3,000 of the stock has been subscribed.

HARRISON, Ark.—The North Arkansas Herald, an afternoon paper, has made its initial appearance. Alex. C. Hull is business manager and editor-in-chief. It is said that twenty-five business men are backing the paper with \$10,000 capital, \$2,500 of which is paid in.

Journalism a Trade or Profession?

In reply to an inquiry as to whether journalism is a trade or a profession, a Nashville paper recently said: "Franklin called it a trade, Bryant deemed it literature, Greeley called it evangelism, Raymond said it was polemical, Dana held it to be an art, and to Godkin it was hypercriticism. You can take your choice."

The Philadelphia German Daily Gazette

carries more
Local and General
Advertising
than any other
German daily
published in
this country.

HOWARD C. STORY
Publishers' Representative

New York:
806 Nassau-Beekman Bldg.

Chicago: 1100 Boyce Bldg. Philadelphia: 924 Arch St.

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

Advertising that reaches the home is the advertising that "gets across." The Advocate is read by Stamford's representative families.

New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 120,000

Only Papers In Connecticut
To Declare Against Fraudulent Advertising

The two *Heralds* are the first papers in Connecticut to exclude ALL FRAUDULENT or MISLEADING COPY, and are the only exponents of Honest Advertising in the Nutmeg State.

The Two *Heralds*
Bridgeport and Waterbury.

Offer you the Largest Circulation in the State, covering every Town and City in Conn.
Your "Adv" will be in good company—Flat Combination rate 5c. per line.

Represented by

GEO. B. DAVID CO., Inc., 225 Fifth Avenue, New York.
836 Monadnock Bldg., Chicago.

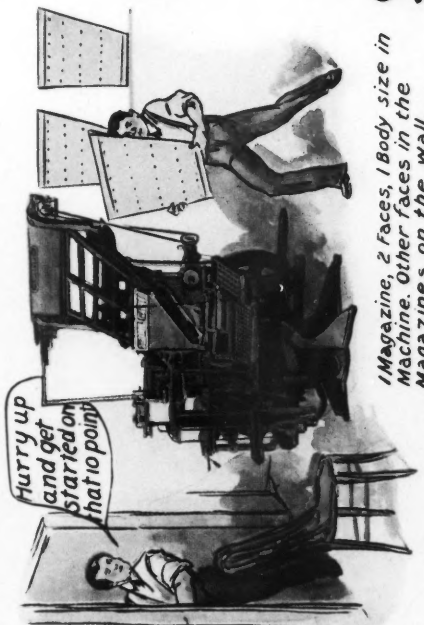
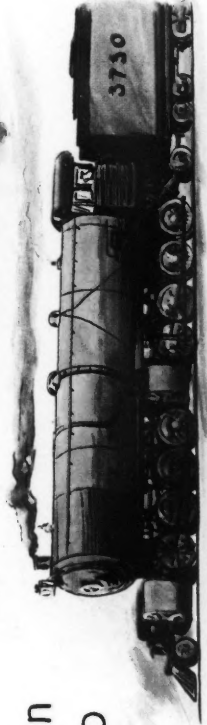
Make No Mistake



What the Repeating Rifle of to-day is to the old Muzzle Loader of our forefathers.



What the 200 ton Locomotive is to the Stage coach of yesterday.



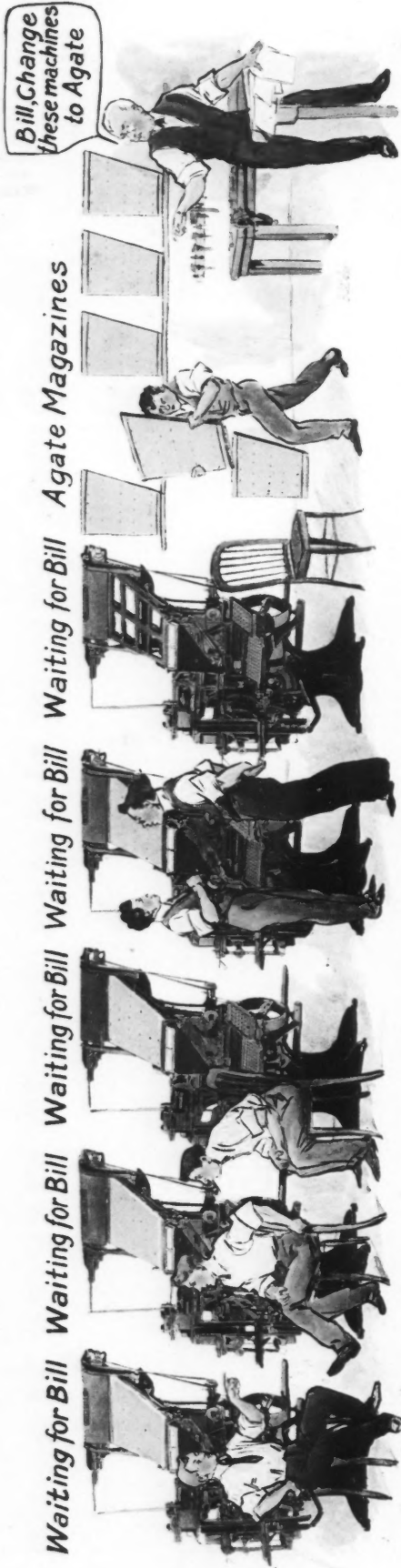
The Multiple Magazine Linotype is to any Single Magazine Slug casting Machine.



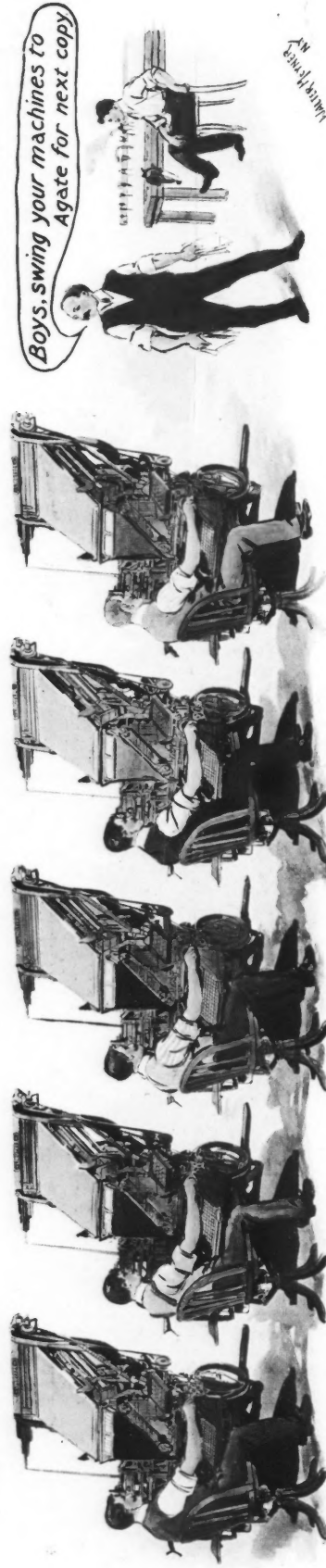
Time Flies! Look Forward, Not Back.

MERGENTHALER LINOTYPE COMPANY

Changing from Six Point to Agate.



The Single Magazine Machine Way. (Note—Bill may also have to change Ejectors and Liners)



Team work! Each operator makes his own changes from his seat.—No Waiting for "Bill."

The Multiple Linotype Way.

Time Flies ! Look Forward, Not Back.

MERGENTHALER LINOTYPE COMPANY

Significant Analysis

Twenty representative dealers in Greater New York and suburbs sold 14,498 morning newspapers, 5,545 of them being THE NEW YORK TIMES, or 38%. Of the 5,545 copies, 4,467 were delivered into the homes. THE TIMES was bought in 43% of the homes reached by only one newspaper. Five other morning newspapers combined delivered only 2,741. The five combined delivered 1,726 copies less than THE TIMES. THE TIMES was delivered to 25% of the homes reached by the two other morning newspapers popularly classed with THE TIMES as to quality of circulation. Advertisers in THE NEW YORK TIMES reach more than two-thirds of the daily readers of high-class New York newspapers.

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 15 Hartford Bldg.,
NEW YORK. CHICAGO.

The Paterson Press

was the first paper in this part of the country to expose the True Doctrines of "Bill" Haywood and his "Red Invaders." That was three months ago. The people of Paterson and the New York newspapers now know that The Press was right in carrying on its war against the infamous I. W. W. and its revolutionary policies.

THE PRESS.

FIGHTS FOR THE CITY'S BEST INTERESTS ALL THE TIME AND HAS NO PERSONAL AXES TO GRIND.

PRESS-CHRONICLE CO., Publishers
Paterson, N. J.

W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

CANADIAN PRESS MEET.

More Than Three Hundred Editors at Annual Convention—Leading Educational Topics Discussed—Association to Increase Fees—Decision to Incorporate—Committee on Newsprint—Hal B. Donly President
(Special Correspondence.)

TORONTO, Canada, June 4.—Over 300 publishers attended the fifty-fifth annual meeting of the Canadian Press Association which was held here June 3 and 4. After two days of work and discussion, some 200 left on a three-day trip by special train through the immense mining, timber and agricultural regions of Northern Ontario, which many had never visited.

There were highly enjoyable social features interlaced with the business sessions—a banquet tendered the guests by the city of Toronto, a sail on Toronto Bay and around the magnificent harbor, an automobile ride and dinner at the Lambton golf links for the ladies, and other jaunts.

Among the leading educational topics discussed were: "Relations Between Newspapers and Between Newspapers and Political Parties," by Sir John Willison, of the Toronto News; "Should the Politics of a Newspaper Influence Its News Reports?" by J. T. Clark, of the Toronto Star, former president of the association, and "How Should Letters to the Editor Be Treated?" by A. T. Wilgress, of Brockville.

During the forenoon of the first day there was a press forum on various editorial subjects, among them being "Is the Canadian Press Sufficiently Independent?" "Are Editorial Controversies Between Newspapers Profitable?" "The Relative Importance of Local Editorials as Distinguished from Political and General Editorials," and other live issues, in which symposium, varied opinions were profitably brought out.

Another interesting factor in the speechmaking was the address by James M. Lynch, president of the International Typographical Union, on "The Training of Apprentices." He made an appeal for the average publisher to take a deeper personal interest in the general efficiency of the apprentice and not keep him "on the bank" for the full length of his term and then complain if, at the end of four years, the printer was only "half baked." He also emphasized the need of clean, sanitary composing rooms, and spoke of the good work done by the correspondence school at Chicago, conducted by the I. T. U., which had now enrolled 4,000 students. The tuition fee was twenty-five dollars, which Mr. Lynch thought it would well repay any publisher to pay for the supplementary training which an apprentice would receive.

The Canadian Press Association decided to greatly increase the present fees, in many instances doubling them, and the services of a paid secretary will be devoted full time to the association. It is likely that John M. Imrie, who has been devoting half his time to the position, will be selected. He will conduct cost congresses in many parts of the country and educate, by means of addresses and the formation of local associations for each district or county, the members of the profession in obtaining a reasonable return on all job work, so that it can be turned out at a profit. So far as practicable, an average scale will be adopted.

One of the greatest boons that has come to the members of the association, particularly the weekly section, has been the higher standard in estimating cost and turning out work at a profit, whereas a year or two ago many shops were doing printing at a direct loss, when everything was taken into consideration.

J. R. Bone, of Toronto, the retiring president of the association, in his address, stated that if higher rates could be charged for advertising, the publishers would be in a better position to pay their employes a larger wage. Too low advertising rates were the chief setbacks with the newspaper business in Canada

to-day as a business. The average rate per 1,000 circulation of 292 newspapers in the United States, with a circulation over 15,000, was 2.23 cents per inch. In twenty-one leading newspapers of Canada the average rate obtained for advertising was 1.84 cents an inch.

Numerous methods of elevating certain classes of advertising to a higher standard, principally patent medicine announcements, were suggested in several papers read. In this connection it was pointed out that a number of daily papers had already established a system of censorship for this class of advertisements which, according to the feeling of the delegates, promises to become uniform in all the Canadian newspapers.

It was decided that the Canadian Press Association should become an incorporated body, and a committee was appointed to revise the constitution of the organization. The officers elected for the incoming year were: Hal B. Donly, Simcoe Reformer, president; W. M. O'Berne, Stratford Beacon, first vice-president; W. E. Smallfield, Kenfrew Mercury, second vice-president; J. H. Cranston, Toronto Star, treasurer, and J. M. Imrie, Toronto, secretary. Wm. Findlay, of the Ottawa Free Press, was elected chairman of the daily section; W. A. Fry, of Dunnville Chronicle, chairman of the weekly section, and W. G. Rook, of the Canadian Home Journal, Toronto, chairman of the trade and class section.

Another important action was the appointment of a committee composed of J. F. MacKay, of the Toronto Globe; W. H. Southam, of the Ottawa Citizen, and Frank Adams, of the London Advertiser, to investigate the question of the price of news print, and the possible effect of the proposed United States tariff on the news print situation in the Dominion, as well as the matter of discrimination of freight rates by Canadian railways on news print.

W. A. CRAICK.

Newspaper Progress in Peru.

The West Coast Publishing Co., a New York State concern, organized in 1911 to take over the business of John Vavasour Noel, publisher of Peru of To-day, at Lima, has expanded so rapidly during the last two years that it has been compelled to move into larger quarters in that city. One of the features of the new office will be a reading room, in which will be kept on file foreign newspapers for the use of travelers and catalogues of business houses for the use of local merchants. The company publishes, in addition to Peru of To-day, a magazine, the West Coast Leader, El Libro de Oro, a social directory of Lima and vicinity, and Noticias. The Noel News Service is an independent enterprise conducted by Mr. Noel, who was formerly a New York newspaper man.

Victim of Stabbing Improves.

Conrad Braun, circulation manager of Current Opinion, who was stabbed twice in the back by an employe last week, is reported to be slightly improved in the New York Hospital. Eber Carmichael, the clerk, committed suicide in a cell in the West Thirtieth Street Police Station after his arrest for murderous assault. Officers of the Current Literature Publishing Co. say that Braun had been the friend of Carmichael and had refused to discharge him for his intemperate habits, but had suspended him instead.

State Must Pay Plattsburg Paper.

The troubles of the Republican and Journal of Plattsburg, N. Y., over obtaining payment from the State for printing concurrent resolutions were settled by a decision of the Court of Appeals last week, which insures payment to the newspaper. Justice Alden Chester, sitting in special term, issued a writ of mandamus compelling Secretary of State Lazansky and other State officials to certify and pay the claim of the company for \$601.75 for publishing the resolutions in 1910.

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1913 The Herald gained 236,226 agate lines over same period of 1912.

In the first three months of 1913 The Herald gained 62,400 lines of foreign advertising over the same period of 1912.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

There is only ONE SURE WAY to cover

Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.

Chester, Pa.

F. R. NORTHROP, 325 Fifth Ave., New York Representative.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

\$128,000,000

is the estimated loss sustained by Dayton from the flood of March 25. In less than 30 days more than 75 per cent. of Dayton merchants were doing a bigger business than ever.

Everything from clothes pins to grand pianos are being sought to refurbish the 15,000 homes that were in the flood.

The fact that within two weeks ending May 25 a flood prevention fund of more than \$2,000,000 was raised by popular subscription shows that Dayton "Came back" with her fighting clothes on.

The Daily News

will tell 80 per cent. of Dayton people about your goods. A campaign now will pay.

Rate, 4 1/2 Cents Per Line

Dayton News and Springfield News combined, 6 cents per line.

News League of Ohio

—Home Office, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Building.
Chicago—John Glass, Peoples Gas Bldg.

The New Orleans Item

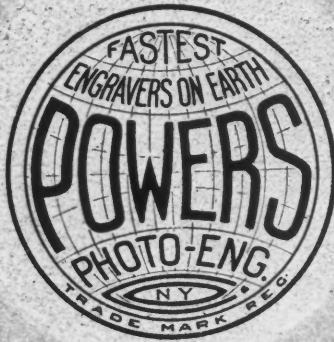
2ND U. S. P. O. REPORT

Six Months' Average Circulation.
The New Orleans Item..... 48,525
The Daily States..... 30,501

Item's lead..... 18,024
The Times-Democrat and Picayune have not filed second statements.

THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

WHERE THE DAYS ARE 24 HOURS LONG
 "FASTEST ENGRAVERS ON EARTH"



WE ARE DESIGNERS
and ENGRAVERS
 OPERATING TWO
 PLANTS 24 HOURS
 DAILY, INCLUDING
 SUNDAYS *and*
 HOLIDAYS



MODERN DEPART-
 MENT *for* COLOR
 WORK

A Quality Plant and
 a Speed Plant at your
 service



POWERS PHOTO-ENGRAVING CO.
 TELEPHONES 4200 - 4201 - 4202 - 4203 BEEKMAN
 154 NASSAU ST. (TRIBUNE BLDG.) NEW YORK

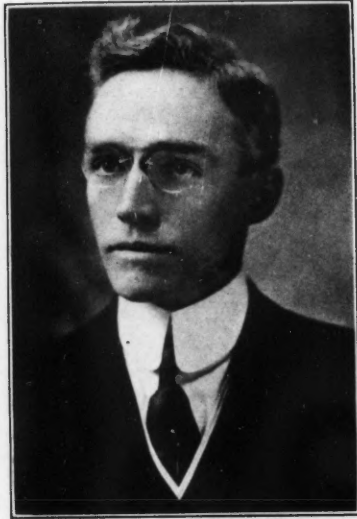
Elyse Carr

WASHINGTON TOPICS.

Lobby Investigation Arises Considerable Interest Among Congressmen Who Are Newspaper Men—Senator Hitchcock Says Paid Advertising is the Fairest Kind of Lobbying that Anyone Could Be Engaged in.

(Special Correspondence.)

WASHINGTON, D. C., June 5.—The principal feature of the lobby investigation that the Senate instituted after the appearance in the newspapers of a statement by President Wilson, stating among other things that he believed that an "insidious lobby" existed in Washington, calling especial attention to the fact that large "paid advertisements" were appearing in the Washington newspapers, evidently with the purpose of influencing legislation, was the testimony of Senator Hitchcock, of Nebraska, owner and editor of the Omaha



JOHN CORRIGAN.

World-Herald, who stated that newspaper advertising was the fairest "lobbying" that could be engaged in.

Senators La Follette and Stephenson, of Wisconsin, also newspaper owners, testified before the committee. Senator Stephenson said he owned over one-half of a lumber company that manufactured 150,000,000 feet of lumber a year. The Wisconsin Senator did not know the full extent of his pulp mill operations, but said he was in favor of free pulp and pulp wood.

He said he had no professional connection with any legislation.

Four years ago, Senator La Follette said, he was interviewed in regard to hides, the interviewer informing him that he had already engaged a page or two of advertisements in his magazine.

"I told him if he didn't hurry to the telegraph office I would beat him in ordering a cancellation of his advertisement," declared the Senator.

An old-fashioned spelling bee was the feature of "Ladies' Day" at the National Press Club on Thursday. Congressmen and newspapermen vied with each other in spelling the tongue twisters that Secretary of Agriculture Houston gave them to straighten out. The "bee" was held in the main dining hall of the New Willard, where over a thousand guests enjoyed the fun. Previous to the spelling match moving pictures of the children of the newspapermen were shown, and many laughs were produced by the antics of the youngsters. "Ladies' Day" is an annual event of the club and many distinguished men and women are guests of the newspaper men on this occasion.

The newspapermen taking part in the spelling match were: Irwin Barbour, Washington Herald; Ira E. Bennet, Washington Post; Frank G. Carpenter, syndicate writer; John Corrigan, Jr., Atlanta Constitution; Fred A. Emery, Associated Press; J. Fred Essary, Baltimore Sun; John P. Gavit, New York Evening Post; Bond P. Geddes, United

St. Louis Star—The Paper that Grew BIG Overnight

A New "Star"

By W. M. R.

When it was announced the other day that the St. Louis Star had changed hands, I didn't pay much attention. There's been such a story afloat every day for some years. But when I learned that Edward S. Lewis represented the purchasers and furthermore, that John C. Roberts was the man who furnished the funds, I "sat up and took notice." For here were no innocents coming into a strange land to uplift journalism. These men know this city thoroughly; they know it socially, in a business way politically. They can find their way about. They know what's what.

Mr. Lewis is a keen, patient, persistent, imperturbable man who never raises his voice and never wastes any words. He knows how to deal with men and get results out of them. He isn't afraid of being unpopular, if he's sure he's right. He showed this in hundreds of ways when he stuck by Joseph W. Folk, in the days when Folk was most unpopular with special interests high and low. And John C. Roberts is much the same and a little more so. Roberts is a fighter, a hearty, breezy fighter. He enjoys it. And he doesn't fight in politics for a personal profit, only for principle. He isn't afraid to be with a loser. Both are stickers and not quitters.

Messrs. Lewis and Roberts have not only nerve and ideas, but they have money, and that's necessary in conducting a paper. John C. Roberts has been identified with the gigantic shoe interest in St. Louis, is one of the heads of the dominant shoe-manufacturing syndicate. He organized the Roberts, Johnson and Rand Shoe Company, which recently took over the Peters Shoe Company. It is the most successful establishment of its kind in the United States. He has been, and is, identified with all the great enterprises projected in St. Louis in the past fifteen years. He is identified as a man who puts up money, not talk. In broad, high politics, he is an *fait*, the friend of President Wilson, Secretary of State Bryan, ex-Governor Folk, and often called by these and other Democratic leaders into consultation. As chairman of the Missouri State Finance Committee of the National Democratic Committee, he raised funds in plenty for the last national campaign. Cresthaven, his country home, is a palace in a royal domain in the country. So he's in big politics

and big business in a big way and he will have a big newspaper that will take long large views and do big things. John C. Roberts is not in journalism for a profit until after his journalism has done some good for the community.

Mr. Edward S. Lewis is a business man, too. He was vice-president of the Hargadine, McKittrick Dry Goods Co., an old and a powerful house in its line. He was president of the Interstate Mercantile Association and president of the Mercantile Club for two terms. Two years ago he retired and traveled in Europe, taking his time, studying people and institutions. He came back to take part in the recent presidential campaign, for he is a passionate Democrat. Mr. Lewis was prominent in the work of newly organizing the Star, and it isn't going to be a mere investment, he's going to work at it and through it in the furtherance of progressive ideas.

Co-operating with Messrs. Lewis and Roberts, Mr. Frederic B. Warren will continue as editorial director. He is a sentient, rational cyclone, a shaker-up of dry bones, a great news finder, a splendid developer of features and organizer of causes—all in the general interest—and a writer as dynamically expressive as Arthur Brisbane. Mr. Warren is one of the most distinguished working journalists in the country. But why tell of that? St. Louis has reason to know, because of his work as head of the Star in the last six months. He has practically "run the town."

Mr. Fred C. Veon is to continue as business manager. He has made notable progress in the recent past. He has broken in on the great advertising preserve. All this he has done before on other newspapers and he brings to the Star a ripened experience in business administration along liberal lines. His plans as they develop will make the Star a great metropolitan daily, a power in the politics of the nation, a dominant factor in the shaping of the Greater St. Louis.

Here's a strong combination of strong, courageous, clear-thinking, straight-seeing men. They have not only ideas, but ideals. They want to build for and with the city. They will do it. The whole journalistic world will soon know that a new Star has swam into ken, and St. Louis will be grateful for its light and leading, for its beaconing onward and upward. Indeed, the new Star will be the means of bettering all the other papers. It is very welcome.—*St. Louis Mirror.*

ST. LOUIS STAR

What Reedy says about The Star in his St. Louis "Mirror" is what EVERYBODY is saying.

The Star's May, 1913, Advertising Gain over same period last year is 116,353 lines, or 387½ columns.

The Star's Eight Months' gain over corresponding eight months 847,924 lines, or 2,826 columns.

C. D. Bertolet,
BOYCE BLDG., CHICAGO

Jas. F. Antidel,
366 FIFTH AVE., NEW YORK

Press; Robert M. Ginter, Pittsburgh Gazette-Times; A. E. Heiss, New Orleans Times-Democrat; G. S. Kauffman, Washington Times; C. P. Keyser, St. Louis Globe-Democrat; Thomas F. Logan, Philadelphia Inquirer; G. A. Lyon, Washington Star; John E. Monk, St. Paul Pioneer Press; Oswald F. Schutte, Chicago Inter-Ocean; Mercer Vernon, Seattle Post-Intelligencer.

CORRIGAN'S EVENTFUL CAREER.

John Corrigan, Jr., Washington correspondent of the Atlanta Constitution, has served his paper in every capacity in both an editorial and reportorial way. Mr. Corrigan, who has been the Washington representative of the Constitution since 1907, has not only acted as reporter and city editor for his paper but has at times written the entire editorial page of the Constitution.

Before coming to Washington Mr. Corrigan covered State politics and the State Legislature in Atlanta, in addition to editorial work. A series of articles written by him on the prevalence of tuberculosis in Atlanta aided materially in securing the establishment of a city tuberculosis sanitarium which has saved many lives. After leaving school, he was a clerk for one year in a national bank in Atlanta. For the past two years Mr. Corrigan has been a member of the staff of the New York Herald bureau, for which he covers the Senate and the Supreme Court. He helped to cover the Titanic hearing for the Herald, which was considered one of the most important assignments Washington correspondents have had to handle in recent years.

Mr. Corrigan is married and has a beautiful home in the fashionable residential section of Washington. He is a member of the National Press Club and is one of the five members of the Standing Committee of Washington Correspondents.

The authority of the Postmaster-General to issue fraud orders against individuals or corporations was vitally strengthened by the decision of the Supreme Court of the United States last week that the courts, as a general rule, cannot review the wisdom of issuing fraud orders. Many parties, including newspapers and advertisers in newspapers, have questioned this power from time to time.

THE DEGGE CASE.

The case passed upon by the court was that of W. W. Degge, of Boulder, Colo., and several companies organized and controlled by him. They were all subjected to fraud orders from the department. Degge sought to get an order from the Supreme Court of the District of Columbia to compel the Postmaster-General to send up to the court the papers in the case for the court's review and action. This was not done, and the Supreme Court of the United States held that the court had no power to interfere with this administrative duty of the Postmaster-General. It said that if the Postmaster-General acted arbitrarily the suffering party had a right to go into the courts for relief, but even then not by the technical method sought to be employed by Degge.

The Supreme Court of the United States has prolonged its present session until June 15. It is now expected that before final adjournment the newspaper publishing case will be disposed of. The law, upon which the decision as to its constitutionality is expected, requires all newspaper publishers to file with the Post Office Department the circulation of their papers and the names of all those financially interested in the management of the paper. Only a small percentage of the papers have refused to comply with the requirements of the publicity law.

"Dr." Munyon Seeks a Divorce.

James M. Munyon, of Munyon's remedies fame, has brought an action for divorce from his third wife, Mrs. Pauline Neff Munyon, formerly a popular vaudeville star, whom he married in 1908. "Dr." Munyon was sixty-four years old at the time of his marriage and his wife twenty-four.

Monthly Trade Paper

in the East; staple line; doing gross business about \$9,000; earning net \$2,200. 25% net on purchase price. Terms will be considered. Big opportunity for development.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

In letter to the I. M. C. A. Turner Says—

"I will guarantee to throw a light on circulation which has never been revealed to any circulation manager in this country or Canada. It will open the eyes of every member present and without doubt be a SENSATION."

Cincinnati Convention, June, 1913—

THE DATA CIR. AUDIT CO., Newark, N. J.

PREFERRED TYPE FACES

THE cleanest, clearest, most expressive, most useful, and consequently most popular type faces in the Printing World today—all gathered together in one book which is yours—FREE—for the asking. Of course they are all BARNHART faces. You would expect that—Get them. Use them. And remember, any time you want to know anything about any kind of printers' supplies write for Specimen Book of Preferred Type Faces.

BARNHART BROS. & SPINDLER

St. Louis CHICAGO Atlanta
Omaha and Kansas City
Washington Seattle
St. Paul NEW YORK Dallas

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in March **33,820**

Net Average in Topeka
in March **9,558**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.

Arthur Capper

TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Malters Bldg., Chicago

Paid Circulation is the circulation that pays advertisers
THE

Hartford Times

HARTFORD, CONN.

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

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

ART OF MAKING GOOD. THE BIG CONVENTION.

(Continued from page 21.)

Dominance of the Newspaper as an Advertising Medium Proven by Indisputable Arguments by an Expert.

By WILLIAM A. THOMSON.

I remember once when I was trying to evolve an attractive title for a house organ to exploit the advertising value of a newspaper I scribbled about fifty near gems of thought on as many pieces of paper and then found that I was as far from the result as when I started.

It was during this struggle for an elusive name that would arouse at once the interest of every advertising manager in the country and tell a large part of our story in about three words that one of my associates volunteered the brilliant suggestion, "I have a bully title here; call it 'Facts for Advertisers.'" I think I "called it a day" right then and there, and closed my desk.

While I was anxious to give all the facts that we had in our possession to every advertiser on our mailing list, I had a notion that in order to feed these facts properly to those who needed them I would have to disguise them with an attractive exterior. The idea of tempting the jaded business palate of the average advertising manager, wearied by many years of statistics, figures, claims, and what-not with a bale of data frankly labeled as such, struck me as being hardly feasible; and while I did not call the house organ "Facts for Advertisers," I strove nevertheless to make it a gospel of fact, and as such it was worth the cost of production and printing many times over.

THE SIGHT OF A REAL FACT.

I have thought since then that the title my well-meaning associate suggested was not a bad one after all. There has been so much floundering about in a fog of advertising theory that the sight of a real fact, cold, precise and fully labeled, is often as welcome as the proverbial oasis in the desert.

We newspaper people are making an honest effort as a unit to establish certain facts about our product, and to demonstrate for all time from these facts that the daily press is the universal advertising medium.

So much has been said in support of this, and so much overwhelming evidence has been offered to prove it in a concrete way, that it seems like taking up good space unnecessarily to demonstrate it further.

There is one interesting note, however, that has not been struck very often heretofore, and that is the reason why the daily newspaper does not carry a larger share of general advertising.

It is a fact that nearly everybody reads a daily newspaper. It is true, therefore, that the daily newspaper reaches practically every consumer of every advertisable article and offers the one sure means of creating a demand for an advertised product by sending possible purchasers to the place where the article may be bought.

LOCAL DEALERS AS A FACTOR.

It is a fact that the local dealer, if called upon to make a selection, would ask the manufacturer whose products he handles to use the daily newspaper rather than any other medium.

It is a fact that the measure of the manufacturer's prosperity is merely the sum total of the prosperity of his local dealers, and the dealer's opinion, therefore, is to be reckoned with as a fact.

It is a fact that newspaper circulation may be purchased on an exact basis, in accordance with the requirements of an advertiser's distribution, so that it entails only the minimum of waste.

Why is it, then, that the daily newspaper is not more generally used by national advertisers?

Briefly it is because the daily news-

and I enumerate them at this time for the benefit of our readers.

Undoubtedly Toronto will be selected as the convention city in 1914. The contest between Toronto and Baltimore for this year's convention was one of the prettiest fights ever put up by contesting cities. And when, finally, Baltimore won, it was understood that Canada should have it in 1914.

The delegates and members of that part of the Eastern Division of the A. A. C. A. composing New York and neighboring States, will leave for Baltimore by special trains from the foot of West Twenty-third street, over the Baltimore & Ohio railroad, at 1:35 o'clock this afternoon, and from the foot of Liberty street at 1:50. Each train will consist of five Pullman parlor cars, a diner, an observation car and a baggage car. Members will receive the keys to their rooms on board the trains going down, so that on their arrival they may proceed at once to their rooms without the formality of registering. The trains will reach Baltimore at about six o'clock, in ample time for dinner.

H. H. Cooke, the treasurer of the Eastern Division, who has had charge of the assignment of rooms at the Hotel Emerson, which will be the headquarters of the Eastern Division, has been the busiest man in New York during the past two weeks. He has had the inestimable pleasure of giving every one who wrote in and asked for it the best room in the house—and they all did it. He had to arrange the distribution so that all the bachelors or men who were alone should be quartered on certain floors, and all the married couples on others. As it was necessary to assign three and sometimes four men to the same room, he had to be mighty particular in so grouping them that all would be congenial. If any one kicks when he gets to Baltimore "Doc" Cooke, whose suavity is Chesterfieldian in character will tell him: "My dear boy, I have made several enemies by giving you that room. A dozen men wanted it, but I wouldn't let them have it because I had selected it especially for you." And before Cooke gets through talking the kicker will apologize and ask him to crook an elbow with him.

FRANK LEROY BLANCHARD.

papers of North America have made no concerted effort heretofore to get general advertising. Exponents of the value of advertising themselves, they have, nevertheless, refrained from advertising their own product as a medium.

There was never a widespread demand for bath tubs until the advantages of bathing were understood. And so it is that the splendid work for individual newspapers and groups of publications has never before been backed by a demonstration of the advantages of the medium as a whole.

INDIVIDUALITY OF PRESS.

The marked individuality of the daily newspaper has been a big factor in making co-operative work difficult. A local newspaper is essentially a local institution, with its customs, traditions and office policy looming large in all departments. Its tremendously local character, which offers such a potent force for the use of the national advertiser, has been, at the same time, its heaviest handicap when it came to finding a common ground for co-operative work with its neighbors.

That is why the present determination of the newspapers to unite and to show general advertisers the value of the daily press as a whole must be regarded as the most important move ever made by the publishers of this continent. The fact that the plan has been launched successfully shows that a common ground has been reached, and there is no valid reason why the superiority of the newspaper as a general medium should not be established as a fact in the mind of every advertiser in the United States and Canada.

Advertisers cannot afford to ignore the LOUISVILLE COURIER-JOURNAL and LOUISVILLE TIMES.

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable show-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

The S. C. Beckwith Special Agency
Sole Foreign Representatives,
New York St. Louis Chicago

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 8,224,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 228,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Circulation for December, 1912, was Daily 87,000 and Sunday 87,000.

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

Buffalo News

EDWARD H. BUTLER

Editor and Proprietor

Guarantees its advertisers more paid circulation than all other Buffalo afternoon papers combined.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try The New Age Magazine—The National Masonic Monthly.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.

Rate 20c. per line—\$50 per page.

THE NEW AGE MAGAZINE

1 Madison Avenue New York City

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

World Supremacy

Shown in countless ways—"day by day"—"year in and year out"—in all that goes to make up a great newspaper.

Advertising Supremacy

In May, the NEW YORK WORLD printed 1,126,256 agate lines of paid advertising. The Herald, its nearest competitor, 888,991.

In five months—January to May inclusive—the NEW YORK WORLD printed 5,330,659 agate lines of paid advertising. The Herald, 4,150,065.

[Figures compiled by the Statistical Bureau of The New York Evening Post.]

THE WORLD'S SUPREMACY shown by an advertising lead in five months of 1,180,594 agate lines

THE NEW SPIRIT IN ADVERTISING.

Had Inception at Boston Meeting of A. A. C. of A.—Works for Honesty With Enthusiasm and Links Good Morals to Business.

By GEORGE FRENCH,

Publisher New York Independent.

What is the new spirit in advertising about which so many men make remark?

It came to the front at the Boston convention of the A. A. C. of A., two years ago, when it was revealed that the crux of every address, and the keynote of all the earnest talk, was truth in advertising. Casual references to this brought out generous applause. It was in the back of everybody's mind, and upon the tips of everybody's tongues. The veteran agent or advertiser, who may have for years been engaged in persuading people that brown-bread pills were the only genuine life savers, vied in enthusiastic and resounding advocacy of truth with the seely fellow whose practical devotion to a common, garden variety of honesty had always kept him in plain sight of the poorhouse door.

LOVE OF TRUTH GETS UPPER HAND.

The spontaneous and unexpected ebullition of advocacy of truth at Boston became the planned fundamental of the Dallas convention a year later. The sentiment was worked into the most important and most perfunctory proceedings. The reading of brief and formal reports was interrupted by applause if the matter of truth or good faith was mentioned. The churches joined in the paens. The advertising men pre-empted the city pulpits, and the church people flocked to the great religious meeting held on Sunday afternoon in the Opera House, where an advertising man made a splendid religious address.

This open irruption of pure ethics into business is one of our most remarkable modern phenomena. Just what does it mean? Is it that business is ready to surrender its time-honored prerogative of profit harvesting? Is it that we are entering upon an era of sublimated brotherhood in business? Not exactly. It is, however, that we are arriving at the beginning of an era of clear-eyed sense in business and in religion and ethics, and that, while the principle has been preached continuously since the Christian era began, we are but just now realizing that it applies to all of life—business as well as religion or ethics.

JOINS GOOD MORALS TO BUSINESS.

Advertising is bringing morals and business together. The great fact that advertising—the new spirit in advertising—is bringing into the world is that the Golden Rule is of universal application, to business as well as to religious and social life.

This does not seem a very big thing, to read it in a few lines of cold type. Yet it is one of the biggest things this twentieth century is likely to bring to us.

We have for so many generations looked upon brotherhood much as our grandparents looked upon their Sunday suits and gowns—something to be kept in respectable repair for Sundays and other special-occasion days. It comes hard to believe that we ought to treat the man we are trading with in exactly the same spirit we take with us to church and Sunday school. It is not so difficult to think that the other fellow ought to treat us in that spirit as it is to bring ourselves to the point of dealing with people over the ledger just as we feel we must deal with them over the Bible. Only one thing operates to induce us to put the Golden rule actually into our business transactions—the conviction that it pays to do so!

HONEST AD A SOCIAL SERVICE.

"Ah! Here is the selfish motive!" exclaims the Man who is always hunting for the Sordid Mouse in the Ethical Meal. But not so. Not so at all. Religion and morals gain as much as business—quite possibly more. They are brought into close contact with that portion of the world they wish to sway and interest, and they are learning the art of getting at people. And proper

promotion of good goods is in the nature of social service. It is the due of people that they know the nature of goods offered them, and how they may be utilized to promote comfort or joy. Religion can only be effectively promoted through the employment of publicity methods.

Another manifestation of the new spirit in advertising is found in the main objective of the wise advertiser of today, who strives to construct for his business, in the minds of the people who see his advertising, a definite favorable conception of his business rather than to plead for the purchase of a specified article. Since it has been found that confidence is the greatest business asset, and that confidence is bred by advertising, there has been a significant change in the character of a considerable proportion of advertising that is current in newspapers and periodicals—greatly to the advantage of both advertisers and advisees.

The new spirit in advertising is nothing but an appreciation of the fact that more and better business can be done upon the basis of good faith between sellers and buyers. It is not especially startling or novel to state, but of tremendously revolutionary character in operation.

ROOSEVELT WINS LIBEL SUIT.

Iron Ore Editor Admits He Was Wrong and Makes Full Apology.

The trial of the libel suit of former President Theodore Roosevelt against George A. Newett, editor of the Ispeming (Mich.) Iron Ore, for \$10,000 damages for publishing an article charging the former with drinking to excess, came to a close at Marquette Saturday with a most thorough and complete vindication of Mr. Roosevelt.

The trial took one week, and was wholly taken up by the presentation of the Colonel's side. Mr. Newett took the stand after Mr. Roosevelt had rested his case and admitted that he was wrong, offering a full apology.

Mr. Newett testified that he had searched the country over for witnesses against Colonel Roosevelt and could not find one who could swear of his knowledge that the Colonel drank to excess. He announced his own entire belief in the sobriety of the man he had libeled, having been convinced of it no less by his own inability to find any proof to the contrary than by the long array of men who swore to the Colonel's temperance, and by the impossibility that they could be lying or could be mistaken.

Following Mr. Newett's statement Colonel Roosevelt asked permission to make a statement, and in a voice that rang through the courtroom said that his aim had been to smash the scandal once for all, so that no man could ever again repeat the slander in good faith. He was not trying to punish Mr. Newett, he said, and in view of the defendant's statement he asked the court to instruct the jury that he wanted only nominal damages. In Michigan this means the sum of six cents.

Mr. Roosevelt, who was the first witness in his defense, testified that he had never taken a high ball or a cocktail in his life, and even specified the two occasions when he had partaken of a mint julep since he left the White House, and the number he had taken while President. He does not, he said, drink whiskey or malt liquors at all, except on occasions when whiskey is prescribed by a physician, and then only in a graduated glass.

The trial will no doubt go down in history as most famous for the galaxy of witnesses arrayed on the side of the distinguished plaintiff. Those who tes-

tified on behalf of the Colonel included Jacob Riis, Dr. Alexander Lambert, ex-Surgeon General P. M. Rixey, Gilson H. Gilson Gardner, Washington correspondent of the Cincinnati Post; John C. O'Laughlin, Washington correspondent of the Chicago Tribune; Lucius F. Curtis, correspondent of the Associated Press; Charles Willis Thompson, of the New York Times; Philip J. Roosevelt, a cousin, who is with the New York Globe; Gifford Pinchot, and Lawrence Abbott, of the Outlook.

Has 30,000 Uncle Sam Cartoons.

Mrs. D. Harry Hammer, of Chicago, is credited with the greatest collection of cartoons of Uncle Sam. She has 30,000 of them and every one is different from the other. Mrs. Hammer began her collection about twenty years ago. The earliest cartoon of Uncle Sam in this country is thought to have been one published in the Lantern, a New York publication, in 1852. Mrs. Hammer's studies have convinced her that Thomas Nast was responsible for giving "Uncle Sam" most of the physical characteristics that are now so familiar. Even now the origin of his hat is in some doubt, for cocked hats were in vogue when the cartoon first appeared.

Shale with Auto Plate Co.

J. B. Shale, formerly president and general manager of the Editor and Publisher Co., the Publishers' Press Association, and the McKeesport (Pa.) Daily News, has become associated with the Auto Plate Co. of America, and will visit all the leading cities of the country in the interest of the auto plate and the wood dry mat, of which he has become an enthusiastic advocate. Mr. Shale will also represent THE EDITOR AND PUBLISHER. He will, no doubt, be successful in his new field, as his acquaintance with newspaper men is very extensive.

Don't Neglect
ELIZABETH!
Advertising Men
AND
Advertisers
AT
Baltimore Convention

15,000 employed in the manufacturing establishments of Elizabeth, N. J., receive a weekly wage of nearly \$200,000.

If you want to reach direct the homes of this great thrifty purchasing class quickly, thoroughly and economically, as nearly all of the best National Advertisers are now doing, you must necessarily use the advertising columns of the great HOME PAPER of Elizabeth, New Jersey, the

Elizabeth Daily Journal

The Journal goes into 13,000 homes, which is going some for a 2c. paper in its field.

F. R. NORTHRUP, Special Representative, 225 Fifth Avenue, New York, and Advertisers' Building, Chicago, Ill.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

Woolworth Building



In essence efficiency means making the stray five and ten minutes in the day's work produce profits.

Being opposite the General Post Office tenants of the Woolworth Building receive their mail from five to fifteen minutes earlier than those in many other buildings.

This is but one of the many time-saving conveniences of the Woolworth Building.

Edward J. Hogan, Agent
WOOLWORTH BUILDING Tel. Barclay 5524

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

CHARLES HEMSTREET, Manager
45 Lafayette Street, New York City
Established a Quarter of a Century

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.



The Henderson (Ky.) Daily Gleaner plant was destroyed by fire last week; loss, \$11,000.

HERE'S YOUR CHANCE.

The Scott-Bradford Chemical Co. Offers Newspaper Publishers Stock in Patent Medicine for Advertising Space.

William J. Peck, editor and owner of the Pittston (Pa.) Gazette, sends to THE EDITOR AND PUBLISHER an offer of stock in the Scott-Bradford Chemical Co., of Kansas City, Mo., manufacturers of Blobebo Beans, a patent medicine that is warranted to put fat on lean bones, in exchange for advertising space. The scheme is not a new one, but the correspondence shows that the manufacturers regard newspaper publishers as "easy marks."

The letter of the Scott-Bradford Chemical Co. to the Gazette reads as follows:

SCOTT-BRADFOR CHEMICAL CO.,
Manufacturers and Distributors
of "BLOBEBO BEANS,"
THE MARVELOUS FLESH BUILDER.
KANSAS CITY, MO., May 17, 1913.

The Gazette, Pittston, Pa.
Dear Sir—We desire to present to you a proposition in which we are quite certain you will be extremely interested.

Our company has been organized for the purpose of putting on the market a preparation to be known under the trade name of "Blobebo Beans." Our formula for this preparation was worked out by eminent specialists and afterward examined and passed upon by one of the largest chemical companies in the United States, and the combination of the ingredients composing same has been pronounced by them to be of unusual merit. Our claims for this medicine are set forth in the proofs of the advertisements accompanying this letter.

Now, that part of our proposition which is of interest to you is this: We are placing with the newspapers and mail-order publications of the country the entire amount of our preferred stock, \$500,000, in exchange for space equivalent to the par value of the stock allotted to each paper. This stock is the preferred stock, drawing a six per cent. dividend, and the dividends on this preferred stock must be paid, according to law, before any other profits can be taken out of the business. This stock is also non-assessable.

We have allotted to your paper the amount of stock as indicated on the subscription blank enclosed. From present indications this stock will be from two to three times over-subscribed and, in view of this fact, should you desire to accept our proposition by giving us space in your paper for stock in our company, to the amount as set forth in the subscription blank enclosed, we desire to request that you execute said contract and return same to us by first mail. We are going to close the subscription books on the sale of this stock with the least possible delay.

In accepting our proposition of giving you stock for space in your paper you are running no risk of monetary loss; while, on the other hand, you are becoming a stockholder in a company whose stock, judging from past experiences of similar medicine concerns, may become to be worth many times its par value. The chances to win on our proposition are all in your favor. You are paying no cash for the stock, but are merely putting up your space against a half million dollars' worth of advertising in other papers, less the amount of your subscription. We believe that you will admit that this amount of advertising, taking it for granted our preparation has real merit, assures its remarkable success.

Your stock for your subscription will be issued to you immediately we have closed our books on the sale of same. Awaiting your immediate reply, we beg to remain,
Yours truly,

SCOTT-BRADFOR CHEMICAL CO.

Accompanying the letter was a contract under which the Gazette is to be allowed to subscribe for three shares of preferred stock in exchange for \$300 worth of advertising.

Enclosed was a folder giving examples of large returns that had been realized from small investments in patent medicines. Here is one of them:

"When Cascarets were first put on the market, Lord & Thomas, the advertising agency, was compelled to take some of the Cascaret capital stock as a protection against loss on contracts which they had made for Cascarets with the newspapers. They took this stock as a last resort. To-day the widow of Mr. Lord, it is said, draws a dividend of \$600,000 per year on this stock which Lord & Thomas took merely as a matter of protection.

"To-day the stock of this company, on a basis of the capitalization of one-half million dollars, is said to be worth 50 for 1.

"That means that a \$10 bill invested in Cascaret stock some fifteen years ago would be worth more than \$500 to-day, and the investment of \$100 at that time would represent \$5,000, and return to its lucky owner a handsome dividend on the latter amount."



WOMEN JOURNALISTS AT MISSOURI UNIVERSITY—JOURNALISM WEEK.

Dean Walter Williams, of the School of Journalism, in the background.
Top row—Mrs. T. E. Dotter, Sullivan (Mo.) News; Miss Merze Marvin, Shenandoah, Iowa; Mrs. J. H. Reppy, Hillsboro (Mo.) Democrat; Miss Bess Hackett, Joplin (Mo.) News-Herald; Miss Malvina Lindsay, Kansas City.
Middle row—Miss Clara Chapline Thomas, Minneapolis Tribune; Mrs. Emily Newell Blair, Carthage, Mo.; Miss Sara L. Lockwood, Columbia, Mo.; Miss Bertha Earnest, Springfield Leader-Democrat; Mrs. S. E. Lee, Savannah (Mo.) News; Miss Annie R. Quinn, Columbia, Mo.
Bottom row—Mrs. Florence Lee McIntyre, Columbia, Mo.; Miss Amy V. Armstrong, St. Louis; Mrs. Sarah Tyson Rorer, Mt. Gretna, Pa.; Miss Marguerite McGowan, Kansas City; Miss Grace Sisson, Laclede, Mo.; Miss Clarissa E. Spencer, Missoula, Mont.

THE NEWSPAPER BUSINESS.

Anyone Can Succeed in It, According to Popular Conception.

One meets very few people who are not competent to edit and publish an acceptable and popular newspaper. There are men who will admit that they don't understand medicine sufficiently well to practice the art of curing human ills. There are also quite a number who, if asked, would decline to occupy a pulpit or try a case in court, but none of them would hesitate to go into a print shop and write editorials and manage the issuing of a daily or weekly publication. Of all the easy tasks in the world none equals that of the editor and publisher. "It's as easy as rolling off a wet log."

And think of the great value of a newspaper establishment. We heard of the owner of a country daily publication who said lately he considered his plant worth \$100,000! Whew! Did you catch the figures—\$100,000! The gentleman who told us said he thought it was worth \$60,000, although he hadn't the least idea of the expense of running the shop, the revenue, etc. Before you form an estimate of the value of a printing shop, or accept the estimate of another, ask for figures.

While there are some newspapers that are profitable business ventures, there are just as many that are far from it. The other day the Trenton (N. J.) True American filed a petition in voluntary bankruptcy. This paper is one of the oldest in New Jersey, and for years was the recognized Democratic organ at the State capital. The statement has been made that \$200,000 was lost in its publication in the last fifteen years.

It is to be hoped, however, that such trifling circumstances will deter no one who imagines he has newspaper talent from starting in the business, but that ambitious young fellows with money or friends who are willing to part with their fortunes will continue, as in the past, to imitate the example of the boy who stood very near the hind feet of a mule. When his father saw the lad the parent remarked: "My son, you'll never be as handsome as you were, but you'll know a sight more." This has been the experience of some overwise people with the newspaper itch. If you want to know where you are at go into the newspaper business. Don't let the fact that you never had any experience keep you from it.—*Easton Sunday Call.*

The Mayor of Havana has ordered the dismissal on July 1 of all newspapermen holding city offices.

PLEASED WITH UNION LABOR.

Editor Joseph H. Tillotson, of the Englewood (N. J.) Press, a very successful weekly paper, made this editorial comment upon closing the Press office on Decoration Day and the Saturday following, thus giving his force two days' holiday:

The Press believes in extending every reasonable consideration to its employes, and is happy to state that it is fully reciprocated on their part. Since the first of January the Press has been a union office, and we have much satisfaction in saying that we have never had a more comfortable time in our thirty-four years' experience as a newspaper proprietor. With the exercise of common sense and ordinary fairness there would appear to be no occasion for serious misunderstanding between employer and employe. The good and welfare of each are so closely interwoven that honesty of purpose is essential to the best interests of the parties concerned. When such a condition obtains, work and business cease to be a hardship. Such a result, therefore, is worth striving for, as it breathes peace and good will.

Manager of Circulation Efficiency.

Frederick E. Drinker, formerly city editor of the Philadelphia Record and later advertising manager of C. J. Heppie & Son, of Philadelphia, has been appointed by the Public Ledger, of Philadelphia, as manager of a new department, the purpose of which is the development of greater efficiency in the promotion of circulation.

British Delegate Arrives.

Percy C. Burton, of P. C. Burton & Co., Ltd., general advertising agents of London, British delegate to the Baltimore convention, arrived in New York on Thursday. He was met at the pier by a committee from the Eastern Division of the A. A. C. A., consisting of Messrs. Wadsworth, Carney, Ackerman and Blanchard, who welcomed him on behalf of the organization. Mr. Burton is quartered at the Waldorf-Astoria.

Tucker Opens Advertising Agency.

The Tucker Agency, Inc., is a new advertising service that has been organized in this city by W. Gaylord Tucker, Jr., formerly of Albany. It is located at the corner of Madison avenue and Thirty-eighth street and is capitalized at \$50,000. Mr. Tucker was recently manager of the New York office of the William D. Jankin Advertising Agency of Chicago. He is thirty-two years old.

Our Mailing List

Should keep you in touch with what we are doing along feature lines.

If proofs aren't reaching you—

WHY?

The International Syndicate
BALTIMORE

It is a fact that
Without exception

THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate
45 West 34th Street, New York City

Daily News Mats

Best illustration service obtainable in this country—write for samples.

INTERNATIONAL NEWS SERVICE
200 William Street New York City

"Do You Know Why?"

a seven-column "comic scream"—"chock full of ideas"—well executed—in fact, a finished drawing. It has the punch—repeats every day. Better wire or write to-day for exclusive rights to your territory. Sample sets on request.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

THE BEST MATRICES

Our illustrated news service is popular because it gives good results. THE CENTRAL PRESS ASSOCIATION, Cleveland, Ohio.

H. F. Henrichs, newspaper broker, Litchfield, Ill.—"I consider the historical issue of THE EDITOR AND PUBLISHER as peculiarly valuable to the craft. The newspaper fraternity is indebted to you for the enterprise manifested in such an elaborate and worthy undertaking."



The Special Service Co.

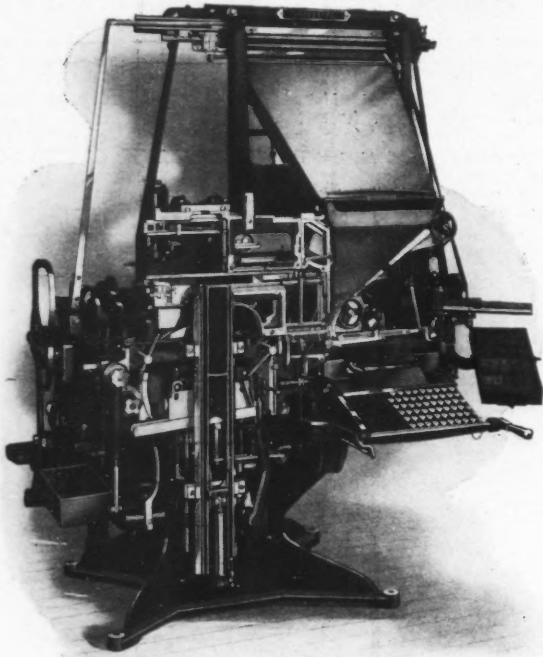
Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

WHY PAY MONOPOLY PRICES?

INTERTYPE



THE ACME OF HIGH QUALITY

Join the rapidly increasing number of *Intertype* users and save money.

The *Intertype* does better work and more work at a lower cost of operation and maintenance.

Before buying a needlessly expensive and needlessly complicated composing machine, investigate the *Intertype*.

\$2,150

f. o. b. Brooklyn, N. Y.

Orders must be placed in advance as we are sold out considerably ahead of delivery.

Matrices, Spacebands, Liners, Ejectors and all Supply and Repair Parts for Linotypes at 30 Per Cent. Reduction

DON'T PAY MORE for POORER QUALITY

❖ INTERNATIONAL ❖
TYPESETTING MACHINE CO.

World Building
New York, N. Y.

Rand-McNally Bldg.
Chicago, Ill.

316 Carondelet St.
New Orleans, La.

86 Third St.
San Francisco, Cal.

America's Largest Market for
 PRINTING INK · SOAP
 PLAYING CARDS · TANNERY
 WHISKEY · MACHINE TOOLS
 LAUNDRY MACHINERY

\$33,000,000.
 Are paid yearly
 in Wages in
 Cincinnati
 alone

Cincinnati

**A
 City
 of
 500,000
 People**

Cincinnati, Ohio

Supported by environs inhabited by 2,000,000 people.

It is America's largest Printing Ink, Tannery, Playing Card, Whisky, Soap, Laundry Machinery and Machine Tool market.

It is the trading center of the Ohio Valley, embracing Southern Ohio, Eastern Indiana, Kentucky, West Virginia and Western Pennsylvania.

\$33,000,000 are paid yearly in wages in Cincinnati alone.

This, in short, means that Cincinnati is a good market.

The Cincinnati Enquirer

is one of the FEW newspapers that sell for FIVE CENTS A COPY DAILY.

That means that it reaches the CLASS of people who can afford the best.

It has a large DAILY and SUNDAY circulation, about one half of which is local, and the other half distributed over the Ohio Valley, reaching the BEST people, people who can AFFORD to go to Cincinnati to shop, and who DO go to Cincinnati to shop.

In fact, the per capita purchasing power of Enquirer readers is away above par.

The DAILY rate is 20c. per agate line, with discounts for space, 2,500 lines 14c.; 5,000 lines 12c.

The Sunday rate is 25c. per line flat. Position, Daily or Sunday, 25% extra.

Write us or consult your agent

THE CINCINNATI ENQUIRER

New York Office
 Metropolitan Tower
 I. A. Klein, Manager

Chicago Office
 Peoples Gas Building
 John Glass, Manager

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Immense Gains

but not so great as the opposition's losses.

The St. Paul Daily News
"Minnesota's Greatest Newspaper"

Gained 41,600 Lines in April
Net Paid Circulation... 70,579

A Flat Rate of 9 cents per line.

General Advertising Department

C. D. BERTOLET, Mgr.

1100-1110 Boyce Bldg., Chicago.

306 Gumbel Bldg., Kansas City, Mo.

306 Fifth Ave., New York City.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, Brunswick Bldg., New York

HORACE M. FORD, People's Gas Bldg., Chicago

THE PEORIA JOURNAL

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

THE LARGEST NET PAID Circulation.

H. M. PINDELL, Proprietor.

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

UNVEIL MAINE SHAFT. PRESS ASSOCIATIONS.

Brilliant Spectacle at Dedication of Monument to Heroes, Erected by Public Subscription and Revealed by George Hearst.

The National Maine Monument at Columbus Circle was unveiled and presented to the city on the afternoon of Memorial Day, while citizens by unnumbered thousands, some the most distinguished in the country, stood with bared heads and while 15,000 soldiers and sailors stood at present arms. The monument was erected through public subscription, led by the newspapers owned by William Randolph Hearst.

The ceremonies were opened by a prayer delivered by Bishop Greer. The presentation address was made by General James Grant Wilson, of the monument committee, who read a letter from President Wilson.

As General Wilson finished speaking, young George Hearst, son of William Randolph Hearst, dressed in a white sailor suit, stepped up in front of the monument, jerked at a lanyard, the veiling flags were slowly pulled apart and the monument was revealed. At the same time the Brooklyn Navy Yard band burst into the strains of "The Star-Spangled Banner."

TAFT AND DANIELS SPEAK.

Mayor Gaynor accepted the monument on behalf of the city. Wreaths were placed by Father John P. Chidwick, who was chaplain of the Maine at the time of the disaster, representing the President; Gen. E. T. Dill, State of Maine; Commander R. P. Forshow, New York State; Miss Marion Gaynor, daughter of the Mayor, New York City; M. Rockofort, Consul-General of Cuba, and Rear Admiral Sigsbee, who had commanded the Maine.

Addresses were then made by former President Taft, Secretary of the Navy Daniels, Governor Sulzer, Rear Admiral Sigsbee and Mr. Hearst.

The Maine monument was built at a cost of \$185,000 in memory of the men who lost their lives in the blowing up of the battleship Maine in Havana harbor in 1898.

The principal figure of the monument is a pylon, eighteen and a half by twenty-one feet and forty feet high, with panels on its four faces, inscribed with the list of the names of the men who manned the ill-fated ship. It is flanked by two colossi, representing the Atlantic and the Pacific oceans, suggestive of the national scope of the memorial; the Atlantic typified by a young man in the fulness of his strength, the Pacific by an old man half slumbering. The figures standing would be over fourteen feet high.

FIGURES ON SHAFT.

At the foot of the shaft, and facing the Circle, is a group of sculpture—Courage awaiting the flight of Peace, while Fortitude supports the feeble. These are figures nearly twice actual life size. Above the group is the following inscription:

"TO THE VALIANT SEAMEN WHO PERISHED IN THE MAINE—BY FATE UNWARNED, IN DEATH UNAFRAID."

On the lower part of the pedestal supporting this group is a conventional boat prow on which kneels a figure of a boy holding wreaths of olive and laurel, suggesting the new era inaugurated in Cuba through the Spanish war. A low fountain basin extends toward the Circle from this side of the monument, approached by three broad steps forming a stylobate.

Praise for Journalism Number.

The Arkansas Democrat.—The special edition of THE EDITOR AND PUBLISHER is worth reading. Every active newspaper worker should read it, because it is full of historical data and of absorbing interest. There are many other worthy articles dealing directly with the newspaper business, and we congratulate the owners of THE EDITOR AND PUBLISHER on their enterprise.

A hundred or more Arkansas editors were given an excellent demonstration of the Memphis brand of hospitality at the Business Men's Club last week, where they gathered for a luncheon. The editors arrived shortly after the noon hour and were escorted from the station in special cars to the club rooms by a special entertainment committee, headed by T. C. Ashcroft. They came from Marianna, Ark., where the forty-first convention of the association was held. It was one of the most enthusiastic in the history of the association and was attended by more than 150 editors.

Before a capacity audience last week in the Crescent Theater, the Brooklyn Press Club gave its "first Annual Extra"—that is, a vaudeville entertainment, and the show was voted a decided success. There was only one disappointment. Lillian Russell, the headliner, was detained in her home in Pittsburgh, and sent a telegram of regret. Shortly after its arrival came a letter from the famous beauty, enclosing a check for \$100 to aid the Press Club's fund for a new building.

On June 13, 14 and 15 the Northern Minnesota Editorial Association will hold its annual outing in Bemidji, the feature being a trip by special train over the Red Lake line to Red Lake, where the party will board a government boat and later attend a pow-wow and war dance given by the Chippewa Indians. The trip to Red Lake will be free to editors and their wives, the Bemidji Commercial Club having arranged for the expense of the special train.

Officers elected at the annual meeting of the Tennessee Press Association, held at Columbia recently, are: President, A. N. Sherman, Athens; first vice-president, T. L. Turner, of Martin; second vice-president, Hervey Whitfield, of Clarksville; third vice-president, W. M. Featherly, of Harriman; secretary, Rutledge Smith, of Cookeville; treasurer, Rob Roy, of Alexandria.

The wind-up of the sessions of the Mississippi Press Association at Natchez resulted in the election of the following officers for the coming year: A. F. Herman, Pontotoc, president; James Faulk, Leakesville, first vice-president; J. B. Snider, Natchez, second vice-president; A. C. Anderson, Ripley, retiring president, treasurer; T. J. Wood, Starkville, chaplain; C. W. Miller, Natchez, orator; James L. Gillespie, Greenville, representative to the national association; F. A. Austin, McComb City, and Mrs. Joe Norwood, Magnolia, essayists; A. G. Stratton, Liberty, poet.

J. L. Hart, secretary of the Virginia Press Association, is busy making arrangements for the annual meeting of the editors of the State, to be held at Mount Elliott Springs June 24, 25 and 26. The meeting promises to be the best in the history of the association, as its membership is large and more interest is being taken in its work for the promotion of good fellowship among the members of the press of the State.

Everything is in readiness for the triennial convention of the Canadian Women's Press Club in Edmonton, Alta., June 9 and 10, when it is expected about 180 newspaper writers, authors and artists will gather to discuss the various aspects of professional journalism. Miss Marjory McMurchy, of Toronto, president of the association, will preside, among the speakers being Miss Cora E. Hinds and Mrs. Nellie McClung, of Winnipeg; Mrs. Isabel Ecclestone McKay, of Vancouver; Mrs. S. F. Jacobs, of Calgary.

Albany, N.Y.

This Time Albany, N. Y., is Fourth

In the Total Deposits in the Banks and Trust Companies, Albany, N. Y., is only exceeded by New York, Buffalo, and Rochester, and having, as will be seen from the following table, over twice the amount of Deposits of the next city in order—Syracuse.

City.	No. of Bks & Tr. Cos.	Total Deposits.
Buffalo	14	\$115,100,000
Rochester	11	101,100,000
ALBANY	7	68,168,900
Syracuse	10	\$1,000,000

A busy and moneyed town is Albany—a city you should have on your list by all means.

And T-H-E newspaper is—The Knickerbocker Press. It is the Big Producing Medium in Albany, N. Y. Net paid circulation guaranteed over 28,000.

The Knickerbocker Press
Albany, N. Y.

JOHN M. BRANHAM CO., Representatives

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

DETROIT

and hundreds of
MICHIGAN TOWNS
thoroughly covered by
The Detroit News
and
News Tribune

Net Paid Circulation in Excess of
150,000—week day evening
25,000—week day morning
112,000—Sunday

New York:
I. A. KLEIN,
Metropolitan
Tower.

Chicago:
JOHN GLASS,
Peoples Gas
Building.

A Wise Buyer

selects a real newspaper with pulling circulation.



The Pittsburgh Post

(Every morning and Sunday)

is read by people of buying ability. Let us tell you more about this paper and the fertile field it serves.

EMIL M. SCHOLE, General Manager.
CONE, LORENZEN & WOODMAN.
Foreign Representatives.
NEW YORK. CHICAGO.

Metal Economy

WILDES' REFINED METALS

PLUS

OXODIO

THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Sons
METALS

14 Dover Street, New York

LIVE AD CLUB NEWS.]

The Pacific Coast advertising men will convene in Victoria next year. A concerted effort will be made at the national convention at Baltimore next week to win the 1915 convention for San Francisco. At the annual meeting recently A. G. Clark, of Portland, was elected president. R. L. Bisby, of Long Beach, has been made chairman of the executive committee. Other officers elected are: First vice-president, H. L. Sillwell, Los Angeles; second vice-president, E. H. Lloyd, Spokane; third vice-president, George E. Cummings, Sacramento; secretary and treasurer, Dr. L. S. Rowe, Vancouver.

Declaring that an ad club could do wonders in the promotion of a Greater Johnstown and the prosperity of her citizens, Byron W. Orr, of Pittsburgh, delivered an address at a dinner last week at Johnstown, Pa., which teemed with practical suggestions and outlined a program of organization for that city. His address was well received by the forty men present and was speedily followed by the temporary formation of the Johnstown Ad Club. The following committee was named to arrange for a meeting when the organization will be perfected: H. J. Hill, George K. Kline, W. P. MacDonald, advertising manager of the Penn Traffic; P. C. Walters, of the Tribune, and Thomas Cummings, advertising manager of Schwartz Bros.

Over seventy members and guests were present at the meeting of the Charter Oak Ad Club at Hartford Conn., last week. Addresses were made by George W. Coleman, president of the A. A. C. of A., and Granville C. Standish. In opening his remarks Mr. Standish said to him advertising meant the spoken or written word that conveyed a message. Mr. Coleman in his talk said that there were four things by which local clubs must be guided—"first, the development of strength of each individual member; second, development of a club machine; third, promotion of advertising in the community where the club is, and fourth, to serve the community where the club is located."

Carroll J. Swan, president of the Pilgrim Publicity Association, supplied the ideas for many of the "stunts" and entertainment features for the recent "Spring Gambol" conducted by the Boston Chamber of Commerce. He was also largely instrumental in carrying them out. In a letter to the entertainment committee, Mayor Fitzgerald, of Boston, expressed his appreciation as follows:

"Boston should be and is proud of Carroll Swan. He can do more to instil real enthusiasm into a crowd of ordinary humans than any man I know. Leadership is what the world thrives on, and Swan is a fine type of leader. This is not Boston opinion alone. Ask the publicity men the country over what they think of Boston's Carroll. My hat is off to him all the time as a dispenser of real cheer."

Mayor Fitzgerald has also attended many Pilgrim dinners, and he knows what he is talking about.

As evidence of the activity of the free concert committee of the Beaumont (Tex.) Advertising League, of which W. F. Keith is chairman, \$417 has been raised toward the \$1,600 fund which will be needed to defray the expense of twice-a-week band concerts in Keith Park this summer, beginning early in June.

Frank J. Fahey, treasurer Gillette Safety Razor Co.—"It affords me much pleasure to have the opportunity to look over your American Journalism Number. I want to congratulate you on your enterprise in getting out such an interesting number."

The Washington Delegation.

The Washington (D. C.) Ad Club expects to send seventy-five men to the Baltimore convention. The list of delegates includes the following: Walter McDonnell, president of the club; Fred McC. Smith, C. E. Phelps, John E. Shoemaker and H. K. Dugdale. The alternates are R. E. Joyce, George O. Rippard, Francis J. Kaus, George Dugdale, E. C. Palmer and L. G. Fay. Plans were discussed at the last meeting for the entertainment of the members of the Texas advertising men, who will visit the city before the Baltimore convention. The Texans will come on a special train and spend the day here as the guests of the Washington Ad Club.

New Afternoon Daily at Brunswick.

A new afternoon paper will be launched in Brunswick, Ga., about June 20, to be known as the Daily Banner. It will be operated by the Banner Publishing Co., which is to be incorporated at \$10,000. The principal incorporators are L. P. Artman, E. G. Laird and D. T. Durst, who will be actively engaged in publishing the new paper. The plant of the Banner will be modern in every respect, including among its equipment a No. 8 Mergenthaler machine. The evening field has not been occupied in Brunswick since the Brunswick Jour-

nal suspended several years ago. Since that time the city has grown wonderfully, and that the new paper will be a success is evidenced by the hearty support given the company just organized by the local business men.

M. Clemenceau's New Paris Paper.

L'Homme Libre, M. Clemenceau's new daily paper, has at length made its appearance in Paris, and has once and for all put a stop to the rumor that the famous publicist would come out against the three years' service bill. In an editorial article he says: "It would be impossible to conceive that the French nation, devoid of all provocative ideas, should hesitate to make sacrifices similar to those given so readily in a neighboring country in support of a policy which, among us and elsewhere, arouses, only too justly, fears of aggression."

Lose Suit Against Alan Cunningham.

The jury in the suit for damages brought by two Italian laborers against Alan Cunningham, a well-known Philadelphia newspaper man, who lives near Media, Pa., rendered a verdict in his favor last week. On the night of September 7, 1912, Mr. Cunningham received word at his home that an Italian woman was being murdered a short

distance away. Near the house he fired a gun and the two men were wounded.

Hold Editor as Counterfeiter.

J. M. Bowen, special agent of the United States Department of Justice, arrested, at the point of a revolver, at St. Paul, Minn., last week, Howard A. Guilford, former editor of the Reporter and present proprietor of Guilford's Weekly, on a charge of assisting in the manufacture of counterfeit \$100 bills. A set of counterfeiting tools and chemicals were found in his room, Bowen said, the equipment consisting of two plates of a \$100 bill, nitric acid, zinc, a package of paper and materials for etching. Guilford denied any knowledge of the counterfeiting materials.

Call Editor Indicted at Paterson.

George Sumner Boyd, editor of the New York Call, a Socialist publication, has been indicted by the Grand Jury at Paterson, N. J., for alleged anarchistic utterances. There are two counts in the indictment, one in connection with a speech made by Boyd at Turn Hall, Paterson, and the other for his remarks at a meeting in Haledon, a suburb, where the strikers frequently hold outdoor gatherings.

United Sunday Newspaper Magazines


NEW YORK WORLD
BOSTON GLOBE
ST. LOUIS POST-DISPATCH
PHILADELPHIA INQUIRER
PITTSBURG PRESS
NEW ORLEANS STATES
DES MOINES REGISTER and LEADER
SEATTLE POST-INTELLIGENCER
CHICAGO INTER OCEAN
MILWAUKEE FREE PRESS
DENVER TIMES
SAN FRANCISCO CALL
INDIANAPOLIS STAR
SHREVEPORT TIMES

Are you one of the 2,000,000 DURHAM-DUPLEX shavers?
— If not, send us the coupon below and 35¢ and get your Demonstrator
You'll be No 2,000,001

1,217,429 sold in 1912

A Durham Demonstrator — for 35¢

Stands for shaving comfort. Stands for economy of time. Stands for conservation of temper. Stands for a clean, well shaven face. A clean, well shaven face stands for a gentleman



35¢

ABOUT RAZOR BLADES
A Durham-Duplex blade, 2 1/2 inches long, made of steel nearly three times as thick as standard water blades, is hardened, tempered, honed, and stropped to the extreme of keenness. Every blade is guaranteed. Package of six (12 cutting edges), 41 cents per edge, makes it the best as well as the greatest value for the money.

DURHAM-DUPLEX RAZOR CO.
200 Fifth Avenue, New York
NEW YORK LONDON BERLIN TORONTO
FACTORIES: Jersey City, N. J. Sheffield, England

THE SPECIAL 35¢ COUPON

DURHAM-DUPLEX RAZOR CO. (or any dealer).
200 Fifth Avenue, New York City, N. Y.

Dear Sir: Inclosed find 35 cents in coin (to pay postage, packing, mailing, and distributing expense). Send Durham Demonstrating Razor with Durham-Duplex Blade, which you are to present to me without further obligation on my part.

Name _____
No. and Street _____
Town _____
State _____

The above advertisement is a reduced reproduction of a one-quarter page advertisement of the Durham Duplex Razor Company that we inserted in the United Sunday Newspaper Magazines Association. This Association has a circulation of over two million; and has brought such good results that we have contracted to use three more quarter pages within a year.

Yours very truly,
Durham Duplex Razor Co.,
J. C. Sheehan,
Vice President

CIRCULATION CUTS

(Continued from page 33.)

ents or fire the boy and lose the money. Now I simply charge every boy for any money credited on the card on his route book, and if the parents wish to know why he is short I show them the cards with his signature on them.

This has saved me on an average at least \$15 per week. It has also served to eliminate a lot of disputes. I am satisfied that the general increase in monthly collections is directly caused from this system of collecting.

Collections have increased over 100 per cent. in about five years. The increase in circulation has been about the same.

SIMPLE AND YET EFFECTIVE.

The receipt card used in my scheme contains four columns. On the extreme left the fifty-two weeks of the year are dated; then follows a two-inch space for the signature of the carrier, and then an inch space for the amount collected and another for balance due. A hole at the head of the card is an inducement to hang it up, usually in a place where the carrier can easily reach it.

I have used several other plans since my entrance into the circulation game for increasing both collections and circulation and have been fooled several times, buying the usual quota of experience. The system outlined here has the advantage of being extremely simple and yet absolutely efficient.

VALUE OF PERSONAL CARE.

By E. P. RAGAN.

Circulation Manager of the Illinois State Register.

Fortunate indeed is the circulation manager who has served his apprenticeship in the various departments he is called upon to direct. He should have carried papers and met those people who to-day he is trying to serve in a different capacity. The same kind of people to-day register the same kind of kicks, the same garrulous old gentleman threatens to report his carrier that reported our shortcomings in years gone by. And as a solicitor he learned the tricks and short cuts of the calling. He knows by experience gained by knocking doors whether or no his solicitor's report of the day's work rings true.

INATTENTION CAUSE OF LOSSES.

And, again, as a graduate of the mail-room, he is competent to tell his mail-room foreman how best to arrange his work and to ginger him up to the highest point of efficiency. All of which leads up to my subject of how best to handle stops, starts and complaints. I honestly believe that more circulation is lost through inattention of the circulation department than from any other source.

The newspaper wants circulation, and when it is secured through the various channels the interest, in many cases, ceases after the start is given the carrier. The solicitor uses every argument possible to secure a new reader, and after securing it his work is done.

The circulation manager should see that the start reaches the carrier promptly, and that he has another paper added to his order. On afternoon papers I have found it practical to have the carrier secure the signature of the new reader on his start slip. I will admit that this procedure is hard on the morning paper, but we have district collection men, who are instructed to see that every new reader is getting service.

DIVERTS WRATH OF STOP MESSAGE.

On stop orders the usual procedure in many offices is to let telephone girls or inexperienced counter help take them. The value of a good subscriber is not measurable by dollars and cents, and yet the average newspaper leaves this most important place of leakage unguarded.

As far as possible, I endeavor to take every stop personally. A telephone stop I handle in a different way perhaps than

others. When a party calls I usually give them a chance to say but very little. When they have informed me they want to stop their paper I usually say: "Wait a moment, please." This distracts their attention from their grievance. I then resume the conversation by asking them if the boy missed them, and endeavor to change the stop to a complaint. The complaint leads to a stop, but it is also a good peg to hang your hope of retaining the party as a subscriber. As a last resort I give my solicitors a list of all stops and have them follow them up. In many cases complaints are looked after by getting indignant at the carrier and not investigating the cause. They should be handled with more care than either a start or a stop.

GIVES COMPLAINT PERSONAL ATTENTION.

In our office when a customer complains the telephone girl asks if it is the first complaint, and assures the customer of better delivery and informs them that a copy will be sent out immediately, which is done, and the complaint carrier secures their signature to a delivery slip, thus assuring the circulation manager that the complaining party secured the missing paper.

If the party complains the second time the telephone girl takes their number and turns the information over to my desk. I call them two to three times asking about the delivery. I also call the carrier by phone and explain the necessity of a good delivery.

This system of following up complaints has reduced them on this paper to less than 100 per week on a delivered city circulation of over 7,000 daily.

HAS AN "EFFICIENCY" CLASS.

The Sunday papers are wired. A small wire, costing about 12 cents per thousand, is twisted around the paper so that the wind does not scatter it. The carriers are instructed as to the use of wires and told why they were to be used. The results have been more than gratifying, both to the subscriber and to the management. We are now on our second 100,000 order of wires.

Selection of carriers and the thorough instruction and encouragement is a subject in itself. Get bright boys who can look you in the eye, neat in appearance and start them right. Impress on their minds the importance of getting around their routes as early as is consistent with good service.

Keep a record of the number of complaints on each boy. I call my carriers who get less than three complaints a week my efficiency class, and out of thirty-seven carriers I have about twenty-five in that class.

NEW INCORPORATIONS.

NEW YORK, N. Y.—The Harper's Weekly Corporation, Manhattan; publishing; capital, \$225,000. Incorporators: Norman Hapgood, F. C. Collins, G. Rubles.

LOUISVILLE, Ky.—News Co., with a capital stock of \$10,000, divided into shares of \$100. Incorporated by F. B. Sandford, R. G. Stevens, J. E. Rose.

BATTLE CREEK, Mich.—Daily Moon Publishing Co.; capital, \$100,000. Incorporated to publish a newspaper.

RED WING, Minn.—Daily Eagle Publishing Co.; capital, \$25,000. Incorporated by A. H. Olson, E. W. Olson and others.

ASBURY PARK, N. J.—Asbury Park Publishing Co., printers, publishers, etc.; capital, \$50,000. Incorporators: A. C. Steinbach, W. A. Lunny, C. S. Steiner.

WILMINGTON, Del.—The I. O. H. Publishing Co.; capital, \$10,000. Incorporators: Kenneth I. Emmons and others.

Ads Not to Carry Mr. Barrie's Title.

Charles Frohman, who is in London, cabled his offices in New York this week that Sir James M. Barrie, who has just been knighted, does not wish "Sir" put before his name on billboards.

Hell in the Foundry

no longer exists in the plant of
THE NEW YORK GLOBE.

This paper handles no hot forms;
has abandoned drying tables for
all time; and has removed the
curse from stereotyping. It uses
exclusively

WOOD DRY MATS

Ask Mr. Jason Rogers, Publisher

WOOD FLONG COMPANY

HENRY A. WISE WOOD, President BENJAMIN WOOD, Treasurer and Gen'l Mgr.
ONE MADISON AVENUE, NEW YORK

The Packard Series

A Six-Cylinder Type Face

48 Point

4 A \$1 85 8 a \$3 65 \$7 50

PRIZED Method

42 Point

5 A \$3 35 9 a \$2 90 \$6 25

Hearty PRINTERS

36 Point

5 A \$2 75 10 a \$2 25 \$5 00

BUILDING Disturbed

30 Point

6 A \$2 20 12 a \$2 10 \$4 30

Printing Color PROBLEMS

24 Point

8 A \$1 80 14 a \$1 70 \$3 50

12 Point

18 A \$1 50 36 a \$1 30 \$2 80

FINE PRINTER Minnesota Theatre

REMINDS PRINTER
Pleasing Effects Obtained
Handicapped Compositor
Series Wins \$1234567890

18 Point

12 A \$1 70 22 a \$1 60 \$3 30

10 Point

20 A \$1 25 40 a \$1 25 \$2 50

COVER DESIGNER Packard Series Beautiful

MINING ENTERPRISE
Printers Appreciate Increase
New Type Produces Result
Demand Business Efficiency

14 Point

16 A \$1 55 30 a \$1 45 \$3 00

8 Point

23 A \$1 15 45 a \$1 10 \$2 25

BLACK RIVER FISHING Bought Handsome Decoration Distinctive Jobs Made Possible

ENTER MODERN DESIGN
Recognized Leaders Congratulated
Packard Face Suggests Art Effects
Characteristic Type Faces Offered
Efficient Printers Prove Statements

AMERICAN TYPE FOUNDERS COMPANY

TIPS FOR THE AD MANAGER.

D'Acv Advertising Co., Fullerton building, St. Louis, Mo., is handling the advertising for the Kempfueller Manufacturing Co., Wright building, St. Louis, Mo.

The Monroe Advertising Agency, 90 West street, New York City, is issuing 5 l. 30 t. orders to a few Eastern papers for the Delaware, Lackawanna Railroad Co., "Mount Pocono," 90 West street, New York City.

Sherman & Bryan, 79 Fifth avenue, New York City, are now in charge of the advertising of the Regal Shoe Co., "Regal Shoes," Boston, Mass.

J. Walter Thompson Co., 14 East Twenty-third street, New York City, is making 5,000 l. one year contracts with Eastern papers for the Reo Motor Truck Co.

Vredenburg-Kennedy Co., 456 Fourth avenue, New York City, has increased the space of one inch to two inches a week, for one year for H. Plateau & Son Brooklyn, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are sending out 27 in. 1 t. a. w. for 52 t. orders to Iowa papers for Bowersock Mills & Power Co., Iour, Lawrence, Mass.

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is placing 35 l. 26 t. with Eastern papers for Bartholomay Brew. Co.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is issuing 10 lines 30 t. to Eastern papers for The Rexemere.

Geo. L. Mitchell & Staff, 421 Chestnut street, Philadelphia, are handling a few small contracts for A. R. Justice & Co., "U-Kan-Plate," Philadelphia, Pa.

George Batten Co., Fourth Avenue building, New York City, is placing the advertising for the Port Jervis Board of Trade, Port Jervis, N. Y.

Blaine-Thompson Co., Fourth National Bank building, Cincinnati, O., is making 5,000 l. 1 yr. contracts with Georgia papers for Wiedeman Brew. Co.

The Centaur Co., New York City, is issuing 300 inches of extra space in contracts to papers direct.

Wylie B. Jones, Binghamton, N. Y., is forwarding orders to mail order papers for Dr. D. A. Williams, East Hampton, Conn.

H. H. Levey, Marbridge building, New York City, is placing orders on a trade and cash basis with Spring House, Block Island, R. I., and with the Matthewson Hotel, Narragansett Pier, R. I.

Nichols-Finn Advertising Co., Kesner building, Chicago, Ill., is making 10,000 l. 1 yr. contracts with Pacific Coast papers for U. S. Kellastone.

The Freeman Advertising Agency is handling the advertising of the Medical College of Virginia in Southern newspapers and a selected list of magazines. It is also forwarding 70 l. and 140 l. to leading farm publications throughout the United States for the Homewood Nitrogen Co.

The Beers Advertising Agency, New York and Havana, is sending out 3 in. s. c. ads for 26 insertions, 3 t. a. w. to

New Orleans States
37,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces results always.

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

three-leading Spanish papers in Havana for the Hotel Endicott, New York City, beginning at once.

The Beaufort Ginger Ale Co., Richmond, Va., has placed its advertising in Southern papers through the Freeman Advertising Agency, Richmond, Va.

FINANCIAL AD EXPERIMENTS.

Banker Declares Results Prove Value of Newspaper as Medium.

Newspapers were pronounced far superior to magazines as an advertising medium by F. O. March, of E. B. Smith & Co., bankers, in an address on "Financial Advertising" at a round-table luncheon of the Poor Richard Club, Philadelphia, last week.

Experiments have recently been made by New York firms, Mr. March said, in advertising with syndicated and individual newspapers in most of the big centers of the country. The carefully tabulated record of results shows that heavier and quicker responses came from the newspapers than from similar advertising placed with magazines.

"Financial advertising has changed considerably in recent years," continued Mr. March. "Financial houses are coming to realize that bonds and stocks are subject to the same laws of distribution and sale as potatoes. They accordingly are not satisfied with merely inserting a card in the paper calling attention to the number of years they have been in business, but specifically state why the bonds they offer are best."

NEWSPAPER ADVERTISING GAINS

The Mail Order Journal in a recent issue printed a list showing the advertising gains of sixty-five newspapers during the first quarter of 1913. The records of the first twenty are given below:

	Lines.
1—Los Angeles Examiner gained.....	432,334
2—St. Louis Star gained.....	356,864
3—Chicago Tribune gained.....	352,479
4—Chicago News gained.....	304,056
5—Detroit News gained.....	273,406
6—Pittsburgh Press gained.....	240,044
7—Omaha World-Herald gained.....	227,612
8—Toledo News-Bee gained.....	225,358
9—St. Paul News gained.....	213,164
10—San Francisco Chronicle gained.....	208,936
11—St. Louis Republic gained.....	204,981
12—Washington Herald gained.....	196,017
13—San Francisco Call gained.....	179,690
14—Pittsburgh Post gained.....	174,358
15—Kansas City Star gained.....	168,481
16—Detroit Free Press gained.....	155,414
17—New York Times gained.....	152,088
18—Milwaukee Journal gained.....	138,180
19—Boston Herald gained.....	125,922
20—St. Louis Post-Dispatch gained.....	122,640

THE DEPARTMENT STORE AD.

(Or Putting Man in His Place.)
There was bengaline, mousseline, crepe,
There were values in faces galore;
There were novelty fabrics that drape
In effects never furnished before:
There were petticoats white, very cheap,
Dress fabrics—describe them we
can't!
Great sale of the garments for sleep—
But never a hint of a pant!

There was mohair Sicilian in blue,
And eponge in the loveliest shades;
Kimonos and house dresses, too,
And clothes for the girlies with braids!
There were lawns that had come o'er
the sea,
There were waists that the wash
wouldn't hurt:
There were hats just as nice as could be—
But never a hint of a shirt!

There were lingerie sales, very fine,
There were corsets, high grade, going
fast;
And in colored Batiste quite a line,
So cheap it can't possibly last!
Exceptional values in robes,
Insertions at prices bed-rock—
But vainly, ah, vainly one probes
For a casual hint of a sock!

Oh, a man, he may ruffle and strut
And think he's a lord and a' that;
He may talk like Sir Oracle—but
These "ads" show him just where he's
"at!"
It's the woman they wisely address,
And man is quite lost from the view.
He don't understand it, I guess,
But the up-to-date "ad-writers" do!
—Chicago Inter-Ocean.

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.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339....Phoenix	GLOBEJoplin
	POST-DISPATCHSt. Louis
CALIFORNIA.	MONTANA.
ENTERPRISEChico	MINERButte
RECORDLos Angeles	NEBRASKA
TRIBUNELos Angeles	FREIE PRESSE (Cir. 128,384)....Lincoln
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	NEW JERSEY.
INDEPENDENTSanta Barbara	PRESSAsbury Park
BULLETINSan Francisco	JOURNALElizabeth
CALLSan Francisco	COURIER-NEWSPlainfield
ORCHARD AND FARM IRRIGATION San Francisco	NEW MEXICO.
The leading Farm Journal of the Pacific Coast and the Irrigated States.	MORNING JOURNAL.....Albuquerque
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	KNICKERBOCKER PRESS.....Albany
	BUFFALO EVENING NEWS....Buffalo
	BOLLETTINO DELLA SERA, New York
	EVENING MAIL.....New York
	STANDARD PRESS.....Troy
GEORGIA.	OHIO.
ATLANTA JOURNAL (Cir. 54,989) Atlanta	PLAIN DEALER.....Cleveland
CONSTITUTIONAtlanta	Circulation for April, 1913.
CHRONICLEAugusta	Daily 112,000
LEDGERColumbus	Sunday 145,630
	VINDICATORYoungstown
ILLINOIS.	PENNSYLVANIA.
POLISH DAILY ZGODA.....Chicago	TIMESChester
SKANDINAVENChicago	DAILY DEMOCRAT.....Johnstown
HERALDJoliet	DISPATCHPittsburgh
NEWSJoliet	PRESSPittsburgh
HERALD-TRANSCRIPTPeoria	GERMAN GAZETTE.....Philadelphia
JOURNALPeoria	TIMES-LEADERWilkes-Barre
STAR (Circulation 21,589).....Peoria	GAZETTEYork
INDIANA.	SOUTH CAROLINA.
THE AVE MARIA.....Notre Dame	DAILY MAIL.....Anderson
	THE STATE.....Columbia
	(Cir. July, 1912, S. 20,986; D. 20,956)
IOWA.	TENNESSEE.
REGISTER & LEADER.....Des Moines	NEWS-SCIMITARMemphis
THE TIMES-JOURNAL.....Dubuque	BANNERNashville
KANSAS	TEXAS.
CAPITALTopeka	STAR-TELEGRAMFort Worth
	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
	CHRONICLEHouston
	WASHINGTON.
	POST-INTELLIGENCERSeattle
	WISCONSIN.
	EVENING WISCONSIN.....Milwaukee
MARYLAND.	CANADA.
THE SUN.....Baltimore	ALBERTA.
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	HERALDCalgary
	BRITISH COLUMBIA.
	WORLDVancouver
	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal
MICHIGAN.	
PATRIOT (Morning).....Jackson	
Daily (Except Monday)	
Average, Year of 1912	
Daily..... 10,569 Sunday..... 11,629	
MINNESOTA.	
TRIBUNE, Morn. & Eve.....Minneapolis	

AD FIELD PERSONALS.

F. E. Sands, who has been advertising manager of the Meriden (Conn.) Evening Journal, was recently elected president of the publishing company, succeeding Francis Atwater, who is to retire from business.

Herbert A. Levy, formerly with the H. Sumner Sternberg Co., is now with the Philip Goodman Co., advertising agents, New York.

C. F. Chatfield, formerly manager of the W. V. Snyder Co., Newark, N. J., has been appointed advertising manager of the Newark (N. J.) Star.

Mansfield F. House is organizing a new sales service department for the Montreal Herald-Press.

Ralph Foote, recently of the Ethridge Co., New York, and formerly connected with Taylor-Critchfield, Chicago, is now with J. J. Gibbons, Ltd., Toronto, Canada.

Miss Kate Griswold, who is well known in the advertising field through her connection with Profitable Advertising, which she published in Boston for many years, was in New York last week, calling upon her old friends and business acquaintances. Miss Griswold, for the past three years, has been located at Southport, N. C., where she is interested in a large tract of land.

Charles R. Ketchum has been put in charge of the advertising departments of the St. Louis Weekly Republic and Farm Progress, both issued by the Republic.

Hugh J. Clarke has become a member of the advertising staff of the Larkin Co., Buffalo.

Ed Cone, of Cone, Lorenzen & Woodman, the special representative, has returned to New York after a ten days' business trip through the Middle West.

H. B. Leachman, who formerly directed an advertising agency in Kansas City, has been appointed advertising manager of the Chicago Examiner.

E. F. Flynn, manager of the advertising art department of the New York World, has returned to his duties after a trip to California.

I. P. Howe, father of J. O. Howe, well known in newspaper circles in New York, has been appointed advertising manager of the Fairfield Review and the Stratford (Conn.) Times.

A. T. Sears, Jr., has been appointed western manager for the Philadelphia Public Ledger, with offices in the Home Insurance building, Chicago.

F. I. Engler, formerly of the Boston Herald's advertising staff, is now connected with the New Orleans Item and not with the Atlanta Constitution, as recently reported.

M. D. Hunton, Eastern representative of the Chicago Examiner, San Francisco Examiner and Los Angeles Examiner, has returned to his desk after a thirty-six days' trip, visiting the different towns in which his papers are published. While en route Mr. Hunton delivered a very interesting address at Columbia University, in Missouri. Mr. Hunton made a careful study of the conditions in the different towns, interviewing the owners and managers of the large department stores in each city. He reports business conditions on the Pacific Coast to be in a very good condition.

E. C. Kavanagh has been appointed special New York and New England representative of the Philadelphia Public Ledger, with offices in the Metropolitan Tower, New York.

STAR'S NEW AD MANAGER.

Ralph Zork Appointed to Important Position on St. Louis Newspaper.

Announcement is made of the appointment of Ralph Zork as advertising manager of the St. Louis Star, which recently came under the ownership of F. B. Warren, Fred C. Veon and Edward S. Lewis, the latter partner representing the stock interest of John C. Roberts in the Star. Mr. Zork is one of the best-known advertising men in St. Louis and the Southwest. He has been with the Star for several years and is in close touch with the big accounts in St. Louis and the region roundabout.

Following the announcement of his appointment, Mr. Zork has been deluged with letters and telegrams of congratulation from advertisers and advertising men in many of the large cities of the country.

Among the several innovations introduced by Messrs. Warren and Veon since the Star came under their ownership, the latest is reported to be the distribution of stock to each of the department heads of the paper, thereby making their paper co-operative in a larger measure than ever before attempted on a big newspaper property.

Incorporation of Boston Ad Agents.

The Boston Advertising Agents' Association has been incorporated. The officers elected for the corporation are Allen H. Wood, president; Henry B. Humphrey, vice-president; and Edward D. Kollock, secretary and treasurer. The directors are J. W. Barber and H. F. Barber, of the J. W. Barber Advertising Agency; Guy Bancroft and J. W. Withington, of the Boston News Bureau; A. W. Ellis, of the A. W. Ellis Agency; H. B. Humphrey, of the H. B. Humphrey Co.; E. D. Kollock, of the E. D. Kollock Agency; P. F. O'Keefe, of the P. F. O'Keefe Advertising Agency; Franklin P. Shumway and D. J. MacNichol, of the Franklin P. Shumway Co.; Allen H. Wood and M. V. Putnam, of the Wood, Putnam & Wood Co.; C. H. Tomer, of the Tomer Advertising Agency, Inc.; C. B. Smith, of the C. Brewer Smith Agency; E. J. Goulston, of the Ernest J. Goulston Agency, and H. E. Ayres, of the Horace E. Ayres Agency.

ECONOMIC POSITION.

(Continued from page 18.)

Without advertising our industrial and commercial development would have been impossible, because without it we would not have the co-operation in consumption, which is necessary before co-operation in production can be attempted. Without it, also, society would lack one of its greatest educators and the creative genius of all that has made for social advance as expressed in better living. Advertising, far from being the sordid agent of avarice and economic corruption, it is claimed to be now and then, is the means by which men better not only their existence, but by which they elevate their plane of life. It is not the "positive science" some would make it in a manner they themselves cannot define; with the power of speech, it is an art of humble origin, and as effective as this when applied with the sincerity of the simple and unequivocal statement of fact.

Experts Discuss Church Advertising.

Dr. Christian F. Reisner, pastor of Grace Methodist Episcopal Church, New York, spoke on the subject, "Why Churches Should Advertise," at his church last Sunday. Dr. Reisner had gathered opinions from pastors and laymen all over the United States. R. H. Ingersoll, of dollar watch fame; John Clyde Oswald, editor of the American Printer, and other advertising experts told briefly why they thought a church should advertise.

CHANGES IN INTEREST.

BLANCHESTER, O.—Former Editor Eldridge, of the Minnewaukan (N. D.) Sittings, has purchased the Star-Republican.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y.; Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL SPECIAL AGENCY
280 Fifth Avenue, New York
People's Gas Bldg., Chicago

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-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpem Bldg., Chicago.
- GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

KIRBYVILLE, Tex.—R. M. Simmons, editor of the Banner, has sold his plant to W. H. Sharp at a consideration of \$5,000.

STOCKTON, Cal.—The Mail, a Democratic evening paper of this city, founded thirty-three years ago by the late Col. J. J. Numan and Edward L. Colnon, has changed hands. The controlling interest has passed into the hands of M. J. Numan and C. R. Numan, sons of Col. Numan. Interested in the deal are John F. Muldowner, H. S. Hornage and G. H. Condy, local newspaper men.

MARYSVILLE, Kan.—Fred W. Reed, of Hoxie, has purchased the Beattie Eagle plant from Edward Cannon.

CANADIAN ENTERPRISE.

The Toronto Telegram Three-Magazine Linotype Equipment One of the Largest in America.

In a full page ad in last week's issue of THE EDITOR AND PUBLISHER the Mergenthaler Linotype Co. announced that J. Ross Robertson, the Canadian publisher, had placed an order for six Model 8 three-magazine linotypes, and

inadvertently stated that the machines were intended for the composing room of the Toronto Star. This was an error, as everyone knows that J. Ross Robertson is the publisher of the Toronto Telegram. However, the statement was not so very far wrong, since the Telegram is without doubt a "star" plant—one of the largest and best in the Dominion. The new installation is in addition to five already in operation in the Telegram composing room, and makes a total of twenty-five American linotypes all told, of which twelve are multiple magazine machines. A linotype lead and rule caster and a Thompson typecaster add materially to the efficiency of this plant.

Mr. Robertson is one of America's most progressive newspaper publishers, and is always quick to adopt improved equipment. He was among the first to realize the advantages of the multiple linotype and installed five of the three-magazine machines soon after they were placed on the market. The Telegram's equipment of multiple magazine linotypes, when the six just ordered have been installed, will be one of the largest in use.

182 Columns increase in advertising
in April 1913 over April 1912

248 Columns increase in advertising
in May 1913 over May 1912

The New
New York Tribune

is adding to its friends with every issue, and
every friend is an **ASSET**

BECAUSE it strives to mirror the fundamental optimism of
the people.

BECAUSE it aims to find a remedy for public ills which accom-
pany the country's rapid growth.

BECAUSE it believes in the American citizen, his patriotism
and good sense.

BECAUSE it is fair to every interest, person
or policy.

BECAUSE its news columns are unsurpassed, while its price is
the lowest possible—one cent.

The most conclusive proof of these statements is
THE TRIBUNE itself

“Buy your advertising as a commodity”

Advertisers are entitled to know exactly what they get for their dollars.



The New York Globe

now printing an average of over 180,000 per day
and selling over 150,000 per day

Sells Its Advertising Space

on the basis of the average net paid circulation for a full year as proved
by audits of The Association of American Advertisers,
The Data Company and N. W. Ayer & Sons.

Average net sale for year
ending April 30, 1913 **132,194**

For upwards of three years the New York Globe has plainly stated and
proved its circulation by frequent audits.

The Globe is the only New York daily newspaper able to show certificates
from all three organizations mentioned above. It believes

Advertisers are entitled to know exactly what they get for their dollars.



“Buy your advertising as a commodity”

