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RIGHT TO CRITICISE.

**ILLINOIS COURT HOLDS PRESS
MAY COMMENT ON ACTIONS
OF POLITICAL HEADS.**

**Appellate Division Sustains Decision
of Lower Court in Famous Lorimer
Case Involving Chicago Examiner—
Roger C. Sullivan Not Libeled—
Criticism Not Taken Seriously by
Reading Public, Declares Opinion.**

That the Chicago Examiner did not libel Roger C. Sullivan when it published at the time of the Lorimer investigation certain statements concerning the activities of political friends of Mr. Sullivan, inferring that Mr. Sullivan had knowledge that his political friends probably corruptly secured the election of Mr. Lorimer, is the decision of the Appellate Court of the Second District of Illinois.

In an opinion handed down, this week, the Appellate Court sustained the opinion of Judge Puterbaugh, who some months ago, sitting at Peoria, sustained the demurrer of the Examiner to Sullivan's declaration. The opinion is written by Presiding Justice Duane J. Carnes and concurred in by Judge Dorrance Dibel and Judge Charles Whitney, constituting the entire court.

Incidentally this court established as a matter of law that political bosses who exercise political power cannot complain that they are subjected to criticism and ridicule on account of their political activities, because such criticism is not taken seriously by the reading public.

BASIS OF THE SUIT.

The basis of the suit was an article published in the Examiner on June 26, 1911, suggesting questions to the United States Senate committee to propound to Roger C. Sullivan when he should be called as a witness before that committee. In the article it was stated: "Sullivan is given credit by all who knew anything about Illinois politics of having put the malodorous Lorimer deal through." "There is abundant evidence, as will be shown now and later, that this is true," etc.

The court's decision reads in part as follows:

"It is common knowledge that in all political contests there are men on each side presumed to have and exercise much influence and power; that the unsuccessful party often charges its defeat to fraud and bribery of voters, and the public is much inclined to believe the charge, and sometimes holds the leaders responsible and sometimes has no suspicion that they are guilty, all depending on the supposed character of the leader. The average reader knows the reputation of prominent men mentioned in such publications and guesses and judges accordingly.

DEMURRER IS SUSTAINED.

"If the special demurrer was properly sustained, as we hold it was, on the ground that the language referred to in the innuendoes could not reasonably be given the construction and meaning so placed on it, we think it follows that the general demurrer was also properly sustained, even under the rule that the innuendoes may be rejected as surplusage and the article read without them, which we do not regard the proper rule in this case. No special damage is alleged and the words are not charged to be published with reference to plaintiffs' calling or trade.

"The court ought to be able to see that a party's reputation was liable to be injured in some serious and material manner. * * * An individual may be brought into contempt or ridicule by professing absurd principles, but when we remember that every political belief is absurd to many, and many of them absurd to large communities, it is readily seen that false charges as to one's political belief and religious con-



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

victions in the absence of special damages should not be held actionable.

"That political leaders are subject to much criticism and ridicule not taken seriously by the reading public should not be lost sight of in determining whether any given article tends to impeach the honesty, integrity, virtue or reputation of a person, and thereby to expose him to public hatred, contempt, ridicule or financial injury, which it must be held to do to fall within our statutory definition of libel."

BUYS ALTOONA GAZETTE.

**Henry W. Shoemaker Heads New
Corporation in Charge of Even-
ing Daily.**

The Altoona (Pa.) Evening Gazette, a Republican newspaper, has been purchased by the Gazette Corporation and appeared under the new management Saturday. Henry W. Shoemaker, of New York, president of the Altoona Tribune Company, heads the new enterprise.

Other members of the Gazette Corporation are George C. Wilson of Tyrone, Pa., vice-president, and John D. Meyer, treasurer of the Altoona Tribune Company, treasurer. The Tribune is a Republican morning newspaper.

W. H. Schwartz, editor-in-chief of the Pure Food Bulletin, issued by the State Department of Agriculture and also editor of the Tribune, becomes editor of the Gazette, retaining both other jobs. Jesse C. Sell, the present city editor, will retain that position.

For some time the Gazette will be issued from its present office.

Moore With The Ad Bureau.

Thomas H. Moore, formerly advertising manager of John Wanamaker's New York store, has joined the staff of the Bureau of Advertising, of the American Newspaper Publishers' Association. Mr. Moore is an expert merchandising and advertising manager. In his new position he will pay special attention to the promotion work of the bureau. J. W. Adams, manager of the bureau, has resigned.

BIG DEAL IN CHICAGO.

**THE RECORD-HERALD AND
INTER-OCEAN PURCHASED BY
JAMES KEELEY OF TRIBUNE.**

**Latter Paper Bid in by George W.
Hinman for \$50,000, and Then Sold
to New Owner—Two Papers to
be Consolidated—One Associated
Press Franchise Will Lapse—W. W.
Chapin will be the Publisher.**

(Special Correspondence.)

Chicago, May 7.—After a fitful life of 48 years, the Inter Ocean will next Sunday go out of existence. That is, unless present plans are changed. The paper was bid in at a receiver's sale in the Federal Court today for the nominal sum of \$50,000. George W. Hinman, former owner, made the bid, and then sold the paper to James Keeley, publisher of the Tribune.

At the same time Mr. Keeley and W. W. Chapin, former business manager of the San Francisco Call, executed a contract with the bondholders of the Record-Herald by which they took over that paper. The Inter Ocean and Record-Herald are to be consolidated.

REAL PRICE KEPT SECRET.

The real price paid for both papers has been kept secret. One Associated Press morning franchise will lapse, leaving but two in the field, one with the consolidated paper and the other with the Tribune. Mr. Keeley will at once leave the Tribune and take charge of the consolidated publication. Mr. Hinman, who sold the Inter Ocean 18 months ago to H. H. Kohlsaat, will return to Marietta, Ohio, where he is president of a college. Mr. Kohlsaat will retire.

The Inter Ocean was founded in 1866 by Charles A. Dana and Joseph B. McCullagh. The name Republican, with which they baptized the paper, was changed later by J. Y. Scammon to Inter Ocean. For years it was the organ of the Stalwart Republicans, under the management of William Penn Nixon.

The Record was established under the name of Morning News in 1881 as the morning edition of the Daily News. The Herald was established the same year by David Henderson and others. Control was later taken by J. W. Scott and John R. Walsh. It went through a consolidation with the Chicago Times before it doubled up with the Record. It has been losing heavily lately. Victor F. Lawson, who was behind it, grew weary and the bondholders disposed of it.

EDITORIAL ANNOUNCEMENT.

In both the Record-Herald and the Inter Ocean this announcement will appear tomorrow morning:

The Chicago Record-Herald and the Chicago Inter Ocean were purchased yesterday by James Keeley. The two papers will be consolidated on Monday and will be published as the Chicago Record-Herald and Inter Ocean. Mr. Keeley will be editor, and W. W. Chapin, recently publisher of the Seattle Post-Intelligencer and the San Francisco Call, will be publisher.

The Record-Herald and the Inter Ocean were purchased free of all debts and obligations of every kind. The consolidated paper will be independent in politics and every other phase of activity. It will endeavor to be a constructive force in Chicago and the great Central West. It will work for the upbuilding—physically, commercially and morally—of the city in which it has its home, and in national affairs will strive to uphold the hands of those who are laboring for the welfare of the people as a whole.

Cleanliness and accuracy, in so far as is humanly possible, will control its news and advertising columns, and sanity will be the governing factor in editorial treatment.

The publication office of the combined papers after Monday will be 163 West Washington Street.
JAMES KEELEY,

CHARLOTTE CHRONICLE SOLD.

**Paper Taken Over by the News Pub-
lishing Co., W. C. Dowd, President.**

An important change in ownership of a large daily newspaper which is of interest to publishers generally, and particularly to those of the Southern States, becomes effective today, May 9, when the Charlotte (N. C.) Evening Chronicle passes from the control of the Observer Co. to that of the News Publishing Co. of Charlotte.

Up to yesterday both the News and Chronicle were published in the evening field, dividing the patronage of their city and section in that field. Beginning with today's issue, the combined paper will be published from the plant of the Charlotte Evening News. As a result of this absorption, Charlotte, which is the metropolis of North Carolina, will have two daily newspapers hereafter instead of three, the News and Chronicle combination in the evening field and the Observer in the morning field. Each of these properties have Sunday editions.

The Chronicle, which has been taken over by the News, was started about ten years ago by the Observer Co., the morning paper, as an evening edition, and since that time it has shown a steady and important growth. The owners of both the properties, however, have felt for some time that the field has been over-crowded and in order to effect a clean-up of the situation, the services of Messrs. Harwell, Cannon & McCarthy of New York, newspaper brokers, were enlisted and this firm was successful during the past week in effecting a sale of the Chronicle property to the News Publishing Co., of which W. C. Dowd is the president and general manager, and J. V. Simms is general manager of the Observer Co.

Pays \$6,000 for Pensacola News.

F. H. Felkel, managing editor of the Pensacola (Fla.) News, has bought the daily at a trustee sale for \$6,000. He formerly owned the publication, but sold it to C. B. Hanson, of Birmingham, about six months ago.

CHICAGO HAPPENINGS.

Red Roosters Initiate Lafe Young, Jr., As New Member—Tribunes for Soldiers in Mexico—Record-Herald Retracts Story Reflecting on A. M. Lawrence—Book of Ade's Fables.

(Special Correspondence.)

CHICAGO, Ill., May 6.—Initiation of new members of the Red Roosters will be held Saturday night in the Hotel La Salle lobby. Among the new members to be put through will be Lafe Young, Jr., and E. T. Meredith, both of Des Moines.

A concert and banquet was given late last week in honor of E. L. Kolakowski, to celebrate his twenty-fifth anniversary in the newspaper business. He is now city editor of a local Polish daily.

The woman's auxiliary of the Chicago Press club was of considerable assistance in making the annual scoop show last week a success.

The father of George Ade, the humorist, John Ade, fell dead of heart disease suddenly last week near his home in Indiana.

The Chicago Tribune had a staff photographer, E. F. Weigle, at Vera Cruz ready for the battle and he took pictures of the landing of the marines and the skirmishes with the Mexicans. The Tribune is sending several thousand copies daily to the soldiers at the front with its compliments.

Charles Dryden, the baseball writer, was one of the speakers at a banquet of graduates and former students of Monmouth College, held here late last week.

The Chicago Association of Commerce entertained members of the Illinois Press Association at an informal dinner on Wednesday evening. The Press Association held its convention here this week.

Record-Herald has retracted its story of July 18 last reflecting on A. M. Lawrence, editor of the Examiner, regarding the appropriation for Judge Cooper's special grand jury.

John Przyprawa, editor of the Polish paper Zgoda, has sued the Dziennik, a rival paper, for libeling him. He alleges they called him a criminal.

G. H. Cowan, associate editor of the Dry Goods Reporter, gave an illustrated lecture before the Milwaukee Advertising Club late last week.

A new collection of George Ade's Fables has just been issued by Doubleday, Page & Co., New York. They show that George does not get old. He seems to remain at about the age of thirty. His sophistication is not that of age but of wise youth.

The body of the late Herbert C. Durand, assistant news editor of the Daily News, who died last week, was taken to his old home at Oswego, Ill., for burial.

John R. Palendech, editor of the United Servian and of the Balkan World, has been endorsed for commissioner of Cook county by the Association of Foreign Language Editors and Publishers.

Jailed for Refusing News Source.

W. R. McCurdy, news editor of the Halifax (N. S.) Herald and Evening Mail, ended a forty-eight hour imprisonment in the county jail Saturday, imposed on him by the Provincial Legislature. The sentence was the first of its kind in a quarter of a century. McCurdy was brought to the bar of the House of Assembly, sitting as the highest court of the province, to give the name of the author of a letter published in the Mail on April 16. This letter, which referred to a bill for tramway privileges as construed by Government members as an insult to the Legislature. The editor refused to reveal the name of the author on the ground that it would be a violation of journalistic ethics.

The Clarksburg (W. Va.) Daily Telegram has recently installed a new simple rotary Hoe press capable of printing 32 pages at a speed of 24,000 copies an hour.

BUYS MADISON DEMOCRAT.

O. D. Brandenburg Now Controls Stock of Wisconsin Daily He Has Edited Since 1890.

O. D. Brandenburg, president of the Madison (Wis.) Democrat, a morning daily, has obtained control of the stock of the Democrat Printing Company, publisher of the newspaper. W. V. Bryant, vice-president, and N. C. Netherland, treasurer, of the company, have sold their interests and resigned.

F. S. Brandenburg, son of O. D. Brandenburg, becomes treasurer and assistant general manager, and I. P. Ketchum, long secretary and general manager, continues in those positions. O. D. Brandenburg retains the presidency of the publishing company. He has been editor of the Democrat since 1890, succeeding George Raymor, now in retirement at Pasadena, Cal., who had edited the paper since leaving the University of Wisconsin nearly twenty years before.

Mr. Brandenburg is being urged by many of his fellow journalists of Wisconsin for the Democratic gubernatorial nomination, because of his outspoken hostility to the excessively high taxes in his state.

NEWS PRINT OUTLOOK BETTER.

Mexican Situation Stimulates Sales by American Mill Companies.

American manufacturers of news print find the Mexican disturbance a stimulus to increased production. Consumption of news print before the trouble had decreased over eight per cent. since Jan. 1, while imports from Canada, Germany and Norway amounted to 16,000 tons a month more, compared with last year. American manufacturers had shut down machines.

The Mexican development has changed the outlook for the American news print manufacturers. With extra editions of the newspapers appearing daily, the demand on contracts and for extra tonnage has caused heavy withdrawals on stocks being held at the mills. Should the present tense situation continue, the manufacturers of paper will have no complaint to make.

LE FIGARO'S NEW EDITOR.

Calmette's Successor Is Alfred Capus, Playwright and Novelist.

Alfred Capus, playwright and novelist, has been nominated as chief political editor of Paris Le Figaro in succession to Gaston Calmette, who was shot and killed by Mme. Caillaux last January.

The new literary editor of Le Figaro will be Robert de Flers, who is known in New York by his plays written in collaboration with Armand de Caillavet, and by his reputation as a duellist. M. de Flers is the author of "Love Watches," in which Miss Billie Burke appeared several seasons ago. M. de Flers has fought more duels than any living author.

Alfred Capus, fifty-six, whose literary output is enormous, has contributed to Le Figaro for many years.

Havana Editors Fight Duel.

Dr. Carlos Garrido, editor of the Havana (Cuba) La Preña, and Antonio Iraizos, editor of La Noche, fought a duel with swords in Havana on the morning of May 1. Señor Iraizos was seriously wounded in the chest. The dispute which led to this encounter arose from the points of view maintained by these two newspapers concerning the trial of Ernesto Ashert, former Governor of the Province of Havana, for the murder of Chief of Police Armando Riva in 1912. The two editors engaged in a heated dispute, which was followed by a recourse to arms.

An Unsought Compliment.

"THE EDITOR AND PUBLISHER is doing a great work. We read it with great interest and increasing profit each year."—W. S. Block, editor of the Dixon (Ill.) Daily News.

PITTSBURGH CHRONICLES.

Dinner Given to J. S. Myers of the Sun Who Goes to Columbus, (Special Correspondence.)

PITTSBURGH, May 5.—A dinner was given at the Fort Pitt Hotel on April 30 in honor of Joseph S. Myers, managing editor of the Pittsburgh Sun, on the eve of his departure for Columbus, O., where he is to become the director of the Ohio State University School of Journalism.

After the dinner had been served there was an interesting symposium on newspaper work during which complimentary reference was made to Mr. Myers' twenty-four years service on the Pittsburgh papers.

Charles W. Danziger of the Chronicle Telegraph, was toastmaster. Addresses were made by C. A. Evans of the Tri-State News Bureau, of which Mr. Myers has been one of the board of managers; Austin Beach, Dispatch; T. R. Williams, Press; Elmer R. Stoll, secretary of the Pittsburgh Publishers' Association; Frank W. Merchant, of the Press, who succeeds Mr. Myers as managing editor of the Sun, and Hugh Arthur, of McCreery & Co.

On Thursday afternoon the employees of the Post and of the Sun presented Mr. Myers with a handsome gold watch.

Frank Merchant, who succeeds Mr. Myers as managing editor of the Sun, is a protegee of Mr. Myers. Of late years he has been an executive on the Press. He gets results in a quiet way, but is none the less successful and well liked. He knows a good story and can write one.

John R. Ball, who has been managing editor of the Post, has returned to his favorite work, politics, and is deep in the throes of the political campaign looking after the interests of that paper. W. U. Christman, who has been night editor of the Post, succeeds Mr. Ball as managing editor. Mr. Christman has had plenty of newspaper experience to fit him for his new position.

Joseph M. Crouch has been appointed city editor of the Pittsburgh Leader.

James Jerpe of the Gazette Times; David J. Davies of the Dispatch, and Edward Ballinger of the Post, are traveling with the Pirates this season and writing up the games for their respective papers. Each sees the National League pennant, but is afraid to say so for fear the prediction will be a fatal jinx as it has been many a time before.

John L. Hernon is now in the office of the general manager of the Tri State News Bureau. He takes the position formerly occupied by Miss A. M. Quinn, who in January was married to John G. Gibb, of Sewickley, Pa.

Carl Thalmier, a Pittsburgh newspaper man, is now with the Tarentum Telegram, a new daily born a few weeks ago. The paper is doing very well.

Several Pittsburghers, who are made up of the newspaper business, patriotism and a desire to fight the Mexicans, are hopeful of a war, as they see visions of being sent to the front by Pittsburgh newspapers.

C. A. EVANS.

To Dissolve Times-Democrat Co.

A general meeting of the stockholders of the New Orleans Times-Democrat Publishing Company has been called for May 11 to consider the dissolution of the corporation and the liquidation of its affairs. If the dissolution is decided upon the stockholders will be asked to vote for three liquidating commissioners. The stockholders will also be asked to consider and act upon the sale of the property and assets of the corporation. The New Orleans Times-Democrat and the Picayune were consolidated last month with D. D. Moore as general manager of the new publication.

Heffernan Buys Wilkes-Barre Paper.

John V. Henenan of Wilkes-Barre, Pa., for the past two years a reporter on the Philadelphia Record, has purchased the Wilkes-Barre Sunday Independent from John J. Mahoney, who is retiring on account of ill health. Llewellyn Richards remains as news editor.

ALBERTANS GOING TO TORONTO

Big Delegation to Travel on Special Train and Publish Newspaper En Route.

(Special Correspondence.)

EDMONTON, ALTA., April 30.—Winnipeg, St. Paul, Minneapolis, Milwaukee, Racine, Chicago, South Bend, Battle Creek, Lansing, Detroit, Port Huron, Stratford and Guelph are some of the cities to be visited by members of the Edmonton Industrial Association on the way to Toronto, to attend the tenth annual convention of the Associated Advertising Clubs of America, June 21 to 25. The party will travel in one of two special trains, leaving here on June 14, arriving in Toronto on June 20.

H. A. Roth, advertising manager of the James Ramsey department store, who is vice-president of the organization and chairman of the "On to Toronto" Committee, says:

"We have every assurance that the party will be one of the largest and most representative ever gathered together in the West. We expect to have with us His Honor G. H. V. Bulyea, lieutenant-governor of Alberta, several ministers of the provincial government, Mayor McNamara and from 150 to 200 business men, some of whom will be accompanied by their wives and other members of their families."

Every man in the party will wear a special uniform, a daily newspaper, called The Edmonton Spirit, will be edited and printed on the train, and a number of novel "stunts" will be staged in the cities visited. The party will include a corps of rapid-fire speakers and a number of trained singers and musicians.

CLUBS DIDN'T STAY MERGED.

Spokane Ad and Inland Organizations Dissolve After Three Weeks.

(Special Correspondence.)

SPokane, Wash., May 2.—After being consolidated about three weeks the merger of the Spokane Ad club and the Inland club has been dissolved, and the Ad club is now working under its regular officers as formerly. The legal formalities of the consolidation had not been perfected, so the withdrawal was effected readily.

President R. E. Bigelow of the Ad club says it proved impossible to consolidate the clubs successfully, the interests of the two organizations being at variance. "We shall endeavor to build up a bigger and better Ad club than ever," states Mr. Bigelow.

Chester L. Wynn for the third consecutive year has been appointed publicity manager of the Spokane Interstate fair, the big annual harvest festival and playtime week of the Spokane country.

The Priest River Pilot is the title under which a new newspaper will soon be launched in the village of Priest River, Idaho. Its editor and proprietor will be John Schermerhorn, until recently employed on the Spokesman-Review in Spokane. Mr. Schermerhorn has purchased the outfit of the defunct Hope Herald, which he is shipping to Priest River.

Miss Olive Lender, former society editor of the Spokesman-Review, has joined the staff of the Spokane Daily Chronicle as society reporter.

Sale of Ames (Ia.) Evening Times.

Mrs. Lon G. Hardin, widow of the publisher of the Ames (Ia.) Evening Times, which he founded in 1892, has sold the paper to a stock company composed of business men of Ames, who have also taken over the interest of Hardin Read, the present publisher. Ben H. Read, business manager of the paper, retains his interest in the publication and will continue in the business office.

Boston Saturday Sun Incorporates.

The Boston Sun Publishing Company has been incorporated in that city with a capital of \$250,000. The new concern will take over the management of the Sun Publishing Company, publisher of the Boston Saturday Sun.

EDITORS AT SCHOOL.

Kansas Journalists to Become Students at the State University for Four Days Next Week—Will Attend Courses of Lectures on Newspaper Work, Advertising, Costs, Etc.—Addresses by Prominent Men.

An interesting experiment is to be tried at the University of Kansas, at Lawrence, next week) that will be watched with great interest by journalists all over the country.

For four days, beginning Monday, 300 editors of Kansas will attend courses of study-lectures which have been arranged by Prof. Merle Thorpe, head of the Department of Journalism in the State University. The object of the courses is threefold: First, to emphasize the importance of technical training and business efficiency in the Kansas publishing field; second to direct attention to the public utility aspect of the newspaper, and, third, to arouse and accentuate professional pride among newspaper workers.

With this in view a systematic course of study has been arranged, covering news, advertising, circulation and cost-finding and efficiency, and a series of addresses and discussions on national newspaper problems.

CHARGES AGAINST THE PRESS.

Many charges, some vague, others specific, are made today against the American press, and in many instances half-baked legislation is proposed. One thousand men, statesmen, educators, clergymen, editors and private citizens were asked by the university to state what they considered the most vital problem of the press today. Their answers, representing the public mind, have been tabulated and arranged, the university believing that a frank discussion by newspaper men high in the profession, of these charges, will result in a better understanding of the press from within and without.

The sessions of the conference will be held from 8 A. M. until late in the evening. The first hour on Monday will be devoted to registration; the second to the first session of the advertising lecture course, at which Prof. James Melvin Lee, of the New York University Department of Journalism, will speak on "Selling Newspaper Space," the third, to the first session of the "Printing Costs and All Cost Systems" lecture course, the speaker being Ed. E. Sheasgreen, of Chicago, who will discuss "The Principles Underlying All Cost Systems." Will Irwin will deliver the last address of the morning, his subject relating to newspaper writing.

In the afternoon the fourth lecture course, devoted to "Circulation and Newspaper Costs," will open with a talk on "Circulation Problems," by F. M. Ball, of Chicago.

WELCOME BY THE GOVERNOR.

From 2:30 to 5:30 a general meeting will be held, at which the visiting editors will be welcomed by Governor Hodges and Chancellor Strong, of the University.

From 5:00 to 6:00, and from 7:00 to 8:00 Mr. Sheasgreen and assistants will conduct a cost conference. Following this will come an address by Henry King, editor of the St. Louis Globe Democrat, who will speak on "When I Was Young as You Are Young."

The schedule for Tuesday, Wednesday and Thursday is as follows:

NEWS LECTURE COURSE.—"System in News Gathering," by Ralph Tennial, editor of the Kansas City Weekly Star; "The Human Element in Local News," by Mr. Tennial; "What a Newspaper Can Do for the Community," by Frank Le Roy Blanchard, editor of THE EDITOR AND PUBLISHER, New York.

ADVERTISING LECTURE COURSE.—"Things to Tell the Merchant," by Marco Morrow, advertising director of the Capper publications; "Advertising That Draws Trade," by Richard H. Waldo, business manager of Good Housekeeping, New York; "How Country Editors Can Get National Advertising," by George Hough Perry, director

of exploitation for the Panama-Pacific Exposition.

PRINTING COSTS LECTURE COURSE.—"First and Second Steps," by Ed. E. Sheasgreen; "The Third and Fourth Steps," by Mr. Sheasgreen, and "General Discussion," by Mr. Sheasgreen.

NEWSPAPER COSTS COURSE.

CIRCULATION AND NEWSPAPER COSTS LECTURE COURSE.—"Cost of White Space," by J. C. Morrison, publisher of the Morris (Minn.) Tribune; "Simplified Newspaper Accounting," by Mr. Morrison; an address by Mark Sullivan, editor of Collier's Weekly, New York.

PAPER GOOD AS ITS EDITOR.

Chester S. Lord Tells Students One Can't Rise Above the Other.

Chester S. Lord, former managing editor of the New York Sun, in a public address before the University Press Club at Princeton Tuesday, declared that the newspaper does not rise above its editor. Continuing, he said:

"The editor indicates the paper's policy and the paper is just what he makes it. If the editor stands for honesty and integrity his paper will be an expression of high ideals."

AUDIT ASS'N. SECURES FUND.

The \$100,000 Necessary to Start Organization Now Subscribed.

The Organization Committee of the Advertising Audit Association and Bureau of Verified Circulations announces the completion of the \$100,000 annual fund necessary to establish the association. That the work was completed in ninety days of actual work indicates general approval of the broad mutual plan and purpose of the association and the desire of many men to get together for the common good. Russell R. Whitman, the managing director, is much pleased with the results of his personal campaign.

Arrangements are being made for the convention at Hotel La Salle, Chicago, on May 20 and 21. The members will listen to the report of the Organization Committee, adopt the Constitution and By-laws and elect the permanent Board of Control that is to carry on the work.

The association now has 579 subscribing members, divided as follows: General advertisers, 75; advertising agents, 49; daily newspapers, 299; weekly newspapers, 11; Canadian newspapers, 9; magazines, 27; farm journals, 51; class, trade and technical publications, 53; advertising journals, 4; supply catalogues, 1.

New York Trade Press Dinner.

It was "The Standards of Practice" night at the New York Trade Press Association dinner, at the Hardware Club, last evening, the general topic being "How the Business Press May be Made More Efficient." The list of speakers included Harry D. Robbins, O. H. Blackman, Manly M. Gillam, Harry Tipper, Charles D. Spalding, William H. Ingersoll and James Schermerhorn. A report of the dinner will be printed in these columns next week.

Sullivan Advertising Co. Assigns.

Schedules in assignment of the C. J. Sullivan Advertising Co., of New York, show liabilities, \$180,425; nominal assets, \$127,134, and actual assets, \$18,495, consisting of office fixtures, accounts, horses, wagons and fences for advertising. The fences cost \$40,000 and are now valued at \$7,500. Of the liabilities, \$19,000 is for rental of space for advertising. Among the creditors are the Estate of Timothy D. Sullivan, \$137,485, money loaned; Committee for T. D. Sullivan, \$6,500, money loaned; Metropolitan Bank, \$8,341, and Abraham L. Erlanger, \$4,500. In the nominal assets there is a suspense account of Cornelius J. Sullivan for \$65,029, as of March 13, 1913.

Dinner to New York Newspaper Men.

A number of New York newspaper men and baseball celebrities were dinner guests at the Hotel McAlpin last week, through the hospitality of Charles P. Taft, owner of the Cincinnati Tins Star, and part owner of the hotel. Capt. T. J. Huston, of the Times Star staff, acted as the host and Mme. Hallie de las Torres, an operatic contralto, entertained the company. Those present included: John T. McGraw, manager of the Giants; Bozeman Bulger of the Evening World; Lawrence Semon, cartoonist, Evening Sun; Irvin S. Cobb, humorist, Saturday Evening Post; Paul Armstrong, playwright; Damon Runyan, baseball writer of the Globe; "Jack" Wheeler, head of a new syndicate, and Frank Condon, a short story writer.

Omaha News Not to Be Sold.

General manager N. W. Reay, of the Clover Leaf Publications, informs THE EDITOR AND PUBLISHER that the report published by a trade paper that the Bryan wing of the Nebraska Democracy is negotiating to acquire control of the Omaha News is without foundation. The paper is prosperous, its circulation being large and its advertising patronage extensive, and there is no reason why the present owners should sell out. The other publications in the Clover Leaf League are also making good headway.



W. W. CHAPIN,

PUBLISHER OF THE CHICAGO RECORD-HERALD AND INTER OCEAN.

Addresses on miscellaneous topics will be delivered by Oswald Garrison Villard, editor of the New York Evening Post; the Rev. Dr. Washington Gladden, of Columbus, O.; Hamilton Holt, editor of the New York Independent; Charles H. Grasty, publisher of the Baltimore Sun, and Wilbur D. Nesbit, of Chicago, and Roy W. Howard of the United Press Associations.

LAY SERMONS BY EDITORS.

Tomorrow, Sunday, the pulpits of the several churches in Lawrence will be filled by Kansas editors, who will preach lay sermons. The list of speakers includes William Allen White, Emporia Gazette; Charles M. Harger, Abilene Reflector; E. E. Kelley, Toronto Republican; Homer Hoch, Marion Record; Ewing Herbert, Hiawatha World; W. Y. Morgan, Hutchinson News; Arthur Capper, Capper Publications; Henry Allen, Wichita Beacon; Imri Zumwalt, Bonner Springs Chieftain; W. E. Miller, St. Mary's Star; A. Q. Miller, Belleville Telescope; George Marble, Ft. Scott Tribune; Barney Sheridan, Western Spirit.

Advising prospective newspaper men, Mr. Lord said:

"To be successful you must have widespread information, but if in addition to this you will master a specialty or two you will find yourself at great advantage over your fellow-workers, for in the newspaper office the man who knows the most about a given topic is the man called on to write about that topic."

Among the specialties he ranked politics first, saying:

"Conspicuously above all newspaper specialties let me put politics, and next to politics, in my opinion, comes finance. In a sense they go together, for have we not seen that politics has to be financed, and that finance is at the mercy of politics? Each in itself is most important, and together they control the world. Of politics there is no end; never has been, never will be."

As to the value of the newspaper today Mr. Lord declared that the reading of newspapers has come to be an absolute essential in the daily routine of every intelligent person. Discussion followed the delivery of the address.

ON-TO-TORONTO NOTES

The On-to-Toronto Committee of the Advertising Men's League of New York City, of which John Sullivan is chairman, has made arrangements for a special train to carry to Toronto the delegates to the Associated Advertising Clubs of America Convention, to be held in that city the week of May 21.

The train will leave New York at 5.30 p. m. Saturday, May 20, and arrive in Toronto at 7 a. m. Sunday morning. The equipment will consist of a club car, compartment sleeping cars, open section sleeping cars, observation car and two dining cars.

P. V. D. Lockwood, advertising manager of the New York Central lines, will have personal charge of the train.

Present indications are that there will be a larger delegation of foreign delegates in attendance at the Toronto Convention than at any previous convention. Arrangements are being made to entertain the visitors in New York City for two days on their arrival. There will be a reception by the Mayor, and a tour of New York city by automobile, followed by one around New York harbor. There will be a luncheon at the Merchants' Club. On the evening of the second day there will be a banquet, and the party of visitors will leave immediately for the New York Central Railway train for Niagara Falls. They will be entertained at Buffalo and taken at Niagara Falls to see the falls. Thence they will be taken on electric cars on the Gorge Route at water level past the rapids and whirlpool to Lewiston. At Lewiston they will board the Niagara River Line boat for Toronto.

The Toronto Ad Club is distributing, where they will do the most good, copies of a sixteen-page illustrated booklet, "On-to-Toronto," giving the details of the arrangements for the reception and care of the delegates.

W. J. Healy, chairman of the Transportation and Attendance Committee, states that sixteen clubs have sent estimates as to the number of delegates they will send to Toronto. These aggregate 1,000 persons. As some of these are small clubs, Mr. Healy feels confident that the total attendance will foot up 5,000 or 6,000.

Toronto is the trade center of Canada and has a population of 500,000. It is one of the best built cities in America, there being less than 100 buildings within the city limits that are not made of brick, stone or other fireproof material. It has one retail store employing 12,000 persons and doing an annual business of \$35,000,000 a year. The average wage in Toronto is \$12 a week.

Hotel accommodations have been reserved for 5,800 delegates in twenty of the best Toronto hotels. The New York city delegates will be quartered at the King Edward, where 250 rooms have been held for their use.

Says Church is Biggest Advertiser.

Father Vaughan, in an address at London this week, declared that religion was the only thing really worth advertising. Nevertheless, he admitted, other articles needed advertisement—even footwear, clothes or soap. He belonged, he said, to the oldest and biggest advertising firm on the planet—the Roman Catholic Church. She believed that she had wares that defied competition and she put them in her shop-windows, proclaiming for all she was worth: "Come, even you without money, and buy."

Metropolis April Gains

In the month of April The Florida Metropolis gained more in advertising and circulation than in any month in its history. Every gain made in either circulation or advertising was strictly on the merits of the paper, without any schemes, contests or extraordinary effort.

Circulation Gains

	1913	1914	Gain
Average daily circulation, April.....	17,906	23,028	5,122
Average daily circulation, April, 1914.....			23,028
Average daily circulation, March, 1914.....			20,467

Average gain over March..... 2,561

Advertising Gains

The month of April showed the following remarkable results in advertising carried in The Florida Metropolis:

April, 1914, lines carried	540,682
April, 1913, lines carried	412,454
Gain April, 1914, over April, 1913, lines.....	128,228
Gain first three months, 1914, over 1913.....	133,280

Total gain first four months, 1914..... 261,508

This great volume of business in a six-day newspaper (The Metropolis has no Sunday edition) proves our claim to eminence.

THE FLORIDA METROPOLIS

Florida's Greatest Newspaper

Foreign Representatives

Kelly-Smith Company

New York
220 Fifth Avenue

Chicago
Lytton Building

Death of Carl Wedekind.

Carl Wedekind, publisher of one of the unusual newspapers of the world, died on April 17. It was called the "Wedekind Korrespondenz, and contained an index of all the news and special articles in the German press, each being briefly digested. It appeared daily, and was sometimes called the "Fuersten-Korrespondenz," or "Prinas Correspondence" from the fact that the first story was always concerned with the movements of the Kaiser during the preceding twelve hours. Here Wedekind conceived the idea of the publication, while working on the Illinois Staats Zeitung in Chicago during the late 70's. His paper's subscription price was \$60 a year. Emperor William, and Czar Nicholas were among his subscribers, as were also government and diplomatic representatives.

Penrose W. Haines Found Dead.

Penrose W. Haines, formerly a well-known newspaper man and at one time with the Brooklyn Eagle and the Brooklyn Times, was found dead in South First street, Brooklyn, last week Saturday. His death was caused by acute indigestion. Mr. Haines joined the Fourteenth Regiment during the Spanish-American war, and was a war correspondent during that time.

OBITUARY NOTES.

WALTER HOGE, formerly editor of the Lincoln (Neb.) Evening News, died recently from a disease that affected the circulatory system. He was sixty-four years old. His wife and three children survive him.

BENJAMIN A. EATON, formerly owner of the Wichita (Kans.) Beacon, died recently in Brooklyn. At one time he was a member of the staff of the Fort Wayne Sentinel. He also helped to found the Kansas City Star.

SENATOR SAMUEL J. LOGAN, once editor of the Pennsylvania Farmer, is dead at Meadville, Pa., aged 75.

WILLIAM L. SAYER, editor of the New Bedford (Mass.) Evening Standard, and one of the owners of the Morning Mercury, died recently of pneumonia. He was 66 years of age.

WILLIAM D. STOREY, a former editor-in-chief of the Rochester (N. Y.) Democrat and Chronicle, died at Santa Cruz, Cal., aged 84 years. Death came as the result of an apoplectic stroke.

JAMES E. HEG, for many years editor of the Lake Geneva (Wis.) Herald, and once president of the Wisconsin Press Association, died recently, at Waukegan. He was 62 years old.

GEORGE OWEN KOCH, associate editor of the Schenectady, (N. Y.) Union-Star, died recently as the result of an operation for appendicitis.

WAR REPORTERS TO THE FRONT.

Lieut. F. F. Moore, Editor of the Argosy, Resigns to Serve Flag.

Frederick Ferdinand Moore, editor of the Argosy, has resigned, to be ready to go with his battery of artillery to the front. Moore is one of the best known among the younger school of war reporters. He scored an important beat for the Hearst papers when three of Rodjetsvensky's ships limped into Manila Bay, giving the first real Russian story of the battle in the Tsushima Straits. He was the first important editor to resign in order to again serve the flag.

Mr. Moore is a veteran of the army of the Philippines and a former "star" reporter on the San Francisco Examiner. He is lieutenant of Battery F, First Field Artillery, of the New York National Guard, under Col. H. H. Rogers.

Sam B. Trissel, an Associated Press man in the Boxer, Philippine and Russo-Japanese campaigns, has arrived in New York from San Juan, Porto Rico, to close with an eastern syndicate for joining the army on the Texas border. Trissel's best work was done in Manchuria, where he landed several important scoops under Martin Egan, who was in charge of the Associated Press service.

Thomas B. Coates, who is on the dispatch boat Bailey for the Hearst papers, graduated into newspaper work as a cub in Manila, P. I., after serving with credit all through the insurrection as a member of the Illinois Volunteer contingent. Tom reported the battle of Bud Dajo for Hearst, and in addition to scoring a decisive beat, caused the A. P. to put a new man in charge of their Philippine office. He wrote a description of the battle which caused a great deal of talk in Congress, and throughout the country. Subsequently he saw service on the San Francisco Examiner, and until the outbreak of the Mexican trouble was in charge of one of the editions of the Chicago American.

The craft will be well represented among the general officers on the firing line in the Mexican war. Among other veteran newspaper men wearing stars on their shoulder straps is General James Franklin Bell, who did a good deal of clever newspaper work on the Pacific coast after graduating from West Point.

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

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

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

Deutsches Journal

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

INTERTYPE

**538 INTERTYPES
SOLD IN ONE YEAR**

—a convincing answer to all the unfair attacks of an unscrupulous competitor.

The Boston Post's Record-Breaking Month

(1) In April THE POST not only surpassed all its own records, but attained a **greater total of Display Advertising than was ever carried in one month by any Boston newspaper, and established a record for a month's lead over the second, third and fourth papers.** Totals of Display Advertising in Boston papers having Daily and Sunday editions.

	April, 1913 <small>Agate Lines</small>	April, 1914 <small>Agate Lines</small>		<small>Agate Lines</small>
Boston Post	574,811	675,608	Showing an Increase of	100,797
2nd Paper	473,448	494,731	Post Led 2nd Paper by	180,977
3rd Paper	446,516	415,531	Post Led 3rd Paper by	260,077
4th Paper	343,877	336,248	Post Led 4th Paper by	339,360

(2) Not alone was April THE POST'S greatest month, but for the week ending April 12 **THE POST carried the largest amount of Display Advertising ever printed by a Boston newspaper in any one week—169,214 lines.**

(3) This record for the first four months of 1914, as compared with 1913, stated in agate lines, shows that **THE POST gained what the other three lost—and a little more:—**

	Four Months, 1913	Four Months, 1914		<small>Agate Lines</small>
POST	2,062,230	2,237,268	Gain	175,038
2nd Paper	1,780,942	1,760,455	Loss	20,487
3rd Paper	1,634,437	1,578,300	Loss	56,137
4th Paper	1,265,711	1,196,376	Loss	69,335

Classified Advertising not included in any of the above totals.

April Average Circulation

Boston Daily Post

446,370

Gain of 27,175 Copies Per Day Over April, 1913

Boston Sunday Post

330,294

Gain of 14,863 Copies Per Sunday Over April, 1913

The above are total Circulation Figures. It is impossible for The Boston Post to state precisely Net Paid Circulation until several months after publication as a limited amount of returns are allowed. Unsold circulation averages about 10%.

Eastern Representatives

Kelly-Smith Co., 220 Fifth Ave., New York

Western Representative

C. Geo. Krogness, Marquette Bldg., Chicago

WAR CORRESPONDENTS OF TO-DAY

Newer and Greater Opportunities for the Men in the Field—News Sense, Literary Skill, Resource and Self-Confidence Among Necessary Qualifications—Value of Individuality—How "Jim" Hull Met the Acid Test.

BY PATRICK GALLAGHER,
Editor The Far Eastern Bureau.

[Mr. Gallagher writes from his own experience as a war reporter in the field, and at the base of communications; and as war editor of an important leased wire syndicate.—Ed.]

The outbreak of war with Mexico gives the war reporter the center of the stage. The land campaign, at least, promises to be long and arduous. Many reputations are doomed to be made and lost before the hoarse roar of ordnance is silenced and peace is restored south of the Rio Grande.

Within, as without, the walls of the newspaper shop, the impression seems to prevail that the golden nimbus of abiding glory no longer shines for the war reporter as it did in the days of Kinglake, Curtis, Reid, Archibald Forbes and Frederic Palmer, and the others who made and unmade field marshals and generals, and contributed important chapters to the military history of the world. Even among those who have been chosen to go to with the fleet or to join the American troops mobilizing on the border, more than one possibly regrets the days and ways that have passed away with the smoke of battle that swept over the Redan, Chickamauga, Sadowa, Abou Klea, Santiago and Manila.

NEW SIDE IN WARFARE.

Events in the Balkans following those on the Yalu, and from the Liaoyang into Manchuria would seem, at first sight, to justify this impression. The cable, the land wire, the wireless, the aeroplane, can be as deadly enemies to the successful conduct of military operations as they are undoubtedly aids of enormous potentiality to the sons of Mars; and so, if, as is not improbable, some of our bright young men at the front find the suave duplicity of Marshal Yamagata and the often brutal blue pencil of Enoch Crowder duplicated during the advance on Mexico City, they must not be surprised. If they find themselves as popular with the adjutant-general or the aides as a bull in a china shop, they should remember that, after all, it is more important that the nation shall win battles than know about the victories won as fast as pencil and pad and the electric spark can flash the news from the front to the home city.

CONSIDERATION FOR CORRESPONDENTS.

But they can, and they will, like earlier schools of war reporters, rise above seemingly insuperable difficulties, and I can say personally from my own knowledge of Generals Wood, Bliss, Bell, Edwards and Funston, that the men who are likely to have most to say about the conduct of the American land campaign will not be found inconsiderate of the war correspondent where legitimate courtesy is compatible with their duty to the nation at large and their responsibility for the lives of the thousands of troops dependent upon their caution, as well as their capability and courage.

Generals Wood, Bliss, Bell and Fun-

ton are prime favorites with the craft. They will not make conditions more irksome than is absolutely necessary.

In one respect, reporting a war is just the same as reporting any big happening in the piping times of peace. You are there, to get the news, and as the Kansas editor explained, "you get it." Sometimes you don't, but don't let that feaze you. The most heartrending instance I know of going right after the news and not getting it concerns a brilliant young American newspaper man who died a couple of years ago at Shanghai, China—James Reed Hull, of St. Paul, Minn.

"Jim" Hull, as he was known from north to south of Asia, was the type of American war reporter that would fit equally well between the covers of a society romance and the pages of a dime novel. He was big, almost cherubic in his looks, an eternal optimist, full of grit all over his six feet three—could ride, shoot, and write equally well. He had run away from home and enlisted under age, to be present with the Minnesota regiment when the boys in blue and khaki crossed Malate field in 1898, and Colonel Harry B. McCoy, of the Colorados, raised the Stars and Stripes on the bastion of Fort Santiago at Manila.

"JIM" HULL'S ADVENTURE.

Between the Philippine insurrection and the day when Baron Rosen was given his passports on the outbreak of the Russo-Japanese war, "Jim" Hull reported a series of little wars, and he expected to be chosen for field work by one of the big American or European newspapers. He was overlooked, as will be not a few good men who think themselves specially qualified to report this new war. But he was not discouraged.

He managed to get aboard a tramp steamer that was leaving Manila for Shanghai. At Shanghai he talked the captain of another tramp into taking him over to Nagasaki. At Nagasaki he talked himself into transportation to Tokio. The stars of the world's war reportorial talent were then foregathered in the Imperial hotel at the Japanese capital. "Jim" Hull failed to connect, and when, at last the Japanese foreign minister reluctantly handed the duly accredited newspaper representatives their permits to join Kuroki's column on the way to the Yalu, James, despite his huge bulk, managed to make one of the company without attracting undue notice.

WAY OF LITTLE BROWN MEN.

The banks of the Yalu were reached and the morning of the battle dawned. The Japanese field staff officers, careful to the least detail, mustered the correspondents, examining the credentials of each. James presented his smiling face. It was all he had to show.

"Very sorry," said General Kuroki's staff officer, "you have very pleasant journey back to Seoul."

Now, James was not looking for a pleasant journey back to Seoul. The

way from Tokio had been hard and full of difficulties and dangers of discovery. The spick and span little brown men were burnishing their weapons and looking hungrily down into the valleys and broad stream of the Yalu, which was soon to run with Muscovite and Nipponese blood. An hour or two more, and the big guns would roar out the opening of an engagement whose echoes would encircle the globe.

HUNGRY FOR THE FIELD.

James was as hungry for the smoke of battle as the most eager rifleman from Kobe or Kyoto.

"Very sorry," insisted the staff officer. "Seoul pleasant place. No plenty much fight in Seoul."

James was given a fresh mount, and a Japanese patrol took charge of him and saw to it that he was returned to the old capital of Korea, then only of interest to the newspapers as a mobilization base of not very great importance.

But he did not go back without making more than one attempt to elude the patrol and see the big fight. As a matter of fact, he escaped from the patrol, and was stood up against a mud wall about to be shot as a spy when a Japanese girl, who knew a little English, saved his life with the magic words "American newspaper writer fellow." And he wrote one of the best stories of the battle of the Yalu that got into print.

He had the local color and he tripped over opportunity in the person of a Japanese staff officer whose friendship he had won by his pluck and persistence. Luck was also with him in the shape of a cable station where the censor was temporarily out of commission. He did not see the battle, but he landed the story of the battle, and that is primarily what the war reporter is there for.

VALUE OF INDIVIDUALITY.

Individuality always counts. Individuality will count in getting the big news first and in handling it best during this Mexican war. The man who knows how to win and retain army friendships will always get the better of any barrier in the shape of army regulations. He will overcome obstacles by going to meet them.

The Englishman, Winston Churchill, brilliant as a cabinet minister, but far more famous and more popular as a war reporter, has been criticised by many of his inferiors for allowing himself to be captured in the armored train disaster; but in breaking out of Pretoria jail and giving to his newspaper, the London Morning Post, the first real news of what was going on among the Boers, did he not more than justify his apparent foolhardiness?

This is going to be the war of the wireless and the birdmen. I venture to say the big managing editors who are up to the minute in covering epochal assignments are thinking more seriously of the wireless and aeroplane experts than they can win for their plans to secure the most record-breaking war service than they are bothering about live "news noses" and facile phrase-makers. There will doubtless be wizard wonder-working aplenty in the rapidity of getting the latest details from the front to the plates by means of the wireless and the aeroplane.

In the strict performance of their duty, generals and colonels may threaten to bar field correspondents, but inwardly they will be all just as eager as the war reporter to see on the first page of news sheet the story telling how the fight was fought and won.

"THE NATION'S NEEDS FIRST."

A few of them, like General Bell, can think as newspapermen as well as from the viewpoint of the professional soldier. So long as the war reporter bears in mind "the nation's need first," and after that only his loyalty to his paper and his public, he will have nothing to fear in courtmartial or censorship. He will have in his advantage a great big theatre of war as broad possibly as that of Napoleon's titanic contest with Kutusov, with opportunities in the way of filing and accelerating the delivery of

(Continued on page 985.)

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: 200 Fifth Avenue
CHICAGO: PHILADELPHIA.
Peoples' Gas Bldg. 924 Arch St.

WOMEN

Read The New York Evening Post, because on all great questions which pertain to their welfare, it is The Evening Post policy to talk to and for big groups of women—the organizations that list members by the thousands and are banded together for progress

Because of The Evening Post's editorial attitude and its care in recording events and announcing future meetings, the suffragists have come to regard the paper as almost an official organ. It gives the "Antis" a show, too, and its news columns extend equal courtesy to both sides.

When advertising to women consider The Evening Post

3 cents daily—5 cents Saturday, including illustrated Magazine.

The Evening Post Especially Saturdays

The Globe

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

Net paid circulation for year ending March 31, 1914
146,669

The Globe
And Commercial Advertiser.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.
Special Representative
118 East 28th Street New York City

The Jewish Morning Journal
NEW YORK CITY
(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for the year ending Dec. 31, 1913, was **96,345**

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

The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.

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

Make Classified Advertising Profitable

Do you now get classified patronage for your paper by reducing your rates?

It is wrong to have to offer Bargain Rates to get classified business.

Create a Classified Medium that is fifty per cent. better than it now is and then you will get a half more business without reduction of your rates.

An effective medium plus an efficient classified working force solves the classified problem.

THE BASIL L. SMITH SYSTEM

builds effective classified mediums and makes efficient classified working forces

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

STUDENT CONFERENCE.

Editors of College and University Publication Hold Second Annual Session at Pittsburgh University—Subjects of Topics Discussed—E. J. Stackpole on "Newspapers and Workers"—Other Papers Read.

The second annual conference of student editors of university, college and high school publications is being held at the University of Pittsburgh as this issue of the EDITOR AND PUBLISHER goes to press.

The opening session was held yesterday afternoon, with Frank C. Bunting, president of the Middle Atlantic Association, as the presiding officer. The address of welcome was delivered by Dr. J. T. Holdsworth, dean of the school of economics, University of Pittsburgh.

The subjects considered by the several speakers were as follows:

"Seeking the News," "Should there be a Faculty Advisor?" "Problems of the Makeup Editor," "The Psychology of Interviewing," "The Problem of Special Features," "Alumni News and Circulation," "How to Overcome the Suppression of Important News by Faculty Members."

THE EVENING SESSION.

In the evening Prof. Willard G. Bleyer, director of the department of journalism, University of Wisconsin, delivered an address on "Making College Publications Worth While," and E. J. Stackpole, publisher of the Harrisburg Telegraph and president of the Pennsylvania Associated Dailies, spoke on "Newspapers and Newspaper Workers."

Mr. Stackpole in the course of his remarks said:

"There is a new day dawning for our profession and instead of the influence of the newspaper declining it will be even more potential than ever before in the history of the craft. It is going to take its proper place in the very forefront of the activities of the American people. Schools of journalism are going to train the graduates of our higher educational institutions to stand shoulder to shoulder with those who climb from the very bottom, and the ethical side of journalism as differentiated from its purely news-gathering phases will have increasing consideration.

"Grave problems now confront the United States and are pressing for solution. An intelligent, patriotic and courageous press will have a large part in this readjustment of our national institutions to our national needs. You, of the new day, will be privileged to see great things in the expansion of a profession which is destined, under wise and discerning leaders, to exercise upon the future of the Republic tremendous influence for good or ill. Which it shall be must depend in large measure upon the character of the training in the schools of journalism and in that most cosmopolitan of all universities—the school of the reporter.

SHINING EXAMPLES OF SUCCESS.

"The late George F. Baer, president of the Reading Railroad company, who was a reporter in his youth; Frank A. Vanderlip, president of America's biggest bank, who graduated from a newspaper man to his present position, and scores of other leaders in the industrial, financial and business world, had the ground work of their training on the newspaper, and I have seen one after another of those who had made good in this profession called into responsible places in other fields of endeavor, where their fitness at once qualified them for important and delicate duties. Mark Twain, Bill Nye and most of the other famous American humorists likewise began their fun-making on the country weekly, and these have left their lasting impress upon the newspapers of the United States which radiate, as nowhere else in the world, the wit and humor of the people.

"There is a prevalent notion in some quarters that the newspaper's chief function is that of the common scold; that it lacks spice unless the pages from day to day reek with denunciation and

abuse; that it is deficient in courage when it fails to attack energetically every individual or business interest who or which happens to run counter to the alleged policies of the publisher. This is an obvious weakness and unless and until this class of newspapers change front the higher development of the profession is bound to be retarded.

PRACTICE THE GOLDEN RULE.

I believe the publisher and the individual alike should practice the golden rule. There is no excuse for making the newspaper the scandal-monger of the community. We know there is more of good than of evil and the printing of the pleasant and helpful things, the crushing of pharisaism and the looking upon the bright side must inevitably, though unconsciously, transform whole communities.

"Far be it from me to indulge in pessimism—there is no reason for that—but in all seriousness I want to say that the conviction is forced by the logic of events that the signs of the times point unerringly to a transformation in our national life which may involve during the next few years—within the decade, perhaps—such a test of our American institutions as shall call forth the highest devotion and patriotism of our people. And the newspaper must be ready against that day. It can not shirk its responsibility and it should even now be preparing for the performance of a task that is almost certain to require unflinching courage, clearness of vision and soundness of judgment.

"Having worked with the workers and touched elbows with publishers and writers in town and city, the conclusion is irresistible that upon the newspaper depends in large measure the solving of the titanic problems which confront this nation. We must heed the call, and let me adjure you young men who are earnestly preparing for this work to gird on your armor that ye may be able to withstand the evil day, and saving done all to stand; your joins girt with truth and having on the breastplate of righteousness."

TURNED OUT FOR EDITORS.

J. Clyde Oswald Tells of the Texans' Hospitality and Enterprise.

J. Clyde Oswald, editor of the American Printer and retiring president of the National Editorial Association, returned to this city Tuesday from Texas, after a week's tour of the important cities of the Lone Star State, following the convention in Houston. He was enthusiastic in his praise of the Texan folk and their enterprise.

"They never did let go," Mr. Oswald told a representative of THE EDITOR AND PUBLISHER, "it was work until sundown and then banquets and entertainment until early dawn. I have visited every town of over 50,000 in the United States and nearly every state, as a chronic convention goer of more than twenty years, yet nowhere have I met with such hospitality or such progressive people, as those of Texas.

"Few people in the East have a true conception of the enterprise of citizens of the frontier state," continued Mr. Oswald. "The cities are splendidly laid out and the educational institutions in each would rank high even in the Empire state. But what impressed me, almost as favorably, was the bevy of beautiful college girls that greeted us in each town.

About 200 editors attended the sessions of the association at Houston and nearly 150 made the tour of the state. Hospitality was rampant everywhere, said Mr. Oswald, and there were no lagging moments. He told of an editorial yell that was concocted by the visitors and how, in many cases, the editors outshouted the college boys.

The Trenton (Tex.) Tribune has erected a new home for the plant.

The semi-official Journal des Debats of Paris recently celebrated the 100th anniversary of its birth.

HEADS AD MEN'S LEAGUE.

Harry Tipper Elected President at Last Meeting of Season.

The Advertising Men's League of New York held its last regular meeting of the season at the Aldine Club Rooms on Thursday night, at which the following officers and directors were elected for the ensuing year: President, Harry Tipper, the Texas Co.; Vice President, C. C. Harn, the National Lead Company; Secretary, Fred A. Dibble, Harris-Dibble Company; Treasurer, David D. Lee, publishers' representative. Directors: Lewellyn E. Pratt, John Clyde Oswald, Wiltam H. Ingersoll, Harry D. Robbins, Frank L. E. Gauss, Mason Britton, Manly M. Gillam.

The meeting was one of the most successful in the history of the organization. About two hundred members and guests sat down to dinner. President W. H. Ingersoll was the toastmaster. The speakers were: Lincoln B. Palmer, manager of the American Newspaper Publisher Association, who talked on the subject of "Free Publicity," Dr. Talcott Williams, director of the Pulitzer School of Journalism, and James Schermerhorn, proprietor of the Detroit Times.

The Association had as its guests the members of the Vigilance Committee of the Fifth Avenue Association of the City of New York. The president read the report of J. Sullivan, the chairman of the "On-to-Toronto Committee," who stated that arrangements had been made for a special train on the New York Central Lines and that the cost would be about \$40. It will be necessary to have two to four persons occupy a room and that eighty-five rooms at the King Edward Hotel at Toronto have been set aside for the New York Advertising men's League. The "On-to-Toronto" Committee will open offices this week at Suite 771, Fifth Avenue Building.

A touching incident of the Dinner was the retirement of President William H. Ingersoll, after having served the organization as President during the past seven years. He was given a rising vote of thanks for his untiring labor and labor in behalf of the organization, and was quite overcome in responding.

Dean Walter Williams in Japan.

Dr. Walter Williams, dean of the Missouri University School of Journalism, spent the last two weeks of April in Tokyo, Japan. He is on the last laps of his year's tour of the world, for the purpose of studying methods of journalism. One of the many interesting conclusions which Mr. Williams has reached is that the American newspaper of the future will be a combination of present British and American journalistic ideas. He believes that the American newspaper, while retaining its present characteristics of typographical style, will become more conservative in handling news.

Bill Against Prize Competitions.

A bill prohibiting newspaper prize competitions has been introduced in the House of Commons at London. The measure provides that any person conducting any newspaper or periodical prize competition within the meaning of the act, or publishing any advertisement or announcement offering a prize in any such competition, shall be liable to imprisonment with or without hard labor, or to a fine not exceeding \$500, or both. Prize competition is defined as a competition in which prizes are offered to successful competitors, or in which competitors must have acquired a copy of the paper, or in which a coupon is provided for use in connection with the competition.

The publisher of the Bemidji (Minn.) Sentinel makes use of a figures and motto which ought to serve as inspiration to the staff. There is a sentinel and underneath him the words: "On duty for you."

WESTERN RESERVE FACULTY.

Names of Those Who Will Conduct the University's School of Journalism.

Practical newspaper men of recognized reputation from Cleveland and Columbus have been selected to complete the faculty of instruction in the School of Journalism, Western Reserve University, which begins its work next September under the direction of the recently appointed dean, Harry F. Harrington, who has been head of the courses in Journalism at the Ohio State University.

President Charles F. Thwing this week announced the appointments authorized by the board of trustees of the university, as follows: Benjamin Karr, chief editorial writer of the Cleveland Leader; Eric C. Hopwood, managing editor of the Cleveland Plain Dealer; George Smart, editor of the Iron Trade Review, Cleveland, formerly in newspaper work at Cincinnati, Columbus and Washington; Theodore T. Frankenberg, staff of the Ohio State Journal, and James Harrison Donahey, cartoonist of the Cleveland Plain Dealer. These men will direct a practical newspaper plant. Students who enter the School of Journalism will be given an intensive course of practical and theoretical work which, it is believed, will turn them out ready for active newspaper service anywhere in the United States.

Benjamin Karr, for many years the chief editorial writer of the Cleveland Leader, is appointed Lecturer in Editorial Writing. His early newspaper work began in 1881, included brief experience on the financial (market) page, at the telegraph desk and in reading exchanges. He has been a contributor to various magazines and other periodicals.

Eric Clark Hopwood, managing editor of the Plain Dealer, and George Smart, formerly Washington correspondent for the Cleveland Plain Dealer, and latterly editor-in-chief of the Iron Trade Review in Cleveland, are appointed Lecturers on Journalism.

Theodore T. Frankenberg, of the staff of the Ohio State Journal, and for a short period managing editor of the Toledo Times, is appointed Instructor in Journalism.

James H. Donahey is appointed Lecturer in Cartooning and Caricature. Mr. Donahey has been cartoonist on the Plain Dealer for the past fifteen years. In addition to his work there, he has for years been instructor in the Cleveland School of Art, and has drawn extensively for magazines and other publications.

Professor Clayton King Fauver, of the School of Law, Western Reserve University, is appointed Lecturer in Laws of the Press.

Oldest Canadian Papers.

The oldest Canadian newspaper is the Quebec Chronicle, which was founded away back in 1764, just 150 year ago; next in order being the Montreal Gazette, founded in 1778. These two are older than the New York Globe, which comes third on the continent. Some other Canadian newspapers have reached—the interesting age which requires three figures to record it, such as the Kingston Standard, founded in 1810; Montreal Herald, 1811; and the Acadian Recorder, 1813, of Halifax. The Kingston Standard is therefore the third oldest paper in Canada, and the oldest in the Province of Ontario.—Stratford (Can.) Herald.

N. Y. Globe Staff's Dinner.

Members of the editorial staff of the New York Globe, numbering nearly one hundred, gathered at the Claridge Hotel Saturday for the second annual dinner. The souvenirs included a miniature newspaper, the Globule, which was found at each man's place and contained many clever skits and good-natured burlesque. A vaudeville bill, including dancers from the Winter Garden, and George MacFarlane of "The Midnight Girl," was rendered during and after the dinner.

WASHINGTON TOPICS.

Secretary Daniels Lectures Correspondents on Newspaper Ethics—Supreme Court to Pass on Tribune Contempt Case—Writers' Section in Suffrage Parade—"Fake" War Stories that Cause Much Trouble.

(Special Correspondence.)

WASHINGTON, D. C., May 6.—Secretary Daniels gave the newspaper men a mild lecture on newspaper ethics last week.

"Newspaper reports of a bombardment at Manzanillo," said he, "which were published in some of the papers Thursday morning, without confirmation and in spite of a positive assurance from the Secretary of the Navy, Wednesday night, that the rumor could not be true, have been entirely disproved by a telegram received from Admiral Howard, in charge of the ships on the west coast of Mexico."

The Secretary made a personal request to the press to regard all reports of a sensational nature with extreme suspicion if not confirmed by dispatches received at the Navy Department.

DANIELS MAKES PERSONAL PLEA.

Every happening of the slightest interest, he said, is being given out promptly by the Department, and the Secretary expressed the hope that rumors will be carefully investigated and confirmed before being published.

The Secretary thanked the newspaper men for the care they have exercised so far, and explained that a failure to hear from the west coast of Mexico during the day does not indicate either that anything serious has happened. Communication with the west coast is largely by wireless, and unless something of a startling nature occurs, dispatches are held until after midnight, when the atmospheric conditions are favorable.

Whether newspaper reporters and editors may be compelled to reveal the source of their information will be determined upon by the Supreme Court in a case filed with it May 7. It is an appeal by George Burdick and William L. Curtin, of the New York Tribune, who were held in contempt of court for refusing to inform the Federal District Court in Southern New York the source of their newspaper articles about a grand jury investigation of a smuggling case.

WRITERS IN SUFFRAGE PARADE.

One of the interesting sections of the Suffrage Parade on May 9 will be the writers' section, of which Mrs. Herman E. Gasch, well known by her pen name, Marie Manning, is chairman and organizer. In no previous Suffrage demonstrations have so many prominent women writers been marshalled.

Among those who have signified their intention of participating are Zona Gale, recognized as one of the highest-paid fiction writers of the country; Edna Kenton, the first and only writer who has been able to get Suffrage essays into the Century Magazine, where several brilliant contributions from her pen were printed last fall; Helen Reimen-Snyder Martin, known for her stories of Pennsylvania folk, particularly "Tilly, the Mononit Maid"; Mme. Van Sanaan Algi, who writes under her maiden name, Marie Goeschius; Adelaide Fairbanks Timmons, daughter of the former Vice-President and wife of Lieut. Timmons of the Navy; Rheta Childre Dorr, Marguerita Spaulding Gerry, Constance Leupp, Alice Duer Miller, Mrs. Norman Whitehouse, Gertrude Hamilton, Mary Brush, Winifred Mallon, Roberta Bradshaw, and Mrs. Earle.

FALSE WAR RUMORS.

A few days ago somebody in Washington started a story that the battleship Florida of our fleet at Vera Cruz had been blown up as the Maine was at Havana. The story was traceable to no source yet. Because it started in Washington it was sent all over the country as one of the unconfirmed reports which might or might not later prove true but which was perfectly certain meantime to increase the restiveness of the public. The Washington Times

commenting upon this and other such instances remarks:

"The manufacture and circulation of false reports, with deliberate purpose of affecting the public mind or the international situation might well be given some official attention. Well-intentioned newspapers that want to give the news and all the news have the keenest concern in behalf of guarantees that liars shall be discouraged."

Interest in the Mexican situation, as it is being handled by Congress, is bringing many out-of-town newspaper men here. Among those who watched the proceedings in the Senate and House this last week were the following recent arrivals in Washington.

Ernest Bross, managing editor of the Indianapolis Star; B. F. Lawrence, Indianapolis Star; Marshall Ballard, managing editor, New Orleans Item; James M. Thompson, owner, New Orleans Item; John Carberry, Boston Globe; Mr. Norton, Boston Post, and James H. Caine, Asheville Citizen.

WILL THEY GET THIS OVER?

(From the A. N. P. A. Bulletin.)

Shimansky and Gall are the two names printed on the letter paper of the United Press Association of Cleveland, which deals in special news services, etc.

From their letter addressed to an editor we learn that Elbert Hubbard of East Aurora fame has prepared a remarkable series of news feature articles giving an intimate insight into the personalities and organizations behind nationally advertised products under the title: "Behind the Scenes with Great American Advertisers." Behind the scenes would seem to be a very appropriate title. Suppose we raise the curtain and then suggest that in this new stunt may be found a press agent feature that should earn applause for its ingenuity.

(1) Fra Albertus writes about the personalities and organizations behind nationally advertised products.

(2) The United Press Association, whatever that may be, and all we know of it is that it seems to be composed of Shimansky and Gall, offers this remarkable series of news items to you for publication, absolutely free. The only restriction they place on it is that but one article will be released for publication each week.

Shimansky and Gall, anticipating your disappointment at not being permitted to run their free stuff every day, and being apparently generous and good natured sort of people, draw the sting from the restriction by offering also to furnish you plate or matrix free of all cost, and besides all that they also give you the first chance to secure these splendid articles for exclusive use in your town.

Showalter May Edit Two Newspapers.

William J. Showalter, newspaper syndicate writer of Washington, has been elected editor of the Staunton (Va.) Daily News to take the place made vacant by the death of Major Richard C. Weightman. Mr. Showalter, who is a native of Rockingham county, was recently elected editor of the Harrisonburg Daily News-Record to succeed Alexander Forward, who resigned to become private secretary to Governor Stuart. It is probable that Mr. Showalter will continue his residence in Washington, from which point he will edit both the Harrisonburg and Staunton papers.

Gives Detailed List of Subscribers.

A novelty in the way of circulation statements is that issued by the San Jose (Cal.) Mercury Herald, which submits in pamphlet form the names and addresses of its eleven thousand subscribers. An expert examination of the circulation books of the Mercury Herald is thus rendered needless, and advertisers and prospectives may easily examine into the size and quality of the paper's circulation, as definitely tabulated in this pamphlet.

The capital stock of the Rough Notes Company, Indianapolis, has been increased to \$15,000.

Harwell, Cannon & McCarthy

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The Observer Company

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J. V. SIMMS, General Manager

Charlotte, N. C., May 6, 1914.

Harwell, Cannon & McCarthy,
Times Building,
New York, N. Y.

Gentlemen: I wish to express to you my sincere personal thanks and also the thanks of the Board of Directors of The Observer Company for the splendid and up-to-date businesslike manner in which you handled the sale of The Evening Chronicle for us.

Your methods of doing business are certainly the very highest, and everything was handled in the most satisfactory way from the beginning of the negotiations to the closing of the deal. It has certainly been a pleasure to us to have done business with you, and we extend to you our very best wishes for the future, and if we can ever be of service to you in speaking a good word for your methods of doing business, will take great pleasure in doing so.

Yours very truly,

THE OBSERVER COMPANY,
(Signed) J. V. Simms, General Manager.

Harwell, Cannon & McCarthy

Newspaper and Magazine Properties

TIMES BUILDING NEW YORK

I. C. M. A. CONVENTION PLANS.

Huge Burgee to Float from Mast Head of Steamer Noronic.

One of the interesting features of the forthcoming convention of the International Circulation Managers' Association will be the presentation to the organization of a beautiful burgee. It is 24 feet long and carries in white the letters "I. C. M. A." on a blue field, the latter bordered in red. This beautiful flag was presented by Col. Louis Annin Ames, and will not only fly from the masthead of the Noronic on the tour of the Lakes, but, in the future, will also float above the hotel at which later conventions will be held.

A unique feature in connection with the acceptance of the flag will be the raising by the member who has traveled the greatest distance to attend the convention.

Through the courtesy of H. R. Charlton the stereopticon and motion pictures used by the late Cy Warman will be shown during the tour of the lakes to be made by the I. C. M. A. members. The title of the lecture is "Building a Nation Next Door."

J. M. Schmid, of the Indianapolis News, chairman of the Program Committee of the I. C. M. A., expects to supply the members, in a very few days, with a list of the interesting trade topics to be discussed at the convention and the members to whom addresses are assigned.

An effort is being made by the entertainment and local Detroit committees to take the delegates, who will stop over at Detroit, through one or more of the big automobile factories, enabling the members to watch the methods of construction.

Charles O. Smith, manager of the Port Arthur (Ont.) Evening Chronicle, and publicity commissioner for the Board of Trade, is handling the plans for the entertainment of the circulation managers who are to visit Port Arthur and Fort William June 15.

PRESS ASSOCIATIONS.

The Florida Press Association held its 35th annual convention at Fort Myers, last week. Vice-President Marshall was an honored guest at one of the sessions. The following officers were selected for the ensuing year: President, R. J. Holley, Sanford; vice-president, C. O. Codrington, De Land; secretary, T. J. Appleyard, Tallahassee; treasurer, J. W. White, Jacksonville; national committeeman, J. H. Humphries, Bradenton. Miami was selected as the next place of meeting. Vice-President Marshall and Col. William B. Haldeman, of the Louisville Courier Journal and Times, were elected honorary members.

The largest April gathering in the history of the Boston Newspaper Club was held last week at the Boston Yacht Club, with more than 35 present. Among the guests were R. Hathaway and A. H. French, of the Associated Press; J. S. Hathaway, New England manager of the White Company; Arthur Kerrigan, of the Journal, and L. L. Winship, of the Globe.

The Brooklyn Press Club announces an informal dinner, May 21. Meier Steinbrink, formerly Republican candidate for Attorney General, will be the only speaker of the evening. He will talk on "The Law of Libel." He is considered an authority on this subject. The club's entertainment committee, of which Fred S. Stone is chairman, is in charge of arrangements.

At a meeting of the Board of Governors of the Reading Press Club last week, Daniel H. Latus was elected president of the organization, to succeed Paul M. Reed, resigned. Edward J. Deininger was elected vice-president, which position was formerly held by Mr. Latus. Earl M. Reed was elected a member of the board of governors.

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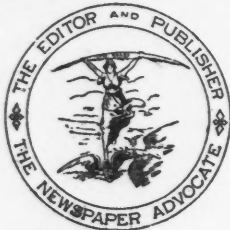
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THE EDITOR AND PUBLISHER AND JOURNALIST

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AND ADVERTISING AGENTS

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Editor; George P. Lefler, Business Manager.

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

New York, Saturday, May 9, 1914

UNIVERSITY AID TO EDITORS.

The University of Kansas is taking the lead of all other State institutions in providing practical aid for the editors of its newspapers. Mr. Merle Thorpe, who is at the head of the Department of Journalism, two years ago came to the conclusion that his department ought to do something more than teach ambitious young men the fundamentals of newspaper production.

He believed that it should also help the editors of the 632 weeklies, the 12 semi-weeklies and the 69 dailies of the State. He had an idea that the university might furnish them information upon a variety of subjects in which they were interested, such as the best methods for securing and handling subscriptions and advertising; the most serviceable forms of keeping track of costs in job work; the best kinds of presses for doing certain kinds of printing, etc.

And so his department went to work assembling all kinds of information that might be helpful to the editors and then invited them to make use of it. That was the beginning. Subsequently Mr. Thorpe organized a cost congress, which was attended by many of the editors and printers of the State. He established one or more type-casting machines at the university and invited the publishers who had antiquated or worn-out fonts of type to ship them in and receive in return brand new type of the most approved faces, the only expense attached being the actual cost of casting and the shipping charges.

His latest, and, we believe, the best of all plans to serve the editors, is the organizing of a conference of journalists, to be held at Lawrence next week. Arrangements have been made for the presentation, on four days, of courses of instruction on news presentation, advertising, circulation plans, and costs, consisting of lectures by experts. In addition vital subjects connected with newspaper work will be discussed by some of the foremost editors of the country.

Three hundred editors have signified their intention of attending the conference. That they are going to Lawrence to work is indicated by the character of the program published elsewhere in this issue of THE EDITOR AND PUBLISHER. Instruction begins at 8 A. M. and continues until late in the evening. There will be no entertainments, no excursions, no time-stealing events to interfere with the prescribed courses of study.

It is safe to assert that when the editors return to their desks they will carry with them ideas and suggestions that will enable them to produce better and more profitable newspapers and be in a position to render the communities in which they reside infinitely better public service.

TWO INTERPRETATIONS OF AN AD.

We have received a letter from the Barkleaf Extracting Company, of Cincinnati, asking our opinion of an advertisement of the Ladies' Home Journal, the display part of which reads as follows:

"Am the Most Fortunate Man Alive."

"And he was a physical wreck at 40. Now he is 65, and by sticking to just two rules he fairly bristles with health. You know him. Almost everybody has heard of him. And every man and woman can do what he has done. 'I never have a headache: nor a pain.' It is worth reading—this remarkable story by a remarkable man, in—

"In our estimation," says the writer, "this is nothing but a 'weak men' ad, such as has been discredited by every newspaper in the United States, and if the proprietary medicine manufacturers ran anything as bad as this they would be condemned right and left.

"We believe the New Orleans Item is in the same boat, for they object to package medicine advertising and then, to make up for the loss of this, run from ten to fifteen beer and whiskey advertisements."

All of which is interesting reading. In our opinion the advertisement of the Ladies' Home Journal is not as objectionable as our correspondent infers. There are a number of things that will make a man "a physical wreck at 40." In most patent medicine advertising one only is meant and that is not generally talked about in mixed company.

In the Ladies' Home Journal ad, a periodical published by one who is extremely careful to guard the morals of his readers from anything that would even suggest an infraction of the rules of right living, and who, in considering advertising submitted for insertion in its columns, is apt to be overcritical, it is only fair to assume that the language used was carefully chosen and referred only to the condition indicated by the phrase "broken down by over work."

THERE'S ALWAYS A WAY OUT.

We have at various times recorded the ingenious methods employed by newspaper publishers when confronted by seemingly insurmountable obstacles. The use of a motorcycle or an automobile, for example, to run a press when the electric or gasoline power has been accidentally cut off, is a common occurrence, and most of us can instance other first-aid methods adopted in emergencies. Then there are the hazardous feats accomplished by the reporter in his quest for live news.

But it has been left to the management of the Charleston (W. Va.) Gazette to show that necessity is not only the mother of invention, but may prove, also, a benign sister. The Gazette folk found themselves stalled one day recently, when the steam table was found to be out of commission for lack of steam. The boiler refused to work. Did the publisher wring his hands and order up the sign "No paper to-day, boiler indisposed"? Not by a jug full! True to his craft he summoned the staff together and they considered what was to be done.

A young reporter (probably a cub) who had just returned from a fire assignment, suggested that they call out the fire department. They did. The "chief" came, and also the steam fire engine, which was at once pressed into service and the paper gotten out on time.

EDITORIAL COMMENT.

Are you perfectly satisfied with the amount of general advertising you are now carrying? If not, read this paragraph, as it will tell you how you may increase your income in this direction. THE EDITOR AND PUBLISHER, which is devoted to the newspaper and advertising fields, each week contains a column or a column and a half of "Tips for the Ad Manager," which consist of paragraphs about contemplated advertising campaigns or campaigns that are being started, inquiries in regard to rates, etc. The names of the advertisers and those of the agents handling the business are given, so that in case you may want to write to any of them for advertising contracts you can do so. Every week you will find among these tips from one to a dozen that are worth following up for new business. The amount you get out of them depends upon your

medium and the arguments you put up to the advertiser. You may write a dozen letters and not get a nibble, but the very next may help land a fat contract. We can furnish you the names of publishers who have obtained from \$600 to \$5,000 worth of business in this manner. A \$2 subscription to THE EDITOR AND PUBLISHER is all that it will cost you to have the benefit of our tip service. Send in your \$2 today.

Wonders will never cease. The unexpected will happen sometime although the period between such performances may be very extended. Miracles still take place and sensations and shocks are still with us. Listen ye editors who daily give three pages of space to the national game, and receive in return two agate lines of advertising. Listen to this, and hold your breaths. A Chicago daily a few days ago contained a half-page ad of the Federal League Baseball Club's opening game. Think of it—a half-page ad from a baseball club—and paid for. Several New York advertising managers have procured copies of the ad, and have framed them and hung them up as curiosities. If publishers would get together and agree to print only a stickful of final scores daily they would soon see the baseball magazines rushing to the office with copy for half-page ads in one hand and checks in the other.

ALONG THE ROW.

TO THE ART DEPARTMENT.

Brush up the cuts of pretty girls
With scarcely any clothes;
The summer season's close at hand,
So half-tones that disclose
The charm of women unadorned
Should handy be to reach,
To picture near "September Morns"
Parading on the beach.

MORE ACTION.

There seem to be a good chance of having the war correspondents sent from Mexico to Colorado.

BOTH.

Upton Sinclair appears to be a Socialist on principle and also on space.

FROM THE FRONT.

Vivid pictures of the war in Mexico are now being taken in Prospect Park, Brooklyn by "Our Staff Photographer with Gen. Funston in Vera Cruz."

SURE THING.

We love an ad that tells the truth,
Here's one on which our trust we pin:
It is from Hillside Farm and reads,
"Summer Boarders Taken In."

WHY NOT HAVE IT RIGHT.

Some of the cartoonists ought to study the American flag. They are making it with anything from six to twenty stripes.

SAME GENERAL APPEARANCE.

If it wasn't for the names it would be hard work to tell a map of Mexico from one containing the auto roads of Long Island.

SURE THING.

Soon the city editors of Mexico dailies will receive little stories telling what nice people the Americans are, after all marked—"B. O. Must."

IT PAYS, YES IT DOES.

A duck, when she has laid an egg
Goes quietly away,
But when a hen has done the same
She cackles forth Hooray!
And makes an awful racket too,
You see the hen is wise,
Because she's on to the fact
It pays to advertise.

Demands for hens' eggs, they are great,
While duck eggs they stay in the crate.

TOM W. JACKSON.

PERSONALS.

Oswald Garrison Villard, president of the New York Evening Post, was the chief speaker at the conference of the National Association for the Advancement of Colored People, in Baltimore, Monday. He said that he believed the solution of the negro problem rested with what Southerners termed "interlopers from the north."

Walter H. Page, American Ambassador to the Court of St. James, and former editor of the World's Work, was the principal speaker Monday at the annual dinner of the Royal Literary Fund in London. He dealt with the lives of famous writers and declared that gambling paid better than writing.

George G. Booth, head of the Detroit News and the Grand Rapids (Mich.) Press, with his family is expected home today from Europe, where he spent the winter. He arrived on the Imperator.

Don C. Seitz, publisher of the New York World, addressed the Teachers' Association in Meriden, Conn., last night.

John A. Sleicher, president of the Leslie-Judge Company and editor of Leslie's Weekly, and Grant Hamilton, the chief artist of Judge, are passengers on the Vaderland, the biggest ship in the world, which left Hamburg Thursday on its maiden voyage to New York. They went abroad about a month ago on the Imperator. James A. Waldron, editor of Judge, returned to his desk Monday, after undergoing a serious operation.

R. F. Beasley, editor of the Monroe (N. C.) Journal, and associate editor of the Raleigh (N. C.) State Journal, has severed his connection with the latter publication. He is a candidate for Congress from the Seventh District.

Frank A. Luister, recently proprietor and editor of the Cobleskill (N. Y.) Times, has become city editor of the Gloversville (N. Y.) Leader.

Rupert C. Wright, for the past two years advertising manager for Bertig's chain of stores in Northeast Arkansas and Southeast Missouri, has been tendered the business management of the new paper to be launched in Little Rock, Ark., about June 1.

Jules Hedeman, one of the editors of Le Matin, arrived on La France Saturday, on his way to Mexico to study the situation there and correspond for his paper.

Ervin Elam, formerly with the Hazel Green (Ky.) Herald, is the new editor of the Campton (Ky.) Courier, recently purchased by Ryland Musick, of Jackson.

Willard A. Smith has completed forty-five years as editor of the Charlevoix (Mich.) Sentinel.

GENERAL STAFF PERSONALS.

Robert J. Corrigan, who went to St. Louis in the capacity of circulation manager at the time F. C. Veon and F. B. Warren took over the Star, has resigned to look after the promotion work and circulation management of the St. Louis Times. He succeeds J. D. Watts. Mr. Corrigan began his new duties on Monday.

Jerome Buck, who has been appointed advertising manager of the New York American, was tendered a complimentary luncheon by his friends and co-workers at the Hamilton Club, Brooklyn, on Tuesday, May 5.

F. C. Durrigan, recently of the Boston Journal, and formerly of the Albany Knickerbocker Press, is in New York.

Amy Leslie, dramatic critic of the Chicago Daily News, is in California, writing

stories about San Francisco in the olden days.

John A. Hennessy, long managing editor of the New York Press, returned from Europe Wednesday on board the Olympic. He was accompanied by Mrs. Hennessy and their daughter, Marguerite. They have been abroad for six weeks, touring England and Ireland, where, in Waterford, Mr. Hennessy was born fifty-four years ago. He will take a rest in the country before he takes up any occupation. Mr. Hennessy is a candidate for state controller next fall.

Alfred Hopkirk, city editor of the Englewood (N. J.) Press, and Mrs. Hopkirk, will sail May 15 for a vacation abroad.

J. C. Nuckols has been appointed assistant advertising manager of the Louisville (Ky.) Herald. He was formerly with the Otis Hidden Company.

J. W. Miller, manager of the circulation department of the Winnipeg (Can.) Free Press, has resigned from the paper, and will retire from newspaper work.

T. P. Meyers, well-known among newspaper and contest men, is handling the Portland (Ore.) Rose Festival.

Paul Davis, correspondent of the Brooklyn Eagle, who went to Mexico on the invitation of President Huerta, has had a most exciting experience in the field. In a recent dispatch to the Eagle he gives interesting details regarding his capture and imprisonment with other Americans, gross insults to the American flag, outrages at our consulates and finally of his ultimate escape from expected death.

Thomas D. Murphy, whose term of postmaster of Augusta, Ga., expires in July, is to go back on the Augusta Chronicle, probably as managing editor. He conducted a column headed "Talking It Over," prior to his incumbency of the postmastership.

Marshall Campbell, city editor of the Springfield (Mo.) Republican, has taken the telegraph editor desk on the Joplin (Mo.) Globe.

C. W. Belville, of the Knoxville (Ia.) Express, and Mrs. Belville, will sail on May 19 on the Arabic from Boston for Southampton. He will spend a year abroad.

IN NEW YORK TOWN.

John P. Short of the sporting department of the New Orleans Picayune, called at the office of the Tribune this week to pay his respects to the staff. He walked all the way from the Southern city, a distance of 1,896 miles. He intends to make his way back on a bicycle.

Lloyd F. Whiteside is a new copy man on the Evening Mail staff.

Mr. and Mrs. Roger J. Sylvia, of Brooklyn, N. Y., announce the birth of a son, Robert Osborne, on Sunday, May 3. Mr. Sylvia is with Louis Gilman, eastern representative of the Philadelphia Press.

Irwin Thomas has resigned from the staff of the American to act as private secretary for Mr. Weir, the newly-appointed park commissioner for Queens, during the next three years.

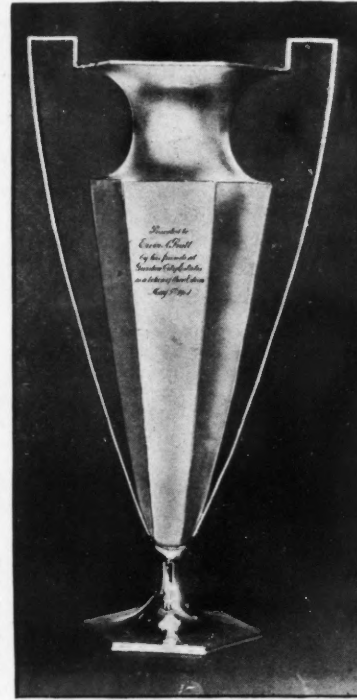
Jonas Platt, formerly rewrite man and editor of the Saturday edition of the Evening Mail, has resigned to become editor of the Department Store, a trade magazine.

Death of Sir James Henderson.

Sir James Henderson, 66 years old, a lawyer and well-known publisher of Belfast, Ireland, died in Belfast May 1. He was managing proprietor of the Bel-

E. A. Pratt Honored by Friends.

The Garden City Estates' friends and admirers of Ervin A. Pratt, superintendent of the Pulitzer Building, gave him a complimentary dinner at the Garden City Hotel, on Tuesday evening. Mr. Pratt has lived in the Garden City Estates for some time and has taken



SILVER CUP PRESENTED TO E. A. PRATT.

much interest in the welfare of the community, to which he has made contributions of time and effort. During the dinner, above mentioned, Mr. Pratt was presented a beautiful silver vase, suitably inscribed. He has been in the service of the paper for 20 years.

fast News Letter and the Belfast Weekly News, and had been an Alderman of the city since 1894. He was the first Lord Mayor of Greater Belfast, being elected in 1898, and in 1904 was elected President of the Master Printers' Federation of the United Kingdom of Great Britain and Ireland.

PUBLISHER'S NOTICE.

Advertising Rates: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

The Editor and Publisher can be found on sale each week at the following newsstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue; and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

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

MISCELLANEOUS

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

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

YOUNG MAN

with afternoon newspaper experience, competent to take charge news and editorial departments of a daily in city of 100,000, can secure consideration for membership in pool being formed to control a property. Must be willing to invest at least \$15,000. Proposition J. S.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

Half Interest Wanted

\$15,000 cash in hand for first payment on half interest in prosperous daily newspaper property. Capable Business Manager with record of big results to his credit, desires to become associated with competent Editor owning other half interest.

Harwell, Cannon & McCarthy

Newspaper and Magazine Properties
TIMES BUILDING (Bway. and 42d St.)
NEW YORK CITY

SITUATIONS WANTED

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

WANTED position as Circulation Manager on evening daily. Formerly city manager on leading paper in 22,000 city. At present Business Manager on paper with 3,000 circulation. A No. 1 references. Have been very successful at building by using system and brains. If you will have any opening between now and July write me. B. X. L., Care The Editor and Publisher.

TO ANY LIVE PUBLISHER ADVERTISING MANAGER

Young and active, one who knows and makes good, now with Daily Publication in Eastern City of Hundred Thousand, would like to get in touch with a live Publisher who can offer a fairly good opportunity and is willing to pay for Value Received. Address V. R., Care The Editor and Publisher.

DO YOU REALLY WANT BUSINESS?

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

CIRCULATION MANAGER

at liberty for position. Thoroughly competent, having had sixteen years' successful experience in all branches of circulation work on big city papers. Middle age. Best of references furnished. Personal interview if desired. Write D 1239, Care of The Editor and Publisher.

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

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

FOR SALE

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

BUSINESS OPPORTUNITY

OWNER'S ILL-HEALTH causes him to consider selling his important trade publishing business. The right man might buy an interest and gradually acquire more until he owned it all. Net profits, above salaries, over \$30,000. Can be bought for \$150,000, one-third cash. Box D 1242, Care The Editor and Publisher.

ADVERTISING MEDIA

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

THE BLACK DIAMOND

New Jersey's
Leading 7 Day Paper
Trenton Times
 More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising . . .

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

Only April Gain in Sunday Advertising
 In April, 1914, THE NEW YORK TIMES was the ONLY New York newspaper to record an advertising gain in the Sunday edition.
 During the four months of 1914 the Sunday edition of THE NEW YORK TIMES gained 53,780 lines over the corresponding period a year ago—the only New York Sunday newspaper to show a gain.
 The advertising rate of THE NEW YORK TIMES—45c. per agate line—with circulation, daily and Sunday, far exceeding 200,000, makes the cost less than 1c. a line for each 5000 circulation—the cheapest, as it is the best, newspaper advertising in the world.

The Catholic Tribune
 (English)
Katholischer Westen
 (German)
Luxemburger Gazette
 (German)
40,000 Circulation Guaranteed

CATHOLIC PRINTING CO.
 Dubuque, Iowa

Buffalo News
EDWARD H. BUTLER
 Editor and Publisher
 "The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
 Foreign Advertising Representatives
KELLY-SMITH COMPANY
 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

If your Product or Proposition is Worthy, tell about it in the
NEW YORK TRIBUNE
 and be fully assured of Satisfactory Response.

THE NEW ORLEANS ITEM
 As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT
 The New Orleans Item.....53,901
 The Daily States.....32,522
 The Times-Democrat.....25,242
 The Picayune.....20,837
 That's why The Item every week in the year carried more paid advertising of any and all kinds.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis



THE EDMONTON (ALTA.) NEWSBOYS' BAND.

NATIONAL COUNCIL OF N. E. A.
 Following is the national council of the National Editorial association, as named at the annual convention in Houston, Tex., last week:
 Alabama.—Jacob Poppeman, Southern Odd Fellows, and William H. Judson.
 Kansas.—I. Byron Cain, Kansas Editorial association; W. W. Glenn, Southwest Kansas association; H. C. Stevens, First District association; Sheridan Plouge, John Redmond, Fourth District association.
 Illinois.—Eugene L'Hote, Milford, Illinois Republican Editorial association; Edward H. Fox, Press club of Chicago; Caroline A. Huling, Illinois Woman's Press association; Ervin F. Kemp, Writers' guild of Chicago; E. H. Childress, South Illinois Press association; Maurice J. Seed, Illinois Press association; John M. Rapp, Illinois Democratic Editorial association; David B. Clarkson, Publishers' club of Chicago; Sherman W. Searle, Tri-City Press club.
 Pennsylvania.—Dietrick Lamade, Pennsylvania State Editorial association; J. H. Zerby, Jr., Associated Dailies of Pennsylvania.
 Missouri.—H. C. Stapel, Missouri Press association.
 Texas.—H. P. Nelson, Texas Press association; Will A. Halford, Northeast Texas Press association; W. A. Johnson, Northwest Texas Press association; Zenas Deer, Gulf Coast Press association; J. S. Daley, Central West Texas Press association; Miss Esther S. MacGugin, Gulf Coast Press association; Charles H. Abbott, Dallas Press club; C. B. Gillespie, Houston Press club; A. N. Justin, Navarro County Press association; Sam P. Harben, Dallas County Press association; Henry E. Ellis, Grayson County Press association; A. S. Baldwin, Austin Press club; C. H. McMasters, Galveston Press club; Charles Barnes, San Antonio Press club; Clarence Ousley, Fort Worth Press club; M. A. Holliday, Texas University Press club; E. C. Vinson, Intercollegiate Press association; Mrs. J. A. Jackson, Texas Women's Press association.
 Minnesota.—Herman Roe, State Editorial association; J. C. Morrison, Northern Minnesota Editorial association; C. E. Wise, North Star Daily association; Fred E. Hadley, Second District Editorial association; E. K. Whiting, First District Editorial association; G. B. Bjornson, Seventh District Editorial association.
 Nebraska.—E. R. Purcell.
 North Carolina.—J. B. Sherrill.
 California.—Mrs. Mary E. Hart, Pacific Coast Women's Press association.
 F. W. Richardson, California Press association; J. P. Baumgartner, Southern California Editorial association.
 Indiana.—W. E. Beeson, Republican association; W. W. Auken, Democratic association; C. H. Neff, Progressive association; J. Ross, Northern Indiana Press association; Mrs. A. D. Moffett, Woman's Press Club of Indiana.
 Louisiana.—Florence Dymond.
 Michigan.—O. Palmer, Northeastern Michigan Press association; Buck Bragdon, Republican Press; Louis C. Cranston, Michigan Press and Printers' association.
 Wisconsin.—C. A. Booth, Wisconsin Press association.
 South Dakota.—W. C. Lusk, South Dakota Press association.
 Ohio.—Ed Rietzel, Ohio Associated Dailies; J. H. Simms, Buckeye Press.
 Colorado.—Guy M. Hardy, Colorado Editorial association; Walter Walker, Colorado Democratic Press association; Lute Wilcox, Denver Press club; Mrs. Klyde Hooper, Denver Woman's Press club; Frank S. Hoag, Pueblo Press club; F. Marvin, Arkansas Valley Press club.
 Tennessee.—John R. Rison, Tennessee Press association; Edward Albright, Middle Tennessee Editors' league; H. B. Linn, East Tennessee Press association.
 Massachusetts.—Joe Mitchell Chappelle.
Edmonton's Big Newsboys' Band.
 The Edmonton, Alta., newsboys have a band that is considered the largest of its kind on the American continent. It was organized and financed by John Michaels, better known as "Mike," who is president of the Newsboys' Union and founder of its club. "Mike" was a New York boy until two years ago and had a stand in Times Square. He now has charge of the distribution department of the Edmonton (Alta.) Journal, and in addition conducts a news stand, carrying papers in seventeen languages.
Students Inspect Chicago Plants.
 Students in the course in journalism at the University of Wisconsin took their annual inspection trip to Chicago to visit newspaper, printing and engraving plants on May 2. Among the places which they inspected are the Associated Press offices, the Chicago Tribune, the Western Newspaper Union plant, the Barnes Crosby Engraving Company, the City Press, and the Chicago Examiner. The party was in charge of Prof. Willard G. Bleyer, head of the course in journalism, and Grant Hyde, instructors.
New Members in the A. N. P. A.
 The Brockton (Mass.) Times, Austin (Tex.) Statesman, Worcester (Mass.) Evening Post, Raleigh (N. C.) News and Observer, New Haven (Conn.) Union, Jacksonville (Fla.) Metropolis and the Geneva (N. Y.) Times have been elected to membership in the A. N. P. A.
Middletown Sunday Call Suspends.
 The Middletown (N. Y.) Sunday Call has suspended publication. The paper was started last February and a new plant had been installed two weeks ago. William F. Bailey, editor and general manager of the Call, is reported to have left the town.

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

THE NEW YORK EVENING MAIL
 It is safe for the advertiser to believe in and use the newspaper the public show they believe in. Send for proofs of public faith in
The Evening Mail
 Average net paid circulation for year ending March 31st, 1914,
Exclusive of Saturdays 133,312
***Including Saturdays 130,364**
 *Saturday 5c. paper.

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

Reach the men and women who can afford to buy advertised products through
THE PITTSBURGH POST
 CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

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

THE PEORIA JOURNAL
 Is the only newspaper in Peoria which opens its books to the A. A. A.
THE LARGEST NET PAID CIRCULATION
 H. M. PINDELL, Prop.
CHARLES H. EDDY, Representative
 1 Madison Avenue, NEW YORK

The Philadelphia Record

ENDORSES

The Monotype

For Economy and Versatility

“After a thorough test of a battery of Monotypes, consisting of three Casting Machines and two DD Keyboards, they have proved so valuable that under your agreement with us the right to purchase said equipment is hereby exercised.

“The success of the Monotype on the more difficult classes of our ad work and in the type casting and non-distribution system has been a revelation and speaks volumes for their economy and efficiency in newspaper offices.

“Very truly yours,
(Signed) “M. F. HANSON,
“General Manager.”

THE PEN IS MIGHTIER.

James Schermerhorn Contrasts Its Fruits with Those of the Sword—Gives Editors at Houston a Few Pages of His Own Autobiography—Was Cradled in a Country Print Shop—Tribute to Father's Memory.

James Schermerhorn, editor of the Detroit Times, and one of the most popular speakers at editorial and advertising club conventions, was one of the stars in the forensic galaxy at the annual session of the National Editorial Association, at Houston, Texas, two weeks ago. His subject was "The Pen Is Mightier Than the Sword—or 'Slate.'" A portion of his address was autobiographical and in it he dwelt upon some of his experiences in his father's print shop. He said in part:

"I was born at the close of the Civil War, and was cradled in a country newspaper office. If not that, strictly speaking, I was at least soapboxed in order to be made "type high" at the case. The swish and click of the flying frisket and the crackle of the homemade rollers upon the platen were the crooning songs of childhood.

"I was dedicated to peace. But I am quite sure I had the benefit of a moral equivalent of war as a fibrebuilder. 'From Atlanta to the Sea' was not in it with the hep-hep involved in a day-after-day march from the treadle of the foot press to the ink fountain.

"And didn't I have a little Valley Forge of my own every winter digging the subscription wood out of the snow, where the delinquent farmer had taken pains to bury it in our back yard, before reporting at the office for his receipt in full for all arrearages.

"But while I came upon the scene after Grant and Lee had met under the apple tree at Appomattox, think ye not that I was not acquainted with the sights of carnage or the sounds of armed conflict.

CARNAGE ACROSS THE WAY.

"Our neighbor across the hallway was a dentist who ever and anon flung his forceps into the very teeth of the enemy, and I would wade through bloody seas when I followed the retreat down the stairway.

"And I knew what it was to hurl oneself into the very camp of the foe. The postmaster was the publisher of the rival paper, and it was my duty to carry our edition over in a bushel basket for his careful attention and computation. Even now I feel the serious concern with which I entrusted that precious Democratic literature to a Republican postmaster and competitor.

"But across the alley from where I invaded the enemy's lines with our basketful of gross circulation, the petite and spirituelle assistant of the village milliner plied deft fingers fashioning fluffy and colorful things for the outside of the inhabitants' heads, while we addressed ourselves in their upper internal trimmings, and she would give me the sparkling smile of a collaborator. She was the 'fair daughter of the regiment.'

"That the pen has its privations no less than war was proven by the many campaigns that I was compelled to conduct for the investment and reduction of some of the veterans who, heroes that they were, never looked behind to see how far back their last payment on subscription was recorded. They proved that they were not the men to give over even when hard pressed.

"You say he laughs at scars because he never felt a wound. I have felt a wound, I can show you the scars of service.

ATTENTION TO ORDERS.

"It is as vital that the pen shall pay as strict attention to orders as the sword. A subscriber came in from the rural districts to serve notice upon whom it might concern that his wife had left his bed and board and forbidding anyone to trust her on his account. A day later he reappeared and ordered the advertisement cancelled, explaining that his spouse had returned and all was lovely. The order was overlooked and the warning remain-

ed in the form as we went to press. The next appearance of the husband was awaited with fear and trembling. We thought of ourselves as the wreckers of a reunited family circle. But he came in with a satisfied look on his countenance. 'It's all right boys,' he exclaimed. 'She left again before the paper came out!'

"My father's fate, as well as conscientious preference, was that he should stay by the pen when war's alarms sounded in the sixties. This was in keeping with the Scriptures, where it is written: 'But as his part is that goeth down to battle so shall his part be that tarrieth by the staff; they shall part alike.'

dier.' My father said, 'You look more like a border ruffian,' having in mind the compliments of the free state of Kansas to the invaders from Missouri.

"So after that he bore the name of 'Ruff' and when the bands played and the troops marched by the Gazette office, sure enough 'Ruff' was in the ranks—his vow to stay by the staff quite forgotten in the thrill and clan of flying banners and martial tread.

"But I never could blame 'The Ruff' for yielding to the glamour of war. It caught me, too. It took only the sight of the natty uniform of a well-set-up West Point furlough man to convince

—a proponent of the pen. He sprang from a race that wrestled with the encroaching seas on the shores of little Holland, and it took a soldier's fortitude to tug at the devil's tail of the Washington hand press until an overstrained heart cut him down at the very noon of life's little day.

"In facing the problem's that grew out of the Civil War and in manfully taking up the issues that developed in the after years—never hesitating to declare his convictions no matter what the cost—that unafraid country publisher proved that true courage is not confined to the tented field; and I cherish the files of the old paper through which his valorous spirit shone more deeply than would a sword or gun above the fireplace.

"And I agree with Gen. Wolfe that the pen that wrote the 'Elegy in a Country Church-Yard' was mightier than the victor's sword at Quebec.

"Ingersoll at the tomb of Napoleon denouncing the prisoner of St. Helena as 'that imperial personation of force and murder,' rendered a greater service to the world than Napoleon ever did with his resplendent military genius.

"Lincoln was sincere when he said to the soldiers on the blood-red field of Gettysburg: 'The world will little heed nor long remember what we say here, but it will never forget what you did here.' Go into any schoolroom and satisfy yourself that the reverse of Lincoln's prophecy has been realized.

ANNIVERSARY OF GHENT TREATY.

"The might of a pen like Tolstoy's and of a peace-loving press has been demonstrated in the growing tendency of nations to seek some other arbitrament of their differences than the sword.

"And the latest memorial planted upon the gory ground of Waterloo does not celebrate the sword at all, but transmits in monumental eloquence the lessons against war which Victor Hugo's pen has given the world in his wonderful chapter on Waterloo in Les Miserables.

"Representing a state on the northern boundary which has enjoyed tranquil relations with a British possession for a hundred years without force or fortifications, I deem this a fitting occasion, in this year which marks the 100th anniversary of the Treaty of Ghent, to rejoice that we are nearer than ever before to the fulfillment of the prophecy of Isaiah—'Nations shall not raise up sword against nation, neither shall they learn war any more.'

"The supremacy of the pen has been asserted also in the substitution of diplomatic good faith, for dollar diplomacy; in the arbitration proposals or peace plan of our state department which have been ratified by thirty-one of the leading nations of the world; and by the scant attention paid to the platant jingoist and those who seek to create international prejudice and discord for territorial or personal aggrandizement."

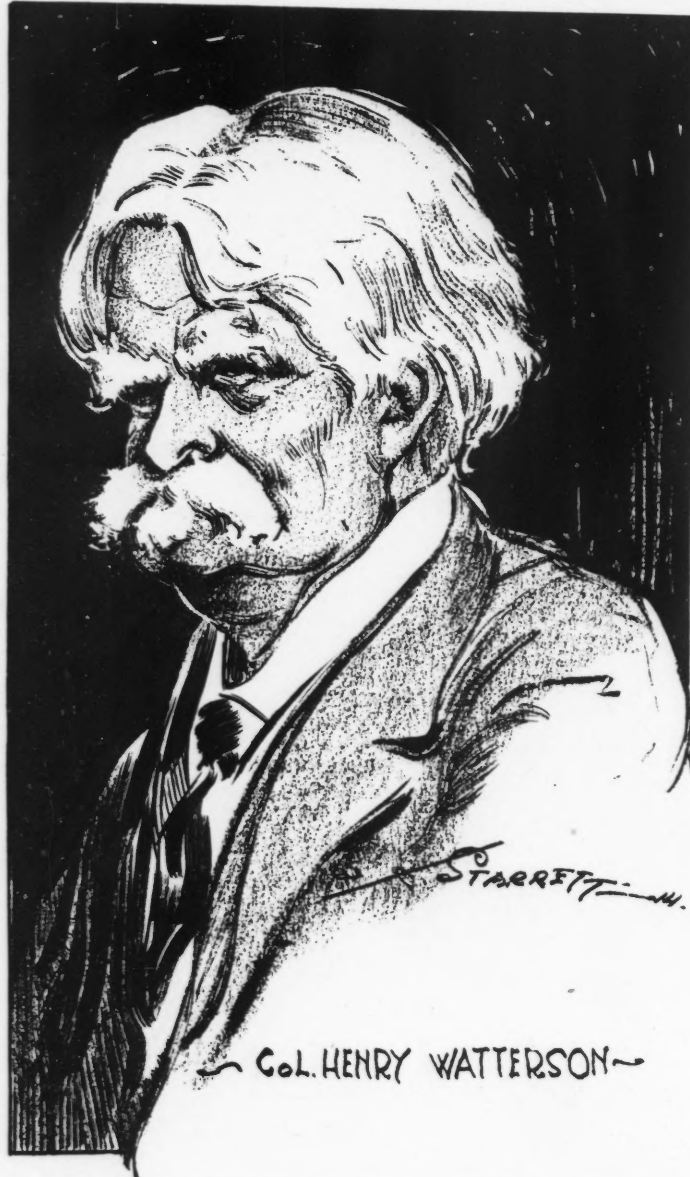
Prosperity at Jacksonville.

The Florida Metropolis, of Jacksonville, as will be seen from an advertisement appearing elsewhere in this issue, has had a remarkable gain in advertising the first year, the record showing an increase of 128,228 lines for April over the figures for 1913. The total number of agate lines printed was 540,682. As the Metropolis has no Sunday edition and has issued no "special" editions the gain is all the more noteworthy. The Kelly-Smith Company, 220 Fifth avenue, now represent the Metropolis in the foreign field.

Scott Presses for Montreal Papers.

Walter Scott & Co., of Plainfield, N. J., have recently built several printing presses for use at Montreal, Canada. Contracts with the Montreal Daily Star, the Mail and the new Evening News call for the installation of presses that will provide for increased output of all the papers named. The last two dailies will jointly use a Scott press equal in size and production to the largest press in the Dominion.

The Delphi (Ind.) Daily Herald has suspended publication.



"He tarried by the old Washington hand press and gave the villagers the tidings of the war as they came in telegrams and letters from the front.

"While they were getting out the war extras, they would have to barricade the office, so eager and clamorous was the crowd waiting for the news. To thus serve the anxious ones at home with the tidings from the Southern battlefield was surely a loyal and patriotic service, but it was not spectacular enough for the apprentice in my father's office, who pledged his allegiance to the art preservative while the issue was being tried out on the Southern fields.

WOULD LOOK LIKE A SOLDIER.

"Coming up the old stairs one night my father heard a shuffling noise and listened and looked. There on the floor, up and down, with rapid gyrations, flip-flops and marches and commands, armed cap-a-pie with bowie knife and pistols in his belt, was the apprentice. 'What does this mean—what are you doing?' my father inquired. The office imp replied, 'Oh, I just wanted to look like a sol-

me that cadet grey and army blue were more glorious garb than the inky apron of a printer's devil. Thereafter the U. S. M. A. was my destiny!

"Certainly the revelations of excessive discipline and amazing punishments meted out for petty offenses, coupled with enforced menial service in officers' homes and stables, is not in keeping with the lithographic lure or the supposed majesty of the sword.

"My father was not any more enthusiastic over my choice of a military career than he was over the enlistment of the 'Ruff,' but he yielded when I told him that in a country editor's family of sixteen, the only chance for getting an education was to fight for it.

DEATH OF HIS FATHER.

"His death before he was fifty did what his depreciation of a military career could not do—dissipated the vision of martial glory and called me back to take up his work where he left it when his hand 'dropped down to lie quite still.'

"It was neither the moral nor the physical fear that made him a man of peace

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

THE CHICAGO EVENING POST
(Evening Daily)

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

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group
Clean Newspapers

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

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

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

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

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

Buy the best and you will be content

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

Chicago Examiner

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

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

M. D. HUNTON **E. C. BODE**
220 Fifth Ave., **Hearst Bldg.,**
New York **Chicago**

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

G. A. McCLELLAN, Pres.

YOU MUST USE THE
LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation **MORE THAN 150,000**

CREATE ADVERTISING

Mr. Kathrens Contends that the Panama-Pacific Exposition Should be Fostered Because It Benefits All the People.

By J. R. KATHRENS.

There are good grounds for a wide difference of opinion with reference to what an International Exposition should or should not do in respect to advertising.

At present there are some writers representing publishing interests who incline to the view that the Panama-Pacific International Exposition should find ways and means to spend a million or so in advertising the great 1915 Fair to be held in San Francisco.

These writers are sincere, but I doubt if they fully analyze the subject viewing it from the standpoint of a world epoch, authorized by Congress, participated in, or perfected by invitation of the President of the United States.

Great expositions serve a purpose, like unto a great library or public museum, and should be fostered and protected for the education and advancement of the people.

No articles are entered for award unless containing some new or novel feature devised, created or invented since the last World's Fair in 1904. This exposition distinctly marks an epoch in the world's progress and is of absorbing interest to every advertiser.

AN AD-PROVOKING EVENT.

Thus it is an advertising-provoking event, stimulating the keenest competition imaginable. This being true the exposition is of vital importance to publishers generally. The more important the exposition the more valuable its awards, and the more reason for wide promulgation of results.

A major portion of advertising for the next five years will be predicated upon awards granted at this exposition; thus alert English and German manufacturers are keen to send competitive exhibits though these nations may not formally participate; an assurance of a big volume of advertising in years to come.

Newspapers view this exposition as a public institution and justify their liberal attitude toward it through the belief that readers generally are interested in news of its progress. Most assuredly this is the fact.

Almost every State in the Union is contributing something of its bounty and all of its good will toward the success of this enterprise, while foreign participation largely comes from the fact that we ourselves are for it.

Were newspapers disposed, by a conspiracy of silence, to injure the Fair, millions of dollars would be lost to advertising; but such is not the case.

PAPERS FALLING IN LINE.

Happily the great newspapers of the country, and all others as well, are furnishing their readers Exposition news and helping to make the awards valuable. This is splendid advertising foresight.

Newspapers in developing baseball, to sell papers, add very materially to their overhead expense, in providing special writers and illustrators, to say nothing of special telegraph tolls.

Without additional expense, newspapers which help to develop the Panama-Pacific International Exposition are just as surely selling advertising space as baseball news sells papers; but the returns from the former are 100 to 1.

In the meantime, California and San Francisco are graciously playing host, and footing the bills. Government officials, state and foreign commissioners are royally entertained and some interesting function is happening almost every day. All of this great expense is necessary and is cheerfully borne as contributory to the grand success of an exposition which promises more to advertising interests than any single happening during the past quarter of a century.

The EDITOR AND PUBLISHER is \$2 a year.

Californian's Home Coming Number.

The Bakersfield Californian, of which Alfred Harrell is editor, issued recently a "Home Coming Number," containing 28 pages in 4 sections. The front page was embellished with a decorative design that is highly effective. Local views, representative business men who are factors in the town's development, buildings that constitute landmarks, homes, churches, and other features of the town are illustrated and interestingly described in the issue.

WAR CORRESPONDENTS

(Continued from page 986.)

dispatches such as none of the old school of war reporters have ever known. So, regret as they may, the lost lackadaisical days of the pioneer chroniclers of war, it may hearten them to know that those old veterans of other days envy them their newer opportunities.

Poring over a map of Mexico, old "Charlie" Williams sits in his study overlooking the London Thames. He is wearing the high boots he had on when he sat with Osmond Pasha at Plevna and heard the barking of shell and shrapnel as Russian hurled them at Turk.

"Now, what a story!" he is saying. "What a story I could have given them if we had had the wireless and the aeroplane then!"

Reputations will be lost, won, regained in this new war down on the Rio Grande. It is not always the most loudly-clucking hen that lays the best and biggest egg, and I am wondering which among the stars of the Spanish war who went under painful eclipse in Manchuria and in Thrace will again win back their radiance when Old Glory goes up over the palace in Mexico City. The tyros who go into the field to win their spurs have always the better chance so long as they possess that one qualification, without which news sense, literary skill and resource count for nothing—self-confidence. The war correspondent who lacks self-confidence is like a balloon without gas. He can't "go up."

"And when the war is over" not all the war reporters will return to amaze and entertain their friends at home with tales more thrilling than any they may have given to the wire and the mails. Some may add their names to the honored roll of the newsmen who have fallen on the firing line of duty. Some may elect to remain in the land of the cactus and chile-con-carne. But those who decide to come back, and to whom the fortunes of war may prove unkind, will have no great ocean between them and the homeland as happened to a few of the correspondents who stopped over in the Philippines until a heartless ukase from Washington, D. C., put an embargo on free transportation.

To those who prefer the Dougherty wagon and the Pullman car to "hoofing it" back over the Mexican mesa and monte and the bridges spanning the Rio Grande, there may be inspiration in this:

MARSHALL WINS HIS SPURS.

William ("Volcano") Marshall was one of those who over-stayed the news worth of the Filipino insurrection. He appeared at General Chaffee's headquarters just two hours after that fine old soldier got instructions from the secretary of war to issue no further home transportation to newspapermen. He proffered his request. Chaffee showed him the Washington cablegram.

"Sorry, Marshall," said the General. "You can see how it is. What would you do if you were the general commanding and you got a definite order like that?"

"Do?" General, Marshall retorted, smiling over at the bluff old veteran. "Why, I'd just take my pen like this"—picking up the general's favorite desk weapon—"and I'd take this blank"—extracting a transportation blank from his pocket—"then I'd fill it in—so! And I'd sign it"—passing across the pen and the permit—"an' I'd say: 'Here, Marshall's your transportation an' damn glad to get rid of you.'"

That kind of war reporter usually gets all that is coming to him.

R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street
SAN FRANCISCO

Now It's Marching on to 70,000

60,904

The Minneapolis Daily News

One of the few distinctive newspaper successes of the last decade. Its growth has been continuous, increasing in rapidity with age and prestige.

Second in the Evening Field

for a year past, its net, paid daily average circulation turned the 60,000 mark in April for the first time. Rate 7 cents per line, flat. A year's contract for space in this paper is a judicious investment.

C. D. BERTOLET **Boyce Building, Chicago**
A. K. HAMMOND **O. G. DAVIES**
366 Fifth Avenue **306 Gumbel Building**
New York **Kansas City**

THE HERALD

HAS THE **LARGEST MORNING CIRCULATION**

IN **WASHINGTON**

C. T. BRAINARD, President.

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

The Detroit Saturday Night

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

We do not accept whiskey, beer or cigarette advertising.

We do not accept patent medicine advertising.

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

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

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

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

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

MR. WOOD'S NEW PRESS

Inventor of Newspaper Making Machine Declares It Will Lead to Intensive Cultivation of Time, Space and Effort.

A representative of the EDITOR AND PUBLISHER on Wednesday called upon Henry A. Wise Wood, at his office at No. 1 Madison avenue, for an expression of his views concerning his new newspaper-making machine.

"I was particularly pleased to have present many of my publisher friends, to whom, five years before, I had described in detail the very machine whose operation they were witnessing.

"For fifteen years I had been making a close analytical study of the mechanics of the newspaper office, and when I put the matter to my friends five years ago I knew that I could produce the identical machine which was exhibited the other night.

ITS VALUE TO PUBLISHERS.

"You ask me what effect my newspaper-making machine will have upon the publishing business. My best answer is that it will enable the newspaper to employ badly needed methods of intensive cultivation—intensive both as to time, space and manual effort.

Central News of America

Complete Foreign and Domestic News Service.

HIGH QUALITY

For Both Morning and Evening Newspapers

FULL LEASED WIRE REPORT

Special Reports by Wire or Telephone.

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

Our charge will be reasonable.

MAY WE QUERY YOU?

Address All Communications

CENTRAL NEWS OF AMERICA 26 Beaver Street, New York

John B. Gallagher & Co.

Feature Industrial Trade Editions

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



The whole family, from Granpop to Johnnie, will watch for me in your paper, "ol top"—says Sat's "LITTLE BEAR."

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

PREPARE for SUMMER

VITAL INTEREST Editorials and Features on Season's Activities. Just like you would write them.

For the Editor who Believes in Himself and in his Town

BRUCE W. ULSH Prestige Publisher Wabash, Indiana

be enthusiastically adopted by the advertiser—who, by the way, now has no means other than a crude line drawing for illustrating his wares in the daily newspaper.

"The letter-press also will be improved and the appearance of the paper set upon a plane which will more nearly approach that of the magazine. Evening papers, particularly, should be clearly printed; sharp, well inked type should stand out of a brilliantly white background of paper.

AS TO TYPOGRAPHICAL MAKE-UP.

"As you see, I consider typographical excellence as of the utmost importance, for I am concerned to make of the newspaper a high class, daily, illustrated magazine. The American people are head-line and picture readers.

"One difficulty with which the half-tone must contend at the present time is the lack of contrast which characterizes most news photographs. This entails a lot of retouching, which is expensive and delays publication.

"The instantaneous production of the newspaper is, of course, the end toward which we are all striving. We must curtail the time which elapses between the closing of the last type page and the printing of the last paper of the edition.

CURTAILMENT OF TIME.

"With the autoplate I was enabled to substantially reduce this waste time, and with my newspaper-making machine I shall be able to go much further in its curtailment.

"My work has been in the direction of making a quick start and a quick finish, and my new machine will carry forward this practice to a surprising extent. The ability to run safely and print well at high speeds is of course its essential characteristic.

When asked why he calls his machine a Newspaper Making Machine instead of a printing press, Mr. Wood said: "Of the machines of today which print newspapers, the printing press is only one of their many elements. Such machines are composed of printing presses, paper associating mechanisms, and folding mechanisms, and therefore can only be referred to correctly as newspaper making machines.

Mr. Wood is busily at work upon machines for a large number of publishers. A very interesting type which he is developing for the Philadelphia Inquirer is a double-sextuple-triple-quadruple machine, which will have a running speed of 120,000 twenty-four-page papers an hour, or of 180,000 sixteen-page papers.

The general opinion of those who witnessed Mr. Wood's demonstrations during the week of the publishers' convention was that of amazement. Where some of them expected to find merely an advanced machine having a number of improvements over existing presses, they found a completely revolutionary apparatus, built upon new principles, and capable of results not heretofore thought professional instruction.

HIGH SCHOOL EDITORS MEET.

Conference on Editing and Publishing Problems at New York University.

The Second Annual Conference of high school editors, for the discussion of problems and methods having to do with the editing and publishing a school paper, was held at the department of journalism at New York University last Saturday.

This year the conference was devoted to a consideration of magazine editing and making. A number of well known magazine editors and writers of New York made short ten-minute talks on the practical, technical side of their work.

The department of journalism at New York University is conducting the first magazine writing and editing courses offered by an American university. Most of the prominent magazine editors and writers of New York are co-operating with the department to provide practical, professional instruction

Two New Dailies for Gettysburg.

The Star and Sentinel Company, which has published a weekly paper in Gettysburg, Pa., for many years, started a morning paper last Monday. D. P. McPherson is president and Postmaster C. William Beales, secretary, of the company. It is rumored the Democratic weekly of Gettysburg, the Compiler, will also issue a daily edition.

Don, Dot and Duckie

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

The International Syndicate Baltimore, Md.

Newspaper Correspondents

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

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

MOST CONVENIENT

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

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

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

THE FLEXITYPE CO.

1570 WEST 3rd STREET, CLEVELAND, OHIO

"Our Comic and Puzzle Picture"

is a clever combination of joke and puzzle, some feature of which will appeal to each and every member of your happy family of subscribers.

Get this DAILY MAT PUZZLE FEATURE to go on your Want Ad., Editorial or Family Magazine Page, and your pleased subscribers will advertise the fact to their acquaintances who do not read your paper.

Send for Samples

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grabic, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service

200 WILLIAM ST., NEW YORK CITY

The Proof—RESULTS

The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service.

No better circulation-making and circulation-holding features have ever been turned out. The records show.

Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager 41 Park Row New York City

5 DAILY COMICS

Scoop, Foot of Fun, "Don, Dot and Duckie," Daily Laugh and Daily Laugh, Jr.

The International Syndicate

Baltimore, Md.

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

American Newspaper Exchange
Rand McNally Building, Chicago

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

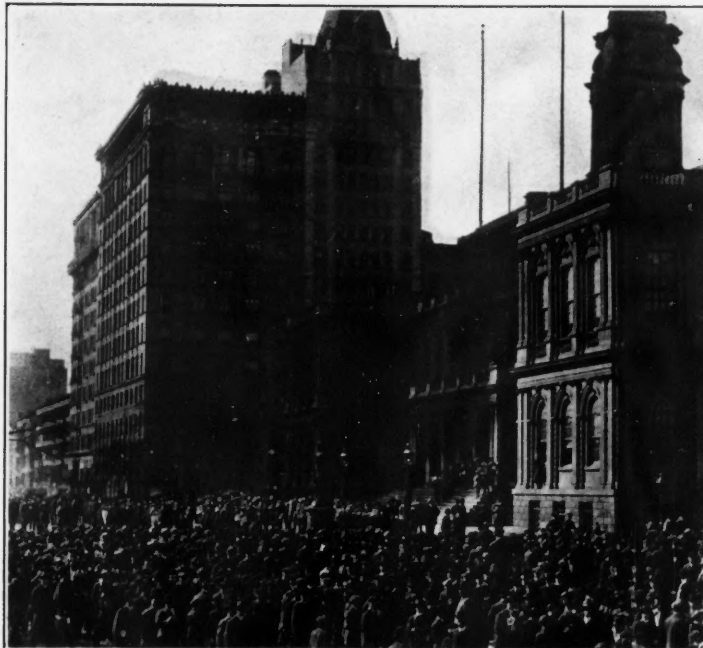
Scott Four Tiered Quadruple Presses

AND FOR OVER FIFTEEN YEARS

have not missed an edition

You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.



CROWDS WATCHING FINISH OF N. Y. MAIL'S MARATHON.

N. Y. Evening Mail's Marathon Race.

The fourth annual modified Marathon Race was held under the auspices of the New York Evening Mail in this city, Saturday afternoon. It proved the largest and most successful race since its inauguration by that paper in 1910. Of 1,300 actual starters, nearly 800 finished the thirteen miles and 200 yards from the Bronx to the City Hall. Two million people, scattered along the route, watched the contestants. Hannes Kolehmainen, last year's winner, repeated his achievement in the wonderful time of one hour, nine minutes and one-fifth of a second. The real hero of the race was little Gaston Strobino, who finished 500 yards behind Kolehmainen. Francis Albertanti, whose articles, signed "Francis," on the sporting page of the Evening Mail have won for him an enviable reputation as a clever writer on athletics, was again in charge of the race, as in previous years.

HUNTINGTON, W. VA.—The Tri-State Messenger, published by the Southern States Mutual Life Insurance Company, of West Virginia, and devoted to life insurance, has made its appearance. It is a monthly paper.

Send for samples of **Half-tone Diamond Black**. This Ink will print **Jet Black** on the most difficult paper. **40c. net.**

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

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

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

MON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4896-4 Boston

NEW INCORPORATIONS.

CHATTANOOGA, TENN.—Reporter Publishing Company; capital stock, \$10,000; incorporators: James W. Roberts, G. D. Johnson, F. E. Pickard, Carl A. Hood and M. P. Upshur.

AUSTIN, TEX.—Texas Posten Publishing Company; capital stock, \$10,000; incorporators: E. Severin, O. E. Olander, J. M. Ojerholm and Rinhold Pearson.

NORFOLK, VA.—Southern Review Publishing Company; capital stock, \$35,000; A. H. Fudge, president; C. H. Tebbetts, secretary.

AKRON, O.—Akron News Company; capital, \$50,000; incorporated by J. T. McLane, J. L. McLane, Lloyd Meyers, Clyde Alvis and M. B. Alvis.

CHICAGO, ILL.—American Farming Publishing Company; capital, \$25,000; printing and publishing; N. S. Smyser, and others, incorporators.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—State Advertising Company, Manhattan; capital, \$10,000; Anton Rieth, Charles Rieth and Rudolph G. Hoehn, incorporators.

RICHMOND, VA.—The Retail Grocers' Advertising Agency; capital stock, \$10,000; G. E. Trice, president, Hampton.

CHICAGO, ILL.—G. Logan Payne Co.; printing and advertising; capital, \$30,000; incorporators: G. Logan Payne, H. E. Tineman and G. Blocki.

NEW PUBLICATIONS.

NEWAYGO, MICH.—The Register is the name of a new weekly that will be started soon by S. B. Hammond and J. S. Cox.

ALBUQUERQUE, N. M.—El Faro Del Rio Grande is the name of a new weekly which is to begin publication in Bernalillo, Sandocal county, this week, under the editorship of F. M. Chacon.

DANVILLE, VA.—Franklin W. De Croix announces that he will launch a newspaper in this city.

BATESVILLE, MO.—T. A. Gray, of Hickory Valley, Hubert Cooper and Ben Williamson, Jr., of Mountain View, will launch the Independence County News. The printing plant formerly owned by the Stone County Democrat at Mountain View will be moved to Batesville, and the first issue of the new paper will make its appearance this week. For many years the daily and weekly Guard have been the only papers published at Batesville.

TARENTUM, PA.—The latest addition to the list of publications in the Alleghany Valley is the Tarentum Daily Telegram, which made its initial appearance last Monday evening. The first issue contained twelve pages.

St. Louis Passes Pure Ad Bill

Mayor Kiel of St. Louis has signed the "pure advertising" bill. Any statement false, misleading or deceptive may lead to prosecution. A fine of \$100 to \$500 is provided as a penalty. The bill became an ordinance of St. Louis upon the Mayor's signature.

3000 Miniature Lamps

National Quality Mazda sparkled

in the

ARGUS Miniature Electric Signs

that were the advertising features of the Graphic Arts Exposition in New York. Argus Signs are made in Hoboken, N. J., by

HARVEY DESCHERE & CO.
1503 Garden Street, Hoboken, N. J.

A Dollar a Hundred! Two Dollars a Hundred! Three Dollars a Hundred!

Price difference due to difference in stock and style—text and illustrations the same in all editions.

A beautiful little booklet of 16 pages, in full colors, telling the story of

"OUR FLAG"

Written by FRANCIS SCOTT KEY, 3rd

In all its public schools the city of New York makes great and intelligent efforts to instill into the pupils affection and respect for the flag of the United States. Daily there is a salute to the nation's ensign, with a pledge of allegiance which each child repeats. It is asserted by educators that the formula is productive of excellent results, and the importance of impressing on the youth of the land the glory of its banner and the duty each owes to the nation whose symbol it is becomes apparent when the large number of infants of foreign birth or parentage now in the schools is considered.—N. Y. Sun, April 25th.

Great-grandson of the author of "STAR SPANGLED BANNER" is now ready for distribution. This size is 5x7 on pebbled plate paper. Each plate in itself is a work of art and is reproduced by the four-color process giving effect of nine colors.

Send to-day for samples and particulars of this, the greatest circulation getter now offered. Rights for New York City already sold.

The Winthrop Press
141 East 25th Street

With which is consolidated the

Chasmar-Winchell Press
New York City

TIPS FOR THE AD MANAGER.

Brown Durrell Company, "Gordon Hoisery," 11 W. 15th Street, New York City, is reported to be handling the advertising contracts direct with a few New York City and New Jersey papers. An agency may be selected later.

Howard S. Hadden, 220 Broadway, New York City, is handling the advertising account of W. S. Barstow Company, 50 Pine Street, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is issuing 6 in. 17 t. orders to some New England papers for the Webber Lumber & Supply Co., Fitchburg, Mass.

Scheck Advertising Agency, 9 Clinton Street, Newark, N. J., is sending out 500 1. schedules to Canadian papers for the Farmogerm Company, Bloomfield, N. J.

O. A. Marsh, 20 West 34th Street, New York City, is renewing 40 1. t. orders with a selected list of papers for Wallick Hotel, Broadway and 43d Street, New York City.

The O-Te-Sa-Ga Hotel, Cooperstown, N. Y., C. B. Knott, Manager, Dakota Hotel, is forwarding direct 10 1. 27 t. and 34 1. 9 t. orders to a selected list of Southern and Western papers.

Charles H. Fuller Company, 623 South Wabash Avenue, Chicago, Ill., is making 2,000 1. contracts with some Western and Pacific Coast papers for the Kenton Pharmaceutical Company, Cincinnati, Ohio.

Carpenter & Corcoran, 26 Cortlandt Street, New York City, are placing orders with a few Eastern papers for the White Tar Company, "White Tar Mothproof Bags," 104 John Street, New York City.

Frank Presbrey Company, 456 Fourth ave, New York City, is handling the advertising account with some Texas papers for the American Cigar Co., "Childs Cigar," 111 Fifth Avenue, New York City.

J. Walter Thompson Company, 44 E. 23d Street, New York City, is issuing 5in. every Thursday 8 times orders with some New York State papers for Park & Pollard Company, 48 Canal Street, Boston, Mass.

H. K. McCann Company, 11 Broadway, New York City, is placing orders with Pennsylvania papers for the Standard Oil Company, Auto Gasoline, 26 Broadway, N. Y. City, and also sending out orders to Ohio papers for Polorine.

George L. Dyer Company, 42 Broadway, New York City, is forwarding orders with papers that have contracts for the Weyman-Bruton Company, Tobacco, 50 Union Square, New York City.

The General Advertising Company, Wright Building, St. Louis, Mo., is making 3,000 1. contracts with a selected list of Western papers for C. F. Blanke Tea and Coffee Company, 7th and Clark Streets, St. Louis, Mo.

Dauchy & Co., 9 Murray Street, New York City, are sending out orders to papers in cities where they are having a clean up week for Harry B. Platt, "Platt's Chlorides," 42 Cliff Street, New York City.

J. H. Hartzell Company, Bulletin Building, Philadelphia, Pa., is putting forth orders with New Jersey, New York State and Pennsylvania papers for the Feigenspan Brewing Company, "Feigenspan Beer," Newark, N. J.

The Johnson Advertising Corporation, Steger Building, Chicago, Ill., will shortly place orders with a large list of papers for Armour & Co., "Armour's Grape Juice," Chicago, Ill.

J. W. Morton, Jr., 23 Irving Place, New York City, is issuing some special copy for the "Nemo" day for Kops Brothers, "Nemo Corsets," 120 E. 16th Street, New York City.

The Maxwell Motor Car Company, "Maxwell Automobile," Detroit, Mich., will select through their local dealers, one paper in each town to which they will send a list of questions to be answered and mailed to the

company. On receipt of the answers they will give instructions to their advertising agents, the Van Cleve Company, 1790 Broadway, New York City, to send a double page spread to be used at some future date.

The National Advertiser Advertising Agency, 32 E. 25th Street, New York City, is placing new schedules for the summer campaign of the Emergency Laboratories, "Posiam," 32 W. 25th Street, the same city.

H. H. Levey, Marbridge Building, New York City, is forwarding orders to some Canadian papers for the Passaconaway Inn, York Cliffe, Me.

Wendell P. Colton, 105 Broadway, New York City, generally place orders with Eastern papers about May 10 for the Hudson River Day Lines, Desbrosses Street Pier, New York City.

J. Walter Thompson Company, 44 E. 23d Street, New York City, is issuing copy on orders to weekly and mail order papers for Harold Somers, "Daisy Fly Killer," 150 De Kaib Avenue, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is making 5,000 1. 1 yr. contracts with Southern papers for the Pennsylvania lines. This agency is also putting out orders with Middle West papers for the Roman Meal Co.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is issuing 1 page, 1 time 504 1. 2 t. contracts generally for Jos. Schlitz Brewing Company.

E. M. Hoopes, 516 Market Street, Wilmington, Del., is renewing contracts for the Anglo-American Company.

N. H. Levey, Marbridge Building, New York City, is issuing 32 1. to Sunday Eastern papers t. f. for The Mathewson.

Bromfield & Field, Inc., 171 Madison Avenue, New York City, are placing 280 1. 1 t. orders for the Ajax-Grieb.

Hirschler Advertising Agency, Cincinnati, O., is making 5,000 1. 1 yr. contracts with Southern papers for the Turner-Looker Company, Cincinnati, O.

Staples & Staples, Mutual Building, Richmond, Va., are forwarding 1 in. 9 t. orders to a few Southern Sunday papers for Warm Sulphur Springs, Bath County, Va.

MacManus Company, Detroit Journal Building, Detroit, Mich., is making 10,000 1. contracts with a few selected papers for the Ford Automobile Company of the same city.

H. H. Levy, Marbridge Building, New York City, is issuing orders to a selected list of papers for The Edgewood and Cottages, The Alfred S. Amer Company, owners, Greenwich, Conn.

Mahin Advertising Agency, Monroe Building, Chicago, Ill., is placing 100 1. 6 t. with a few selected cities for the Canadian Northern Railway.

PUBLICATION NOTES.

George Bingham's Hogwallow Kentuckian, "published every Saturday night, Dunk Botts, Editor," formerly located at Mayfield, is now established at Hazel, Ky. The paper is a unique, humorous weekly, dealing with the alleged inhabitants of a fictitious town.

The Second-Class Mail Bag is the name of a new monthly publication issued by the Independent Postal League, Chicago. The contributing editors are Wm. H. Ganz, W. C. Hollister, William Hughes, Mathew Woll, W. H. Madden and Charles Beecher Lahan.

The Chicago Tribune on April 30 printed a four-page section containing pictures of the battle of Vera Cruz, the first presented by any Chicago newspaper. The half tones were made from photographs taken by the Tribune's own photographer.

The Lansing (Mich.) State-Journal is this spring using a scheme that is getting free advertising for the paper as well as pleasing a large number of subscribers. It is promoting a "lawn contest" and offers forty prizes for the best kept lawns in town. Each contestant is given a large sign, mostly made of metal, bearing the words "Please! This lawn has been entered in the State-Journal prize contest."

The New York Tribune is now issuing Franklin P. Adams' Gotham Weekly Gazette, which has hitherto been incorporated with the main sheet, as a

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.

CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.

THE NEWS.....Santa Barbara BULLETINSan Francisco

GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTIONAtlanta CHRONICLEAugusta LEDGERColumbus

ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet NEWSJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria

INDIANA. THE AVE MARIA.....Notre Dame

IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque

KANSAS. CAPITALTopeka

KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville

LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans

MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.

MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.

MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis

MISSOURI. POST-DISPATCHSt. Louis

MONTANA. MINERButte

separate sheet on Sunday. It is printed in folio form, three columns to a page. Those familiar with Mr. Adams' humorous column need not be told that the contents consist of alleged local news written in the style of the backwoods

NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln

NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield

NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York

OHIO. PLAIN DEALER.....Cleveland Circulation for April, 1914. Daily121,612 Sunday152,462 VINDICATORYoungstown

PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork

SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)

TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville

TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.

CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

WASHINGTON. POST-INTELLIGENCERSeattle

CANADA. BRITISH COLUMBIA. WORLDVancouver

ONTARIO. FREE PRESS.....London

QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722

country weekly. That the sheet is popular with a large number of Mr. Adams' admirers is shown by the fact that the sales of the Sunday Tribune have noticeably increased since the publication of the Gotham Weekly Gazette was begun.

New Orleans States

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

32,532 DAILY

Per P. O. Statement

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

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

AD FIELD PERSONALS.

Benjamin B. Hampton, formerly one of New York's most successful advertising experts, but now a vice-president of the American Tobacco Co., who has been spending a few weeks abroad, will arrive home on the Imperator this week.

George Blerater, advertising manager of the Greensboro (N. C.) Daily News, wrote the advertisement of Huyler's candies for the Fariss-Klutz Drug Co., of that city, that won first prize in a recent dealers' prize contest. This is the third time the Huyler prize has gone to this firm.

Edward Anderson has resigned as foreman of the stereotyping room of the Grand Rapids (Mich.) Press and has established the Matrix Service company, with headquarters in Grand Rapids. He will give advertising service.

Wells Hawks, for several seasons press agent of the Ringling Bros.' circus and formerly of the New York Hippodrome, has been appointed to the publicity department of the National Star Spangled Banner Centennial, to take place in Baltimore in September. He will look after the country-wide work, feature and display publicity.

William H. Tripp, former western manager of the periodical Motor World, has associated himself as vice-president with the Thompson-Carroll-Tripp Co., of Cleveland. The company, which has headquarters in the Leader-News building, conducts sales and advertising campaigns.

C. E. Crane, general eastern freight agent of the Lehigh Valley Railroad, has resigned to enter the advertising business.

Frank W. Bailey has been elected president of the Boston Advertising Vigilance Association, Inc., to fill the vacancy created by the resignation of Joseph E. Priddy.

Francis H. Sisson, secretary and advertising manager of the American Real Estate Co. of New York, who has been acting as first vice-president and counsel of the H. E. Lesan Advertising Agency, Inc., has taken charge of the executive, financial and service departments of the agency, to which he will devote his entire time hereafter.

WHAT OUR READERS SAY.

George Matthew Adams, of the Adams Newspaper Service, writes: "I wish to congratulate you on the fine numbers you got out on the Publishers' Convention. You deserve a lot of credit and I always believe in giving credit when credit is due."

R. W. Brown, of the Louisville Times, writes: "You most assuredly deserve all the fine things that are being said about your exceptionally able and highly entertaining publication."

Topeka Daily Capital

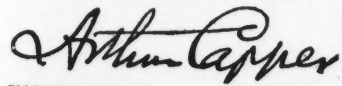
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in April, 1914 - - - 33,616

Net Average in Topeka in April, 1914 - - - 9,704

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



TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

E. A. SCHOLZ' SILVER JUBILEE.

Rounds Out a Quarter of a Century with Chicago Record-Herald.

To have achieved twenty-five years of continuous service with one daily newspaper and yet be only thirty-eight years of age is the distinction that this week falls upon Ernest A. Scholz, the business manager of the Chicago Record-Herald. His newspaper work, however, even antedates this period, as for several years he was a distributing agent and carrier for newspapers in a Chicago suburb.

During his quarter century of service Mr. Scholz has witnessed the big up-building of the Chicago newspapers. When he entered the employ of Victor F. Lawson, the Chicago Daily News and the Chicago Record-Herald were both published and managed under the same roof. Later followed the separation of these properties and the Record became known as the Record-Herald by reason of its merger with the Times-Herald.

Four years Mr. Scholz was circulation manager of the Record-Herald and later became its business manager. In his early days on the old Record and the Daily News he was associated with the late Albert G. Beaunisie, who was perhaps one of the greatest circulation experts this country has ever seen. His training at that time and the association with Victor F. Lawson, who has always put his own active personality into his properties, has fitted out many a good man for a newspaper career.

Mr. Scholz was born in Dubuque, Ia., and has lived in Chicago practically all his life. The Record-Herald has grown steadily during his association with it and during the past twenty years it has built up what is said to be the largest subscription-by-mail business of any daily newspaper in the United States.

Mr. Scholz is an active member of the Illinois Athletic Club and has been since its inception. He is one of the crack swimmers at the club and has won a number of trophies.

He is one of the three Scholz brothers who started in the same newspaper office and who are now business managers of three different daily newspapers, viz.: Charles G. Scholz, business manager of the New York Tribune, and Emil M. Scholz, business manager of the New York Evening Post. Ernest is the oldest, Charles next, and Emil the youngest of the trio. Another young brother, Theodore, is connected with the Chicago Daily News.

Death of A. F. Avery.

AMOS F. AVERY, editor and publisher of the Stewart (Minn.) Tribune, died of diabetes last week at his home in that city. He was 30 years old. Mr. Avery had published the Tribune for eleven years, taking charge of the paper when he was nineteen years old.

Opinion on Texas Liquor Ads.

The Texas attorney general has delivered an opinion on the subject of the right of newspapers to carry liquor advertisements. In construing the Allison law, recently passed, the attorney general holds that advertisements of intoxicating liquors in newspapers which have a circulation in both dry and wet territory, in which advertisement it is made clear that no orders will be received from nor shipments made into any prohibition territory, and where the concern so placing the advertisement does not in fact intend to make shipments into dry territory or to in any manner supply dry territory with the liquor it is advertising, would not constitute a violation of Section 6 of this law.

Advertising Field Note.

The Frank W. Henkel Special Agency has secured the representation in the East and West of the Scranton (Pa.) Scrantonian, the only Sunday newspaper in Scranton and Lakawanna counties. Robert W. Svkes, Jr., who is in charge of the New York office, announces that the agency will hereafter represent the Brooklyn Citizen in the eastern foreign field.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New York

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

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

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

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

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

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

N. Y. Evening World Staff Dines.

The first annual dinner of the staff and alumni of the New York Evening World was held at Bustanoby's Broadway restaurant, Saturday night. Martin Green, "star" reporter of the paper, presided. John Moroso was the main speaker. Also present were John Tennant, Charles E. Chapin, Irvin S. Cobb, Theodore Rousseau, secretary to Mayor Mitchel; Barton Currie, in whose honor the East Indian dish was named; Winfield Sheehan, who contributed a movie show for the dinner; Robert Wells Ritchie, the Hon. Wurra Wurra McLaughlin and William (Bill) Raymond Sill. A vaudeville program followed the dinner.

Death of Cyrus B. Tomlinson.

Cyrus Brewster Tomlinson, a member of the staff of the New York World, died of pneumonia on May 1, at his home, 550 Riverside Drive, after a week's illness. He was 38 years old. Mr. Tomlinson was a son of the late Joseph Tomlinson, of Shelton, Conn. He worked on local Connecticut papers for a time and then joined the staff of the Boston Herald. He became connected with the World in 1906. He leaves a wife, Mrs. Marion McKay Tomlinson, a brother and two sisters. Funeral services were held Monday morning. Burial was in the family plot in the New Shelton Cemetery, at Shelton, Conn.

Advertising Agents

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

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

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

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

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

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

G JENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

Kiernan Advertising Agency Moves.

Requiring larger and more commodious quarters, the Frank Kiernan Advertising Agency, located for the past 14 years at 156 Broadway, has moved to 189 Broadway, corner Dey street. The Kiernan Advertising Agency is one of the oldest in New York, having been established in 1869 by the late Senator John J. Kiernan, who founded the Kiernan Financial News Bureau and originated the slip and ticker service which is to-day so popular in Wall street and all financial centers of the United States. Upon his death the advertising agency was taken over by the Senator's only son, Frank Kiernan, who has since conducted it with marked success.

Mobile Register Ad Progress.

The Mobile Register, of which Frederick F. Thompson is publisher, recently printed 119 columns of advertising in a "clean up the city campaign," secured by J. A. Dair, its advertising manager. Mr. Dair's work on the Register has been unusually successful. During the past few months he put through a number of special features for the Register, among them being a twelve-page section for Gordon Smith, who runs a large bakery; a ten-page section for Draper & Burns, clothiers; a ten-page section for William Monk, furniture, and a twelve-page section of political advertisements.

Selling Your Goods In Chicago

need not be an up-hill fight if you go about it *right*. If your product has real merit there's a way to get your *full share of Chicago business*, get it quickly and at comparatively small expense.

Every little while some manufacturer who heretofore has had meager sales in Chicago, or perhaps none at all, gets started here *right* and accomplishes with ease what had seemed almost impossible.

THE CHICAGO TRIBUNE will be glad to tell you in detail just how this work is done, provided you have a meritorious article which you want to introduce in Chicago, or which, already introduced, is not being sold in satisfactory quantities. Whether you are an advertiser or not does not matter. The only question is, do you want to **SELL YOUR GOODS** in Chicago?

In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals all other Chicago morning papers COMBINED.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

