

THE EDITOR AND PUBLISHER AND JOURNALIST

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POSTAL REPORTS DUE.

PUBLISHERS MUST FILE THEIR STATEMENTS ON THE FIRST OF NEXT MONTH.

Blanks for the Purpose Already Distributed Among the Newspapers—Attorney General McReynolds' Interpretation of "Paid Subscribers" Clears Up the Fog Surrounding the Instructions Previously Given.

Postmaster General Burleson, under date of March 10, has sent to the publishers of newspapers, through the local postmasters, a letter calling their attention to the provisions of the postal act of August 24, 1912, requiring the filing of the next semi-annual statement concerning ownership, management, circulation, etc., and enclosing the printed forms to be used for that purpose.

The only important changes in the instructions given upon the blank is that the report shall be filed on April 1 instead of "on or before April 1" as last year; and that paid subscriptions includes copies actually sold whether through the mails or otherwise.

NO DIVERSITY EXPECTED.

Because of the recent ruling of the Attorney General as to the meaning of the term "paid circulation," which was printed in the columns of the *EDITOR AND PUBLISHER* on Jan. 17; the statements this year will not show such a wide diversity of interpretation by the publishers as those filed in 1912.

It will be remembered that last year the publishers were instructed to give "the average number of each issue of this publication sold or distributed through the mails to paid subscribers, during the six months preceding the date of this statement." This year the words "or otherwise" have been added to the phrase "distributed through the mails."

Up to the time of Attorney General McReynolds ruling on the meaning of the term "paid subscribers" there was much confusion in the minds of publishers as to what copies should be included in their statements. Some thought the only papers sent to paid out of town subscribers was meant, and so the figures they gave were ridiculously small. Some, believing that the papers delivered by carriers or sold through newsdealers were "paid subscribers" named figures that were approximately the true circulation.

The Attorney General cleared up the whole matter when he held in the opinion referred to above that "the statement shall cover the whole bona-fide paid circulation of daily newspapers, however attained, whether sold over the counter, distributed through news agencies and news routes, or disposed of in any other way."

He also held that copies actually paid for by news agencies or newsdealers, which constituted the number delivered to them, less the number returned as unsold, are "copies sold or distributed to paid subscribers," within the contemplation of the act mentioned.

Publishers who kept the above opinion in mind in making out their statements for filing with the postmaster will comply with the law both in letter and spirit.

Lawrence American and Sun Sold.

The Lawrence (Mass.) American and Sun Publishing Company, publishers of the American and Sun, has been sold by William S. Jewett, its president, to John P. S. Mahoney.



WILLIAM W. HARRIS,
NEW MANAGING EDITOR OF THE NEW YORK SUN.

FOUNDER OF LE MATIN DEAD.

Alfred Edwards Introduced American Reporting Methods in Paris.

Alfred Edwards, founder of *Le Matin*, Paris, died in that city on Tuesday after an attack of influenza. He was the son of an English father and a French mother, and was born in Constantinople fifty-seven years ago.

At the age of twenty M. Edwards started life as a reporter on the *Figaro*. He had already been impressed by the enterprise of American reporters, and he was one of the first to introduce their style of descriptive writing into the French press.

In 1883 M. Edwards was commissioned by a syndicate of American financiers to found *Le Matin*, which was to strike out on a new line in France as a "live" newspaper. After a time he had differences of opinion with his proprietors, and left *Le Matin* to found a rival journal, *La Francaise*. Later he returned to his former post on *Le Matin*, and his journal was incorporated with it.

The Dixon (Ill.) Daily Leader will make its initial appearance on March 16. Horace G. Reynolds is president, Harry L. Fordham vice-president, and Joseph J. Hurley, secretary-treasurer.

London Times Cuts Price to Penny.

The *London Times* announced Wednesday that it will reduce its price to a penny per copy. The "grave importance of the present political situation" is given as reason for the change. No change will be made in the paper, with the exception that the literary supplement will be sold separately at a penny. The newspapers comment upon the reduction in price as an event of great importance in the history of British journalism. The *Times* cut its price from three pence to two pence on May 5, 1913.

Six Months for Libel on Crown Prince.

Hans Leuss, the writer of an article in *Die Welt am Montag*, of Berlin, was sentenced last week to six months imprisonment for insulting Crown Prince Frederick William. The editor of the paper was acquitted. The article in question was entitled "William the Last" and said among other things that the Crown Prince in sending his telegram of congratulation to Col. von Reuter, the commander of the troops at Zabern at the time of the trouble there was the best advocate of republicanism in Germany.

The injunction suit of W. R. Hearst against the Associated Press will receive a hearing on March 16.

WASHINGTON TOPICS.

ANOTHER BILL TO CURB THE LIBERTY OF THE PRESS INTRODUCED IN SENATE.

If Passed Newspapers Cannot Publish News From Stock Exchanges Unless the Latter Are Incorporated—Government Ownership of Electrical Communication Advocated by Mr. Burleson—Provisions of the Report.

(Special Correspondence.)

WASHINGTON, D. C., March 12.—A bill is now pending in Congress known as S. 3,895, which is thought by some to abridge the freedom of the press. Hearings have recently been held upon the bill and it may shortly be reported from the Banking and Currency Committee to which committee it was referred. The bill which will tend to prevent the use of the mails and the telegraph and telephone in furtherance of fraudulent and harmful transactions in stock exchanges reads in part as follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, "That no letter, package, circular, pamphlet post card newspaper, or other form of printed or written statement, or partly printed and partly written, and no quotation of any prices or any other advices, report, information, or representation concerning transactions in securities sold or offered for sale, or executed or to be executed, or that are listed or quoted on any stock exchange, and no statement, account, or memorandum of purchase or sale or other information, notice, or demand regarding any purchase or sale upon or on any stock exchange of any security shall be delivered or deposited or carried in the mail or at or through any post office or branch thereof or by any letter carrier, unless such exchange has been incorporated under the laws of the State or Territory in which its business is conducted, or unless the charter and by-laws of such exchange or the law under which it is organized shall contain regulations and prohibitions satisfactory to the Postmaster General safeguarding the transactions of such exchange." etc.

Violations of this act are punishable by a fine of not more than \$1,000, or imprisonment of not more than two years, or both, and subsequent offenses by imprisonment for not more than five years.

GOVERNMENTAL OWNERSHIP.

Government ownership of electrical means of communication is advocated in an exhaustive report by the Postmaster General which has just been sent to the Senate in compliance with a request from that body.

The report is that of the sub-committee appointed by the Postmaster General to investigate the subject. The conclusions arrived at are embraced in the following recommendations which have the evident indorsement of Mr. Burleson but cannot yet be regarded as an administration measure as President Wilson has not committed himself upon the subject.

1. That Congress declare a Government monopoly over all telegraph, telephone, and radio communication and such other means for the transmission of intelligence as may hereafter develop.

2. That Congress acquire by purchase at this time at appraised value the commercial telephone network, except the farmer lines.

3. That Congress authorize the Postmaster General to issue, in his discretion and under such regulations as he may prescribe, revocable licenses for the operation, by private individuals, associations, companies, and corporations, of the telegraph service and such parts of the telephone service as may not be acquired by the Government."

Another excerpt from the report reads:

Government ownership of the electrical means of transmitting intelligence is brought to the attention of the American people of 1913 with the indorsement of nearly every Postmaster General since the Civil War, with a score of favorable reports by committees of Congress, and by the example of practically every other nation of the civilized world. More than 70 bills have been introduced in Congress to accomplish it. Meanwhile the private operation of the telegraphic and telephonic facilities has resulted in a virtual monopoly by which the people are annually taxed vast sums for which they receive no adequate return.

CALVERT BUYS EASTERN ARGUS

Managing Editor of Portland Daily Takes Over Wish Interest.

Oscar R. Wish, who has owned a majority of the capital stock of the Eastern Argus Publishing Company of Portland, Me., since its organization, has sold his entire holding to Thomas E. Calvert, managing editor of the paper, who thereby becomes the owner of the controlling interest.

At a meeting of the directors held Monday afternoon, at the office of the company, Edward B. Winslow resigned as president of the company and Thomas E. Calvert, the managing editor, was elected in his place.

Judge John F. A. Merrill will continue to act as treasurer, and Bartley A. Connolly, who has had charge of the advertising department, will act as business manager. William H. McDonald will continue as night editor, and John J. A. Mulhern will be city editor, while Thomas L. Haskell will still be marine and commercial editor, and Edward D. Small, sporting editor.

The Argus is one of the oldest papers in Maine, having been established 110 years. He is now postmaster of Portland with it for more than forty years. He is now postmaster of Portland. There was some talk last November of the consolidation of the Argus with the Press, but nothing came of it.

READING NEWS-TIMES MERGER.

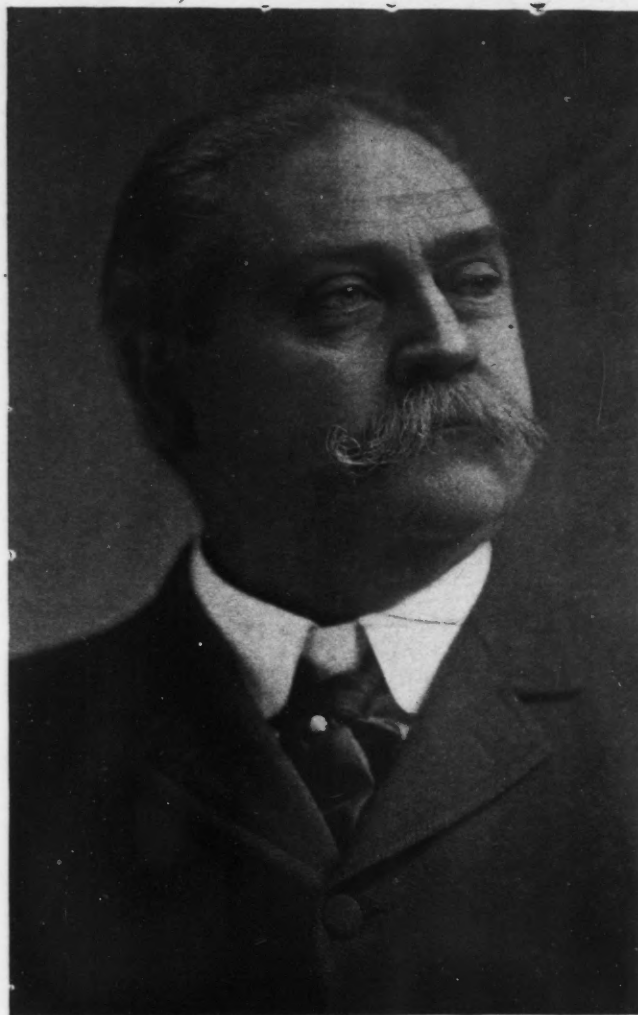
Company Headed By Alexander Troup of New Haven Union, Acquires Another Property.

The Reading (Pa.) Printing Company, owner of the Times and the Evening Telegram of that city, has taken over the Reading News. The morning paper appeared on Monday under the new title of the News-Times. It will be published by the Reading Printing Company from its plant at Sixth and Walnut streets.

Alexander Troup, editor and publisher of the New Haven (Conn.) Union, is president of the printing company, and W. F. Dumser, formerly connected with the Union, is secretary and treasurer. Both have been identified with the Reading Times and the Telegram about two years. Gilbert S. Jones, formerly editor and publisher of the News, becomes general manager of the News-Times and the Telegram, and Mr. Dumser, editor of the two papers. William Wolfe is the new advertising manager and H. B. Baker, circulation manager.

The combined papers start with a circulation of over 25,000, and the combined rate is 5c. an inch for the two papers, morning and evening. It is announced that on Monday next the physical make-up of the paper will be changed from the seven-column, 13-em page to an eight-column, 12½-em page. The Telegram and News-Times has the full leased wire report of the Associated Press and the Newspaper Enterprise Association features.

The J. P. McKinney Special Agency has therefore represented the News in the general foreign field and the E. Katz Special Agency the Times and the Telegram. It has not been decided who will represent the consolidated papers.



EDWARD H. BUTLER,
PUBLISHER OF THE BUFFALO NEWS, WHO DIED MARCH 9.

DEATH OF EDWARD H. BUTLER.

Owner of Buffalo Evening News Dies After Operation.

Edward H. Butler, proprietor of the Buffalo (N. Y.) Evening News, and a newspaper man practically all his life, died Monday after an operation for mastoiditis. Mr. Butler had been ill for six weeks. The operation was performed only as a last resort to save his life. At the bedside were E. H. Butler, Jr., publisher of the News, and Mrs. Butler, and Mr. and Mrs. Roscoe Mitchell, the latter his daughter.

Mr. Butler was born in LeRoy, N. Y., Sept. 5, 1850, and educated in the private and public schools of that place.

While still under 21 years of age he became the city editor of the Scranton (Penn.) Times. In 1873 he went to Buffalo and established the Sunday News, the first successful Sunday paper in that city. In 1879 he established the Bradford (Penn.) Sunday News, and the next year he started the Buffalo Evening News, to which he devoted most attention.

When in his twenty-first year Mr. Butler married Miss Mary E. Barber of Pittston, Penn., a relative of Ralph Waldo Emerson. By her he had a son and a daughter. She died in 1892.

In 1901 Mr. Butler was mentioned as the successor to United States Senator Thomas C. Platt of New York, and when he was suggested as a possible Mayor of Buffalo every newspaper in the city favored his nomination. He was a Republican Presidential Elector-at-Large for New York from 1896 to 1900, and a delegate-at-large to the National Republican Convention in 1908.

Mr. Butler was an active member of various associations and commissions. At different times he held the offices of

President of the State Editorial Association, director of the Associated Press, vice-president of the United Press, President of the board of managers of the Buffalo State Normal School, chairman of the board of trustees of Grosvenor Library of Buffalo, and director of the Rivers and Harbors Congress.

Union Holds Up Tribune Equipment.

The New York Tribune recently ordered a Hoe plate finishing machine for its stereotyping department. The operation of the machine has been delayed through a difference with the local stereotypers' union as to the number of men the Tribune may use to operate the machine. The union demands eight men, The Tribune has decided that six men are all that is necessary. The matter will be taken up at the New York Publishers' Meeting on Wednesday.

Sun's New Managing Editor.

William W. Harris, whose appointment as managing editor of the New York Sun, was announced last week and whose portrait appears in this issue, was born in Hudson, Mich., Feb. 10, 1866. His early education was obtained in the local schools. He subsequently studied at the University of Michigan, from which he was graduated with the degree of Ph.B., in 1889. Following a year's engagement as a commercial traveler in 1890 he became a reporter for the Detroit News. He was subsequently on the staff of the Chicago Inter-Ocean and Chicago Tribune, New York Journal, Herald and Telegram. Mr. Harris is keenly interested in golf, tennis, bicycling and fishing.

Fire last week destroyed the plant of the Spearville (Kans.) News, causing \$2,500 damage.

CHICAGO HAPPENINGS.

American Increases Country Carrier Rate—Death of Carlotta Perry—Randall Parrish Writes New Book—Fortune Awaits Wife of Newspaper man—Brown to Edit New Daily at Dixon—Curtiss Talks to Ad Club.

(Special Correspondence.)

Chicago, March 1.—The American has announced to its country trade that they are obliged to increase their rate to 10 cents a week delivered by carrier, as it was found impossible to issue a paper like theirs for less.

The Milk Producers' Association of this region is considering taking over the Milk News, issued in its interest by E. J. Fellows of St. Charles, Ill., for some time. The association has just voted Mr. Fellows \$1,500 for papers furnished it and other services.

Miss Carlotta Perry, a writer contemporary with Ella Wheeler Wilcox, died here late last week. She was a member of the Illinois Women's Press Association.

AD DEBT CAUSES BANKRUPTCY.

A debt of \$5,000 owed the American Art Journal precipitated bankruptcy proceedings for the big art firm of Moulton & Ricketts, with liabilities of about a million and assets about \$200,000.

Randall Parrish, the well known writer and club man, has written another novel which A. C. McClurg & Co. announce for early publication. It is to be entitled "Shea of the Irish Brigade." It is said to be a rattling, buoyant soldier tale of the time when the allies were seeking to defeat Louis XV.

Search is being made here for Mrs. Florence Kelley Reed, wife of a newspaper man who came to Chicago ten years ago. Her father, C. C. Kelley, of New Albany, Ind., has become rich and wants to share his fortune with her.

Mrs. Lillian Bartman Johnson, a newspaper woman, who recently came here from Colorado to run a new woman's paper, has written a playlet, "Just a Woman," which is being presented at a local theatre. It deals with suffragist experiences in Colorado.

ABENDPOST IN NEW QUARTERS.

The Abendpost is getting settled in its new quarters on Washington street, west of Fifth avenue. The premises have been greatly remodelled for its special use, and a new entrance with the paper's name above, has been built in.

John C. Curtiss, who has spent two years traveling in Africa, China and other foreign parts, addressed the members of the Advertising Association of Chicago late last week on advertising in the foreign field.

Harlow B. Brown, lately connected with System in Chicago, will be managing editor of the new daily paper, the Leader, about to be launched at Dixon, Ill.

Waterloo Courier Absorbs Reporter.

The Watertown (Ia.) Evening Courier has been absorbed by the Reporter, a daily of that city. The owners of the two papers have reached the conclusion that both the public and the stockholders would be better served under the merger plan. The reporter was published by the Matt. Parrott & Sons Co. In the merger of the two papers W. F. Parrott and J. S. Parrott will take places on the board of directors of the W. H. Hartman Co., publisher of the Consolidated papers. The Courier was established in 1858 and the Reporter in 1868.

Boston Journal Fined for Contempt.

The Journal Newspaper Company, publisher of the Boston Journal was adjudged in contempt of court last week and fined \$100 because of the accounts it printed on Feb. 4 and 5 of the proceedings of the suits by James M. Hall against Paine, Webber & Co., brokers. The journal will take the case to the Supreme Court.

AD MEN'S BIG NIGHT.

Annual Ladies' Banquet and Fashion Exhibit Brings Out Largest Attendance in League's History—Dress Models Parade Before Diners—Menu Composed of Advertised Food

The annual Ladies' Night and Fashion Exhibit given by the Advertising Men's League at the Aldine Club on Thursday evening brought out the largest attendance of any function ever held by the organization, 530 persons being seated at the tables when the dinner started. The demand for tickets had been so strong that the committee was obliged to shut down the sale on Tuesday, the limit of accommodations having been reached at that time.

It was nearly midnight when the speaking was concluded, and as the members and their fair guests left for their homes everybody agreed that the affair had been a great success.

The great attraction of the evening was, of course, the fashion exhibit prepared under the direction of A. M. Grean. Forty-one costumes from the workshops of the leading American manufacturers were shown by a group of young women who had been selected for their good looks and their ability to wear clothes in a fetching manner. The costumes were classed under three heads, "Fashions of Long Ago," "Fashions of To-day," and "Fashions of Tomorrow." The garments shown were pronounced by the ladies to be equal in design and finish to the French models recently exhibited in this city.

Judging from the advance styles which will be shown in the shops in a few days women's coats this spring will demand tight, close-fitting shoulders with half-opened umbrella effect at the end of the short waist which characterized the Autumn skirts.

The manufacturers who contributed to the exhibition were P. W. French & Co., M. C. Migel Co., Mardi, S. Genzburg & Co., Scholz & Co., Grean, and Bruner Woolen Co.

Novelty characterized the dinner itself. Every article on the menu was an advertised food, from Sunkist oranges to Apollinaris and American Grape Juice. No one complained of a lack of something to eat. In fact there was an abundance of everything.

The speaking did not begin until after the fashion exhibit had been presented. President W. H. Ingersoll introduced Miss Ida Clark, advertising manager of Scott & Bowne, as the toastmistress. Miss Clark made an excellent impression. She was witty, as of course all toastmasters or mistresses should be, and presented the several speakers in a charming manner.

Louis Dempsey, vice-president of the Butterick Publishing Co., spoke on "The Criticisms of Fashions." His remarks appealed to the women guests, who wondered how it was possible for a mere man to analyze their views of the subject of dress so accurately.

Alfred D. Woodruff, manager of the food supply store of the New York Association for Improving the Condition of the Poor, said that much of the talk about the high cost of living was silly because the statements were untrue. He asserted that except meats and poultry the prices for staple food products were as cheap to-day as they were two years ago. If women would go to the stores and make purchases of supplies themselves they would not spend so much money and would get better values.

Alfred McCann, of the New York Globe, in talking about "milk," shocked his hearers by declaring that tubercular infected cows were supplying the milk used in at least two New York hospitals.

Undoubtedly the hit of the evening was made by Miss Christine Frederick, who talked on "Advertising from the Consumer's Viewpoint." Her voice is admirably adapted to public speaking, her enunciation being clear cut and her delivery spirited and appealing. A report of her address will be printed in these columns next week.



DAVID B. G. ROSE,
CIRCULATION MANAGER OF THE LOUISVILLE (KY.) EVENING POST.

Mayor Mitchel Talks to Press Club. ROSE'S TWENTY-YEAR RECORD.

John Purroy Mitchel, Mayor of New York, was a guest of the Press Club Thursday, at its weekly table talk. Mr. Mitchel spoke on the problem of the unemployed and the pending legislation regarding the police department. He explained and defended his administration in its attitude toward holding up the hands of the Police Commissioner whether he be Col. Goethals or some one else. His address met with general approval by the club members and their guests. Sir Johnston Forbes Robertson will be given a dinner by the club on Sunday, March 15.

Sun Man Lands \$6,000 Job.

Shepard A. Morgan, of the New York Sun staff, has been appointed secretary of the Finance Department under Comptroller Prendergast. The place pays \$6,000 a year. Mr. Morgan has been on the Sun's staff for five years and a half and for the last two years he has been writing politics. He was born in Rochester, twenty-nine years ago, the son of the late Judge John S. Morgan. He was graduated from Williams College in 1906 and taught political science there for two years before entering the service of the Sun.

Bangor News to Have New Plant.

The Bangor (Me.) Daily News, whose plant was recently wrecked by fire, smoke and water, will be issued in about a month from an entirely new plant. The building in Exchange street, owned by E. H. Blake, has been leased and is being fitted up. It contains four floors and basement, all of which will be utilized. The News is being issued from the office of the Bangor Commercial.

The plant of the Hartselle (Ala.) Enterprise was recently destroyed by fire. The paper was partly insured.

How the Louisville Post Has Grown In Circulation Since 1894.

David B. C. Rose, on March 5th, completed twenty years' service as circulation manager of the Louisville (Ky.) Evening Post. When he first started in with that publication the number of news agents representing the paper in all of Kentucky, Tennessee and Southern Indiana, was forty-seven. Now there are more than five hundred.

Mr. Rose's work on the Evening Post has placed him among the "top notchers" in the circulation field. He has shown a broad aptitude for the work, and has been able to accomplish what he has through the employment of new ideas and the exercise of perseverance. In 1894 the Evening Post was an eight page paper. Today a sixteen page paper is required to carry the news and advertising, and twenty and twenty-four pages are not infrequent.

Mr. Rose's energies and ability are attested by the fact that in addition to his important duties with the Evening Post he has become president of the Standard Printing Company, one of the largest printing establishments in the South, and is the editor of the Masonic Home Journal.

Sentences Upheld in Dynamite Cases.

Frank M. Ryan and twenty-three others, members of the International Association of Bridge and Structural Iron Workers, convicted in the "dynamite conspiracy" cases, must go to the penitentiary unless they obtain a pardon. The United States Supreme Court on Monday refused to interfere with their sentences. The conviction followed the dynamiting of the Los Angeles Times building and other structures throughout the country.

TORONTO CONVENTION.

Sessions To Be Held at the Canadian National Exhibition Grounds—List of Speakers Who Are To Deliver Lay Sermons—The Sunday Afternoon Mass Meeting a Feature.

One of the appealing features of the Toronto convention of the Associated Advertising Clubs of America is that the convention headquarters, the secretary's and registration offices and the halls for the general and departmental sessions, will be within a few minutes' walk of each other, so that the busy delegates will be able to cover a great deal of ground with a minimum loss of time in going from one place to another.

The Toronto Ad Club has secured the use of the buildings of the Canadian National Exhibition, said to be the world's largest annual exhibition, in Exhibition Park, within fifteen minutes' ride by street car of the centre of the city. The huge Agricultural building has been allotted principally for the departmental sessions. Its six large halls will accommodate the following general departments: Newspapers, Magazines, Trade Publications, Advertising Agencies, General Advertisers and Outdoor Advertising.

The big transportation building, capable of accommodating from 5,000 to 6,000 people, will be utilized for the general sessions.

The fine arts building will be allotted to General Publications, Religious Publications and Street Car Advertising departments.

The dairy building will be given over to the Printing, Engraving, Farm and Class publications.

In the art gallery the main exhibits of printed and lithographic advertising will be displayed.

PROGRESS FOR LAY SERMONS.

The program committee, of which John K. Allin, of the Christian Science Monitor, is chairman, has been making excellent progress. It has arranged for Sunday lay sermons from the following:

Peter Clark Macfarlane, of New York City, special contributor to Collier's Weekly.

Norman Hapgood, of New York City, editor of Harper's Weekly.

W. B. Morris, of Minneapolis, Minn., advertising manager of The Northwestern Knitting Company.

Joseph H. Appel, of New York City, director of publicity, John Wanamaker.

Robert Adamson, of New York City, Fire Commissioner of New York City.

Andrew N. Fox, of Chicago, advertising manager of the Benjamin Electric Company.

Charles Stelzle, of New York City, consulting sociologist.

Frederick Dixon, of London, journalist.

Glen Buck, of Chicago, vice-president of Gardner Advertising Agency.

Herbert A. Casson, of New York City, of the H. K. McCann Company, advertising agents.

V. L. Price, of St. Louis, chairman of the executive committee of the National Candy Company.

Silas McBee, of New York City, editor of The Constructive Quarterly.

SUNDAY MASS MEETING.

The mass meeting Sunday afternoon will be one of the great events of the week. It has been suggested that the general subject of the addresses shall be "One Hundred Years Peace Between Great Britain and the United States." It is hoped that Sir Wilfrid Laurier and Dr. J. A. McDonald, editor of the Toronto Globe, will be among the speakers on this occasion.

On Wednesday evening there will be a general session at which advertising from the standpoint of the consumer will be presented.

At this meeting there will be addresses by Mrs. Christine Frederick, of New York City, upon "The Woman Consumer—The Jury to Whom is Directed Two-thirds of the Work of the Advertising Man;" George W. Hopkins, of Boston, Massachusetts, and Kansas City, Missouri, will speak upon "Economics and Advertising."

LACK LITERARY TONE

Editor of Le Journal Finds New York Newspapers Inferior to Those of Paris—Circulations Small in Comparison—Deplores Their Want of Literary Food and Criticizes Their Local Character and Influence.

Paul Reboux, of Le Journal, Paris, who is now visiting this country, in an interview in the New York World on Sunday, made an interesting comparison between American and French newspapers. He expressed disappointment with the New York papers, which he says he has been reading most carefully. He was surprised, because, notwithstanding New York has a fluid population of more than five millions and Philadelphia with another two million people is within two hours of the city, the circulation of local papers is nevertheless limited to from one to four or five hundred thousand. The reason he assigns for this shortcoming is that our papers are merely newspapers, designed to give local information at a glance, instead of providing food for our readers' minds to entertain and amuse their leisure hours.

TOO MUCH SPECIAL MATTER.

He charges the American newspapers with deluging their readers on Sundays with a mass of special articles and features, comic illustrations and other things that cannot be digested. On week days, he says, "a man can read all the newspapers printed in New York in less than an hour, but on Sundays any one of them is more than a man can read in three hours, and that is about as long as the average man can read comfortably. In France we don't have special Sunday editions, but we give our readers every day in the week some nourishing literary food along with the record of daily happenings. And it is the literary food that is the most important, even from a business point of view, because no daily paper which is merely a newspaper can hope to get a big circulation anywhere."

"With small variations, nearly all your New York papers print substantially the same news and get it from much the same sources. Where they vary, and vary greatly, is in their editorial pages, and to a stranger it is by their editorial pages that they must be judged. Now, in Paris we have no editorial pages properly so called, but a great deal of editorial writing is present, both in the literary features and in the news.

EDITORIAL WRITING IN NEWS.

"The Parisian journals may be divided into three kinds—the literary journals, which enjoy a large circulation but exert little or no influence on public affairs; the great political journals—such as Le Temps and the Journal des Debats—which reflect the attitude of the great political parties or even of the Government, especially in foreign affairs, and the personal organs, such, for instance, as the papers through which Henri Rochefort, Paul de Cassagnac and Edmond Drumont have moulded public opinion to an extent which is hardly credible. But although personal journalism has made the political fortunes of many men, it has only in very exceptional cases been financially profitable. The great circulations belong to papers that are read from one end of France to the other, or rather are read wherever the French language is spoken. You can take a copy of Le Journal a week old, and unless you happen to be actually living in Paris and interested in the local

news it is just as readable as if it had been printed yesterday.

"How many newspaper men of the widest experience can sit down and write out a synopsis of the local news of the first week of February? That is only one month ago and 99 per cent. of what happened is of no earthly interest to anybody. It was just printed in response to an artificial hunger which American newspapers themselves have created. But when it comes to reporting some really notable event it is done much better and much more graphically by our French papers.

"Take the funeral of Paul Deroulede the other day. We printed about three and a half columns, but it was a pen picture drawn by a master hand, and it will live for years in the memory of hundreds of thousands of readers who from



NEW HOME OF SPRINGFIELD (O.) DAILY NEWS.

every nook and corner of France were enabled to follow Deroulede to his grave in spirit if not in person. There is very rarely more than one big event worthy of such treatment in a day; sometimes there is none. But that one thing which people want to read about should be presented not necessarily with an array of cold and detailed fact but so as to sway the reader. Your American reporter is not really dramatic, nor tragic. He does not appeal strongly enough to the emotions. He can state a startling fact in very few words at the beginning of an article, but this is reflected in the headlines. But that is, after all, the crudest form of sensationalism. It can never take the place of high literary skill."

LITERARY QUALITY FIRST.

"Le Journal has, from the first, always subordinated unimportant current news to the excellence of its literary features. The daily record of accidents and crimes, the doings of public men, and of the legislatures and the courts are all told in a few short paragraphs. We lament the lack of literary skill with which these things are reported, but to us the great thing is to tell the facts in as few words as possible and save space for things worth while.

"I believe that an account of a social function which is of importance only to the hostess should be paid for in just the same way as we exact payment for publishing the fact that such and such an actress owes her youth and beauty to the use of so-and-so's face cream.

"Another thing is that daily papers should not be too bulky. At the present

cost of white paper twelve pages is all the public can expect for one cent and sixteen pages should be the limit. At least four pages should be devoted to literature; by that I mean editorials, special articles, interviews, and last and by no means least, fiction. Three pages should suffice for printing all the news, but, of course, the ugly, uniform and wasteful headlines would have to go. It is absurd to believe that every day from ten to twenty items of news should be worth exactly the same display, and that they should hang from the tops of the columns like legs of lamb from the row of hooks in a butcher shop.

"There is one other thing, however, to which I attribute the Journal's success. It has no politics. It never takes sides in public affairs any more than it does in religious affairs. It does not tell its

Herald Owl Club Holds High Jinks.

The Owl Club, composed of the editorial, reportorial and art staffs of the New York Herald, holds its annual dinner early Sunday morning.

Interesting sketches of newspaper life written by Owls were the means of affording great amusement. One of the young Owls took the part of a countess in an amusing reporter's skit. Distorted pictures of some of the older Owls were thrown on a screen, while one of the Owl artists gravely lectured on the subjects. Herald correspondents from cities far and near were among those present.

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in February, 1913 - - 33,492

Net Average in Topeka in February, 1914 - - 9,632

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

Arthur Capper

TOPEKA, KAN. Publisher

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

WOMAN'S RECREATION

The New York Evening Post recognizes woman's prowess on the golf links, with the tennis racquet, at the horse show—and faithfully records all "events." These reports are not used to eke out an alleged "Woman's Page"—as if of limited interest.

On the contrary, they appear in whatever page of The Evening Post and take whatever space the importance of each event demands. The maker and seller of sporting goods who wants to interest women and leaves his advertisement out of The Evening Post, is making a mistake.

3 Cents Every Evening Except Saturday, when the Price is 5 Cents, including Illustrated Magazine.

The Evening Post

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

INSTRUCT your machinist to order Intertype Matrices and Supply Parts. Get superior quality for less money.

EFFICIENCY IN THE ART DEPARTMENT

A Few Pointers for the Man Who Runs a Small Newspaper Engraving Plant—Making Several Color Press Plates from a Single Engraving—How Art Copy Ought to Be Judged.

By George A. Schreiner

With the statement recently made in the Journal of Engraving that "there is no such thing as an all-around man in the modern engraving business," a good many newspaper managers will take exception. Either that or they will have to class themselves among the non-moderns. Since some of the very best engravers are found in newspaper plants, and since the newspaper is one of the best buyers of modern engraving machinery and apparatus, such a relegation would hardly be fair.

The assertion concerning the all-around man is made to accentuate the conclusion that "it takes twelve or more people, working at nine distinct trades in as many departments, to complete the smallest engraving." What the average newspaper manager would do if this was really the case is not hard to surmise. He would shut down his art department in favor of the service mat. Fortunately, photo-engraving is not as scientific a subject as some exaggerations might cause us to believe. To be sure, it takes intelligent and willing men to do the best in this line, but there is no justification for the great amount of posing that is done.

ARTISTIC INSTINCTS AND FORMULA.

At his best, the process is mechanical and simple, and, provided copy is good, the best results are obtained when there is no interference on the part of the engraver. Photo-engraving, as the name implies, is a combination of photography and engraving, both of them rather mechanical in operation. It is conceded here, of course, that the expert engraver can make the photo-engraving a work of art, but the man with no artistic instincts does nearly as well if for esthetics he substitutes strict adherence to formula. This is specially true in the case of the newspaper plant employing a capable artist.

The question discussed lends itself to a little treatment in art department efficiency of the newspaper, which, it is admitted, may lack in expertness from the point of view of the engraver-specialist, but will, nevertheless, be of considerable value to the manager of the small newspaper who is obliged to do the best he can with a small engraving plant and personnel. It will also appeal to the managing editor who depends upon a commercial engraver and has been led into the belief that in color work the photo-engraver must make all the plates.

COMMERCIAL VS. NEWSPAPER PLANT.

That there are advantages in running the commercial engraving plant on the specialist basis, nobody can deny. Doing the same thing all the time is apt to make the employe more expert in the part of the work he does, accepting that he is made of good stuff, is, in other words, a man in whom familiarity does not breed the contempt so often associated with specialization carried to extreme.

That in the well organized commercial engraving plant no less than twelve, and possibly more, men handle a job before it is finished, can be of little interest to the newspaper publisher. In the average newspaper office there is employed one artist, and, possibly, a staff photographer, if the artist is too busy to act in both capacities. At the very outside there are four men in the mechanical department. It is to be understood that the term average does not include the large metropolitan dailies.

If it were true that there is no such thing as an all-around man in the modern engraving business, the number of newspaper engraving plants would be few indeed. There are in the United States not more than a score of newspapers that could maintain an engraving

staff of a dozen or more. The great majority of papers employ no more than six, counting the artist and the photographer. Many turn out most excellent work with as many as three employes in the art department, that is, a combination artist and photographer and two engravers. It is really surprising how much work such a staff can take care of. In addition to meeting the requirements of the daily and doing a good deal of work for the advertising department, such a personnel, if composed of the proper men, will turn out Sunday lay-outs and illustrations of the best quality. To be sure, in so small a staff the spirit of loyalty, interest in the work and experience must keep one another company.

INTRICACY NOT SO STUPENDOUS.

In most cases the managing editor passes on the illustrations needed for the daily, while the Sunday editor and artist take care of the art for the Sunday edition. Good judgment and not a little experience is needed by these men to make the service of the superintendent superfluous. With a new man to deal with, the engraver is liable to have an interesting time of it. It is a failing of all editors trying their hand at this for the first time to believe that all pictures make good cuts. Nothing could be further from the truth. The intricacies, however, are not as forbidding as some claim, and in very little time the man willing to learn can become proficient in the judging of a photograph or drawing for values and manner of treatment.

With the copy in, the artist may be required to touch it up here and there. After that it is passed to the foreman of the shop, who, as a rule, attends to the more critical phases of the process, leaving his assistant to do the "dirty" work. The amount of work that can be done by two men, provided there is no "butting-in" on the part of people with notions, is nothing short of remarkable. How the copy passes from the negative to the block or metal base is too well-known a story to permit repetition here.

JUDGING OF COPY IMPORTANT.

There is much in judging a photograph or a drawing for reproduction which the "art editor" should know. One of the things that must be condemned here is the aversion of many so-called art editors to taking a little advice from the man who has to make the cut. Often he will take the position that a flaw he cannot see exists in the mind of the engraver, whom he accuses of wanting to get through with as little trouble as possible. When a man deals with a mechanical staff of which this must be said there is nothing left him but to thoroughly familiarize himself with the process to be sure of what he is talking. Most poor results have their origin in the obstinacy of some editor who fondly imagines the pretty photograph he has in front of him will make a good halftone.

Good halftone copy should be printed on a "printing-out" paper whenever time and weather conditions permit. Black and white is the best for this, though a deep brown is nearly as good. A photograph containing weak details invariably makes a bad cut. In the halftone process the middle-lights suffer most, owing to the tendency of photo-engraving to make the lights and shadows meet. The blacks of the copy remain the same, as a rule, because they are easy to control; the lights darken because only the greatest care in the etching can bring them to their approximate brilliance in the copy. Stopping-out with asphaltum and re-etching the lights is a good remedy for plates needing heroic treatment. When not abso-

lutely necessary this should be avoided, because the average engraver cannot interfere in a halftone process without marring the subject. Where artistic or "contrasty" effects are desired this is no consideration, of course.

TOO MUCH REDUCTION DETRIMENTAL.

While reduction of the original is desirable in all cases, carrying this to extremes has poor results. It is better to crop the copy to within three or four times the size of the cut than to attempt the contraction of surface otherwise necessary. Crowding of details, unavoidable in this, gives the cut a grey monotony. Where a good cut might be shown, one shows nothing but a cloud effect at night—an uninviting smudge of ink and nothing more. It is better to cut down the copy to essentials than to hope for artistic effect.

Those passing on halftone copy for newspapers should bear in mind that the copy must be clear and contrasty, black and white, and printed out if possible. The subject should be cropped as closely as possible, and in portraits very little room should be left between the uppermost line of the head and the top of the cut. In landscape and street scenes and the like, the immediate foreground should be cropped. As a rule, this is a trifle out of focus and blurred, a defect which reproduction serves to emphasize. The same should be done with the sides of the picture. Too much sky is a detriment, the best results being obtained when the objects in the foreground extend to the top of the cut or beyond. It is futile to hope for good cloud effects in a newspaper halftone, except if the copy is extremely strong and taken with a plate suited for the purpose.

DECORATING HALFTONE TICKLISH TASK.

Decorating halftone with line work should not be attempted by a man not absolutely sure of his ground. Some of the effects obtained are an abomination and spoil cuts otherwise good. The fancy design around the edge, and often through the cut itself, serve no purpose at their best, and have anything but the aesthetic qualities hoped for. The straight black line looks more dignified. There may be no objection to surrounding a June bride with whatever lace effects may appeal to the artist, but to see the face of a staid, old man surrounded by curly-cues is not taste, and, certainly, not art.

In combination plates the halftone should never be subordinated to the line work. Doing this results in a very patchy effect. While the white margin will set off the halftone to advantage, drawing lines through it has the opposite effect. The decorations, moreover, should never be cut too deeply into the halftone, that is not extremely contrasty, though this may be done to advantage where a large block of black or an even grey can be cut off for decorative purposes. Excellent effects may be obtained in this manner by the artist knowing what he is driving at, a state of mind he is not always in.

BLOTCHES AND ANGLES TO BE AVOIDED.

Heavy blotches of black should be avoided in all line decorations. Placing the cuts at acute angles is one of the things not to be done under any circumstances; while the appearance of the page may gain a little by this, the reader, for whom the work is done in the end, is not in love with craning his neck like a goose in a thunderstorm. Stipple effects should not be used on large surfaces. Usually they mark the space on the plate which the artist has wasted. That many of them have fancy "worsted" patterns is no argument in their favor. Stipple surface in color work has great charm, in black and white it is one of the things we can do without.

And here a few remarks anent the range of newspaper illustrating become pertinent. It is a sad picture to see an "art editor" work over an illustration or lay-out as if he were concerned with the subtle nuances of a Turner marine. Those "wonderful" details and shades meet their end in the screening, in the

etching, in the stereotyping and the last vestige of them is squeezed into nothingness by the speed of the press. This is truly a case of: what's the use? The thing wanted is contrast, not the contrast of the smudge, but the contrast of strong lines and demarcation of shades. The ink and paper used in the daily are not calculated to nurse cuts full of gradations.

RANGE OF COLOR WORK IS GREAT.

It is surprising what the technically proficient art editor can do in the matter of color work. Provided he has the quality indicated, he can accomplish a great deal with a single plate; his range with two or three plates is almost limitless. But in this he will need the co-operation of an intelligent and willing stereotyping department, not to mention the technical knowledge and ability of the artist.

The lay-out for flat color work should contain everything wanted in the press plate. It is easier for the engraver to rout a cut than to fill one in parts, in fact for good results this is almost impossible. For subjects that can be treated in strong colors, the outline is not necessary and often not to be desired, and in this case the drawing should be confined to showing in black all printing surfaces desired in the scheme. Care should be taken then to separate the various parts by a thin line in white. Not alone will this prevent the colors from interfering with one another, but they will serve as a guide to the man who makes the color distribution on the various plates afterwards. Lay-outs of this sort lend themselves to work in three colors, beside the regular black, all of them made from a single engraver's plate. But it is not for the novice in newspaper art to make such a drawing. The color scheme must be accurately determined in the mind, because there is no opportunity to experiment.

The newspaper manager dependent upon a commercial engraver will find this method of color work most acceptable, since one plate will give him all the color printing surfaces he will want. Splendid vignette effects can be obtained from such a plate by the use of a tinting tool judiciously applied.

WIDE FIELD OF APPLICATION.

The subjects that may be treated in this manner are not as few in number as one would think. The experienced artist can compose attractive landscapes in this manner, getting a rather impressionistic, but pleasing, effect. The sky, for instance, is easily disposed of. All the artist has to do is to draw in black whatever cloud or blue effects he wants, taking care, however, to separate the sky from the background by a white line which the stereotyper must follow when routing the press plate for the blue. Greens are obtained in a similar way, the parts to be shown in that color being ultimately left in the blue and yellow plates. Some red for the tiles of a roof, and possibly the sides of a house, with the printing surface reduced by the tinting tool, should make a pleasing little decoration. In water scenes the range is even greater. For surfaces of a decorative nature this method offers a particularly wide range. It is hardly necessary to point out here that press plates so made have a perfect register.

When and how to apply color in the newspaper has always been a problem. At present the Sunday magazine pages get that sort of treatment, and in rare instances color is carried by the small newspaper on certain home-made pages. A dash of it on the society page is not out of place. But the application in this instance should be limited in range and number of colors. Using it in the caption and initials generally shows good taste, extending it becomes dangerous, though capital effects may be obtained by applying color sparingly in borders. But no matter how colors are applied in this manner gaudiness can only be sidestepped by applying no more than two colors, though one of these may be given in two shades from two plates with excellent results.

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)

"The Star League" { **INDIANAPOLIS STAR**
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group
Clean Newspapers

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

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

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

During the year 1913, The Times printed 768,517 inches, leading nearest paper by 222,510 inches. The foreign advertising amounted to 77,269 inches, a gain of 3,516 inches over 1912. The next paper carried 25,000 inches of foreign advertising less than the Times.

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

Buy the best and you will be content

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

Chicago Examiner

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

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

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

G. A. McCLELLAN, Pres.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN **135,000**

PROGRESS AT EL PASO.

Remarkable Development of Southwestern City and Its Unusual Opportunities—The Ostrich Farm One of Its Show Places—Costly Enterprises Under Way—A Visit to Refugee Camp and Mexican Prisoners.

By BYRON W. ORR.
(Special Correspondence.)

EL PASO, TEX., Feb. 28.—I assume that many people are interested in this section of the country not alone because of the Mexican disturbances that have for the past three or more years put a check upon the commercial and industrial interests here. El Paso is making a wonderful record in the great Southwest.

From a small military outpost, El Paso has become widely known as a most progressive business city. In fact, no western city ever enjoyed such opportunities as El Paso. This is true even in the face of the strife in old Mexico, where the supremacy of Federal or Constitutional rule is being so desperately contested at the mouth of canon and point of sword.

Every train coming from the city of Chihuahua to the city of El Paso brings a number of merchants who are buying merchandise to supply the demand in that section of the country, and this is but a small item in comparison with the greater trade that comes to El Paso from the vast mining districts and great stock-raising territory, and was temporarily checked and so keenly felt by El Paso business men during the storm period of the revolution in Mexico.

HAS EQUITABLE CLIMATE.

Another thing that is attracting people to this rapidly growing city is the superb climate, which is equitable the year round. The average temperature for 30 years as given by the Government records show that the average for January is 44 degrees, for February 49 degrees, March 56 degrees, April 64 degrees, etc. This coupled with an altitude of 3,762 feet and a rain fall of 10 inches per year, makes a high, dry and sunshiny climate.

Since coming to El Paso, I have made three trips, which may be of interest to mention. First to Juarez, just across the Rio Grande into old Mexico. I visited that quaint city just two days after the big battle south of Juarez, when General Pancho Villa in command of the rebels defeated the Federals. I saw a portion of his army on their return to Juarez with many wounded soldiers, prisoners and captured artillery.

Next was a trip by trolley to Ancient Ysleta, some fourteen miles down the valley of the Rio Grande, in the fine steel cars operated by the Rio Grande Valley Traction Co., from El Paso to Ysleta.

On the way you pass the Ostrich Farm, which is one of the show places of the valley; then comes the El Paso Dairy Farm, the largest in this section of the country, while now and then are seen the homes of the modern American ranchers. To the north you see the mesa lands, while to the south is old Mexico with great sand mountains rising just beyond the plain through which flows the Rio Grande.

6,000 REFUGEES AT FORT BLISS.

On Sunday a week ago I made a trip by trolley out to Fort Bliss, then a walk of about a mile to the refugees' camp, where about 6,000 Mexican prisoners are under guard and care of United States army officers and soldiers.

The camp covers about 40 acres and is enclosed by a barbed wire fence fully 15 feet high. The refugees and prisoners live in brown colored tents, same as those used by Uncle Sam's boys, and it costs 18 cents in gold per day to feed each person. The rations consist of Mexican beans, chili peppers, corn meal, potatoes, onions, bread, fresh meat and coffee.

Just outside the main camp is a smaller enclosure in which is guarded Gen. Salazar, where we found him walking up and down in front of his tent smok-

ing a big cigar. The general seemed more content under Uncle Sam's protective care than when facing General Villa's guns and rebels when they drove the Federals out of Mexico following the late battle of Ojinaga.

Since Salazar's imprisonment at the camp, he has been in fear of being killed by the guards, who have orders to shoot him if he tries to escape.

EL PASO GROWING RAPIDLY.

In spite of the disturbed conditions in Mexico, El Paso is growing and scores of big enterprises are in progress on every hand. New streets are being made, new factories are being built, new homes are being erected and new business houses are coming into existence.

Out at the Franklin canal it is swarming with men and teams for ten miles in the process of the government's expenditure of \$200,000. The Butte dam project is costing \$10,000,000, and will supply the water for irrigation in this section.

Fort Bliss is being enlarged at a cost of \$300,000 and an army of men is getting busy on the job. The County of El Paso is spending \$350,000 on miles of new asphalt roads leading from all directions into the city of El Paso, while another \$350,000 is being expended by the big smelter for train loads of new machinery and improvements at the plant.

Very recently the city of El Paso voted for a bond issue of \$350,000 to build a joint county and city skyscraper, and \$200,000 more is assured for a new high school; \$200,000 additional is to be expended for a new Federal building and postoffice.

New railroad shops are to be built at a cost of \$500,000, while new churches, business blocks and apartment houses are in course of construction in various parts of El Paso; indeed 1914 bids fair to be a golden year for this wonderfully progressive city of the greater Southwest, and where the man of money and capital can readily reap a golden harvest by prompt and ready investment.

AN ADVERTISING FRATERNITY.

Alpha Delta Sigma Organized at the Missouri University.

An honor fraternity, known as Alpha Delta Sigma, has been organized by the advanced students in the advertising division of the School of Journalism of the University of Missouri. It is the purpose of the founders of the organization to make it a national organization similar to the national fraternities in schools of law, engineering and medicine. It is the first fraternity to be organized by students in advertising in an American university.

The charter members of the fraternity are: H. J. McKay, Nova Scotia; Alex Bayless, Texas; Rex MaGee, Mississippi; O. N. Gingrich, Colorado; Guy Trail, T. E. Parker, John Jewell, Harrison Brown, Missouri, and J. B. Powell, instructor in advertising in the University of Missouri. Each member of the chapter plans to make advertising his life work.

The purpose of the fraternity is to encourage higher standards of advertising on the part of the members of the organization. The constitution included the Declaration of Principles regarding truth in advertising, adopted by the Associated Advertising Clubs of America at Baltimore last year. Only those students who show exceptional ability in advertising will be admitted to the organization.

There are nearly seventy students enrolled in the various classes in advertising at the University of Missouri this year.

The Central Division of the Associated Advertising Clubs of America, will hold a convention at Indianapolis, on April 9, 10 and 11. The Indianapolis Club, which entertains the convention this year, is a division of the Indianapolis Chamber of Commerce. The attendance promises to be large.

R. J. BIDWELL CO.

Pacific Coast Representative
of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
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Chicago Tribune
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Omaha Bee
Denver News
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SAN FRANCISCO

SUPREME In Its Field and In The Family

A Clean, High-Grade Newspaper
The Omaha Daily News

Has the
Largest Daily and Sunday
Circulation by Many Thousands and
"Covers Nebraska like a Blanket"

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366 Fifth Ave., New York

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IN
WASHINGTON

C. T. BRAINARD, President.

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Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

Detroit Saturday Night

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

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

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

The Southern Division of the Associated Press has moved into new quarters in the Healey Building, Atlanta. Its former headquarters was destroyed by fire last month.

ARGENTINE'S GREAT DAILY NEWSPAPERS

Buenos Aires, Newspaper Center of South America, Home of 189 Dailies, Weeklies and Periodicals—La Prensa, Foremost Daily of the Continent—Standard, the Leading English Paper.

By W. E. CARSON, Author and Special Correspondent.

[Mr. Carson recently returned to New York from an extensive trip through South America, where he was afforded unusual opportunities for studying the newspaper situation.—Ed.]

The famous La Prensa is the foremost daily printed in Spanish. It was founded in 1869 by Dr. Jose Paz, who died in Paris about two years ago, leaving an immense fortune. It has a daily edition of twenty-four to thirty-six pages of seven columns each and a circulation of 100,000. Having a wonderful cable service from all parts of the world, sometimes printing two large pages of cablegrams, it circulates all over Argentine, and finds its way into the wildest parts of the country, carrying the world's news. It has a talented literary staff, an excellent reporting service, and is a great power in the republic.

The palatial La Prensa building in the Avenida de Mayo is as elaborate as a first-class clubhouse. Readers not only have the benefit of a free doctor, a free lawyer and a free reference library, but there is also a languages department where English and Spanish are taught for moderate fees. In the building there is a magnificent Louis XVI reception room and concert hall, decorated with white enamel and gold, with crimson damask chairs, where select concerts are occasionally given to fashionable audiences. There is also a gymnasium for reporters and an excellent restaurant.

SPOTLESS NEWSPAPER BUILDING.

Until recently there were luxurious apartments provided for distinguished visitors, but as more space was needed for the editorial department, these have been changed into offices. La Prensa has the cleanest newspaper building I have seen—a "spotless town." Even the pressrooms and photo-engraving department look as if scoured.

General Manager Alexander Paz, a nephew of the founder, speaks English fluently and knows English and American newspapers thoroughly. The principal editors also speak and write English. La Prensa in tone expresses a sturdy common-sense democracy. It has a wonderful amount of advertising—three pages of want ads in small type every day and almost a monopoly of real estate advertising.

La Prensa's chief rival is La Nacion, which appeals more strongly to the aristocratic element. It was founded in 1852 and was long under the direction of the late Gen. Bartolome Mitre, one of Argentine's great statesmen. It has a high standard of literary excellence and from its editorial department are issued volumes of sound books.

INTERESTING COMPARISONS.

La Prensa corresponds to the New York Herald, whose position it duplicates in Buenos Aires, while La Nacion might be compared to the New York Times. Next in importance is El Diario, a witty and clever journal, which is the paper most favored by the masses. In its tone it is noticeably anti-North American. Other papers of note are El Pais, La Tribuna, El Tiempo, La Ultimo Hora and El Correo Español.

Mention must also be made of La Argentina, an enterprising daily, which, in appearance and make-up, bears some resemblance to the New York Sun. It is ably edited and has a large circulation. This paper belongs to the Mulhall Brothers, members of one of the foremost families of Argentine, and of Irish descent. The new building of La Argentina is equipped with a wonderfully up-to-date plant, and the paper is excellently managed. It has a truly cosmopolitan staff. Dr. Hansen, the managing editor, is a Dane; the linotype department has a Canadian foreman, a German manages the composing room, and in the pressroom and other departments one finds Argentinos, Spaniards

and Portuguese. These Latins also set up an English paper issued at the office of La Argentina.

LEADING ENGLISH PAPER.

The Mulhalls publish the principal English daily newspaper in Buenos Aires, the Standard, which was founded in 1862. There is a large and increasing English-speaking population in Buenos Aires, and the Standard, therefore, has a big circulation. It has an excellent local news service of interest to English readers, and the matter is quite American in style. It has a page of cablegrams daily and is a leading advertising medium.

Every Friday and Sunday a supplement is issued with a summary of the week's news. The paper contains eight pages and costs five cents. It is read extensively by the English-speaking residents and has considerable influence with the Argentine Government. Its present editor, an American and a nephew of Admiral Dewey, was formerly engaged in newspaper work in New York.

The Buenos Aires Herald is another English daily which appeals to English readers with its newsy columns of correct information regarding business and maritime matters. A weekly mail supplement, with a large circulation, is also issued.

An English commercial weekly, the Review of the River Plate, is issued every Friday morning. It gives accurate commercial news, and also devotes some pages to town topics and sporting matters.

COSMOPOLITAN WEEKLIES.

In addition to the dailies in Buenos Aires there are various weekly and monthly periodicals and numerous comic papers, but few magazines dealing with literature or special subjects. One of the weeklies, known as Caras y Caretas, consists, for the most part, of photographic reproductions of passing events. It is very cosmopolitan, as befits the leading illustrated paper of a cosmopolitan city. There are several good trade journals in Spanish published in Buenos Aires, and there is evidently a good opening for an automobile paper (Spanish) which would give local news. It would undoubtedly command a good circulation and some profitable advertising, as the European and American manufacturers are doing a brisk business in South America.

Next to Buenos Aires, Rio de Janeiro ranks high as a newspaper center. The visitor who walks along the new Avenida Centrale is immediately impressed by the tall buildings of the Rio dailies. Chief among them is the Jornal do Comercio, the leading newspaper of Brazil, whose owner and editor, Dr. J. C. Rodriguez, is one of the most influential men in the country. O Paiz, like the former newspaper, has its own handsome building, and a subscription to it for one year costs 30,000 reis. Visions of multi-millionaire subscription agents disappear, however, when the visitor discovers that, in American money, this imposing sum is just a little over nine dollars.

(Concluded next week.)

Drank the Right Brand.

Just before the fall of Vicksburg, a "committee" of busybodies called on the President and asked him to remove General Grant. "What for?" demanded Mr. Lincoln. "Why," replied the committee, "he drinks too much whisky." "Ah," inquired the President, much interested, "can you inform me, gentlemen, where General Grant procures his whisky?" The delegation admitted they could not. "Because," continued the President, his eyes twinkling, "if I can find out, I'll send every general in the field a barrel of it!" Right after that the "committee" filed out.

Taunton Daily Gazette

A newspaper of proved circulation of quality as well as quantity in its territory.

Taunton, and its suburbs of Dighton, Berkley, Norton, Raynham, and Rehoboth, has a population of more than 45,000 people. The Gazette, established in 1848, and one of the oldest daily papers in Massachusetts south of Boston, is the household newspaper for these communities.

The readers include the prosperous and contented farmers in the towns, the skilled mechanics in the city, and the business makers of a community of diversified industries and steady prosperity.

In its territory The Gazette reaches them all.

Taunton is the home of one of the largest stove industries in the United States. It also has extensive silver goods manufactories, textile mills, big printing press building plants, and many other industries employing skilled and well paid labor.

Circulation of The Gazette exceeds 6044 daily.

Mr. Advertiser: The Gazette is the medium for your use in telling your story to the people of Taunton and vicinity.

Published daily (except Sundays and legal holidays) by the William Reed & Sons Co., 5 to 9 Cobannet St., Taunton, Mass.

The Bridgeport Standard

BRIDGEPORT'S HOME NEWSPAPER

UNDER NEW MANAGEMENT

A HOME NEWSPAPER is the most profitable to the user of advertising space. Regardless of what you have to sell if you reach the home you reach the real buyer. The circulation of The Standard is home circulation. This is the reason why Standard advertisers receive quick and satisfactory returns.

The Bridgeport Standard

is

Bridgeport's Best Buy

Largest percentage of gain in advertising space of any of the Bridgeport papers. A progressive paper conducted on business principles.

For specimen copies and advertising rates address

THE BRIDGEPORT STANDARD

BRIDGEPORT, CONN.

Eastern Representatives
LA COSTE & MAXWELL
45 West 34th St., New York

Boston Representative
CARROLL J. SWAN
44 Bromfield St., Boston

Western Representative
FRANK W. HENKEL
People's Gas Bldg., Chicago

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue, New York
Lytton Building, Chicago

Some day all reputable newspapers will adopt the GLOBE policy of quoting only NET CASH SALES, averaged for the ENTIRE YEAR. On this basis, when you ask for the "best buy" in the high class evening field you will find

In New York It's

The Globe
and Commercial Advertiser

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

THE NEW ORLEANS ITEM

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

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

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

THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

POINTS ON LIBEL LAW.

Some Things Newspaper Editors Should Know About Defamatory Publication In Order to Avoid Trouble.

By W. J. STANTON.

Books, paintings and other works of art are legitimate subjects of comment, and criticism, when fairly and honestly made, is not actionable, however strong the terms of censure may be, unless it goes further and attacks the individual. But the privilege of criticism cannot warrantably be perverted to the purpose of willfully and falsely assailing the moral character of an author.

Newspapers, as such, have no peculiar privilege. Defamatory matter published in good faith in the honest belief in its truth, if false, is not privileged because published as a mere matter of news. The constitution of the United States and the various State Constitutions guarantee the right of freedom of speech and liberty of the press. The term "freedom of the press" consists in a right of the conductor of a newspaper to print what he chooses, without any previous license, but can be held responsible therefor to the same extent that any one else would be responsible for the publication.

COURT REPORT PRIVILEGED.

A full, fair and impartial report of a judicial proceeding is qualifiedly privileged, unless the court has itself prohibited the publication, or the subject matter of the trial or proceedings be unfit for publication. No action will lie therefore except on proof of malice in making it.

A distinction has been drawn between reports of what takes place in open court and that which is done out of court by one party alone. It is held that the publication of the contents of a petition or of other pleadings or papers filed in civil proceedings before trials or before any action has taken place on such proceedings or papers by the court, is not privileged. The general rule seems to be that the publication of ex parte criminal proceedings before a public magistrate is privileged. Proceedings before a grand jury, reports made to police officers charging persons with crime, reports made by police and detective officers to their superiors and subscribed in books kept for that purpose, and proceedings before an insurance adjuster have been held not to be judicial proceedings within the meaning of the rule, and the publication thereof is not privileged.

In a recent case before the Supreme Court of Michigan a reporter, at the suggestion of an officer at police headquarters, obtained from a woman who came here to make complaint against her husband, a repetition of the statements made to the officer. In an action by the husband for libel the Court held that the publisher could not defend on the ground that the article was a report of a judicial proceeding.

ACCOUNT MUST BE IMPARTIAL.

The report must present fully and fairly an impartial account of the proceedings. The publication must contain only that which happened in the due course of the judicial proceedings, and any matter added thereto by the publisher defamatory of plaintiff is not privileged.

Thus the privilege does not extend to protect comments which are unwarranted by the facts shown at the trial or proceeding, or statements made by a justice of what has been said by persons in his office, not under oath previously to the issuance of the warrant, and that a part of the proceedings.

A publication which charges attorneys at law, in their conduct touching the defense of a client against a criminal prosecution, with "betraying and selling innocence in a court of justice" and with doing acts in their profession which should cause them "to be held up to the world as derelict in their sense of honor and obligation," and "unworthy of trust and confidence" is not in the nature of a report of a proceeding in a court of justice, and is not privileged.

A resolution of a city council attacking the character of a private citizen is not within the scope of the authority of that body, and hence its publication is not privileged. It has been held that a published statement that plaintiffs and another, by means of their wealth and political power, had obtained absolute control of the mayor and a majority of the City Council in the matter of obtaining a franchise for the street railway, and that the plaintiff by such buying had in no wise lost caste but continued to be a leader in society, was not privileged as the report of a public official proceeding since the substance of the publication consisted of the conclusions and deductions of the writer.

An accurate and impartial account of executive and legislative proceedings and investigations is privileged when made in good faith. A publication of a report of church or society proceedings containing defamatory matter may be privileged when made without malice, but the report must be a fair and accurate one of the proceedings, made without malice. The publication of public records to which everyone has access is privileged.

COURT DECISIONS.

The New York Court of Appeals has, so far as the writer knows, given the first judicial definition of the term "third degree." In a recent case it says:

"The expression of putting a person 'through the third degree' has come to mean, commonly speaking, that he has been subjected to an extended and severe questioning, perhaps almost cruel in its rigor, at the hands of the police authorities, to elicit material facts, which are deemed to be within his knowledge. If applied to a person under arrest in connection with the commission of a crime, its meaning would naturally be that the guilt of the person was suspected."

In an action by a publisher to recover for the insertion of an advertisement, defendant contracted for a half page advertisement for one year, and before publication asked the publisher to cancel the contract. Plaintiff published the advertisement, but did not withdraw the half page from the market, and, though it obtained advertisements for other pages of its magazine, did not refuse any advertisement, and obtained no offer for that particular page from any advertiser.

The New York Court of Appeals held that plaintiff was entitled to recover the contract price, and a verdict for that amount was properly directed, as it was under no obligation to insist that other advertisers should take that particular page.

NEW PUBLICATIONS.

TREMONTON, UTAH.—The Leader published its first edition here last week. The town has hitherto lacked a local paper.

WOODBINE, KAN.—Blagrove and Hall, of Ahilene, are establishing a printing plant and will issue a paper, to be called the Journal.

McLOUD, OKLA.—The Democrat, edited and published by J. A. Todd, of the Hurrah News, has just appeared. The paper contained seven columns and eight pages in its first issue.

MURRAY, KY.—Elder T. T. Green, pastor of the First Christian Church here, will soon issue a new religious paper, to be called the Purchase Evangelist.

LAFAYETTE, IND.—The newspaper committee of the Central Labor Union is about to undertake the publication of a labor newspaper. A committee consisting of J. C. Skemp, J. F. Carr, Jules Vellingier, Sam Fitzgerald, Art Lahr and Harry Koontz, has been appointed to look after details.

SPRINGFIELD, O.—Francis Fennessey, formerly a reporter on the Urbana edition of the Sun, will presently start a paper here. It will be independent.

The Masses Publishing Company, publishers of the Masses, a radical periodical, has increased its capital from \$1,000 to \$2,000.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

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

The Evening Mail

203 Broadway New York

Easter Number

The New York Times

SUNDAY, MARCH 29th

13 pictures in colors, from the late Benjamin Altman's fine collection. Masterpieces beautifully reproduced in the style made famous by the "Holy Grail" series.

Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.

THE PITTSBURGH POST (Morning)

THE PITTSBURGH SUN (Afternoon)

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

OHIO'S NEW SCHOOL.

Prof. H. F. Harrington Appointed Dean of School of Journalism to Be Established at Western Reserve University, Columbus—D. R. Hanna to Contribute \$10,000 Annually to Its Support—Graduate Courses Outlined.
(Special Correspondence.)

CLEVELAND, Mar. 10.—Prof. H. F. Harrington, of the department of English at the Ohio State University, at Columbus, and incidentally in charge of the journalism course at that institution, has been appointed dean of the school of journalism to be established at the Western Reserve University, Cleveland.

Mr. Harrington studied as an undergraduate at Ohio State, where he was graduated in 1905. Four years later he received the degree of master of arts from Columbia university, where he had done special work in English.

The appointee at one time was editor of the London (O.) Times and later was on the staff of the Ohio State Journal of Columbus. From an advanced English course at Ohio State university he organized classes in journalism, membership of which numbers 115 students.

ANNUAL GIFT FROM HANNA.

He is a member of the Buckeye Press Association, Ohio College Press Association, Columbus Press Club and the Ohio Press Club.

The school of journalism will be supported by the tuition of students enrolled and by an annual gift of \$10,000 from Dan K. Hanna, owner of the Cleveland Leader and News.

The school will be a graduate institution, and the courses will cover one year, at the conclusion of which a degree will be given.

Adelbert Hall will house the new school. In this hall the university's law and library schools were opened, as was the department of household administration of the College for Women.

These rooms are to contain editorial offices, a reading room where all newspapers of importance will be on file, a local room fitted with typewriters, telephones and equipment patterned after that of a modern daily newspaper office. An experienced newspaper man will be in charge as city editor. This man will assign students to cover stories throughout the city.

CO-OPERATORS OF PRESS.

The school will receive the co-operation of Cleveland newspapers. Students will be conducted through the several newspaper plants of the city.

Courses will be given on the history of the development of the editorial, with discussions of great newspapers and master journalists in England and America.

There also will be courses on the history of the American newspaper, advertising, cartooning, newspaper jurisprudence, country newspapers, problems of mechanical make-up, paper, costs, composition and circulation.

Newspaper men in Cleveland and from other cities will lecture before the students at stated intervals.

Burton to Become an English Subject.

Pomeroy Burton, formerly of the editorial staff of the Brooklyn Eagle and the New York World, but who for several years has been the editor of the London Mail, has decided to become a British subject. Since going to England and becoming associated with Lord Northcliffe Mr. Burton has accumulated a large fortune. When Sir Harold Harmsworth decided to withdraw from the publication Mr. Burton purchased his interest in the Mail and now owns the largest number of shares of any of the stockholders with the exception of Lord Northcliffe.

Pittsburgh churches were crowded with worshippers on March 1 as the result of big display ads in the daily newspapers, following conversions recently made by "Billy" Sunday. The ads are to be continued each Saturday



PROF. H. F. HARRINGTON,
DEAN OF THE NEW WESTERN RESERVE UNIVERSITY SCHOOL OF JOURNALISM.

EDITORS DISCUSS MAGAZINES.

They Reflect the Neurasthenia of Our National Life, Says R. U. Johnson

"What's the matter with the magazines" was the subject for discussion at the Contemporary Club, Philadelphia, Monday night. Editors of leading American magazines had much to say in criticism of some current publications.

Robert Underwood Johnson, formerly editor of the Century, declared that most modern periodicals reflected the neurasthenia of our national life. "They are impatiently pulling up every growing thing to see if it is alive. If Emerson lived he would show them that all truth does not consist of an exposure of facts, but that their duty is to contribute to progress with a fine idealism. The new type of magazines disdains all good manners. They should keep prize fighters, cubists and discredited brokers out of their prints."

E. S. Martin, editor of Life, said: "If there are too many magazines, it is up to them, and surely they have their hands full competing with the movies and heavy contributions of our ex-presidents. This is a lunch-counter age in reading and we take what we can when we can, but cheap reading will not smother good literature."

Big Six Member Will Head I. T. U.

Nominations for officers of the International Typographical Union to be chosen by referendum election on May

4, were announced at the I. T. U. headquarters at Indianapolis Sunday night. Marsden G. Scott and Charles E. Hawkes, both of the Big Six, New York, were nominated for president; Walter W. Barrett, No. 16, Chicago, and Edwin L. Hitchens, No. 3, Cincinnati, for vice-president, and J. W. Hays, secretary-treasurer, will be re-elected, as the two men who opposed them failed to poll the required number of nominating votes.

Upholds N. Y. City Billboard Law.

The Appellate Division has upheld the constitutionality of the New York City bill posting ordinance in a decision Monday against the Van Beuren & New York Bill Posting Company. The decision deprived the company of the protection of a Supreme Court order which restrained Rudolph P. Miller, superintendent of the Manhattan Borough Building Bureau, from enforcing the ordinance. The Appellate Division held that the regulations of the ordinance had the effect of a statute enacted by the Legislature, that a billboard was a structure under the jurisdiction of Supt. Miller and that the regulations as to height and sheathing were "calculated to promote safety and prevent the destruction of property by fire." It said that if buildings might be regulated as to height, billboards might be.

The Sphinx Club dinner at the Waldorf Astoria on March 17 will be addressed by F. Irving Fletcher, advertising director of Saks & Company.

COPPER STRIKE INVESTIGATION.

List of the Correspondents Who Cover Congressional Inquiry.
(Special Correspondence.)

HOUGHTON, Mich., Mar. 7.—The congressional investigation of the copper strike did not bring so many outside correspondents to report it as had been expected. This was largely due to the fact that the edge had been taken off of the story by the accounts of the strike and the scenes of violence and disorder attending it more or less since it was declared July 23 last. The militia repressed most of the lawlessness, but since the Congressmen came here the strikers have been on their good behavior, and there have been no outward signs of any trouble, the mines being in operation and the strikers making no demonstrations.

Another reason for the decision not to send in a lot of specials to cover the story has been the excellent and impartial manner in which the Associated Press has taken care of it. C. G. Marshall, formerly with the Washington office but now attached to the Chicago office of the A. P., has been on the ground in charge for some seven weeks. The U. P. sent N. C. Park from the Chicago office, but recalled him last week.

Hennessy M. Finnigan, of the Hancock Copper Journal, has been covering the story for the Chicago Journal and Chicago American. L. P. Cook, city editor of the Houghton Daily Mining Gazette, the chief paper of the copper country, also takes care of a number of outside papers, including the Marquette Mining Journal, which has published a very full report. Chester Prideau, of the Calumet (Mich.) News, has given his paper a very full report of the hearings.

K. A. Tahtila has been representing the Finnish-Socialist papers, Tyomies. John F. Keranen, assistant manager of the Amerikan Suometar, the leading Finnish daily of the U. S. published in Hancock, Mich., has personally reported most of the hearings. J. E. Ballinger, editor and manager of the Bulletin, published by the Western Federation of Miners to give their side of the strike, has covered the hearings.

WOULD BE GOV. OF KANSAS.

Arthur Capper Issues an Address to Voters Giving Views on State Matters.

Arthur Capper, publisher of the Topeka Capital, who is again candidate for the nomination of governor of Kansas on the Republican ticket, as already announced in these columns, has issued to the voters of the state an address setting forth his views on state administration and other topics of interest to them. It is good, sound business doctrine that he enunciates. Concerning himself he says:

I have no entangling alliances. I am not in a combination with any other candidate. I am under obligations to no individual, no boss, no faction, and no special interest of any kind. If elected governor, I shall take the office untrammelled by a single promise, expressed or implied, save my public promise to the voters, and shall be free to give Kansas a clean, honest, efficient business administration with the same energy and the same strict attention to the economical expenditure of the public money that I employ in my own business.

I shall make no wild promises of a great reduction in taxes or impossible reforms in state government, but I do promise that if elected I shall look after the business of the state as I look after my own; that I shall do my best to keep out the political grafters and hangers-on; the useless officials, clerks and boards; that I shall oppose all extravagant appropriations and petty rackets that waste the people's money; work for the lowest taxes possible; and make economy, honesty, efficiency and humanity the watchwords in the administration of the people's business.

Success Due to Advertising

Selfridge's American department store in London is to be enlarged. When the work is completed the store will be the biggest in the city. The great success of Selfridge is attributed to extensive and intelligent newspaper advertising.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, March 14, 1914

"Thank God every morning that you have something to do that day, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance and self control, diligence and strength of will, cheerfulness and content, and a hundred virtues the idle will never know."—Charles Kingsley.

CIRCULATION CONTESTS DOOMED.

The insistence of general advertisers that they be told how circulations are obtained is slowly working a change in circulation methods. Advertising managers are no longer content with the old-fashioned circulation statements even when sworn to before a notary public. Mere bulk does not interest them. They ask for analyses of circulations—they want to know how they were secured, how distributed, and the character of the readers. They want to be told of the standing and influence of a publication and how it compares with others in the same class. If they are not furnished all this information, or if, when given, it is not satisfactory, the chances are they will not use such mediums for advertising purposes.

Air bubble circulations, therefore, are not popular with advertisers. This means the ultimate death of popularity and other coupon contests that are being employed to force distribution. The reaction has already begun in England, where such competitions originated and where they have aroused great interest because of the costly prizes awarded. Answers, a popular weekly having a circulation of 800,000 copies, which has probably conducted more contests than any other English publication, in its issue of Feb. 28 announced in a two-column statement, signed by the editor, that it would withdraw all of its mammoth competitions.

In this country the popularity of circulation contests has perceptibly waned during the past two years. The consensus of opinion seems to be that they do not pay, although there are instances in which the results have produced a large immediate cash revenue. But the trouble lies in the fact that only a comparatively small number of subscribers procured in this way renew the second term or year. Moreover, contests disorganize the soliciting staff. The members are driven at express speed while they last and resort to methods to get subscribers that they would be ashamed to employ at another time. And after it is all over it takes the office a long time to get back to normal conditions.

Then, too, there is a moral principle involved. Coupon contests develop and promote the spirit of gambling. An unwholesome competition springs up in which feeling sometimes runs so high that life-long friends become bitter enemies and social organizations that have participated in them are frequently disrupted.

Again, while the prize winners are delighted at their success, those who are defeated, inevitably a much larger number, are disappointed, chagrined, and even resentful. It is, therefore, a serious question as to whether such contests do not create many more foes than friends for the papers that conducted them.

Admitting, for the sake of argument, that these big prize contests do add many subscribers to the paper's list and do pay from a circulation viewpoint, when considered from the advertisers' viewpoint they are worthless. Why? Because in competitions requiring the sending in of coupons taken from the paper great bundles of copies are purchased merely for clipping purposes and are then thrown away.

Such a circulation is without value, and advertisers know it. In the same way subscriptions taken merely for the purpose of boosting a candidate's vote belong to the same class, for in a majority of cases the wrappers are not torn from the copies when received.

The circulation that is all wool and a yard wide, the circulation that is sound to the core, that is pure gold all the way through, is the kind that is bought and paid for and read, because the subscribers really want the paper.

There are numerous legitimate methods for getting subscribers which alert publishers may use to advantage. The arguments employed to win readers are based on the worth of the paper itself.

SUPPRESSING A NUISANCE.

One of the annoying features in publishing a newspaper is the occasional insertion in its obituary and marriage columns of false notices concerning prominent persons in the community. It is not unusual, for instance, for a newspaper to carry a death notice which had been received at the office in the due course of business, but which on publication, proves to be fictitious. The party named in the notice enters protest, his friends are unnecessarily imposed upon and the paper is censured for its error. Moreover it is often difficult to discover the identity of the person who inserted and paid for the notice.

The New York Herald recently had a case of this character on its hands. A man, who was subsequently identified, brought to one of the branch offices of the New York Herald a notice falsely announcing the death of the wife of the pastor of a Hebrew Tabernacle. Detectives were placed on the case and the culprit was arrested and brought before a police magistrate, by whom he was found guilty and placed under \$500 bonds to keep the peace for six months.

If all newspapers would be as prompt as the Herald in running down fakirs of this character such impostors would soon get tired and quit. In the present instance the man who inserted the offending death notice in the Herald escaped with light punishment. Had he been sent to jail for three months it would have served as a warning to those who might be tempted out of a motive of mischief or revenge to impose on the newspaper.

In order to put an end to controversies between the publishers of papers in Troy, N. Y., over circulations, the Standard Press, of that city, has proposed that the merchants form a working organization and appoint an audit committee, which shall examine the records at the several papers and ascertain the exact facts in reference to the number of copies printed and distributed by each. The argument is advanced that as the merchants are the ones most interested in the matter, their representatives should be allowed to visit the offices, look over the records and definitely settle the amount of circulation each paper has. The suggestion is entirely feasible not only in Troy but elsewhere throughout the country. The publisher who would shy at such a proposition might be suspected of being afraid of having his advertising patrons learn the truth in regard to his circulation.

TO AN INQUIRER.

The Exchange Editor is generally a gentleman with a bald head, a pair of shears and a paste pot. He puts in long hours trying to find some nice notice about the paper he works on, and extracts from its editorials in other papers, but without much success. He also chips out "fillers," such as "How to Raise Children on Eugenic Lines," and "Powder As An Aid to War," which his paper uses on dull days as original matter. When the Exchange Editor has finished his day's work he sometimes goes to Mike's on the corner and exchanges a dollar bill for fillers of another kind. It's nice to be an Exchange Editor in Winter, because he does not have to go out and cover fires and murders, the Board of Aldermen, the Public Service Commission, and other calamities and crimes.

Newspaper publishers will be glad to learn that the new statement blanks, for the semi-annual reports to be filed with the Post Office Department, make plain what is meant by "paid circulation."

IS TEN PER CENT. TOO MUCH?

New York, March 5, 1914.

EDITOR AND PUBLISHER:

Through the somewhat radical statements made in one of my advertising promotion arguments, in my service for March, I have unwittingly stirred up a "hornet's nest" of criticism and dissent in some New England cities.

As the subject treated is a "live" one, and is certain to be widely discussed in advertising circles and among merchants for a good many years to come (for it will not be settled right for many years yet), it seems to me to be worth a little space in your columns at this time.

In the promotion "ad" in question I had stated that *ten per cent* of a store's gross receipts should be spent in advertising. Mr. Wanamaker has been quoted (I do not know whether accurately or not) as thus fixing the limit of a store's appropriation for advertising; and I recall that, in his famous series of "Advertising Talks," Mr. Freeman suggested eight per cent. as a sound and conservative proportion of a store's income to be set aside for advertising.

The Newburyport (Mass.) News printed my promotion advertisement, and at once called forth a ringing protest from Fisher & Co., proprietors of the leading store in that city, "The Bon Marche." In a display ad in the News these merchants stated that their own appropriation for advertising was fixed at two per cent. of gross earnings, and that no successful retail merchant anywhere could possibly spend more. They hinted that if more should be spent, the store's patrons would have to pay it in increased cost of goods.

I have replied to these merchants, through the News, to the general effect that if the ten per cent. standard seemed to them ruinous, the two per cent. appropriation was not justified. For if a store regards advertising as an expense, to be taxed upon the store's patrons, then *not a cent should be spent for advertising.*

The two per cent. of gross earnings set aside by this firm, and perhaps similar appropriations by many other merchants, is spent for the purpose of *increasing the volume of business done*; and in accomplishing this, without greatly increased operating expenses, they are enabled to sell goods at lower prices than they would have to charge on a smaller volume of business. If this is what they plan, and what they accomplish, through their two per cent. advertising appropriation, how much more could they accomplish on the same lines by doubling or quadrupling their advertising appropriation?

In suggesting ten per cent., I realize that not many merchants now expend that much money on advertising. But I realize, too, that advertising is still in its "infancy," and that only a few years ago the timid two per cent. people *did not believe in advertising at all.*

I do not deny that to set the standard at ten per cent. is to set it at a point which only the most enterprising merchants will attain; but I believe that, as the years go by, this mark will be the goal at which progressive merchants everywhere will aim.

The question is of so much moment to live merchants, and to newspapers, that I suggest that you ask your readers, who have had occasion to give it some thought, to express their ideas and opinions on it. *What percentage of a store's gross income should be spent in advertising?*

If my somewhat radical view on the subject shall be the occasion for a general expression of opinion, I shall be glad that I had the courage to set the mark so high.

W. D. SHOWALTER,
The Showalter Advertising Service.

PERSONALS.

Colonel John Hicks, owner of the Oshkosh (Wis.) Daily Northwestern, who is now at Augusta, Ga., has notified the city of Oshkosh that he will present to the city another monument. It is a likeness of Carl Schurz, the noted German, who for a number of years was a Wisconsin resident.

Max Hartwig, a distinguished journalist of Copenhagen, is visiting New York City. According to a published interview he is much disappointed in the metropolis. He declares that Copenhagen is ahead of New York in a number of things.

Edward J. Gallagher, editor of the Concord Patriot, has been appointed Major and aid-de-camp on the personal military staff of Governor Felker of New Hampshire. He fills the vacancy caused by the resignation of Major Frank Knox, editor of the Manchester Union.

H. F. Bushar, editor and manager of the Mahanoy (Pa.) American, has resigned and taken a position with the Scranton Correspondence Schools.

Jacob Riis, formerly a police headquarters reporter of the New York Sun, and more recently a lecturer of considerable fame, is seriously ill of heart trouble at Battle Creek, Mich.

Vincent S. Cook, for many years a member of the staff of the New York World, and for the last two years editor of Monthly Chat, is confined to his home by a severe illness.

John O'Donnell, editor and manager of the Uniontown (Pa.) Herald, has become editor of the News Standard of that city.

William English Carson, newspaper man, author and correspondent, who has spent some time in Mexico, delivered an address on "The Situation in Mexico," before the Men's League of the Classon Avenue Presbyterian Church, Brooklyn on Tuesday evening.

Fred Todd has been appointed editor of the New York Annalist, the financial weekly published by the New York Times Company. He succeeds Garrett Garrett who resigned to take up work on Everybody's Magazine. He will continue to contribute to the Annalist.

James R. Hopley, formerly editor of the Advertising World, of Columbus, O., but who more recently has been engaged in a commercial enterprise, has returned to that publication.

Miss Blanche D. Ingalls, editor of the Chesaning (Mich.) Monitor, has been appointed town marshal. She will try to keep the town from going to the dogs.

GENERAL STAFF NEWS.

W. K. Starrett, for the past two years staff cartoonist of the Knickerbocker Press, Albany, N. Y., and known as one of the cleverest men in his line has resigned from the Press and for the present will free-lance it in New York.

Winsor McCay, cartoonist on the Hearst newspapers and creator of "Little Nemo" and other features, was among the attractions at Hammerstein's Victoria Theatre last week. More than 10,000 drawings of his portraying an ichthyosaurus named "Gertie" were cleverly projected upon a screen by means of a lantern and proved an amusing, life-like, motion picture of the antics of the prehistoric reptile.

Bert Bennett, telegraph editor of the Scranton (Pa.) Truth, has resigned. He left Tuesday for Indianapolis where he will become telegraph editor of the Sun.

Ferd Fisher has resigned as Sunday editor of the Indianapolis Star to become city editor of the Chicago Evening Post. He was founder and the first president of the Indianapolis Press Club and has served as news editor of the Chicago American, managing editor of the Toledo Times and on Denver and Philadelphia papers.

William P. Hoffman has become city editor of the Nashville (Tenn.) Banner, succeeding Thomas N. Stephens, who has taken a position on the Dallas (Tex.) News.

Hans Hackel, for seven years city editor of the St. Louis Westliche-Post, has been promoted to the managing editorship, succeeding August Dietz, who died in Germany last week.

H. Rascoe Baily, formerly associated with the Scripps-McCrea papers, and who was later director of circulation and assistant in the advertising department of the Jackson (Miss.) News, has been placed at the head of the ad service. James C. Martin formerly with the Clarion Ledger is now in charge of the circulation of the News.

Ward D. Williams has been made manager of the departments devoted to industry, agriculture and country lands in connection with the Chicago Record-Herald.

Samuel M. Burke, city editor of the Chester (Pa.) Morning Republican, who has been ill for several months, has gone South to recuperate.

Robert I. Carter, formerly connected with the staff of the New York Herald, here and in Paris, died Monday of a complication of diseases, in White Plains, N. Y. For many years Mr. Carter had been prominent as an editor, music critic and writer. He was forty-six years old and was born in Boston, Mass. He was at one time managing editor of the Cincinnati Enquirer and later occupied the same position with the Baltimore (Md.) Herald.

Charles A. Selden, city editor of the New York Evening Post, is a versatile writer, having just brought out a book called "Everyman's Garden Every Week." He is an enthusiastic and practical gardener and his book is one of practical instruction.

J. W. Aldred, formerly with the Milwaukee Sentinel, and L. W. Keyes, of the Bridgeport Standard, are the new men in charge of the circulation department of the New York Tribune. Mr. Aldred is country circulator and Mr. Keyes, city circulator, of the daily.

WASHINGTON PERSONALS.

Minor Merriweather, formerly Washington correspondent of the Greenville (S. C.) News, has gone to Mexico and will represent several United States papers while there.

Henry Barrett Chamberlain, managing editor of the Chicago-Record-Herald, is a visitor in Washington for several days.

Rudolph Kaufmann, managing editor of the Washington Star has just returned from a trip to the West Indies.

Don Allen, formerly of Cincinnati papers and more recently with the Washington Post is now in Chicago.

Harry Cunningham, formerly of the Washington Herald is one of the most popular toast-masters of Washington. Hardly a night goes by but what he presides at some brilliant banquet.

Ed. Humphreys has returned to the staff of the Washington Post.

James T. Williams, editor of the Boston Transcript is stopping off in

Washington for a few days en route Greenville, S. C., where he will visit his father.

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 newstands: 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.

HELP WANTED

We need an aggressive, wide awake, editorial man—a live wire executive to take charge of our room in the capacity of managing editor—we will pay a fair price to the right man. He must know "the game"—moreover, how to handle men.

We want the man who knows how to plan the day's work and is sober and industrious. Our proposition is a six day evening in an Eastern town of about 60,000. There is a good opportunity for the right man.

Address D 1207, Care The Editor and Publisher, stating salary expected.

ADVERTISING MEDIA

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

THE BLACK DIAMOND

NEW ENGLAND INVESTOR

WORCESTER, MASS.

The Best of Its Class.

Advertising Rates. - 25 cents per agate line

BUSINESS OPPORTUNITY

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

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

MISCELLANEOUS

DO YOU WANT A LIVE EDITORIAL PAGE

If you are ready to cut out statistics, reprint and syndicate stuff and make your Editorial Page attractive to your readers and a strong puller for circulation, I'm the man you want. Let's talk it over. Address D 1198, Care The Editor and Publisher, World Building, New York City.

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.

LINO TYPE MACHINES

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

RICH & McLEAN, New York. 51 CHURCH ST.

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

ANY PERSON knowing the whereabouts of C. A. Stiles, a newspaper man will confer a great favor by notifying the Editor of the Daily News, Tacoma, Washington, who has information of great value for him.

"NEW CIRCULATION SCHEME."

Referred to in Editor and Publisher last week The MERCHANTS' DISCOUNT COUPON BOOK makes everybody subscribe and renew for local paper at full price. BEATS ANY CONTEST in volume of business and costs less than 5%. Send for sample. CIRCULATION COUPON CO., 9 West 11th Street, Atlanta, Ga.

\$4,000

buys prosperous Iowa weekly and real estate. \$2,000 cash necessary. Real estate worth \$1,500. A one man property which returns owner \$2,500 annually for personal effort and investment. Proposition J. B.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

SITUATIONS WANTED

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

CIRCULATION MANAGER wants position at once. Eight years in circulation work. Understands systematizing and premiums. Just severed connections with Bridgeport Telegram as Circulation Manager. Address T. R. VAN AURMEN, 136 Clinton Street, Schenectady, N. Y.

WANTED—Capable newspaper foreman is open to position on small city afternoon daily in Eastern states. "FOREMAN," Room 304, Builders' Exchange Building, Baltimore, Md.

CAN YOU USE ME?

HIGH-GRADE MAN, able writer, desires connection with interior newspaper or printing establishment where capacity to "move things" is essential. Splendid knowledge of printing business. North central Pennsylvania preferred, but no good proposition turned down. Address D 1206, care The Editor and Publisher.

WANTED—Position as Circulation Manager or assistant. Now City Manager on leading paper in 22,000 city; A1 references. Reasonable salary. Successful at building up circulation by using system and brains. "B. X. L." care The Editor and Publisher.

Advertising Solicitor, experienced and successful, desires to represent established trade journal. F. B. Purschen, 32 Broadway, New York.

WANTED—Position as circulation manager or superintendent of city delivery. Can build up city routes. Experienced. Good references furnished. No job hunter. JAMES MAFCH, Box 244, Washington, Pa.

PUNCH, POINT, PERSONALITY—Do you want an editorial writer who can make your newspaper stand out in your community, a man with new ideas that will really work? If so, let me talk to you. Can give you best of training and references. At present employed, but can make change at once. Address X. Y. Z., Care The Editor and Publisher.

YOU NEED A MAN

One who can take charge of your Advertising Department and make it grow faster. AN ADVERTISING MAN with experience, initiative and reliability. This I have to offer to the publisher who can use the services of a trained ADVERTISING MAN with ability to write copy and devise and execute practical sales methods. THIS ADVERTISEMENT is directed to any executive who has an opening, or to the few who are always ready to MAKE an opening for such a man. Address T. A. Brown, care Moulton, 519 5th Street, Brooklyn, New York.

CAN YOU USE A BUSINESS GETTER?

One that can canvass the prospect, get the name on the dotted line, one that has had seventeen years of actual experience contracting with large advertisers. If so, and are willing to compensate same you can learn of one such man that is open for a proposition either with some large Newspaper or Trade paper. Address D 1194. Care The Editor and Publisher.

Change of ownership places on market services of business and advertising manager of experience and ability; clean record with successful papers; can make immediate change; N. E. Territory preferred. ELDREDGE, Care The Editor and Publisher.

FOR SALE

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

PRESS ASSOCIATIONS

About 5,000 people attended the formal opening of the Birmingham Newspaper Club rooms on the last three floors of the Jefferson County Bank Building. In the cafe, a buffet luncheon was served to the guests. Sterling silver hat pins, bearing the monogram of the club, were given to the lady visitors. Among the out-of-gown guests registered at the club rooms were: F. P. Loveman, of New York; M. Cozzens, of Tuscaloosa; J. D. Grant, of New York; A. H. Cunningham, of Cincinnati; General B. F. Weathers, Roanoke, Ala.; John A. Penton, Cleveland, Ohio; William H. Lindley, of Nashville; C. E. Buck, of Chattanooga; J. L. Brietron, of Tuscaloosa; George M. Kohn, of Atlanta; A. M. Allen, of Little Rock; Alfred J. Levy, of St. Louis; Robert L. Baker, of San Diego; A. H. Long, of Memphis; E. M. Booke, of Topeka, and T. E. Waters, of Cincinnati.

At a meeting held at Corpus Christi, Tex., last week the Gulf Coast Press Association resolved to hold its annual meeting in San Benito March 27 and 28. The directors decided to make arrangements to have a special car of members of the association to attend the National editorial meeting in Houston during April. For the San Benito convention the directors instructed the secretary to invite as special guests of the Southwest Texas editors, Governor Colquitt, Congressman Garner, Mayor Roy Miller of Corpus Christi and Bob Hall of Bishop, and officers of Texas Press Association.

The Progressive Newspaper Editors of Oklahoma met in Oklahoma City last week and adopted a resolution urging the organization to establish a press bureau. G. T. Hamerick, of the Tuttle Times, was chairman and M. Thomas, of the Ovard Tribune, secretary of the meeting.

The Utah Newspaper Association held its semi-annual meeting at Salt Lake City last week. J. S. Barlow of the Murray Eagle spoke of the need of more advertising in the country papers. Charles England of the Logan Journal discussed the plan to unite all the newspapers of the state and appoint an agent to represent them in the foreign advertising field. Officers of the association for 1914 were elected as follows: J. S. Barlow, Murray Eagle, president; Burke McArthur, Kaysville, vice-presidents.

The third of a series of sessions of the advertising committee of the Southern Newspaper Publishers' Association was held in Chattanooga, Tenn., recently. Plans for advertising cam-

paigns of the south's resources on behalf of the southern newspapers was discussed and made ready for presentation at the meeting of the association to be held in Atlanta, March 16. Those present included Chairman A. F. Sanford, of the Knoxville Journal and Tribune; G. J. Palmer, of the Houston Post; F. W. R. Hinman, of the Jacksonville Times-Union; W. H. Clemens, of the Birmingham News.

CONVENTION ON A STEAMSHIP.

International Circulation Managers to Spend a Week on Lake Steamer in June.

In the matter of originality and attractiveness, the plans for the June convention of the International Circulation Managers' Association, bid fair to be in a class by themselves, for this year at least. They will put aside the regulation hotel and convention hall, and hold their sessions in the spacious observation saloon of the new steamer Noronic, of the Northern Navigation Co.

This boat will go into commission and be fittingly baptised by the newspaper men who will board her at Sarnia, Ont. June 15. Sault Ste. Marie will be the first stop, where the members will have an opportunity to visit the great locks, second only to those at Panama. Other opportunities to go ashore will be afforded at Fort William, Port Arthur and Duluth. The boat, however, will be the home of the delegates during the entire convention, and between the business program and entertainment provided, there will be something of interest day and night.

The Noronic was recently launched and is one of the finest, as well as one of the largest boats of her class on the Great Lakes. The entire upper deck is given over to an observation parlor and dining saloon, and when it is understood that the latter will seat 300 passengers, an idea can be gained of its size. Unusually large windows on the style of those found on de lux observation trains, will enable the delegates to sit in convention and at the same time have an unobstructed view of both lake and river scenery while the business is progressing. This in itself will be a decided change from the average hotel convention room.

Cy Warman, formerly president of the American Press Humorists' Association, has been secured to give his lecture, "Building a Nation Next Door," in which he makes liberal use of motion pictures and stereopticon views to illustrate the wonderful expansion of our neighbor to the north, not the least interesting among them being a number of reels actually showing the construction of six miles of track in a day

along the route of the Grand Trunk Pacific Railway. Interesting programs have been prepared for other evenings during the trip, one of which will be given over to newspaper makeup with Victor Murdock presiding.

The association is composed of representatives of the circulation and business departments of all the important daily papers in the United States and Canada, and to those circulation managers not enrolled, an invitation is extended to become members before the annual convention. Where the publication is without a circulation manager, the business manager is eligible to membership in the organization.

NEW MEMBERS OF A. N. A. M.

The following concerns have recently become members of the Association of National Advertising Managers:

The Conklin Pen Manufacturing Co., Jackson & Huron streets, Toledo, Ohio. "Conklin's Self-Filling Fountain Pen," represented by W. N. Bayless, Jr., advertising manager.

The Federal Motor Truck Co., Detroit, Michigan, motor trucks, represented by R. P. Spencer, sales manager.

The Holt Manufacturing Co., Stockton, California, Caterpillar Traction Engines. Combined Harvesters and Plows, represented by L. W. Ellis, sales promotion manager.

The Washburn-Crosby Co., Minneapolis, Minn. "Gold Medal Flour," represented by Benj. S. Bull.

The following changes in representation have been made:

Krit Motor Car Co., Detroit, Michigan, now represented by George A. Crittenden, advertising manager, vice M. H. Chamberlain, Jr.

Russell-Miller Milling Co., Minneapolis, Minn., now represented by E. A. Sherman, advertising manager, vice Mr. Harold M. Barnes.

Kennedy Jones has sold his interest in the London Daily Mirror for \$1,000,000.

POWER

THAT'S what your paper needs, Mr. Editor—More Power. Work with your Civic and Welfare Clubs for Modern City Progress. If you believe in Your City and in Yourself, write

BRUCE W. ULSH
Prestige Builder, WABASH, INDIANA

Little Discussions of Love and Marriage

A Daily Feature by Barbara Boyd

The International Syndicate

Features for Newspapers, Baltimore, Md.

If you want a little fun — clean, innocent, wholesome fun — then send for some sample pages of the

Bingville Bugle

A page of fun — quaintly illustrated with homely scenes, in keeping with the text, at a price so low that you cannot afford to ignore this opportunity.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service
200 WILLIAM ST., NEW YORK CITY

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

NOTHING is so convincing as success. Newspaper Feature Service began its career by preaching quality. It is now pointing to results.

Editors and publishers may differ as to the quality of a feature. They cannot disagree when its circulation-making power is **PROVED BY RESULTS.**

Newspaper Feature Service was launched less than four months ago, with the statement that it had organized the strongest group of circulation-making features under the control of a selling syndicate. That statement has been proved by its products and by the results achieved with those products.

The Record—and the Results

THE PHILADELPHIA RECORD raised the price of its Sunday edition from three to five cents on January 4 last.

THE PHILADELPHIA RECORD added the comic weekly supplied by Newspaper Feature Service to its Sunday edition on the same date.

THE PHILADELPHIA RECORD has since increased its Sunday circulation 25,000 copies.

Continue to Watch the Philadelphia Sunday Record

For specimen proofs of the highest class, the strongest and the cleverest Daily and Sunday features available in America, address

NEWSPAPER FEATURE SERVICE

41 Park Row (M. Koenigsberg, Manager), New York City

WHY THE AD AGENCY?

Mr. Mahin Tells Advertisers Just How and Why It Can Help Them Get the Full Value of Their Appropriations—Co-operation Absolutely Essential to Success of Modern Service.

By JOHN LEE MAHIN.

of the Mahin Advertising Agency, Chicago.
[Address delivered before the Association of American Advertisers in Annual Meeting at Chicago, Feb. 24.]

The agency renders service and it must be paid for. Who is to pay for it? This question is being answered by the new conception of salesmanship. Until quite recently a salesman has been regarded as rather clever who took advantage of the ignorance or credulity of his customer for his employer's profit. But now it is generally realized that the best salesman is the man who best serves the buyer.

It is the salesman's steadily increasing appreciation that his salary and expenses must come out of the goods he sells that is advertising's greatest opportunity.

A good salesman knows that advertising relieves him of work; and that it does this work more economically than he could. He knows that advertising multiplies his opportunities as a salesman and at the same time reduces the selling cost. It is because good salesmen generally are advocating the use of advertising that within the next ten years we shall surely witness a development of advertising which will call for more men and more mediums than are now handling advertising.

NEED OF EXPERT ADVICE.

At least one of every advertiser's sales problems can be solved by the use of some one advertising medium. We have here today in the rival claims of various advertising mediums proof that the advertising agency is a necessity. Someone must decide which medium or combination of mediums will best serve the advertiser's purpose. He cannot use them all. Nor is he justified in taking the advice of such able special pleaders as we have heard today, who call regularly on every advertiser in the country. Somebody must judge, must pick and choose, and weigh the claims of these representatives, someone who is capable of judging what will be the exact value of each one in forwarding the advertiser's business.

The advertising agency constantly keeps up to the minute on the comparative values of different advertising mediums. No other institution is in position to have such definite knowledge or so much experience with them.

I question whether you advertisers and the representatives of advertising mediums here quite grasp the meaning of the progressive changes which have been taking place in the agency during the last five years. Many of you advertisers unconsciously still measure the value of an advertising medium by the energy and ability of its representative. It cannot be questioned that a salesman who knows his medium, a man to whom you can give your confidence, will give you better results than a better medium will if sold to you by a less capable salesman. So you are not far wrong in placing a premium upon salesmanship and paying it high tribute—you do this every time you use a medium which is not so well suited to your needs as another would be with which you are not so familiar.

PROBLEM IS HOW TO SELL.

The service advertising agency's problem is how to sell its service. Prospective advertisers can be called upon only when the agency representative is so sure of his ability to serve that he can conscientiously charge the cost of solicitation to service when the advertiser has placed his business with him.

The change from a soliciting to a service institution has put a new responsibility upon the advertiser. He must recognize that the institution which will serve him best has no money to spend for soliciting, entertaining, submitting ideas for approval, or any other such

wasteful methods. The advertiser is more conscious than ever before of his responsibility in selecting an advertising agent. Nor does his responsibility end there. If he will study the various individuals who compose an advertising organization and if he will truly cooperate with them, he will soon be able to command a greater degree of service in his behalf.

The advertising manager never had such a chance to secure service for his house and to increase his own capacity as he has today. He must first make a suitable choice of agency and then cooperate with it and share with it the responsibility for developing the service which it is capable of rendering.

ESSENTIAL FACTORS OF CAMPAIGN.

There are four essential factors of every national campaign which the advertising agency is best equipped to supply—counsel on mediums, buying power, copy-building, and sales co-operation. Nowhere else can these factors be developed on so broad-gauge a basis or be so competent, intense and accurate. Nowhere else can the experience of advertisers, big and little, using one or more mediums, be so well collected, analyzed and kept accessible to the advertiser.

The advertiser should help the agency decide how this information is to be used. The agency which appreciates the value of its advice will not only get facts and analyze, study and classify them, but will keep itself wholly unbiased; by making no distinctions between mediums, by paying its bills promptly, and by declining to accept as customers any publisher or owner of an advertising medium of any description.

Good buying means analyzing and charting the sales arguments of the advertiser and the competition he has to meet—not only direct competitors but also the forces which are at work to supplant his business. I use "supplant" in the sense that the automobile has "supplanted" the coach horse. With these facts the copy-writer must build an optimistic, confident, sales-getting story. It is noteworthy that a number of the most successful and experienced advertising managers no longer write their own copy. They have it done by men and women specialists who have decided ability in that line. The most competent writer-salesmen are assembled for the benefit of the advertiser in the modern advertising organization.

SALES CO-OPERATION.

Sales co-operation is a much misunderstood word and deserves an extra word of explanation. It does not mean the replacement of any responsibility for work on the part of the advertiser's sales force. It does mean educating the salesman to work with the advertising and so reduce his percentage of lost sales.

Sales co-operation which convinces the publisher or space-owner that it is not the space that the advertiser pays for that benefits him, but the use which he makes of it, which gets additional service in the way of advice on sales conditions, methods of approach as reflected in copy and prestige with dealers undoubtedly adds to the value of the space to the advertiser.

The big thing that scientific management has contributed to modern business is the idea of co-operation. Leaders of men have always been making use of the first two principles of scientific management—(1) that no man knows a job well enough to delegate it until he can reduce it to a formula and can write a letter of a list of instructions which will inform his employee exactly what he is to do; and (2) he must be able to choose the workman best adapted and prepared for doing the work to be delegated, the man temperamentally best suited.

Scientific management steps in and suggests that tasks can be delegated to a man who otherwise might fail—if principles 3 and 4 obtain—(3) if the employer uses "we" and "us" in speaking to his workmen and (4) if he will share with his workmen the profits which are the result of economy and scientific management.

The two new principles of scientific

management are co-operative. Co-operation is the thought which underlies modern advertising agency service. A properly equipped advertising organization is a group of specialists who are working together in the "we" and "us" spirit for the benefit of their customers.

HATS OFF TO PROOF READER.

His Range of Knowledge Must Include Everything Worth Knowing.

We have always had a profound respect for the proof reader who knows his business. He cannot be a good proof reader unless he possesses a wide assortment of knowledge, and above all else, he must be accurate. He keeps tabs on the work of the editor, the ad man and the printer. Through his watchfulness he has saved many a person his job. According to the Pacific Printer,

He must at least have a high school education.

He must have a thorough knowledge of English.

He must be able to decipher any kind of manuscript.

He must have served a four-year apprenticeship as a printer, and have at least a year's experience as a copyholder or assistant to a competent reader.

He should know the names and initials of the elective and appointive officers of the Government of the United States, of the several states, and of the principal cities; also of the men and women in all walks of life who have attained distinction or notoriety.

He should know the names of all the rivers, all the cities, all the counties, all the postoffices.

He must be conversant with the physical and political make-up of every country on the globe.

He must be proficient in both ancient and modern history.

He must have some knowledge of current literature, and for the purposes of quotation he must be a student of the Bible, of Shakespeare, and of Cervantes.

He must be familiar with the lives and achievements of the great men of all time.

He must be up to the minute on the current events of the day—political, religious and financial—the latest gossip from Washington, what the college of cardinals is doing, and the relative value of peanuts in Posey county, Indiana, and in Timbuctoo.

He must know something of the Greek, Latin, German, French, Spanish, Hebrew and Scandinavian tongue; of physics, astronomy, geology, mathematics, law, geography, mythology, music, art, drama; of the occult, of heraldry, of metaphysics, and of folklore, fashions and fads; also the fourth dimension, the differential calculus and the effect of the aurora borealis on stewed prunes.

He should know all the feast days and all the fast days, the amount of the national debt, the cost of the Assouan dam, the height of all the mountains, the length of all the rivers and the approximate temperature and actual time at any given point on the globe.

Theoretically, the duties of the proof reader are limited to a narrow sphere; actually, they comprehend the sum of all human knowledge.

For advertising a fake bankruptcy sale Joseph Stark, of 481 Broad St., Newark, has been held in \$500 bail for trial. The vigilance committee of the Newark Advertising Men's Club brought Stark to book.

ACCURACY BUREAU'S REPORT.

Practical Results Obtained By New York World in Running Down Complaints and Errors.

Isaac D. White, head of the Bureau of Accuracy and Fair Play of the New York World, has prepared a report of the bureau from July 7, 1913, the day of its establishment, to December, inclusive. The objects of this department, as set forth by Ralph Pulitzer, in the order creating it, are "to promote accuracy and fair play, to correct carelessness and to stamp out fakes and fakers."

Mr. White's report reads in part: "In establishing the bureau and sending official notice of the organization to its correspondents, inviting their co-operation, the World has not only insured better and more conscientious service in its own columns, but it has spread the gospel of accuracy and fair play in journalism throughout the newspaper world.

"One of the first newspapers to follow the World's lead was the Philadelphia Public Ledger, which established an 'efficiency board' patterned after the World's bureau. Other papers working on similar plans are the Buffalo Courier, Findlay (O.) Republican, Minneapolis Tribune and Sacramento Bee.

"During the first six months the bureau was in operation 190 cases involving accuracy or fair play, or both, have been inquired into. In 108 cases complaints were sustained. In seventy-three cases corrections or explanations were published.

"In eighteen cases publications were made as a matter of fairness, where the World had not been at fault. In eleven cases fakes, or near fakes, were uncovered and traced to their source after publication. They do not include fakes that were discovered before publication and killed. In no case was any member of the World's staff held responsible for 'deliberate faking.' The authors of two of the fakes, who claimed they had been misled, were held responsible for carelessness, however, and one of them, who was suspended, resigned.

"Only three articles published during the six months that the bureau has been in operation have resulted in libel suits. This is a record low-water mark in the legal department. One of these suits has been discontinued as a result of the bureau's efforts. It was the first time that the name of the bureau had figured in a libel action.

"The bureau has carefully avoided the publication of unnecessary corrections."

500 CONTRACTS IN 50 DAYS.

Unusual Record By the Classified Ad Department of Public Ledger.

Newspaper publishers who do not take "Want Ad" business seriously will find something to think about in the work recently accomplished by the classified department of the Philadelphia Public Ledger. As a finale to a campaign of reconstruction carried on under the direction of B. L. Smith, a movement for daily contract classified advertising was started January 2.

The slogan of the company was, "500 by March 1." The last day of February saw 41 needed to round out the 500. Every man in the organization put on more steam and by nightfall 500 contracts had been secured.

The Dallas (Tex.) News has been elected a member of the American Newspaper Publishers' Association.

FRANK S. ADAMS DESIRES POSITION

Position as Business Manager desired, or I would consider a place as Advertising or Circulation Manager in city of over 100,000.

My experience in all branches of newspaper promotion work in many cities gives me unusual qualifications.

I have established a record for ideas, initiative, and executive ability. Exceptional references from leading publishers.

Address, Frank S. Adams, Care of Bank of Commerce & Trusts, Richmond, Va.

DURHAM, VA.—The Reformer Publishing Company; capital, \$25,000; directors: W. S. Young, W. T. Woodward and G. W. Adams.

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

HENRY A. WISE WOOD
AND
BENJAMIN WOOD
INC.

Newspaper Engineers

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

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

INSTALL THE SCOTT MULTI-UNIT OCTUPLE PRESS

AND YOU NEED NEVER WORRY ABOUT ANY ACCIDENTS. EACH PRESS AND FOLDER ARE DRIVEN AND OPERATED INDEPENDENTLY.

WALTER SCOTT & CO.
PLAINFIELD, N. J.

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

Every pound guaranteed
F. E. OKIE CO.
PHILADELPHIA, PA.

ANOTHER DRY MAT CONVERT

"The Flexitype Co., Cleveland, O.

"Gentlemen: We have put your dry mat to a thorough test and found it satisfactory in every respect.

"We will immediately take steps to install the necessary machinery, and will then use the Flexitype mat exclusively.

"Yours very truly,

Victor F. Ridder, Treasurer, New Yorker Staats-Zeitung."

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

OBITUARY NOTES.

WILLIAM WALTER NAUGHTON, president of the San Francisco Press Club, dean of Pacific Coast sporting writers and an authority on boxing, died Tuesday at his home in San Francisco after an illness of several days. Mr. Naughton went to the San Francisco Chronicle in 1886 from New Zealand, where he was born in 1854. In 1888 he joined the staff of the San Francisco Examiner and, save for two years with the Chicago Examiner, he remained with the Examiner up to the time of his death. Several years ago he wrote a book called "The Kings of the Queensberry Realm."

NATHAN NOYES WITHINGTON, for 23 years editorial writer of the Newburyport (Mass.) Herald and recently its contributing editor, died in that city on Monday. He was a member of the Authors' Club of London, and was formerly a representative in the General Court. He was 86 years old.

GEORGE F. RAINEAR, former postmaster of Ocean Grove, N. J., and proprietor of the Ocean Grove Times, died March 6 in the Fairmont Sanitarium at Jersey City, aged 46 years.

W. L. ARNOLD, aged 60 years, telegraph editor of the Tennessean and American at Nashville, died on March 1, after an illness of several weeks. He started newspaper work at the age of 18 on the Mobile Register and was later connected with the New Orleans States. He was managing editor of the Nashville Union and the Nashville American, and also did work on the Chicago Times.

GEORGE I. LONG, senior editor of the Manson (Ia.) Journal, died March 3 of cancer. Mr. Long was born in Wisconsin March 14, 1859, and was editor of the Journal for over thirty years.

LOREN A. SHERMAN, for years editor and manager of the Port Huron (Mich.) Daily Times, died last week in that city. He was born in 1844 in New York State. In 1866 he was appointed night editor of the Detroit Post under Carl Shurz. In 1872 he established the Port Huron Daily Times. He retired about three years ago, when the paper was merged with the Daily Herald.

BLINN YATES, 46 years old, a well known advertising man, died in Buffalo on March 1. For years he was in charge of the Buffalo office of the Charles H. Fuller Agency. His more recent connection was with Nelson Chesman Co.

EDWARD H. MCBRIDE, referee of country-wide note and for eighteen years sporting editor of the Buffalo Enquirer, died March 5 of a rare throat malady. Mr. McBride was forty-three years old and was well known to all sporting men from coast to coast as "Hotspur."

THE Los Angeles Express

The leading newspaper of the fastest growing city in America, maintains a bureau of special information and co-operation in connection with Pacific Coast advertising campaigns. Accurate sales promotion data, regarding distribution and names of dealers in any line, will be furnished promptly and without obligation by addressing

A. K. Hammond Mgr. Eastern Office 366 5th Ave. New York City	C. D. Bertolet Mgr. Western Office Boyce Bldg. Chicago, Ill.
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CHANGES IN INTEREST.

MONTCLAIR, N. J.—Harry J. Doyle, publisher of the Essex County Echo, has sold his interest in that publication to William H. Van Wart, editor and publisher of the Caldwell Progress. The policy of the paper as developed since its foundation nearly two years ago will be continued without change.

PERKASIE, PA.—Sheriff Charles M. Meredith has disposed of his political organ, the Perkasio Central News. Charles M. Baum is the buyer.

HERINGTON, KAN.—Ralph R. Lee, of Brighton, Col., has purchased the Sun and has taken charge. Perle W. Morgan, formerly of the Kansas City Star, and H. C. Morgan were formerly in control of the paper. The paper will be changed from Progressive to Republican.

ROSSVILLE, IND.—The Journal, owned and managed for twenty-six years by C. M. Walter, has been sold to Will F. Landis.

LEBANON, TENN.—W. J. Ewing, of Nashville, formerly managing editor of the Democrat of that city, is negotiating for the purchase of the Lebanon Democrat.

CLEVELAND, TEXAS.—Joe Emhoffer and some others have bought the Herald, formerly owned and operated by Percy McGary.

PERRY, IA.—C. C. Nye has sold his interest in the Daily Chief to R. M. Harvey and has retired from the editorship of the paper.

CARLISLE, KY.—N. H. McNew has sold the Democrat to Gains & Sapp. The Democratic policy of the paper will be unchanged under the new ownership.

CEDAR RAPIDS, IA.—Warren Miller, of the Warren Globe Post, has bought the Independent Conservative of Mrs. C. S. Goen.

RICHMOND, CAL.—John F. Galvin has acquired the interest of M. J. Beaumont in the Independent.

MADSONVILLE, KY.—Ed. L. Young has bought a half interest in the Hustler, the only paper published here.

Frank H. Norton Commits Suicide.

Frank H. Norton, 78 years old, a retired newspaper man committed suicide, by shooting, in his home in New York. He had been ill for a long time from hardening of the arteries. Mr. Norton was born in Hingham, Mass., and was descended from an old Colonial family. He came to New York when he was 20 years old. For ten years he was assistant superintendent of the Astor Library. Later he became a reporter for the Herald and afterward served in various capacities on that paper, including that of dramatic editor. He was managing editor of the Paris edition of the Herald. He wrote several plays and was a prolific magazine contributor.

New Financial Daily for Montreal.

It is reported from Montreal that within the next few weeks a new daily devoted to financial news will make its appearance under the guidance of Hon. W. S. Fielding as editor-in-chief. J. C. Ross is said to be one of those interested. The capital is set at \$300,000, and it is added that the paper will be published in the offices of the Industrial and Educational press.

Wabash Plain Dealer Sold.

The Wabash (Ind.) Daily Plain Dealer is now edited by Fred I. King, who, with his business partner in other enterprises, Will H. Adams, recently purchased a controlling interest in the paper from Chas. S. Haas, for more than thirty years at its helm. In the recent reorganization of the Plain Dealer, Mr. King was named president and editor, while Mr. Adams became business manager. The new owners are active, progressive, young men with high standing in their community. Mr. Haas retires after making a success of the Plain Dealer and establishing it on a sure foundation. He will devote himself to the banking and manufacturing business.

Metropolitan Daily

One of the well known and prosperous daily newspaper properties of the U. S. can be acquired though this organization. \$500,000 cash necessary as a first payment.

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

\$7,000

Will buy two monthly trade journals, published in Eastern city, under one management—one devoted to motor interests, the other to transportation. Can be made big money-makers. Owner will sell separately, if desired.

American Newspaper Exchange
Rand McNally Building, CHICAGO

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

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

BURRELLE

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

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy	No. 586,337	J. M. Cooney and H. L. Totten	No. 759,501
J. R. Rogers	" 619,441	R. M. Bedell	" 787,821
J. R. Rogers	" 630,112	P. T. Dodge	" 797,412
D. A. Hensley	" 643,289	D. S. Kennedy	" 797,436
J. R. Rogers	" 661,386	D. S. Kennedy	" 824,659
C. Muehleisen	" 718,781	M. W. Morehouse	" 826,593
J. W. Champion	" 719,436	T. S. Homans	" 830,436
D. A. Poe and W. H. Scharf	" 734,746	T. S. Homans	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell	" 848,338
P. T. Dodge	" 739,996	T. S. Homans	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers	" 925,843
S. J. Briden	" 757,648	H. Plaut	" 955,681
W. H. Randall	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler	No. 614,229	O. Mergenthaler	No. 614,230
J. R. Rogers		Reissue No. 13,489	

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING NEW YORK

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

CLEANING AD COLUMNS

Jason Rogers Tells of What Is Being Done By Publishers to Increase the Pulling Power of Their Newspapers As Advertising Mediums of Right Sort—Creation of Greater Confidence in Reader More Profitable.

The necessity of freeing the columns of daily newspapers from offensive and fraudulent advertising is just now occupying the attention of so many advertising managers and is a subject of such general interest to both newspaper men and advertisers that the Editor and Publisher has secured the following interview from Jason Rogers, publisher of the New York Globe, who has recently returned from a trip to the principal cities of the country for the purpose of studying newspaper conditions:

"Newspaper men everywhere are fast realizing it is bad business to lend the use of their columns to crooks and fakirs to humbug and swindle their readers with ads proclaiming 'cure-alls' and fraudulent bargain sales," said Mr. Rogers. "It is of no use for a newspaper to build up a constituency by fair dealing, public service and reliability regarding news and policy, if it permits offensive and fraudulent advertisers to operate like pirates among its readers."

HOW UNFAIR RULES HURT.

"In the absence of any definite or fixed code of ethics, publishers are adopting office rules that are perhaps unfair to many concerns marketing a perfectly reputable article on account of some apparent infringement in the copy, and permitting many outrageous things to be published because they are dressed up in party clothes, so to speak.

"Any newspaper publisher can easily keep himself posted upon the merits of the various proprietary articles advertised in the newspapers, and also get an accurate line on the legitimacy of various bargain sales advertised by local dealers, and by applying the same rule of reason that he uses in the consideration

of other details of his paper. He can thus protect his readers, and increase the value of the advertising he does print.

"Let the publisher ask himself whether he would permit the use of the article in his own family, or allow its members to patronize the bargain sale. Of course a reasonable flexibility to provide for the differences in the various stations of life must be applied to make the test fair for all concerned.

"On the New York Globe we will not accept any 'cure' ad. The advertiser may claim to relieve certain common ailments not of too personal or objectionable a nature, but we will not accept nor publish any medical or medicinal ad which we consider would be objectionable to the class of people for whom we make the paper.

N. Y. GLOBE POLICY.

"We carry a standing card at the head of the editorial column as follows:

The Globe does not knowingly accept false or fraudulent advertising or other advertising of an objectionable nature. Every advertisement in its columns is printed with full confidence in the character and reliability of the advertiser and the truth of the representations made. Readers of the Globe will confer a favor if they will promptly report any failure on the part of an advertiser to make good any representation contained in a Globe advertisement.

"The response we have had from readers shows how seriously they accept the Globe's statement, and in the case of every complaint where the advertiser fails to give satisfaction, or to willingly refund the money as the case may be, we have thrown out the account and stood ready to assist the reader in getting full reparation.

"We will not accept financial advertising from any concern not well known to be reliable and, usually, only after careful investigation, not only for the purpose of protecting our readers, but because by publishing fake financial and promotion matter, we know we would lose much of the large volume of such

business that we annually carry from reputable bankers and important financial concerns.

CLEAN COLUMNS PAY.

"We do not claim that we, of the Globe, practice a superior grade of honesty in advertising, but plainly say whenever questioned on the subject that we have found it to be good business policy to keep out the crooks. In nearly every case I know of, every time a newspaper has cut off a few hundred or thousand dollars worth of questionable business it has soon got in its place several times as much of new unobjectionable advertising.

"As I have already stated newspapers are rapidly catching on to the profitable side of the proposition and finding out that as they create a greater confidence on the part of readers in the advertising they publish their publications becomes more profitable to advertisers and the volume of business carried gradually increases.

"The Christian Science Monitor of Boston, maintains a most rigid code of ethics against objectionable and fraudulent advertising, such as could hardly be expected in a strictly commercial newspaper, but it carries a large volume of business, gives its advertisers wonderful results, and every time it refuses an ad as objectionable it gets two or three new ones of the right sort.

NEW ORLEANS ITEM'S STAND.

"Down in New Orleans the Item has taken a strong stand for decency in advertisers and is showing an increased volume which shows that it pays in dollars and cents to play fair with both advertisers and readers. In Minneapolis the Journal, likewise, has taken a strong position in the matter and is showing an increasing quantity of business.

"Newspapers in other cities are having the same experience. Strange as it may seem, in nearly every case the newspaper that stands for honesty and decency on the advertising it carries, usually also stands for absolute honesty regarding its circulation claims.

"Another phase of the subject which is well worth the consideration of any publisher desiring to keep good faith with his readers, is the treatment of advertising purposely designed to closely imitate reading matter. The new post office law requires that all such be plainly labelled by the addition of the word 'advertisement.' Following the style of the Kansas City Star, we have adopted a rule providing for the insertion of a classification line 'Advertisements' to be run on top of every ad which in any possible way imitates reading matter.

"For the purpose of a better general understanding of the matter as to what is generally considered objectionable advertising I am now addressing a query to a number of high-grade newspapers in all sections of the country which may lead to an expression of opinion which may be of use to other publishers.

WILL OBTAIN OPINIONS.

"We will probably always have cheap and nasty sensational newspapers, just as we will always have quacks and fakirs in all lines of activity; but through the efforts of reputable publishers it is going to be possible for legitimate advertisers to create a larger demand for their goods for every dollar spent in advertising because they are not compelled to compete with crooks and frauds in the next column."

Stern Used Auto to Get Paper Out.

The New Brunswick (N. J.) Daily Times was not phased by the blizzard which paralyzed business in New Jersey and Eastern States. Finding that all electric power was cut off J. David Stern, president of the Times, remembered his Ford automobile and lost no time in putting it to use in the Times plant. In the morning the Ford ran the linotype machines and in the afternoon it was connected with the press and turned out 10,000 papers before the auto became so hot that it burned the ropes which bound it to the floor. The Times issued its full edition on time on the worst day of the blizzard.

Partial List of Enterprising Houses who will Exhibit at the National Printing, Publishing, Lithographing, Stationery, Advertising and Allied Trades EXPOSITION

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

New Names are Being Added Daily.

MACHINERY

American Type Founders Co. Jersey City, N. J.
 Mergenthaler Linotype Co. New York
 Keystone Type Foundry Philadelphia, Pa.
 Toronto Type Founders Co. Toronto, Canada
 John Haddon & Co. London, England
 American High Speed Press Co. New York
 The Autopress Co. New York
 American Automatic Press Co. New York
 Swink Printing Press Co. Delphos, Ohio
 Duplex Printing Press Co. Battle Creek, Mich.
 Auto Falcon & Waite Die Press Co. New York
 George Damon & Sons New York
 The H. Hinze Machinery Co. New York
 Wood & Nathan Co. New York
 Challenge Machinery Co. Grand Haven, Mich.
 Humana Machine Co. Newark, N. J.
 Dexter Folder Co. New York
 Cleveland Folding Machine Co. Cleveland, Ohio
 Boston Wire Stitcher Co. East Greenwich, R. I.
 J. L. Morrison Co. New York
 Latham Machinery Co. Chicago, Ill.
 Oswego Machine Works Oswego, N. Y.
 H. L. Roberts Co. New York
 Autoplate Co. of America New York
 John Thompson Press Co. New York
 Chandler & Price Cleveland, Ohio
 Universal Typemaking Machine Co. Chicago, Ill.
 Slocum, Avram & Slocum New York
 E. P. Lawson New York
 The Printing Machinery Co. Cincinnati, Ohio
 Latham Automatic Registering Co. New York
 Mathias Plum Newark, N. J.
 National Binding Machine Co. New York
 Charles S. Jonas & Bro. New York
 F. E. & B. A. Dewey Springfield, Mass.
 Wetter Numbering Machine Co. Brooklyn, N. Y.
 National Printing Machinery Co. Athol, Mass.
 Miller Saw-Trimner Co. Pittsburgh, Pa.
 Ludlow Typograph Co. Cleveland, Ohio
 Automatic Justifier Co. Hammond, Ind.
 F. Wesel Mfg. Co. Brooklyn, N. Y.
 Southworth Machine Co. Portland, Me.
 J. A. Richards Co. Albion, Mich.
 Progress Mfg. Co. Boston, Mass.
 Ben Day, Inc. New York
 Kandle-Born Co. Springfield, Mass.
 Samuel C. Tatum Co. Cincinnati, Ohio
 Samson B. B. Machine Co. Reading, Pa.
 A. G. Burton's Son Chicago, Ill.
 Logemann Bros. Co. Milwaukee, Wis.
 C. B. Henschel Mfg. Co. Milwaukee, Wis.
 Chauncey Wing Greenfield, Mass.
 Singer Sewing Machine Co. New York City
 The H. C. Hansen Type Foundry Boston, Mass.
 The Vanbossier Mfg. Co. Detroit, Mich.
 Kohlbach Co. Leipsic, Germany
 Golding Mfg. Co. Franklin, Mass.
 National Automatic Press Co. Lehighton, Pa.
 Seybold Machine Co. Dayton, O.
 Webendorfer Co. New York

TRADE PAPERS, ETC.

Printing Trade News New York
 American Printer New York
 Inland Printer Chicago, Ill.
 Master Printer Philadelphia, Pa.
 The Printing Art Cambridge, Mass.
 Editor and Publisher New York
 National Printer-Journalist Chicago, Ill.
 The National Lithographer New York
 Graphic Arts & Crafts Year Book Hamilton, Ohio
 George McKittrick Co. New York
 Walden Publishing Co. New York

INKS.

Chas. Eneu Johnson Philadelphia, Pa.
 Sinclair & Valentine Co. New York
 Ault & Wiborg Co. New York
 Sterling Wallace New York
 George H. Morrill & Co. Norwood, Mass.
 Sigmund Ullman Co. New York
 Eagle Printing Ink Co. New York
 J. M. Huber New York
 Lewis Roberts Newark, N. J.

MISCELLANEOUS.

Loring Coes & Co. New York
 N. Y. Revolving Portable Elevator Co. Jersey City, N. J.
 Hamilton Mfg. Co. Two Rivers, Wis.
 George P. Clark & Co. Windsor Locks, Conn.
 National Scale Co. Chicopee Falls, Mass.
 James Reilly's Sons Co. New York
 Indiana Chemical Co. New York
 M. Swift & Sons Hartford, Conn.
 Hastings & Co. Philadelphia, Pa.
 Diamond Decorative Leaf Co. Stapleton, S. I.

Economy Engineering Co. Chicago, Ill.
 Argus Electric Sign Co. New York
 Alfred Jackson Studio New York
 The Ippo Mercantile Agency New York
 Goldberg Display Fixture Co. New York
 I. T. U. Commission School Chicago, Ill.
 William J. Madden & Co. New York
 Feldenfeld Chemical Co. New York
 S. Gilmartin New York
 E. W. Blatchford & Co. New York
 A. B. Conkwright New York
 Standard Scale & Supply Co. New York
 Ippo Alliance New York
 Argus Miniature Electric Sign Co. New York
 Downing Letter Co. New York
 Apeda Co. New York
 The Maintenance Co. New York
 Jackson Studio New York
 Meyers Bros. New York
 M. & G. Hopps New York
 M. Kemp New York
 M. Slerschmann New York

PAPER MANUFACTURERS AND DISTRIBUTORS.

S. D. Warren & Co. Boston, Mass.
 Henry Lindenmeyr & Sons New York
 Hammermill Paper Co. Erie, Pa.
 Beckett Paper Co. Hamilton, Ohio
 Dill & Collins Co. Philadelphia, Pa.
 Hall Paper & Spec. Co. New York
 American Writing Paper Co. Holyoke, Mass.
 Esleeck Mfg. Co. Turners Falls, Mass.
 Chapin & Gould Springfield, Mass.
 C. H. Dexter & Sons Windsor Locks, Conn.
 W. M. Pringle & Co. New York
 Union Card & Paper Co. New York
 Parsons Paper Co. Holyoke, Mass.
 Seymour Co. New York
 W. E. Wroe & Co. Chicago, Ill.
 Keith Paper Co. Turners Falls, Mass.
 Curtis & Bro. Newark, Del.
 District of Columbia Paper Co. Washington, D. C.
 Charles Drury Jacobs New York

PRINTERS, LITHOGRAPHERS, ENGRAVERS AND ELECTROTYPERS.

The Schilling Press New York
 W. B. Conkey Co. Hammond, Ind.
 The University Press Cambridge, Mass.
 Oswald Press New York
 Norman T. A. Munder Co. Baltimore, Md.
 William Green New York
 Ravenswood Press Chicago, Ill.
 Farmer-Zehr Engraving Co. New York
 Lead Mould Electrotype Foundry, Inc. New York
 Half-Tone Press New York
 Albert B. King & Co. (showing Goes Lithographing Company's samples).
 H. C. Jones Engraving Co. New York
 Niagara Lithograph Co. New York
 Zeese-Wilkinson Co. New York
 The Kiesling Co. New York
 McConnell Printing Co. New York
 Publishers' Printing Co. New York
 Stecher Lithographing Co. Rochester, N. Y.
 Karle Lithographing Co. Rochester, N. Y.
 H. C. Miner Lithographing Co. New York
 Gatchel & Manning Philadelphia, Pa.
 Edgar Printing Co. New York
 Edwards & Deutsch Litho. Co. Chicago, Ill.
 Chas. Francis Press New York
 Globe Electrotype Co. New York
 Powers Photo-Engraving Co. New York
 De Vinne Press New York
 The Price, Lee & Adkins Co. New Haven, Conn.
 Lent & Graff New York
 Republican Publishing Co. New York
 Michigan Litho Co. Grand Rapids
 F. W. Gandy New York
 Walcutt Bros. New York
 Sterling Engraving Co. New York
 F. A. Ringle Co. New York
 Reuben H. Donnelly New York

ADVERTISING NOVELTIES.

Harvey Deschere New York
 Blanchard Bros. Brooklyn, N. Y.
 Philip Hano & Co. New York
 Price, Lee & Adkins Co. New Haven, Conn.

TRADE ASSOCIATIONS.

Typhotetae of the City of New York.
 New York Master Printers' Association.
 New York Order of Pica.
 Photo-Engravers' Board of Trade, Inc. New York
 United Typhotetae and Ben Franklin Club of America.
 Electrotypers' Board of Trade, New York.
 Printers' League of America.

MEET US

At the Big

**National Publishing, Printing, Lithographing,
Stationery, Advertising and Allied Trades**

Exposition

A. N. P. A. and Associated Press Convention Week

April 18-25, 1914

At the Grand Central Palace

NEW YORK

Machinery and Supply Houses

for exhibit space rates and
other particulars apply to

HARRY A. COCHRANE, President

Telephone, Gramercy 724

200 Fifth Avenue, N. Y. City

TIPS FOR THE AD MANAGER.

Nelson Chesman & Company, Times Building, Chattanooga, Tenn., are renewing 1,000 inches 1 yr. contracts for the Chattanooga Med. Company.

The Mabin Company, 104 S. Michigan avenue, Chicago, Ill., is placing 28 1. 26 t. orders with a few cities for the Canadian Northern S. S.

The Othine Company is making contracts through Wylie B. Jones, Binghamton, N. Y.

H. W. Kastor & Sons Company, Lytton Building, Chicago, Ill., is issuing 5,000 1. 1 yr. contracts to Florida papers for the Standard Dist. Co.

Williams & Cunningham, 59 E. Madison street, Chicago, Ill., are forwarding 5,000 1. contracts to selected cities for Hart, Schaffner & Marx, Chicago.

Richard A. Foley Agency, Bulletin Building, Philadelphia, Pa., is handling 100 1. 50 t. contracts with Texas papers for Liggett & Myers Tobacco Company "Velvet," St. Louis, Mo.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are handling 12 month orders for the National Toilet Company.

The Federal Advertising Agency, 231 West 39th Street, New York City, is placing orders with a selected list of papers for the Tootal, Broadhurst, Lee Company, "Lissive Handkerchief," 387 Fourth Avenue, New York City.

Morse International Agency, Fourth Avenue and 30th Street, New York City, is issuing orders to weekly papers for the B. & B. Manufacturing Company, 149 Grand Street, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is making 2-in. contracts for 2 or 3 months with dailies in New York State and Pennsylvania, and farm papers in Connecticut, Pennsylvania and Ohio, for the Liberty Stove Company, "Ideal Coal Brooder Stove," 114 North Second Street, Philadelphia, Pa.

M. P. Gould Company, 120 West 32nd Street, New York City, is forwarding 500-in. orders to a few Connecticut papers for the Locomobile Co. of America, Eridgeport, Conn.

Nelson Chesman & Company, 1127 Pine Street, St. Louis, Mo., and Times Building, Chattanooga, Tenn., are renewing orders with large city papers for the National Toilet Company, Nadine Face Powder, Nadinola, Paris, Tenn.

George Batten Company, Fourth Avenue Building, New York City, is sending out orders to a few Eastern papers for Dr. George A. Scott, "Pail Mail Electric Hair Brush," 128 W. 34th Street, New York City.

The Constantine Advertising Company, Globe Building, Seattle, Wash., is handling the advertising for the State of Washington.

The Dorland Advertising Agency, 306 Fifth Avenue, New York City, and Atlantic City, N. J., is placing orders with a selected list of papers for the Gem Cutlery Company, "Gem Safety Razor," Eleventh Avenue and 127th Street, New York City. It is also placing 24 1. 10t. orders with Pacific Coast papers for the Eden Hotel, Berlin, Germany.

Bloomington-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is putting forth 3-in. copy with daily and weekly papers in Delaware, Maryland, New Jersey, Pennsylvania and Virginia for the Roman Automobile Company, 249 North Broad Street, Philadelphia, and 1467 Broadway, New York City.

Frank Preshrey Company, 456 Fourth Avenue, New York City, is forwarding orders to a selected list of papers for the R. & G. Corset Co., 890 Broadway, New York City.

Heiler-Barnham, Essex Building, Newark, N. J., it is reported, will issue orders shortly

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

to large city papers for Benjamin & Johns, "Bien-Jolie Grecian Treco Corset," Newark, N. J.

The Beers Advertising Agency of Havana and New York, are now running a series of ads for the international Liberty Union of the World, in a number of English papers, for an Agency proposition. Countries covered including Cuba, Isle of Pines, Porto Rico, Jamaica, Panama, Mexico and South America. The ads run tel insertions, once a week and once a month.

ADS AND COST OF LIVING.

Carlson's Rural Review, a farm publication, announced in its last issue that hereafter it would receive no advertising except for its page of rural wants and rural cooperative societies. Mr. Carlson ascribes present extravagant living to too much buying stimulated by alluring advertising.

N. A. Huse, in commenting upon the matter in an editorial in the Norfolk Daily News, took issue with Mr. Carlson's position that advertising increased the cost of living. He said:

"That impression should not go uncontradicted, because it is not true. Advertising has reduced the cost of living, as is very definitely and conclusively proved by thousands of specific instances, and as is agreed by students of commerce and economics.

"Advertising makes possible so many more sales than would be possible without advertising, and thus so greatly increases the volume of business done by the advertiser, that the advertised article can be sold at a less cost price than the unadvertised article.

"Publicity is merely a more efficient method of selling than was known before the modern advertising system was made possible by fast printing presses and trains to carry mail; it is merely a cheaper means of selling than was known before, and therefore represents a reduction in the cost of living rather than an increase, just as railroad freight charges represent a reduction in the cost of living, being less expensive than the old freight wagon mode of transportation. Modern distribution of merchandise would be equally impossible without advertising or without freight trains—and each item represents a decrease in the cost of marketing the commodity, rather than an increase.

"Another point that should be borne in mind is this: Legitimate advertising renders a genuinely valuable service to the public as well as to the producer, by bringing buyer and seller together. It gives the consumer the information that this or that article, which is of genuine value and which is welcomed by the buyer, can be had.

"In addition to this, advertising has taught the American people to dress better, live better, to keep their teeth clean and to use the bath tub offener."

New Yorker's Work Appreciated.

A. E. MacKinnon, of the circulation department of the New York World, is in receipt of a letter from J. B. Haskins, secretary of the Michigan Press Association, telling him of the recent consolidation of five of the Michigan Press Associations into one organization. In the letter Mr. Haskins speaks of the earnest work done two years ago by Mr. MacKinnon to widen the influence of the efforts of the Michigan Press Association in every line of endeavor. Continuing, he says:

"The Executive Committee has directed me to thank you for the splendid effort of two years ago, in which you had a prominent part, and bids fair to result in much good to the entire State. United, the Michigan press and Michigan's public interests will be able to accomplish much, and considerable of the honor attaching to this successful achievement should go to you, one of the originators of a state-wide revival."

KICKING EACK

The Honorable Alex Appleby, editor of the Leesville (Colo.) "Light," is tired of being criticized. "Many people kick because the papers never tell the truth," he says. "Let the man or woman in Leesville who wants us to tell the truth about him or her stand up and we'll try to be accommodating."

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.	NEBRASKA.
GAZETTE—Av. Gross Cir. Jan., 1914, 7615, Phoenix.	FREIE PRESSE (Cir. 128,384) Lincoln
CALIFORNIA.	NEW JERSEY.
ENTERPRISE Chico	PRESS Asbury Park
TRIBUNE Los Angeles	JOURNAL Elizabeth
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	COURIER-NEWS Plainfield
INDEPENDENT Santa Barbara	NEW YORK.
BULLETIN San Francisco	BUFFALO EVENING NEWS, Buffalo
GEORGIA.	BOULLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 57,531) Atlanta	EVENING MAIL.....New York
CONSTITUTION Atlanta	OHIO.
CHRONICLE Augusta	PLAIN DEALER.....Cleveland
LEDGER Columbus	Circulation for Jan., 1914.
ILLINOIS.	Daily 119,073
POLISH DAILY ZGODA.....Chicago	Sunday 147,528
SKANDINAVEN Chicago	VINDICATOR Youngstown
HERALD Joliet	NEWS Cleveland
NEWS Joliet	Circulation for Jan., 1914.
HERALD-TRANSCRIPT Peoria	Daily 117,929
JOURNAL Peoria	LEADER Cleveland
STAR (Circulation 21,589) Peoria	Circulation for Jan., 1914.
INDIANA.	Daily 75,968
THE AVE MARIA.....Notre Dame	Sunday 96,986
IOWA.	PENNSYLVANIA.
REGISTER & LEADER...Des Moines	TIMES Chester
THE TIMES-JOURNAL....Dubuque	DAILY DEMOCRAT.....Johnstown
KANSAS.	DISPATCH Pittsburgh
CAPITAL Topeka	PRESS Pittsburgh
KENTUCKY.	GERMAN GAZETTE.....Philadelphia
COURIER-JOURNAL Louisville	TIMES-LEADER Wilkes-Barre
TIMES Louisville	GAZETTE York
LOUISIANA.	SOUTH CAROLINA.
DAILY STATES.....New Orleans	DAILY MAIL.....Anderson
ITEM New Orleans	THE STATE.....Columbia
TIMES-DEMOCRAT ...New Orleans	(Sworn Cir. June, 1913. D. 21,733; S. 21,900)
MARYLAND.	TENNESSEE.
THE SUN Baltimore	NEWS-SCIMITAR Memphis
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	BANNER Nashville
MICHIGAN.	TEXAS.
PATRIOT (No Monday Issue) Jackson	STAR-TELEGRAM Fort Worth
Average 1912: Daily 10,580; Sunday 11,629	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
Member American Newspaper Pub. Ass'n	CHRONICLE Houston
Member "Gilt Edge" Newspapers	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MINNESOTA.	WASHINGTON.
TRIBUNE, Mon. & Eve....Minneapolis	POST-INTELLIGENCERSeattle
MISSOURI.	CANADA.
POST-DISPATCH St. Louis	BRITISH COLUMBIA.
MONTANA.	WORLD Vancouver
MINER Butte	ONTARIO.
Fire in Plainfield Office.	FREE PRESS.....London
The plant of the Plainfield (N. J.) Courier-News was damaged by a fire in the composing room early Sunday morning. Several linotype machines were destroyed and considerable damage	QUEBEC.
was done by water. The press room was flooded and broken glass from the skylight covered the press on which the paper is printed. The Courier-News, however, appeared as usual Monday afternoon.	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

AD FIELD PERSONALS.

W. S. Campbell has been appointed advertising manager of the Miller Rubber Company, of Akron, O. He was at one time circulation manager of the Iron Trade Review and Daily Iron Trade.

Joseph R. Wilson, brother of President Woodrow Wilson, was a speaker before the Des Moines Ad Men's Club last week. He is manager of the promotion and development department of the United States Fidelity and Guaranty Co. with headquarters at Baltimore.

L. H. Odes, for several years connected with the advertising department of the National Cash Register Company, has resigned.

Harold H. Shuart has joined the Fechtelmeier Theatre Programme Company of Detroit. He has been head of the automobile department of the Detroit Free Press for the last two years, prior to which he was with the Oakland Motor Company, of Sontiac, Mich.

L. D. Jaeger, formerly advertising manager of the Standard Varnish Works, is now connected with the Pioneer Suspender Company, Philadelphia, as advertising manager.

G. F. Chambers has connected with the selling end of the Chappelow Agency, St. Louis. He was formerly advertising manager of the Hannibal (Mo.) Courier-Post.

G. W. Hopkins, sales and advertising manager of the Loose-Wiles Biscuit Company, has been elected a director of the company.

Lee E. Olwell has gone on a European trip. On his return he will become commercial manager of the Chalmers Motor Company of Detroit. For the past three years Mr. Olwell has been advertising manager of the National Cash Register Company, Dayton, Ohio.

Ward P. Haines has resigned as advertising manager of the Anderson Electric Car Company, a Detroit (Mich.) organization.

AD FIELD NOTES.

Putnam & Randall are now acting as Eastern representatives of the London (Ont.) Free Press and the Edmonton (Alberta) Capital.

Cone Lorenzen & Wordman, the well known newspaper representatives, have been appointed sole foreign advertising representatives of the New York Herald in the Eastern field.

Pittsburgh Journalism History

The department of journalism of the University of Pittsburgh held its monthly round table in Thaw Hall on March 5. Colonel Burd S. Patterson, "A Brief Outline of Journalism in Pittsburgh"; Arthur G. Burgoyne, "Some Personal Reminiscences"; George Hammond, "Development of Advertising in Pittsburgh"; and C. A. Evans, "Development of the Tri-State News Bureau."

23d St. Y. M. C. A. Ad Lectures.

Frank Leroy Blanchard, editor of the EDITOR AND PUBLISHER, on Wednesday evening of last week addressed the 23rd Street Y. M. C. A., on "The Preparation of Catalogues, Folders, Booklets and Mailing Cards," and E. H. Schulze, of the McGraw Publishing Co., spoke this week on "Writing Letters that Bring Business."

MEMPHIS, TENN.—Memphis Daily Record Company; capital stock, \$10,000; incorporators: J. H. Murphy, J. H. Berry, E. C. Kennedy, Miss Louise A. Berlin and P. M. Canole.

WILL PROMOTE SHAFFER GROUP

G. C. Enzinger, of Chicago, to Boost Advertising and Circulation.

George C. Enzinger, of Chicago, has been placed in charge of the circulation and advertising promotion work for the seven newspapers in the Shaffer Group.

For the past year, Mr. Enzinger has been associated with Walter G. Bryan in newspaper advertising promotion, taking part in the campaigns of the



GEORGE C. ENZINGER.

Chicago Daily News, the Chicago Record-Herald, the Philadelphia North American, New York American, Boston American, Los Angeles Examiner, and San Francisco Examiner. Previously Mr. Enzinger was connected with the firm of Taylor and Evans, advertising counselors, of St. Louis and with the St. Louis Times.

In the new promotion campaigns which the Shaffer newspapers will conduct, especial effort will be made to increase reader-interest in advertising. The advantages of careful and regular reading of the advertisements in daily newspapers will be set forth graphically to the public. Advertising itself will be used to promote both advertising and circulation.

Weadon with Charles W. Hoyt.

E. R. Weadon, formerly sales manager for the Pompeian Manufacturing Company of Cleveland, Ohio, has recently joined the organization of Charles W. Hoyt, the well known advertising agency of New York and New Haven. Five years ago, Mr. Weadon organized the Electro Importing Co. of New York, a mail order concern, manufacturing experimental wireless and electrical apparatus. He was one of the founders of Modern Electrics, a magazine devoted to wireless telegraphy. Mr. Weadon was also for three years assistant sales manager of the soap department of Armour & Co., Chicago, Ill. Mr. Weadon will develop a special sales management service which the Hoyt agency now offers its clients.

J. D. Lorentz Injured in Fall on Ice.

J. D. Lorentz, New York representative of the Dallas News and the Galveston News, fell on the ice Sunday in front of his home in Brooklyn and suffered a dislocation of the right shoulder and a fracture of the right arm. D. F. Toomey, managing editor of the Dallas News, who is in New York on business, called on Mr. Lorentz Tuesday and found him able to sit up.

LIVE AD CLUB NEWS.

The first of the "problem meetings" of the St. Louis Advertising Men's League was held last week. C. L. Griggs and H. S. Gardner discussed the "defined policy" of advertising. They declared that every successful business

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465.

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

has to have a "merchandising policy" and that advertising extended this policy. Both argued that the ad. policy should be under the direction of a man who had absolute authority to carry out any particular campaign. George Walker presided at the meeting.

The Baltimore Ad Club gave its first annual frolic at Albaugh's Theatre on Monday and Tuesday of this week. The ideas were entirely original, the books and lyrics having been written by members of the club. Most of the "hits" were localized. The cast included Edwin L. Quarles, P. E. Graff, Weinberg and Birnbaum W. Tolan Molley and Joseph M. Mann.

C. M. Lemperly, advertising manager of the Sherwin-Williams Company, gave an illustrated address before the members of the Cleveland Advertising Club at their weekly luncheon. William Downie presided. At the conclusion of Mrs. Lemperly's address the admen witnessed "The Modern Crusaders," a moving picture showing the advertising of products.

Further arrangements for attending the Toronto convention were made and officers elected at the annual meeting of the Fort Worth (Tex.) Ad Club last week. Hugh Jamieson was chosen president. The other officers are Jack Toy and H. C. Burke, Jr., vice-presidents;

Chester Toy, recording secretary; A. L. Shuman, corresponding secretary, and V. N. Turpin, treasurer. A. L. Shuman made a report on the accommodations that have been secured at Toronto and on the preparations being made there for the entertainment of the delegates.

New York Sun to Move.

The New York Sun stockholders will meet Monday to consider the sale or mortgaging of the present Sun building and site at Park Row and Frankfort street, and the acquisition of a new building. It has been rumored that the new building will be near the Municipal Building and not far from the present site of the Sun, although when W. C. Reick came into control of the paper in December, 1911, it was reported that he was negotiating for a site for the new Sun building in West Forty-sixth street, near Broadway. Another rumor has it that the Sun will be the Press building.

Frank F. Lovell Declared a Bankrupt.

Frank F. Lovell, well known to newspaper men as the promoter of the War Memorial Association, distributors of Brady War photos, inserts, syndicate matter, premiums, etc., has been declared a bankrupt. His liabilities are said to be over \$50,000. A hearing will be held on March 16 before William H. Willis.

100 New Chicago Dealers in 30 Days

were secured by one manufacturer, introducing a new product in Chicago against strong competition. These 100 new dealers were secured by only two salesmen, one of whom worked less than two weeks and the other the full 30 days.

But they worked with specific and detailed information regarding Chicago conditions, provided for them by THE CHICAGO TRIBUNE'S Advertising Promotion Department, and were backed up by an intelligent advertising campaign which was based on that same information.

THE CHICAGO TRIBUNE will be glad to extend the same valuable co-operation to any manufacturer who contemplates placing a new product on the Chicago market or who wishes to materially increase the sale of a product already introduced.

THE CHICAGO TRIBUNE prints more advertising than any other newspaper in New York or Chicago.

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

