

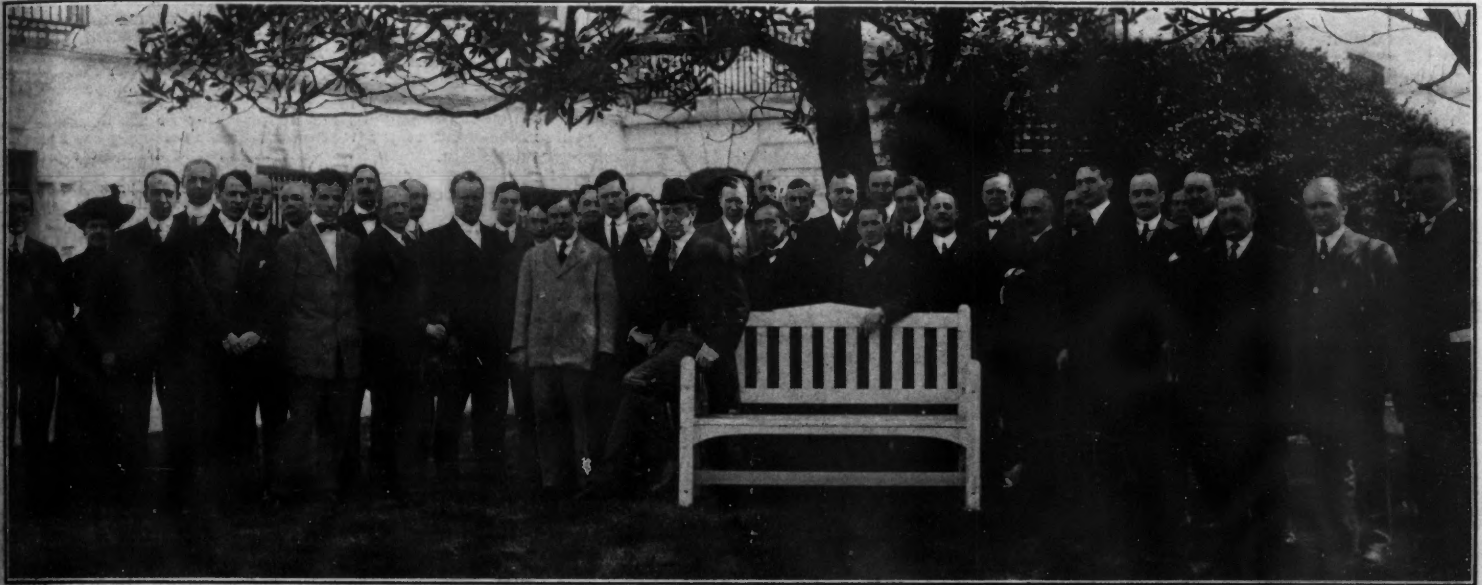
THE EDITOR AND PUBLISHER

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PRESIDENT WILSON AND A GROUP OF WASHINGTON CORRESPONDENTS.

By courtesy of Leslie's Weekly.

Left to right: T. W. Brahaney, Chief Clerk, Executive Offices; Mrs. G. F. Richards, Manchester Union; R. Forster, Executive Clerk, Executive Offices; C. C. Brainerd, Brooklyn Eagle; R. D. Heintz, Leslie's Weekly; G. T. Odell, New York Evening Mail; J. P. Hornaday, Indianapolis News; D. Lawrence, Associated Press; J. D. Preston, Superintendent Senate Press Gallery; J. P. Gavit, New York Evening Post; G. J. Karger, Cincinnati Times-Star; J. E. Nevin, United Press; A. B. Krock, Louisville Courier-Journal; K. F. Murray, Charleston News and Courier; G. Gardner, Cincinnati Post; T. F. Logan, Philadelphia Inquirer; W. N. Taft, International News Service; L. Lamar Robinson, Louisville Post; President Wilson; C. E. Stewart, Birmingham Age-Herald; E. H. Clark, Chicago Post; R. Schroeder, New Yorker Staats-Zeitung; W. B. Metcalf, Baltimore Evening Sun; J. L. Yeagle, Washington Post; J. P. Annin, Washington Herald; W. G. McMurchy, St. Paul News; L. A. Brown, New York Sun; H. E. Eland, Wall Street Journal; S. M. Williams, New York Evening World; F. J. Dyer, Los Angeles Times; L. W. Moffatt, Cleveland Iron Age; O. F. Schuette, Chicago Inter-Ocean; M. Vernon, Seattle Post-Intelligencer; W. E. Brigham, Boston Evening Transcript; L. T. Vernon, Chicago Daily News; J. S. Shriver, Baltimore American; J. P. Tumulty, Secretary to the President; William W. Price, Washington Evening Star.

ST. LOUIS STAR SOLD.

PAPER TAKEN OVER BY MESSRS. VEON, WARREN, AND E. A. LEWIS, CAPITALIST.

Purchasers Exercised an Option Obtained a Year Ago—Price Paid Not Stated—Paper's Unusual Success Under the Management of Veon and Warren—No Change in Editorial Control of the Paper.

(Special by Wire.)

St. Louis, May 16.—After a determined and remarkable newspaper campaign, covering a period of eight months, Frederic B. Warren and Fred C. Veon, in conjunction with Edward S. Lewis, a prominent capitalist, have bought the St. Louis Star.

Announcement of the sale of the Star was made in the editorial columns of that newspaper on May 14th, by Nathan Frank, owner of the property.

It may be said with authority, that the financial backing of the Star, now places that newspaper in the very front rank of well financed American newspapers. In his editorial, stating the views of the new owners, Mr. Warren announces that the Star will continue to be an absolutely independent newspaper, and that he and Mr. Veon will not be hampered or restricted in any way in continuing the Star as the popular paper of the St. Louis masses.

Messrs. Veon and Warren went to St. Louis last August and took control of the business and editorial departments of the St. Louis Star on Monday, Sept. 2nd. The growth of the paper under their direction has been unusual in modern American journalism. Fortunately for these two executives, this newly formed alliance will permanently set at rest the many unfortunate and baseless rumors that have been in circulation in recent years about the ownership of the Star. The wealth of their

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Mr. Grasty Dines Secretary Bryan.

Charles H. Grasty, editor of the Baltimore Sun, gave a dinner last week to William J. Bryan, Secretary of State. Among the one hundred or more guests were A. Mitchell Palmer, the Wilson leader in the House of Representatives; J. P. Tumulty, Secretary to the President; Richard Evelyn Byrd, Speaker of the Virginia House of Delegates; Pleasant Stoval of the Savannah Press, and C. S. Jackson of the Portland Journal. Mr. Bryan spoke of the hopes and aims of the administration and his speech throughout reflected a spirit of loyalty to the President.

New Nashville Paper Incorporated.

Articles of incorporation were filed at Little Rock, Ark., by the Nashville (Tenn.) News Co. last week. The concern is to publish a newspaper and has a capital of \$10,000, of which \$7,500 has been subscribed. A. C. Ramsey is the president of the new company and the following, with him, comprise the board of directors: W. H. Foland, C. C. Ramsey, J. M. Powers, C. W. Dodson, W. E. Brown, C. G. Hughes, G. B. Rees and J. L. Hill.

Bans Divorce Evidence Publicity.

Justice Emerson of the Supreme Court, sitting at Watertown, N. Y., made an innovation last week, when he directed newspaper reporters not to print the evidence given in divorce cases. Justice Emerson said it was the policy of the court to have as little publicity as possible in divorce cases. Inasmuch as the evidence is always sealed, he did not believe that it should appear in the newspapers.

Two Dead in Chatham Planet Fire.

Alexander McDougal, foreman of the composing room, and Robert Birch, a linotype operator, were burned to death when the Chatham (Ont.) Planet office was completely destroyed by fire last Saturday. The total loss was \$75,000, with \$50,000 insurance.

BLUMENFELD HEADS EXPRESS.

Former Herald Man Succeeds C. A. Pearson as Head of London Paper.

R. D. Blumenfeld, formerly of the New York Herald, and who for a number of years has been engaged in journalistic work in London, has been placed in supreme control of the Daily Express of that city. He has been with the paper for some time, filling important executive positions. On April 26, the staff of the Daily Express, mechanical as well as editorial, gave a dinner to Mr. Blumenfeld, in celebration of his advancement to his new position.

A. W. Rider, the manager of the Daily Express, presided. A souvenir album containing the signatures of all connected with the firm was presented to Mr. Blumenfeld by Frank Meiggs, financial editor, who proposed the health of the guest of the evening.

Mr. Blumenfeld, in acknowledging the toast, paid a high tribute to C. Arthur Pearson, whom he has succeeded as chairman of The Express Company, and made sympathetic reference to the affliction which has overtaken the founder of the paper in the almost total loss of his eyesight.

Reward for Unearthing Dynamiters.

The \$10,000 reward offered by the State of California two years ago for apprehension of the persons responsible for the dynamiting of the Times Building in Los Angeles is about to be paid. A bill appropriating that amount to satisfy the claim of Detective William J. Burns was passed Saturday in the Assembly 42 to 14 and was sent to the Governor, having already passed the Senate. San Francisco members all voted against the bill.

Amalgamated Multitype Incorporates.

The Amalgamated Multitype Co., capitalized at \$1,000,000, has been incorporated at Spokane, Wash., to take over all assets, machinery and patents of the Multitype Machine Co. of that city.

WASHINGTON TOPICS.

PAPER AND WOOD PULP TO BE ADMITTED FREE UNDER A RECENT DECISION.

The Treasury Department Must Now Return Several Hundred Thousand Dollars Collected from Importation from Europe—Lewis Publishing Co., St. Louis, Fails in Its Action Against Postmaster General Burleson.

(Special Correspondence.)

WASHINGTON, May 15.—Paper and wood pulp may now enter the United States free of duty. The United States Customs Court decided last Monday that European nations are entitled to free entry of wood pulp and paper under the "most favored nation clause" of their commercial treaties with the United States, because the free entry privilege is granted to Canada under the only operative clause of the Canadian reciprocity agreement.

The court also held that the Treasury Department had placed a correct interpretation upon the Canadian reciprocity act by immediately admitting wood pulp and paper free without reciprocal action by Canada. Dissenting opinions were delivered.

Norway, Russia, Austria-Hungary and Germany claimed the right of free entry of wood pulp and paper from their respective countries. Former President Taft declined to grant the request, and referred the question to the courts.

It cannot be stated whether the Treasury Department of the Department of Justice will appeal the case to the Supreme Court. The Government has hitherto opposed all appeals from the Customs Court because the act creating the court says the decision of the Customs Court shall be final. The fact that the question involves the interpretation of treaties may cause the Government to appeal.

The Underwood tariff bill grants free

entry to wood pulp and paper, not exceeding two and a half cents a pound in value. The Canadian reciprocity act makes the limit of value four cents a pound.

The court renders two decisions on two distinct issues. One related to importations of wood pulp from Europe by the American Express Co. and F. Bertuch & Co., who claimed free entry under the treaties, and the other related to a test importation of wood pulp from Canada by the Cliff Paper Co., which claimed the right to pay duty on the ground that wood pulp and paper from Canada was not entitled to free entry until all parts of Canada have removed all export restrictions.

The Treasury Department must now surrender several hundred thousand dollars collected on wood pulp and paper



ERNEST G. WALKER.

from Europe, if the decision of the Customs Court of Monday is accepted. The court held that all countries having favored nation treaties with the United States were entitled to free entry of wood pulp and paper, because that privilege had been granted to Canada.

Secretary Bryan, Secretary McAdoo and Attorney-General McReynolds are expected to have a conference in a few days to determine whether the Supreme Court will be asked for a writ of certiorari. Some Treasury officials yesterday expressed the belief that the favored nation clause applied to the cases, but contended that it was a question for the executive departments to settle, and not for the judicial.

Ernest G. Walker, the Washington correspondent of the Boston Herald, Springfield Republican, and Sacramento Bee, was born in Maine, and a graduate of Harvard College. For several years has been engaged in educational work in New England. At 19 was elected superintendent of Public Schools in his home town. Principal of High School, Skowhegan, Maine, the following year.

Mr. Walker has been engaged in newspaper work at Washington for twenty years, chiefly with the Washington Post, for which he was long the leading political writer, and for eight years as correspondent of the Boston Herald in charge of its Washington Bureau. He has written voluminously on public affairs at Washington for newspapers from Maine to Hawaii, and for magazines. Few Washington correspondents in his time have had a wider acquaintance with leading men or a larger knowledge of legislature and administrative questions. He was jointly responsible, with another, for the exclusive publication of the "Dear Maria" letters which constituted an interesting episode of President Roosevelt's administrations. He has supplemented newspaper work with considerable activity in business enterprises.

Mr. Walker is one of the founders of the National Press Club, and was a leading spirit in organizing and financing that institution through its earlier stages, and was four years chairman of its Board of Governors. He is a member of the Chevy Chase Club, and Vice-President of the famous Gridiron Club. Representative Nelson, of Wisconsin, has introduced a bill to extend to certain publications the privileges of second-class matter as to admission to the mails. The bill reads:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all periodical publications issued at stated intervals as frequently as four times a year by State departments of education and public instruction shall be admitted to the mails as second-class matter: Provided, That such matter shall be published only for the purpose of disseminating knowledge regarding improvements in education and the work of such departments: And provided further, That such publications shall not contain any advertising matter of any kind.

The suit of the Lewis Publishing Co., of St. Louis, to compel the postmaster there to receive an unlimited number of sample copies of the Woman's Magazine at second-class rates, collapsed Monday in the Supreme Court of the United States because the Post Office Department had admitted the magazine to the rates desired since the suit began. The publishing company sought also to recover damages, but with the falling of the main suit, the plea for damages also fell.

By the dismissal of the action, the court failed to pass upon the question as to whether the Post Office Department may, under the law, limit the number of sample copies at 100 per cent. of the list-of-paid subscribers.

NEW NATIONAL BODY.

COUNTRY PUBLISHERS TO FORM AN ASSOCIATION AT CHICAGO JUNE 12.

Committee of Washington State Press Association Leads the Way—The Important Questions Now Confronting the Smaller Papers—How a National Organization Would Contribute to Their Ultimate Solution.

A convention of country publishers has been called to meet at the Great Northern Hotel, in Chicago, June 12, for the purpose of organizing a national association for business purposes.

This gathering of publishers will be the result of the work of a special committee appointed at the Washington State Press Association last July, which in a published statement says:

In our opinion the most important questions confronting the country publishers are:

To secure at living or reasonable rates a larger proportion of foreign advertising.

The education of manufacturers and large advertisers as to the value of country papers as advertising mediums.

The establishment of a minimum advertising rate.

The abolition of all forms of free advertising.

IN REGARD TO LEGISLATION.
The adoption of a plan whereby the country publishers will be able to act intelligently, unitedly and without loss of time on any and all legislation affecting their interests that might be introduced in State legislatures or the Congress of the United States. To kill an unfair bill while it is under consideration by a legislative body requires but little effort compared to that necessary to secure its repeal once enacted into law.

The inauguration of a campaign that will take advantage of every legitimate means to secure the discontinuance of the practice on the part of the government of competing with private individuals and concerns in the printing of envelopes. Such a campaign should never cease until its purpose is accomplished. There is scarcely a country publisher who does not sustain a serious financial loss yearly as a result of this unfair competition.

All of these aims can be realized, but most of them only by a united effort on the part of those interests affected. It being impossible to secure a sustained united action on any matter without organization, a strong national body is

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CHICAGO HAPPENINGS.

Mrs. Henry Barrett Chamberlain Saves Members of Her Family from Death by Fire—Narrow Escape of Harry B. Jones in a Canoe Accident—The Advertising League Baseball Series—Dunray's Painful Accident.

CHICAGO, Ill., May 14.—The members of the family of Henry Barrett Chamberlain, managing editor of the Record-Herald, were endangered by a fire in the Walton Apartments, on North Clark street, where they live, on a recent morning. Mrs. Chamberlain was awakened by smoke, and gave the fire alarm by telephone, helped arouse other occupants and, with her two sons, escaped to the street. The damage was slight.

The Order of Red Roosters, composed of advertising agencies and their representatives, initiated six candidates at a meeting held in the Hotel La Salle Saturday night. The candidates were paraded through the lobbies wearing grotesque gowns and tall red hats, and were compelled to make speeches from a raised platform as a part of their initiation ordeal.

NARROW ESCAPE FROM DEATH.

Harry Bedford Jones, an author and member of the Chicago Press Club, narrowly escaped death on Little Traverse Bay, near Petoskey, Mich., last Saturday, when his sailing canoe capsized in a strong wind. He righted the canoe, placed his dog in it and started to swim ashore. The temperature was so low he became numb and sank twice. The last time he struck a shoal and staggered ashore, where he fell unconscious to the ground.

Wesley C. Gregory, formerly a political reporter on the Chicago Tribune, and later editor of the Hotel Bulletin, died recently at his parents' home at Lyndon, Kan., after an extended illness.

In the Advertising League ball series Saturday the Western Springs won a hard game from the Agate Liners, 4 to 1; the Abbotts defeated the O'Shaughnessys, 5 to 0, and the Royals bested the Continentals, 8 to 4.

KEPT MARRIAGE SECRET.

Announcement has just been made of the marriage two months ago of Mrs. Addie Farrar Andre, society editor of the Daily News, and Eli G. Inman. No reasons are given for keeping the wedding secret, and Mrs. Inman says there is no "story" in this item.

The Chicago Press League celebrated Mothers' Day Sunday afternoon in the parlors of the Auditorium. There were short talks by prominent men and women, besides music and readings.

Will Reed Dunray, well-known newspaper man, press agent and Chicago editor of Variety, a theatrical publication, met with a painful accident in his room in the Saratoga Hotel, Sunday. He had just taken a bath and, stepping on a piece of soap, slipped and fell, striking against the tub. The fall made him unconscious, in which condition he was later found.

Dean Williams Wins World Tour.

Walter Williams, dean of the Journalism School of the University of Missouri, Columbia, was one of two professors voted a year's trip around the world by the trustees of the Kahn Fellowship Fund, who met at Columbia University on Tuesday to consider eighty-two applicants. Amos S. Hershey, of Indiana, is the other successful applicant. Each appointment carries with it \$3,000, and an additional allowance of \$300 for the purchase of souvenirs, books, photographs and odds and ends.

Harvard Advocate Editors' Dinner.

The staff of the Harvard Advocate and their guests held a dinner at the Harvard Club, New York, Saturday night. Col. Theodore Roosevelt, who was contributing editor of the Advocate in 1879, had been invited, but sent a letter of regret from Oyster Bay. There were about fifty present, including old-time staff men.

DANDY DRUGS FOR MERE ADS.

Publisher's Reply to Rheumatic Cure Co., that Would Barter Toilet Outfit for Valuable Space.

The Swanson Rheumatic Cure Co., Chicago, recently offered Smith F. Pearsall, proprietor of the Nassau County Review at Freeport, N. Y., a dandy list of drug store preparations, which the company figured was worth \$10.20, in exchange for \$18.20 worth of advertising. Mr. Pearsall replied as follows:

Gentlemen: Yours received, and we thank you for sending this to us. We assure you we appreciate your kind offer to send us \$10.20 worth of your preparations in exchange for \$18.20 worth of good advertising space, but we beg to assure you that our advertising columns are full, and we must with regret decline the proposition.

Our foreman, especially, was very enthusiastic over the matter. He says the glycerine is fine for using on your fingers when feeding a job press, but he is afraid with the rose water in it the feeders would get rather vain. Also if the tooth soap is good, it might do to take ink off the hands, as the men are not allowed to clean their teeth during working hours. The talcum powder, he says, is fine to mix with the ink in small quantities on damp days, to make it hold better. He thinks it would be better for you to leave out the complexion cream and sachet powder, as it might interfere with business if the men got to using these in working hours.

The two bottles of perfume especially appeals to him. He says it would be fine to kill the odor in the ink we use, but as we are very much used to the smell of printer's ink, we hardly dare make a change.

We suggest that the flavoring extract had better be left in the office to use with some of the editorials, and possibly the complexion powder might be left with them.

We note you put near the bottom of the list a box of stomach tablets and box of headache tablets, and then a box of pills. We think this is quite appropriate, as by the time we get through the list we are about ready to use them.

As to the two plasters, we have a door that will not stay closed, and they might be good for that, if they are large enough to spread across the opening.

Yours very truly,
NASSAU COUNTY REVIEW.

Attacks Newspaper Coupon Contests.

At the annual meeting of the Chief Constables' Association of London, last Saturday, J. M. Hogge, M. P., speaking on "Betting and gambling and their relation to crime, with special reference to football coupon gambling," said that the amount of money wasted in this particular vice approaches \$375,000,000 or \$500,000,000 a year. There was, he pointed out, great evil in the distribution of football coupons in factories and the competitions that were running in some weekly newspapers. He thought that there ought to be an investigation as to what these papers made out of such competitions.

To Testify in Roosevelt Libel Suit.

James Pound, counsel for Colonel Roosevelt in the latter's libel suit against George Newett, editor of the Ishpeming (Mich.) Iron Ore, disclosed this week the evidence to be brought out at the trial. Depositions of scores of prominent men have been taken by both sides, and many of them will testify. Among the witnesses will be Admiral George Dewey, Surgeon General Rixey and Albert Shaw, editor of the Review of Reviews, who will testify on behalf of Colonel Roosevelt. The alleged libel for which Mr. Roosevelt is suing Mr. Newett was the publication of a statement that the ex-President was in the habit of getting intoxicated.

Harlem Editor Lost Since April 23.

Mrs. Jewel Watson Dunne has asked the police to help her find her husband, who is editor of the Harlem (N. Y.) Reporter, a weekly, and who, she believes, is wandering the streets of the city, a nervous wreck from the effects of overwork. Dunne has been missing from his home since April 23.



FRED C. VEON,



FREDERICK BLOUNT WARREN,

TWO OF THE NEW OWNERS OF THE ST. LOUIS STAR WHO COMPLETED THE PURCHASE THIS WEEK.

AD BUREAU COMMITTEE MEETS.

Decides Members Be Invited to Execute New Individual Contracts.

A meeting of the executive committee of the Bureau of Advertising of the American Newspaper Publishing Association was held at room 803 World Building on Tuesday, May 13. Those present were Louis Wiley, New York Times; Jason Rogers, New York Globe; W. J. Patterson, New York Evening Post, and David B. Plum, Troy Record.

Reports were received from committees regarding details and bringing members of the National Newspapers, the Daily Newspaper Association and the United Newspapers into the bureau. It was decided that the members or subscribers of the three organizations be invited to execute new individual contracts for the services of the bureau, commencing June 1. Invitations to papers in these organizations are now going out.

A meeting of the full committee in charge of the Bureau of Advertising will be held in New York, Monday, May 26.

Would Send Editor to Chain Gang.

W. O. Saunders, editor of Elizabeth City (N. C.) Independent, was convicted of libel last week, and was sentenced to six months on the county chain gang. Notice of appeal was served, and bail was given for the appearance of the defendant at the September term of the Superior Court for a rehearing. The trial was the result of an article published in the Independent several weeks ago, in which certain statements were made concerning Mr. Aydtlett, to which the latter objected. Saunders refused to retract, and challenged Aydtlett to have him arrested.

The A. N. P. A. Incorporated.

The American Newspaper Publishers' Association, Inc., with principal offices in New York, was incorporated at Albany last week, for the promotion of business interests. The directors are Elbert H. Baker, Cleveland Plain Dealer; Herbert L. Bridgman, Brooklyn Standard Union; Hilton U. Brown, Indianapolis News; John Stewart Bryan, Richmond News-Leader; F. P. Glass, Montgomery Advertiser; Jason Rogers, New York Evening Globe; William J. Patterson, New York Evening Post; J. F. MacKay, Toronto; Hopewell L. Rogers, Chicago Daily News; Charles H. Taylor, Jr., Boston Globe, and Harry Chandler, Los Angeles Times.

Structure Uptown for Hearst Plant.

Announcement is made that William R. Hearst has completed purchases of land that he had long sought in the vicinity of Columbus Circle. On the site of Nos. 315 to 335 West Fifty-eighth street and Nos. 312 to 324 West Fifty-ninth street, he will erect a ten-story building for the printing of his newspapers and magazines. On the site bounded by Columbus Circle, Broadway, Central Park West and Sixty-first street Mr. Hearst will put up a five-story office building which will contain the business office of the American, twenty-one stores and a subway entrance.

The Ottawa Citizen and Milwaukee Wisconsin have ordered Scott full page proof presses.

Fenton & Gardner have been incorporated at New York for \$25,000 to do a general advertising business.

FAVOR JOURNALISM SCHOOL.

Delegates to Northwest Cost Congress Endorse Course at Minnesota.

One of the most important results of the Northwest Printers' Cost Congress, held at Minnesota last week, may be the founding of a school of journalism in the University of Minnesota. Delegates attending the convention urged the creation of such a school, and a campaign is being organized for the purpose of obtaining the addition of such a course to the curriculum of the State university.

Considerable impetus was given the plan by the address of Merle Thorpe, head of the school of journalism in the University of Kansas. Mr. Thorpe told of the work the Kansas school was doing in its department of journalism. He was highly in favor of the plan of the master printers for adding a similar department to the Minnesota school.

Warren in New St. Louis Syndicate.

(Special by Wire.)
ST. LOUIS, May 16.—Frederic B. Warren, editorial director and part owner of the St. Louis Star, announces the formation of the Warren Newspaper Syndicate, of which he will be president and general manager. This syndicate will create all of its own features and offer them for sale to American newspapers. Mr. Warren also announces that he will place all business direct from St. Louis and have no selling agents in the East or on the road.

Raid Socialist Newspaper Editors.

Acting under orders of Governor H. D. Hatfield of West Virginia, officers of the national guard raided the newspaper plant of the Socialist Labor Star at Huntington and arrested the editor,

W. J. Thompson, and his two assistants, Elmer Rumble and W. H. Gillespie. The newspaper recently attacked Governor Hatfield in connection with the coal strike difficulties. The three men were lodged in the county jail.

Kansas City Post Passes First Year.

The Kansas City Weekly Post has just finished its first year of publication, enjoying a paid-in-advance circulation of over 75,000. The business management and circulation has been handled by M. W. Krushnic, and the advertising by G. W. Bauerlein, formerly of the Denver Post. The Weekly Post contains special features in farming, poultry, market quotations, and runs a special page for women, serial stories, foreign and cable news and a complete sporting review every week. F. G. Bonfils and H. H. Tammen are the enterprising owners of the Post.

Dows Case Adjourned to May 22.

The case of David Dows, who was held for Special Sessions on a charge of assaulting Alvah Johnston, a reporter for the New York Times on the occasion of the latter's visit on invitation to the Dows home, early on the morning of March 22, came up in General Sessions Thursday morning. An application for an adjournment of the arguments until May 22 was granted to the defense by Judge Swann.

The remarkable night photograph taken on "Hammer Night" in San Francisco, a reproduction of which appeared in last week's issue of THE EDITOR AND PUBLISHER, should have been credited to the San Francisco Call, through whose courtesy we were able to present it to our readers.

DRAMATIC CRITICISM.

Mr. Hamilton Tells the Columbia University Students Why There Are So Few Good Critics and Makes a Plea for a More Intelligent Treatment of Productions.

Clayton Hamilton, of the Bookman, spoke on "Dramatic Criticism" before the Columbia School of Journalism on Monday afternoon, May 5. He said in part:

"If I were asked to name the one thing that the drama is in need of to-day I should say the dramatic critic. It is necessary to co-ordinate the productive and the critical spirit. American drama to-day is healthy on the productive side; we have certainly one great dramatist and many smaller dramatists of merit; we have two or three splendid stage managers and good enough actors, but there is no dramatic critic of first excellence.

"This is partly due to the attention paid to the theater in magazines and newspapers—attention of the wrong sort. A vast part of what's written has no critical value. As a sample of the way the drama usually is approached in newspapers and magazines I might call your attention to a publication called "Charles Frohman's News Bulletin," which is compiled by Mr. Frohman's press agent with the purpose of booming Frohman's productions.

BOOMING AN ACTRESS.

"In an article headed 'Miss Billie Burke's Second Trial' we are told that Miss Billie Burke in trousers is adorable. No doubt if this drama had been approached in a critical spirit we'd have read that a comedy written twenty years ago by Sir Arthur Pinero entertained an audience of to-day. There might have been a comparison of the method of satirizing life employed by Pinero before Bernard Shaw used it so successfully. True, these comments have not the news value of the compliment paid to Miss Billie Burke that in trousers she was adorable. However, this is not quite accurate; she does not wear trousers, but if you go to the play you may be able to make up your mind whether she would look adorable if she wore them. A great value might accrue to the theater and to drama if dramatic criticism were approached in the same spirit that is used in music and art criticism.

"Criticism is an art and can be accomplished only by the artist. Criticism is an art in purpose and in method. The purpose of all art is to remind humanity of the true, and beautiful, and good. Method in art is to select details and pattern them. The dramatist selects details from life and patterns them with imagination. The critic selects details from the drama and patterns them with intelligence. Criticism, it is true, is a secondary art.

"The art of criticism is difficult. This fact is attested by statistics. In the Greek drama we have three great dramatists with only one great critic, but the greatest of them all was Aristotle. In the time of Corneille, Racine, and Moliere there was but one critic, Boileau. When Goethe, Schiller, and Lessing wrote, Lessing stood alone as a critic. Since criticism is so rare it must be difficult to do. Why is it so difficult?

First, because of its loftiness of endeavor, and second because of the rare combination of faculties required.

PURPOSE OF CRITICISM.

"The purpose of criticism has been defined one for all by Matthew Arnold in one of those illuminating sentences that when said seem to have been graven on marble. 'Criticism is the disinterested endeavor to learn and propagate the best that is known in the thought of the world.' Dramatic criticism is, then, the endeavor to learn and propagate the best that is known in the theater of the world. There are two purposes, first to learn the best by diligently studying the master-pieces, and second to propagate this knowledge, to teach the public what is best and why it is best.

"There are a great many qualities required in the dramatic critic. Professor Matthews no doubt has called your attention to Lowell's statement of the four essential qualities, culture, insight, sympathy, and disinterestedness. First, one must acquire culture; one must know a great deal about life because drama is visioning of life. The critic must be familiar with the aims and methods of the drama in other times. He must be familiar with the manifestations in other arts. The services of different arts are called in to produce some effects in drama. It is impossible to estimate "Sumurun" without some knowledge of decoration, or "Kismet" without knowing something about painting, or Stephen Philip's "Herod" without some knowledge of blank verse. Of course, the critic must be familiar with the art of acting.

QUICK SENSE OF MERIT.

"Secondly, the critic must be endowed with insight. He must like the theater; he must have the instinct of the dramatist. He must have a quick appreciation that is appealed to by merit.

"The critic must be equipped with an open mind. He should have standards, but he should be willing to alter these standards. When a new artist does work in a new way which violates his standards previously held or transcends his body of beliefs he must be able to make wider his entire vision of the drama. It sometimes happens that a critic of eloquence and style will be able to appreciate the best that is thought and said in the theatre up to a certain moment, say until he is fifty. Then he insists on measuring by his standards what is said by men in a new way. It would have been entirely unjust to criticize Ibsen's 'Hedda Gabler' by the same standards as Shakespeare's 'As You Like It.' This flexibility of mind, this adaptability, is difficult to maintain.

"Sympathy and disinterestedness are not intellectual qualities, but moral qualities. The quality of sympathy is rare. It is easy for anybody to appreciate what he likes, but the critic should never attack an artist because he personally disagrees with his views. Strindberg, a dramatist who will be talked of a great deal in the future, is a monumental woman-hater; he despises women. He may be criticised by a man who does not despise women but is rather fond of them, and who has a great admiration for their intuitive knowledge; who may take J. M. Barrie's more generous and gentle view of them. It is this critic's duty to learn the best Strindberg has thought and said on this subject, then to teach that best so the public may be given a chance to think it over.

EXPRESS PERSONAL VIEWS.

"Too many critics express their personal views. You see on every ash-barrel 'So-and-so wept during the entire play' or 'So-and-so never laughed so much in his life.' These may express the temperament of the critic, but there is no reason why the public should want to know whether the critic wept or laughed. What the public wants to know or should want to know is what the dramatist has expressed, what has been carried over to the audience, what is good in the drama and why, and sometimes what is bad and why. I say sometimes what is bad because the critic's endeavor should be constructive, not destructive.

"Why should a critic waste good thought in analyzing a bad play? The newspapers deem it their duty to devote an equal amount of attention to each play regardless of its merits or its defects. This seems to me a waste of space. That space that was given to unworthy plays this season might have been devoted to something about the "Yellow Jacket" every day until the house was packed. This would be of service to the cause of criticism and to the cause of dramatic art.

NEWS VS. CRITICAL TREATMENT.

"In the newspapers the theater is looked upon in the spirit of news. From their own point of view this is justifiable, but the news handling of the theater prevents a critical handling of it. A year ago a play, 'The Garden of Allah,' of no value as a work of dramatic art, was produced here. This fact, and the reason it was of no value, could have been stated clearly and succinctly in one paragraph. Every newspaper gave two or three columns to it; the reason was it had a news value. The camels were real camels, the Arabs had been brought from the desert; the theater had been the New Theatre; the actress playing the leading role recently had been married a second time. These are thoroughly adequate reasons from the news standpoint, but they had nothing to do with dramatic criticism.

"It is hard for anybody to be disinterested. Disinterestedness requires that the critic appreciate with equal eagerness and enthusiasm the ideas set forth to which he is personally opposed as those with which he agrees. It is almost necessary he have no ideas of his own on religion, politics, or social ethics, else he will be led too easily to disagree with the ideas on religion, politics, and social ethics as set forth by an intelligent dramatist who deserves a hearing. Howell's criticisms of literature are always unfair to the romantics because he is a realist. The critic should be neither a realist nor a romantic, but either, or if he happens to be born one or the other he must be willing to forget it when criticising a man who holds views opposed to his own.

FIRST NIGHT CRITICISMS.

"I disapprove of first night criticisms. It is an inconceivable task for anyone to write out an analysis of a play between the hours of eleven and two or three in the morning. I never know what I think of a play until two or three days after I've seen it. In that time I do not think of the play at all, but while I'm reading about a baseball game coming up in the subway suddenly a thought comes to me and I know what I think of the play. I think, of course, the newspaper should cover the play as news. Then if it has no value as art it may be dismissed with the news notice. The analysis of a good play might follow in the Saturday evening or the Sunday morning edition of the paper. The ideal condition for dramatic criticism would be for us to have important weeklies, but we haven't them. There is nothing between the newspaper and the monthly magazine, and owing to the method of publishing the magazine what the critic says can't be read until three months after he has said it. If the plays he selects to criticize have not been a success the public is likely to have forgotten they ever were produced before the magazine criticism appears. The newspaper reviewer writes too soon, the magazine reviewer publishes too late. There is a large gap where the good work might be done.

"The critic is needed by the public, but we don't seem to be aware of the need of him. We seem to be willing that plays be reported like baseball games. When there is a sufficient demand for critics they will be here. If you ever think America stands in need of criticism all you have to do is to ask for it."

Whitelaw Reid's Will in London.

The will of Whitelaw Reid, late proprietor of the New York Tribune, and American Ambassador to the Court of St. James, was offered for probate in London on May 9. Mr. Reid left property to the value of \$7,139.72 in the United Kingdom.

RULES FOR THE COPY BOY.

Prescriptions by Martin Hunter Make for Effective Service.

Martin Hunter, head office boy of the New York Evening Mail, has a bee for efficiency. Following is a notice concocted by him and conspicuously posted on the city room bulletin board:

FOR THE COPY BOY.

First—He is to be ready to jump at the sound of anybody in the office calling for a boy. He should not wait for one of the other ten—or maybe more—to answer it. He is the one they want, and not the other ten. That should be his view of the situation. Every time he carries copy into the composing room he is to bring proofs back with him—if there are any. This should become a force of habit.

Second—At the sound of a telephone bell he is to answer it immediately. He is not to leave it for someone else to answer, but to get to the phone in the shortest possible time. This is to be strictly adhered to.

Third—If anyone wants to send him on an errand, he is to tell that person to see the person in charge of the boys before going any further.

This is for the boys who have been here one, two or three years, as well as for the one who is here only a day, a week or a month. Anyone disregarding these rules will forfeit his position.

There will be no favorites when it comes to obeying the above rules as laid down by MARTIN.

TELLING THE TRUTH.

It is not pleasant and profitable always to tell the truth in the columns of a newspaper. Men who have tried this heretofore have always come to grief. Only a few days ago the editor of a paper in Indiana grew tired of being called a liar, and announced that he would tell the truth in the future; and the next issue of the paper contained the following items:

John Bonin, the laziest merchant in town, made a trip to Belleville yesterday.

John Coyle, our grocery man, is doing a poor business. His store is dirty and dusty. How can he do much?

Rev. Styx preached last Sunday night on "Charity." The sermon was punk.

Dave Sonkey died at his home in this place. The doctor gave it out as heart failure. Whiskey killed him.

Married—Miss Sylvan Rhodes and James Conlin, last Saturday, at the Baptist parsonage. The bride is a very ordinary town girl, who doesn't know any more about cooking than a jack-rabbit, and never helped her mother three days in her life. She is not a beauty by any means, and has a gait like a duck. The groom is an up-to-date loafer. He has been living off the old folks all his life, and is not worth shucks. It will be a hard life.

The governor of our great State, a very ordinary man, and who was elected by accident, was here yesterday. He has very few friends here now. He promised some of the voters of this precinct a piece of the pie in event of his election, but had forgotten all about it when the time to hand over the little offices rolled around.

Old Friend With a New Name.

The Magazine Maker, with the May number, becomes the Writers' Magazine, a much better name, and one indicating a wider community of interest. Modiste Hannis Jordan, the editor, in a letter to THE EDITOR AND PUBLISHER, says: "We have worked hard and spent a great deal of money to make the journal one of real usefulness to writers, and although we have changed our name we have not changed our policy. The magazine is now gaining a foothold and is meeting with real appreciation." Mr. Jordan has spent many years in practical newspaper work and in magazine work, and is also a writer of plays and books. As he has a clear idea as to the needs of writers, both experienced and inexperienced, Mr. Jordan should make a real success of his publication.

There is only
ONE SURE WAY

to cover
Chester and Delaware County
with its 117,000 people, by newspaper advertising, and that is to use the
CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.

Chester, Pa.

F. R. NORTHRUP, 225 Fifth Ave., New York Representative.

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

During March, 1912, The Herald printed 395,685 agate lines display, a gain over March of last year of 96,456 agate lines.

In the first three months of 1912, The Herald gained 62,400 lines of foreign advertising over the same period of 1911.

During March, 1913, The Herald beat The Globe in week-day display by 55,485 agate lines.

During March, 1913, The Herald beat The American in week-day display advertising by 11,253 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Another Month of RECORD-BREAKING GAINS Made by THE SAN FRANCISCO CHRONICLE

DURING THE MONTH OF APRIL, 1913,

THE CHRONICLE GAINED 76,706 LINES

OF ADVERTISING OVER THE CORRESPONDING MONTH OF LAST YEAR

THE CHRONICLE'S GAINS WERE MADE AS FOLLOWS:

LOCAL DISPLAY	FOREIGN DISPLAY	CLASSIFIED
266,098 Lines, April, 1913	80,416 Lines, April, 1913	153,594 Lines, April, 1913
197,904 Lines, April, 1912	77,168 Lines, April, 1912	148,330 Lines, April, 1912
68,194 LINES GAIN	3,248 LINES GAIN	5,264 LINES GAIN

A Total GAIN of 76,706 LINES Made by THE CHRONICLE During April, 1913
The Call Also Gained, While The Examiner LOST 49,308 Lines During the Same Period
The Examiner Also LOST in the Number of Advertisements Published, the Loss Totals 4,345 Ads

THE CHRONICLE'S RECORD-BREAKING GAIN

IN THE NUMBER OF ADVERTISEMENTS PUBLISHED, IS SHOWN

THE CHRONICLE PUBLISHED 29,027 SEPARATE PAID ADVERTISEMENTS IN APRIL, 1913

THE CHRONICLE PUBLISHED 26,081 SEPARATE PAID ADVERTISEMENTS IN APRIL, 1912

A GAIN OF 2,946 ADVERTISEMENTS MADE BY THE CHRONICLE

Paid Automobile Display Advertising During April, 1913

CHRONICLE	33,544 Lines
Examiner	22,143 Lines
Call.....	17,707 Lines

"QUALITY-QUANTITY" CIRCULATION MAKES ADVERTISING RECORDS

FIVE BIG REASONS WHY:

- No. 1 It is an undisputed fact that the Chronicle covers a field in San Francisco that no other medium reaches, and to secure the daily purchasing power of the Chronicle's more than 73,000 circulation you must advertise in the columns of San Francisco's Greatest Newspaper—The Chronicle—an indispensable newspaper for well-planned advertising campaigns.
- No. 2 The great daily average "Quality-Quantity" circulation of the Chronicle produces a golden harvest of results for the advertiser, which can only be compared to the rich production of fertile soil to the successful farmer. "Quality" of circulation to the advertiser bears the same relation to his success as "Quality" of soil does to the farmer.
- No. 3 Keen advertisers throughout the country realize this fact and never enter into large advertising contracts with any medium without first considering the "Quality" of its circulation and then the "Quantity" which means its volume. To get the best results advertisers must reach intelligent readers—readers who are quick to respond to honest advertising.
- No. 4 In Chronicle circulation the advertiser is assured of both "Quality and Quantity." He is sure of his message being read and understood by the most intelligent and discriminating readers when he places his "copy" in the columns of the Chronicle. He knows that it will catch the eye of the reader with the means to purchase anything advertised.
- No. 5 This confidence has been established in the mind of the advertiser through year after year of successful advertising. The same confidence has been established in the mind of the Chronicle reader who has learned to respond to honest advertising. As confidence is the basis of success, what better condition can prevail for you, Mr. Advertiser?

"QUALITY-QUANTITY" CIRCULATION PAYS. OVER 73,000 DAILY

CHARLES J. BROOKS, New York Representative
313 Temple Court, New York City

WILLIAMS, LAWRENCE & CRESMER CO., Chicago Representatives
Harris Trust Building, Chicago, Ill.

LEADING AMERICAN CARTOONISTS.

Charles L. Bartholomew, of the Minneapolis Journal, and J. E. Murphy, of the Portland (O.) Journal.

To hold down the job of cartoonist on a live daily newspaper for twenty years is something of a distinction. This record has been made by Charles L. Bartholomew, known to the newspaper world as "Bart," on the Minneapolis Journal. During this long period he has missed very few days of publication. He is an editor who expresses his ideas in pictures couched in the most telling phrases and the simplest grammar.

"Bart" was a pioneer in the newspaper cartoon field, not only in the Northwest but in the country at large, the Journal being one of the first papers in

appear in the Minneapolis Journal is sufficiently shown by the frequency with which it has produced them. Charles L. Bartholomew, of the Journal, whose work is signed 'Bart,' has not merely a very ingenious and ready pencil, but he has a remarkable political instinct that makes his drawings to a very unusual extent valuable as elucidating the situation or reinforcing an editorial position or point of view."

Of the unusual advertising value of "Bart's" cartoons B. O. Flower, the editor of the Arena, wrote in a recent article: "We doubt if even the management of the Journal fully appreciates the enormous value of 'Bart's' work in



CHARLES L. BARTHOLOMEW.



J. E. MURPHY.

the United States to use the daily cartoon feature. He went to Minneapolis at the age of nineteen after taking an engineering course at the Iowa State College. He began work with the Journal as a reporter, and literally created the department in which he has made a name. The success of the idea was immediate, but has grown from year to year until "Bart's" cartoons are known around the world, and the Journal and Minneapolis are familiar names to many abroad who otherwise might never have heard of them.

WIDE REPRODUCTION.

The Journal cartoons have been reproduced in every part of the Union and in England and European countries, by many daily papers and magazines. Even in far away Australia they are frequently reproduced. In his book, "The Americanization of the World," W. T. Stead speaks of Mr Bartholomew as "one of the most capable cartoonists in the United States." In this book and in Mr. Stead's magazine, The European Review of Reviews, "Bart's" cartoons have appeared more frequently even than in the American Review of Reviews, whose editor, Dr. Albert Shaw, says:

"The esteem in which the Review of Reviews holds the political cartoons that

familiarizing the reading world at large with the name of his paper," and to this he might have added, with the name of his town also.

HIS HOME LIFE.

The artist has made a name for himself, but better than that he has made a home for himself. Mr. Bartholomew married a college classmate. They have a home in town and a summer place at Lake Minnetonka, where he, his wife and their three boys spend the happiest of summers. Many flattering offers have come to him from publications in



AN UNEXPECTED CATCH.

other cities East and West, but his environment is so congenial where he is that it would take something like a revolution to life "Bart" from Minneapolis or from the Journal.

Mr. Bartholomew is the son of Col. O. A. Bartholomew, an attorney at Chariton, Ia. He was turned toward newspaper work by his mother, whose habit was to read aloud to her children. She encouraged the future cartoonist to learn the printer's trade, and later coached him in editing the home paper during college vacations.

JAMES EDWARD MURPHY.

By HARRY C. CANINE.

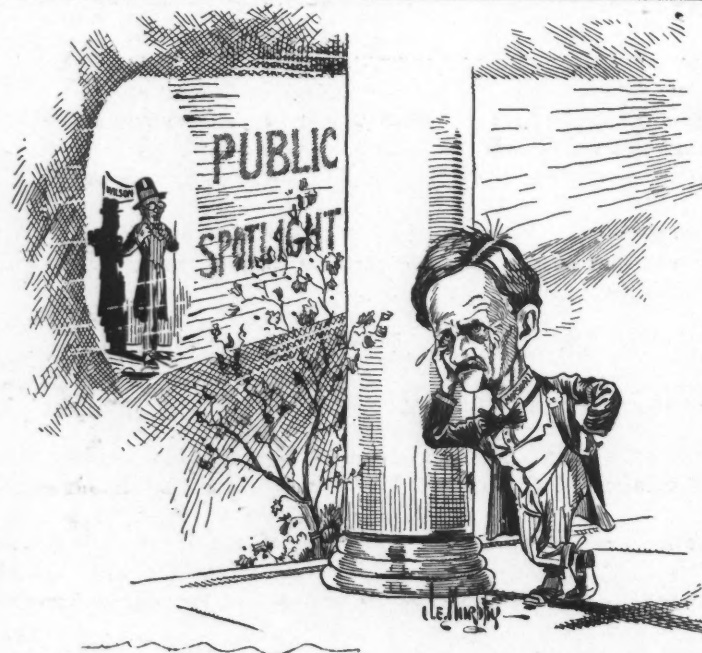
J. E. Murphy, cartoonist of the Portland (Ore.) Journal, is an example of the progressive cartoonist who has labored to become a master in his line. Ambitious and enthusiastic, he throws

his soul into his work, and leaves no stone unturned in the quest for improvement. Self-taught in art, his knowledge of drawing was acquired by constant association with nature. His early days were spent in sketching trees, lakes, rivers, flowers and other nature subjects; drawing pictures of chickens, ducks, birds, cows, horses, dogs and various other members of fowl and animal life, and making figure studies, using friends as models. At the same time he broadened his views by visiting the public libraries in the evenings, acquainting himself with the classics and masterpieces of literature, absorbing the contents of the latest magazines and keeping informed of worldly events by going over the newspaper files.

A MAGNETIC PERSONALITY.

Mr. Murphy possesses a magnetic personality that attracts attention and friends wherever he goes. He is not in the least conceited, and his good humor illuminates any dull meeting at which he may be present. It has more than once been said that his "ear to ear" smile equals the regularity of the sun in the heavens; rising in the morning, and beaming until bedtime.

He recently delivered a lecture on (Continued on page 8.)



"WHAT'S THE USE OF BEING A VICE-PRESIDENT, ANYWAY?"

THE DAYTON NEWS

Is read in more Dayton homes than all other Dayton papers combined.

THE SPRINGFIELD NEWS

Is read in 75 per cent. of Springfield homes and has a larger bona fide circulation than any other Springfield paper.

To have your ads read by the greatest number of people use the News League—it's the only way, but it's a good way, because you pay only a fair rate and get good service.

Combined circulation for February 44,480. Combination Rate, 6 cents a line flat.

News League of Ohio

DESK N. DAYTON, OHIO
New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

The Paterson Press and Sunday Chronicle

are delivering the goods for Paterson merchants; 334,422 more lines of advertising carried first four months of this year than in same period of 1912, and 594,818 lines more than first four months of 1911—just prior to reorganization. The Foreign Advertiser will eventually realize what the local merchants already know about the exact situation in Paterson.

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

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

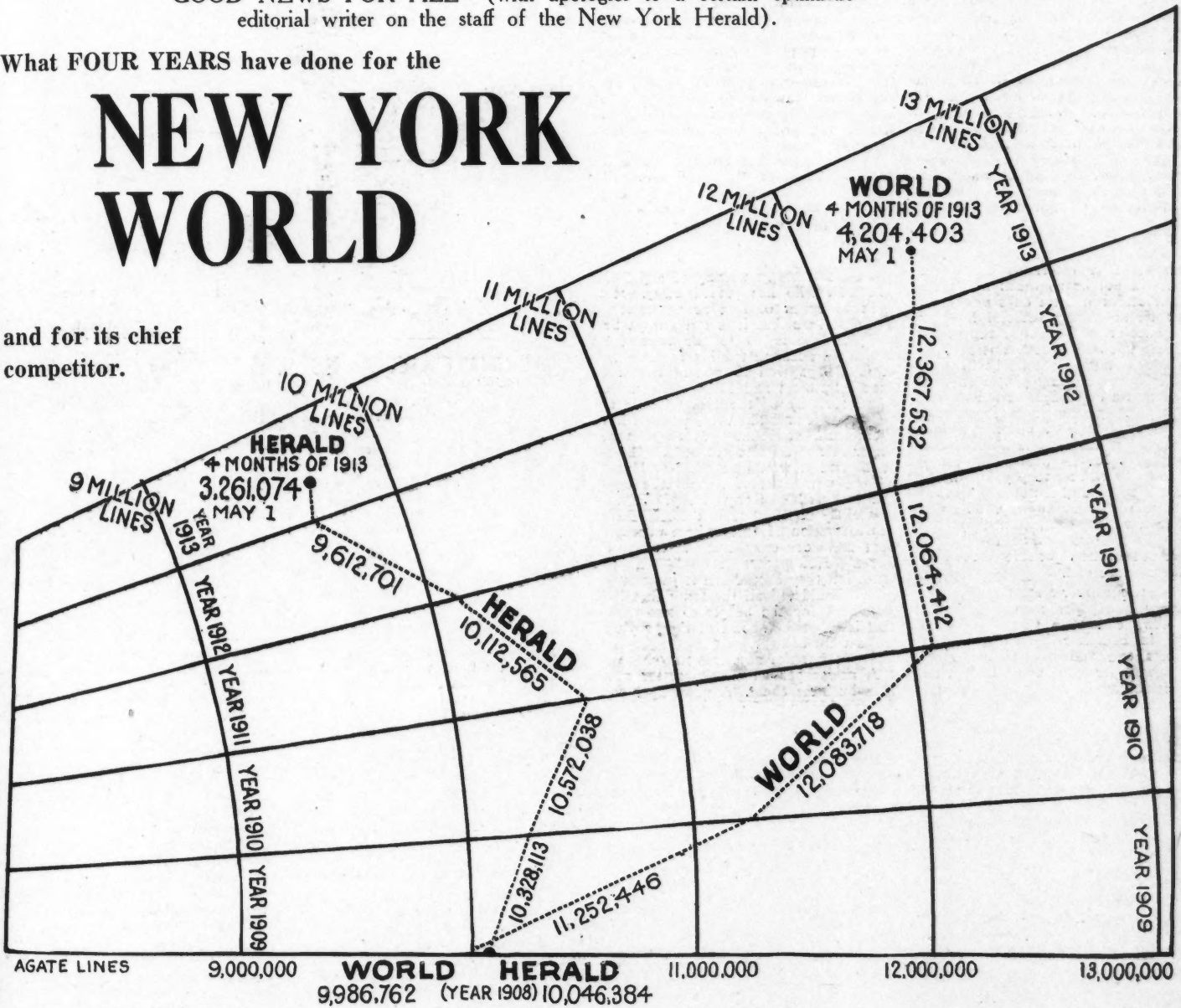
Who's Who in American Journalism

"GOOD NEWS FOR ALL" (with apologies to a certain optimistic editorial writer on the staff of the New York Herald).

What FOUR YEARS have done for the

NEW YORK WORLD

and for its chief competitor.



The above chart has been prepared to show the advertiser just what has happened during the past four years in the advertising field of New York—which, of course, means the advertising field of America.

On January 1, 1909, the New York Herald was the leading advertising medium, having during the year 1908 carried 10,046,384 agate lines of advertising, as against 9,986,762 for the New York World.

In March of that year the World crossed the Herald's path and took the lead, scoring 11,252,446 lines in 1909 as against the Herald's 10,328,113.

In the year 1910 the relative scores were: World 12,083,718; Herald 10,572,038.

The World was then so far ahead that its rival evidently lost courage, and instead of progressing began to slip back at a greater rate than it had formerly gone forward, the figures being as follows:

For the year 1911: World 12,064,412; Herald 10,112,565.

For the year 1912: World 12,367,532; Herald 9,612,701.

On January 1, 1913, the World was 2,380,770 lines ahead of its position on January 1, 1909, while the Herald had lost in 1911 and 1912 more than it gained in 1909 and 1910. In other words, the Herald was 433,683 lines behind its own record for 1908.

During the first four months of the year 1913 the World has carried 4,204,403 and its competitor 3,261,074 lines.

To-day, therefore, the World is nearly a million lines—to be accurate, 943,329 lines—ahead of its nearest competitor.

This shows that the advertisers regard the New York World not only as the leading advertising medium of America, but as far ahead of any other.

All of these calculations are based upon the figures supplied by the Statistical Bureau of the New York Evening Post, which for many years has measured up every day the advertising columns of the newspapers of New York City.

NEEDN'T TELL IT ALL.

Anaconda Editor Believes Newspapers Should Be Truthful But Asserts that the Use of Absolute Truth on All Occasions Will Soon Put Any Paper Out of Business—Papers Must Not Suppress or Color News.
(Special Correspondence.)

BUTTE, Mont., May 8.—W. W. Wadsworth, managing editor of the Anaconda Standard, recently delivered an address before the Butte Newswriters' Association, in which he took a position somewhat different from the usual position of editorial speakers. In the course of his address he said:

The news end of a newspaper is the most important of all and the most vital to a newspaper's success. If the news department is sustained strongly enough the character of the editorial page will not be so much noticed. To be successful in these days a newspaper must be financially successful, it must be a success as a business venture, and to bring this about the business and editorial departments should be in accord.

It is hard to bring people to understand that a newspaper is not a philanthropy. Any man or cause or organization or church or charity, whatever its worth, which expects a boost in the newspapers for its financial advantage, ought to be willing to pay for the help which it seeks, and if not willing should be required to pay anyway. The world is full of worthy causes, but they do not help pay the salaries or to bring the paper out on the right side of the ledger at the month's end.

HARMONY AT BOTH ENDS.

Every newspaper man employed on the news end of a newspaper should work in complete harmony with the business end and that all newspapers and newspaper men should have a clear understanding that they are not in the business for fun and are not engaged in the practice of giving away valuable advertising space for nothing. Like every other business enterprise a newspaper is run primarily for profit. No paper can expect a very long existence unless it has a healthy business end and can manage to make both ends meet. Of course, newspapers do lots of good in the way of philanthropy, directly and indirectly, but they are run primarily not for the purpose of doing good in the world but to pay expenses and permit the owners some day to realize the dream of dividends.

The most important department of a newspaper is the news department, and the most responsible and important position on the newspaper staff is the position of a reporter. The highest duty which a newspaper man can have is his duty as a news gatherer and news handler. There is no more honorable position, there is no more responsible position. A successful gatherer of news must have certain qualifications. It is essential that he be a hard worker, that he be of pleasing personality with the ability to make friends and to hold them, that he be able to write well and quickly that which he has picked up in his news rounds, that he be thoroughly loyal to the newspaper on which he is employed. He must have a keen instinct for news and an indomitable perseverance in the task of digging out the truth about things. He must be accurate and reliable in his statements and reports. There is no excuse for reckless exaggeration or misrepresentation of the facts in order to make a sensation.

USE OF ABSOLUTE TRUTH.

Now while I have been emphasizing the importance of accuracy of statement in the news columns, I would not have you think that I advocate telling the absolute truth, the exact truth in the newspaper columns on all occasions. Facts should never be misrepresented nor reckless exaggeration indulged in in order to make a sensation. Yet the use of absolute truth in regard to all matters would not be tolerated by the public and would soon put any paper out of business.

In writing up a wedding it is essential, of course, that there be absolute accuracy as to the names and circumstances attending the wedding. It is then permissible and the invariable custom for the paper to say that the groom is one of the most promising and successful business men of the city, despite that fact that he may owe everybody in town and be incompetent in every line, and it is also proper and right to say that the bride is accomplished and beautiful and popular in a wide circle of friends, regardless of whether or not she is possessed of any accomplishments or beauty or is popular. Such deviations from the strict truth are expected. It is also permissible to say that the newly married couple has started on a long honeymoon tour of the East, although they may have certain knowledge that they only went as far as Pipestone springs.

Nor is a newspaper expected to tell the exact facts in writing of a prominent man who has passed away. It is well to speak of him as a successful business man, but it is not always best to particularize as to the manner in which he accumulated his fortune, and it is always well to speak of him as model husband and father without too close scrutiny of the facts. There are many particulars like these which I have mentioned, concerning which a newspaper is not expected to tell the literal truth and it would be cruel and mean of the newspaper if it told the exact truth regarding many things. That is materially different from deliberate misrepresentation or exaggeration could do harm. Newspapers should tell the truth but they should tell it judiciously. They should tell all the truth that it is expedient for the people to know, and that is more than some of the people at times want to hear.

MUST NOT SUPPRESS NEWS.

A newspaper which suppresses news is a business cheat. A newspaper contracts with its readers for a certain sum to give them the news of the day. It is a definite contract. The newspaper which suppresses part of the news of the day is just as guilty of breach of contract as is the subscriber who refuses to pay his subscription. The editor may exercise his judgment and sense of taste and of the proprieties in displaying or minimizing items of news of various kinds, but if the news is fit to print the subscriber is entitled to have it. If divorce cases, for example, are to be published at all, they should all be published. No favoritism should be shown in leaving out certain divorce cases and printing others, or in omitting the offences of some people and printing similar offences when committed by others. If people do not want their names in the papers they should keep out of trouble.

As a general thing I am opposed to newspaper faking. News may be legitimately invented or brought about or pushed along or developed, but things which have not happened should not be represented as having happened. Interviews should not be published unless they are bona fide interviews, actually given to the newspaper printing them.

There are no perfect newspapers as yet, just as there are no perfect people; newspapers are made by imperfect men and therefore they must necessarily be imperfect. They make mistakes, of course, as all men make mistakes and their mistakes are invisible to the whole world. Every newspaper man gets full credit for all the mistakes which he makes, but seldom gets full credit for that which he does that is good and right and commendable.

P.-I. Issues Big Exposition Number.

The Seattle Post-Intelligencer has issued an eighteen-section paper which sets forth the industries and advantages of the great Northwest. The edition traces the growth of the Puget Sound country from the time of the Indians, and is profusely illustrated. The art work and photographs show excellent workmanship.

Trade Press Convention.

The Federation of Trade Press Associations will hold its eighth annual convention in New York, at the Hotel Astor, Sept. 18, 19 and 20. "Business Promotion Through Trade Press Efficiency" is to be the keynote of the meeting. Two sessions are to be held daily, and on Friday afternoon, Sept. 19, there will be a mass meeting, with addresses by representative business and professional men. William H. Ukers, editor of the Tea and Coffee Trade Journal, is chairman of the committee of arrangements. H. M. Sweatland, of New York, is the president of the organization.

"Essential to My Success."

G. H. D. Sutherland, owner of the Boyne City (Mich.) Evening Journal, in sending us a check for his subscription to THE EDITOR AND PUBLISHER says: "When I retire from the newspaper game I may not need your paper, but until that time it is essential to my success and happiness."

LEADING CARTOONISTS.

(Continued from page 6.)

"Cartoons and Newspaper Work" before the students of the journalism class of the University of Oregon, which proved to be one of the most interesting talks to which they have listened. Besides his daily work, Mr. Murphy has found time to write of the history and methods of cartoonists, two of his works bearing the titles "National Cartoon Characters" and "A Cartoonist in the Making," having appeared in several newspapers and magazines.

Three years after his birth in Chicago, Ill., Murphy's parents moved to Omaha, Neb., where the future cartoonist spent his boyhood days. After being graduated at St. John's parochial school he entered Creighton University, but left at the end of the first year in order to assist support the family because of his father's failing health.

After several weeks of fruitless search, he landed his first job, a clerkship on the order counter of a large Omaha department store. Subsequently he filled various positions. For a time he was a book agent, magazine solicitor, clothing salesman, clerk in a printing shop and, finally, went ad man on the Omaha World-Herald. By nosing around, asking questions and in many other ways making good use of his time while in this latter occupation, he learned newspaper work from the ground up. One year later the words, "J. E. Murphy, Cartoonist, Illustrator, Designer," appeared on the door of an office in one of the city's prominent buildings, and another was added to the list of professional artists.

EXTENSIVELY COPIED.

His first cartoons, drawn for the Omaha Examiner, a weekly political magazine, served to attract the attention of the local newspaper editors, and shortly afterward Murphy's drawings began appearing in the Omaha Bee, and later in the World-Herald. Early in 1910 a flattering offer brought him to the Spokane (Wash.) Inland-Herald as chief cartoonist. He remained with this paper until it suspended publication five months later, and then accepted an invitation to join the Portland Journal family.

Mr. Murphy's work is extensively reproduced throughout the United States, and also used by many foreign publications. One of his Roosevelt cartoons, published at the time of Taft's first message to Congress, was credited with nearly 300 reproductions. His ideas are good-natured and true to life, though they sting when necessity requires them to do so. This explains, possibly, why his cartoons have won such a host of admirers.

Pilgrim Publicity, the official paper of the Pilgrim Publicity Association of Boston, is proving itself so interesting and valuable to its members that an edition of 6,400 copies of the March issue was required to meet the demand.

CONVENTION OF FARM PAPERS.

Third Annual Meeting Held in Chicago Elects New Officers.

Publishers comprising the Associated Farm Papers held the third annual meeting of that organization in Chicago May 6 and 7, elected officers and took action leading to a wider field of operation for the ensuing year. This organization has figured rather prominently in the limelight during the past few months, having initiated the movement which culminated in the First National Conference on Marketing and Farm Credits, held in Chicago April 8, 9 and 10. Aside from the conference itself and the good it did, that was the beginning of a program of constructive advance, determined upon by these publishers, for cooperative action along lines affecting public policy and the national farming good.

The line-up of officers for the next year is as follows: President, S. R. McKelvie, publisher Nebraska Farmer, Lincoln, Neb.; vice-president, G. V. McMillan, publisher Farmer and Breeder, Sioux City, Ia.; secretary, Frank E. Long, joint publisher Farmers' Review, Chicago, and National Stockman and Farmer, Pittsburgh, Pa.; treasurer, Ben F. Biliter, publisher Farmers' Guide, Huntington, Ind. The other publishers embraced in the association are Col. Frank P. Holland, publisher Farm and Ranch, Dallas, Tex.; F. H. Thomas, publisher California Cultivator and Rural Californian, Los Angeles, Cal.; T. D. Harman, joint publisher National Stockman and Farmer, Pittsburgh, Pa., and Farmers' Review, Chicago; and J. D. Dean, publisher The Ranch, Kent, Wash.

The association made large increases in its advertising appropriation for the coming year.

New Book of Linotype Matrices.

The introduction of multiple magazine machines, Nos. 8 and 9, so broadened the scope of the Mergenthaler Linotype that its adoption for job and display composition, large newspaper headings, department store advertising, etc., has become very extensive. This together with the large number of linotypes now in use—more than 27,000 throughout the world—has rendered necessary the cutting of many new faces of matrices. The Mergenthaler Company has now issued a new book of matrix information showing almost 1,000 one-line specimens of linotype faces. The volume contains 180 pages, is fully illustrated and gives all information necessary for the proper selection of the matrices.

Clean Columns Since May 1.

The Bridgeport (Conn.) Herald, which claims the largest circulation in Connecticut, on April 27 announced that beginning May 1 it would refuse to accept dishonest, fraudulent or misleading advertisements. Richard Howell, the editor and manager of the paper, who is a member of the Bridgeport Publicity Association, is a firm believer in the work of the vigilance committee of the A. A. C. A. and has taken the above action to assist in putting an end to disreputable advertising.

Boyne City Daily Sold.

G. H. D. Sutherland, formerly of the Crawfordsville Daily Review for four years, has purchased the Evening Journal and the Boyne City Weekly, of Boyne City, Mich. The Journal is the only daily in Charlevoix County.

Gettysburg's Fiftieth Anniversary.

The International Syndicate of Baltimore announces a series of four articles on the fiftieth anniversary of the Battle of Gettysburg, which occurs on July 1, 2 and 3. The articles are to be issued in the syndicate's feature pages June 6, 13, 20 and 27. The first three will deal with the three battles fought in 1863, while the fourth is entitled "As the Veterans Will Find It After Fifty Years."

The April chapter of the current history of The Chicago Daily News is a story of record-breaking

“Omissions and Commissions”

More advertising was offered The Daily News in April than could be accepted. Space limitations compelled refusal, on the four Fridays of the month, of all orders exceeding 5 columns, entailing a loss, conservatively estimated, of 29 columns a day or 116 columns for the month.

Other advertising was omitted, for lack of space, to the amount of 152.58 columns display and 69.70 columns classified—a total of 222.28 columns.

The schedule of one day's omissions of advertising—Friday, April 18—totals 24 columns and 166 lines, or 3½ pages, and is as follows:

Display		Lines
EASTERN		
P. Neustaedter & Co., Anakesis, account Chas. Meyen & Co.		5
Swift's Specific Co., account E. P. Remington		88
Dr. Williams Medicine Co., W. T. Hanson & Co., account L. H. Crall		70
J. S. Tyree, account Matos-Menz Advertising Co.		14
Scott & Bowne, account Walter L. Houghton Advertising Agency		5
Resinol Chemical Co., Resinol, account L. A. Sandlass		61
		243

CHICAGO AND WESTERN		
Gately's		200
D. M. Werner & Sons		600
Porter M. Farrell		450
D. S. Komiss & Co.		260
Chicago, Milwaukee & St. Paul Ry.		450
P. J. Hursen, account Chas. H. Fuller Co.		330
Blackburn Products Co., account I. R. Blackburn		156
Dr. Howe & Co., account Chas. H. Touzalin Advertising Agency		78
Dr. B. M. Ross		50
Harriet Meta, Magnesurate Comp., account Wyckoff Advertising Co.		20
Stafford-Miller Co., account H. W. Kastor & Sons Adv. Co. (Inc.)		35
Common Sense Truss Co., account Chas. H. Touzalin Advertising Agency		14
Kalmus Chemical Co., account Guenther-Bradford & Company		49
Boston Dental Co.		46
Hays Dental Offices		60
Laboring People's Dental Co.		42
Union Dental Co.		45
Vienna Medical Institute		15
Dr. A. D. McKinley, account Thos. M. Bowers Advertising Agency		150
Baltimore and Ohio Ry.		150
Goodyear Raincoat Co.		600
Chas. A. Stevens & Bros.		750
Chicago & Eastern Illinois R. R.		170
		4,720

Classified		Lines
Household Goods	650	2,403
Personal Property Loans	355	
Salary Loans	388	
Business Chances	1,210	
Total		7,366 lines

On the other hand The Daily News never before printed so much advertising in any month in its 37-years' history. It printed

1,897.90 Columns Display
1,522.49 Columns Classified

A total of 3,420.39 Columns
A daily average of 131.55 Columns

The comparison with April of last year is:

	DISPLAY	CLASSIFIED	TOTAL
1913	1,897.90 Columns	1,522.49 Columns	3,420.39 Columns
1912	1,843.70 Columns	1,274.41 Columns	3,118.11 Columns

A gain of 54.20 Columns 248.08 Columns 302.28 Columns

Adding to these 302.28 columns of published advertising the 222.28 columns omitted and the estimated 116 columns declined by way of the limitation to 5 columns, for any single advertiser, on the four Fridays of the month, we have a total of 640.56 columns more advertising tendered The Daily News in April than in April last year—a gain of over 20 per cent.

The Daily News published in the twenty-six week-days of the month

In **DISPLAY** advertising—1,897.90 columns, which is 587.28 columns more display than the next highest Chicago paper printed on the same days.

In **CLASSIFIED** advertising—1,522.49 columns, which is 193.28 columns more classified than the next highest Chicago paper printed on the same days.

The Daily News printed in the week ending April 19, after leaving out 27 columns classified for lack of space, 355 04 columns of classified advertising—an average of over 59 columns per day—and broke the record of every Monday, Tuesday, Wednesday, Thursday, Friday and Saturday in its own 37-years' history.

The Daily News is the only Chicago newspaper, morning or evening, which has made a gain every month this year in the volume of both display and classified advertising published.

The Daily News last month also broke its 37-years' April circulation record with a daily average of 364,840 copies, net paid. Over 335,000 of this circulation is in Chicago and immediate suburbs, more than twice the city circulation of any other Chicago newspaper, daily or Sunday—which accounts for the fact that The Daily News, with no Sunday edition, printed more local advertising in April in its twenty-six publication days than the next highest Chicago paper printed in its thirty publication days.

Month after month, year in and year out, The Chicago Daily News has a larger circulation in a more compact territory, enjoys a greater influence with its readers, carries more advertising six days a week, and sells its space at less cost per thousand circulation than any other newspaper in America. Therefore

THE CHICAGO DAILY NEWS

JOHN B. WOODWARD
Eastern Advertising Representative
708 Times Bldg., New York

America's Greatest Advertising Medium

N. Y. Mail's Modified Marathon.

In the greatest road run in the history of amateur athletics, and witnessed by more than a million persons, Hannes Kolehmainen, the wonderful Finnish distancer, won the Evening Mail's modified marathon last Saturday, from a record-breaking field of 1,400 or more runners. Kolehmainen led from start to finish. All along the route, Jerome avenue, to Fifth avenue and Broadway, to the finish line at City Hall, the Finn received a reception he won't soon forget. He crossed the line in record time, ahead of the best mark for the twelve and three-eighths miles distance. The Evening Mail inaugurated this annual event three years ago. A great fight is on between local clubs for possession of the five-year trophy that goes to the one scoring the greatest number of points in that time.

Albany, N.Y.

The Knickerbocker Press is Albany's Best Medium for Automobile Advertising—

Albany, N. Y., is the seventh wealthiest city per capita in the United States; the second wealthiest per capita in New York State.

Albansians buy automobiles and buy good ones.

Albansians who buy autos read The Knickerbocker Press.

During the month of March, 1913, the following volume of Automobile Advertising appeared in Albany newspapers:

The Knickerbocker Press	1,819 ins.
Times-Union	518 "
Journal	314 "

The Knickerbocker Press carries this great amount of Automobile advertising for ONE REASON ONLY—It Produces Best.

The Knickerbocker Press
Albany, N. Y.

JOHN N. BRANHAM CO., Representatives
New York Chicago

Woolworth Building



Your office in the Tower of the Woolworth Building is the converging point of nearly 50 Transportation Lines—2 Subways; 4 Elevated Lines; 2 Tunnels; Jersey, Brooklyn and Staten Island Ferries; 2 Bridges and Dozens of Surface Lines Covering Both Manhattan and Brooklyn.

Every modern device is incorporated in the building to make the transaction of business more efficient. Whether you occupy an entire floor or a suite of rooms or a single office, you receive the benefit of the Woolworth Building's Comfort, Safety and Convenience.

EDWARD J. HOGAN, Agent
Woolworth Bldg. Phone Barclay 5524

THROUGH BRITISH EYES.

Mr. Perris, of the London Standard, Points Out Differences Between the Practice of Journalism Here and in London.

Among the arrivals on the Campania, from Liverpool, on Saturday, were Ernest A. Perris, associate editor of the London Daily Chronicle, and George W. Mascord, superintendent of the mechanical department of the Chronicle and Lloyd's Weekly. They are staying at the Hotel Belmont while in New York, and will shortly leave for Canada.

Fleet street, the newspaper row of the great English metropolis, is to be widened, and the building occupied by the Chronicle and Lloyd's News is to be moved back toward the Thames. Because of the change the Chronicle building will be considerably enlarged and more space given to the printing plant, the capacity of which is to be considerably increased. Mr. Mascord, who is a confirmed globe trotter and has inspected newspaper plants in every quarter of the globe, and especially America, which he has visited eight times, is a mechanical expert in newspaper production. The Chronicle's plant in London, over which Mr. Mascord presides, represents the best features of them all. It is equipped with seven double octuple presses of the best type, upon which are printed, in addition to the 400,000 copies of the Chronicle six days in the week, 1,500,000 copies of Lloyd's Weekly on Saturday nights.

TO STUDY OUR MACHINERY.

Mr. Mascord's present visit to the United States is for the purpose of studying the latest improvements made in presses and in typesetting and other machines used in newspaper offices. It is reported that he will purchase a large portion of the machinery required for the new addition to the Chronicle office while in this country.

Mr. Perris, the associate editor of the London Daily Chronicle and Lloyd's Weekly News, is making his first visit here and finds much to interest him. To a representative of THE EDITOR AND PUBLISHER he said:

"One of the things that has struck me forcibly in New York is the size of the newspapers—the large number of pages they carry. If your circulations were as large as ours perhaps you wouldn't make them quite so big. The London Mail, for instance, has a daily output of 900,000 copies.

"In England we seek by contests of various kinds to extend our circulations, for every copy sold represents a profit. Here, I am told, very large circulations are not wanted by the publishers because every copy sold beyond a certain number represents a small loss. Of course, it is possible that you can make up this loss by increasing your advertising rates, but that is not always advisable even in the United States, where the people spend so much in advertising.

SOME AMERICAN ANOMALIES.

"Another thing that has attracted my attention is the great prominence of the newspaper publisher as compared with the editor. At home the editor is the highest ranking man in the office. He is the dominant figure and has supreme authority. He it is who directs the policy of the paper and who keeps in constant touch with every department. Sometimes he writes the leader on the editorial page, but whether he does or not, the editorial page is the expression of his ideas on the subjects presented.

"One day this week I visited one of your newspaper offices, where I met the managing editor. When I asked him if he wrote the leaders he replied that he had nothing to do with the editorial page, but had charge of all the other pages. Later I was introduced to the editor, who seemed to me to possess far less authority than the managing editor.

"Mr. Mascord and myself had the pleasure of meeting Mr. Seitz, of the World, whom I consider one of the ablest newspaper men I have ever met. While his title is that of business man-

ager, he fills a position that corresponds to that of general manager in London." Mr. Perris is negotiating with American publishers for the rights to Amundsen's book on his discovery of the South Pole.

OBITUARY NOTES.

JESSE L. CARMICHAEL, well-known Washington correspondent, one of the founders and first secretary of the National Press Club of Washington, D. C., died in the National Capital last Saturday after a brief illness. Mr. Carmichael was a native of Muncie, Ind., where his burial was held Wednesday afternoon. President Wilson was one of the many distinguished men to send a wreath of flowers and many of the Washington correspondents accompanied the remains to the station when they were taken to the train. Samuel G. Blythe, the well-known magazine writer, and Thomas J. Pence accompanied the remains to the home city of the late correspondent.

EDGAR RANDOLPH PEARSALL, widely known as a newspaper writer on financial topics and a regular contributor to the columns of the New York Evening Post, died at his home in Westfield, N. J., on May 8. He was fifty-six years old and at the time of his death was connected with Pearsall's News Bureau. He was a member of the staff of the Governor of New Jersey.

BENJAMIN R. WESTERN, president and treasurer of the Manufacturers' Publicity Corporation, New York, died at his home in Flatbush, May 1. He was seventy-three years old. Mr. Western served many years as a practical journalist before entering the advertising field, having been proprietor of the Engineering & Mining Journal, the editor and proprietor of the Manufacturer & Builder and also of the Coal & Iron Record, all of New York. In 1879 he established the Manufacturers' Advertising Bureau, which in 1909 was combined with the Banning Co., formerly the Manufacturers' Publicity Corporation.

WILLIAM A. GRAFF, fifty-five years old died in New York May 9. Mr. Graff worked as a reporter on the Herald, World, the old Recorder, Times and Tribune. He was one of the founders of the old Tenderloin Club, later known as the Reporters' Club, and was also a member of the old Press Club. Eighteen years ago Mr. Graff injured his left leg. The wound never healed properly.

FREDERICK HESS, owner and publisher of the California Demokrat, pioneer German newspaper of the Pacific Coast, died May 6 at his home in San Francisco, Cal., of heart disease. Mr. Hess was born in Germany in 1837, and purchased the Demokrat in 1856.

The Rev. Dr. CHARLES HENRY MEAD, editor of the National Temperance Advocate, writer and lecturer, died May 7 at his home in Ocean Grove, N. J., at seventy-two years of age.

JOHN W. RIDPATH, of Jenkintown, a writer of Pennsylvania history and the editor of one of the earliest country newspapers in that section of the State, died May 9, aged seventy years. He was distantly related to John Clark Ridpath, the historian, and for many years was the director of the Abington Free Library.

JAMES E. DUDLEY, well-known editor, recently connected with the Petersburg (Mich.) News, died at St. Mary's Hospital, Detroit, last week.

WILLIAM H. C. WALSH, aged thirty-five, formerly a newspaper man of this city, where he was on the editorial staff of the Herald, died recently in Cincinnati, O., of heart failure. He was en-

gaged in the advertising business in that city.

WILLIAM HENRY LARRABEE, editor, author and critic, died at his home in Plainfield, N. J., May 13. He was at one time assistant editor of the Methodist, and later associated with the Brooklyn Daily Union. He was a voluminous contributor to magazines and cyclopaedias, and wrote several books.

WILLIAM E. CALLAHAN, forty-three years old, died at Lewiston, Me., May 10. He early entered the newspaper field and was at one time connected with the Lewiston Sun, and later with the Worcester (Mass.) Gazette. He was for several years on the old New York Daily News and several other papers in this city. Particularly interested in politics and well posted, Mr. Callahan wrote much along this line.

CHICAGOER PRESSE

An Evening Daily Printed in German With Full Associated Press Service

INCREASES

Six months ending March 31, 1913: Agate Lines

Display Advertising	281,396
Increase	- - - -
Classified Advertising	91,699
Increase	- - - -
Total State Advertising	400,244
Total Foreign Advertising	49,404

Increase for March Over Feb. 1913
Foreign Advertising **8,300** Agate Lines

WHY? BECAUSE:

Chicago is the fifth largest German City in the world

The Chicagoer Presse

Proves under oath that its circulation is increasing at the rate of 20,000 per year.

That 70% of its families take no other German Paper.

That only 35% of its families take any English paper.

That every "PRESSE" family has two "PRESSE" readers.

MORAL—Advertise in the Chicagoer Presse

The only up-to-date Evening Paper printed in German in Chicago

HOWARD C. STORY
Publisher's Rep.
New York Chicago Philadelphia

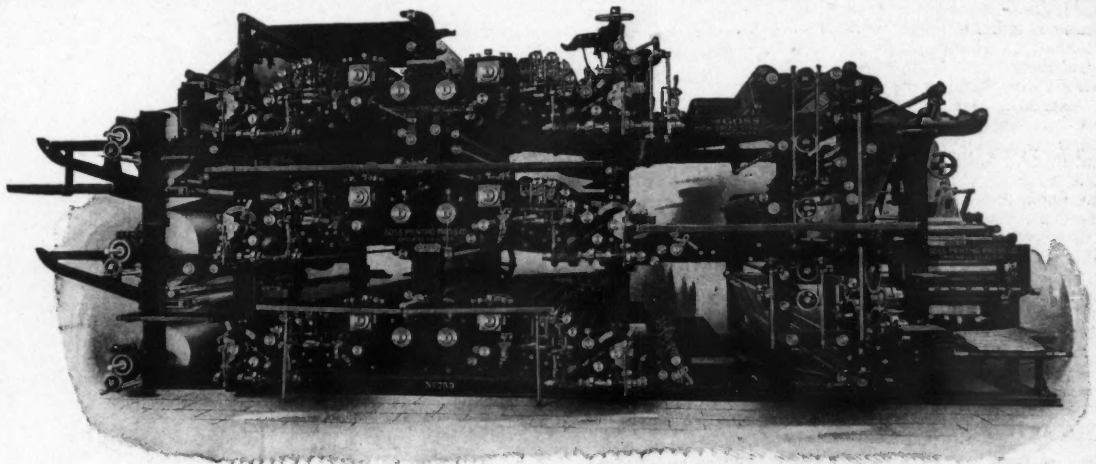
Detroit Saturday Night

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

Foreign Advertising Representatives
F. S. KELLY & CO. 1216 Peoples Gas Bldg. CHICAGO
GEO. H. ALGORN Tribune Bldg. NEW YORK

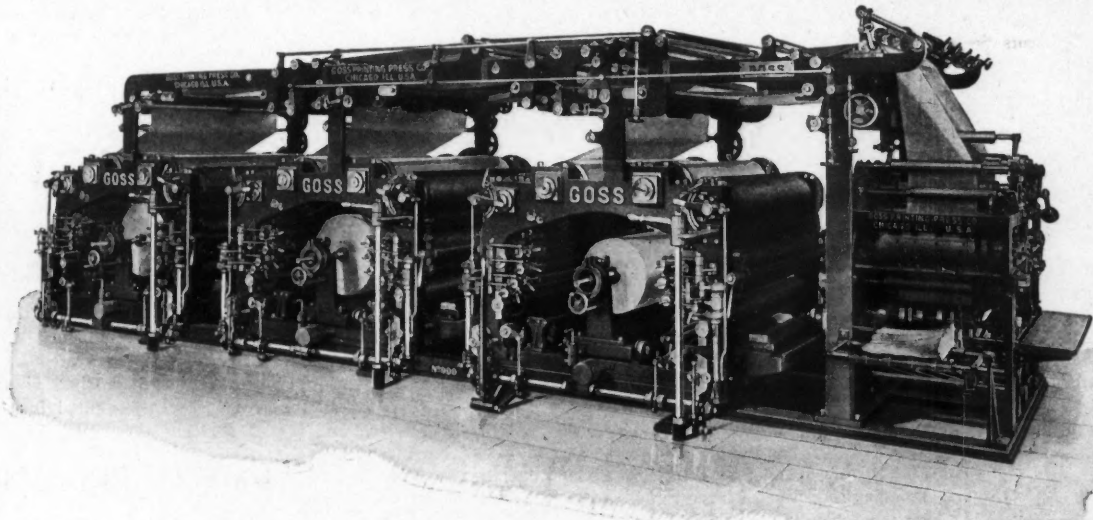
The
GOSS
High Speed
Sextuple Press
No. 160

The Fastest Newspaper
Press Ever Produced
Patented



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



The
GOSS
Tandem Patented
Special
High Speed
Sextuple Press
No. 161

Low Construction

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

PATENTED RAPID SAFETY PLATE CLAMPS—One-quarter turn of special wrench locks the entire plate.

PATENTED ROTARY FOLDING GUIDE—the greatest invention of the age.

PATENTED INKING FOUNTAINS—(Piano key action) setting all columns from outside of press.

PATENTED ROLLER SOCKETS—with safety lock and quick throw-off.

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

PATENTED CUTTING AND COLLECTING CYLINDERS—Prevents shavings or ribbons on collected products.

Ask your pressman if he has any of the above improvements on his presses of other makers.

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

It will be to your interest to see us before purchasing.

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

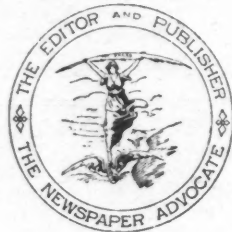
CHICAGO, ILL.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER CO., World Building,
New York City. Telephone, 4330 Beckman. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



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

ADVERTISING RATES: Display, 15 cents per agate line. 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands:

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, May 17, 1913

LOOKING FOR A DIRECTOR.

There is much food for thought in the recent announcement in a news column of THE EDITOR AND PUBLISHER to the effect that Dan R. Hanna, publisher of the Cleveland Leader and News, has offered \$10,000 annually to Western Reserve University for the foundation of a school of journalism. The school probably will be instituted at the beginning of the next school year, although plans are not to be announced for the present. The chief difficulty to be surmounted at the start is the finding of a director. Both men and women will be admitted as students. The school will be co-ordinated with the other professional schools of the university. English, French and German, as well as American journalism, will be considered.

It is not probable for some time to come that the majority of active newspapermen who are still in their prime will be very keen after these professorships, but college chairs of journalism are well suited to the clear-minded men with broad experience in newspaper work, who can and who should teach the younger men the vital truths and purposes of the profession. The school of journalism which chooses a director thus qualified honors itself and honors him. And these schools have opened a rapidly growing field in which competent, trained journalists can utilize all or part of their time as tutors, thus finding congenial and mutually advantageous employment.

We believe, too, that the co-educational system should be adopted in all the schools of journalism. The young women, even more than the young men, need the initial trying-out process which such schools give to fit them for the strenuous practical labors ahead of them. It will send them forth better equipped to face the sometimes none too pleasant situations which women reporters must confront in the line of duty. Newspaper women thus trained need never worry about losing their positions.

The decision of the Western Reserve University school to make the study of English, French and German journalism a part of the curriculum is also wise. The American newspapers, good though they be, are not the only ones on earth. The newspaperman has "brethren in every nation and kindred in every zone," and there is much we can learn from our fellow journalists across the big pond.

EDITORIAL COMMENT.

The press agent is not to be downed. He is ever on the alert and ready to foist upon the innocent publisher all sorts of advertising matter for which he respectfully requests proper publicity. A recent flagrant case that has been called to our attention is that of the New York real estate auctioneer, Joseph P. Day. A number of publishers have received personal letters from Mr. Day, enclosing a two-thousand-word story and photographs about the auction sale of the Morris Park race track property to be held by authority of the New York State Banking Department, etc., etc. Mr. Day explains that, as this will be "the largest event in the history of realty selling, and as the outcome of the sale is a matter of vital importance to the New York real estate market and to the many persons whose money, in the shape of bank deposits, is now tied up in this property," he hopes, therefore, the publisher will find it possible to co-operate with him in giving the sale that degree of publicity (at the expense of the publisher) which will contribute so largely to its success (no reference to Mr. Day's profits). A subscriber who has sent us the letter and publicity matter asks this pertinent question: "What do you think of the enclosed for nerve?"

THE EDITOR AND PUBLISHER inaugurates with this issue a new department entitled "Short Cuts to Success in Circulation." It is our purpose to print each week an efficiency article containing suggestions looking to greater efficiency in distribution. The delivery of papers is only one of the circulation manager's duties. He must also collect the money with as little expense as possible, and here's where "Short Cuts" fit in. The circulation manager who sneers at little savings is on the road to sleepless nights, with the Business Doctor prescribing for his department. There is a message to every circulation manager in the "other fellow's" story, telling how he overcame waste in expense, or secured a higher percentage of carriers' collection, or obtained better co-operation from country agents, etc. We bespeak the active interest and co-operation of all publishers to the end that this department of THE EDITOR AND PUBLISHER may be productive of large returns to all.

The publishers of newspapers in the smaller cities have been buncoed so many times by advertising schemes that the wonder is they do not learn better from experience. Editors poke fun at citizens who are swindled by gold brick schemes and mockingly ask why, if the latter read the papers, they do not profit by the example of others? If there is anyone who ought to be wise as to the tricks of sharpers it is the newspaper man, and yet he is one of the first to be caught. These remarks are inspired by the recent experience of the Bristol (Conn.) Press. A man claiming to be Guy S. Bridge contracted for the insertion of an advertising feature, "Who is Who in Bristol." The day before the matter was to appear, Bridge secured a proof of it and, going about among the merchants, collected the money due for the advertising and skipped the town. The Press is still looking for him. It was only a few years ago that the New Britain Herald, only a few miles away, was the victim of a similar game. Publishers ought to refuse to do business with strangers except on a cash basis. They have only themselves to blame if they get nipped.

Ralph Butler, of Dorchester, Mass., who has attained the ripe age of 100 years, gives as one of the five rules for living a century the following: "Read the newspapers to keep your mind young." And a good rule it is, too! The man who keeps up an active interest in what is going on in the world lives longer, is more contented and happy, and has a more alert mind than he who simply sits down in the shadows awaiting the call of Charon to ferry him across the river Styx. Newspapers among their other good offices prolong life.

THEY HAVE SEEN THE LIGHT.

[From the A. N. P. A. Bulletin.]

Nine railroad presidents united in New York City last week in a campaign to influence the governors of New York and New Jersey to veto bills which had passed both houses of the New York and New Jersey legislatures obliging railroads to add extra brakemen on trains of over a certain number of cars.

These presidents did not employ "press agents" to beg free space or make "canned news" to set forth their case, nor through their publicity departments endeavor to get the newspapers to engage in a "spontaneous" uprising on the subject.

They issued a series of dignified, intelligent and altogether powerful statements of their side of the case, inserted them in the advertising columns of the daily newspapers all over the States of New York and New Jersey, and signed the advertisements with the names of their railroads and themselves in big type!

Both governors signed the bills and almost unanimously the press of both States criticised them for signing the bills, and in at least one State a statement came to light from a labor union official that the governor was definitely committed to the bill as a pre-election promise to the labor unions, which caused a resolution to be introduced into the State Senate calling for an "investigation" of the governor, while it is understood that the repeal bills are now being prepared.

The Brooklyn Eagle, discussing the matter editorially, said:

"... The signing of the measure is regrettable, first because no tangible increase of safety balances the forced expenditure of some \$2,000,000 a year, and second, because in this particular case the roads avoided invisible methods, and made their appeal directly to the people through the newspapers. The new way they chose to follow was a good way. It deserved to succeed. It is not altogether a good thing to make great public service corporations feel that they can accomplish nothing by open and above-board methods."

We might add that, in the opinion of the best advertising talent, no such effect in such a short period could have possibly been created even if every newspaper of the two States had given the railroads all the free space they wanted for "news stories," and that if the campaign had been started while the horse was still in the legislature, the barn could have been locked and his getaway prevented.

In any case, it is a pleasure to record such a tremendous leap on the part of the country's great transportation heads as this one from the "Bureau of Railways Economics," the "press agents," the free publicity departments of the railroads' traffic departments or the publicity bureaus of the advertising agencies handling their accounts.

WORLD'S PARADE FIGURES WERE CORRECT

New York, May 12, 1913.

THE EDITOR AND PUBLISHER:

I notice in your edition of May 10 an article signed by a Philip R. Dillon entitled "Misreporting the Suffrage Parade," in which the statement is made that the morning papers, "with all their glorious and well-advertised equipments, accepted the figures of women who clocked the parade." In this matter I can speak only for the World, but I desire to state, on behalf of the World, that its estimate of the number of women who marched was obtained by a scientific counting machine presided over by two very careful men stationed at Fifth avenue and Twenty-eighth street. The exact count taken in this manner showed 9,696. The World's article "led" with this figure, and Mr. Dillon's assertion, as far as the World is concerned, has no foundation whatever. Whether he is correspondingly inaccurate as regards other papers, I have naturally no means of knowing.

C. M. LINCOLN, Managing Editor.

The only way to secure for newspapers the advertising now going into the magazines is to render superior service.—W. J. Murphy, publisher of the Minneapolis Tribune.

"It is the business of the journalist to build bridges across the chasms of human achievements."
—Dr. Edwin E. Slosson, of the Independent.

PERSONALS.

James M. Cox, Governor of Ohio and proprietor of the Dayton News and the Springfield News, was in New York on Wednesday. He was accompanied by Robert Wolfe, owner of the Ohio State Journal, at Columbus. The Governor was operated on in the office of Dr. Lambert, who cut a piece of steel from his right eye. He was riding on a train between Washington and this city when the piece of metal lodged in his eye. Governor Cox left for Ohio Thursday.

Joseph Pulitzer, president of the St. Louis Post-Dispatch Co., and Mrs. Pulitzer are being congratulated upon the birth of a son last Tuesday. The infant is to be named Joseph Pulitzer, 3d, after his grandfather, the founder of the Post-Dispatch, and later proprietor of the New York World.

Oswald Garrison Villard sailed to-day for a brief vacation on the Continent.

Waite H. Page, former editor of the World's Work, now American Ambassador at the Court of St. James, sailed for Liverpool on the Baltic Thursday to take up his new post.

Col. William Hester, president of the Brooklyn Daily Eagle Co., and Herbert F. Gunnison, the Eagle's business manager, left Wednesday for an extended trip abroad on the Kaiser Franz Josef I of the Austro-American line.

Herman Ridder, owner of the New York Staats-Zeitung, was elected president of the Safe and Sane Fourth of July Committee recently appointed by the mayor.

Charles R. Kurz, proprietor of the Bellefonte (Pa.) Centre Democrat, has been appointed by President Wilson surveyor of customs at the port of California.

GENERAL STAFF NEWS.

George F. Paul, for several years editorial writer on the Peoria, (Ill.) Journal, is now doing special work on the Chicago Examiner.

W. L. Burns, who has filled practically every editorial position on the Indianapolis Sun during the past fifteen years, has resigned.

John Kenneth Turner, the magazine writer, who was in the City of Mexico when Madero was assassinated, and was arrested as a spy and narrowly escaped execution, contributed to the semi-monthly magazine section of the Sun on May 11 an interesting article entitled "Under Fire in Mexico."

T. A. Cordry has resigned as editor of the Parson (Kan.) Sun to assume the editorship of the Kansas Workman.

Ralph D. MacMannus, city editor of the Moline (Ill.) Argus, has become editor of the Ottumwa Courier.

Milton E. Ailes has been appointed correspondent of the Associated Press at Memphis, in place of T. C. Ashcraft, who goes into private business.

F. W. Harting, formerly managing editor of the Tacoma (Wash.) Tribune, has become news editor of the Capital in Edmonton.

Edwin M. Lucas, formerly of the South Bend (Ind.) Progressive has returned to the Grand Rapids (Mich.) Herald editorial department.

W. F. Bigelow, who has been with the Hearst magazines for some time, has succeeded James T. Tower as editor of Good Housekeeping Magazine. Mr. Tower resigned to spend a year in Europe.

WASHINGTON PERSONALS.

Senator Gilbert M. Hitchcock, owner and editor of the Omaha World-Herald, entertained at dinner the Vice-President and Mrs. Marshall, last Wednesday.

Arthur B. Krock, chief of the Louisville Courier-Journal bureau, has been elected a member of the famous Grid-iron Club.

Clarence G. Marshall, of the Associated Press, who has been stationed at Atlanta, passed through Washington last Monday on his way to Chicago, where he will become the assistant of Paul Cowles, superintendent of the Western Division.

Jim Faulkner, of the Cincinnati Enquirer, and Arthur Meyer, of the Cincinnati Commercial-Tribune, have been spending a few days in Washington, recuperating from the strenuous work they did during the flood period.

Jesse S. Cottrell is now the Washington correspondent of the Nashville Banner and the Knoxville Sentinel.

Ballard Dunn, former city editor of the Chicago Journal, and now in the advertising business, has been in Washington recently, arranging advertising contracts with the War and Navy departments.

Jackson S. Elliott, superintendent of the Eastern Division of the Associated Press, was a visitor to the city a few days this week.

William Randolph Hearst, publisher of the New York American and other publications, and Mrs. Hearst have been extensively entertained since their arrival in Washington last Saturday.

Edward B. McLean, business manager of the Washington Post, took a number of prizes with his blooded horses at the Horse Show last week.

Thomas H. Tulley, former owner of the Silverton (Colo.) Weekly Miner and the Durango (Colo.) Daily Democrat, has been appointed to the responsible position of principal legislative clerk of the United States Senate.

Robert T. Bonham, a former newspaper man, of Evansville, Ind., is now the cashier in the sergeant-at-arms' office of the House of Representatives.

Carl Houston, formerly engaged in newspaper work in Marion, Ind., has been appointed financial clerk of the House of Representatives.

Walter Cain, former editorial writer of the Memphis News-Scimitar, is visiting in Washington. He is a candidate for collector of the port of Memphis.

Richard Smith, managing editor of the Indianapolis News, visited friends in Washington recently.

Representative Charles A. Korbly, of Indiana, has joined the National Press Club, as a non-active member.

LOUISVILLE PERSONALS.

J. H. Scales has been named to succeed C. B. Julian as circulation manager of the Louisville Herald. Mr. Julian left to become circulation manager of the Toledo Times. Mr. Scales is widely and favorably known in Louisville business circles and possesses unusual executive ability. It is expected he will make a great showing in his new line of work.

O. H. Schultheis, for the past year telegraph editor of the Louisville Herald, has resigned to take a similar position on the St. Paul Dispatch. Shannon Perkins succeeds Mr. Schultheis.

Charley Foster, former newspaper man, who has been mayor's secretary for four years, has announced himself a candidate for the Democratic nomina-

tion as jailer. Scribes of all political faiths are pulling for him.

Jack Woodson, formerly on the Courier Journal copy desk, has given up newspaper work for magazine writing.

George Henry Peters, one of the best-known newspaper men in Kentucky, is at Asheville, N. C., where he went some weeks ago in search of health.

Russel Z. Wharton has severed his connection with the Winchester Sun. Joe A. Jackson will succeed him.

Ed. Knight, of Paris, Tenn., has joined the staff of the Louisville Courier Journal.

IN NEW YORK TOWN.

J. Edwin Murphy, managing editor of the Press, has returned to his desk after a two months' illness with pneumonia.

Roy K. Fuller, Albany correspondent of the Herald, has been appointed secretary to the State Highway Commission, at a salary of \$5,000.

Lawrence Perry is reporting sports in the Evening Post, under the name, "Fair Play." He has recently published his third book, "Holten of the Navy."

"Francis," sporting writer of the Mail, was the busiest and happiest little man in town last week on the occasion of the Modified Marathon, under the auspices of that paper, and which "Francis" was quite active in promoting.

Jack Hawthorne, son of Julian Hawthorne, is a recent addition to the editorial staff of the Evening Journal.

J. J. Leary, of the World, has returned, after several weeks' illness with typhoid fever.

G. O. Tidden is another member of the World staff laid low with typhoid.

J. H. Platt, re-write man of the Mail, has been honored by election to membership in the Seventh Regiment, a distinction held by few newspapermen.

S. F. Keator has joined the editorial staff of the Evening Post.

Hugo Halling has resigned from the Press staff.

John Dillman, of the Brooklyn Daily Eagle, is recovering from a severe illness.

Raymond Carroll, Paris correspondent of the World, has resigned and is coming home.

William C. Jupp, who is widely known in the paper trade, was very seriously injured in a subway accident on Wednesday evening.

HELP WANTED

ADVERTISING MAN FOR WEEKLY PAPER.

A new weekly with bona fide circulation of 3,000 in populous community needs live young man with brains and some adv. experience to take adv. and subscription end of paper to nominal salary and commission, having view to taking half interest in paper. Editor and owner's time so taken up as to prevent his doing adv. work. This is rare opportunity for right man. References required. Address "P. A. D-1020," care THE EDITOR AND PUBLISHER.

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

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

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

EASTERN WEEKLY

newspaper and job business with annual volume of over \$15,000. Well equipped, including linotype. Returns owner for personal effort and investment \$5,000 to \$6,000 annually. Priced at \$12,500; \$6,000 cash necessary. Proposition G. S.

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

News editor, with New York experience as reporter, copy reader, make-up man and handling Sunday features, now employed, desires change; day work preferred. Address "D, 1023," care THE EDITOR AND PUBLISHER.

CARTOONIST.

"The pen is mightier than the sword." Do you wish to become a mighty power in your locality? People are "crazy" to "read" good cartoons and naturally newspapers having this service have the best of the circulation argument. I will submit samples of my work and ideas for fifteen days' trial. I also do general illustrating. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

CIRCULATION MANAGER.

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

CIRCULATION MANAGER

seeks change; thoroughly competent, enthusiastic worker, absolutely trustworthy, 9 years' experience in cities of 100,000 to 600,000. Expert on premiums, contents, and canvassing plans. Age 34, sober, unmarried. Member International Circulation Managers' Association. Wire or write "ENTHUSIAST," care THE EDITOR AND PUBLISHER.

MANAGER.

Competent man desires position as advertising manager or editor. Practical experience; satisfactory references. Address "D. 1023," care THE EDITOR AND PUBLISHER.

ALL 'ROUND EDITOR

wants a position on live afternoon paper; go anywhere; have served fifteen years on one paper, city of 200,000; telegraph editor, news editor, managing editor and practically every desk; excellent references. W. L. BURNS, 345 N. Ritter Avenue, Indianapolis, Ind.

MISCELLANEOUS

NEWSPAPER PUBLISHERS

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

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment. RICH & McLEAN, New York. 51 CH# St.

BUSINESS OPPORTUNITIES

H. F. HENRICHS.

Newspaper Broker, Litchfield, Ill. Safer Methods, Exclusive Propositions.

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

I WANT TO BUY

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

COLLECTING SUBSCRIPTIONS WEEKLY.

An Article on Circulation Efficiency, Showing What Can Be Done by Taking Care of Dimes Instead of Letting Dollars Accumulate Into Irsome Subscription Arrears—How the Rockford (Ill.) Register-Gazette Does It.

By Edgar E. Bartlett,

Publisher of the Rockford (Ill.) Register-Gazette.

To get subscribers is one thing; to hold them is quite another. This is the first and ever-recurring lesson which the circulation manager will either absorb with advantage to himself or which he will disregard with effects nothing short of disastrous.

It is the business of the circulation manager to get subscribers and to hold them. To accomplish the former is in the end easier than to do the other. With the help of schemes all more or less inefficient by reason of the transitory character of the clientele thus created, a respectable subscribers' list may be built up in very little time.

HOLDING SUBSCRIBERS IS PROBLEM.

The natural increase of any good paper is such that if the greater part of it is held, there will be no need for the giving away "free" of dinner sets and teapots, not to mention houses and lots.

To me, like unto all other publishers, the losing of a single subscriber has always been somewhat of a tragedy. It is an uncanny feeling to have your readers drop away from you.

A SINGLE POINT OF ATTACK.

A little introspection becomes of great value then. The newspaper business is such that every day a fraction of the readers must be offended and unable to please all at the same time, the publication must apply remedies at the only point permitting of treatment.

Newspapers lose more subscribers through letting accounts run behind than through any other cause. I am speaking here of causes susceptible to positive remedies. The man who has not paid his subscription for a year has, in his own peculiar judgment, ample reason for discontinuing his subscription.

MADE WEEKLY COLLECTIONS.

With this fully impressed upon my mind, I decided, in 1902, to try a new plan for the collection of subscriptions.

SOUND CIRCULATION RESULTS.

To many this will appear as nothing unusual. No doubt in that time other papers have increased their circulation in bigger jumps. But, I take it for granted, that there are few who have a circulation as sound as that of the Register-Gazette.

the weekly pay system. But the circulation itself speaks for this. Without any contest or premium scheme the circulation of the Register-Gazette has in ten years grown from a daily average of 6,040 to 9,922 copies, or over 50 per cent.

EXPIRATIONS PROMPTLY OBSERVED.

I may say here that during the present year we have cut off every subscriber with the last issue he had paid for. This has resulted in the healthy impression that what is worth having is worth paying for.

The methods employed in the weekly payment plan are simple enough, and rest primarily upon the service of a high-grade delivery personnel. The additional expense incident to this, however, is discounted by the fact that better delivery of the paper results.

RECEIPT FORM PRINCIPAL FACTOR.

The principal factor in the scheme is a blank form on which all the receipts to be issued weekly for thirty weeks are printed. A stub contains the name and address of the subscriber, and spaces for the dates on which delivery and collections began are also provided.

Part of this scheme are a number of slips not germane to the collection method itself. A "leave" slip shows that a subscriber has authorized the leaving of his paper in a place at which ordinarily it would not be delivered.

(Continued on page 15.)



EDGAR E. BARTLETT,

PUBLISHER OF THE ROCKFORD (ILL.) REGISTER-GAZETTE.

It is one thing to pay out dollars and quite another to pay out cents, I reasoned. Thereafter, the subscriptions of the Register-Gazette were collected weekly, and with surprising results.

Just what the value of the weekly subscription scheme is, may be seen from the steady growth of the Register-Gazette, as shown by the table here appended. The cash collections from the daily publication, under the new system, 1902 to 1912, inclusive, are:

Table showing cash collections from 1902 to 1912. 1902: \$8,980.77; 1903: 14,197.93; 1904: 16,286.22; 1905: 18,383.02; 1906: 19,229.38; 1907: 22,814.17; 1908: 23,763.82; 1909: 25,244.16; 1910: 29,272.55; 1911: 31,538.76; 1912: 33,301.78.

quality circulation that has few equals. The Register-Gazette relies upon its own merit as a getter of new subscribers, and the weekly collection plan manages to keep most of them. To-day we collect 90 per cent. of our entire press run, or \$11.10 per thousand papers printed.

It will not be amiss here to refer to the last contest of the Register-Gazette. In 1901 we spent \$7,500 on a voting contest and our daily subscriptions that year were boomed to \$11,483.63. Deducting the expenditure of the contest from this total left little for the paper in that year, and bad after effects were felt even in 1902, when the subscription receipts went down to \$8,890.77.

Complex table for 'COLLECTION FORM USED IN WEEKLY PAYMENT SYSTEM FOR A DAILY PUBLICATION'. Includes columns for 'Route Taken by', 'BATED', 'UPSTAIRS DOWN', and 'Bal. Forw'd \$'. It tracks subscription status and payments across multiple weeks.

COLLECTION FORM USED IN WEEKLY PAYMENT SYSTEM FOR A DAILY PUBLICATION.

YELLOW JOURNALISM.

Preposterous Statements Made by an English Editor Concerning the American Brand—Claims He Was Once Employed Here—Says Few Wealthy Editors of Newspapers Can Talk Grammatically.

"The Preposterous Yankee" is the name of a new novel published in London, that has aroused considerable comment abroad because of its vigorous arraignment of American yellow journalism. The author, now a London editor, who writes under the nom de plume of Ponsoby, claims to have been formerly employed on some of America's yellow papers. Some of his statements are so palpably false that the wonder is that any reputable publisher could be found who would consent to bring out the book.

The following excerpts will prove interesting reading to many newspaper men on this side of the Atlantic:

"When an American finds himself possessed of a few millions, it is his pride to become a purveyor of scandal upon a wholesale scale. He starts a yellow journal. He fills it full of slanderous libels, prevarications and what he calls exposures. . . . This method is at the foundation of yellow journalism. . . . Everything is possible so long as it is 'smart.'"

WHAT HE THINKS IT IS.

"The American yellow journalism is practically a detective agency which makes a specialty of divorce cases, of embezzlement cases, of breach of promise cases, of unhappy marriage cases and of swindling transactions, and then publishes all the facts which it accumulates. Imagine Scotland Yard issuing a daily newspaper containing everything it had discovered during the previous twenty-four hours. If you can imagine such a thing you will have a fair idea of what the yellow newspaper is. The American newspaper is conducted upon enormous lines. The money which it spends in a day would run The Times of London for a month. On the other hand, its income is correspondingly great."

"To give him his due, the American yellow journalist has done wonders with machinery and engraving and printing. But the trouble is, that while he has progressed mechanically, he has retrogressed artistically, socially and spiritually. . . . The cares of journalism are so great in America that there is little left for ethics or propriety."

A SENSATIONAL INCIDENT.

"A reporter on a Chicago paper found an obstruction on a railway track, which, if it had remained there, would have wrecked the train and killed seventy-five persons. Strangely, forgetting all his professional instincts, he removed the obstruction and saved seventy-five lives. He was discharged by his employer for hampering the production of important news. In country places in the United States crime is often manufactured by journalists in order that they may print

an account of it. In an Indiana town a reporter purchased a dead body from the medical college, and found it at least fifteen times under circumstances suggesting that a foul murder had been committed. He got fifteen separate sensations for the small price of twenty-five dollars, which was what he paid for the corpse. . . . His salary was doubled by his employer."

"It is a common practice for an American reporter to hide under a bed and suddenly pop out and insist upon interviewing the man whose bed he is under."

"The proprietor of one of the largest New York daily papers . . . made his first journalistic hit by locking the mayor of New York, Oakley Hall, in a lavatory and refusing to let him out until he had given him an interview upon a matter which Mr. Hall had resolutely refused to talk about. This achievement was the turning point in the great journalist's career."

"One of the duties of a New York reporter is to visit incoming steamers and browbeat distinguished foreigners into telling him what they think of America about half an hour before they have seen any of it. . . . The fact that the person whom they wish to converse with has missed the steamer and is not on board is no valid excuse in the eyes of the editor for failure to 'make good.'"

MASTER OF ALL TRICKS.

"The American reporter may be assigned by his editor to pick a pocket in Broadway, to 'drop dead' in the Bowery, to jump off a ferryboat in mid-stream, to lie all night in a coffin at the morgue, or to lie anywhere else or everywhere else, or to get a divorce from his wife in order to write up his impressions. In their search for news, reporters will disguise themselves as doctors and burst in upon the deathbed of a dying statesman, impersonating some great physician, in order adequately to describe the dying gasps of a famous man. At theatrical performances they often appear as supers, or even as pieces of scenery. The yellow reporter will assume any disguise except that of a gentleman. This, of course, would be out of the question. He might pass as a tree or a piano without fear of detection, but in the role of a gentleman he would at once betray himself. That there are great serious newspapers managed and edited by gentlemen goes without saying, but they are in an ever-increasing minority."

"There are very few American editors, even of the great newspapers whose profits amount to a few million dollars a year, who can talk grammatically. The gentleman in charge of the largest New York daily paper would not be above making such a remark as 'I see him when he done it' or asking with polite curiosity, 'Where have you went?'"

NEW PUBLICATIONS.

RUTHON, Minn.—Pipestone County is to have a new newspaper, Carl Cloud, editor of the Woodstock News, having decided to establish a paper to be known as the Review.

SEA CLIFF, L. I.—The Nassau County Item, a new six-page newspaper, made its first appearance last Saturday.

CRESBARD, Ia., Howard Africa, postmaster at Chelsea, and editor of a newspaper there, will establish a new paper here, the first issue to appear soon.

HECLA, Ia.—The Brown County Journal is the name of a new paper recently launched here. S. W. Dolan is the editor and publisher.

KEWANEE, Ill.—The Call Publishing Co. has been organized to issue a new paper. E. P. Rundquist, of Moline, and F. L. Throop, of this city, will have charge of the publication.

INDIANAPOLIS, Ind.—Announcement is made that George B. Lockwood is preparing to publish next week the first number of what is intended to be a Republican State paper, under the name of the Indiana State Journal. The publication will be printed at the plant of the Muncie Evening Press, of which Mr. Lockwood is the editor and publisher.

DIVERSIONS AT BALTIMORE.

What the Local Club Will Do to Entertain Visitors.

What entertainment is to be provided for the delegates and others who attend the Baltimore convention?

On Sunday afternoon, June 8, a monster open-air mass meeting in one of the most beautiful natural auditoriums in the world—in Druid Hill Park, where President Coleman will address the largest audience that he has probably ever addressed.

Monday night, the great advertising pageant, where advertising will be given the chance to advertise itself. And, after the pageant, a carnival that will take anywhere from ten to twenty years off the age of every participant.

Wednesday night, the "Al Fresco Taxicabaret."

Thursday night, a big joint reception to the President of the nation and the president of its most important organization—Woodrow Wilson and our own George Coleman.

Friday night, down Chesapeake Bay—a splendid, restful trip, with a finale at Fort McHenry that will be a fitting wind-up of the convention.

WEEKLY COLLECTIONS.

(Continued from page 14.)

form has also been provided, and so has a "change" slip which shows who has taken the notice of the change. In order to facilitate the handling of the moneys received, collectors have an individual receipt form which must balance that of the subscriber. And last, but not least, there is a contract form which the members of the delivery personnel are obliged to sign before they are employed.

HIGH EFFICIENCY IS ASSURED.

I do not look upon the system here described as a panacea for all the ills of the circulation department, but there is no doubt that it is a long step in the right direction. In almost the same operation, it ensures the prompt collection of subscriptions due, and keeps the subscribers in touch with the management. At the end of the year the subscriber has no debt and no unpleasant recollections and the paper has what belongs to it. It is an equitable arrangement that seems to eliminate the majority, if not all, of the elements of friction usually preventing the smooth and easy course which good business should have—must have—in order to deserve classification as good.

(Mr. Bartlett's article is one of the short-cuts-to-efficiency series, which THE EDITOR AND PUBLISHER has made part of its immediate program. It deals with a difficult phase of newspaper business and deserves the closest attention. Other short-cuts on circulation will be published as fast as material for them can be obtained. In the collecting of this THE EDITOR AND PUBLISHER would appreciate the co-operation of all.—ED.)

BAT 'ER UP

Sounds like music to the baseball fans. After the game, and the next morning too, not only the fans but a big majority of the people want to read "all about the game." It is good business to dress up the Sport Page with attractive illustrations. This is where we shine.

We can furnish mats of baseball features at a price less than cost of composition.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

For Your Woman's Page

Line Fashions

(1 and 2 col.)

Half-tone Fashions

Embroidery Patterns

Barbara Boyd

Let us supply proofs and sample mats for comparison with your present service.

The International Syndicate
BALTIMORE

The BIG Features of The McClure Newspaper Syndicate

now include weekly feature articles by

- PRESIDENT WILSON
- EX - PRESIDENT THEODORE ROOSEVELT
- CAPTAIN ROALD AMUNDSEN
- GEORGE ADE (New Fables)
- JACK ROSE
- GEO. RANDOLPH CHESTER
- RICHARD HARDING DAVIS
- THE ANNE RITTENHOUSE FASHION AND HOUSEHOLD SERVICES
- THE FAMOUS "HOLLAND LETTER"

Daily and Sunday Comics by

- R. L. GOLDBERG
- CLARE VICTOR DWIGGINS
- W. F. MARRINER
- R. BARRE F. I. LEIPZIGER
- etc., etc., etc.

45 West 34th St., New York

The very best

New Daily Comic

on the market

"AH YES!

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

International News Service
200 William St., New York City

FINANCIAL NEWS

Daily Dispatches and Weekly Reviews of Wall Street's Happenings.
Terms on Application
BARRON FINANCIAL NEWS SERVICE
44 Broad St. New York.


THE BEST MATRICES

Our illustrated news service is popular because it gives good results. THE CENTRAL PRESS ASSOCIATION, Cleveland, Ohio.

GET Today's News Today "By United Press"

General Office:
WORLD BLDG., NEW YORK

All Circulation Contests operated by us during 1913 will be "personally conducted" by Frank Hicks, General Manager of this Company

WIRE  **WRITE**

The Special Service Co.

Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

THE RISE OF HUSTLING IKE.

Started as a Newsboy and Is Now Denver Post's Circulation Manager.

Ike Swedler, who is now circulation manager of the Denver Post, started his career in Chicago as a newsboy at the age of ten. When he was a little older he was put in charge of street sales, and later was promoted to a newspaper driver, which position he held until the Hearst publications were started in Chicago.

He was put in charge as assistant Central Division man, and he held that position until Max Auenberg took charge as circulation manager on the Evening American, when he was promoted to full charge in the Central District. Later he took charge of the city circulation, and while in that position he revised the delivery system and made it one of the fastest known in the history of Chicago newspapers. It made all the other newspapers sit up and take notice, and he had them guessing as to how they could compete with the Evening American, especially during the baseball season. He held that position until H. L. Starkey took charge, and was then appointed assistant circulation manager. He held down the job until April 10, 1913, when he resigned to demonstrate his ability as a circulation manager on the Denver Post. During the few weeks he has been on that paper he has made a marvelous showing.

Hartford Courant Insures Its Staff.

The Hartford (Conn.) Daily Courant has arranged with the Connecticut General Life Insurance Co. for the group life insurance of all of its staff and other employees, 100 in number. Everybody above eighteen years of age and under sixty is taken in by the company, and all at the expense of the Courant. Each of these will have his life insured for the coming year for an amount ranging from \$250 to \$1,000, according to the length of his service. Those who have been working for the paper for less than five years are insured for \$250, those between five and ten years for \$500, and all over ten years for \$1,000 each. This applies all along the line, in the editorial rooms, counting-room, composing room, press room, stereotyping and other departments.

Frederick J. Haskin's Activities.

One of the familiar faces at the annual convention of the American Newspaper Publishers' Association, and those of the several sectional organizations is Frederick J. Haskin, of Washington, whose newspaper syndicate work is known from one end of the country to the other. Mr. Haskin told a representative of the Editor and Publisher a few days ago that 400,000 copies of his book on "The American Government," which was first printed serially, have been sold.

Another book, now in preparation, that promised to even surpass it in popularity, is "The Panama Canal." Mr. Haskin has a pleasing personality and makes friends wherever he goes. His office in Washington is a hive of industry, as he employs quite a large staff of writers and clerks to assist him in carrying on his extensive business.

Papers Blaze When Auto Explodes.

A big New York American auto delivery truck, loaded with newspapers, was set on fire and nearly totally destroyed Saturday night when a Sixth avenue surface car crashed into its rear and exploded the gasoline tank. The chauffeur leaped from his seat and escaped injury. The spectacle of the burning truck attracted so many persons that the reserves from the West Thirty-seventh street station had difficulty in breaking up the crowd.

The Pharos and the Reporter, of Logansport, Ind., were recently consolidated.

The Columbia Publishing Co., Milwaukee, Wis., has moved to 35 Martin street.

THE JOURNALISM NUMBER.

Some Opinions of Its Value from Editors and Others.

A. C. Weiss, president and general manager of the Duluth (Minn.) Herald.—"Your historical number is certainly one of the most instructive, valuable and interesting publications that has ever come to my notice, and I have read it from cover to cover with the keenest interest. A vast amount of detailed research must have gone into the preparation, and the results have been put together in a highly readable manner. The illustrations and the typographical and press work are all admirable. It contains so much matter of permanent interest that I have carefully filed it for future reference."

E. J. Stackpole, president Harrisburg (Pa.) Telegraph.—"I want to congratulate you upon this splendid compendium of newspaper lore, ancient and modern. I do not recall ever having seen anything quite like it, either in magazine or book form. In my opinion every newspaper man in the country should have The American Journalism number of THE EDITOR AND PUBLISHER in his library as a permanent work of reference."

William Henry Sargeant, librarian, Norfolk (Va.) Public Library.—"The American Journalism number is fine and has attracted much attention on the table in the main reading room."

Fred L. Berner, of the Berner Bros. Publishing Company, Antigo, Wisconsin, says: "We wish to congratulate you upon the excellence of your American Journalism issue. It is an issue of which every publisher should have a copy and also should be found in the libraries of the country. It is truly a great work."

William F. Yust, librarian of the Rochester Public Library, Rochester, N. Y., says: "This library has just received two copies of the American Journalism number of THE EDITOR AND PUBLISHER. We shall be glad to add these to our shelves. A copy should be in every public library on account of its excellent history of journalism and its splendid typography. We appreciate your remembering this library."

John Cotton Dana, librarian of the Free Public Library of Newark, N. J., says: "Thank you very much indeed for sending me a copy of THE EDITOR AND PUBLISHER on American Journalism. I would say that we have bought one or two extra copies and are going to bind them. This because they seem to be altogether worthy of a permanent place in this library. Congratulations on a very interesting and useful piece of work."

The Library Department of the Indianapolis News writes: "We wish you would kindly send us two additional copies together with a bill for the same. We require these to cut up, in order to make the splendid collection of photographs of the newspaper people of the country available under the individual system of index filing which we use."

E. E. Burdick, librarian, Jersey City Free Public Library.—"The trustees of the Free Public Library acknowledge with thanks the receipt of a copy of THE EDITOR AND PUBLISHER for April 26 containing a concise history of American Journalism."

J. Bernard Lyon, advertising manager of the Augusta (Ga.) Chronicle, says: "Let me congratulate you upon the magnificent edition of your publication issue of April 26. This is absolutely the best edition of its kind I have ever seen and is well worth preserving by every newspaper man. Your history of American Journalism was not only very interesting but instructive and should be read by every person engaged in newspaper business. By chance I happened to show this edition to the manager of the largest department store in this city and he was so interested in it that he asked me to order a copy for him."

Charles A. Stauffer, business manager, Arizona Republican, Phoenix.—"We hasten to congratulate you upon the magnificence and future value of the American Journalism issue. Enclosed find seventy-five cents to cover cost of two copies and postage. Best wishes for the continued success of THE EDITOR AND PUBLISHER."

H. Elizabeth White, librarian Passaic (N. J.) Public Library.—"We acknowledge with thanks the receipt of your American Journalism number which we are very glad to place on file."

C. T. Hewett, Carnegie Library of Pittsburgh.—"Please accept our thanks for your courtesy in sending us a copy of the American Journalism number of THE EDITOR AND PUBLISHER. We shall take pleasure in binding and preserving it."

CONNECTICUT NOTES.

(Special Correspondence.)

Backed by a syndicate of business men in that place and with the intention of booming the town, Louis E. Peck, who established the Fairfield Review and Stratford Times, both weekly publications, is completing arrangements to establish a paper at New Milford, and to move his family there from Stratford. It is expected that the publication will start about the middle of next month as a semi-weekly, with the intention of making it a daily soon. Mr. Peck had a conference with the New Milford parties last week, and a stock company has already been started. It is planned to take a news service, and negotiations are already under way for a site in which it is planned to install one of the most complete job printing and newspaper plants of the smaller cities and towns of the State. Mr. Peck plans to place the Review and Times on the market. Pending their sale or other arrangements, David Winton will be in charge as editor, and I. P. Howe taking charge of the business end.

A number of the Northern papers and magazines are carrying articles on the education problem among the negroes of the South and Southwest, written by Dr. Isaac M. Agard, president of the Tillotson College, at Austin, Tex., and with summer home at Amherst, Mass. During more than twenty years as a well-known New England educator and as president of the Connecticut Association of Classical and High School Teachers, he became well known to newspaper men, and was a frequent contributor on educational and other subjects.

Frank E. Nolan, sporting editor of the Bridgeport Standard, has become one of the suburban colony at Walnut Beach, and plans to make it his permanent home. The trip to and from Bridgeport is made daily.

The Bridgeport Standard has installed a stereotyping plant of the most modern construction in connection with an addition to its press, and three linotype machines.

A subscription-boosting campaign is being conducted by the Bridgeport Morning Telegram, with automobiles, trips to Europe, etc., as prizes.

Profit-Sharing with Contributors.

Co-operative principles are gaining ground in England to such an extent that they have spread to literary men. The London Blue Review, in announcing its first number, says that it will be conducted on co-operative principles, similar to those adopted by Le Mercure de France. Writers of the younger generation have bound themselves to contribute regularly to the Review without payment for nine months, at the end of which the profit-sharing scheme comes into operation.

No Day Off for Newspaper Workers.

Governor Foss has signed a bill that assures one full day of rest each week to employes in most mercantile establishments throughout Massachusetts. The exceptions are newspaper workers, janitors, bakers, drug clerks and persons caring for fires and machinery.

Claims a New Record.

Victor Hanson, publisher of the Birmingham News, claims another world's record. His Sunday edition, in exactly nine months after its first issue, caught up with the daily circulation. He claims this has never before been accomplished by any paper in the same length of time.

Nebraska Farm Journal Now a Weekly

Arthur Capper announces that the growth in circulation and popularity of the Nebraska Farm Journal has made it necessary to change the paper from a semi-monthly to a weekly. The first weekly number will appear on September 6. The subscription price will be increased to \$1 per year, and the circulation will be maintained at 102,000.

\$7,000 CASH

Successful young newspaper publisher, owner and manager, strong Editorial writer and capable in business end, desires to invest \$7,000 and services in daily newspaper property with a future, or will buy outright a small proposition where his capital will suffice as first payment.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Publishers and Advertisers
Insist on a

PROOF CHART

of circulation.

As introduced Exclusively by

C. GODWIN TURNER, Actuary

The Highest Standard of Circulation in the World.

THE DATA CIR. AUDIT CO., Newark, N. J.

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

CHARLES HEMSTREET, Manager
45 Lafayette Street, New York City
Established a Quarter of a Century

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street N. Y. Tel. 4700-4 Bookman

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN 120,000

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

Immense Gains

but not so great as the opposition's losses.

The St. Paul Daily News

"Minnesota's Greatest Newspaper"

Gained 41,600 Lines in April
Net Paid Circulation... 70,579

A Flat Rate of 9 cents per line.

C. D. BERTOLET,

1110 Boyce Building
New York Chicago Kansas City

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, HONORABLE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.
Kindly remember it next morning!

PRESS ASSOCIATIONS. VIEWS ON MODERN NEWSPAPER.

A. J. Frantz, managing editor of the Shreveport Journal, was elected president of the Louisiana Press Association at its annual meeting in that city, May 8. Other officers for the ensuing year are: William E. Krebs, editor of the Lake Charles American-Press, first vice-president; Miss Eula Vandegaer, of the Sabine Banner, second vice-president; L. E. Bentley, editor of the Donaldsonville Chief, secretary; L. Lipp, of the West Carroll Gazette, treasurer. New Orleans was selected as the place of the next meeting, with the expectation of following the convention with a trip to the Panama Canal.

Governor John K. Tener, Lieutenant-Governor John M. Reynolds, former Governor Samuel Pennypacker and Speaker George E. Alter were the guests May 8 of the Pennsylvania Legislative Correspondents' Association, at Harrisburg. About thirty-five members were present. Speeches were made by the guests and many of the correspondents, and there were sung several parodies on popular songs in which fun was had with the guests and some of the older newspaper men, whose various idiosyncracies were brought out with a vim by the singers.

The first session of the West Texas and Eastern New Mexico Press and Commercial Club Association last week, at Pecos, was most auspicious. The formal organization was effected. T. E. Jordan, editor of the Big Springs Herald, being elected president; Charles Dinsmore, secretary of the Artesia Commercial Club; Henry Half, Midland capitalist, and William H. Mullane, editor Carlsbad Current, vice-presidents, and Dr. R. M. Harkey, of Pecos, secretary-treasurer.

Hamlin Garland, Joseph E. Davis and Richard Lloyd-Jones, editor of the Wisconsin State Journal, formerly on the staff of Collier's Weekly, were among the speakers at the annual convention of Sigma Delta Chi, the national honorary journalistic fraternity, which met at the University of Wisconsin last week. The newly elected officers of the fraternity are: President, Chester C. Wells, Wisconsin; vice-president, S. H. Lewis, Kansas; secretary, Roger F. Steffen, Ohio; treasurer, Robert C. Lowry, Texas; national historian, Lee A. White, of the Detroit News-Tribune.

The annual convention of the Southern Illinois Editorial Association will be held in East St. Louis, Mo., May 23 and 24. Major John Galbraith, editor of the Carbondale Press, is president; E. H. Childress, of Fairfield, is vice-president; S. R. Preston, of Gillespie, secretary, and Ben Jarvis, of Troy, treasurer.

Committees have been named to arrange for the entertainment, at Louisville, Ky., of the delegates attending the Indiana Democratic Editorial Association at New Albany, Ind., on July 10. Adam Heimberger has been selected to act as treasurer. James W. Dunbar will welcome the visitors.

The Michigan Women's Press Club will be the guests of the Detroit Federation of Women's Clubs, in Detroit, May 27 to 29, for a three days' session over which Mrs. Pruella Janet Sherman, of that city, will preside as president. Headquarters will be established at the Teller Hotel, and all public meetings will be held in the Twentieth Century Club. Papers will be read by some of Michigan's foremost newspaper women, Mrs. Marie B. Ferry, Lansing; Mrs. Sarah J. Latour, Mrs. Lucy Leggett, Miss Florence M. Brooks, Jackson Patriot; Mrs. Irene Pomeroy Shields, of Bay City; Mrs. Adelle Burch, of Kalamazoo, and Mrs. Susan M. Sellers, of Detroit.

The Arkansas Homestead, at Little Rock, has purchased Back-to-the-Land, a paper established by William R. Lighton at Fort Smith.

Don C. Seitz and Dr. Talcott Williams Address Student Editors at Pittsburgh Conference.

Don C. Seitz, business manager of the New York World, and Dr. Talcott Williams, director of the Pulitzer School of Journalism at Columbia University, addressed student editors attending the conference of university and college publications at the University of Pittsburgh, May 9. T. B. Williams, managing editor of the Pittsburgh Press and the instructor in journalism, presided.

Mr. Seitz, whose topic was "The Newspaper as a Business," drew largely from his wide experience and gave a lot of good advice. He spoke warmly of the opportunity that country journalism offered to young men, saying there was no reason why the small papers should not be profitable if properly managed without the wastefulness that characterized so many of them. He said he had estimated that a paper should make in profits one dollar a year for every inhabitant of the town. That is, in a town of 5,000 the profits should be \$5,000.

He declared that the secret of making a successful paper lay in attracting attention to it, but most important of all there should be sincerity as the foundation. He said there was nothing concealed about a newspaper, for its policies and theories were set forth so that those who run might read.

"I know of no business," Mr. Seitz continued, "that requires more careful, painstaking, exacting work, the kind that admits of no sitting down. Newspaper men must be always alert and watchful, prepared to give the best that is in them."

"Sentiment is an important factor in the newspaper office. The men who are working to make a newspaper are forgetful of personal comfort, of personal convenience, remain until the work engaged upon is finished, without regard to the number of hours. The men who get the paper out are young even when they are old in years. They are keenly versatile in helping the community in which they live, and they continually strive for a high standard and are steadfast for that high ideal. They are public servants."

He spoke of newspaper headlines as properly giving the gist of the news for the hurried reader. He said an attractive headline was as important to the item as millinery or proper dress was to a modern woman.

In speaking of "Journalism as a Profession," Dr. Williams said the profession of journalism can only come from a professional education. The speaker mentioned the early history of the plan for publishing news, billboards against temple walls in Rome, and other old-time methods of disseminating information, and contrasted those methods with present-day facilities whereby the news of the world is gathered through the world with just a few hours' difference in time.

"A sensible journalist should work to right wrongs," declared Dr. Williams, "and unless he has this feeling of responsibility he is not fit to be a journalist. As you deal with the news, you find yourself led in the paths you should go by the feeling of responsibility. The journalist writes not for himself but for others."

A Filing Suggestion.

If carbon copies of correspondence are made here is a suggestion. Whenever the length of a letter requires a second sheet, have your stenographer use both sides of the filing copy. When you have occasion to refer to it, you will find it on both sides of one sheet, avoiding the use of pins or paper fasteners, which often get detached and the papers become separated and sometimes misplaced. We know of firms who have copies of their replies made on the back of the original letter answered. By these methods some filing space and stationery can be saved. It's the little economies that help swell the profits.

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.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

The New York Times

printed 116,408 agate lines of school advertising in 1912—a greater volume by far than that of any other New York newspaper, and three times the volume of the New York Sun, which published 49,712 agate lines. The Sun proclaims its gain last year of 26,038 lines in comparison with a gain of 18,492 lines by the NEW YORK TIMES. At this rate of increase the New York Sun may reach the present aggregate of THE NEW YORK TIMES in eight years.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

THE HERALD

HAS THE LARGEST MORNING CIRCULATION

IN WASHINGTON

JOHN W. HUNTER, Publisher.

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

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.
Some one says that "life is a series of wrong selections." The Advocate will prove the right selection for your advertising.

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

With its purchasing power having long since eliminated the element of chance or experiment, the South is considered one of the most attractive advertising fields of America, and in recognition of this fact the advertisers of every section of the country are turning to that great territory covered so thoroughly, convincingly and profitably by

The Louisville Courier-Journal and the Louisville Times

In this community no other newspaper is necessary, for the combined use of these two journals, different in character yet each supreme in its field, will place the advertiser's appeal before practically the entire buying element of Southern Indiana, Kentucky, Tennessee and other States in the South.

The morning Courier-Journal, Sunday and daily, meets the needs of advertisers who seek the most profitable field. For half a century it has been entering the homes of the people of consequence and enjoys the confidence of its readers.

It is clean, reliable and influential; its circulation the most desirable in quantity and quality; its management honest and straightforward; its rates reasonable and one price to all.

Appealing to all classes, the Louisville Times, published in the afternoon, stands without a peer in this community, and is the highest type of the popular newspaper. It is the hand-staking, good fellowship brand that finds favor with the people, for it tells in terse, attractive form the story of the world's affairs, without bias or prejudice, and tells it first.

The two newspapers are now published in a new four-story plant, one of the most modern and complete in the country, made necessary by the steady growth of the two great journals.

The S. C. Beckwith Special Agency
Sole Foreign Representatives,
New York St. Louis Chicago

The Seattle Times
STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 2,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.

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

THE NEWS

BUFFALO, N. Y.
Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try *The New Age Magazine*,—*The National Masonic Monthly*.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.

Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

HERE'S A GOOD BUY—
THE READING NEWS
A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

DILLON NOW WITH CAPPER.

Becomes Editor of the Publisher's Farm Paper at Topeka.

Charles Dillon, who has been dean of the Department of Journalism of the Kansas State Agricultural College for three years, has been appointed managing editor of the Capper farm papers at Topeka, and will begin his new work July 1. Mr. Dillon spent his early life on a farm in the western part of Kansas, but since manhood has been identified with Kansas newspapers. He has traveled abroad, spent two years on one of the largest experimental farms of California, a year studying agriculture in the South, three years at the Kansas Agricultural College, and has had many years' experience in newspaper and farm writing, all of which has given him a broad outlook and a keen sympathy with the farmer and the farmer's problems. Mr. Dillon was for twelve years associated with the Kansas City Star in many capacities.

His journalistic idea has always been that the farmer wants information and not so much preaching, and it was this idea which made the Kansas Industrialist, the college publication, the most unique and practical college paper in the world. Mr. Dillon has been a frequent contributor to the Saturday Evening Post, Collier's, Country Gentleman, American Magazine, Outlook and many other leading publications. He is president of the Journalism Section of the National Press Association, and undoubtedly will do much to increase still further the high standard of the Capper farm papers.

Actual Certified Circulations.

Another instance of the growing strength of the certified circulation movement is supplied by the fact that the Pall Mall Magazine is now taking advertisements on the basis of actual certified circulation. At present the magazine's circulation exceeds 60,000 and £12 per page per insertion is charged, but as the sales increase an extra £2 for every 10,000 will be added. The advertiser's protection is the certificate each month of a chartered accountant. A similar position has been adopted for some time by the advertisement managers of the London Magazine and the Red Magazine. But they go one better. Should the circulation fall below that guaranteed they give a rebate which is duly allowed on account.—*Newspaper Owner.*

First Issue of the Monotype.

The Lanston Monotype Machine Co., of Philadelphia, has issued the first number of Monotype, a journal of composing room efficiency, which is to be published monthly hereafter. The April number contains an article on "The Printing Exposition Competition," "The New Monotype Factory," and "The Monotype School," besides a mass of matter of interest to men in composing rooms. The publication is illustrated, has a pleasing typographical appearance and is well edited. It ought to make a hit with friends of the monotype machine.

An Appeal to Master Printers.

W. J. Hartman, president of the Ben Franklin Club of America, has issued an appeal to its members to give aid to the Republican Publishing Co., of Hamilton, O., which for several years has issued "The Graphic Arts Year Book." This year's issue was in process of publication when the flood swept down on Hamilton and destroyed the work, entailing a loss of thousands of dollars. Mr. Hartman suggests that every master printer mail to W. L. Tobey, the manager, at once a check for \$5, the cost of the book, and thus help in supplying ready funds to bring out the volume.

A consolidation of the ownership of the Spartanburg (S. C.) Journal, an evening paper, with the ownership of the Spartanburg Herald, a morning paper, has been effected, both papers continuing publication under their individual names.

HELPFUL CIRCULATION DATA.

How Publishers Are Aiding National Advertisers.

Publishers are approaching more and more to a clearer understanding of what is expected of them in the way of a definite basis from which the advertiser may judge circulation and quality of medium. The publisher no longer relies solely upon circulation statements to attract advertising, but now attempts, as far as possible, to give substantial proof of his ability to increase sales.

The Fort Worth (Tex.) Star Telegram is backing up its trade paper advertising by giving national advertisers comprehensive circulation data showing how much of the Star-Telegram circulation is in the Ft. Worth trade territory; a list of towns in each of which that paper has a circulation of ten or more, and other information valuable to the space buyer.

A rate card issued by the Kalamazoo (Mich.) Gazette contains a great deal of information within a short space that gives the advertiser a good idea of where the Gazette circulates; what is the character of its readers, and what are the possibilities of extending trade within the territory covered by that paper. The Gazette gives information as to the number of homes in Kalamazoo County, and tells how many of these it reaches.

The Gazette has gathered statistics of the number of factories, employes, wages paid, etc., incorporating definite knowledge as to the financial condition of the town and the outlying districts. From this data the advertiser may, virtually at a glance, make up his mind as to how much space he desires to buy in the Gazette to give adequate publicity for his wares.

CIRCULATION NOTES.

The Wm. L. Betts Co., World building, New York, is conducting a prize contest for the Patriot, of Charlotetown, Prince Edward Island. The prizes consist of five pianos, a piano player, diamond rings and cash. The contest will run eight weeks.

The Wilmington (Del.) Morning News has launched an American flag campaign to provide readers with the Stars and Stripes for the proper celebration of Independence Day.

New York's Tercentenary.

The New York Tercentenary Commission, appointed by Governor Sulzer under the authority of the Legislature, to arrange a fitting celebration for the 300th anniversary of the settlement of Manhattan Island, organized at the New York City Hall on Wednesday by the election of Cornelius Vanderbilt, president; Herman Ridder, proprietor of the New York Staats-Zeitung, secretary; A. E. McKinnon, of the New York World, assistant secretary, and J. P. Morgan, treasurer. The celebration will take place in 1914, and will cost about \$2,000,000. It promises to be a greater event than the Hudson-Fulton.

Wedin Jury Indicts Observer Staff.

A Grand Jury selected by Sheriff N. P. Wedin of Hudson County, last week, returned indictments charging criminal libel against Gustave A. Siede, business manager of the Hudson Observer, Hoboken, N. J.; Matthias C. Ely, editor, and Lawrence Fagan, a director of the newspaper. The charges against the defendants were made by Sheriff Wedin after an alleged attack on him in the Observer several weeks ago. Sheriff Wedin said the Observer libeled him when it said he was robbing widows and orphans by not placing the advertisements of Sheriff sales in the newspapers where they would bring the best results.

A Capable Young Man.

From the Green Ridge (S. C.) News.
Roe Gilmore came into our sanctum yesterday and after a good deal of fussin' around laid an egg of unusual size on our editorial desk. It measured seven by eight and a quarter inches. We still have the egg and can prove it.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:
806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE PITTSBURG PRESS

Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

DETROIT
and hundreds of
MICHIGAN TOWNS
thoroughly covered by

The Detroit News
and
News Tribune

Net Paid Circulation in Excess of
150,000—week day evening
21,000—week day morning
112,000—Sunday

New York:
I. A. KLEIN,
Metropolitan
Tower.

Chicago:
JOHN GLASS,
Peoples Gas
Building.

Sowing the Seed in Good Soil



is half the battle fought and won. Make it a harvest worth while. Advertisers will find this a fertile field to sow 1913 advertising seed.

Covered most thoroughly in Pittsburgh and Western Pennsylvania by

The Pittsburgh Post

Every morning and Sunday.
Net circulation. No comebacks.
EMIL M. SCHOLEZ, General Manager.
CONE, LORENZEN & WOODMAN,
Foreign Representatives.
NEW YORK. CHICAGO.

The New Orleans Item

2ND U. S. P. O. REPORT
Six Months' Average Circulation.
The New Orleans Item..... 48,525
The Daily States..... 30,501
Item's lead..... 18,024
The Times-Democrat and Picayune have not filed second statements.

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

AD MEN DECRY CUT PRICES.

Tell Publishers of Harm Done to Public by Fraudulent Practices.

More than two hundred members of the Association of National Advertising Managers, and publishers of prominent periodicals and newspapers, were present at the banquet of the Association given to the publishers at the Hotel Astor, Wednesday evening. Patrick Francis Murphy, of the Mark Cross Co. was the toastmaster, and the speakers included William H. Ingersoll, "whose watch made the dollar famous;" Prof. C. C. Arbutnot, of Western Reserve University; Henry B. Joy, president of the Packard Automobile Co.; Louis D. Brandeis, of Boston, and Representative Robert J. Bulkeley, of Ohio.

The keynote of the speeches was sounded by Mr. Ingersoll, the first speaker, who held that the prices of wares, the quality of which is guaranteed by the reputation of a single concern producing them and which are put out and advertised to be sold at definite figures, should not be cut by large dealers, who by selling a well-established commodity might seek to give the impression that other goods in their shops were selling at an equal ratio of economy.

"We've invested the articles themselves with a new kind of good will," said Mr. Ingersoll, addressing the publishers, "and have made them household names. The thing we want to impress on you is that after we've used your pages in creating a demand for the article it is taken by those who have no interest in it and offered at a price that brings no profit. So the good that we've built up is lost."

Professor Arbutnot discussed the subject of price cutting from an economic and academic standpoint.

Mr. Joy said that the attitude of the Government toward business men and consumers is that the control of retail prices by manufacturers must cease, and that the consumer is the ultimate victim.

Mr. Brandeis told the advertisers that to denounce the Sherman law would be a mistake, because it is their best means of protection.

"It is because men have confused your demand for the right to preserve and extend the reputation you have given your goods with the proposition of a monopoly," said Mr. Brandeis, "that the danger of which you complain exists. You must draw clearly that distinction, and frown on any general denunciation of the law. Your position is clear and is beneficial to both trade and public."

A miniature newspaper, the Evening Assassin, was distributed to those present by several leather-lunged newsboys of Times Square, who dashed through the hall shouting "Extra, Extra." It contained a travesty on the men and program of the evening.

Among those at the dinner were Paul Block, B. F. Birmingham, Frank Cole, George W. Coleman, Cyrus H. K. Curtis-Truman A. De Weese, Bruce Drysdale, F. A. Duneka, R. O. Eastman, Abraham Erlanger, Matthew B. Claussen, H. S. Firestone, R. J. Firestone, George S. Fowler, Robert Frothingham, H. W. Gage, G. Howard Harmon, O. C. Harn, Herbert L. Houston, David Huyler, Frank De K. Huyler, W. K. Kellogg, F. J. Low, George B. Mallon, Robert McBride, L. C. McChesney, James S. Metcalfe, J. Rowland Mix, William J. Neal, Nat Olds, L. E. Olwell, N. T. Pulsifer and C. R. Seelye.

Told the Truth for Once.

An Illinois editor who became tired of wailing the whitewash in the matter of obituaries decided to reform and tell the truth just once. He commented as follows upon the death of a well-known citizen:

Died.—Aged fifty-six years, six months and thirteen days. Deceased was a mild-mannered pirate with a mouth for whiskey and an eye for booty. He came here in the night with another man's wife and joined the church at first chance. He owes us several dollars for the paper, a large meat bill, and you could hear him pray six blocks. He died singing: "Jesus Paid it All" and we think he is right; he never paid anything himself. He was buried in an asbestos casket, and his many friends threw palm leaf fans in his grave, as he may need them. His tombstone will be a favorite resting place for hoot owls.

COLEMAN AT QUOIN CLUB.

Gives Resume of Work Done During His Term of Office.

George W. Coleman, president of the A. A. C. of A., and Douglas D. Graves, chairman of the national program committee, were the guests and principal speakers at a luncheon of the Quoin Club at the Fifth Avenue Restaurant, Thursday, attended by about 100 members and delegates representing advertising organizations of this city.

Mr. Coleman gave a resume of the work of the Associated Advertising Clubs of America during his term of office, laying stress upon the character of service rendered by the various committees. Mr. Graves outlined the program planned for the convention at Baltimore, and gave some idea of the extent of the ad men's activities during that week.

Among those at the luncheon were R. H. Waldo, president of the Quoin Club; W. J. McIndoe, chairman of the program committee; Herbert S. Houston, Joseph Ford, O. S. Kimberly, Frank C. Hoyt, H. D. Wilson, W. H. Johns, Leroy Farnum, William H. Ingersoll, George French, S. E. Leith, W. H. Ukers, Edward P. Coil and J. N. Adams.

ST. LOUIS STAR SOLD.

(Continued from page 1.)

new associates in St. Louis will give the Star financial standing, such as is enjoyed by only a comparatively few newspapers in this country.

Nathan Frank, in announcing the sale of the paper, stated when Messrs. Veon and Warren came to the Star a year ago he had given them an option on the property. They have exercised this right, and with their associates had taken it over.

In their first editorial, the new publishers have this to say:

Nathan Frank has disposed of his complete holdings in the St. Louis Star to new owners.

These new proprietors are greatly pleased over obtaining the control and direction of this property.

The ownership of the St. Louis Star has been a prospect for several months. It is now accomplished.

Edward S. Lewis has been elected president of the Star-Chronicle Publishing Company, the business corporation of this newspaper.

The association of Mr. Lewis and his business allies on Washington avenue in the ownership and management is a big thing for the St. Louis Star and for St. Louis itself. Mr. Lewis was for many years the vice-president of the Hargadine-McKittrick Dry Goods Company, and his position in the business world gives the Star renewed strength with the industrial and commercial forces of this city and State.

The financial backing of the Star under its new ownership gives it immediate rank among the monetarily powerful newspapers of the nation.

Two men coming to St. Louis from the direction of other newspapers have succeeded with the Star beyond their own optimistic predictions. The Star is a strong and able newspaper and a successful newspaper as it is turned over to its new proprietors.

These new associations will do much to increase the efficiency of the service we render the community and the profit we reap for such service.

The independence of the Star has been sufficiently emphasized and proved. It will continue its well defined course as an independent newspaper, serving the whole people rather than the few; serving the cause of human rights rather than individual or private rights. There is a distinct place in every large city for such a newspaper. We have proved the existence of that place in the city of St. Louis. There is no change in the editorial management of the Star, which Mr. Warren directs.

FRANCIS FISHER BROWNE, author and editor of the Dial, Chicago, since 1880, died Sunday at a sanitarium at Santa Barbara, Cal., after a long illness. Mr. Browne maintained a residence in Chicago, but had spent the last fifteen winters in Pasadena, Cal., where he was well known.

FIRST IN QUALITY FIRST IN SERVICE

Mergenthaler Linotypes for many years have been known for their quality and service. In thousands of printing offices the world over they are efficiently and economically demonstrating these qualities. That they are the best composing machines is the consensus of opinion among both users and non-users.

This high indorsement might lead some manufacturers to "rest in peace," but we have continued our efforts to increase the value of our machines, keeping ever in mind the man who buys them and the operator who uses them. The results of these efforts are shown in



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Organize to Publish Supplement.

Newspaper publishers of Louisville, Ky., have formed a concern to be known as the Newspaper Publishers' Co., and which will be capitalized at \$100,000. It is the purpose of the new organization to publish an illustrated monthly magazine supplement designed to make an appeal particularly to rural readers. Those interested in the publication are George G. Fetter, Howard C. Wedekemper, F. P. Bush, J. Tyler Davis, F. R. Pooley, W. G. Claxton, J. W. Connor, R. T. Wade and Joseph Conkling.

Brooklyn Eagle Trolley Guide Out.

The 1913 edition of the Brooklyn Eagle's trolley-exploring book, with maps and illustrations, was issued this week. It is a book, pocket size, that will prove of much value. New regions have been found for the benefit of the trolley explorer who, guided by the book, may now seek unvisited places of interest at small cost. The many nearby trips outlined will provide great pleasure for trolley enthusiasts, who are increasing in number every year.

Convict Georgian of Another Libel.

Alexis E. Georgian, editor of a Socialist weekly newspaper, was convicted in the Minneapolis District Court of criminal libel last Saturday. The complainant

was P. V. Collins, Progressive candidate for Governor at the 1912 election, who alleged that Mr. Georgian published libelous articles concerning him during the campaign. He recently served a term in the workhouse for libeling Mayor Wallace G. Nye.

Press Comment on Alien Land Bill.

In order to learn the sentiment of the country regarding the California alien land legislation the Japan Society has made a four-day test by carefully studying about 1,300 editorials in 800 papers of this country with the following results: Editorials in 400 papers had no direct comment; 120 papers could not be classified; 207 newspapers condemn California, and twenty-five papers support its contentions.

Newspaper Towns of the U. S.

The Ayers Newspaper Directory for 1913 shows that there are in the United States 11,629 towns large enough to support newspapers.

The Pilgrim Publicity Association of Boston expects to send 110 delegates to Baltimore. Sixty have already signed up for the trip, which will be made by water.

Metal Economy

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A NEW ASSOCIATION.

(Continued from page 2.)

therefore the first step in the march for better things.

As a means to this end several hundred publishers throughout the United States have requested the committee in charge of this movement to issue a call for a convention to be held as above stated.

At this convention it will be recommended that a national organization of country publishers be formally created and, as soon as possible, an official journal established.

After organization is duly effected it will be the duty of the regularly elected officers to extend the membership until it embraces a majority of the country publishers of the United States. In the opinion of the committee this can best be done by securing the affiliation of the various State and district press associations whose membership is comprised chiefly of publishers of country papers. From the correspondence we have had with the officials of many of these organizations this can eventually be brought about. Once this is accomplished each association will be urged to send one or more delegates to the annual conventions of the national body. As the expenses of these delegates will be defrayed by the organizations they represent, it will insure at the national gatherings an attendance of men sent to do business and who will be held accountable to the organizations they represent.

AS TO ASSOCIATION FINANCES.

A small per capita tax will be sufficient for the expenses of the national body while the organization work is in progress. Later a small commission on the advertising received and the revenue derived from the official paper will supply the necessary funds.

It is encouraging to find that the great majority of country publishers heartily approve of the aims and plans here presented, but some have submitted the following questions and opinions, which we believe would be well to consider at this time:

First.—Why not work in conjunction with the advertising department of the American Press Association?

Our desire is to have the country papers get the largest possible amount of foreign advertising at the highest possible rate. We do not care how it is secured, provided it is secured legitimately. In other words, it is a cold blooded business proposition with every element of sentiment eliminated. We want the best results that it is possible to obtain, and the plan that will secure these results is the plan we would like to see adopted.

Second.—Why not leave the matter to the National Press Association?

Most of the answer of the first question applies to the second. If the National Press Association is preparing to try to do the same things we have set out to accomplish so much the better for all concerned. Two organizations striving for the same ends will not long remain apart. The country publishers affiliated with the National Press Association can join the association that will be organized in Chicago in June, or vice versa. Whatever appears to be the best plan to secure the best and quickest results will undoubtedly be the plan adopted. There is no personal ambition to be considered in this movement. Judging from the opinions expressed by country publishers in every part of the Union, they know what they want, and they know how to get it.

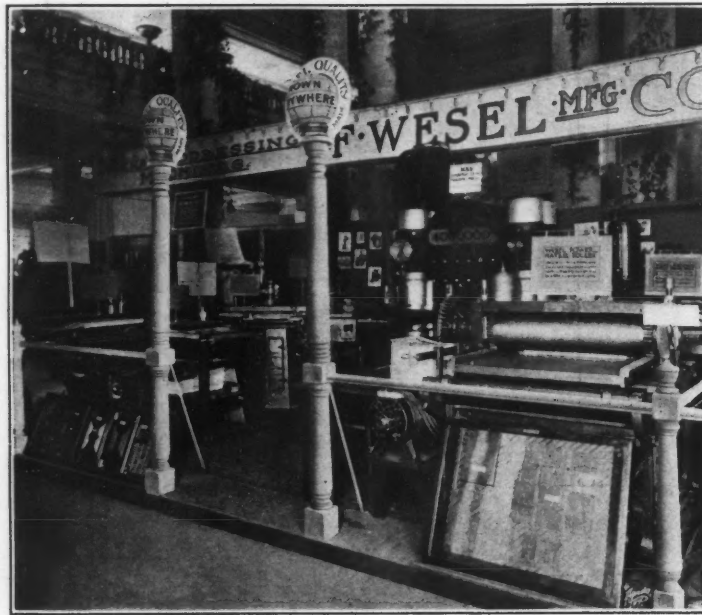
Third.—Would not a minimum advertising rate affect injuriously those papers now securing a high rate?

It would not. A minimum rate seems to be confined with a universal rate. If the majority of the country publishers could be induced to accept no advertising for less than a certain rate it would mean that those having a greater value as advertising mediums and now securing a fair rate would get a higher one.

Fourth.—The country publishers cannot be organized.

With those offering this opinion, and happily they are a very small minority, we have little patience. To this class of country publishers more than to any other cause is due the deplorable condition of the business. If the most menial of laborers, if practically every line of business and professional man can better their condition by organization then surely the country publisher can do the same.

Malcolm Severance has been incorporated at Newark, N. J., as a general newspaper and periodical correspondence agency, with \$52,000 capitalization.



ONE OF THE MOST POPULAR BOOTHS AT THE PRINTERS' SHOW.

ON-TO-BALTIMORE NOTES.

In order to provide sufficient funds for putting the incoming administration of the Associated Advertising Clubs of America on a proper financial basis, the executive committee of the body has decided to require a registration fee of \$2.50 from every delegate and guest present. It is believed that the amount thus realized will be sufficient to take care of the rapidly increasing volume of work carried on by the association. One of the things that have prevented the realization of some of the plans devised for the advancement of the work of the organization has been the lack of money in the treasury. With the \$15,000 or \$20,000 that will be realized from the registration fees, much important work can be done the coming year.

The St. Louis delegation from the Ad Men's Club has arranged for a special train to Baltimore over the B. & O. road. It will be known as the "Houn' Dawg Special," and will be made up of sleepers, a diner, buffet, baggage and observation cars. Accompanying the St. Louis crowd will be delegations from Louisville, Cincinnati and other Western cities. W. C. D'Arcy, president of the D'Arcy Agency, has charge of the arrangements.

Thirty sermons of service will be preached by advertising men in the churches of Baltimore on the morning of June 8, and that afternoon, in Druid Hill Park. President Coleman will, tell what has been done in Ford Hall, in Boston, to increase that understanding which makes for greater harmony and greater neighborliness in the world of industry.

Allen Albert, editor Minneapolis Tribune, Minneapolis, Minn.

Frederick W. Aldred, advertising manager Gladding Dry Goods Co., Providence, R. I.

Henry Brockbank, advertising manager Atlas Flour Mills, Milwaukee, Wis.

Seth Brown, editor Standard Advertising, Chicago, Ill.

Clowry Chapman, 88 Morningside Drive, New York.

H. B. Cowan, publisher, Peterboro, Ontario, Can.

Frank T. Crittenden, president A. A. C. of Texas, Fort Worth, Tex.

J. Frank Davis, San Antonio, Rockport & Mexican Railway Co., San Antonio, Tex.

G. Grosvenor Dawe, editor the Nation's Business, Washington, D. C.

Thomas Dreier, editor Associated Advertising, Cambridge, Mass.

W. J. Eldridge, Philadelphia, Pa.

E. Allen Frost, Post Advertising Association, Chicago, Ill.

E. Allen Frost, vice-president the Filene Co., Boston, Mass.

George B. Gallup, Boston, Mass.
David Gibson, Caxton block, Cleveland, O.

Henry E. Groffman, Cluett, Peabody Co., New Orleans, La.

S. Roland Hall, principal School of Advertising, Scranton, Pa.

Emerson P. Harris, president Harris-Dibble Advertising Co., New York City.

George C. Hubbs, advertising manager United States Tire Co., New York City.

William H. Johns, Batten Agency, New York.

Fred E. Johnson, Dallas, Tex.
Robert Newton Lynch, vice-president California State Development Board, San Francisco, Cal.

J. A. MacDonald, editor Toronto Globe, Toronto, Ontario, Can.

Wilbur D. Nesbit, Mahin Advertising Agency, Chicago, Ill.

J. Newton Nind, editor, Grand Rapids, Mich.

John Clyde Oswald, president American Printer, New York.

John Renfrew, advertising agent Home Builders, Los Angeles, Cal.

Charles G. Wood, editor New Bedford (Mass.) Times.

James Schermerhorn, editor Detroit Times.

O. J. Gude, New York.
Herbert N. Casson, New York.

MacDonald Would Print Suffragette.

James Ramsay MacDonald, chairman of the Labor party in the House of Commons, in discussing the question of the suppression of the London Suffragette by the Government, contends that it is illegal to suppress a newspaper irrespective of what it is going to print. He announces that if necessary he will become manager of the National Labor Press and will publish the Suffragette and take the consequences. Mr. MacDonald is a newspaper man.

Memorial to Three St. Louis Editors.

Designs for the Preetorius-Schurz-Daenzer memorial, to be built at a cost of about \$25,000, in honor of St. Louis' three foremost German editors, Emil Preetorius, Carl Schurz and Carl Daenzer, have been placed in the Public Library of that city for public inspection. A committee will begin sittings this week to decide on a choice of design. The site for the memorial has not been determined, but it will probably be one of the city parks.

The Advance (Tenn.) Sentinel has appeared again, after a lapse of several weeks.

CHANGES IN INTEREST.

WATERLOO, Ill.—Nelson A. Rickert has sold his weekly newspaper, the Times, to Charles V. Dalkert.

F. S. Dodd, former publisher of the Decatur (Ill.) Herald, has purchased the plant and good-will of the Richmond (Ind.) Item, and is now in Chicago. Announcement is made that the policy of the paper will not be changed.

LIBBY, Mont.—Mrs. Jewel A. Kennedy and James K. Lang have purchased the Western News plant from E. A. Southwick.

CORDELL, Okla.—The Beacon Publishing Co. has bought the subscription list and business of the Rocky Record, and will in the future issue the paper from their plant. This company now owns and publishes four papers, the Cordell Beacon, the Clinton News, the Sentinel-Leader and the Rocky Record.

ODANAH, Wis.—The Star, which suspended publication for several weeks, has been purchased by H. C. Ashman.

GLIDDEN, Ia.—C. L. Reever, editor of the Graphic, has sold the newspaper to Ben J. Pruenn, for a long time in charge of the Eldon Forum.

ROANOKE, Tex.—H. C. Richards, of Breckenridge, has purchased the interest in the Enterprise from O. L. Hamilton, and has taken charge of the plant.

DAYTON, O.—The Record, a weekly publication in the interest of colored persons, was sold last week by W. A. Bell and others to Mose Moors. Thomas Norris, an attorney, is editor of the paper.

KENSAL, N. D.—E. D. Linn and L. P. Hyde, of Valley City, have bought the Journal. The new owners plan to increase the equipment and greatly improve the paper.

FOWLER, Kan.—The Gazette has changed hands, I. J. Stanton selling to Fred Bond, of Wichita.

DUNLAP, Ia.—The Reporter and Herald was sold last week to W. C. Hills, formerly publisher of the Maplewood Press.

SHINNISTON, W. Va.—William A. Meredith, editor and owner of the Salem Herald, has purchased the News from Basil Lucas.

Drop Case Against Socialist Paper.

Federal prosecution of E. V. Debs, at one time Socialist candidate for President, and J. I. Sheppard and Fred Warren, publishers of the Appeal to Reason at Girard, Kan., charging attempt to obstruct justice, was dropped in the United States Court at Fort Scott recently, in accordance with instructions received from the Attorney-General. This ends long litigation which resulted from a charge of misuse of the mails brought against those associated with the Appeal to Reason by Government authorities.

Suffrage Caravan to Have Newspaper.

The suffrage caravan which will leave early in June to carry suffrage speakers into places in New York State where the railroads do not penetrate, will issue a weekly four-page newspaper called the Home Makers' Courier. The paper will keep track of caravan happenings and also of items of local interest at the county fairs visited. Mrs. Marie Nelson Lee, the organizer and driver of the caravan, who was a reporter before her marriage, will be editor and publisher. Miss Mary Manker, of New Zealand, a pupil at the Pulitzer School of Journalism, is a member of the caravan forces.

World Man Stricken at Boxing Match.

Eugene Bertrand, fifty-three years old, a covreader on the New York World, was stricken with apoplexy a little after nine o'clock Saturday evening as he was witnessing a series of boxing matches from a box in the St. Nicholas Rink, New York. He was removed to the Polyclinic Hospital, where it was said that his condition was not serious, though his right side was paralyzed.

The Woodsfield (O.) Courier and the Monroe Republican have merged.

MODERN FRENCH NEWSPAPER WORLD.

Various Grades of Journalists and Their Functions—Humble Status of General Utility Man—Method of Launching a Paper: Caution, Money, Sources of Income, Circulation and Advertising Schemes—Stories of Paris Dailies.

By EDWARD CONNER.

There are journalists and journalists. Some have been made members of the fourth estate for the facility with which their pens could explain the political question of the day. Their reward is certain. They will find themselves Députés or Members of the Academy, while the smallest honor they can aspire to is some diplomatic administrative post.

Others look at journalism from a literary point of view; they chronicle the events of the day, spice with anecdote the heavy dogmatical account of parliamentary proceedings which their political colleagues have penned, and work up the tit-bits of scandal told them at cafés. Others plunge into the mysteries of finance and the drama. The theatrical portion of the newspaper must be well done. The financial column, too, must be carefully attended to; it is a source of great revenue.

THE UTILITY MAN.

Last on the list comes the unfortunate general "utility man," who knows the ushers at the different ministries and has a sort of backstairs acquaintance with the officials who are more or less in authority in the different Home departments. He has to run down to the Ministry of Interior or Home Office whenever an election takes place; he is sent up to Le Pere Lachaise cemetery whenever a great funeral is taking place there, and he is sent to dog some murderer—detective fashion—or wait on some large shopkeeper to take down the notes which he to assist in writing the long "puff" M. X—has ordered at five francs the line.

Again, there are the "skirmishers" of the profession; journalists or reporters who are attached to no particular paper, but who wander about all day long, picking up all sorts of items of news and making "copy" as fast as they can. A cab accident supplies this reporter with a dinner, and some undiscovered murderer enables him to obtain a suspension of hostilities from his landlord, who has vowed that once he can get rid of his unpunctual tenant another "journalist" shall never again darken his doors.

The Central criminal and the police courts are closed against him. In the former the regular staff of shorthand writers from La Gazette des Tribunaux have regular contracts with certain journals, and in the latter the briefless barristers who hang about are always ready to dress up entertaining cases, gaining, if not pay, at least a warm corner in the hearts of newspaper proprietors.

REPORTER MUST TELL TRUTH.

The reporter thrown upon his own resources finds a field for exercising his inventive powers, but this mine, he knows, must be worked very cautiously, for the notes which he writes out are apt to be contradicted, and should he prove to be untrustworthy he will soon find the door of every newspaper office closed against him. When any criminal has been sentenced he hangs about La Cour d'Assize, and with the seductive *petit verre* or offer of a drink, he succeeds in loosening the tongues of the municipal guards and policemen who have had charge of the prisoner.

This general "utility man" is on good terms with the prefect of police, the grim custodian of the morgue and other officials, from whom he obtains fresh information daily and submits to the newspapers. It is an active life; this "hard-up" journalist in France has to work like a nigger from morning till night, and be here, there and everywhere, practically at the same time. He is seldom granted favors; when invited to a luncheon, a garden party, a ball or other social function he is often too poor to make an appearance. If lucky enough to borrow the clothes and money

to pay his fare, all well and good, but this is seldom his luck.

As a rule he is not an ambitious man; he is quite aware that, being less fortunate than his confrères, he has to make way for them, and do the best he can once they have left the scenes and gathered all that was worth gathering in the way of information. The small pickings left behind are only fit for secondary or third-class newspapers. This general "utility man," though acting in a sense in a similar capacity as the freelance, should not be confounded with the latter. Freelances are both poor and rich; independence is everything.

FRENCH POLITICAL JOURNAL.

The political journal in France has assumed an importance which can only be understood by the state of uncertainty prevailing in the mind of the Parisian public. The capital has resisted every effort of decentralization, and now that no express permission is required to bring out a daily newspaper, provided the *caution money* is forthcoming, the number of journals published in Paris has increased considerably.

Each political group—and their name is legion in France—has a journal of its own wherein to air the opinions it advocates, and points to the coming man who alone can secure the welfare of the country. The *caution money* required by the Government as a guarantee for the good behavior of the paper and for the payment of fines inflicted is not difficult to find. There are always financiers to be found who are willing to provide the necessary amount in exchange for a share of the profits or a portion of the subsidies received from certain persons who are interested in having their ideas and opinions brought prominently under public notice.

A new venture or newspaper in France generally owes its origin to a luncheon or dinner at some café. The new staff gather round the *impresario*, who has obtained the substantial support of a financier, the full programme is discussed, the parts are distributed and a printer is found willing to publish the new organ. The latter is largely advertised, golden promises are held out to subscribers and readers, who are assured of the best value for money and the fullest up-to-date information obtainable, while the *feuilleton* or serial, without which no French newspaper is complete, is described as exceptionally thrilling.

LITERARY JOBBER'S AMBITION.

A literary financier or jobber who hears of the venture comes forward and offers a handsome sum for the privilege of writing the "money market" article, or expresses his willingness to share the amounts received from his colleagues as blackmail levied on promoters of public companies, or on bankers anxious to issue a new loan or put certain shares in the hands of the general public. Those who refuse to come to terms with this dreaded financial buccaneer at first are ultimately compelled to capitulate, for the unfavorable article written in one paper is maliciously echoed by others, and the public hesitates before speculating.

Another source of income is found in the first page of the newspaper, under the heading of social paragraphs. The *soirée* or evening party given by the rich parvenu is chronicled at so much per line; the arrival of the foreign prince whose castle and lands are in Spain, or elsewhere, and who comes to the simplicity of Paris tradesmen, is heralded by a paragraph which is well paid for. The "science of puffing" in France has been raised to the level of a fine art. Anonymous and gratuitous contributors give the editor details enough, while the paragraphs dropped

into the editorial letter-box prove that in France nothing can subdue the lust which some possess of publishing their neighbors' shame.

L'AGENT DE PUBLICITÉ.

The most difficult and capricious individual with whom the editor and newspaper proprietor have to deal is the *agent de publicité*, or advertising agent. This gentleman has a *clientèle* of his own. That is to say, he has persuaded a certain number of tradesmen that their interests will be better served by a regular advertisement in newspapers *he can select* than by *réclames* or any of the costly announcements painted on canvas. The *agent de publicité* undertakes to supply a maximum extent of publicity for a sum of money agreed upon between the advertiser and himself. He makes his own terms with the different journals. The latter have to prove their sales, produce the list of subscribers and satisfy the *agent* that the paper has a sale at the kiosks as well as in the streets, as the post office returns indicating the number of copies mailed stand for nothing.

Great importance is attached to the number of newspapers disposed of in the streets of Paris, consequently each journal aims at increasing its sale as much as possible. All the *kiosks* or newspaper stalls as well as news agents have to be supplied. The *Chef-de-Vente* or publisher has his staff of messengers or *porteurs*, who attend at the printing offices at the small hours of the morning and carry off piles on piles of newspapers with which they make their way to the general rendezvous in the Rue du Croissant, which is the Fleet Street of Paris.

All night long the "Marinoni" is to be heard groaning like some giant in pain in the Rue du Croissant; by the time the noise of the machinery is silent, another noise—that of the busy day crowd—is to be heard in this important thoroughfare. At one time nearly all newspapers were printed in the Rue du Croissant, the Rue Grange-Batelière and the Rue Cog Héron. Of late years, each paper has its own separate machines, and representatives are sent to the great newspaper clearing house in the Rue du Croissant. The houses in the latter narrow street are chiefly occupied by printers, publishers, news agents, who must be on the spot at all times of the day and night.

CHANGES IN PARIS PAPERS.

Many things have changed in Paris during the last few years, but few quite as much as newspapers. A few years ago a four-page newspaper used to be the rule in the French capital; now it is the exception. A few years ago news was of much less importance in the Paris press than signed articles; now the signed articles are less so. A one sou (one cent) has become the recognized price of a Paris paper. There are, of course, a few which cost two sous (two cents), but they are the exception rather than the rule. Le Petit Journal was the leader of the movement. This newspaper has now a magnificent building in the Rue Lafayette. It uses twelve linotypes and seventeen presses, and employs 800 men on its regular staff. Le Petit Journal was the first French paper to organize distribution in the provinces on a practical basis. It now has 20,000 sale depots, and prints a million copies every day.

Le Petit Parisien has surpassed this, printing 1,500,000 copies of eight pages daily, and 100,000 more on Sundays. Le Petit Parisien has its own paper mills a few miles outside of Paris, and invariably keeps 800 rolls of paper in reserve in the cellars of its offices in Paris. It prints two editions daily. It also issues a weekly colored supplement, and an agricultural publication which is also a weekly publication.

SOME IMPORTANT DAILIES.

Le Matin has five buildings in Paris, and employs 900 people. The cashier has a daily turnover of more than 75,000 francs; the paper on which Le Matin is printed alone costs 10,000 francs a day. It spends some 100,000 francs a year on foreign telegrams, and its literary and news staff is composed of 100 persons.

All the leading Paris papers have arrangements for the interchange of news with leading papers over in London. Le Journal is a more literary paper than Le Matin; its size, too, is larger, frequently running to twelve pages, and never printing fewer than eight.

Curiously enough, the Paris evening papers have not improved with their morning contemporaries. Le Temps, although it has as much authority as ever and is extremely widely read, still publishes one edition only, at about five o'clock, coming out when Parliament is sitting with a little extra sheet at nine p. m., which is sent round to subscribers only.

Le Journal des Débats has changed very little since it was first started more than 100 years ago. An evening paper with several editions is an unheard-of thing in Paris. La Presse and L'Intransigeant (both morning papers) occasionally bring out extra editions, especially if anything very important in the way of sensational news has occurred. The fact of the matter is that Parisians have other employments in the evening than newspaper reading. No evening paper has more than four pages, and the latest news appearing at five o'clock has happened somewhere between three and half-past three.

FUNERAL OF JAN SCHMEDDING.

Six of His Intimate Friends Act as Pall Bearers.

The pall-bearers at the funeral of Jan Schmedding, a brilliant newspaper man of Detroit, Mich., who died in Marfa, Tex., shortly after his arrival there in search of health, held on Tuesday, were six of his closest friends on the Detroit newspapers. They were: Charles D. Cameron and Charles D. Kelley, of the Journal, for which Mr. Schmedding had worked for ten years; William K. Kelsey, of the Times, and Henry A. Montgomery, Frank G. Kane and Louis L. Stephenson, of the News. Every newspaper in Detroit was represented at the memorial meeting of newspaper workers, in the Hotel Cadillac, on Monday afternoon. The gathering included older and younger newspaper men, his fellow workers and competitors. Suitable resolutions, presented by a committee composed of Messrs. Kelsey and Kane, were unanimously adopted.

Mr. Schmedding had been suffering from lung trouble for several years. It is said that he had for twenty-five years been one of the most industrious, versatile and brilliant reporters ever engaged on a Detroit newspaper.

NEW AD INCORPORATIONS.

BUFFALO, N. Y.—The Eddy Advertising Service; capital, \$20,000; J. Edward Plant, William A. Field, George J. Feldman.

NEW YORK, N. Y.—Fenton & Gardiner, Manhattan; general advertising; capital, \$25,000; incorporators: R. L. Fenton, W. L. Gardiner and Ira Skutch.

CHICAGO, Ill.—International Advertising Service Co.; capital, \$2,500; general advertising; incorporated by John Koelling, Charles G. Martin and Emil Kahn.

DALLAS, Tex.—W. D. Knight Advertising Co.; capital stock, \$1,500; incorporators: A. Rosenbaum, W. A. Cathey, E. V. Hardway.

Old Giant Newspaper Discovered.

In the papers of the Ferdinand Dreer estate, Philadelphia, there has been discovered what is probably one of the largest newspapers in existence. This publication is a twenty-four page paper with sheets that measure 70 by 100 inches, divided into thirteen columns of news, each forty-eight inches long. This gigantic paper was the Quadruple Constellation. It was issued fifty-four years ago by George Roberts, of 12 Spruce street, New York, and ran into an edition of 28,000 copies. It was the intention of the editor to have this publication issued every 100 years, and it required forty people eight weeks to compile it. The paper sold for 50 cents a copy.

TIPS FOR THE AD MANAGER.

The Siegfried Co., Inc., 50 Church street, New York, is preparing plans for an advertising and distribution campaign for the Kremenzt & Co. "Kremenzt Unbreakable Cuff Button," Newark, N. J.

Frank Presbrey Co., 456 Fourth avenue, New York City, is handling the advertising for the American Cigar Co., "Cremo Cigar," New York City.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, is placing orders with the same list of papers as last year for the White Sulphur Springs, White Sulphur Springs, Va.

Bromfield & Field, 1780 Broadway, New York, are making contracts with some papers in Iowa and Georgia for the Fisk Rubber Co., "Fisk Tires," Chicopee Falls, Mass. They are also placing 300 line copy for the Ajax-Grieb Rubber Co. in a large list of daily papers.

Kendall Co., 102 West Forty-second street, New York, is sending out 30 l. 3. t. a. w. t. f. contracts to a large list of city papers for the Ocean House, Watch Hill, R. I.

The Wrigley Advertising Agency, 35 South Dearborn street, Chicago, Ill., is issuing 3,000 l. contracts to some Western papers for Mite, Isabel Toilet Co., St. Louis, Mo., and Chicago, Ill. It is reported that the above agency will place orders with New York City papers for Sprague, Warner & Co., Coffee, Chicago, Ill.

The Fisher-Smith Advertising Co., 122 East Twenty-fifth street, New York City, is forwarding 28 l. e. o. d. orders to Pittsburgh Cincinnati, Columbus and Rochester papers for N. C. Polson & Co., "Polson Corn Remedy," Kingston, Ontario.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is renewing contracts with a selected list of papers for Elizabeth S. Gille, "Spun Gold," 1 Hamilton Grange, New York City.

H. E. Ayres & Co., 164 Federal street, Boston, Mass., are sending out 2,500 l. contracts to some New York State papers for the Boston Confectionery Co., "Sparrow's Chocolates, Empress Assortment," Boston, Mass.

The Bates Advertising Co., 15 Spruce street, New York, is inquiring for rates on legal advertising generally.

The Dauchy Co., 9 Murray street, New York, is renewing contracts for Parker's Hair Balsam.

The Morse International Agency, Thirtieth street and Fourth avenue, New York, is forwarding 6 in. 8 t. orders to a few New England papers for Williams & Carlton Co., "Williams' Root Beer Extracts," Hartford, Conn.

George Batten Co., Fourth Avenue Building, New York, is issuing orders to Western papers for Larus Bros. Co., "Edgeworth Tobacco," Richmond, Va. It is also placing 6,000 l. 1 yr. contracts with Kentucky papers for the Regal Shoe Co.

Albert Frank & Co., 26 Beaver street, New York, is placing t. f. readers with Eastern papers for J. W. Wuppermann Co., "Ancustura Bitters," 1600 Broadway, New York City.

Matos-Menz Co., Bulletin Building, Philadelphia, is issuing 140 l. 1 t. contracts to a few cities for J. C. Winston Co., Philadelphia.

Cheltenham Advertising Service, 150 Fifth avenue, New York, is reported to be preparing a list of newspapers for the American Hosiery Co., 225 Fifth avenue, New York City.

Henry K. Hannah, 277 Broadway, New York, is making 30 l. 2 t. contracts with some Southern papers for the Reddan Specialty Co., "Kenney Needle Shower Baths," 25 West Broadway, New York City. He is also placing 18 l. 4 t. contracts with Canadian papers for W. S. Barstow, 50 Pine street, New York City.

The Snitzler Advertising Co., Hearst Building, Chicago, Ill., is renewing orders with a large list of papers for Johann Hofmeister Beer Extracts, Chicago, Ill.

MacManus Co., Detroit Journal Building, Detroit, Mich., is forwarding orders to a few large cities for the Ford Motor Car Co., Detroit, Mich.

New Orleans States 32,000 Daily. Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

Dunlap-Ward Advertising Co., U. S. Rubber Building, New York City, and Hartford Building, Chicago, Ill., is forwarding 500 l. 1 t. orders to a selected list of papers for the United States Tire Co., New York City.

Hill & Tryon, 234 Fifth avenue, New York, are placing 100 l. 10 t. orders with large Eastern papers for the Champlain Hotel, Lake Champlain, N. Y., and Fort William Henry Hotel, Lake George, N. Y.

Mahin Advertising Co., 76 West Monroe street, Chicago, it is reported, will shortly issue contracts to a selected list of papers in large cities for Hamilton Corporation, "Hamilton Coupons," 2 West Forty-fifth street, New York City.

The Massengale Advertising Agency, Candler Building, Atlanta, Ga., is sending out orders to a few Southern papers for the Geer Drug Co., "Wilson Freckle Cream," Charleston, Ill.

Johnston-Ayers Co., 130 Kearney street, San Francisco, Cal., is handling the advertising for the Bass-Hueter Paints, San Francisco, Cal. It is also issuing contracts for Liggett & Myers Tobacco Co., "Fatima Cigarettes," St. Louis, Mo., and Sanchez & Hava Cigars, Tampa, Fla.

The J. Walter Thompson Co., 44 East Twenty-third street, New York City, is renewing some orders for the Chister Chemical Co., 2317 Madison avenue, Philadelphia, Pa., and also for Park & Pollard Co., 48 Canal street, Boston, Mass. It is also making contracts with papers in cities where drinking water is contaminated, for the Apollinaris Agency Co., 503 Fifth avenue, New York City.

Van Cleve Co., 250 Fifth avenue, is sending out orders to New York City papers only for the Hotel Nassau, Long Beach, New York.

S. H. Benson, Ltd., Kingsway Hall, London, W. C., England, is asking for rates in a large list of American newspapers.

Fisher-Smith Advertising Agency, 122 East Twenty-fifth street, New York City, placing contracts with a few New York City papers for the Hoboken Land & Improvement Co., 1 Newark street, Hoboken, N. J., Factory Terminal Building, Fifteenth and Garden streets, Hoboken, N. J.

Hill & Tryon, New York, are making 100 l. 10 t. contracts with Eastern papers for the Hotel Champlain.

John F. Murray Advertising Agency, 17 Battery Place, New York City, is placing 14 l. 2 t. a. w. 156 t. orders with some Pennsylvania papers for W. F. Young, "Absorbine," Springfield, Mass.

The Siegfried Co., Inc., 50 Church street, New York, is conducting an extensive trade building campaign for Kremenzt & Co., 49 Chestnut street, Newark, N. J. Merchandising talks are appearing weekly in the jewelry publications, and a novel series of direct literature to both the trade and to the consumer is being sent out.

The Siegfried Co., Inc., 50 Church street, New York, has begun a distribution campaign for Wordley, Allsopp & Bliss Co., makers of "No-fuss Cuff Buttons," East Kinney and Orchard streets, Newark, N. J.

THREE AGENCIES CONSOLIDATE

The Raley, Milbourne and Washington Now the American Advertising Agency, Inc.

J. E. M. Raley and the Milbourne Advertising Agency, Baltimore, Md., have consolidated with the Washington Advertising Agency, Inc., to form the American Advertising Agency, Inc., with offices in Baltimore, Washington and Richmond.

This alliance brings to the new organization recognized authority and ability to handle newspaper, magazine, street car, billboard and every other sort of good publicity.

All of the business formerly conducted by the three agencies will hereafter be handled by the American Advertising Agency, Inc., but the names of the older organizations will be retained indefinitely until the newer organization's name as successor becomes generally known.

This new organization enters the field with larger and better facilities, an increased capital, an augmented force of experts covering every branch of the business, and a patronage nearly double that of either one of the component concerns.

The Indianapolis man who lost a \$50,000 breach of promise suit to a girl who said he fell in love with the back of her neck, may be said to have got it in the medulla oblongata.—New York Sun.

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.

Table listing publications by state: ARIZONA, CALIFORNIA, FLORIDA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW MEXICO, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC. Includes circulation figures and dates.

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

H. S. Skinner, formerly advertising manager of the Sunday edition of the New York Times, has been appointed advertising director of Modern Electrics. For a number of years Mr. Skinner directed sale and advertising for the Star Expansion Bolt Co., New York, which experience he later supplemented by joining the forces of the National Cloak & Suit Co.

R. Holland, son of Col. Frank P. Holland, publisher of the Farm and Ranch, of Dallas, Tex., has joined the staff of N. W. Ayer & Son, advertising agents, Philadelphia.

Wylie B. Jones, head of the Jones Advertising Agency, Binghamton, N. Y., sailed on the Majestic last Saturday for a short business trip to London and the Continent.

Edgar H. Hodginson, formerly of the New York Evening Post, has joined the advertising staff of the Philadelphia Public Ledger.

Clarence D. Hamilton, who was for eight years artist and writer with N. W. Ayer & Son, has joined the Chappelow Agency, St. Louis, as art director.

H. L. Hamilton, formerly with N. W. Ayer & Son, has become advertising manager of the Baltimore Gas-Electric Co.

Charles H. Smith, for several years advertising manager for the C. E. Rice Florida Investment Co., of Kansas City, Mo.; Emporia, Kan., and Miami, Fla., has taken a similar position with the Astra Products Co., a new flavoring extract corporation in Carthage, Mo., capitalized at \$50,000.

Dave E. Bloch, for some time connected with the J. K. Gill Co., of Portland, Ore., and the C. E. Sheppard Co., of New York, has been appointed advertising manager of the Globe-Werneck Co., Cincinnati.

Charles E. Jones, who has been advertising manager of the New York Evening Post Saturday Magazine since it was started last winter, has resigned and is succeeded by L. M. Burr, who is advertising manager of the newspaper.

What the Ad-Sell League Does.

The Ad-Sell League of Great Bend, Ind., and vicinity issues a weekly bulletin or folder called the Ad-Sell News which is proving itself very helpful to the organization. From a perusal of the issues during the last two months it is evident that the league is composed of a live body of men, who are missing no opportunity to add to their own knowledge and to spread the gospel of good advertising among their fellows. In the April 28 number appears the report of a subcommittee on sales and distribution dealing with the distribution problems of the members of the league, which contains a lot of valuable matter.

Bill Would Take Ads from Papers.

A proposition that all future amendments to the Constitution be published by the sending of a printed copy to the residence of each elector in the State instead of having them advertised in the newspapers was presented in the Pennsylvania Lower House last week. The measure was introduced by Mr. Herman, and proposes to amend section 1 of article XVIII by striking out all reference to newspaper advertising and substituting requirement of mailing.

Issued Special Auto Race Edition.

The Bakersfield Californian recently issued a special auto race edition of 36 pages to commemorate the first automobile races that were held in the new \$100,000 track of that city. The issue contained a number of interesting automobile stories and a good quantity of auto ads.

A review of the year's activities at the third annual meeting of the Columbus Ad Club, last week, showed that the club is growing and accomplishing many things for the betterment of advertising conditions and methods. Largely through the activity of this club the State of Ohio has a new law striking a death blow at fraudulent and misleading advertising. Officers for the coming year were elected as follows: President, Ernest S. Jaros; first vice-president, Michael Abel; second vice-president, C. E. Barker; secretary, George Harry Miller; treasurer, Charles S. Anderson; recorder, Harry Hanna; librarian, Earl English, and executive committee, E. Roy Parsons and L. H. Bulkeley.

The weekly session of the Birmingham Ad Club was a genuine business meeting. A plan of work was mapped out along service lines which will be useful to all advertising merchants. J. K. Sterne was named chairman of a special committee to work out the details of the plan and report back to the club at the next meeting. The club will then get out a prospectus of the plan and start active work.

The Wheeling Ad Club at a well-attended meeting last week elected delegates to the Baltimore convention, and gave attention to a number of other matters. It was decided that the delegates pay their own expenses. The following were named: H. F. Gordon, delegate-at-large; S. D. Clegg, W. B. Elliott and John H. Rennard; alternates, Charles Sonneborn, G. W. Greig, Joseph Reass, Jr., and Paul Nemeyer. As a closing feature the members participated in a trade-mark contest that developed no small interest.

J. Tom Taylor, addressing the Fort Worth (Tex.) Ad Club on "The Local Advertising of a Nationally Advertised Article," at its weekly meeting, declared that the best—the one great essential in store publicity—is the daily press, and to this medium one must look for the greatest and most satisfactory results. He said that advertising was business insurance, and that hard times affected advertised goods last and least.

The Atlanta (Ga.) Ad Men's Club packed Cafe Denechoud to its capacity last week, when 150 members and their invited guests gathered for the long heralded "Gigantic Jag of Joy," which proved the most successful get-together-and-get-acquainted meeting in the history of the organization. Everyone was tagged with large trunk checks, "I am so-and-so, who are you?" and everyone knew everybody else before the French-Italian dinner was concluded, and the smoker and vaudeville was under way.

That all advertising is good, but that some is better than others was the declaration made by Don C. Seitz, business manager of the New York World, during a speech Saturday at the noon luncheon of the Pittsburgh Publicity Association. "A vigorous newspaper with a large circulation," he continued, "is probably the best medium of advertising that a merchant who is out after business can find. The daily newspaper has been tried out, and it has not yet been found wanting in bringing results to advertisers when space has been rightly used. The growth of the great metropolitan newspapers shows that they are recognized as the best methods for business men and others to reach the buying public."

A new advertising club has been organized at Brockton, Mass. It is to be called the Old Colony Shoe and Leather Advertising Men's Association, and is composed of advertising men in the shoe and leather business in Brockton and the shoe towns in the immediate vicinity. The officers are: President, Frank L. Erskine, W. L. Douglas Shoe Co.; vice-president, W. S. Kent, the Shoeman; secretary, C. F. Garniss, M.

DIRECTORY OF ADVERTISERS AIDS.

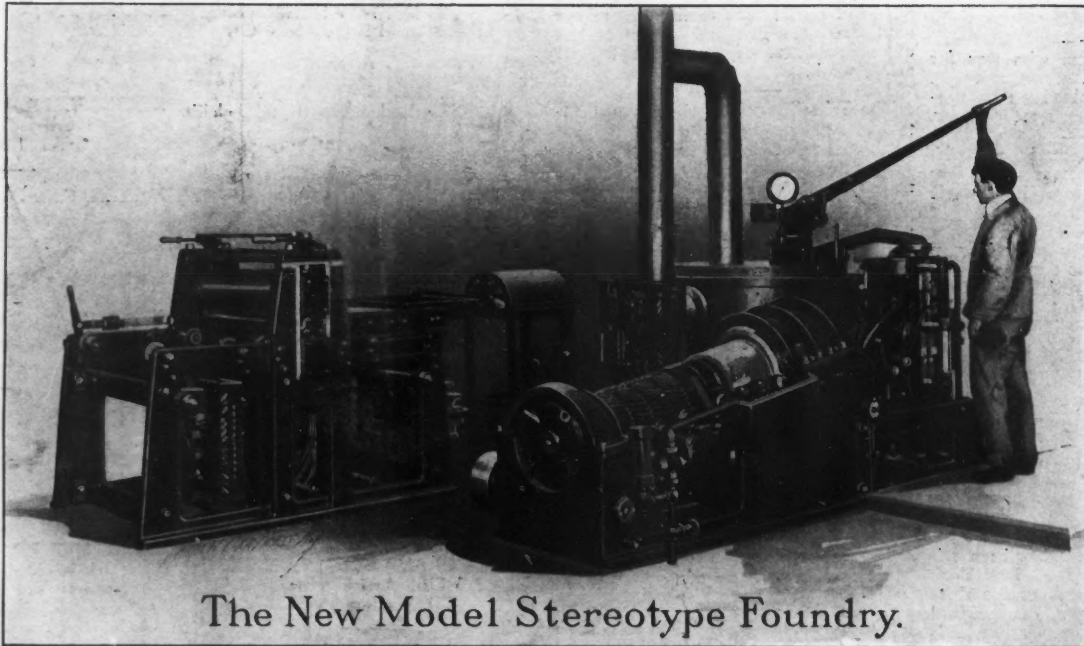
Publishers' Representatives	Advertising Agents
ALLEN & WARD Brunswick Bldg., New York Advertising Bldg., Chicago	AMERICAN SPORTS PUB. CO. 21 Warren St., New York Tel. Barclay 7095
ANDERSON, C. J., SPECIAL AGENCY Marquette Bldg., Chicago, Ill. Tel. Cent. 1112	ARMSTRONG, COLLIN ADV. CO. 115 Broadway, New York Tel. 4280 Rector
JOHN M. BRANHAM CO. Brunswick Bldg., N.Y., Mallery Bldg., Chic. Chemical B'ldg., St. Louis.	BRICKA, GEORGE W., Adv. Agent 114-116 East 28th St., New York Tel. 9101-9102 Mad. Sq.
BUDD, THE JOHN, COMPANY Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis	FRANK, ALBERT & CO. 26-28 Beaver St., New York Tel. Broad 3831
CARPENTER-SCHEERER SP. AGCY Fifth Ave. Bldg., New York People's Gas Bldg., Chicago	HOWLAND-GARDINER-FENTON 20 Broad St., New York Tel. Rector 2573
CONE, LORENZEN & WOODMAN Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City	LEE-JONES, Inc., General Advertising Agents, Republic Building, Chicago.
DE CLERQUE, HENRY, Chicago Office, 5 S. Wabash Ave. New York Office, 1 W. 34th St.	KIERNAN, FRANK & CO. 156 Broadway, New York Tel. 1233 Cortlandt
HENKEL, F. W. People's Gas Bldg., Chicago Tel. Randolph 3465	MEYEN, C., & CO. Tribune Bldg., New York Tel. Beekman 1914
KEATOR, A. R. 715 Hartford Bldg., Chicago, Ill. Tel. Randolph 6065	SECURITIES ADV. AGENCY 27 William St., New York Tel. Broad 1420
LINDENSTEIN, S. G. 118 East 28th St., New York 30 North Dearborn St., Chicago	ANKRUM ADVERTISING AGENCY Classified Specialists 431 S. Dearborn St., Chicago, Ill.
NORTHROP, FRANK R. 225 Fifth Ave., New York Tel. Madison Sq. 2042	CLASSIFIED AD COMPANY Clearing House For All Agencies Karpen Bldg., Chicago.
PAYNE & YOUNG 747-8 Marquette Bldg., Chicago 200 Fifth Ave., New York	GUENTHER-BRADFORD & CO. 64 W. Randolph St., Chicago Newspaper and Magazine Advertising
PULLEN, BRYANT & FREDRICKS CO. 225 Fifth Avenue, New York. Tel. Madison Sq. 9729.	LEVEN ADVERTISING CO. 175 5th Ave., New York. Majestic Theatre Bldg., Chicago.
PUTNAM & RANDALL, 45 W. 34th St., New York Tel. Murray Hill 1377	THE BEERS ADV. AGENCY Lat.-Am. Off., 37 Cuba St., Havana, Cuba N. Y. Office, 1710 Flatiron Bldg.
VERREE & CONKLIN, Inc. 225 Fifth Ave., New York Tel. Madison Sq. 962	THE EXPORT ADV. AGENCY Specialists on Export Advertising Chicago, Ill.
STOCKWELL, W. H. 629 People's Gas Bldg., Chicago Canadian papers exclusively.	
A. Packard Co.; treasurer, Forrest N. Vincent, Emerson Shoe Co.	
The Affiliation Ad-Fest of the Buffalo, Cleveland, Detroit and Rochester Ad Clubs will be held under the auspices of the Buffalo Ad Club, June 14. At the morning session the subject for discussion will be "How to Make the Letter Produce," and a number of men competent to talk on this subject will be heard. At the afternoon session there will be a free and open discussion on "Analyzing of Sales and Advertising." There is to be a banquet in the evening, at which the speakers will be Alvin G. Hunsicker, Thomas Martindale, George H. Perry and Roy B. Simpson.	The choice of secretary fell upon N. T. Clancy, advertising manager of Lowman & Hanford, and for treasurer the club selected R. E. Maxfield, who is treasurer of the Seattle Post-Intelligencer. In addition to these five officers, there are four trustees, making a governing body of nine. These trustees are A. J. Lennon, merchant; H. A. Schoenfeld, merchant; B. L. Swezea, show and commercial printing, and W. F. Foster, outdoor publicity. The club selected George F. Vradenburg, retiring president, as its delegate to the Baltimore convention, and Mr. Vradenburg will be accompanied by J. C. Gaffney, merchant; Lawrence Nicolai, of the Seattle Post-Intelligencer, and C. P. Constantine, of the Constantine Advertising Service.
Keator Adds Our Boys and Girls. A. R. Keator, Hartford building, Chicago, has been appointed Western representative for Our Boys and Girls, the new Sunday supplement magazine published in connection with the New York Sun, Buffalo News, Pittsburgh Leader, Minneapolis Tribune, Washington Herald and Chicago Inter-Ocean.	

Mr. Publisher—

Sir:—As it will interest you to have an account of the operation of the New Model Foundry which we exhibited at the recent Publishers' Convention, we take the liberty of offering it herewith.

The New Model Foundry, an illustration of which is here shown, consisted of a SEMI-AUTO-PLATE MACHINE, an Autoplate Molding Machine, and a Wood Scorcher, and was worked with Wood Dry Mats. No other apparatus was present or necessary.

The Foundry occupied a space of but 15 x 22 feet, and produced an average of 200 plates a day. The quality of the plates—all of which were cast from Wood Dry Mats—was of the highest order; while the Dry Mats showed themselves vastly superior to wet mats in durability, as well as in the perfection of their product.



The New Model Stereotype Foundry.

In order to illustrate the ease upon type of the Wood Dry Mat and the Autoplate Molding Machine, over 100 mats were molded from a form of linotype slugs and founder's type without perceptible wear. The fact that wood type also was run in the form, and that it can now easily be used upon newspaper work, in small or poster sizes, without the slightest delay or trouble, was a characteristic of the Dry Mat which caused no little astonishment to the practical men present.

Gratification was particularly expressed because steam or electric drying tables are no longer necessary, and hereafter will cease to be a hindrance to quick starts. Repeatedly, two starters were made and delivered, ready for press, in **but 3 minutes** from "receipt of form." We need not add that without the Wood Dry Mat and the Semi-Autoplate Machine such time is absolutely impossible.

With the creation of the New Model Foundry a complete revolution has occurred in the making of printing plates for the smaller newspapers. Our method has made of stereotyping a simple, quick, and inexpensive process, and we strongly urge all who are working in the old-fashioned way to adopt it unhesitatingly, for it will save them not only valuable time, but money, space, and uncertainty as well.

Autoplate Company of America

HENRY A. WISE WOOD, President.

BENJAMIN WOOD, Treas. & Gen. Mgr.

1 Madison Avenue

New York

