

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 11, No. 49

NEW YORK, MAY 25, 1912

5 Cents a Copy

### ALL RECORDS BROKEN AT DALLAS.

#### EIGHTH ANNUAL CONVENTION OF ASSOCIATED ADVERTISING CLUBS GREATEST IN HISTORY OF ORGANIZATION.

**Geo. W. Coleman Re-elected President and Baltimore Secures Gathering for Next Year—Total Registration of Delegates and Guests 2,371, or 111 More Than Were Present at Boston Last Year—Convention Characterized as Great Step Forward in Campaign for Honesty and Cleanliness in Advertising—Splendid Work Accomplished by Various Committees During the Year as Evidenced in Their Reports—Story of the Convention in Full.**

[We are pleased to present to our readers a complete telegraphic report of the proceedings of the eighth annual convention of the Associated Advertising Clubs of America by Frank L. Blanchard, managing editor of THE EDITOR AND PUBLISHER, together with some of the notable addresses and lay sermons.—EDITOR.]

DALLAS, Tex., May 23.—George W. Coleman was re-elected president and Fred E. Johnston, of Dallas, was elected vice-president of the Associated Advertising Clubs of America in the closing session of the convention held this afternoon. P. S. Florea, of Indianapolis, was re-elected secretary, and G. W. Mekeel, of Minneapolis, was re-elected treasurer. Baltimore was chosen as the next place of meeting, receiving 565 votes against Toronto's 407. San Francisco withdrew from the contest before the balloting began.

The sessions of the last day of the convention were held in the Coliseum, a great building in which horse shows and other exhibitions take place. Although the round of entertainment provided by the Fort Worth Ad Club yesterday had left everyone somewhat weary, the attendance was commendably large and much interest was manifested in the proceedings.

#### NEW YORK AD LEAGUE AWARDED PRINTERS' INK CUP.

Much of the morning session was devoted to the reception of reports of various committees. The Printers' Ink Cup committee awarded the trophy to the New York Advertising Men's League, the presentation speech being made by I. I. Lorch, of Dallas, who spoke in a most graceful manner. Gerald B. Wadsworth, president of the Eastern Division, accepted the cup for the New York Club. This emblem is awarded annually to the club making the best record for efficiency in educational and other work. It must be held three years in succession before it becomes a club's property. The Des Moines Club has held the cup for two years, but as the New York League has been a close second, the former club decided not to compete this year on the ground that if it should win it for the third time it would put an end to further competition for the cup.

Mr. Wadsworth, in his address, paid a graceful tribute to the Des Moines Club. Richard H. Waldo, general manager of *Good Housekeeping*, who is chairman of general publicity committee, paid a very appreciative compliment to his associates, and said that they were undoubtedly the best men that could be selected. The work of the committee, he said, had been carried on under considerable difficulty, but he said he was glad to say that, through co-operation of a number of magazines and newspapers, that committee had been able to present, free of charge, a considerable amount of information to the public concerning the aims and purposes of the organization.

George French, of Boston, delivered an address on "The Standard of Qualifications of an Advertising Man." He dwelt especially upon the importance of honesty in advertising, and said that if an advertising man worked long enough and hard enough, with truth for a goal, he could not but succeed in the end.

John W. Philip, of Dallas, chairman of the Boston mileage banner committee, announced that that emblem, which had been given each year to the club traveling the longest distance and bringing the largest delegation, had been granted to the San Francisco Ad Club. A new feature of this year's convention was the awarding of a ladies' trophy to the club bringing the largest number of women. This trophy, which is an artistic bronze medallion of a Venus blowing a trumpet, was presented by Herman Phillipson, of Dallas, and was won by the Roswell (N. M.) Ad Club.

E. R. King, the president, in a speech accepting the trophy for his organization, said that the trip to Dallas had been made in automobiles over 600 miles of road. During much of the journey no ranch houses or homes of any kind were to be seen for forty miles at a stretch. While the hot sun blazed upon the party all the way, the women did not seem to mind either the heat or the blistered faces that resulted from the long ride.

The report on divisional work, prepared by R. Winston Harvey, Lynchburg, Va., was read by Gerald B. Wadsworth, of New York. Mr. Harvey recommended that the present division be continued. He thought that much benefit was being derived by the individual organizations through such an arrangement. It was only by getting the clubs together at stated intervals that a broad and enthusiastic policy could be maintained.

#### THE KELLOGG PRIZES AWARDED.

The Kellogg prizes, amounting to \$1,000, offered by the president of the Toasted Corn Flakes Co. for the best advertisements submitted, were then awarded. As an illustration of the value of the contest in bringing out new  
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#### Central Union Endorses Strike.

The Chicago Federation of Labor has adopted resolutions indorsing the strike of pressmen, stereotypers, drivers and newsboys employed by the Chicago papers. The adoption of the resolution carried was an indorsement of the breaking of the contracts by the unions involved in the strike.

#### St. Louis Sunday Paper Sold.

C. M. Hanaway, proprietor of the St. Louis Sunday Telegraph, a publication devoted to sporting news, has disposed of his interest in the paper to Dennis J. Sweeney, secretary of the St. Louis Ten Pin Association.

#### Munsey Not for St. James.

Frank A. Munsey, whose activity in the support of the candidacy of Theodore Roosevelt has led to the statement that such activity was based on the promise of the ambassadorship to the Court of St. James, has authorized a denial of any such promise. Mr. Munsey characterizes the story as "foolish and sensational."

### AFTER PRESS AGENTS.

#### CONGRESSMAN NELSON ASKS FOR INVESTIGATION OF PUBLICITY BUREAUS.

WASHINGTON, May 23.—The Government press agents have come under the investigating eye of the Democratic majority of the House of Representatives.

For some years the number of press agents has been steadily growing. Where there have been no appropriations which could be used to pay for the services of young men who could write entertaining things for the papers about their chiefs, they are enrolled under various designations, but they are there as a rule and their tribe is increasing.

Perhaps nothing would have been done for some time to come had not the committee investigating the meat inspection charges had its attention called to the circulation by the Department of Agriculture of what it termed misleading and garbled reports of the hearings before the Moss committee. These reports, purporting to be verbatim reports of the hearings, were circulated among the correspondents and newspapers on Department of Agriculture paper and under the department frank.

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### HEYBURN AFTER NEWSPAPERS.

#### Idaho Senator Claims They Publish News of Senate Executive Sessions.

Senator Heyburn has discovered that in some manner which he has been unable to ascertain news of executive sessions of the Senate, which are supposed to be as inviolate as the grave, gets out and is printed.

This is so serious a matter that the Senator has introduced a resolution which may some day prove very embarrassing to any newspaper which prints such news, although it appears that the purveyor of it is not aimed at. The Senator's resolution is as follows:

"Resolved, That any paper publishing the proceedings of an executive session, of the Senate, or what purports to be the proceedings of an executive session, shall not be entitled to the privileges of the press gallery of the Senate; and

"Resolved, That the sergeant-at-arms of the Senate be instructed to exclude from the press galleries any representative of any paper publishing such report who may be found therein."

#### Honesty in Advertising.

Charles Frederick Higham, an English exponent of business efficiency and an authority on British advertising, was interviewed in this city while en route to Dallas. He said: "British advertising succeeds because it is sincere, and the most economical advertising in England is to be found in the columns of the daily papers. If an article is good and is advertised well and intelligently, it will succeed because people are more and more inclined to believe British advertisements. They believe them because they are true."

#### Chicago Will Keep Newsstands.

The action of the Chicago city council under which the chief of police was to be instructed to remove all newsstands from street corners in that city and newsboys were compelled to keep moving, to which we directed attention last week has been vetoed by Mayor Harrison on the ground that the council's action conflicts with a city ordinance.

### SAMPLE COPY SUIT

#### Atlanta Journal Wins Action Brought by Government for Big Postage Bill—Case Dismissed by Judge Padee of United States Circuit Court—Decision Indicates That Method of Mailing Sample Copies Was Legal.

The suit brought by the Government against the Atlanta Journal for \$1,377.82, alleged to be due the Government for postage on sample copies, was dismissed by Judge Don A. Pardee, of the United States Court for the fifth judicial circuit court last week.

#### JUDGE PARDEE'S DECISION.

In his decision Judge Pardee says in part:

The facts are that in 1908 the Atlanta Journal Company sent through the mails for delivery to subscribers 691,112 pounds of the Semi-Weekly Journal, and also during the same year sent through the mails for transmission and delivery to divers persons, not subscribers or news agents, and as sample copies, 113,706 pounds of the Semi-Weekly Journal; for and all of which, as publications of the second class, the Journal company paid the postage of 1 cent a pound, and as provided in the act of Congress approved March 3, 1885, 23 Statutes at Large, 387.

Now it seems that on December 4, 1907, the postmaster-general promulgated a regulation, taking effect January 1, 1908, amending rule 456 of the postal laws and regulations and pertaining to second-class mail matter, to the effect that sample copies of publications entered as second-class matter shall be accepted for mailing at the second-class postage rate of 1 cent per pound to the extent of 10 per cent. of the total weight of copies mailed to subscribers during the calendar year.

#### WHAT RULE PROVIDES.

This rule has detailed provisions as to what are sample copies and the handling of the same, but it particularly provides that should a publisher offer for mailing as sample copies in excess of the amount above described, the postmaster shall require on such excess a deposit of money sufficient to cover postage at the transient second-class rate of 1 cent for each four ounces, etc., and report the matter with details to the third assistant postmaster-general.

According to this rule the Journal company was entitled to mail as sample copies of the Semi-Weekly Journal, during the year 1908, 69,111 pounds of mail matter. The company actually mailed as sample copies of its publication 44,595 pounds in excess of the 10 per cent. limitation. Upon this excess, the Journal company paid postage at the rate of 1 cent per pound, and the matter was transmitted through the mails; and this suit is brought to recover the difference between that 1 cent per pound rate and the transient second-class rate of 1 cent for each four ounces.

#### BEYOND HIS AUTHORITY.

It is inferable from the declaration, and it is admitted at the bar, that the copies of the Semi-Weekly Journal transmitted through the mails for which the excess postage was claimed, were sample copies in fact, and entitled to be carried in the mails as sample copies, within the purview of the act of Congress of 1885, unless the regulation promulgated by the postmaster-general in December, 1907, deprived them of that character and made them liable to a postage rate of 4 cents per pound, instead of a rate of 1 cent per pound, as provided in the act of 1885. The regulation does not specifically define sample copies nor change the actual character of the matter. It restricts the quantity of sample copies publishers of publications of the second class may send through the mails as "sample copies" at 1 cent per pound. In effect, the regulation restricts the publishers' rights under the statute, changing to his injury both classification and rate, and this is beyond the authority of the postmaster-general.

## ALL RECORDS BROKEN.

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talent in the advertising field, the speaker referred to the fact that one of the winners had already been placed in a good paying position as an advertisement writer. The first prize of \$250 was won by H. Putney, of the Leavenworth Ad Club. An additional sum of \$100 was given to the club itself for having the prize winner among its members. The second prize went to William Woodhead, of the Advertising Association of San Francisco. Other prize winners were W. M. Bayless, of Toledo, O., and Carl Reynolds, of Columbus, O.

### ATTENDANCE RECORDS BROKEN.

The report of Lewin Plunkett, of Dallas, chairman of the registration committee, showed that the total registration of delegates was 549, as compared with 405 at the Boston convention. The members of the clubs, including the voting delegates at the 1912 convention, was 917, or one more than at the Boston convention. The number of guests registered in Dallas was 367, as against 592 at Boston. The number of women registered at Dallas was 538, while at Boston there were only 345. The total registration was 2,371, or 111 more than at the convention of last year. It was not until the afternoon session was in progress that one obtained any accurate idea of the number of delegates attending the Dallas convention. Every one of them was in his place when President Coleman called the meeting to order. The galleries on either side of the main floor were filled with the wives and guests of the delegates and with visitors from the city of Dallas.

The interest of the occasion centered in the selection of the convention for 1913. All the week long the three candidates for the honor, San Francisco, Baltimore and Toronto, had been hard at work presenting their several claims to act as hosts next year. San Francisco brought to Dallas a splendid delegation. It occupied commodious headquarters at the Waldorf, in front of which was suspended an electric sign reading "San Francisco, 1913." There were a number of ladies in the party who did excellent missionary work in behalf of the Golden Gate city. They distributed badges, ostrich plumes and souvenirs of various kinds. The delegation brought along a black bear and paraded with it about the streets.

### BALTIMORE WORKED HARD.

The Baltimore delegation, headed by E. J. Shay, president of the Baltimore Ad Club, worked hard all week trying to secure pledges for votes on the floor of the convention for to-day. The club's campaign included personal missionary work in the hotel lobbies, in the convention hall and at the several luncheons that were given during the week. The club brought from Baltimore an excellent band, which furnished music not only for the parades that took place several times a day, but also played at the sessions of the convention at the Opera House. The delegates, who are mostly young men, had become letter perfect in the rendering of appropriate songs, and sang whenever opportunity offered.

The Toronto delegates, clad in their kilties, and often preceded in marching to and fro from the convention hall by two bagpipers, attracted much attention in the streets and in the hotel. They were not as aggressive in their work as either the San Francisco or Baltimore delegates, but they never failed to make an impression whenever they presented their claims.

W. A. Lydiatt, president of the Toronto Club, would not allow any of his men to exaggerate the attractions of Canada or make rash promises as to the entertainment that would be afforded in case Toronto should secure the convention of 1913.

It is not to be wondered at, therefore, that at the end of a week's campaign the interest of the visitors and delegates was stimulated to a high pitch.

### SAN FRANCISCO WITHDREW.

When the time had arrived when the determining of next year's convention city came up, everybody was on the quiver. William Woodhead, of San Francisco, sprang a surprise upon the delegates when he announced that after consulting officers of the association, and after having talked with many of the delegates, San Francisco had concluded to withdraw from the contest on the ground that it might be for the best interests of the organization not to hold the convention at such a distant point as San Francisco next year. As the club had spent some \$25,000 on its campaign, this act of the San Francisco Club was regarded by the convention as an especially praiseworthy act.

The claims of Baltimore were presented by President E. J. Shay, and the nomination of Baltimore was seconded by C. F. Hershey. Mr. Shay's arguments for the Monumental City have been so frequently presented in these columns that it is hardly necessary to enumerate them here. Mr. Shay promised the association that if they would come to Baltimore they would be given a taste of true Southern hospitality. He had in his possession agreements made and signed by the leading hotel proprietors of the city to the effect that they would not advance rates beyond present schedules. Dr. James A. MacDonald, of Toronto, was received with hearty applause when he came forward to present claims for Toronto. He made an eloquent speech and made a decidedly favorable impression on the delegates. At the conclusion of his remarks the convention proceeded to vote on the question as to which city would be accorded the honor of entertaining the convention next year.

The ballot in the end showed that Baltimore had received 565 votes and Toronto 407. Baltimore's victory was greeted with rounds of applause.

Dr. MacDonald made a motion that the selection of Baltimore be unanimous, and the same was carried.

The Canadians took their defeat stoically, but undoubtedly they were greatly disappointed, as they had spent thousands of dollars upon their campaign.

At the close of the convention the delegates walked about the grounds and along the paths for the benefit of the moving-picture photographer. At six o'clock a cattle barbecue was served in one of the large buildings on the fair grounds. To-morrow the delegates will start on their trip of a thousand miles around the State of Texas.

F. L. B.

### John D. Lane Joins Sun Forces.

John D. Lane, for the last nine years exceedingly active in the Wall Street advertising field, has taken charge of the financial advertising of the New York Sun and the Evening Sun. He had previously served as advertising manager of the New York Financial World, prior to which he was with the advertising department of the Wall Street Journal. Mr. Lane made an enviable record on The Financial World in obtaining the very cream of financial advertising for that publication. He assumed his new duties on Thursday, May 17, with headquarters at 25 Broad street.

### North Dakota Daily Embarrassed.

The Fargo (N. D.) Forum, one of the oldest newspapers in the State, went into the hands of a receiver last week. The liabilities are placed at \$86,000, with assets considerably more. The publication will be continued with the same staff and policy unchanged, according to a statement given out by the receivers.

The prize slogan adopted by the Atlanta Ad Men's Club last year previous to the Boston convention, "Atlanta Always Ahead," has been adopted by the city of Atlanta and is used on many occasions, and will be emblazoned upon all of its banners and literature.

### Fear Half-Cent Newspapers.

Opposition to the proposal to coin three-cent pieces and half-cent pieces has developed from unexpected sources. A number of daily newspaper publishers fear that it will mean the half-cent daily. The bill passed the House last week and is now in the hands of the Senate Committee on Finance. It is believed that the measure will be reported to the Senate. The measure was introduced by Representative Buckley of Cleveland.

### Editor Entertains Mrs. Beach.

Frank W. Willis, editor of the Waterloo Press, of Waterloo, Ind., entertained Mrs. David Beach, who is walking from the Globe office to the Chicago Daily News office. Mrs. Beach had completed 891 miles when she reached Waterloo. She finds she is not getting enough nourishment from her salads. The vegetables she prefers—carrots, spinach and beets—are not always available and she has had to be content with lettuce, cabbage and dandelion, with raw potatoes and green onions and French salad dressing. Her menu also consists of apples, banana soufflés and nuts. Her drinks have included pineapple juice, orange and lemon juice mixed. Her schedule calls for her arrival at the News office by June 1.

### Albany Press Club Dines.

Employees of the editorial and advertising departments of newspapers in Albany, N. Y., had a beefsteak supper at Kapp's Hotel, Rensselaer, on May 15. This was the get-together dinner of the Eastern New York Press Club, an organization formed to promote the welfare of news writers and writers in the Capitol district. Fifty of the seventy-five eligible in Albany have joined the club, and as soon as officers are elected the enrollment of editors and advertising men outside of Albany will be taken up. Already several have expressed a desire to join.

There will be meetings once a month, at which prominent newspaper men will be invited to speak. It is expected that Colonel Henry Watterson, of the Louisville Courier-Journal, will give the club a talk early in the fall.

### Prosperity of the Augusta Chronicle.

At the first annual meeting of the stockholders of the Augusta Chronicle Publishing Co., held on May 13, at Augusta, Ga., the old board of directors, together with the old officers, were re-elected. A dividend of \$5 per share on the common stock of the company (\$75,000) was declared out of the net earnings of the company during the past year. This is in addition to two semi-annual dividends of three per cent each, already paid on the preferred stock of the company, amounting to \$75,000. The company's affairs were shown to be in a prosperous condition. A remodeling of the Chronicle building was authorized, calling for a structure not less than six stories in height and the installation of a three-deck newspaper press with color attachment was approved.

GARNETT, Kan.—Levy Wright, of the Colony Free Press, has purchased the Garnett Journal and Daily Evening News of this city from T. M. Triplett. A deal was also made by him with Richardson and Champ of the Eagle Plaindealer and Daily Review by which he transferred to them his daily and takes over their weekly. This will leave Garnett with one daily and one weekly paper.

Oliver Cox has opened a general advertising office in Birmingham, Ala. Mr. Cox was associated with his father in the Cox Shoe Co., of that city, for several years.

A. H. Ludwig, who has had several years' experience in the Western field, representing various publications, has joined the Chicago staff of Paul Block.

## A ROYAL WELCOME.

**Dallas in Gala Attire Receives Visiting Ad Men Who Fill Hotels to Overflowing—Enterprise of Texas City Impresses Delegates from Eastern States—Canadians in Kilties Attract Attention.**

(By Special Wire from Editor and Publisher Staff Correspondent.)

DALLAS, Tex., May 20.

With flags snapping in a 15-knot breeze and a cloudless sky Monday the opening day of the great A. A. C. of A. convention found the hotels in Dallas filled to overflowing with advertising men from all parts of the United States. Delegates had been pouring into the city by special trains for two days. It was a noticeable fact that those from the most distant points arrived first, then came the representatives from the southern and southwestern States and last of all came those from the empire of Texas itself.

### DALLAS WELCOMES DELEGATES.

Dallas was decked out as a bride to receive her bridegroom. The fronts of the buildings along the principle thoroughfares were covered with flags and bunting of many kinds. The flag of the Lone Star and the colors of the advertising clubs were especially in evidence.

The marvelous cleanliness of the streets, the fine public and private buildings, some of them equaling the best cities much larger than Dallas, the snap and go of the human tide that flowed along her business thoroughfares, the alertness of her merchants, the enterprise of her newspapers were all very appealing to these of us who came from the northeastern States and had never before crossed the border line of Texas.

### HOTEL CORRIDORS CROWDED.

The scenes about corridors of the Oriental Hotel where the association headquarters were located, and where the New York and Baltimore ad clubs were sheltered, the Southland, the Waldorf and other hostels where the delegates were stopping reminded me of those that usually take place when important political conventions are about to be held, but with this exception—there was no rowdyism, no "tanking up," no unseemly displays of horse-play. There were lots of enthusiasm turned loose every minute. The war cries or slogans of the clubs were heard in all directions, bands played, men laughed and shouted with the pure joy of living and of being out for a holiday, but none of them seemed for a moment to forget that they were gentlemen and represented a most important commercial business.

### "LITTLE MILLION" OF GREETERS.

The Texans were quick to give all who came a kindly welcome whether they hailed from a little town or a big city. The reception committee members wore white canvas hats, with "Dallas" conspicuously displayed on the front. There must have been a "Little Million" of these greeters, for they were to be found everywhere, at the railway stations, on the streets, in the hotels and at the several places where the meetings were held during the week, ready to help anyone who needed their assistance.

The opera house, in which the general sessions were held, is a commodious well appointed theatre of sufficient capacity to accommodate all who attended the several meetings.

The assembling of the delegations at the opening session of the Associated Advertising Clubs of America is always an interesting event. Those attending the Dallas convention marched to the opera house from their hotels headed by brass bands, if they brought them with them. As they entered its halls they were warmly greeted by others who had preceded them or by the people of the city who had assembled to listen to the opening address.

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**A ROYAL WELCOME**

*Continued from page 2.*

The two most striking and perhaps to most people the most attractive delegations were those from the Baltimore and Toronto clubs, because of their dress. The Canadians were attired in kilties and brought with them two pipers whose bagpipes were kept going whenever opportunity offered. The Toronto boys seemed to greatly enjoy the attention paid them, not only by the public but by throngs of admiring ladies who stood along the curb whenever they marched through the streets. The Baltimore delegation wore straw hats that were decorated with orange and black bands and carried orange and black umbrellas. Over the shoulder each man wore a strap to which was attached a short megaphone, which they used in giving their slogan. From the many comments made by both men and women, it was practically agreed that as far as good looks went, President E. J. Shays' bunch of "convention 1913" boosters were about the nattiest bunch in the list.

**DISTINGUISHING MARKS OF DELEGATES.**  
 Nearly all of the delegations wore some distinguishing mark aside from their home club badges. The Boston Pilgrims wore straw hats with black bands on which "Pilgrims" appeared in gilt letters. The Atlanta crowd had expensive Indian helmet hats of open straw construction. The Californians also wore nobby straw hats. The New Yorkers contented themselves with badges alone. Those which were furnished by the Representatives Club, consisted of a heavy blue silk ribbon from which depended an artistically designed medal inscribed "New York Advertising Men, Dallas, 1912."

Some of the badges consisted of celluloid covered discs as big as saucers. Those worn by the Syracuse, Muskogee and Toronto delegations were of this character. The Toronto badge was attached to a ribbon of plaid that matched the kilties worn by the members. The Californians carried thousands of orange colored artificial poppies which they placed in the button holes of all who would wear them.

**PRESENTED WITH ENVELOPE OF SOUVENIRS.**  
 When the delegates and visitors registered their names at headquarters each received a paper bag containing among other things a Durham duplex safety razor, from the National Stockman and Farmer; a pair of President suspenders, a miniature bale of cotton, from the Murray Co.; a package of Colgate's toilet requisites, a glass paperweight, from the Ft. Worth Record, and a convention badge of attractive design. The latter consisted of a garnet colored silk ribbon to which was attached the medal of the Dallas Advertising League and miniature reproduction of the National league medal.

On registering at the Fort Worth booth, in the same room, the visitors were given an artistic watch chain, presented by the Star Telegram; a book containing the program and tickets for Ft. Worth Day (Wednesday) and other souvenirs. Those of the delegates who happened to be newspaper men, on registering at the press booth, were presented a handsome white badge with a gilt medal attached.

At the close of the morning session Monday all of the delegates and their wives were taken on an automobile tour of the city and then to its County Club, where an al fresco lunch was served at tables spread on the golf links.

Dallas never saw such an automobile parade. 735 machines were required to accommodate the 2,200 people who accented the hospitality of the Dallas News at lunch and of the citizens who provided the automobiles for the trip.

**SIDEWALKS THROGGED WITH SPECTATORS.**  
 The streets in the city were thronged with people, not only Dallas but from all over the State. The latter had come to town to get a glimpse of the advertising men. The spectators packed the sidewalks, filled the windows of the buildings and some even clung to the crossbars of the telegraph poles.



CARTOON BY KNOTT IN THE DALLAS NEWS.

Owing to a delay in getting the procession started the guests were obliged to sit in a broiling sun for over an hour, and had it not been for the breeze that swept up from the south, many would have been backed out of the trip.

The tour of the city's streets was highly instructive. The visitors were struck by the number of handsome public and private residence buildings they saw. I have never seen anywhere in my travels such an architecturally beautiful church as the First Presbyterian now in process of construction and nearly completed. It is built on classical lines and looks more like a stately Greek Temple of the days of the Pericles than a modern church.

Some of the residences in the suburban district were as stately and as costly as some of the villas at Newport that are regarded as examples of artistic architectural beauty.

**LUNCHEON AT THE CLUB HOUSE.**

On arriving at the Country Club the official guests were entertained at luncheon on the verandas of the clubhouse, while the others were at the tables spread in the field nearby. The latter was a standup lunch, but it was of choice quality and abundant in quantity. It consisted of fried chicken, Saratoga chips, tomato salad, rolls and ice cream. Claret punch and iced tea were the drinks served and then came cigars. The scene in the field was a pretty one, American flags snapped in the brisk breeze above the tables, men in white flannel suits, wearing the bright colors of their clubs, women clad in dresses of white with here and there a dash of color, the Canadians in their kilties, gave a pleasing variety to the color effect of the crowd.

**Monday Morning Session.**

The Associated Advertising Clubs of America convened in eighth annual session in the Dallas Opera House Monday morning. The large auditorium was crowded to capacity and was resplendent with the different badges and banners designating delegations from every section of North America. There was also present a representation from London, England, and one from Honolulu, P. I. The Honolulu Ad Club has only recently joined the association, and are taking advantage of the first convention which it is their privilege to attend.

**GREATEST GATHERING OF AD MEN.**

The meeting was called to order by President Geo. W. Coleman, who stated in the beginning that this was the greatest gathering of advertising men ever held anywhere on the face of the earth. He paid very high compliments to the Dallas Ad League for the competent manner in which they were handling matters, and in turn thanked the city and its officials for their hearty co-operation and support.

After a brief mention of similar conventions held before in various other sections of the country he introduced Hon. W. M. Holland, Mayor of Dallas, who stated that as the city already belonged to the ad men it was useless for him to say anything further along that line, and gave all visiting members to understand that the simple fact of their being members to so great an organization made it an open sesame, and all privileges and enjoyment were surely in order.

"The fact that this city is as enterprising and as far advanced as it is due, in a great measure, to you people who have come here from California, Canada and Baltimore," he continued. (These are the three cities competing for the next annual convention.) He also took the opportunity to eulogize the commission form of government, saying to representatives from other portions of the country where this newest form of municipal government is not yet in vogue that he hoped they would become imbued with the idea and thus sow a seed which in itself would well repay their trip to this city.

Mayor Holland expressed his intention of making the tour of the State with the special train of ad men, thus showing his appreciation of the good they do and are yet to accomplish.

**ADDRESS OF GOVERNOR COLQUITT.**

O. B. Colquitt, Governor of the State of Texas, was then introduced and caused a great deal of laughter and enjoyment by declaring that "I believe in advertising myself." He attributed the great publicity Texas is now getting to the activities of her several ad clubs and requested all cities competing for the convention in 1913 to withdraw in favor of Texas and make this their

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**MONDAY EVE. PROGRAM**

**Visiting Newspaper Men Banqueted by Dallas Press Club—Governor Colquitt Delivered Address of Welcome—State, Municipal and Section Advertising Discussed at Big Meeting in Opera House by Well-Known Speakers**

*(By Special Wire to The Editor and Publisher.)*

DALLAS, Tex., May 21.

The Dallas Press Club were hosts to the visiting newspaper men attending the convention Monday evening at the Columbian Club. Among the notables present were Governor O. B. Colquitt of Texas; J. A. MacDonald, of the Toronto Globe; James Schermerhorn, of the Detroit Times; Robert Frothingham, of New York, and United States District Attorney W. H. Atwell, of Dallas.

Three hundred visitors enjoyed the banquet. Music was furnished by members from the Toronto delegation. Governor Colquitt delivered the welcome address, to which Dr. MacDonald responded. A spirit of levity and good fellowship prevailed.

**STATE AND MUNICIPAL ADVERTISING.**

The program Monday evening in the Dallas Opera House was a continuation of that held in the afternoon. Lucius E. Wilson, secretary of the Detroit Board of Commerce, was the first speaker, his subject being "Municipal Publicity." He described in a graphic manner the advantages to be gained from a municipal campaign, using for an illustration the recent activities of Memphis and Des Moines. "Even if you get no outside advantages, the effect on your own home people will be well worth the expenditure," said Mr. Wilson. "Live towns are the product of live men, and live men will not, cannot, grow in a community where the atmosphere does not tingle with enterprise." He showed that the movement creates enthusiasm, without which nothing great will ever grow and prosper.

"Advertising a State" was the topic discussed by Col. Henry Exall, president of the Texas Industrial Congress. Col. Exall is an ardent supporter of conservation, and explained in glowing terms that this was the most important factor to be reckoned with at the present time. "The fields cry aloud for protection the world over; therefore the most profitable advertising for any State is to call universal attention to the crucial necessity of conserving the soil." The speaker urged that we not forget that agriculture is the basis of our progress, and that while advertising this progress and prosperity we have overlooked the fact that these would have been impossible but for the fertility of the land.

While Grosvenor Daw, manager of the Southern Commercial Congress, had for his subject "Preparing to Advertise a Section," he outlined the work of his organization and combatted the popular delusion of commercial impracticability of the South and in advertising its possibilities to the world. He said that the man who advertises, unless he be mentally deranged, must know his goods, and, unless he be a knave, believe in them; that the man who reads advertising must have an open mind to be able to accept what he reads. He then went into a vivid description of the possibilities of the South and hoped for a great attention for investment in the Southern States.

During the meeting the New York delegation marched down the aisles of the Opera House, the leader bearing a large banner with the words "New York wants nothing, but is willing to do all she can for the good of advertising." A band furnished lively airs and the delegation was applauded loudly. A quartette from the St. Louis Ad Club and Percy Hollinshead, a tenor soloist of the Toronto Club, furnished the musical numbers for the evening, F. L. B.

The Calgary (Alb.) Standard will be edited in the future by the Rev. A. R. Schray, who has resigned the pastorate of the First Congregational Church of that city for the purpose.

## DEPARTMENTAL SESSIONS AT THE SCOTTISH RITE CATHEDRAL ON TUESDAY.

## TENOR OF ALL PAPERS TOWARDS ABOLITION OF COMMISSION TO ADVERTISING SOLICITORS.

(Special Dispatch to The Editor and Publisher.)

Tuesday morning was devoted to department sessions held in the Scottish Rite Cathedral. One of the most enthusiastic meetings was that of the class and trade publications. G. D. Meckel, of the Commercial Bulletin Co., Minneapolis, Minn., presided. What the meeting lacked in large attendance was made up in enthusiasm. The tenor of all the papers was toward the abolition of commissions to advertising solicitors, thus placing the man who has advertising for sale and the man who wishes to buy that product on a more equal and businesslike footing. R. R. Shuman, advertising manager of the Liquid Carbonic Co., Chicago, made a splendid address and wished to have all advertising solicitors understand that they were not beggars for pittance, as many of them seemed to think they were when they approached a business man with a perfectly legitimate proposition, but were business men themselves with a business proposition; that to approach a man for space advertising in a trade paper where his product logically belonged, not in a begging attitude, but knowing full well that this man's advertisement in a publication reaching all the people interested in his article of manufacture could not but get him the business. "The trade journal to-day is a door opener for salesmen," declared Mr. Shuman, and he expressed the opinion that this was becoming more and more so every day. Just so soon as the advertiser realized that his advertisement in a trade paper going to the class of readers interested in his particular commodity did ninety-five per cent. more good than such an advertisement placed in magazines and periodicals indiscriminately, just so soon would he learn the advantages to be gained thereby and wake up to the fact that advertising in a trade paper of his own particular line would certainly pay, and would greet the solicitor from that paper with a glad handshake instead of begrudgingly giving him a few inches of space. A paper prepared by Leroy Fairman, editor of Advertising and Selling, on "The Advertising Agent and the Trade Press," was read.

## DALLAS TIMES-HERALD LUNCHEON.

A unique feature of the entertainment portion of the program was tendered the delegates of the convention Tuesday noon at the Scottish Rite Cathedral by the Dallas Times-Herald. This consisted of a stand-up luncheon, where tempting viands were served by "befo' de wah" negro mummies while a plantation string band furnished melodies suitable to the occasion. Napkins made of miniature tissue copies of the Times-Herald were furnished, and favors of neat leather cigarette cases were presented to the gentlemen. Short speeches were made by Richard Waldo, of New York; J. W. Philip, of the Dallas Ad Club, and E. J. Kiest, of the Times-Herald.

After the feast was over the party went out of doors, where moving pictures and group photographs were taken in memory of the occasion.

The meeting Tuesday afternoon at the Dallas Opera House was well attended, where a general session devoted to the summing up of the departmental subjects was held. President Coleman presided and active interest was displayed throughout the entire meeting.

The first speaker of the afternoon was A. E. McBee, Street Railway Advertising Co., New York. After hearing Mr. McBee speak no one could but help being impressed with the idea that there was no advertising so good as that to be had by cards displayed in street cars. He gave figures showing the number of passengers carried daily on all street railway lines, the number of eyes reading these ads. He also laid stress on the fact that no partiality was shown, as all space was equal.



THE TWO DEANS WILLIAMS.

DEAN WALTER WILLIAMS OF THE SCHOOL OF JOURNALISM OF THE UNIVERSITY OF MISSOURI, AND DEAN TALCOTT WILLIAMS OF THE PULITZER SCHOOL OF JOURNALISM, COLUMBIA UNIVERSITY.

While boosting his own game considerably, O. J. Gude, of New York, impressed his audience with the importance of electric sign advertising. He said he concurred wholly with the statement of the business man from San Francisco who stated that one electric sign on Broadway was worth more than all the other advertising in the country bunted into one package.

Stanley Clague, of Clague-Painter-Jones Co., Chicago, wanted the agents to get together. He said that there are now 310 advertising agencies recognized by the American Newspaper Association, which increase in numbers over a few years ago showed how the handling of advertising in this particular was rapidly advancing. President Coleman in introducing Mr. Clague said that he personally took great pride in introducing the speaker, as his first experience and training was gained under his jurisdiction.

A report of the conference of officers was given by E. Stelmo Lewis, of the Burroughs Adding Machine Co., Detroit. A series of resolutions prepared by that body were read, chief among which was one delegating the selection of the next convention city to the directors of the association, and not to the convention at large. This reading was greeted with hearty approval. It was also urged that the convention should not be used as a method for advertising a town. As it has been openly stated, this was the reason San Francisco wanted the convention next year, namely, to boost the 1915 exposition; everyone in attendance became highly hilarious.

The officials of the association have decided to adopt the Dallas plan—that of holding Sunday observances in the different churches. Mr. Lewis said that this procedure was a very creditable one and that hereafter when the organiza-

At the opening of the division meeting Mr. Shuman said that no branch of science, commercial or otherwise, showed such rapid progress as the science of the advertising. While possibly by no means the oldest man in this gathering, either in experience or in years, Mr. Shuman said: "The time is well within my knowledge and comparatively fresh in my memory when advertising was done in a careless, slipshod, unreliable manner, if, indeed, it was indulged at all, by the average business man. No thought was paid to the best methods of display and the psychology of attendance was an unknown quantity in the world of business.

"The best way for newspapers to preach honesty in advertising is to practise what they preach, and the absolutely honest and thoroughly reliable in every advertising matter, resorting neither to subterfuge nor to evasion in giving a buyer of space the fullest and most complete information regarding that for which he pays, namely, circulation."

Mr. Shuman introduced as his first speaker Wm. C. Freeman, of the New York Evening Mail, who spoke on "The Duty of the Daily Newspaper Toward Its Local Advertisers, and the Duty of the Local Advertisers Toward the Daily Newspapers."

One of the most important departmental meetings held at the Scottish Rite Cathedral on Tuesday was that of the newspapers. This was presided over by A. L. Shuman, of the Fort Worth Star-Telegram.

The Local Advertisers Toward the Daily Newspapers.

James Schermerhorn, of Detroit, was then introduced. His talk was "Why Not an Advertising Editor?"

(Both speeches will be found in another column.)

## OFFICERS' CONFERENCE PROPOSED AMENDMENT AFFECTING CONDUCT OF FUTURE CONVENTIONS.

The final address on the program was by E. Leroy Pelletier on the subject, "Why I Prefer the Daily Newspaper." Mr. Pelletier's address was similar in character to the one fully reported in our columns when he spoke before the Six Point League some months ago.

## THE OFFICERS' CONFERENCE.

The officers' conference brought out a lot of interesting material for the advertising men to think about. E. Saint Elmo Lewis, of Detroit, was one of the principal speakers. Among the recommendations proposed by the conference was the proposition to appoint a committee for drafting amendments to the constitution, one of which would place the selection of the convention city after this year in the hands of the board of directors. Another recommendation was to confine all entertainment features to the evenings, but perhaps the most important of all was the proposition that careful research be made through a special committee in each club with a view to obtaining accurate information in individual communities regarding all commodities, together with data covering the circulation, standing and quality of local advertising media—in effect, a clearing house for information. The officers of the association recommend that the Dallas plan of opening the convention on Sunday with addresses by laymen in the various churches be indorsed.

The afternoon meeting, a general session of the Associated Advertising Clubs, was largely attended. President Coleman announced that this was the most vital session of any convention ever held by the associated club. The speakers of the afternoon were chosen by lot, each being confined to ten minutes.

Robert Frothingham, of Everybody's, spoke of the magazines. B. B. Davis, of Chicago, talked on "Street Railway Advertising." Lewelyn E. Pratt, of New York, spoke on "Specialties and Novelties." David L. Taylor, of Chicago, talked on the "Agricultural Press." O. J. Gude, of New York, delivered an interesting address on "Billboard and Painted Displays." Herbert N. Casson, of New York, delivered a practical talk on "The Efficiency of Advertising in Newspapers."

In the evening occurred the reception to President George W. Coleman, which took place in the Coliseum at the fair grounds. It was without doubt the most important social event that ever occurred in the city of Dallas. Seven thousand dollars was expended in decorating the great building for the occasion. The interior was converted into an Italian garden, with terraces and grassy lawns. An electrical fountain poured its sparkling waters into a basin. Artistically arranged booths containing innumerable punch bowls presided over by dusky-hued waiters occupied a space near the entrance to the hall. On one wall was an immense canvas representing the Dallas of yesterday. This showed a broad expanse of land with here and there a dug-out, but otherwise barren and uninteresting. On the opposite wall was a representation of the Dallas of to-day with its great factories, its huge business structures and its palatial residences.

The reception opened at nine o'clock, and by ten o'clock, an hour later, the great building was thronged not only by the visiting delegates but by the elite of the city of Dallas and the surrounding territory. The Dallas newspapers agreed that it was the most important function of the kind ever held in the city. Dancing began soon after ten o'clock and was continued until the early morning hours of Wednesday.

FRANK L. BLANCHARD.



**THE GENERAL AGENT.**

**No Other Calling Has Been Such a Factor in the Recent Development of American Industry—What the New York Association Has Accomplished During the Past Year—Moral Tone and Ethical Standard of Competition Raised.**

[Extracts from an address delivered by William H. Johns, vice president, George Batten Co., Advertising Agents, New York, at the General Agents Section, Dallas convention.]

When the present association of New York Advertising Agents was being discussed in March and April, 1911, there were many who viewed the prospect of an association that would work in harmony with the greatest of skepticism. Among those, perhaps, I was as outspoken as any. My previous connection with a local association here had brought me to believe that a local body of high toned competitors could not be brought about in a way that could result in good. After much argument and persuasion, the firm of which I am a part decided to enroll, as did most of the others who had made objections to the plan. Some basis of organization had to be found that would be fair and free from unjust discrimination. To omit any firm because of the brevity of its life or the small volume of its business, would be manifestly unfair. It was finally decided by the committee on organization that any advertising firm maintaining a regular office in the city of New York, recognized by both the American Newspaper Publishers' Association and also by the Quoin Club, should be eligible for membership.

**THE LION AND THE LAMB.**

This gave us a possible membership of sixty-one firms, of which forty-seven immediately enrolled. Since that time four other firms have applied for admission and have been accepted and one has applied and been requested to withdraw its application. Any firm that was not a charter member cannot enjoy election to membership even if it possesses the qualities of recognition by the two associations referred to until it has passed a rigid examination as to its general qualifications for meeting with us.

Those who feared that interest in the organization would wane have been happily disappointed. Our monthly dinners have been attended so largely and with such practically unanimous representation of the firms enrolled that it has been a revelation of the great interest in the improvement of advertising conditions possessed by our profession in the New York field. No dinner has turned out less than fifty men and in some cases over sixty have been present. A spirit of harmony and good feeling prevails. The lion and the lamb lie down together.

**ELIMINATION OF COMPETITION NOT PURPOSE OF ASSOCIATION.**

At the first meeting the presiding officer, then elected, remarked something to this effect: "It has been reported on the outside that this association has been formed with an idea of eliminating, or at least to some extent curtailing, competition. If that be in the minds of any, it is certainly not in the minds of any of our executive committee. It is inconceivable in an association such as this, comprising fifty competing concerns within the limits of one city, that before a year has rolled around that some business now in the hands of one firm will not be transferred to the care of another. Many transpositions of business accounts between us here are inevitable. The one point that every man present should remember is this—if he takes an account from a member of our association by unfair means, by methods not justifiable under the best of business ethics—he must remember that within thirty days he must sit and break bread with the man he has wronged. If he cannot look his competitor in the eye and say, 'I got your business, but I played fair,' that dinner will not be a pleasant one for him."

If our association has done nothing else, I am convinced that it has raised the moral tone and the ethical standard of competition between ourselves. It has put men on their mettle to get business because they deserve it, rather than because they can steal it. We have not achieved the millennium in this by any manner of means, but that we have made progress, and material progress, those members of our association who are present here to-day will bear witness.



WILLIAM H. JOHNS,  
VICE-PRESIDENT OF THE GEORGE BATTEN CO., NEW YORK.

**WHAT COMMITTEES HAVE ACCOMPLISHED.**

The accomplishments of our committees have been so many that I cannot possibly treat them in any but the most general way. We have committees with active chairmen and hearty co-workers who treat on the following subjects: Relations with daily papers; relations with magazines; relations with agricultural publications; relations with trade papers; relations with religious and class publications. Also committees on: Outdoor advertising; street car advertising; circulation information.

Our committee on daily papers is on the verge now of accomplishing two victories, which a year ago would have been considered impossible. There is every prospect that within six months the most of the daily papers of the country will adopt a uniform rate card, which means uniform in size for proper filing and uniform in arrangement for rapid figuring. Second a uniform discount date which will simplify, if achieved, the bookkeeping end of our business.

**EVERY PUBLICATION BENEFITS.**

Our committee on circulation is preparing forms for magazines and for daily papers. These have not only had the universal criticism, but have finally achieved the unanimous approval of all of our members. They have also met with the approval of the various publishers' associations to whom they have been submitted. This work all tends toward the standardization of the data of an advertising agency. When put into operation the effect of our work will be felt in the office of every advertising agent and every publisher in the country, because we look for its universal adoption.

Our various committees on relations with publishers of different classes are preparing for submission a standardization of order blanks, cancellation blanks, reservation blanks, and all other forms

which pass between the advertising agent and the publisher.

The benefit of this will be felt and appreciated in the business office of every publication and will reflect credit on us for our endeavor to make the wheels of business turn with less friction. Our standard order blank, for instance, will be free from the tricks and traps which have brought forth from publishers condemnation on advertising agents as a class when only a few were guilty.

To advertising agents in general I would say—our business has made possible, as has no other one factor, the enormous recent development of American industry.

Some people will say that "advertising" has done all this. I say the advertising agent has done it, for he first made the advertising and then made it pay.

There are many things to be done, and as individuals, while we can achieve some of them, it will take a united force to do them all. There may be wrongs to be righted, and, if so, we must right them among ourselves, let the axe fall where it may. It is better that we do it than to have others do it for us.

No one profession can claim a monopoly of virtue. Medicine has its quacks, law its shysters; even the ministry has its hypocrites. Some publishers lie about their circulation; some advertising managers will take a tip; some advertisers misbrand their goods and some agents will take more than belongs to them.

Conditions are improving every day. The circulation bar sees a handwriting on the wall. The advertising manager is becoming more of a business man and less a clerk. The honest advertiser demands and shall receive protection from the advertising charlatan and the advertising agent of to-day will concede to no man a superiority of business brains, business honesty or ethical intent.

**FORT WORTH DAY.**

**City Extends Hearty Welcome to Delegates and Their Friends—Noted Speakers Deliver Inspiring Addresses at Mass Meeting in Majestic Theatre—Entertainment Features Included Auto Ride About the City and "Skypiece" Luncheon.**

(By Special Wire to The Editor and Publisher.)  
FORT WORTH, Tex., May 22.

Wednesday was Fort Worth day of the convention. The entire crowd of delegates and visitors were the guests of this hustling, bustling city of the interior of the great empire State of Texas. The welcome given them by the citizens was of the heartiest possible character. Never in the experience of the oldest of officers of the advertising clubs' association have the delegates been more royally welcomed and entertained.

In the morning at eleven o'clock a mass meeting was held in the Majestic Theatre, which was crowded to its utmost capacity by the delegates and by the citizens of Fort Worth. The speeches delivered were of the most inspiring character. They included addresses by Joe A. Vera, president of the Fort Worth Ad Club; Mayor William Davis, who gave the delegates a splendid speech of the true Texas kind; former President S. C. Dobbs; present President Geo. W. Coleman; Col. Louis J. Worthman, editor of the Fort Worth Star-Telegram, and Dr. J. A. McDonald, editor of the Toronto Globe. The quality of these speeches was of the highest character, and the enthusiasm developed during the meeting was most gratifying to the association and to the assembled delegates. Few meetings that I have ever attended have been so thoroughly inspiring as this one at Fort Worth.

At noon the visitors were taken for an auto ride over the city and then conveyed to Lake Como, where a "skypiece hand-out luncheon" was given. The novelty of this luncheon appealed to the Eastern visitors. It consisted of a sandwich encased in paper wrappers, fruits and nuts, served in Mexican straw hats. After the luncheon had been served the visitors were entertained by a group of cowboys, who gave an exhibition of horsemanship, cattle herding, broncho busting and steer riding. In the evening the visitors were entertained at a catello barbecue held at the Coliseum, where provisions were made to entertain 2,000 people.

Great credit is due the chairman of the Fort Worth committee, Amos Carter, who was untiring in his efforts to provide for the comfort and convenience of the visiting guests.

While the barbecue was being served at the Coliseum the 200 ladies, wives and guests of the delegates, were entertained at a dinner at the Westbrook Hotel.

F. L. BLANCHARD.

**Ty. Cobb As An Editor.**

Tyrus Raymond Cobb, the ball player of the Detroit Tigers, who has been in the public eye because of his righteous indignation over some insults heaped upon the famous batsman which led him to soundly thrash the fan making them and who was thereupon suspended without date, has under consideration an offer to serve as the baseball editor of the Pittsburg Post.

**Brooklyn Eagle's Advertising Record.**

That the Brooklyn Daily Eagle, a 3-cent paper, founded seventy years ago, has steadily increased in influence and business each year is emphasized by the fact that it stands second among all the newspapers in Greater New York in the volume of advertising carried. During the month of April it printed 895,053 agate lines of paid business, according to the statistical bureau of the New York Evening Post. The Eagle is a one-rate paper—with the same rate to all—with no discounts or any confidential arrangements. The Eagle enjoys a large circulation, most of which goes into Brooklyn homes.

## ADVERTISING EDITOR.

**The Detroit Times Has One That Is a Howling Success As a Business Loser—He Saves, However, Thousands of Dollars for the Readers of That Paper—Possible for Any Newspaper to Protect Its Pages from Deception.**

[Extracts from an address delivered by James Schermerhorn, publisher of the Detroit Times, on "Why Not an Advertising Editor at the Departmental Session in Newspapers," Dallas Convention.]

I know from experience that a daily newspaper can keep itself unspotted from advertising fraud if it wants to.

It is just a matter of exercising the same care in protecting the health and pocketbooks of its readers as every well-regulated journal observes in sparing itself the penalty of a false publication against the reputation of a citizen. There is nothing intricate or baffling about it. The sources of accurate information are always at hand; and in cases that are not entirely clear, there is that familiar editorial guide-post, "When in doubt, don't."

### AD. EDITOR A BUSINESS LOSER.

We have added to the editorial staff of *The Times* an advertising editor. He was a star man at Yale, studied fiscal and fiduciary matters there. It is a tradition that young men come out of the great eastern universities entirely un-equipped for business getting. We can guarantee that this graduate was a howling success as a business loser, for us.

He took a sort of post-graduate course in the Cobalt region, whose golden glories were so rapturously chanted by Julian Hawthorne; and his scent for investment chicanery was so keen that there was never occasion for contrition in *The Times*' office when one magnificent frame-up after another was brought to light by the postal authorities. On the contrary, we saved our investigating readers thousands of dollars by giving them the plain, unvarnished truth about the enticing propositions presented in the other Detroit papers.

The facts were always easy of access in local banks, brokers' offices, credit and reporting agencies, as well as in the standard financial publications.

Our advertising investigator also turned the searchlight upon the latest installment house in the city, showed how nefarious its system of substitution and switching was, how merciless its pound-of-flesh propensity of jerking heads from under smallpox patients and stoves with fires in them from humble kitchens in settlement of a meagre unpaid installment.

Despite pressure from its advertising office and from the Chicago advertising agency handling its mail order business and from its attorneys, we continued the revelations of its extortionate and relentless operations for the announced period of a week, and then stopped only because the hundreds of complaints we had asked for were repetitions of the same old story.

The outcome of this publicity was the elimination of the more flagrant forms of chicanery on the part of this "palace of illusions." But for *The Times* the general public would never have known how unreliable it was, for it always started two phonographs when customers came in to air their grievances. Our advertising editor thought the good old jubilee refrain, "Steal away, steal away," should have been among the records, producing an effect like the quick-witted passenger brought about during a frightful storm at sea when he sought to reassure the terror-stricken by starting a Victrola. The very first selection that came out was, "A Grave in the Deep."

## BOSTON TRAVELER

# 83,448

86% within Metropolitan Boston  
95% within 20 miles of Boston

J. C. WILBERDING CO.  
NEW YORK

It's a gay life our advertising editor has led, showing up friction heaters and Florida lands, rotary engines and rubber plantations, loan sharks, piano puzzle frauds and local medical impostors. Not long ago a prominent advertising agency of national reputation sent all the Detroit dailies an order for 14,000 lines for the Advanced Medical Science Co., copy to be furnished by the doctors when they arrived with their wonderful instrument for reading the internal human mechanism like an open book backwards, from the appendix to the table of contents.

Every other Detroit newspaper took the agency's credit as a guarantee of good faith and began to run the two-column readers under heavy Gothic captions claiming all kinds of miraculous results for the X-ray contrivance. Our investigator, in one reading of the copy, found statements so sadly at variance with fundamental facts of medical practise that he held up the copy; later he found from the records that the "chief of staff" was not a registered physician.

### STRATEGY WON OUT.

He asked to have the Advanced Medical Science Co. waited upon by a committee of local physicians, which was refused. Then he sent *The Times* correspondent at the University of Michigan—a husky athlete in the pink of condition—to be examined. The advanced medical scientists saw through him, but not through our strategy. After getting the first \$5 on an examination and treatment fee of \$50, they found him in a cancerous condition and urged him to lose no time in coming back with the \$45 for further attention. He came back with a warrant for the fakers' arrest on a charge of practising without a certificate—but someone tipped off the matter and they had fled with their marvelous paraphernalia—the only thing of the kind in the world.

After *The Times* had told the story of this miserable imposition, the paper received an appeal from a poor man out in the State asking our assistance to recover the \$75 that had been filched from him through the advertising in the columns of our contemporaries. It is too bad there isn't a searchlight that can be turned in on newspaper offices to reveal just how loathsome is this process of exploiting their trustful and unfortunate readers.

Just now our Yale alumnus is delving deep into the magic properties of Dr. Hercules Sanchez's "Oxydonor," alias nickel-plated gas pipe charged with charcoal and sulphur, hermetically sealed and sporting a yard or more of electric cord. The cord, attached to the ankle of the patient upon retiring, banishes all maladies; they fly as a thief in the night. Eminent practitioners and chemists tell us that this beautiful little cylinder, price \$25, is as efficacious as a cold potato tied to the pedal extremity or a specific for a ringworm on a wooden-leg.

Yet the circulation manager brought the sad news that half a hundred subscribers had left us because we made light of the healing virtues of this beneficent to mankind. We looked into this and found a possible explanation of the resentment in the fact that the owners of the magical tubes were renting them to their afflicted neighbors for \$5 a month. Some system this for getting testimonials and lusty champions of the baldest kind of a fake.

### POSSIBLE TO PROTECT AD. PAGE.

I have gone into the adventures of our advertising editor to this extent to prove it is quite possible for any metropolitan newspaper to protect its pages from everything savoring of deception and charlatry. And it is not only his plain business obligation to do this, but it is in harmony with the highest ideals of the publisher, namely, to be of service to his fellows.

How many sad hearts, how many blighted lives this old world holds—how many have felt the hurt and pain of contact with defeat, novelty and disappointment. You see it in the tense features of men and the tired eyes of frail women. Does the sight of these care-encumbered fellow-creatures awaken only helpless sympathy and soft, unavailing pity?

I say it should send us to our own place determined to do our work more and more in the spirit of justice and brotherhood toward all who walk the earth—the advertiser to whom he shall offer for sale nothing that is not sanctioned by the only true test of a fair exchange, service for service; the publisher to proclaim that the struggle of his people for health and happiness is not to be hampered by the admission of the spurious or the sinister to his columns.

## THE TRIP TO DALLAS.

**Delegates Have an Enjoyable Time En Route to Lone Star State.**

The trip of the New York delegates to Dallas was one that will long be remembered by those who were of the party. The New York Central placed a special train of steel cars at the disposal of the members—three sleepers, one dining car and one club car. There was no crowding, and nothing to kick about all the way to Texas.

The dining car service was particularly good, and the menus of the several meals served en route were equal to those found at any first-class hotel. Joseph D. Foley, the superintendent of the dining car, and his staff of waiters left nothing to be desired on the part of the travelers. The meals were prepared by a skilful chef who understood his business.

The long journey gave the advertising men an unusually good opportunity to get acquainted with each other. As one of the delegates expressed it, "It was worth the price of the trip to have a chance to talk with such men as Gillan, Hoyt, Waldo and Wilson."

When the train reached St. Louis a delegation of members of the St. Louis Ad Club met the New Yorkers as they disembarked for an hour or so before resuming their trip, and gave them the glad hand. They loaded the visitors into automobiles and drove them about the city. On their return to the station they found that the Toronto delegates had arrived. Clad in heir kilties they paraded up and down the concourse to the music of the bagpipes.

When the train pulled out of the station it carried the cars of both the New York and Toronto delegations. Everything ran smoothly all the way down to Dallas on the "Katy" until the train was within twenty miles of Dallas. Then the engine gave out and we had to lie there until another engine could be brought on from a distant point.

While waiting the New Yorkers and Canadians visited the stores of the village of Rolette and invested in National Biscuit products, grape juice and buttermilk.

A boy standing in front of the stores was asked if he knew who the Canadians were.

"Of course I know," he said, with some indignation. "Do you take me for a damned fool? They are Quakers."

"How do you know they are Quakers?" continued his interrogator.

"Because," replied the boy, "I have seen their pictures on Quaker Oats boxes."

A big crowd of people greeted the visitors when they finally reached Dallas at 9:20 p. m. The Dallas Ad Club's reception committee was on hand and gave them a glad welcome. The Canadians paraded through the streets of the city to the Southland Hotel, where they were to be quartered, and the New Yorkers rode to the Oriental Hotel in automobiles.

The New York delegates who went to Dallas on the special train included:

W. H. Johns, of the George Batten Co., and Miss Johns; Herbert S. Houston, vice-president Doubleday, Page & Co.; L. R. Wasson, Eastern advertising manager of Home Life; Richard H. Waldo, advertising manager Good Housekeeping; S. E. Leith, special representative of farm publications; David D. Lee, special representative of the Technical World and People's Popular Monthly; Gerald B. Wadsworth, of the M. P. Gould Co.; J. P. Gilroy, H. J. Mahin and O. J. Gude, of the O. J. Gude Agency; Frank Leroy Blanchard, of the Editor and Publisher.

Paul Block and Gilbert Kinney, of Paul Block, Inc., advertising agents; J. D. Kenyon, of the New York office of the Sheldon School of Scientific Salesmanship; Frank C. Hoyt, advertising manager of the Outlook Magazine; F. D. Bell, of the Lederlee Laboratories; W. C. Freeman, advertising manager of the New York Evening Mail, and Mrs. Freeman.

George A. Burd, of the E. W. Erickson Agency; C. W. Hurd and L. G. Wright, of Printers' Ink; L. C. McChesney, advertising manager National Photograph Co.; H. H. Cooke, of William Green, Inc., printers; Henry D. Wilson, advertising manager of the Cosmopolitan; Manley M. Gillam, advertising counsel of the New York Herald, and Mrs. Gillam; Elson C. Hill, of the J. Walter Thompson Co.

J. G. Berrien, Eastern advertising manager

of Collier's Weekly; G. R. Katz, of the E. Katz Special Agency; M. P. Gould, president of the M. P. Gould Co.; H. N. Kirby, of William C. Freeman Co.; H. D. Robbins, of N. W. Halsey Co.; W. G. Powning, of the W. G. Powning Agency, of New Haven; C. B. Kimball, Eastern advertising manager of To-Day Magazine; R. M. Richter, advertising counsel; George J. Auer, business manager of the Knickerbocker Press, of Albany, and Mrs. Auer; Wylie B. Jones, president of the Wylie B. Jones Agency, of Binghamton, N. Y.; Roy P. Chamberlain, of the W. H. H. Chamberlain Agency, of Syracuse; J. R. Kahrens, of the H. E. Lesan Agency; J. A. Ford, Eastern advertising manager Woma's Home Companion; Wallis B. Cherry, of the Merrill-Soul Co., Syracuse; Charles F. Storey, of A. E. Nettleton Co., Syracuse; Mac Martin, of Minneapolis, advertising agent.

### New Courses in Journalism.

A number of new courses will be given next year by the department of journalism of the New York University. Special attention will be paid to magazine and newspaper advertising, and circulation and courses in trade and religious journalism will be added. A course in magazine and newspaper verse is likewise under consideration.

## The Evening Post

PORTLAND, ME.

## "The People's Paper"

During the next thirty days will cover every home in Portland, South Portland and Westbrook.

### Maine's only Penny Paper

PERRY LUKENS, JR. GEO. L. MCFARLAND.  
Tribune Bldg., New York Boyce Bldg., Chicago

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

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

Every Reader of the

## NEW YORK TRIBUNE

has confidence in the integrity of its Advertising Columns and therefore attaches more importance to the announcements appearing therein than to those appearing elsewhere. Isn't this worth considering in placing your advertising?

## An Army of Purchasers

The more than 200,000 daily purchasers of the New York Times form an army which 20 abreast, 3 feet apart, would extend from the Battery to Grant's Tomb, marching in single file, and would take nearly 2½ days to pass a given point at the rate of 1 per second. In Indian file it would make a line 156 miles long, and while the leader was in Newport, R. I., the last man might be standing in Times' Square—The readers of the New York Times are recognized to be of the discriminating class, with means to purchase.



## ASSOCIATED CLUBS GAIN IN NUMBERS

### INCREASE IN INDIVIDUAL MEMBERSHIP NEARLY SEVENTY PER CENT. ACCORDING TO PRESIDENT COLEMAN'S ANNUAL REPORT.

**Work of Organization Has Gone Forward by Leaps and Bounds During the Past Year as Result of Close Co-operation Among Leaders in All Sections of the Country—Number of Able Business Men Identified with National Organization Greater Than Ever Before—Administration Present Plan for Dividing the Burden That Now Rests so Heavily on President and Secretary.**

Since we met in Boston last August the work of the Associated Advertising Clubs has gone forward by leaps and bounds. The clubs enrolled have increased from 99 to 130—a gain of 30 per cent. The 41 new clubs added to the roll represent 19 different States, territories and provinces as widely separated as Maine, the Hawaiian Islands, Ontario, Georgia and California. The individual membership has risen in the same time from 3,776 to 9,781, an increase of nearly 70 per cent. Among the new clubs is the Woman's Publicity Club of Boston, the first organization of its kind ever formed. There is a similar organization in New York, but it has not yet affiliated with the national association. It may be there is a great field of usefulness here for women who appreciate the enormous influence of advertising on the home.

We have gained in something besides numbers. Harmony has prevailed all along the line. There has been the closest co-operation in the national work among all the leaders in every section of the country. Our fellowship was never stronger and never on a higher plane than it is to-day. There were never before so many of the ablest men in the business identified with the national organization as there are now.

Ex-President Dobbs in his support of this year's administration on the field, in counsel and by correspondence, has given renewed and continued evidence of his broad-minded, big-hearted devotion to the cause of advertising. His delicate and devoted consideration of his successor in all official and personal relationships furnishes a model of conduct for an ex-president which I shall strive hard to emulate.

Secretary Florea has been well-nigh indispensable. He does all the work a man can possibly do and doesn't make any fuss about it. He does it modestly and effectively, displaying always an uncommon lot of common sense in every difficult situation he has to handle. The wrong man in his position could do more harm in a month than the most effective president could undo in a year. We are fortunate in having found such a man who is willing to carry the load.

I want also to pay my respects to Mr. John Foster Speer, who has so helpfully assisted Mr. Florea in the editorial work on *The Voice*. He has a natural aptitude for such work.

For a second time Mr. Richard H. Waldo, of New York, has put the whole association under a great debt of obligation for his splendid work as director of general publicity. Last year he did a similar service without any official title. He secured from many of the leading publishers of the country assistance of the greatest value in advertising the Dallas convention. We wish to take advantage of this opportunity to express our gratitude to these gentlemen for their most helpful co-operation. It is a great gain to advertising in general as well as a big help to the convention.

Mr. Douglas N. Graves, of Boston, as chairman of the program committee, has handled a very difficult task in mast-

erly fashion, and although he has not pleased every one (something that even the Angel Gabriel could not do in such a position) he has given us a practical, comprehensive, inspiring program which marks an advance in many ways on anything that we have ever done before.

I have been most fortunate in having a man like Fred E. Jounston, of Dallas, to deal with in connection with the plans for this convention. Twice before this occasion have I journeyed to Dallas to plan with him and his associates. Their courage, enterprise, effectiveness and good cheer have been all that could be desired. Instead of being a care and an anxiety to me, as many a convention committee is to many an executive, they have been a delight and an inspiration to me in my own work throughout the year, and wherever I have gone into the field. It is the success of this convention eclipses even the record made by Boston last summer, it will be none too good for our Texas hosts. They deserve it every bit.

For another year Mr. Herbert S. Houston, of New York, has led our educational forces with marked ability and untiring devotion, besides holding up the hands of the present administration at every opportunity and in several difficult emergencies. The work of the educational committee is known to you all, and you will hear further of its progress and development at this convention. Probably no other one feature of our work has done so much for the Associated Advertising Clubs as have the serious, substantial labors of the educational committee. They have had great difficulties to contend with and they realize that there is much more to be done, but they went to work with what tools they had and have been doing something worth while from the very start.

We are indebted to Mr. E. St. Elmo Lewis, of Detroit, for the injection of a new feature into our program this year. The officers' conference, which he will lead Tuesday morning, is full of the greatest possibilities of good for our entire organization. Be sure that your club is represented at that session.

The national vigilance committee, of which Mr. Alfred W. McCann, of New York, has been chairman, was appointed late in the year and so has not been able to formulate its plans as yet. Mr. McCann has been kept pretty busy, too, with the vigilance committee work of the New York Advertising Men's League. The national committee have a most difficult, delicate and important task. The work done by *Printer's Ink* in advancing the vigilance committee movement was most effective. Already some substantial results have come out of it. But the work has only begun.

The Club-at-Large, of which Mr. John Irving Romer has been president, has sought in a number of ways to find a larger field of usefulness. There is a decided need for such a department of our work. We are looking for the right idea to make this organization the power that it ought to be.

### PRESIDENCY NO SINECURE.

During the last nine months I have discovered that the presidency of the Associated Advertising Clubs is no sinecure. All the perquisites in the shape of honors and pleasures have to be paid for in the coin of sacrifice and toil. At the beginning of my administration I had dreams of pushing the work along at a tremendous rate. In truth I have had to scratch gravel to keep up with the procession.

It takes about a year, I find, to get your hands on the ropes and to get acquainted with the clubs and to know what you want to do. And at the end of the year you are thoroughly immune to the desire for a second term. The speaking, writing, consulting, corresponding and traveling entailed is something beyond the belief of anybody except an ex-president, and it is growing rapidly with each added year. Let me give you a little idea of it. In eight months your president has been called upon to make 58 addresses and travel 32,000 miles, covering the country from Boston to San Francisco and from Toronto to New Orleans. And all this has to come as an extra in a life that was already crowded full.

It is perfectly evident to me that no man who has anything else to do can be expected to carry this constantly-increasing load. Some way must be devised for dividing up among competent and willing leaders some of the burdens that now rest so heavily on the president and secretary. I have a plan to propose to you. It is presented with the unanimous recommendation of the executive committee.

We recommend that the president be instructed to appoint:

1. A finance commission of five.
2. A publication commission of three.
3. A commission of five on divisional conventions.
4. A commission of three on individual and club membership.

The membership of each commission shall be made up of those who are within feasible meeting distance of a common center. As far as possible the different sections of the country shall be represented on some one of the commissions. Each commission shall submit all its recommendations to the president and he submit them to the executive committee for final approval before they are put into effect. The duties of these commissions shall be as follows:

1. The finance commission, in conjunction with the secretary and treasurer, shall work out a plan whereby adequate financial revenues for our growing work shall be provided.
2. The publication commission, in consultation with the secretary, shall outline policies and plans for the development of *The Voice* and supervise the work of carrying them out.
3. The commission on divisional conventions shall discover if there is any way of improving our method of divisional work so as to make it more intensive and outline a plan to this end.
4. The commission on individual and club membership shall study the question of individual and club membership in the national association and see what limitations may be adopted that will raise the standard of our work.

The fact that thirteen or more clubs dropped out of our fellowship this year and that most of them were of a tender age when they joined suggests the need of some qualification in that direction. A careful study will perhaps reveal a number of other advisable restrictions. Other commissions may also be named, but if these four men can get under way the coming year and do vital work we shall make some very substantial progress.

I cannot close my report without a hearty acknowledgment of all the great kindness which has been shown me on every hand all through the country and in Canada. My associates on the executive committee have been most gracious in overlooking my faults and very generous in giving me their co-operation. The divisional officers and the local clubs have all been more than kind to me. I am constrained to say that this has not only been the busiest year of my life but it has also been the happiest, and I wouldn't exchange for anything that money can buy the wonderful experiences and the rich fellowship I have enjoyed this year with the Associated Advertising Clubs of America.

### PERSONALS.

W. H. Putnam, formerly advertising manager of the O'Neil-Adams Dry Goods Store, and later connected with the advertising department of the New York Herald and Evening Telegram, has joined forces with the advertising department of the New York American. Mr. Putnam will be assigned to the local field.

Elmer Helms, who has been connected with the advertising department of the New York American for the past seven years, has joined the staff of Harry J. Prudden, advertising manager of the New York Tribune.

### CLUBS AND ASSOCIATIONS.

The Ozark Press Association met at Springfield, Mo., on May 17. Among the notable addresses made was that of W. L. Barde, of the Springfield Leader, on "The Make-up of a Newspaper."

The annual meeting of the Southern Illinois Editorial Association was held at East St. Louis, Ill., Friday and Saturday of this week.

The thirty-third annual convention of the Texas Press Association was held at Mineola, Tex., on May 16, with more than 100 members in attendance. A large number of applications for membership were received.

The members of the Long Island Press Association, with their wives and families, were the guests of Doubleday, Page & Co. at Garden City, L. I., on May 21. The visiting journalists were received by Frank N. Doubleday and Henry Peyton Steger. The printing plant, the formal gardens and a model market garden conducted by the publishers of *Country Life at Country Life* were interesting features that served to inspire those who attended this meet.

QUITMAN, Ga.—Norman B. Rhoades, formerly of the Key West (Fla.) Citizen, and John T. Durst, former business manager of that paper, have purchased the Quitman Advertiser. Mr. Rhoades will look after the editorial work, while Mr. Durst will conduct the business end of the paper.

The San Antonio Press Club will shortly issue a book of biographical sketches entitled "Builders of Southwest Texas."

### Both Editor and Advocate.

Leo De Coux, editor of the Kentwood (La.) Commercial, charged with libeling ex-Mayor W. D. Welsh, while the latter was an unsuccessful candidate for re-election, conducted his own defense and was acquitted. He is now receiving congratulations on his masterly defense.

## 1911—BIG YEAR GERMAN DAILY GAZETTE Philadelphia, Pa.

The following table shows the volume of advertising printed in each month of 1911:

January	420,800 Lines
February	381,750 Lines
March	461,724 Lines
April	476,900 Lines
May	466,590 Lines
June	434,590 Lines
July	351,765 Lines
August	336,486 Lines
September	387,265 Lines
October	471,280 Lines
November	462,680 Lines
December	470,036 Lines

Total ..... 5,121,866 Lines

NOTE—The leading English Daily published for the same period, 5,874,710 Lines of display advertising, this being the largest volume ever published in one year by any Philadelphia newspaper.

In considering circulation, remember it is the papers that reach the HOMES that count—mere quantity printed is of small avail.

## The Evening Wisconsin MILWAUKEE

offers you over 40,000 daily of both "quality" and "quantity" circulation, and we not only print these papers but we put them in the homes—in the hands of the buyers.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY  
Metropolitan Building, New York City

EDDY & VIRTUE  
Peoples Gas Building, Chicago

## DUTY TO ADVERTISERS

**The Newspaper Should First Establish the Integrity of Its Rates—Big Advertiser Should Not Have Too Great an Advantage Over the Small Advertiser—Each Should Have a Fair Chance in Make Up.**

[Extracts from address delivered by William C. Freeman, advertising manager of the New York Evening Mail, before the Newspaper Division of the Associated Advertising Clubs, Dallas convention.]

The first duty of a newspaper toward its local advertisers is to establish in their minds the integrity of the advertising rates of the paper.

Special, "confidential" rates should never be given. They become known sooner or later, and when they are found out it is a severe blow to a newspaper's honor.

Whatever schedule of rates is adopted by a newspaper, it should be known to all advertisers. The time has arrived for newspapers to deal openly and above-board with their advertisers—to charge each one a just rate, based on the volume of business contracted for.

If the flat rate could prevail universally it would be the fairest rate to establish. If it cannot prevail, then the rate card should be so adjusted that the big advertiser does not get too great an advantage over the small advertiser.

### FLAT RATE BOUND TO COME.

We haven't advanced with the flat rate plan as fast as we should, but we will eventually come around to its adoption because it is right. It is the one method by which every advertiser is sure of getting a square deal.

The rate should not be too high, but it should be high enough to yield to the newspaper a good legitimate business profit on every line of advertising printed.

But until the flat rate arrives don't let us have any secrets about the rates we charge advertisers—put all of the rates on the rate card. We may be giving too high a discount for big space; if we are, that is an error of business judgment, but don't let us conceal it—let us play with all of the cards on the table.

Advertisers themselves may not always adhere strictly to the truth in their public statements, but they like and respect the truth from somebody else, just the same.

The newspaper that deals on the level in its rates gets the business eventually.

There are some other duties which a newspaper owes to local advertisers, which may be summed up as follows:

### HOW TO HELP THE ADVERTISER.

Try to make up the advertising pages so that every advertiser gets a fair chance. A good make-up man can assemble the advertisements so that each one will stand out prominently. It helps a lot if you show the advertiser that you are interested in helping to make his advertising pay.

Since advertising has become real news, play it up as good news should be played up. It will be read in the homes where the paper goes. Then it will pay.

The advertising representatives of a newspaper should make every effort possible to be of real help to advertisers. Study their business; help them with suggestions; don't everlastingly urge them to give more copy.

If they are not getting the results they should from their advertising, study the situation from all standpoints and try to suggest a change in their copy, or in the media they use—that will give them results.

No advertising manager that I know resents receiving helpful suggestions.

Tell the advertiser facts about the circulation of the paper—don't guess at

them, know them. Tell where your paper is read—be able to give good reasons why advertisers should use it.

Don't under-rate your competitors—tell facts about them, too. Encourage all advertisers to believe in your own and in your competitor's integrity. Convince the advertiser that good advertising pays wherever it is done and then help him to make his advertising good.

### DON'T PRINT PUFFS.

Do not hesitate to print favorable news items about a man just because he happens to be an advertiser, but don't print "puffs," as they will make your news columns like a junk shop. No reader reads them, and it makes him angry if he unwittingly starts to read them.

But real news about a store is human interest news which readers like to read. Send out and get such news as it comes up. Don't three-star it—don't mark it "adv't."

If a store moves it is news. If a new store building is erected it is news. If some exceptional event takes place in a store tell about it in the news columns; but items about special sales, inaugurating spring, fall, summer and winter openings are all hush. The advertising columns is the place for such items. Tell the advertisers so frankly.

Boost your merchants, your bankers, your manufacturers, your city's industries whenever possible. Do so editorially on occasion; do so in your news columns also—not too much of it, of course, but enough to show your pride in your city and its development.

A good newspaper is generally willing to, and generally does, boost its own community without any hope of cash reward.

### NEWS AS IT AFFECTS THE ADVERTISER.

Do not suppress legitimate news because its printing may hurt the feelings of an advertiser. If an elevator falls in a big store and kills or maims people, print the facts and print the name of the store in which the accident happened. Everybody knows that the accident would not have happened if human power could have prevented it. There is nothing to be gained in such an instance by suppressing the name of a store. It only serves to make a newspaper ridiculous in the eyes of its readers.

But suppress any news about any advertiser or anybody else which may cause needless suffering. Because a merchant's daughter elopes with a coachman, why go into all of the harrowing details about it? Just print the fact. But some people like to read such stuff—they thrive on sensation, which is an excuse newspapers give for printing such news. But the great mass of people want decency in the news columns of the papers they read.

There are many things printed about the families of advertisers and others which should never be printed, and there are also many things not printed about business enterprises which should be printed for the common good. The right thing to do is to be fair and decent without sacrificing one's independence.

### WHAT ADVERTISERS OWE THE NEWSPAPERS.

Now, what duties do the local advertisers owe to a newspaper?

Usually these duties must be defined and driven home to the advertisers by the newspapers' own representatives, and they should be defined without any mincing of words.

The advertiser must not think that because he advertises in a paper that he can control its news or editorial columns.

(Continued on page 19.)

### Editors Invited to College.

W. D. Gibbs, president of New Hampshire College at Portsmouth, N. H., does not think that Texas should have a monopoly of all the newspaper men of the country, and he has accordingly invited the editors of New Hampshire papers to visit the college on Saturday, May 25, as its guests for the day.

### Harrisburg, Pa., Daily Sold.

Announcement was made last week that a controlling interest in the Harrisburg (Pa.) Star-Independent, an afternoon newspaper, had been acquired by William K. Meyers, son of B. F. Meyers, the owner; John L. Kuhn, who is interested in the State printing contract, and William L. Wallace, ex-County Commissioner and Democratic county chairman. The newspaper has been conducted by Mr. Meyers for more than twenty years and has been Democratic in editorial policy.

## HAS STRONG PERSONNEL.

**Recently Incorporated Kelly-Smith Company Well Equipped for Business.**

The Kelly-Smith Co. is the corporate name of the recently reorganized and incorporated newspaper special agency firm of C. F. Kelly & Co. The Kelly-Smith Co. is incorporated under the laws of the State of New York with the following officers: C. F. Kelly, president and treasurer; W. H. Smith, vice-president; C. C. Kahlert, secretary. The directors consist of the aforesaid officers and James M. Linton, Western manager, with offices in the People's Gas Building, Chicago.

The Kelly-Smith Co. has taken larger quarters on the tenth floor of the building at 220 Fifth avenue and have adopted as a motto, "All members of the firm personally solicit."

The firm represents a strong list of dailies—The Boston Post, The Buffalo News, The Chicago Evening Post, The Indianapolis Star, The Muncie Star, Terre Haute Star, The Louisville Herald, The Richmond News-Leader, Richmond Times-Dispatch, Trenton Times, Jersey City Journal and Hartford Times.

C. F. Kelly, the president, was for eleven years business manager of the Fall River Globe, two years with Smith & Thompson and before going in for himself he had charge of the soliciting staff for Hand, Knox & Co.

W. H. Smith was for many years the manager for A. Frank Richardson Agency, finally securing control of the business. He changed the name of the company to the Smith & Thompson Agency, which connection was continued for a long time. He joined forces with Mr. Kelly in the C. F. Kelly Co. in June of 1910.

C. C. Kahlert, who has purchased an interest and been elected secretary of the Kelly-Smith Co., is well known in the trade as the New York representative of the Chicago Evening Post, which position he occupied for some years after coming East from Chicago, where he had a general agency experience. In January, 1910, he was made Eastern representative also of the Louisville Herald and on March 15, this year, took over the Eastern representation of the Star League, which list was merged with the C. F. Kelly Co.

J. M. Linton, the Chicago representative, was for a number of years Bradstreet's representative in southeastern New England and then advertising manager of the Trenton Times. Mr. Linton's assistant in the Chicago office is Joseph A. Kerney.

### Newspaper Merger in Fargo, N. D.

The Fargo Blade and the North Dakota Democrat propose consolidation, the merger to be known as the Fargo Blade-Democrat. Jud Jordan, the editor of the Blade, will be in editorial charge of the new paper, and Editor Wilkinson, of the Democrat, will look after the business management. This will make two morning and two evening papers in Fargo.

### New Jersey Daily Changes Ownership.

George A. Viehmann has sold his control of the New Brunswick (N. J.) Times to David J. Stern, of New York City. Mr. Stern is now in control. He has been engaged in the newspaper business for some time, having been connected with the business ends of papers in Rhode Island, Pennsylvania and Washington. No change is to be made in the present management of the paper.

The Postum Cereal Co., Ltd., of Battle Creek, Mich., is offering \$1,000 for Post Toasties Jingles. The concern proposes to pay \$20 to each of fifty persons who send in the most acceptable jingles during the month of May, 1912. The jingles must contain not less than four lines each, and are to be mailed to Jingle Department 568 at Battle Creek, Mich.

## Topeka Daily Capital

delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

*Arthur Capper*

TOPEKA, KANS. Publisher.

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

At a meeting of the stockholders of the International Paper Co., held at Corinth, N. Y., last week, Arthur E. Wright, general sales manager, was elected a vice-president of the company.

## AFTER PRESS AGENTS.

(Continued from page 1.)

Representative Nelson of Wisconsin called the matter up on the floor of the House and introduced a resolution asking for an investigation. Mr. Nelson charged:

That Government stationery is being used to send out personal attacks on witnesses before the investigating committee; that unofficial circulars have been printed at Government expense and mailed to members of Congress under the frank of the department; that official messengers have been used during the present investigation to help disseminate these circulars and "news reports," and he also makes the statement that the department has been sending its clerks to the hearing armed with pads and pencils to "take notes."

The press bureau of the Department of Agriculture is aimed at in the resolution, but it will also include the press agents of other Government departments and bureaus in this city.

The resolution calls for a committee of five representatives, authorized to inquire into the conditions surrounding the establishment, existence and duties of these various bureaus and "to make recommendation to the House as to what steps are necessary to protect public funds from newspaper exploitation without warrant of law."

Representative newspaper men have been called before the committee to give testimony as to the prevalence of the press agent system and the manner in which it is carried on. Many of the correspondents are opposed to the system as it is being worked, on the ground that it amounts to a system for the suppression of all news save that which may suit the various officials to have given out. Others say they can see no harm in it, and they seem to think that it saves the correspondents some work.

## 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

No one paper on the  
**Pacific Coast**  
covers its field so thoroughly and entirely as  
does the

**San Diego Sun**



**A ROYAL WELCOME.***(Continued from page 3, col. 3.)*

annual meeting ground. There was plenty of room, he said, and suggested that the dates be allowed to run the year round. He closed with the remark that "If the Governor can do anything for you, at any time, just telegraph me, wherever I am, and I will either come to you or see that your wishes are gratified."

Reports of Secretary P. S. Florea and Treasurer G. D. Mekeel were then heard, after which an automobile parade, numbering over five hundred cars was taken. This was the longest and largest parade of its kind ever seen in this section of the country. Moving pictures of the procession were taken by the Pathe Film Co. After traversing the more prominent streets of the city for two hours the visitors were taken to the Dallas Golf and Country Club, where an "al fresco" luncheon was tendered them by the Dallas Morning News.

**Afternoon Session Monday.**

The delay in the return of the delegates and guests from the Country Club, where the "al fresco" lunch was served by the Dallas Ad League, caused the afternoon meeting, which was scheduled for two o'clock, to be postponed until four.

Owing to the non-appearance of one or two of the speakers scheduled to make addresses the first part of the session was turned over to Herbert S. Houston, chairman of the Educational Committee, who called upon a number of speakers from different parts of the country to tell what had been done in their respective localities during the past year in educational work.

From the addresses made it appeared that there had been unusual activity among many of the clubs in bringing to the attention of the merchants the value of advertising in its various forms.

The work accomplished in Des Moines had been particularly gratifying. The club now has a membership of over 300, a majority of whom are business men who are seekers after truth in advertising. A systematic course of instruction had been developed through the aid of which much valuable material had been brought to their attention. Great care was exercised in the selection of speakers and the topics of their addresses.

A shorthand report was taken of the speeches and later the members were given an opportunity to discuss them. Plans have been adopted for any extension of the work during the coming year along several new lines.

**TORONTO CLUB ACTIVE IN CANADA.**

The Toronto Ad Club has taken the lead in Canada in arousing public interest in the subject of advertising. Through its energetic work a number of new clubs have been organized during the past year. These clubs naturally turn to Toronto for advice and for assistance in obtaining competent speakers.

Members of the club who are specially qualified have visited these clubs and delivered helpful addresses. The club has established a club magazine called "T A C—Talk," two thousand copies of which are circulated among the business men not only of Toronto but of the surrounding territory. The magazine contains helpful articles on advertising and reports the addresses that are delivered before the club. They have been planting the seed so well in Canada that a perceptible increase in the interest of business men in advertising has resulted. Two things that have been attempted—the betterment of advertising and the cleaning up of advertising, or rather the purification.

**WORK ON THE PACIFIC COAST.**

The reports from the Pacific Coast were to the effect that the clubs of that section had been galvanized into new life through the adoption of intelligent edu-

ational plans. The Advertising Association of San Francisco, which was organized in 1906, has done splendid work in this direction. It has co-operated with chambers of commerce in various cities and has been instrumental in extending valuable aid to hundreds of merchants and manufacturers who have been groping in the dark in regard to advertising methods and the proper preparation of advertising literature.

One of the schemes that has worked well has been to invite to each session a manufacturer or a merchant to talk on some business phase that would prove of value to other merchants who attended. The speeches, of course, on the subject of advertising were delivered by advertising men, so that if it were not possible for a man to receive distinct benefit from the talk on advertising he would be able to get valuable aid or suggestion from the business men.

The club at present is engaged in collecting data in regard to national advertising campaigns that are now being carried on on the Pacific Coast with a view of determining their business efficiency. R. C. Ayres, chairman of the committee who made this report said that it was the conviction of the members of his organization that much of the advertising was wasted because of a lack of local conditions and the character of the people to whom the appeal was made.

President Shea of the Baltimore Advertising Club made a rattling good speech on the work his own club is doing in the Monumental City.

**SOUTHERN MERCHANTS AWAKE.**

St. Elmo Massingale, of Atlanta, Ga., also spoke. He said that there was a general awakening in the South among merchants as to the possibilities of advertising, owing to the energetic work that had been done by the advertising clubs in Richmond, Raleigh, Birmingham, Atlanta and other Southern cities. The indications were, though, that during the coming year a distinct advance would be made along all lines of publicity.

The report of the Vigilance Committee was made by H. D. Robbins, of New York. This committee is composed of twenty-five advertising men of New York, identified with various lines of business, their object being the encouragement of honest advertising and the disapproval and expulsion from the ranks of all illegitimate advertisers. Mr. Robbins stated that their meetings were performed of a star chamber order, as such matters had to be handled with extreme delicacy, and that more comprehensive and effective work can be accomplished behind the scenes. Great stress was laid upon encouragement to be given the honest advertiser, and the work of this committee alone has, in no small way, already accomplished an immense amount of good in this direction.

FRANK L. BLANCHARD.

**DENVER POST SUED FOR LIBEL.****Prominent Local Capitalist Seeks Balm to Extent of \$500,000.**

A libel suit against the Post Printing & Publishing Co. and its proprietors, F. G. Bonfils and H. H. Tammen, has been instituted by William G. Evans, president of the Denver City Tramway Co., and one of the controlling factors of the Denver Union Water Co., alleging damages aggregating \$500,000 in amount, because of the publication of an open letter addressed to Evans, under the caption "So the People May Know." In it Evans is accused of purchasing the Denver Times with money belonging to the tramway, the water and the telephone companies, and with illegally diverting money from stockholders and using it to support the Times.

The defendants interpose an answer denying that any of the published statements are false or defamatory, or were maliciously or unlawfully printed. It is also denied that Evans has sustained any damage, and the assertion is made that "the article and matter printed concerning the plaintiff was and is true."

# The Cleveland Leader

# The Cleveland News

Now under one ownership  
and under one management.

The Morning and Sunday LEADER has made great progress during the last year, and is still growing fast.

The Evening NEWS has also made wonderful strides, and now under the improved and increased facilities, it will no doubt grow faster than ever before.

## Of Interest to Advertisers and Agents

Advertising contracts can be made for either newspaper or for both newspapers at a combined rate. Under the "combination" rate which will be made for Advertisers using both newspapers, the LEADER and NEWS will be the best, and first advertising medium in Cleveland for the following reasons:

1. It will give a greater home circulation than can be offered by any other Cleveland newspaper.
2. As the LEADER and NEWS are the only newspapers in their territory leaning strongly toward Republicanism it will be the only way to reach this class in Cleveland and Northern Ohio.
3. As the LEADER and NEWS have both been the best class newspapers in their territories, it is therefore the only way to thoroughly cover the great number of better homes.

THE CLEVELAND LEADER and CLEVELAND NEWS, on a combination basis, is without doubt the first advertising medium for its territory.

Foreign Advertising in charge of

*Paul Block* INC.

New York

Boston

Chicago

## NORTHWESTERN NEWS.

**Editors of Inland Empire Will Gather at Spokane to Devise Ways and Means for Increasing the Commerce of the Country—Washington State Press Association Will Meet in Annual Session Next July.**

(Special Correspondence.)

Spokane, Wash., May 20.—Editors of newspapers in 250 cities and towns in the Inland Empire of the Pacific Northwest, taking in Eastern Washington and Oregon, Northern and Central Idaho, Western Montana and Southeastern British Columbia, will be entertained June 22 by the Spokane Chamber of Commerce in its new \$500,000 home. E. C. Hale, of Chicago, editor of the American Lumberman; W. C. Hollis, of the National Federation of Retail Merchants, and H. C. Sampson, of Spokane, will be among the speakers.

A. L. Porter, who is chairman of the reception and entertainment committee of 200, says the object of the convention is to devise ways and means of increasing the population, trade and commerce of the towns and country and to make direct advertising more effective.

Fred A. Callarman, of Skagway, Alaska, has bought George K. Aiken's half interest in the Progress Printing Co. at Pasco, Wash., and is now business manager of the Pasco Progress, succeeding Mr. Aiken, who has gone to Chicago. W. W. Liggett continues as editor of the Progress. Mr. Callarman was employed by the White Pass & Yukon Railway for 11 years, being cashier for the last five years. Previously he was a reporter in various Western Washington courts and was at one time engaged in the newspaper business at Grays Harbor, Wash.

Publication of the Evening Journal and Weekly Bystander, of Hillyard, Wash., has been suspended, being succeeded by the Journal, a twice-a-week newspaper. The two papers were published by the Hillyard Printing Co.

Two hundred editors will attend the twenty-sixth annual session of the Washington State Press Association at Mount Vernon, Wash., July 11 to 13. The people of Mount Vernon have already taken active steps to entertain the association in a most royal manner. Aside from the business sessions an elaborate program has been provided for, including sight-seeing trips in autos, banquets, "potlatch" and excursions. The members from Spokane and Eastern Washington and their families will travel in special cars.

Byron E. Cooney, advertising manager of the Interstate Consolidated Telephone Co. and editor of the Automatic Telephone News at Spokane, Wash., and Violet Clara Corey were married at the home of the bride's mother recently.

Richard R. Kilroy, formerly managing editor of the Evening News at Missoula, Mont., who has been in the timber district of Lake Pend Orielle, in Northern Idaho, has returned to newspaper making as editor of the Missoula News, which, he says in his opening editorial preachment, "will be devoted particularly to the interests of Missoula and

Western Montana, for its own success depends upon the success and prosperity of this community."

Frank J. Tierney and Arthur L. Earin have taken over the Spirit Lake (Idaho) Herald and job plant. Mr. Tierney, who is a capable newspaper man, becomes editor and manager of the enterprise. Spirit Lake is in the heart of the pine and mineral belt of the panhandle of Idaho.

E. D. Butterfield, a graduate of the University of Chicago and widely known as a newspaper writer, has come to Spokane to take charge of the publicity work for the new tuberculosis hospital campaign.

### NO SYMPATHETIC STRIKE.

**Pressmen Vote to Stand by Their Contracts in Many Cities.**

The International Printing Pressmen's Union of this city, by a vote of 580 to 10, has decided not to call a strike of magazine pressmen in New York. President George L. Berry's efforts to inaugurate a strike on Hearst's Boston American in sympathy with the pressmen in Chicago and San Francisco, was also rejected by the Boston pressmen interested.

The Hub pressmen first voted to stand by their agreements, and then they voted not to strike. The vote upon both questions was unanimous.

International President Berry may take away the local's charter for voting not to strike.

Pressmen's unions in the following cities have voted against taking any part in a sympathetic strike: Albany, N. Y.; Bloomington, Ill.; Boston, Mass.; Cincinnati, O.; Denver, Colo.; Davenport Ia.; Detroit, Mich.; Fort Worth, Tex.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Lynn, Mass.; Milwaukee, Wis.; New Orleans, La.; New Haven, Conn.; New York, N. Y.; Providence, R. I.; St. Joseph, Mo.; St. Louis, Mo.; Salt Lake City, Utah; Springfield, Mass.; Syracuse, N. Y.; Tacoma, Wash.; Toronto, Canada; Troy, N. Y.; Washington, D. C., and Waterbury, Conn.

There are four other cities in which pressmen's unions have voted to strike if ordered to do so. These are Fargo, N. D.; Houston, Tex.; Scranton, Pa., and Toledo, O.

President Berry's action in calling the Chicago strike has not received general indorsement and union pressmen of the United States have not only repudiated him on this account but, according to dispatches from Chicago, plans are being made to oust him as head of the organization.

### NEW MEMBERS FOR A. O. A. A.

**Enrollment Now Larger Than Any Time Since Organization.**

The following national advertisers have joined the Association of American Advertisers during the past few weeks:

B. J. Johnson Soap Co., Milwaukee, Wis., represented by Charles S. Pearce; Philip Morris & Co., Ltd., New York City, represented by J. Zobjan; the "1909" Washer Co., Binghamton, N. Y., represented by H. L. Barker; A. S. Hinds (toilet preparations), Portland, Me., represented by Win. B. Hay; Ozomulsion Co., New York City, represented by A. Frank Richardson; Duffy Co., Rochester, N. Y., represented by E. A. Vermilye; Pepsin Syrup Co., Monticello, Ill., represented by Allen F. Moore.

At the last meeting of the board of directors, Clyde E. Horton, of the Sherwin-Williams Co., Cleveland, O., was elected to fill the vacancy created through the resignation of L. R. Greene.

Recently it has increased the staff of its auditors by the appointment of W. B. Getty, who for many years was connected with some of the most prominent publications and who for five years prior to his appointment was auditor and examiner in the second-class mailing department of the United States Postal Service.

## CHICAGO NEWS NOTES.

**Head of Piano Company Indicted for Alleged Fraudulent Advertising—Western Advertising Golfers' Association Holds Opening Tournament—George De Witt, of Milwaukee Free Press, Joins American Staff.**

CHICAGO, May 22.—Circulation of advertising "puzzle pictures" resulted in the indictment of Samuel E. Moist, president of the Samuel E. Moist Piano Co. and the Chicago Piano Co., by the Federal grand jury last week. Moist is charged with violating the postal laws by the circulation through the mails of advertisements offering rebates on the prices of pianos for the solution of puzzles. It is alleged he did not live up to his promises.

The last chapter of the sociological study, "The Women of To-Morrow," by William Hard, a former Chicago newspaper writer, now editor of the Delineator, New York, has been issued by the Chicago Women's Club in a large edition as an argument for woman suffrage.

The author of "Henry Demarest Lloyd, 1847-1903: A Biography," a work in two large volumes, is Miss Caro Lloyd, the sister of Henry Demarest Lloyd. Mr. Lloyd was a former Tribune editorial writer.

The M. B. Hilly Advertising Agency has moved its office from the Monadnock block into larger quarters in the new Karpen building.

Louis Henry Ayme, consul-general at Lisbon, Portugal, and a former Chicago newspaper man, died last week in Lisbon, according to advices received by Mrs. Ayme.

The majority of honors in the opening tournament of the Western Advertising Golfers' Association were won last week by W. J. MacDonald. The tournament was held on the links of the Chicago Golf Club. MacDonald won the first flight cup and also captured the trophy for the low grade score with a card of 42. F. A. Starry, with a net score of 44, was awarded the trophy for the lowest net score. W. R. Butler was successful in the second flight, defeating C. C. Fogarty in the finals by 2 and 1. The "ad" men on the whole turned in good cards, considering that it was the first match of the season for the greater number of those that competed.

Advance copies of the 1912-13 edition of "Who's Who in America" have been issued by A. N. Marquis & Co., the publishers. This is the seventh volume of the book. There are 18,794 biographies in the volume.

George A. DeWitt, who has been Sunday editor and dramatic critic of the Milwaukee Free Press, has joined the Chicago Examiner staff. The new Chicago illustrated magazine, "Cartoons," this month contains portraits and biographical sketches of the well-known cartoonists, Rogers, of the New York Herald, and Fox, of the Chicago Post.

### CHANGES AT JOHNSTOWN.

**Young Bailey Succeeds Father as Associate Editor of the Democrat.**

Byron Dean Bailey, son of the late Edward Homer Bailey, has succeeded his father as the associate editor of the Johnstown (Pa.) Democrat. The younger Mr. Bailey has been associated in one or another capacity with the paper ever since he was a small boy, having lately acted as dramatic editor and exchange reader. He has also had experience both in the advertising and circulating departments.

For two or three years he quit the paper to look after the advertising of Kansas City, Pittsburgh and New York department stores. Warren Worth Bailey continues at the head of the Democrat and as the controlling member of the firm. It is stated that a stock company will probably be formed within the next few months to take over the property of the partnership.

## PULITZER SCHOOL PROGRAM.

**Revised Announcement Made of Plan and Scope of Journalism Institution.**

A revised announcement of the plan and scope of the Columbia School of Journalism, as established by the late Joseph Pulitzer, was made last week. This supersedes the earlier and tentative announcement made last April. The program is now complete in every detail, and shows several changes from the earlier announcements.

The officers of instruction, headed by Taicott Williams, director and professor of journalism, number twenty-four.

Candidates for admission to the first year must be at least seventeen years of age, and correspondingly older for advanced standing. A certificate of good moral character must be presented, and, in the case of students from other colleges, of honorable dismissal. Students who have fully satisfied the entrance conditions will be listed as candidates for the degree of B. Lit. (Bachelor of Literature in Journalism).

Until the completion of the new building in the summer of 1913 the school will make provision for only a limited number of advanced students. Other things being equal, preference will be given to those who make early application.

The ability of students to read French or German newspapers will be tested on their entrance to professional studies at the beginning of the second year. In special cases, Spanish or Italian may be substituted with the consent of the director.

The School of Journalism is among the institutions at which the Pulitzer scholarships (forty in number) may be held, covering the cost of tuition for four years, in addition to an annual allowance of \$250.

The program of study for the degree of B. Lit. consists of 136 points, each point signifying the satisfactory completion of work requiring attendance one hour a week for one half year.

As to graduate study, it is hoped that the professional journalist who has already taken his bachelor's degree, will find it of advantage to take some of the courses provided in the school.

Lectures by distinguished journalists and public men have been arranged and among those who have accepted the school's invitation to address the students during the first half year, 1912-1913, are Samuel Bowles, Springfield Republican; Arthur Brisbane, New York Journal; George S. Johns, St. Louis Post-Dispatch; Victor F. Lawson, Chicago Daily News; Charles R. Miller, New York Times; E. P. Mitchell, New York Sun; Rollo Ogden, New York Evening Post; Ralph Pulitzer, the World, and Miss Ida M. Tarbell, the American Magazine.

### Press Commended for Truthfulness.

"The newspapers tell the truth oftener than otherwise," said Judge Brand in his charge to the grand jury at Athens, Ga., last week. "I believe that the papers find out facts and declare conditions with an accuracy that merits the recognition of the courts."

Firmly entrenched in the confidence and respect of the people

### DETROIT SATURDAY NIGHT

will continue to represent the people, by presenting a clean, wholesome, up-to-date newspaper, aflame with eagerness for the betterment of social and political conditions; it will be a forum where all may plead for the uplift of the people; it will carry its generous contribution of social news; it will maintain the high standard of its musical department; it will continue to merit the distinction of being foremost in the automobile field; it will seek to maintain its present prestige in gentlemen's sports; it will continue to hold the attention and interest of the business man and financier with its columns of review and comment on matters of industry and commerce; and in the all-round functions of a twentieth century newspaper, the efforts—the unceasing efforts—will be to make each succeeding issue more splendidly good.

Isn't that the kind of paper you wish to advertise in?

THE SENTINEL PUBLISHING COMPANY,  
Winston-Salem, N. C.

Gentlemen:

Replying to yours of the 14th, will say that we are very glad indeed to report that we have gotten very good results from the advertising placed with you. Our customers report an increase demand for our men's fine shoes, and we have sold merchants in your section who never bought this line before, and we believe advertising in The Sentinel made it easier for us to sell these merchants.

Assuring you of our appreciation of the co-operation which you have given us in making our advertising campaign in The Sentinel a success, we beg to remain,

Yours very truly

CRADDOCK-TERRY CO.  
Lynchburg, Va.

The Sentinel Guarantees the Advertiser One-Third More Paid Circulation in Winston-Salem Than Any Other Newspaper.



## AGENCY CO-OPERATION.

**Essential That Organization Be Formed That Has for Its Keynote the Good of All—Present Methods of Doing Business a Condition to Be Deplored—Policy of Decrying Competitor's Life, Morals, Methods, Etc., is Suicidal.**

[Extracts from an address delivered by Frank Cooper, of the Cooper Advertising Co., San Francisco, before the General Agents' Section, Dallas Convention.]

Why is it, gentlemen, that you who have produced so much—you who have aided in the development of the fastest growing industry the past decade has known—why is it that as a matter of self preservation you have never recognized the protection afforded by proper co-operation?

Are not the problems as affecting the agency growing daily harder of solving? Are not certain ideas and thoughts which will revolutionize the present methods of doing business fast becoming like that old Roman with his one cry, "Carthage must fall," a factor to be dealt with?

### HOPE FOR THE FUTURE.

From a 2,000 mile away vision I can see that this hammering away on certain ideas will eventually be given a trial. Are the agency men, with the great successful work behind them, and the greater work yet to do, going to quietly lay still and let the juggernaut roll on?

We see, from time to time, great big stories of "Do you serve God or Mammon?" "You cannot serve two masters," etc., but from the great noise that has come out our way, I have always pictured these expressions falling from the lips of gentlemen who think under certain changed conditions and circumstances they could be the Morgans of the advertising field.

I foresee the deepest confusion if the time ever comes when the elimination of commissions will be the rule.

There never was and never will be a time when the agency—or the agency man—will be eliminated.

He is a factor—a needed factor in business development as long as he is a service factor.

### NOT HONEST WITH OURSELVES.

The trouble with to-day's condition is that we, all of us, and the mediums we use, are not honest with ourselves or honest with each other.

In extenuation of some publisher's position, you hear it said that the agency does this or that. While I will admit that some agencies are reprehensible, and against whom they are justly chargeable with all that may be said—that they are crooked or dishonest—are the publishers so positioned that all they have left of the glass houses is the sash?

I rejoice to deal with that man whom I can trust, and from whom I know I am getting a square deal. I rejoice to deal with that publication in which I have confidence. Let us, as agency men, recognize that many of the conditions of which we justly complain of to-day are those abuses which we ourselves have largely created.

Is the policy that is general to-day of decrying each other's life, morals, finances, methods, illustrations, copy and management a right policy for business men?

Are we as a body of men trying to create or crucify advertisers?

### GUilty of HYPERCRITICAL CONCEIT.

If we are sincerely striving to create—if we are earnestly seeking to "make good" all our bloated promises that we believe in right advertising—in good advertising—in educating advertisers to proper methods; are we not the essence of hypercritical conceit when we fail to observe the common standards of business probity?

### They Set the Pace in Pittsburgh

**The Post** (Every Morning and Sunday.) A 2-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,333 agate lines paid advertising since January 1.

**The Sun** (Every Evening, One Cent.) Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 259,043 agate lines since January 1.

SPECIAL COMBINATION RATE.

EMIL M. SCHOLZ, General Manager  
CONE, LORENZEN & WOODMAN  
Special Representatives—New York—Chicago.

Is it right for you to come west and just because you are from New York or Chicago tell some of my western clients that my copy is "rotten," my illustrations are "poor," that, of course, I don't know my business as well as you do? Is this right?

Are your methods so positive of success that you can go to the client of a competitor and beguile yourself that there are no cables in the graveyard of failure bearing your name?

I have found the advertiser just starting an advertising campaign as like a dry sponge—he drinks all that he can, and when that little drop of discouragement, or doubt, or fear, enters him that puts you give soon places him in the position of again being like the sponge—getting sour.

Do you represent the client or the publisher? I claim that the agent who best represents the client best represents the publisher.

In the hundreds of successes you gentlemen have created the publisher easily sees what emoluments he has received, and where a success has been made here or there how quickly the work spreads to other fields.

**MAVERICKS ON THE ADVERTISING RANGE.**  
I feel the time is ripe for the agency men of the nation to get together—to be something of a body. Ours is about the only bunch that are the mavericks on the advertising range.

Can we not form an organization that has for its keynote the good of all?

It is always easy to kick or to criticize—how different to do.

Have I any dreams of the lions and lambs being led to a common field?

Yes, gentlemen, I have. In laying before you briefly my ideas of what could be done I present this to you as a thought—a suggestion:

### A PLAN FOR ORGANIZATION.

I do not believe in any form of an organization that is in any sense a hold-up—I do not believe any organization will succeed unless it is formed on the real basis of co-operation—the good of all.

I believe that through some central organization, made up of a committee representing the newspapers, the magazines and the agencies—all applications for recognition should be passed upon.

That the nation be divided into zones, and in these zones only a certain number of agencies shall be recognized.

That all agencies so recognized shall be given the full exclusive privilege for such zone for a period of, say, twenty years.

That all recognitions be based upon experience, ability, machinery and a satisfactory financial responsibility.

That all recognitions be based upon a signed contract of mutual protection, containing forfeiture clauses.

That the breaking of any of the covenants shall operate as a forfeiture, and any forfeited recognition shall revert to the central body for sale.

The whole purpose of my idea is to give a tangible franchise value to the recognition—giving to the recognized agency a franchise which would be zealously guarded—a franchise which would be worth something—a franchise that could be sold—a franchise the possession of which would be the publisher's, the advertiser's and the agency's greatest protection.

### CONSTRUCTIVE COMPETITION.

Do not think for one moment that my ideas run in any sense toward eliminating competition; on the contrary, I welcome it. Not destructive competition—not the kind that cuts, rips, tears and slashes, and when done leaves nothing to build upon—but the kind of competition that is constructive; the kind I crave is that competition that builds up, that constructive competition that builds monuments, the kind from which comes better and higher morals—that constructive competition that makes ideals, that competition which makes you and me better men.

Let us come together—let us try to do something. And when we do come together, gentlemen, let us each work for the policy that means respect, consideration and confidence—let us be honest with ourselves, let us be honest to all.

### Herald's Titanic Pictures.

In their work of chronicling events the editors of this publication sometimes overlook things that ought to be mentioned. For instance, in telling the story of the reporting of the Titanic disaster we failed to speak of the enterprise of the New York Herald in printing, the morning after the arrival of the Carpathia, some twenty pictures of persons and scenes connected with the sad event. One spirited picture represented the sinking of the ship as described by a survivor and drawn by one of the Herald's clever artists. The Herald was the only morning paper that printed important pictures in its regular edition of Friday morning, April 19.

## AGENCY SITUATION.

**Business at Present, Without Organization, Is a Tower of Babel—Protection Badly Needed Against Growing Evils—Agencies Sit Still and Allow Other Organizations to Run Their Business.**

[Extracts from address delivered by W. C. D'Arcy, president D'Arcy Advertising Co., St. Louis, before the General Agents Section, Dallas convention.]

I have been trying for years and I have not yet run across or had anyone point out a good and sufficient reason for the lack of a national organization of advertising agencies. But I can give you in ten minutes' time over three hundred concrete reasons why there should have been such an organization many years ago and why we should form one at the present time—or, at least, consider something in that direction—because there are three hundred agencies and each is a reason. The lack of a cohesive organization of advertising agencies is the one feature of progressiveness that all agencies have failed in.

Yet the cardinal feature or virtue of an agency organization, according to the accepted understanding of the way it is built to-day, is organization, plus; and the greatest contradictory situation confronts us.

### LIKE SO MUCH PUTTY.

We are not organized except as units, whereas we should be organized into a unit. Each organization has attained a degree of efficiency according to a different standard. In the absence of any union we are like so much putty, and it is my firm belief that each organization is being moulded, even though unconsciously, at the present time by many organizations allied more or less with advertising, to fit grotesque shapes, which fit their conditions and not our own. We are made thereby to appear in somewhat less favorable light than that of the profession, which advertising is to-day. It strikes me forcibly that it is time for action.

**WHAT OTHER ORGANIZATIONS HAVE ACCOMPLISHED.**

What have others done? You are all familiar with the Newspaper Publishers' Association, which has been in existence for a good many years. They have done wonderful things, the most important of their later achievements being the way they have handled the labor troubles with individual publishers, the way they are handling the matter of paper, its price and production, and the way they have done an endless lot of things that directly or indirectly affect the agency business as it is at present organized—or, rather, not organized.

The Press Association in its field is a power, and works for the uplifting of things in general that affect the daily newspaper and, indirectly, our business. Take the Quoin Club, and what they have done, and what they say we must do. Organization is at the bottom of their power.

I do not wish to be misunderstood in referring to any organization that I am doing anything else than approving of

their general principles, but is it reasonable that we should produce business and give it to the fellow who must come to us for an order, always at terms which he alone dictates? Shall not we meet these organizations on a common ground and agree with them rather than to their demands?

### PROTECTION AGAINST EVILS.

Is it not reasonable that we should be, within ourselves, governed by a code of ethics, by a set of by-laws that govern the general conduct of the agency business? Shall we not be protected against the coming of evils into the business in general as they affect us? For instance, the coming into the agency business of unstable individuals, in protecting us on the question of credits—a vital one.

I would like somebody to answer me successfully and show why we agencies should sit still in different parts of the country and read the views expressed by different organizations as to what they are going to do with our business, what they are going to do to investigate this or that institution, what they are going to do to regulate our growth, what they are going to do to minimize the assistance that we have been and always will be to manufacturers, what they are going to do, for instance, to those agents who have extended, in times of need, that all-important financial assistance which has enabled the manufacturers' advertising bills to be paid promptly, and to give him life in order that he may increase the knowledge of his goods and his business, and, incidentally, continue to use the media that are laying down rules of conduct for the powder that shoots the gun.

I do not think there is any further reason why we should stand up here in the dignity of our individual organization and let others tell us what to do and when to do it. I miss my guess if there is not enough ambition or strength and honesty of purpose in the advertising men of this country and those that are seated here to justify a resolution suggesting that Mr. Presbrey name a standing committee to do the things that that committee should do to make a comprehensive report, formulate rules and by-laws so that this association may be formed.

### AGENCIES ARE STANDING STILL.

Gentlemen, newspapers are organized, magazines have their star chamber conferences, bill posters do things the way they want—they do make their members stand up to a code that is practised. Street car associations do things to help the general cause of the business all over this country; the painters' association is a newer form of organization. Why, therefore, should the agency men persist in sitting still—in submitting to these things to their detriment?

It is my belief that the agency business of this country is like the farmer. We till the soil, we plant the seed, we coax, nurse and bring forth a crop, and send it in to the publisher, generally speaking, just as the farmer digs out of the soil and gives to the consumer. Why should we in this big work—this work that moves the world, that educates everybody—sit still and let the other fellow tell us how to perform? We are just like the elephant that is handled by a savage—he does just as the individual tells him to by a prick here and there.

## Two Babcock Optimus Presses

Offered at \$700 each, f. o. b. New York

These machines now running (and can be seen till about June 1st) in a first-class New York Office, and are being replaced by larger presses. Size, 36 x 52, four form rollers. Delivers sheet printed side up. Splendid machines for high-class and fast work. **Send deposit to secure these bargains immediately.** Also offering contents of Electrotype Foundry of the Lovejoy Co., recently taken over by us.

**RICH & McLEAN**

Printing Presses—Typesetting Machines  
51 Cliff Street NEW YORK  
New Bargain List just out. Send for it

Let the American Ink Co. of New York City be your 4-cent inkman.

## 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.

13 to 21 Park Row, New York City  
Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year  
Foreign, \$2.00 per year

THE JOURNALIST Established 1864

THE EDITOR AND PUBLISHER 1901

James Wright Brown, President  
Frank Leroy Blanchard, Secretary  
George P. Leffler, Treasurer

### ADVERTISING RATES:

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

New York, Saturday, May 25, 1912

### PRESIDENT COLEMAN'S ANNUAL REPORT.

President Coleman has good cause for self-gratulation in the splendid progress made by the associated clubs during the past year, as fully set forth in his annual report, printed elsewhere. The report shows that the club's enrolled have increased from 99 to 130. The new affiliations represent nineteen different States, territories and provinces, while the individual membership has increased from 5,776 to 9,781. Next to the growth in figures the president emphasizes the underlying purposes that have produced this remarkable growth, harmony, co-operation, fellowship, neighborliness and brotherhood. Many will be surprised at his statement, "There were never before so many of the ablest men in the business identified with the national organization." The annual report shows the caliber of the man, George W. Coleman, for he praises the work of all his associates and would have you believe he has made only fifty-eight addresses, notwithstanding the fact that to do so he has traveled over 32,000 miles. The commission plan of administration he proposes is well conceived and will be adopted.

It seems but yesterday that Sam Dobbs was elected president of the Ad Clubs at Louisville. When he took the gavel he turned to McBee—A. E. We mean the man who tied up every street car company in sight, for the privilege of putting cards in them, and then, in association with Barren Collier, employed Tom Balmer to assist them in standardizing street car advertising. Now the Street Railways Company occupy a couple of floors in the Flatiron building and have a nation wide organization, but that's another story. We say Dobbs turned to McBee and said "All I am, I owe to Mr. McBee." or words to that effect. Everyone heard it. He said it loud. He wanted everyone to hear. He said it just like that. Some of us then thought that A. E. McBee had a good many sins to answer for, but Sam C. Dobbs made good. He was honest, clean through and through, and not afraid to give credit. He made good in many ways; secured much free

advertising for his concern that he could not have purchased at any price and no one begrudged giving, because he is the kind of a man you like to help.

S. C. Dobbs, like the prophet of old, "dreamed a dream," and he studied and worked like a warrior, for he was a warrior, carrying the gospel of straight, clean, honest advertising from one end of the country to the other. How that work developed Dobbs and how Dobbs developed the association was wonderful. S. C. Dobbs' administration nationalized the Association of Advertising Clubs. He uplifted the organization and made it a powerful instrument for achievement.

At Boston, eight months ago, George W. Coleman was elected president. Some of the boys called him a Sunday-school teacher and expressed the opinion that he would not accomplish very much. Whether he is a Sunday-school teacher or not we do not know. If they are all of his stripe, then we would like to be one, but whether Coleman is or is not, he is a big man carrying the gospel message afire with new meaning into the work-a-day world. Who knows but this organization which Coleman has raised to the height where sixteen Dallas churches welcome to their pulpits as lay preachers members of the ad clubs, who are apostles of a new religion standing for, "I am my brother's keeper," and not "Let the buyer beware," may not be the little leaven, leavening the whole lump, for which the world has waited. The vital significance of this lies not in the action of the churches, but more in the fact that the association offers a common ground for effort. This will in time assist the publisher in cleansing his columns of objectionable and untruthful copy, whether it be handed over the counter by the big department store owners or the little merchants just around the corner. This advertising club movement is a big movement and the trade as a unit should aid and assist in its propaganda, ushering in a better day in advertising.

### A STEP FORWARD.

To the surprise of many of the delegates to the Dallas convention of advertising clubs this week the attendance was larger than that at the Boston convention last year. It was so unexpected on the part of those who came from the Eastern States that they could hardly credit the figures announced by the registration committee at the closing session, which showed that there were 111 more people on the registration cards than were recorded in Boston. Moreover, the number of delegates was larger. These figures seem to indicate that the movement begun eight years ago to bring the advertising clubs of the country together into one central body has met with great success. Not only have these clubs gained in individual strength, but the central organization itself has become the strongest and most effective organization of the kind in the world.

The enthusiasm displayed at Boston was continued at Dallas. The reports of the several committees showed that

splendid work had been accomplished during the year. The educational and vigilance committees have rendered invaluable aid to the business men of the country by placing before them facts in regard to advertising that will be worth thousands of dollars to them in their own business. The Dallas plan of having members of the organization occupy pulpits of the leading churches on the Sunday preceding the opening of the convention met with the heartiest approval, and hereafter the same plan will be followed. Business and religion was the principal theme discussed in these lay sermons. It was a decided novelty for the several congregations to hear the principles of advertising applied to church organization work, and yet everybody was willing to admit after listening to these addresses that a new and important note had been struck in church work by these same hard-headed advertising men.

Although at times the attendance at the several sessions of the convention was not as large as some of the Boston meetings there was reason for this; too much entertainment was provided by the good people of Dallas. The delegates were kept so busy attending functions of various kinds, taking automobile rides and otherwise amusing themselves that they did not feel much like attending to the real business of the convention. Undoubtedly, hereafter, entertainments will be postponed until after the work of session is over. Delegates should not have their attention diverted from the work in hand by outside diversions.

The quality of papers read this year was even higher than those presented at the convention of 1911. The subjects of addresses were chosen with great care, and while some of the speakers failed to put in an appearance, those who took their places made an excellent impression. On the whole it must be said that the Dallas convention marks a step forward in the glorious work of purifying the advertising field of fakers and crooks and fourflushers of various sorts and in placing the entire advertising business on a still higher and more advanced plane.

### Where Was John?

A San Francisco woman whose husband had been dead some years went to a medium who produced to her satisfaction the spirit of her dead husband. "My dear John," said the widow to the spirit, "are you happy now?" "I am very happy," John replied. "Happier than you were on earth with me?" she asked. "Yes," was the answer, "I am far happier now than I was on earth with you." "Tell me, John, what it is like in heaven?" "Heaven!" John replied, "I'm not in heaven"

Dr. Talcott Williams, director of the Pulitzer School of Journalism, was the guest of honor at the monthly dinner of the Clover Club last week in the Bellevue-Stratford, Philadelphia. Dr. Williams outlined for the Quakers the idea of the Pulitzer school. He was elected an honorary member of the club.

### ADE DODGES GOVERNORSHIP.

Concerning the report that he is being mentioned for the Governorship, George Ade sent the following to the New York World:

Brock, Ind., May 14.—"I have no wish to be Governor of my beloved State. I have even less of a wish to be candidate for Governor. At the same time I have no earthly objection to being mentioned for the Governorship.

"During the present rainy spell, which has delayed planting of corn, we sit around and mention our friends for the Governorship. It is our principal indoor sport. Everybody's doin' it—doin' it—doin' it. Sometimes a man with a particularly keen insight into the possibilities of the autumn mentions an enemy.

"The suggestion that I might under certain unforeseen conditions become a candidate has brought mirth and laughter into many homes lately saddened by the internal dissensions of our party. It has caused no inconvenience to friends and has not alarmed others. It will permit the biographer to say in my obituary notice: 'In 1912 he was mentioned for the Governorship.' Therefore it is a good thing.

"After all I would rather be mentioned for the Governorship than be elected Governor and then keep on being mentioned. With this kind explanation I shall retire to the storm cellar.

"GEORGE ADE."

### JOURNALISM SCHOOLS A JOKE.

Waste of Time to Teach Newspaper  
Work in Classroom.

Francis Churchill Williams, associate editor of the Saturday Evening Post, is one of those who believe that a college education is essential to success in journalism. He differs thus from Horace Greeley, who used to refer to college journalists and other horned cattle.

Mr. Williams, who has been in the journalistic field since he was graduated from Pennsylvania in 1891, and has held many responsible positions, both on newspapers and magazines, recently declared that a college training is coming to be regarded by the men in journalism as not only helpful, but essential to success in this field.

In an address before the members of the Publications Board of the University of Pennsylvania, he said:

"There are many striking exceptions to this, but such men possess unusual genius, and it is coming to be the rule that responsible positions are in the hands of college graduates. The school of journalism, however, I regard as well nigh a joke. The college education is essential to first class work later on, but it is only a waste of time to try to teach journalism in the classroom."

### Bon Voyage to Mahin.

When John Lee Mahin, the well-known advertising agent of Chicago, sailed for Europe on La France, he received over 200 letters and messages from friends wishing him bon voyage. Among them was the following poem written by G. H. E. Hawkins, advertising manager of the N. K. Fairbank Co.:

Dear Lee: They say you're goin' abroad  
For a little recreation,  
And on the side to give your folks  
A well deserved vacation.

Now this may go with ad men slow,  
But personally I'm banking  
That you are crossing the ocean blue  
To get away from Rankin.

From Data Book and Messenger,  
Paid ads are cut I quoth,  
And so methinks your goin' abroad  
To get away from Groth.

Our new year plans are ripe to cook  
That you have been the chef in;  
I'll bet your goin' across the brine  
To get away from Hoefflin.

The writing game has been quite slack,  
You didn't need a respite,  
But now it's coming strong you sail  
To get away from Nesbit.

Quite soon the posting biz will boom,  
The detail is no myth,  
I trow you're skipping 'cross the pond  
To get away from Smith.

If none of these, John, are the cause  
Of your trip in search of vim,  
Perhaps you're braving the bounding main  
To escape from Polly Prim.

P. S.—Pleasant Sail.



**PERSONALS.**

Franklin Matthews, of the New York Sun, who has a leave of absence from his paper for the purpose of lecturing, spoke at Columbia Hall, Richmond Hill, L. I., on May 21. His subject was "Around the World with the Atlantic Fleet," which was illustrated by means of lantern projections. Mr. Matthews was one of the few civilians permitted, through special order of President Roosevelt, to accompany the battleship fleet, under command of the late Admiral "Bob" Evans on its history-making trip of 49,500 miles.

Franklin P. Adams, the "Colum" editor of the New York Evening Mail, is the proud possessor of a very attractive book-plate. It is a recent acquisition and pleasingly embodies something of the owner's humorous personality.

Andrew McLean, editor of the Brooklyn Citizen, will deliver the oration on "Tom" Moore at the exercises commemorating the 133d anniversary of the poet's birth in the Music Grove in Prospect Park, Brooklyn, on May 28.

Paul M. Paine, associate editor of the Syracuse (N. Y.) Post-Standard, lectured on May 13 in the Hall of Languages to the students of the English department of Syracuse University who are members of the class in journalism. His subject was "The Non-Political Editorial."

Col. Lafayette Young, editor of the Des Moines Capital and former United States Senator, is again a candidate for the Republican Senatorial nomination.

Frank L. Mayes, editor of the Pensacola (Fla.) Journal, has routed his enemies in his canvass for election as national delegate, and has led the delegate ticket with a clear majority of over nine hundred votes over his nearest competitor. Mr. Mayes will under the primary pledge his vote for Oscar Underwood as the first choice of Florida.

Tom B. Radabaugh, editor of the West Milton (O.) Record, has announced his engagement to Miss Anna Fouts, now a clerk in the post office. Mr. Radabaugh says that Miss Fouts is the sweetest girl in the world, and with his viewpoint he is doubtless in the right.

E. B. Allen, well known in the Southwestern newspaper world as a former editor of the Purcell (Okla.) Republic, will re-enter the field in the near future.

Merle Campbell Ostrom, of the Olean (N. Y.) Evening Herald, undismayed by the constantly increasing cost of living, has taken unto himself a wife in the person of Frances Estelle Severn.

T. Carruthers, for the past thirty years superintendent of the Brookville (Ont.) Times, has resigned and will remove to Erskine, Alta. Prior to his departure Mr. Carruthers was presented with a gold-headed umbrella, a set of water-color pictures, a traveling bag and a set of military brushes by his associates on the Times and other friends.

Roland Jones, for some time political reported for the Omaha World-Herald, has recently been made city editor of that paper.

Henry B. Saunders, of the editorial staff of the Buffalo (N. Y.) News, has been chosen by the directors of the Buffalo Chamber of Commerce to succeed George C. Lehmann as commissioner of the convention bureau. Mr. Saunders has been a member of the News staff for fourteen years.

William C. Deming, editor of the Cheyenne (Wyo.) Tribune, was one of the speakers at the Lake Mohonk conference last week.

L. L. Keine, for eighteen years managing editor of the Topeka (Kans.) State Journal, has resigned his place and entered into the race for the Republican nomination for sheriff of Shawnee County.

W. W. Casteel, who has until recently been connected with the Des Moines (Ia.) Register and Leader, has accepted a position as city editor on the St. Cloud (Minn.) Times.

John G. Tinker, who has been editing the Taos (N. M.) Recorder since its appearance in January, is about to sever his connection with that paper and take a responsible position with the Denver Post.

Paul C. Howe, for ten years a Sioux City newspaper man, has resigned as managing editor of the Tribune and will go into the real estate business, looking after the holdings of Henry G. Wear, a local capitalist. Mr. Howe spent his first years with the Journal as reporter and telegraph editor, and his last five years with the Tribune as telegraph and later managing editor.

Daniel J. Sweeney, managing editor of the Buffalo Times, spoke on the newspaper business on May 14 at the monthly supper of the Riverside Men's Club at the Riverside M. E. Church.

Thomas J. Brislin, sporting editor of the Times-Leader, of Wilkes-Barre, Pa., who has been at Atlantic City, N. J., for several weeks, stopped off at Philadelphia, Pa., for a little excitement on his way home. He was accompanied by his wife.

Edward Cane, editor of Recreation, is a photographer of far more than ordinary skill. He is in the market for the best outdoor photographs that you make during your vacations. If there is a story that goes with the photographs there is a chance of that being used in Recreation also. Both must be unusually good, however, if they are accepted.

Forrest A. Garrett, who has just been made managing editor of the Little Rock (Ark.) Democrat, vice Tom Akers, resigned, began on his paper as cub reporter and has worked his way to his present place by persistent and hard work. Mr. Garrett is a native of Arkansas and obtained his education at the State University. His service on the Democrat has covered a period of seven years.

H. C. Tuck, the blind editor of the Oakland (Cal.) World, who was a delegate to the recent Socialist convention at Indianapolis, surprised the natives of that city by the easy manner in which he found his way about the streets. He also, it is said, kept closer track of what went on at the convention than any other delegate. Tuck writes his stories on a typewriter and rarely strikes the wrong key.

**\$25,000 CASH**

available for investment in a satisfactory daily newspaper property. Ohio, Pennsylvania or New York locations and properties of independent politics preferred.

Proposition D. L.

**G. M. PALMER**  
Newspaper Broker

277 Broadway New York

**EASTERN REPRESENTATIVE**

Of general magazines, trade and class publications, would like to hear from publishers requiring representative. SEVENTEEN, care THE EDITOR AND PUBLISHER.

**Newspaper Man in Monthly Field.**

David F. Morris, formerly editor of The Brooklyn Times, has purchased The Interview, a monthly magazine devoted to insurance, finance, advertising, general business, fiction and good "human interest" stories. For the present Mr. Morris will act both as editor and publisher. The Interview carries a front page in vivid colors. The publication office has been removed from 108 Fulton street to 23 Duane street.

**Campaign Advertising**

**POLITICAL ADVERTISING** is taking the country like wildfire. It is up to you to do but print your letterhead on new method. Over 300 of our Campaign Advertising Systems installed since March 1, and not a request for money back. One little Illinois daily did a \$250 business in the primaries just closed, and the publisher writes that he expects to double or treble this from now on in the national campaign.

The System comprises eight separate pieces of typewritten letters and printed matter as follows: Fifty copies Letter No. 1; 40 copies Letter No. 2; 30 copies Letter No. 3; 50 copies specimen sheet of all kinds of ads; 50 copies of argument by national campaign managers; specimen rate slip; complete instructions; 120 envelopes.

The letters are copyrighted. A form letter writer put in one week writing and rewriting these letters to get maximum pulling power. They can be used by partisan or independent newspapers and sent to all candidates of all parties. Everything is simple, and there is nothing to do but print your letterhead on the letters, address, inclose specimen sheet of ads, and argument (which give letters double pulling power), and mail to candidates.

Only one newspaper in each city can use the letters, therefore we shall sell it to only the first newspaper from each city writing for it. Others will have their checks returned. Price of the complete System, boxed, \$5, cash with order, with this DOUBLE GUARANTEE: After examination, if you do not want to use the System, return to us and your \$5 will be refunded immediately; also if, after using the System as instructed, it has not made you money at the close of the campaign this fall, demand your \$5 back. We will return it cheerfully. This gives you an absolute certainty of satisfaction or money back. Remember, be first from your city: ORDER NOW. BYRNE & COMPANY, Newspaper Brokers, and Advisers, Hearst Building, Chicago.

**FOR SALE**

**FOR SALE.** OUR COMPLETE LINOTYPE PLANT, consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

**FOR SALE**

at a bargain, several Linotype machines, Models 1, 3 and 5. Guaranteed good running condition. Cheap for cash; easy terms to reliable party. Extra magazines, motors, matrices, etc. GREENEBAUM BROS., INC., 159 William St., New York.

**FOR SALE**

One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. FRANKLIN PRINTING CO., 416 W. Main St., Louisville, Ky.

**LINOTYPE MACHINES**

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

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

**FOR SALE.**

One Model No. 1 Linotype, No. 1113, and one Canadian Linotype, No. M3204. Both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S. Canada.

**FOR SALE—NEW NO. 4 MODEL**

Linotype, complete with motor, four magazines: 8, 9, 10 and 19 pt. matrices, Rogers tabular matrices. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

**FOR SALE**

Our complete linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO., 809-13 No. 19th St., Philadelphia, Pa.

**LEGAL NOTICE**

**NOTICE TO STOCKHOLDERS.**

The Annual Meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held at the office of the Company, 13-21 Park Row, New York City, on Wednesday, June 5, 1912, at 11 o'clock, for the election of one Director to serve for one year, and two inspectors of election to serve at the next annual meeting, and for the transaction of such other business as may properly come before said meeting.

J. W. BROWN, President.  
F. L. BLANCHARD, Secretary.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**THOROUGHLY TRAINED**

Newspaper man, young, capable, ambitious, wants business management of good daily, with opportunity to purchase stock. Ten years' experience as circulation manager, advertising manager and assistant to business manager. Record one of complete success. Address "M., 44," care THE EDITOR AND PUBLISHER.

**AN ADVERTISING MANAGER**

of real ability, splendid record and full knowledge of work in local and foreign field desires a situation where there is opportunity for superior work and good results to receive fair recognition. Answer to-day; want position at once. Address Real Ability, care THE EDITOR AND PUBLISHER.

**MANAGER**

**BUSINESS—CIRCULATION**

Know business, editorial and circulation management, also mechanical production. Experienced on magazines, agricultural and news publications. Strictly worth while to a growing publication in need of a business manager, assistant business manager, or circulation manager. Twenty years in the business; at present connection more than six years. Satisfactory reasons for desiring a change. If you need a good man, write me. Address "MANAGER," care THE EDITOR AND PUBLISHER.

**EXPERIENCED WRITER,**

An expert book compiler, solicits writing feature articles, compiling books and advertisement work. References from compiler of Government works. Age 86. Address ALVA SNYDER, 440 K St., N. W., Washington, D. C.

**HELP WANTED**

**WANTED**

In the Subscription Department of a concern having four important trade papers, young man who has had subscription work experience. Must be able to write bright, snappy, convincing, forceful subscription-getting circulars and letters. Reasonable salary to begin, with splendid chance for advancement. Address M. C. R., care The Editor and Publisher.

**CIRCULATION GETTER,**

Advertising Man, Editor—if you are any one of these and want the investment of all your time and a little money, look into this. We have an established class magazine that has a long record and world-wide support. Broad circulation, brilliant prospects, carries now a thousand pages of advertising a year. If you have experience, brains and a few dollars to invest, write for the reasons why, and let's get together this month. "S. A.," P. O. Box 206, Madison Square, New York.

**POSITIONS OPEN.**

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**MISCELLANEOUS**

**COMMERCIAL EXPERT,**

Recently returned from four years' investigation of markets around and about world; legal and diplomatic training; SERVICE UNDER THREE GOVERNMENTS, respectively; especially familiar with Latin countries, seeks wider field foreign commerce development; broad, active, productive; connection magazine, trade paper, university or general adviser. WORLD MARKETS, care THE EDITOR AND PUBLISHER.

**IN THE MARKET.**

I am in the market for a web perfecting press and stereotyping outfit complete. I want a second-hand or rebuilt press—Goss, Hoe or Scott—a press that will print from two to 24 pages with color deck. It must be located on the Pacific Coast or in the West, so that freight charges will not be too high. SAMUEL M. EVANS, Editor and Publisher of the Klamath Falls Northwestern, Klamath Falls, Ore.

**SEND FOR "BULLETIN 1912."**

Publishing Business Opportunities. Values from \$5,000 to \$50,000. HARRIS-DIBBLE CO., 46 W. 24th St., New York.

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 187 W. Washington St., Chicago, Ill.

## VALUE OF PICTURES.

### PHOTOGRAPHY PLAYS AN IMPORTANT PART IN COVERING THE NEWS TO-DAY.

In the course of a lecture on newspaper photography and illustrations before the class in journalism at the University of Washington last week, Clarence Blethen, managing editor of the Seattle Times revised the old newspaper epigram of McCullough of St. Louis, when he declared that the good editor to-day is a man who knows where hell is going to break loose next and has a photographer there to cover it. The news can be picked up afterward. Continuing, he said:

"The only papers to-day without pictures that have circulations are conservative sheets whose readers have inherited their taste for the paper. The news is not covered to-day without pictures.

"The first problem in illustration is to get the pictures. Each step after that must be perfect to get satisfactory results.

"To us the readers of our paper are the public. We are forever studying that gigantic, intangible public. We have found that features which no one individual would approve are liked by this public. My theory is that a good feature is one that an editor will read himself, and if I find myself reading a feature on Sunday afternoon I decide that it is a good one.

"We are trying to make something people will buy just as much as is the manufacturer of shoes. If we do it honorably that answers the critics of the papers.

"When the Carpathia arrived in New York the sky was lighted for thirty-five minutes with one flashlight after another. Thousands of dollars were spent on the New York waterfront that night getting pictures, and the money was not wasted."

Mr. Blethen showed the photograph of a local aviator emerging from a ducking in Puget Sound and told how he had a photographer near in a boat, just because he had a hunch it was time for the man to fly or fall. He told how the picture of a woman who sang the "Star Spangled Banner" on a Saturday night in Pioneer Square had been made Saturday afternoon for Sunday's papers, because it was likely in the present agitation in Seattle that the singing would result sensationally.

Mr. Blethen exhibited to the class framed pictures from the wall of his office taken by a Times boat of survivors of the Valencia being taken off rafts after hours of exposure in 1906. This, he said, was in his judgment the greatest newspaper picture taken, though he admitted New York newspapermen had good claims for that honor in the pictures of the shooting of Mayor Gaynor.

The speaker covered the technique of illustration from the getting of the picture, through its enlargement or retouching, the making of the cut, the making of the matrix, the making of the stereotype plate and the printing on the press, including color pictures.

Editor Blethen gave the students a graphic illustration of modern journalism methods when he telephoned an order from the university to his downtown

plant and in forty-seven minutes had a new two-column cut of Big Chief Meyers to show the group of students, to whom he was talking on "Newspaper Illustrations." The zinc cut was completed by the Times' engravers in exactly thirty-three minutes and then a messenger hastened to the Daily building on his motorcycle.

Mr. Blethen asked the class to imagine some accident that would require a layout of pictures, and the hypothetical mishap was that a train carrying the New York Giants was wrecked, killing McGraw, Mathewson and Meyers. Cuts of all sizes of McGraw and Mathewson were found in the Times' "morgue," but a new metal likeness of the Giants' Indian catcher was made as a demonstration.

The Times uses the International News Service, the American Press Association, the New York Herald and Harris & Ewing for pictures. He passed around the class the receipts in two days' mail, showing that the Times bought many pictures it never printed.

### CLUBS AND ASSOCIATIONS.

About a score of the members of the Connecticut Editorial Association who run job printing plants in connection with their newspapers, gathered at the Hotel Garde, Hartford, Conn., on May 18. The meeting was private and matters of interest regarding job printing were discussed.

The business and literary program for the annual meeting of the Kentucky Press Association, to be held at Olympia Springs, June 10-15, has been completed by the committee composed of Ed D. Shinnick, of Shelbyville; Robert J. McBryde, of the Louisville Times, and Shelton M. Saufley, of Stanford.

The annual meeting of the South Carolina Press Association will be held at Spartanburg, S. C., on June 10, 11 and 12. This will be the thirty-eighth annual session. The guest of the convention this year will be Chas. H. Grasty, president and general manager of the Baltimore Sun, who will deliver an address. An interesting program has been arranged. On June 12 the association will start on a trip over the Clinchfield railway from Spartanburg to Dante, Va., the trip to last three days.

C. C. Johns, of Grand Island, Neb., secretary of the Nebraska Press Association, announces that the program of the coming session of the association at Lincoln on June 3, 4 and 5 is nearly completed and will be sent out some time this week.

The Arkansas Press Association held its fortieth annual meeting at Hope, Ark., on May 22, 23 and 24. Following the close of the convention the editors visited Ashdown, Nashville, Murfreesboro and Prescott. A side trip was made to the Pike County diamond fields. The carrying away of diamonds weighing more than four carats was prohibited to all but Republican editors.

The Nebraska Press Association meeting at Lincoln on June 3, 4 and 5 should attract a large attendance. A silver trophy cup, suitably engraved, will be awarded to the Nebraska publisher who submits the best display of commercial printing produced in his own office. The cup is offered by C. C. Johns, the secretary of the association.

## LOUISVILLE NEWS.

### FRATERNITY STIRRED BY DEATHS OF COLONEL LOGAN AND "BILL" DOUGLAS.

The death of "Bill" Douglas, the widely known sporting editor of the Courier-Journal, and that of Colonel Emmet G. Logan, formerly editor of the Louisville Times, both occurring within the last ten days, have caused widespread grief among members of the newspaper fraternity in Kentucky. Both men possessed engaging personalities and numbered their friends by the thousands in this and other States. In their respective fields of endeavor—Colonel Logan was active as an editor up until eight years ago—they had few peers.

"Bill" Douglas, as he was known to hundreds of newspapermen and sport followers all over the country, was one of the oldest members of the news department of the Courier-Journal. Beginning as a "police" reporter he was placed in charge of the sporting department about fifteen years ago. He has been considered one of the leading authorities on all branches of sports for many years and he had been a prime factor in the advancement of baseball and horse racing in Louisville. Mr. Douglas was 42 years of age, having been born at Garnettsville, Ky., in 1869.

Col. Emmet Garven Logan was one of the most brilliant newspaper men ever connected with Kentucky journalism. He was 64 years of age. He was a nation for an affection of the ear, he went to Washington last January and later, when he decided to submit to an operation for an affection of the ear, he went to Baltimore to have the operation performed at the Johns Hopkins Hospital. While in Baltimore he lived at the home of C. H. Grasty, publisher of the Baltimore Sun.

One of the reasons Colonel Logan went to Washington was to see his friend, Major Archibald Butt. Before the president's aide sailed for Europe he and Colonel Logan had a long talk. He appeared deeply grieved over the death of his former contemporary.

City Attorney F. H. Haggard, of Winchester, and Woodford Dick, a reporter for the Winchester Daily Sun, mixed it up last Saturday night when Haggard criticized Dick for reporting another fight in which the attorney's fist was shoved right vigorously against the jaw of a prominent negro doctor of the town. In the second scrap Haggard's dog interfered and ruined a new pair of trousers for Dick and incidentally ended the fight. Both men were arraigned in court, but the hearing was postponed.

M. L. Staddeker, formerly city editor of the Courier-Journal, has accepted the position as editor of the Frankfort News-Journal. Alwin Seekamp succeeds Mr. Staddeker as city editor while Roger Burlingame becomes assistant city editor.

Charles Schulteise, formerly connected with Dayton, O., papers, is now telegraph editor of the Louisville Herald.

Robert Montgomery, political writer for the Herald, is the proud father of a wee "suffragist," born to his wife last week.

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

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 advertise-  
ments is a winning  
one.  
203 Broadway - New York

The libel suit of John Snyder against E. L. Cronk, editor of the New Era, a labor paper, was dismissed in Judge Lincoln's court.

L. V. Armentrout, of the Associated Press, covered the Republican and Democratic State conventions at Nashville last week.

## THE NEWS

BUFFALO, N. Y.

Circulation for April, 1912

**101,076**

The Leading DISPLAY and  
CLASSIFIED Advertising  
Medium in New York State  
outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r

C. F. KELLY & CO., Foreign Representatives  
Chicago New York City  
People's Gas Bldg. Metropolitan Bldg.

## THE DEMOCRAT

Nashville, Tenn.

carries more local advertising than any  
other Nashville newspaper

The JOHN BUDD CO., Representative  
New York Chicago St. Louis.

## THE Mexican Herald

is the only daily newspaper printed in  
the English language in Mexico. It  
covers the field thoroughly.

Sole Foreign Representative.

The S. C. Beckwith Special  
Agency  
NEW YORK KANSAS CITY CHICAGO

The Elizabeth (N. J.) Times  
Only Democratic daily  
in Fifth Congressional District

The News Scimitar  
OF MEMPHIS, TENNESSEE  
is the leading afternoon newspaper in the  
Mississippi Valley south of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 120,000

GET THE BEST ALWAYS!  
The Pittsburgh Dispatch  
Greater Pittsburgh's Greatest  
Newspaper  
WALLACE G. BROOKE HORACE M. FORD  
Brunswick Bldg. Peoples Gas Bldg.  
New York Chicago



ADVERTISING MEN PREACH LAY SERMONS IN DALLAS CHURCHES

RELIGION IN BUSINESS.

NO MAN CAN AFFORD TO PURCHASE SUCCESS AT THE EXPENSE OF PRINCIPLE.

[Extracts from lay sermon delivered by Samuel Chandler Dobbs, advertising and sales manager of the Coca-Cola Co., Atlanta, Ga., in the Trinity Methodist Church South, Dallas, Tex., May 19.]

"And it shall come to pass afterward that I will pour out my spirit upon all flesh and your sons and daughters shall prophecy, your old men shall dream dreams, your young men shall see visions." 29th verse, 2d chapter, of Joel.

This prophecy, though uttered nearly thirty centuries ago, under conditions so totally different from those that exist to-day as the civilization of eight hundred years before Christ differs from that of two thousand years since His birth, presents with striking accuracy the conditions that exist in this, the twentieth century of our Christian civilization.

Of the power of commerce in modern times there can be no sort of doubt and in no previous period in the world's history was trade ever so extensive or so profitable. In the days of King Solomon the short voyages of the ships of Tarshish were accounted marvellous although commerce, confined to the Mediterranean Sea, was scarcely more than a coast-wise traffic. In this, our time, the wonderful inventions of transportation and communication have made trade world-wide, and a globe-encircling commerce is now regarded as commonplace.

COMMERCE PROMOTES BROTHERLINESS. And yet, modern commerce has not passed beyond its infancy. There are greater things yet to be than any which have gone before. Ships will fly more swiftly; the information needful to trade will be more rapidly communicated; barriers of selfish tariffs will be removed, and all other obstacles of trade will be taken away. The brotherhood of nations will be more clearly recognized and more emphatically asserted with every passing day.

All this will mean good for mankind. Next to Christianity itself commerce more than all other forces promotes kindly relations among people and advances peace in the earth. Its victories are more to be admired than the triumphs of war. It is the force that materially and morally works for the welfare of mankind. Our commercial age, in spite of depreciation of it, is the greatest age which man has known since the gates of paradise were shut against him.

It is, therefore, eminently fitting and proper that we, the representatives of the most aggressive force in this vast international exchange of commodities, should come and worship at your altars with you.

Most heartily do we hold to the belief that there should be, not only more business in religion, but more religion in business. Every nation of the world with which we have commercial intercourse is affected either for good or evil precisely in proportion as our transactions are clean, honest and honorable.

Speaking with almost prophetic ken, seeing the vision of the young man, Dr. Nicholas Murray Butler recently said at a great gathering that the world was growing better; that we were gradually nearing the era of universal peace amongst all nations and that world-wide peace should come, as it undoubtedly would, if it would be brought about not through the might of our navies, the strength of our fortifications or the efficiency of our armies, but through the civilizing ministrations of a world-wide commerce; and his splendid utterances were heartily applauded.

As I listened to the admirable address of this scholarly man, the question arose in my mind, what influence is to speedily bring about this great international commerce, of which he is speaking, and my own reply was, if it is to come soon it must come through advertising.

Then how important it is that the advertising of this, our own country, shall be clean, honest and truthful. The avowed purpose of this great organization whose representatives are gathered in your midst to-day is to teach the advertising men of our nation the importance of this truth, that they may more fully appreciate their responsibility in this work and to fit these men to meet this tremendous opportunity. No door is shut to the advertiser. He sends his message with equal facility to the cottages of the poor, the more pretentious homes of the middle class, or the palaces of the rich. He virtually determines what we shall eat, wherewithal we shall be clothed, and not infrequently how we shall be buried. It is, therefore, tremendously important that the advertising men of this country should be men of high ideals as well as big ideas.

It has been said that the nations are reading more closely the advertising columns of our monthly magazines, weekly periodicals and daily newspapers, and that they are influenced more by the advertising columns of these publications than by their editorials or literary contents.

If, then, commerce is to join hands with Christianity, as it must to bring about a closer unity and fellowship between all nations, how imperatively necessary it is, not only to ourselves, but to all the nations of the world, that advertising be purged of all untruth, deception, fraud and insincerity. It is to fulfill the high mission which lies before it.

THE COUNTRY BOY AND THE CITY. It is the character of the country boy uncontaminated by the polluting atmosphere of the congested centers, that appeals to the heads of great commercial establishments. It is his earnest enthusiasm, yet untainted by the dissipations and distractions of the city, that makes him valuable.

BUSINESS A HARD TASKMASTER.

Modern business is no easy taskmaster. It owes you and me nothing. But it demands absolutely the fulfillment of every obligation of earnest, vigorous manhood.

Daniel in Babylon and Joseph in Egypt show us that high character and unswerving manhood cannot be crushed by outward conditions. No modern city, however debased, can parallel the moral perils through which these heroes of faith passed to victory without a single concession to wickedness or one compromise with the evil current about them. They rejected firmly that false dogma that necessity knows no law and stood confidently on the high conviction that the law of godliness and righteousness knows no necessity.

SCOURGERS OF TO-DAY.

ADVERTISING HAS CLEANSED THE MODERN TEMPLE OF BUSINESS.

[Extracts from lay sermon delivered by Julius Schneider, of the Chicago Tribune, in the Central Presbyterian Church, Dallas, Tex., May 19.]

We have been taught to regard Jesus as a gentle, mild non-resistant and as the giver of the doctrine of non-resistance exemplified in the saying, "If thine enemy smite thee, turn the other cheek." And we are not mistaught with regard to this supreme figure of the ages, for He did exemplify that consideration for others which reads the gentleman and the gentleman.

But the episode of Jesus Christ's life on earth which has appealed with great human force, which has seemed the strongest proof of His inhumanity rather than of His divinity, was this cleansing of the temple.

I have delighted in the fact that Jesus got mad. I have laughed as I pictured that bearded, turbaned crowd of grafters thrown into confusion before this single advancing figure prompted by the divine and righteous motive and how He turned over their tables and spilled their money and their merchandise and drove them forth.

A GLORIOUS ROUGH-HOUSE. It was a glorious and a righteous rough-house. It proves that there are times when a Christian must fight and fight hard to cast out from his own body and heart or from life the things that are wrong.

As we look about us to-day there appear many needs for a cleansing of the temple. As a nation advances in the acquisition of wealth, it deteriorates in moral virtue and in the culture of the higher things of the soul. It seems hard for a people to withstand the influence of the license which accompanies great wealth.

In our own country there is no denying that we are developing faster along the line of money-getting than any other.

It is possible that in the churches the signs of success go with magnificent buildings and wealthy congregations rather than with the larger number of persons brought to a closer relation to the right sort of living. When we turn our inspection to the churches to-day we may find that they have departed somewhat from the teachings of Christ. We may find that there is a disposition to glory in money and the acquisition of wealth. If there is, then it is time for the scourgers to cleanse the temple.

And in modern politics. Oh, what a chance for a righteous rough-house there is here!

Business to-day is organized as it never was before, and it is being more perfectly organized each year. Never was there such an incentive to acquisition for there is practically no limit to the fortunes the strong may take.

I believe we are going too far in our demands for efficiency when in our shops and factories we use denatured manhood and womanhood and childhood. The more we denature men and women the more we are making merchandise of the temple of God.

The speaker warned against the creation of a "race of barbarians manufactured by ourselves." Business up to a short time ago was bargaining, in which the buyer and the seller each sought to get the better of the bargain. It used to be that a man who was "in trade" was classed with thieves and charlatans. Fixed standards of value and of morality have brought about a different condition in business to-day.

WHAT ADVERTISING HAS DONE. Advertising has been the whip with which business men have scourged the temple. Advertising has been taken out of the hands of those who do not deserve to use it and has been made a powerful weapon in the hands of those who do deserve to use it.

A twenty years in the advertising field has taught me that the vast majority of advertising men are prompted by the motive of making the part of business which touches advertising honest. The business temple is cleaner to-day than it has ever been. We propose to whip out of our club, and whip out of our newspapers and magazines, every feature of advertising that meets the disapproval of better men and women. We must throw out every unclean thing. That is the work of the Associated Advertising Clubs of America, and none is too good to wish us well in the endeavor.

The merchant's strongest advertising is reliable merchandise and a reputation for square dealing. Religion must be advertised by the good works of the daily lives of those who profess the faith.

THE CHURCH OUTSIDE.

MORE THAN HALF THE PEOPLE UNIDENTIFIED WITH RELIGIOUS ORGANIZATIONS.

[Extracts from address delivered by George W. Coleman, president of the Associated Advertising Clubs of America in the Opera House, Dallas, May 19. Subject, "The Church Outside the Churches."]

It is claimed that two-thirds of all the people of this country are outside of our churches, having no vital relationship with any form of organized religion. This is the more remarkable in view of the wide variety of religious faiths which are represented in almost every section of the country. It is somewhat staggering to realize that more than half our people will not relate themselves to either the Christian or Jewish, Catholic or Protestant form of religion.

And we all have to admit that the line of demarcation between those inside the church and those outside the church is not what it used to be. It is well understood that there are many people of high character and earnest life outside of the church and many other people whose membership in the church is wholly perfunctory. Certainly our church organizations, all of them, need to stop and consider seriously what is the matter when they find that after generations of effort more than half the people prefer to remain outside of their fellowship.

OPPOSITIONS TO THE PREVAILING ORDER.

There are growing up in our midst to-day great classes of people imbued with a thoroughgoing social, industrial and political discontent. They are against the present order of things in society, in business and in government. In other words, they are unorthodox in their social, industrial and political faiths and frankly recognize themselves as outsiders and opponents to the prevailing order.

A MILLION NEW PILGRIMS.

There is still another class of outsiders in this country who constitute a very large element of our population. Almost a million immigrants come to our shores every year, and because they are poor and different and speak a foreign tongue and have outlandish customs and ideas those of us who have been here longer look down upon them and regard them as outsiders. To my mind they are only new pilgrims, arriving a few hundred years after our forefathers, who came to Pl-mouth Rock, and in due time these new families will give

as good an account of themselves in character and in accomplishment as did our ancestors.

In our meetings at Ford Hall Sunday evenings in Boston and at the Cooper Union Sunday evening meetings in New York young foreigners make the most brilliant contributions to the value and life of the meetings.

THE DANGER OF CLASS DISTINCTION.

One great danger in our present-day democracy is the pitiful way in which the different classes are separated from each other. We are all divided up into different groups, according to race, religion, politics, social position, economic standing and oftentimes with bitter hatreds engendered between us, and there is no place where we can all get together to talk over in a friendly spirit our mutual interests and concerns. A democracy cannot long exist under these conditions. We can survive the disadvantages of conflicting races and religions only when there is a homogeneity of standards and ideals among us. Such a condition cannot be maintained when people do not freely mingle together. The public school is the only institution in our American life to-day which does approximately bring together the rich and the poor, the favored and the unfavored, the Jew and the Gentile, the Catholic and the Protestant, but unfortunately about ninety per cent. of the children do not remain in the schools above the age of fourteen. All the rest of their lives they are separated more or less according to their various classifications. That all kinds of people in adult life, with varying interests and clashing prejudices, can be brought together in harmonious fellowship is proved by the success of the Ford Hall meetings and other similar gatherings.

FORD'S TRUST FOR THE PEOPLE.

It was in the spring of 1908 that we arranged for a series of six meetings to be held at Ford's Hall. Everything that an advertising man could devise was employed to extend the invitation to outsiders to come and enjoy these meetings without obligation on their part of any sort. There were only 130 present at the first night, and the whole six meetings only averaged an attendance of 250 in a hall that will seat a thousand. I discovered that these people were after we were a bit suspicious of our motives and were afraid of being patronized.

Beginning with the fourth meeting in the second series the following winter, we filled the hall to overflowing, and ever since then have always had more people than we could accommodate.

CHURCH PEOPLE EXCLUDED.

The Ford Hall Sunday evening audience is two-thirds men, and there is a large element of young people. Although the meetings were

(Continued on page 16.)

Attention, Publishers!

A man, for many years advertising manager of the largest metropolitan papers, experienced and successful, wants to bring out a dignified and high class historical review of the general business interests of your community. Not an ordinary special issue. It is different. A new line of high class work in the interest of your city.

It gives great credit and prestige to the paper; very strong and large value to the advertiser. It is as interesting and attractive for your readers as anything you print during the year. As I do the work it will increase your steady advertising and add new regular running business. It pays the paper well and adds to your yearly earnings. Every community should have this service once in two or three years, and the best newspaper in your town should do it and get the credit for doing a splendid service for the entire community. Write to-day.

Address EXPERIENCED, care of The Editor and Publisher.

## THE CHURCH OUTSIDE.

(Continued from page 15)

established primarily for the working class, we find that the same message appeals with equal interest to the business and the professional man. We welcome all kinds of people excepting church people.

MEETINGS HAVE TANGIBLE VALUE. People are constantly inquiring what are the results of these remarkable meetings. We do not count conversions as they do in evangelistic meetings, nor are we seeking directly to add to church memberships, but we have most abundant evidence to show that these meetings have been greatly useful in softening prejudices on both sides and dispelling dangerous ignorance. They also provide a wonderful safety valve for those who have been nursing and cherishing the wrongs done them by society. Spite did work has been done in breaking down barriers between classes. The reaction on the church life of the city is perhaps as valuable as anything which the meetings have accomplished. Although the church people are not present in person except as guests occasionally, they read all about it in the daily papers and in the religious press, and many of them have waked up to the fact that there is something for them to learn as well as something for the outsiders to learn.

## THIRTEENTH APOSTLE.

THE ADVERTISER SO CHARACTERIZED BY PUBLISHER JAMES SCHERMERHORN OF DETROIT.

[Extracts from lay sermon delivered by James Schermerhorn, publisher of the Detroit Times, in the First Methodist Church, Dallas, May 19.]

The "Thirteenth Apostle" has no foolish fears about his number. It has been the chief business of his discipleship to strip superstition of its terrors. The name of the "Thirteenth Apostle" was unknown to the twelve; yet but for him all of the chosen ones would be nameless here forevermore.

The "Thirteenth Apostle," who published to the world these unflattering names, has no place in this rhythmic rollcall. He came into discipleship unsummoned. Yet he held companionship with Simon and James and Andrew as they mended their nets by the sea and sat with Matthew at the receipt of customs, when the Master called to them to leave all and follow Him.

Only recently the "Thirteenth Apostle" has sat at the receipt of customs and exposed those who sought to evade the payment of duties; and he has stood of late by the sea, catching out of the midnight's murk the far distant cry for help from a sinking ship.

The ministry of the "Thirteenth Apostle" preceded by thousands of years the discipleship of the Galilean fishermen who attended the Saviour when he performed wonders and spoke parables in Palestine. Here was a ceaseless service that began at the beginning. It came into being in response to the sublime command of creation, "Let there be light."

It was given three or twelve—Peter, James and John—to behold Moses and Elijah on the Mount of Transfiguration, but the "Thirteenth Apostle" saw Israel's great captain and shepherd prophet when they were on earth. He beheld Moses on smoking Sinai, amidst the thunderings and lightnings, at the giving of the Commandments; he beheld God speaking to him in the burning bush. He saw him leading the children of Israel to the land flowing with milk and honey—the promised land which he was not privileged to enter. He looked upon the close of the law-giver's eventful life on the border of Canaan, by Nebo's lonely mountain; but he did not see the grave close over him, for

"No man knows that sepulcher

And no man saw it e'er,

For the angels of God upturned the sod

And laid the dead man there."

### WORK OF THIS APOSTLE.

But it has remained for the "Thirteenth Apostle," taking up the greatest message in the world where John the beloved left off in the Isle of Patmos—"And the spirit and the bride say come. And let him that heareth say come. And let him that is athirst come. And whosoever will, let him take the water of life freely"—to carry it down the centuries and throughout the known world until no habitable corner of the globe remains unreached by the apostolic command. He set Europe on fire through the Reformation; Christianized this western continent through the Pilgrims, and from here sent the reclaiming message on to Asia and Africa and the islands of the sea.

The regularly commissioned disciples were told to take nothing for their journey, save a staff only. The "Thirteenth Apostle" took a torch instead. There was to be no bread, no wallet, no money in their purses. They were to go shod with sandals and to put not on two coats. "Whosoever ye enter into a house, there abide till ye depart hence," said the Master.

### EARLY ADVERTISING EQUIPMENT.

The earliest equipment of the "Thirteenth Apostle" was meager enough. Tablets of stone were his textbooks; the language of nature his only literature. The rainbow in the heavens, the cloud by day and pillar of fire by night, the parting of the waters of the Red Sea, the staying of sun and moon, the feeding of the multitude, the smiting of the Assyrian army, the raising of Lazarus from the dead, the walking on the sea—these and other signs and spectacles made up at first the eye-teaching of the "Thirteenth Apostle." Prophecy made him able made their appeal to the ear. Then scroll and epistle and manuscript contributed to the

gradual unfolding of the new faith. But the whole process was painfully slow, for these forms of Biblical narrative were for the scholarly few.

Then the "Thirteenth Apostle" entered into a humble house in Germany in the fifteenth century, and he abode there until one Gutenberg wrought a miracle with movable type; and when the "Thirteenth Apostle" shook the dust of Mainz from his feet he carried with him the "forty-two-line Bible," whose crude pages contributed to the marvelous religious and literary activity that gave to the awakening world the towering figures of Luther, Melancthon, Savonarola, Milton and other heralds of the new day that followed the darkness of medievalism.

Those who were with Jesus when He made the blind to see, the deaf to hear and the dead to rise up went forth to relate the wonders He had wrought. To the "Thirteenth Apostle" we are indebted for the thrilling testimonies to the sustaining power of the Word in the momentous hours of its followers.

We hear the Huguenots of France posting and relieving their sentries to the chant of the third Psalm. The Imperial Earl of Undercarved the words of Psalm viii; 5 on the wall of the Tower of London in 1587. Mary Queen of Scots and Columbus passed out of life with Christ's last words upon their lips, "Into Thy hand I commend my spirit." Psalm 95 was the battle-cry of the Templars during the Crusades, sung as they marched to fight the Saracens, and Psalm 117, the shortest Psalm, is the one Cromwell sang on the battlefield after his victory at the battle of Worcester. David Livingstone invaded the dark continent of Africa sustained by the traveling Psalm 121, "I will lift up mine eyes unto the hills, from whence cometh my help." It is the "Thirteenth Apostle" that has inspired and strengthened us by this record of how religion and patriotism, devotion and democracy have gone hand in hand through the centuries.

### ADVERTISING AND THE CHURCH.

And now the unbidden, the unconstructed, the unauthorized "Thirteenth Apostle" stands at the door of the modern church, ready to be invited in, to be instructed and to be authorized to serve in a still more diligent and definite way. The voice of the religious life of the nation, as expressed through the report of the publicity commission at the recent Conservation Congress of the Y. M. C. A. and Religion Forward Movement in New York, recommended that the door be opened wide to the "Thirteenth Apostle" and that he be given a place of honor and usefulness in the activities and ministrations of the sanctuary. Let him be created vice-regent to the vacant pews; ambassador to the absentees; disciple to the unchurched; let wet come be written upon his forehead, and in his right hand let him carry the truth that silences scoffing, corrects misjudgments, turns away wrath and worldliness.

## "THE NOBLER LIFE."

THE MOST INTIMATE AND PERSONAL PROBLEM WITH WHICH WE HAVE TO DO.

[Extracts from lay sermon delivered to the First Presbyterian Church, Dallas, by James Alexander Macdonald, LL.D., editor-in-chief of the Toronto Globe. Subject: "The Master's Call to the Nobler Life."]

"And passing along by the Sea of Galilee He saw Simon and Andrew casting a net in the sea, for they were fishers. And Jesus said unto them, Come ye after me and I will make you become fishers of men. And straightway they left their nets and followed Him."

It was evening by Galilee. The sun went down behind the Naphthali hills. The shadows lengthened across the lake. The lights began to glimmer around the shore. One by one the stars came out in the deep blue of the Syrian sky. The hush of the evening hour was broken only by the measured stroke of the fishermen going out to their night toil, and by the long lone call of the late sea-bird homeward bound.

In the gloaming two men shoved out from shore, and silently pulled away to their accustomed fishing ground.

When they were at the place, with the sure swing of experts, they cast their nets in the sea, for they were fishers. Scarcely had the ruffled waters closed over the checkers of the net when from the land a voice hailed them. Against the dark background of the shore they saw a Stranger, a young man of their own age. Something about him, a tone of his voice, a turn in his salutation, the poise and attitude of his figure as he stood there in the twilight, recalled One they had met months before down by the Jordan—a young man with a wistful touch, whose rare words had haunted them in the silence of the night-time as their boat rocked dreamily under the mystic stars.

### THE CALL TO THE NOBLER LIFE.

The Stranger spoke again. That voice could not deceive them. It was the voice of the Nazarene with the seamless robe. They answered His friendly greeting with a friendly salute. Then there came to them on the quivering night-wind a call so wondrous, an invitation so compelling, that all within them answered with a strange new thrill: "Come ye after me and I will make you to become fishers of men." The love-note in that call went through them. Over the waters they saw the Gleam. And straightway they left their nets and followed Him.

What a man he must have been, and what a sense of resource he must have had, to warrant him in entering away from the trade in which they were trained to go with Him who had not where to lay His head! And what men they were, so sensitive, so quick to understand, so ready to respond, that, without hesitation, or calculating or regret, they left the ways and means of which they were sure to follow the youthful Stranger and the visionary Gleam!

## HOW MUCH DID YOU LOSE LAST YEAR?

This may seem to you an impertinent question, but it is a very pertinent one, and we ask it in good faith.

In order to know absolutely the condition of your business, how much you lose, or how much you gain, it is necessary that the principles underlying your accounting and manufacturing methods should be sound and adequate. Your enterprise should yield a return commensurate with the amount of capital invested. You want to get the best possible results out of your business, and unless your accounting methods permit of a thorough diagnosis of your business you cannot be sure that you are doing this.

By having an analysis of the operations of every department always before you in compact and comprehensive form you are able to keep your finger constantly on the pulse of your business. This enables you to note any leakages or possible economies.

As newspaper auditors and systematizers we are prepared to audit your accounts and to investigate and systematize your entire office and plant, giving special attention to the manufacturing cost. Our methods are sound and practical, and will save money and create a high standard of efficiency in your business organization.

Your publication can be made to pay you an adequate return, and if you will give us permission to go into the subject with you in detail, we are confident of being able to show you how it can be done.

**PUBLISHERS' SPECIALTY COMPANY**  
Newspaper Auditors and Systematizers  
716 Chestnut Street  
PHILADELPHIA

One wonders if there were many fisher-folk on the lake or in the towns about the shore that night who could match those two in their imaginative insight and eager response and unhesitant venture of faith! One wonders, too, how it would be today were such a Stranger so to call our tolling artisans or so to call ourselves with a word so abrupt and a reward so uncertain! Who among us would rise up and answer that call? And yet those rough-handed, weather-beaten Galileans left the things they had and the life they knew, and went out and on and never looked back. What a calling that was!

### A SEEMING DISTINCTION.

First of all, I would have you mark the distinction Jesus seems to draw between one kind of life and another. In calling Simon and Andrew away from their fishing trade he seems to say that their new occupation is nobler than their old. What was it that gave that new life its higher dignity?

It was not that the one work was honest and the other dishonest. Catching good fish and selling them in wholesome condition at a fair price is just as honest as preaching sermons or founding churches or writing epistles or going up to martyrdom. It was not honesty that made the difference.

It was not that one work was better paid

than the other. In all probability, indeed quite certainly, for Andrew and Simon the financial advantage was altogether with the boats and nets. There was for them a competence, if not indeed, an abundance, in the Galilean fishing trade; but the discipleship of Jesus offered

(Continued on page 17)

**If You Want Features You Can't Get Better Ones Than Those That Help Make The NEW YORK WORLD**

Address:  
New York World Syndicate  
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**Tasker Indoor Games Syndicate**  
PORT RICHMOND, NEW YORK CITY  
Weekly articles on  
**Chess, Bridge, Auction Bridge**  
Exclusive rights given. No contract.

## "Abe Martin"

This is but one of a score of famous "Adams Features" that are building circulation in the successful papers of America. Write or wire to-day for prices and sample sets to

The Adams Newspaper Service  
Peoples Gas Building, Chicago.

**The New Strip Comic**  
**SCOOP THE CUB**  
**REPORTER**  
THE INTERNATIONAL SYNDICATE  
Features for Newspapers: Baltimore, Md.

**NEW YORK HERALD SYNDICATE.**

Special Services of all Kinds for Newspapers

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New York City  
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GET  
**Today's News Today**  
"By United Press"

General Office:  
WORLD BLDG., NEW YORK

**The Wm. L. Betts Co.**  
SUITE 406, WORLD BUILDING  
NEW YORK CITY, N. Y.

**Newspaper Contest Experts**

**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 NOBLER LIFE.

(Continued from page 16.)

them the hardship and penury and suffering and death Garibaldi offered his Italian soldiers. No, it was not money.

What, then, made the new calling seem nobler than the old? It was that in their new work Simon and Andrew would deal with men rather than with things. It was that close human touch that made the difference between the new and the old.

This, then, is the real meaning and permanent message of that scene on the lakeside of Galilee: that the life of a man rises in dignity and comes to trust worth only as it comes into close, personal, sympathetic and helpful relations with the lives of other men.

#### RESPONSIBILITY OF THE PRESS.

The obligations of truth and honor bear with peculiar and increasing directness on all who have to do with the press. At the present moment the most sacred interests of democracy in America are at the mercy of the press. Under our forms of government and by reason of the conditions of our life the character of the press influences to a degree the character of our civilization. A press that is untrue to its trust, vernal, ignorant, false, corrupts and misleads public opinion and makes honest and power in government difficult, if not impossible. There is no crime against the State more dangerous or more damning than the crimes of which editors, reporters and publishers are guilty who deliberately defile public taste, confuse public issues and degrade public morals.

No less exacting are the standards now being applied to the business side of journalism—the publicity service carried on through the advertising columns. Incalculable damage has been done by dishonesty in trade promoted by dishonest advertising. One of the most significant and most hopeful signs of the betterment of American life is the earnest leaning together of thousands of men interested in business publicity—men who sell advertising space, men who buy it, and men who write advertisements for it—thousands of such men in all the advertising clubs of the United States and Canada leagued together for the high purpose of making the business of publicity honest and clean, and of the truest service to the public.

#### A STEP FORWARD.

As one whose responsibility is chiefly confined to editorial work, making editorial opinion honest and news reports trustworthy, it gives to me the sincere pleasure to testify in this conspicuous place to the high-minded earnestness of the men who lead in this new and far-reaching reform. The annual convention of the Associated Advertising Clubs of America, whose delegates are the honored guests of the city of Dallas this week, will mark a step forward in the progress of business morality compared with which all spectacular muck-raking and trust-breaking may in the end prove but empty show. The redemption of publicity from the unclean and the fake has no political objective. Its purpose is to make industry and trade wholesome and true. Its motive is the best service of the people.

### BUSINESS INTEGRITY.

#### THE PUBLIC WILL SUPPORT AND FINALLY ESTABLISH A MERCHANT IF HE IS HONEST.

[Extracts from a day sermon delivered by William C. Freeman, advertising manager of the New York Evening Mail, in the Central Christian Church, Dallas, Tex., May 19.]

In Proverbs, 24th Chapter, third and fourth Verses we read: "Through wisdom is a house builded and by understanding it is established. And by knowledge shall the chambers be filled with all precious and pleasant riches."

The application of this Proverb to business and advertising is this: Be wise in the upbuilding of a business. Wisdom usually has for its basis integrity. It is seldom that a man is both wise and dishonest.

The first essential in the upbuilding of a business is to create confidence in that business. That is done by giving to customers exactly what the owner of the business says he will give to them—giving a little more than promised, if possible.

Only by a complete understanding and a full appreciation of a merchant's methods, if they be honest, will people support and finally establish him.

He must keep his associates, his helpers, his salespeople fully and all that he is doing. His methods must insure men gain their confidence. That must be taught to appreciate the importance of always telling the truth about the merchandise they are asked to sell.

They should have abundant knowledge of all parts of the business, that they can answer intelligently, as well as truthfully, any query put to them by the customers of the store.

#### THE POLICY OF FRANKNESS.

The business man himself must, through public print, tell all about his business in a frank and open manner, convincing the reader that he means to do just exactly what he says. If such a policy is followed by any business man, while the process of reaching the goal may be slow, nevertheless he will accumulate precious and pleasant riches, which are far more to be desired than the accumulation of riches by any other method.

The merchant who pursues a policy such as has been outlined should read in mind another proverb, which appears in the same chapter and reads as follows:

"Be not thou envious against evil men, neither desire to be with them."

The application of this proverb to business is this: Be not envious of men who succeed in money making by tricking the public—their success is only temporary. Keep yourself traveling in a straight line—pursue no devious paths. Do not seek to associate with business tricksters. Keep yourself clean and honest and you will succeed, because you are doing right. Success always perches on the banner of right.

#### PRIVATE RELIGION AND BUSINESS LIFE.

Why should business men forget on six days of the week that which they practise on one day in the week? Is it because men do not regard business as something that should come under the teachings or the administration of the divine law?

All there is to business goodness is one man giving to another honest value for each dollar spent with him, reserving for himself only a legitimate profit.

Business wickedness is tricking one's fellow—selling him something under false pretenses—cheating him.

Some very good men—we all know them—belong to the families—regular in their attendance at church—generous in their charities—willing to help the unfortunate—think nothing of actually robbing people in business transactions, for—is it not business? And business, these men think, is exempt from either the approval or the wrath of the Almighty.

How can we account for this strange and perverse freak of nature? There is only one answer: Men forget the real good that is in them when they enter the chase for the almighty dollar.

Why should we not practise our private religion in our business life? Will a good man deliberately lie to his wife, or his children, or his friends? No!

He would be shocked if anybody even thought he would lie to them. He would not do it for the world.

But that same man, in his business life, will tell his customers in public print that he is willing to sell them an article that is worth \$50 for \$25; or something that is worth \$2.50 for \$1.25, and he expects them to believe it.

We imagine a business lie does not count against us because it is business—it is custom—it is a device employed to attract trade—therefore necessary and excusable.

This merchant does not tell you in public print that the article he sells you for \$25 costs him \$16 or less, or that the value of \$50 is merely an imaginary figure placed upon it by himself.

No, he does not tell you that—that would not be business.

#### WICKEDNESS EMANATING FROM HIGH PLACES.

What little of wickedness is left in advertising that appears in different publications, does not wholly emanate from lowly places—it comes out from the high places mostly—out of stores that bear good names and reputations, with men at their head who are prominent in church and social affairs—men who lead circumspect private lives—men who are generous alms givers—men who are always in the public eye in connection with some good work.

We condemn the newspapers that print offensive advertisements, but we do not condemn them for printing untruthful and misleading advertisements of big commercial houses because these latter are regarded as semi-reliable and pretty nearly wholly respectable, because they are couched in powerful, persuasive, alluring language. They do not offend us or our children in any particular form of phraseology or suggestion; but, down deep—in spite of their fine dress—they do not tell the truth—and a lie, you know, is an abomination.

We all preach about the wickedness of printing vulgar advertisements—those that are indecently worded; we preach about those advertisements that promise the public great returns on investments and never return anything—we preach about the crime of offering to the people impure foods—and our preaching has had the effect of minimizing these offenses.

#### TRUTH IS BASIS OF SUCCESSFUL ADVERTISING.

But do not let us point the finger of condemnation only at the palpably wicked ones—let us consider those higher up and make them comply with the public demands to-day—truthful statements in public print—and the execution of these statements in the public responds to them.

Look after the big stores as well as the little stores in every community.

The workers in the advertising field, many of whom are assembled in your beautiful city to-day, are bending every effort to establish confidence in the printed word, because they know that truthfulness in advertising is the only basis of successful advertising.

There is an element of business goodness in this work, of course, what let us begin with ourselves. The element that led up to this goodness in business was this—We found it paid better to be good than to be bad. After becoming good we found it so much easier to work successfully—found it so much pleasanter that now we would not go back to being bad for anything in the world.

There is a great measure of satisfaction in being able to look everybody squarely in the eye—to feel down deep that we are doing the right thing.

We advertising men are great optimists. We believe that fully 90 per cent. of all of the men who use the printed word to exploit their business are telling the truth.

#### HIGHER STANDARDS THE COMING REALITIES.

This large percentage of honest merchandising and manufacturing did not exist even so recently as five years ago. It was not until the workers got busy and pointed out to merchants and manufacturers the wisdom of presenting honestly to the public that higher standards in business procedure became realities.

And in this work of standardization please remember that the men and women customers of the merchants and manufacturers—the real backbone of this movement—held up the hands of the working forces in advertising world and said: "We will stand by you and we will insist that which we buy must be as it is represented to us—we will make it our business to expose to our friends the unreliability of the stores that do not keep their word."

This convention, which opens here in Texas to-day, is but another indication that this work will be continued until the 10 per cent. of unreliable advertising shall be eliminated from newspapers, from magazines, from billboards, from street cars, from every form of advertising media.

Way back in our school days we all remember that by application it was not very difficult for us to get an average of 90 per cent. in our studies—but to get an average of 91, or 92, or 93, or 94, or 95 per cent. required unusual, extraordinary, persistent application—perhaps one or two or three hours more of study every day.

#### THE PEOPLE ARE BEHIND US.

Thus it has been with our work so far in the advertising field. We have applied ourselves industriously, we have had the backing of the people, we have had the backing of owners of publications, and we have attained this average of 90 per cent. perfection. But we must apply ourselves more assiduously in the future to eliminate the extra one, two, three, four and five per cent. of bad advertising.

Just because we are 90 per cent. good we must not let up in our efforts—we must keep at it until the remaining 10 per cent. has been eliminated.

We are all glad to know that the good people of Texas are in sympathy with this movement.

### BROTHERLY LOVE.

#### ONE OF THE FOUNDATION STONES IN EVERY BUSINESS THAT WOULD BE PERMANENTLY SUCCESSFUL.

[Extract from a lay sermon by MacMartin, of the MacMartin Advertising Company, Minneapolis, delivered in the East Presbyterian Church, Dallas, Tex., May 19. Text: "Am I My Brother's Keeper?"]

To-day in this city is about to be held what purports to be the greatest meeting of business men the world has ever seen. For, in some cases weeks, busy men who have been taught to count every moment of their time as precious have been leaving their homes and their labors and have been journeying by boat and by rail to meet together in this great city to-day.

This is our eighth annual convention. Yet, to my knowledge, this is not only the first time that we have met on the Sabbath day, but it is the first time we have in anyway officially recognized the fact that there is a Lord's day.

To be sure we have always opened our meetings with prayer and there has not been a convention at which some address has been delivered on the ethics of advertising or morality in business.

#### THE PHILOSOPHY OF MERCHANDISING.

In the business world we have learned that we must be our brother's keeper because our business cannot exist without our brother's good will.

I once overheard two neighbor children about to play store. The little boy said, "Now first you be customer and I'll be storekeeper. First I'll cheat you and then when you are storekeeper you can cheat me." But the little girl shook her big golden curls. "That isn't the way to play store," she said. "You just go on and cheat me if you dare. You'll be sorry if you do, 'cause then I won't be your customer any more; and you can't play store without a customer." In her simple answer that child expressed the whole philosophy of merchandising.

I could not help wondering if, when that boy grew to be a man, and had a real store of his own, he would then be the reasoning of this childish teaching, or whether he too would have to take the crooked road of experience before he subscribed to the principle.

#### ADVERTISING RESTS UPON TRUTH.

The results of all advertising are built upon one thing, and only one—the belief of our brothers that we are telling the truth.

We have our trade-marks. They are worth nothing in themselves—merely sullen symbols. And yet trade-marks have been listed as assets and sold for prices running into the millions.

These millions of dollars represent millions of minds—minds which have been convinced of the quality of the article for which the trademark stands—millions of minds filled with the belief that what is said about this article is true.

Destroy that belief, betray that confidence, and your mark becomes worthless—often even worse than worthless.

We are living in a world of confidence. Our entire commercial fabric is built upon it. Confidence is the thing which the buyer gives to the seller before a sale can be made.

The buyer gives the seller two things—his money and his confidence. In exchange for these two things the seller gives the article purchased and his word. Because the buyer gives more than his money the seller must give more than the article. He must give the buyer the satisfaction which the buyer believes goes with the article. It has taken the business world a long time to realize these simple facts.

We have changed in the last century from the doctrine expressed by "caveat emptor"; let the buyer beware to the new theory of the "exchange of confidence for truth."

#### BUSINESS IS BUSINESS.

Up to the last half of the nineteenth century the responsibility of a purchase was placed on the buyer. The methods of barter and exchange with prices marked in cipher were equivalent to the warning "caveat emptor," let the buyer take his own chances.

We are told that all through the ages from the dawn of civilization up to within a little half century ago, business was carried on on the theory of the horse-trader—that, there is always "one best end to every trade."

In those days the answer of otherwise moral men was the now somewhat obsolete expression, "Business is Business." "If I hadn't cheated him, he'd have cheated me."

We no longer hear that expression among honest business men because they recognize the fact that there is no "best end to the trade."

To-day most men have adopted the proposition that no exchange is a profitable exchange which does not benefit both parties.

While the first object of every exchange is to make a profit, the seller has learned that there should be another object and that this one is even more important than the first. The second object of every sale is to create a satisfied customer. For "you can't play store unless you have a customer."

To-day the buyer's satisfaction is the first consideration. It is or it should be, the policy of the seller to take the entire responsibility. I am not stating how the business world has arrived at these conclusions. I am simply saying that we have arrived.

#### EXCHANGE OF CONFIDENCE FOR TRUTH.

As the world has been so long in learning this principle it is no wonder that many have not yet realized that we are here. There will always be some who will never realize it. There will always be some Cains. I do not like to think of the modern Cain as one who gives nothing in exchange for that which he takes. He is not simply a get-rich-quick man.

He is rather, the ordinary business man who has not yet learned the full meaning of the doctrine "of the exchange of confidence for truth."

He has probably said in his heart as Pontius Pilate said two thousand years ago, "Truth, What is truth?"

He has looked at his neighbors and comforted himself by judging himself by what seemed to him to be their standards.

We are asking ourselves that question in the advertising world to-day, "How far is one justified in exploiting the virtues of his product?"

I do not know whether or not one ever answered that question for Pilate. There was only one human being in the world who could answer that question for him. That man was Pontius Pilate. Each man must answer his own question of truth for himself. Our neighbors cannot answer them for us. Ignorance of the law is no excuse. Each man must answer his own question of truth for himself. And no one but ourselves know whether we have always answered rightly or wrongly. No one knows whether we are honest but ourselves. Even our nearest friends do not know whether we are absolutely honest or not. Our wives do not know. Our wives think we are honest men or "better than the average," but even our wives do not know how near we always come to the truth.

#### JUDGED BY OTHER PEOPLE'S ESTIMATES.

The trouble is that each man knows in his heart that he is not entirely honest about all things. The sum of each man's honesty, whether he realizes it or not, always hangs somewhere between absolute truth and absolute falsehood.

This old world has so far only produced one 100 per cent. man. All the rest in the last analysis must take their rank somewhere between zero and 100 per cent. When I went to school there was a certain mark at which we were allowed to pass. If we fell below that mark we had to take the year's work all over again.

We all of us tried for that mark. To be sure there were a few who tried for the higher marks, but most of us were perfectly content if we could just slide in above the passing mark.

Of course, we all of us knew that our marks did not always represent our real standing. Our marks were only our teacher's estimates of our standing.

But it did not make any difference what our estimates were. The teacher's estimate was the final estimate.

And so it is in the world of business. While no one knows whether a man is honest but that man himself, we are judged by other people's estimates of our honesty. The modern Cain was disposed to gamble on other people's opinions of this honesty.

He knew that men are by nature trusting, that men are by nature loyal, that men want to believe men. He thought that this little elaboration here and this exaggeration there, would probably never be discovered, or if it were discovered it would not be until after he had made the sale.

#### THE DISHONEST SALE IS NEVER CLOSED.

He did not seem to know that a dishonest sale is never closed. And for a time he was successful. But there came a day when suspicion and doubt crept into people's minds. And a suspicion once started spreads faster and does its work more thoroughly than any of our advertisements.

He found that it was costing him more and more to make a sale. Perhaps his cost per inquiry began to creep up higher and higher.

He found that his trade-mark was not respected as it formerly was—that somehow it did not stand for so much in the minds of the people. He even heard his salesmen say that they could sell his goods better without the trade-mark.

His valuable trade-mark seemed to have

(Continued on page 19.)

**TIPS FOR BUSINESS MANAGERS.**

The Moss-Chase Co., 110 Franklin street, Buffalo, N. Y., is placing orders for three inches, nine times, with Southern papers, for F. F. Rick & Co., Buffalo.

The Hicks Advertising Agency, 132 Nassau street, New York, is sending out orders for seven lines, thirty times, to Eastern papers, for The Columbian, 1000 Island Park, N. Y.

The Wyckoff Advertising Co., New York City, is placing orders generally for the Kulux Co., Rochester, N. Y.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is sending out orders for ten lines, twenty times and 112 lines, ten times, to Eastern papers, for Bretton Woods advertising.

The Lotos Advertising Agency, 17 Madison avenue, New York, is making contracts for 5,000 lines, one year, with Pacific Coast papers, for the Magistral Chemical Co.

The Stack-Parker Advertising Agency, Heyworth Buildings, Chicago, Ill., is making 6,000-line contracts, to be used within one year, with Southern papers, for the Northern Pacific Steamship Co. This agency is also making contracts for 10,000 lines, one year, with Southern papers, for the Joseph Schlits Brewing Co., Milwaukee, Wis.

The Hirschler Advertising Agency, is placing orders for 5,000 lines, one year, with Southern papers, for the Old Spring Distilling Co.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is sending out 7,000-line contracts, to be used within one year, to Southern papers, for the R. C. H. Corporation.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, is placing new copy with Southern and Southwestern papers, for the advertising of White Sulphur Springs, W. Va.

The Amsterdam Advertising Agency, 1178 Broadway, New York, will shortly place orders with a selected list of Eastern papers, for the Ideal Tours, New England Hotels.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., is placing fifty-six-line orders, eighteen times, with some Western papers, for the Strockfus Steamboat Line. This company is also placing orders with Southern papers for F. V. Lipman, P. P. P. Remedy, Savannah, Ga.

The Ernest Edwards Agency, 429 Sixth avenue, New York, is sending out one time orders to a large list of papers, for Winchester & Co., Nerve Force, 101 Reekman street, New York.

Ewing & Miles, Fuller Building, New York, are placing orders for ninety lines, d. c. one time, with some Western papers, for Walter Thorpe & Co., New York City.

The Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, Pa., is sending out fourteen-line orders, thirty times, to some southern and Pennsylvania papers for the Bedford Springs Hotel, Bedford Springs, Pa.

The Fowler-Simpson Company, 1900 Euclid avenue, Cleveland, O., is reported to be making 2,500-line contracts with a selected list of large city papers for the Ohio Varush Company, Chi-Namel, 3145 East Eighty-seventh street, Cleveland.

W. F. Hamblin & Co., Fifth Avenue

building, New York, is placing orders for the Foo-Rhen Company, Rheumatism Remedy, 39 Cortlandt street, New York, where papers make distribution with druggists.

The E. T. Howard Advertising Agency, 154 Nassau street, New York, is sending out orders to Canadian papers for the L. E. Waterman Company, Waterman's Ideal Fountain Pens, 173 Broadway, New York.

Jones' Break-Up, Inc., Jones' Break-Up Remedies, New Egypt, N. J., is asking for rates on two inches, d. c., to run for six months with a selected list of papers.

The Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is renewing contracts with Western and Pacific Coast papers for the F. Mayer Boot & Shoe Company, Milwaukee, Wis.

Lord & Thomas, Mallery building, Chicago, Ill., are placing the advertising of the American Tire & Rubber Company, Universal Auto-Vulcanizer, 1229 Michigan avenue, Chicago, Ill.

The Morse International Agency, Dodd-Mead building, New York, is sending out orders for three lines, thirty-four times, to some New England and New York State papers, for Williams & Carlton Company, Williams Root Beer Extracts, Hartford, Conn.

J. P. Muller & Co., 1570 Broadway, New York, is placing orders for ten lines, two times, with Canadian papers, for the New York Music Clearing House, 141 Fifth avenue, New York.

The Rose-Stern Company, 1265 Broadway, New York, is sending out orders for the Chelsea Manufacturing & Supply Company, 135 West Twenty-fourth street, New York, to Western farm papers. Later Western dailies will be used. This company is also placing orders with Western papers for the Rice Specialty Company, 32 Union Square, New York.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is reported, will make up a list of newspapers early in June for the advertising of the Resinol Chemical Company, Baltimore, Md.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new orders with some eastern papers for the Rock Island Railroad Company, 401 Broadway, New York.

The Charles H. Touzalin Agency, Kesner building, Chicago, is sending out new orders to some Western papers for the Northern Michigan Transportation Company, Chicago.

The Tuthill Advertising Agency, 1133 Broadway, New York, is placing orders for the Lord & Burnham Company, 1135 Broadway, New York, with papers in cities where they have offices.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., is placing orders for forty-four lines, fifteen times, with New York State papers, for the Sawyer Crystal Blue Company, 88 Bond street, Boston, Mass.

**Cleveland Advertising Co. Fails.**  
Because of defalcations at the hands of Samuel E. De Brell, former office manager of the Cross-Gilchrist Advertising Co., of Cleveland, O., that concern has been forced into bankruptcy. The shortage in the ex-manager's accounts may reach \$15,000. De Brell was recently sentenced to a three-year term in the penitentiary following his arrest in New Orleans and trial in Cleveland.

**England's King and the Newspapers.**  
King George is not only a book reader, but he is also a student of the newspapers. He makes it a point to gain a fair mastery of the day's news before his daily morning ride. In this respect he follows closely in the footsteps of his father, who was most systematic in his habits as to the newspapers. Wherever he went a portfolio of a proper size to hold papers folded as they are in the shops went also. The papers were arranged as follows: The Times, then came The Daily Mail, and next to it The Daily Mirror and the Daily Graphic.

**ROLL OF HONOR**

List of 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.

<b>ALABAMA.</b>	<b>MISSOURI</b>
ITEM .....Mobils	DAILY & SUNDAY GLOBE.... Joplin
<b>CALIFORNIA.</b>	POST-DISPATCH.....St. Louis
INDEPENDENT .....Santa Barbara	<b>MONTANA.</b>
BULLETIN .....San Francisco	MINER .....Butte
CALL .....San Francisco	<b>NEBRASKA.</b>
EXAMINER .....San Francisco	FREIE PRESSE (Cir. 128,384)....Lincoln
RECORD .....Stockton	<b>NEW JERSEY.</b>
Only newspaper in Stockton	PRESS.....Asbury Park
that will tell its circulation.	JOURNAL .....Elizabeth
<b>FLORIDA.</b>	COURIER-NEWS .....Plainfield
METROPOLIS .....Jacksonville	<b>NEW MEXICO.</b>
<b>GEORGIA.</b>	MORNING JOURNAL .....Albuquerque
ATLANTA JOURNAL (Cir. 53,163) Atlanta	<b>NEW YORK.</b>
CHRONICLE .....Augusta	BUFFALO EVENING NEWS....Buffalo
LEDGER .....Columbus	BOLLETTINO DELLA SERA, New York
<b>ILLINOIS.</b>	EVENING MAIL .....New York
POLISH DAILY ZGODA.....Chicago	STANDARD PRESS .....Troy
SKANDINAVEN .....Chicago	RECORD .....Troy
HERALD .....Joliet	<b>OHIO.</b>
HERALD-TRANSCRIPT .....Peoria	PLAIN DEALER .....Cleveland
JOURNAL .....Peoria	Circulation for April, 1912
<b>INDIANA.</b>	Daily .....108,787
NEWS-TRIBUNE .....Marion	Sunday .....131,526
THE AVE MARIA.....Notre Dame	VINDICATOR .....Youngstown
<b>IOWA.</b>	<b>PENNSYLVANIA.</b>
CAPITAL .....Des Moines	TIMES .....Chester
REGISTER & LEADER.....Des Moines	DAILY DEMOCRAT .....Johnstown
THE TIMES-JOURNAL.....Dubuque	DISPATCH .....Pittsburgh
<b>KANSAS.</b>	GERMAN GAZETTE .....Philadelphia
CAPITAL .....Topeka	PRESS .....Pittsburgh
<b>KENTUCKY.</b>	TIMES-LEADER .....Wilkes-Barre
COURIER-JOURNAL .....Louisville	GAZETTE .....York
TIMES .....Louisville	<b>SOUTH CAROLINA.</b>
<b>LOUISIANA.</b>	DAILY MAIL .....Anderson
ITEM .....New Orleans	THE STATE .....Columbia
TIMES-DEMOCRAT .....New Orleans	(Cir. August, 1911, S. 17,969; D. 17,614.)
<b>MARYLAND.</b>	<b>TENNESSEE.</b>
THE SUN..... Baltimore	NEWS-SCIMITAR .....Memphis
has a net paid circulation of 124,000	BANNER .....Nashville
copies daily, 80,000 of which are	<b>TEXAS.</b>
served in Baltimore homes.	RECORD .....Fort Worth
<b>MASSACHUSETTS</b>	CHRONICLE .....Houston
THE HERALD ..... Boston	<b>WASHINGTON.</b>
Guaranteed daily circulation 110,714 (average	POST-INTELLIGENCER .....Seattle
for whole year 1911). The Herald is the news-	<b>WISCONSIN.</b>
paper of the home owners of New England.	EVENING WISCONSIN ....Milwaukee
<b>MICHIGAN.</b>	SENTINEL .....Milwaukee
PATRIOT ..... Jackson	<b>CANADA.</b>
The Six Months Average Was	<b>ALBERTA.</b>
A.A.A. Figures.....D. 10,366; S. 11,289	HERALD .....Calgary
Patriot Figures....D. 10,331; S. 11,235	<b>BRITISH COLUMBIA.</b>
<b>MINNESOTA.</b>	WORLD .....Vancouver
TRIBUNE, Morn. & Eve.....Minneapolis	<b>ONTARIO.</b>
	FREE PRESS .....London
	<b>QUEBEC.</b>
	LA PATRIE .....Montreal
	LA PRESSE (Ave. Cir. for 1911, 104,197). Montreal
	<b>TRADE PAPERS.</b>
	<b>NEW YORK.</b>
	RETAIL BAKER.....New York

**THE New Orleans Item**

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM, and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS

**Proven Circulation vs. Claimed Circulation**

In New Orleans the only evening paper which has been examined by the A. A. A. in the past two years is the

**NEW ORLEANS DAILY STATES**

WE DID NOT EVADE THE EXAMINATION

The States guarantees the largest home circulation, also the largest city circulation in New Orleans.

That is why the States carries the most Department Store advertising week by week the year through.

S. C. BECKWITH SPECIAL AGENCY  
New York Chicago Kansas City



**BROTHERLY LOVE.**

(Continued from page 17.)

changed in a day and stood for an entirely respected it seemed to stand for something to be avoided.

He used all of his wonderful modern powers, but the day came when his advertising would no longer yield into his strength. He had killed the confidence of the public in himself. He had called to his brother, but his brother could not hear, for his brother's confidence in him was dead.

These are facts, not theories. They are happening every day all around us. I have only to mention the names of certain articles (medicines, food products and others) which were well known and well used less than ten years ago. If I should mention the names of these things here the very thoughts of them would fill you with revulsion. Some of these concerns have gone out of business. Some are dying fast.

Some of them are still advertising now and then when they can find publishers who will take their fast disappearing goods. But these advertisements, instead of attracting the buyers they used to, seem to stand out more as monuments of their shame.

Now nearly everyone realizes that this will happen sooner or later to every business which does not stand on the firm foundation of truth and does not accept the responsibility of being its brother's keeper.

We must be our brothers' keepers because our brothers are our keepers. Our brothers and not ourselves are the keepers of the confidence which our business must have to long endure.

**DUTY TO ADVERTISERS.**

(Continued from page 8.)

He must not consider it a special privilege granted to him to break his contract because a newspaper prints something he does not like.

He should be taught to fully appreciate the great value of a good newspaper to his business and to the community.

He should be made to realize that it is not his business nor any part of it to try to regulate a newspaper's advertising rates.

He should be given to understand that a newspaper is a business institution, which has a right to conduct its business in its own way for a profit—just as he conducts his business.

He should get it out of his head that the withdrawal of his advertising would mean the ruination of the paper. A great many advertisers feel that way, you know.

He should be given to understand that he cannot have special positions and special favors unless he is willing to pay for them. He must also realize that these same positions and favors are open to other advertisers.

**ARTICLES FOR FREE PUBLICATION.**

He should be taught that he cannot send in articles for free publication and demand that they be printed. If they have an actual news value, all right; but the city editor or the news editor is the one to determine their news value, not the advertiser.

He should be given to understand that he cannot use a newspaper's composing room as his own printing shop; ditto the art department and the stereotyping plant. If he has extra work to do, let him pay for it.

He should be taught that a newspaper will not withdraw its support of a candidate for Mayor, or any other office, because he is opposed to that candidate.

He should be politely but firmly informed that the financial editor will not be discharged because he has exposed some deal in which he, the advertiser, is interested.

**RELATIONSHIP TO THE NEWSPAPER.**

In short, the advertiser should be made to understand that his relationship to a newspaper is only that of a customer who is entitled to courteous treatment, just the same as any good merchant tries to treat his customers courteously.

What merchant would accept from a customer something like the following?

"Take out that display in your front window or I will never buy another dollar's worth in your store."

"I don't like this counter here. Take it out or I will not patronize you."

"I don't like your decorations. Take them down or you will lose a customer."

What would a merchant say, do you suppose, to that customer? I will let you guess his answer.

What should a newspaper say to advertisers who "butt in" in about the same manner on a newspaper's business? I will also let you guess what that answer should be.

Hen. James E. Brown has returned to the editorial control of the Newman (Ga.) Herald and Advertiser after being out of harness for about a year. He is a strong editorial writer. His first newspaper work was as editor and publisher of the Henry County Weekly at McDonough. Mr. Brown has served as State Senator, postmaster of Newman under Cleveland, and as State librarian appointed by Governor Atkinson. His many friends will welcome his return to the newspaper field.

**Good Net Earning Properties**

- \$4,500 Exceptional opportunity. New York State Weekly. No competition. Terms.
- \$7,000 County seat Weekly. Only paper. Earning net \$2,200. Terms.
- \$9,000 Strong Weekly. County seat. 4,000 circulation. Atlantic State. Favorable terms.
- \$17,500 Strong Semi-weekly. East Central State. Gross business \$15,000. County seat.

**HARWELL, CANNON & MCCARTHY**

Brokers in Newspaper and Magazine properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., New York

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,202—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**THE BLACK DIAMOND** Chicago - New York - Pittsburgh, for 20 years the coal trades' leading journal. Write for rates.

It would take 10 to 36 pages of this issue to properly show a single family of our attractive type faces. Send to us for specimens; there's something fine coming.

**Barnhart Bros. & Spindler**

Type Founders

- Chicago New York Washington
- St. Louis Dallas Kansas City
- Omaha St. Paul Seattle

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector
- GEORGE W. BRICKA, Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.
- DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOGUET ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252  
Toronto Office,  
23 Scott Street,  
Tel. Adelaide 1749

**HOWLAND, HENRY S., Adv. Ag'cy**  
20 Broad St., New York  
Tel. Rector 2573

**KIERNAN, FRANK & CO.,**  
156 Broadway, New York  
Tel. 1233 Cortlandt

**LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 8214-15

**NAMROD ADVERTISING AGENCY**  
926 Tribune Bldg., New York  
Tel. Beekman 2820

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

**SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

**ILLINOIS**

**GUENTHER-BRADFORD & CO.**  
64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising

**PENNSYLVANIA**

**RUBINCAM ADV. AGENCY**  
Drexel Bldg., Philadelphia  
Tel. Lombard 2152

**CUBA and WEST INDIES**

**THE BEERS ADV. AGENCY**  
Cuba 37, Altos  
Havana, Cuba  
Frank Presbrey Co., N. Y. Corr.

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
33 West 34th St., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380
- PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis  
Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154

**KELLY, C. F., & CO.**  
220 Fifth Ave., New York  
People's Gas Bldg., Chicago  
Tie. Madison Sq. 3259

**LINDENSTEIN, S. G.**  
118 East 28th St., New York  
Tel. Madison Sq. 6556  
30 North Dearborn St., Chicago

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

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723

**PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377

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

**WARD, W. D.**  
Tribune Bldg., New York  
Tel. Beekman 3108

**WAXELBAUM, BENJAMIN**  
Jewish Newspapers  
102 Bowery, New York  
Tel. Spring 7500

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

SEND FOR SAMPLE

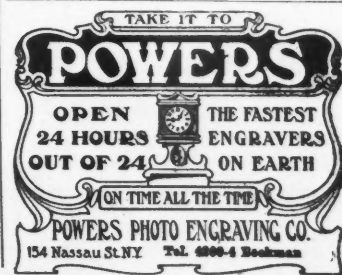
**F. E. OKIE CO.**  
Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

**Press Clippings**

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

**BURRELLE**

46 Lafayette Street, New York City  
ESTABLISHED A QUARTER OF A CENTURY



**For Washington Correspondence**

write  
**AMERICAN TELEGRAPH PRESS**  
District National Bank Building Washington, D. C.

**SPACE BAND REPAIRING** by Machinists who know how—cost you 25 cents each. Send us your next lot of 25 or 50 and save 10 cents each.

**INTERNATIONAL PUBLISHERS SUPPLY CO.**  
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

## CIRCULATION MEN TO MEET.

Annual Convention Will be Held in Baltimore June 11, 12 and 13.

It is believed that all records for attendance will be broken when the International Circulation Managers' Association convenes in fourteenth annual session at the Emerson Hotel, Baltimore, on June 11, 12 and 13. A serious and helpful consideration will be given to a program carefully arranged to cover present day problems.

The officers of the association are as follows: President, John D. Simmons, Journal, Atlanta, Ga.; first vice-president, William J. Little, Star, Montreal, Can.; second vice-president, Sidney D. Long, Eagle, Wichita, Kan.; secretary and treasurer, Joseph R. Taylor, Press, Grand Rapids, Mich. Directors, R. S. Weir, Journal, Detroit, Mich.; E. M. McSweeney, Traveler, Boston, Mass.; E. A. MacKinnon, World, New York; J. M. Chevrier, La Patrie, Montreal, Can.; J. L. Russell, Cleveland, O.; James R. Henderson, Gazette, Montreal, Can.; Max Annenberg, Tribune, Chicago, Ill.; George E. Johnson, Courier-Journal, Louisville, Ky.; J. W. Magers, Sun, Baltimore, Md.

The program was arranged by the following committee: D. B. G. Rose, J. W. Magers, H. L. Steele, C. A. Booth and W. H. Harrington.

## Merchants and Newspapers.

Some day the daily newspapers will awaken with a start to the fact that their own interests are very closely interwoven with the interests of retail merchants. Items of news like this will perhaps help to arouse them: "Thirty Chicago mail order houses are combining their advertisements in a new Chicago afternoon newspaper, which is to be circulated free at Chicago and for one hundred miles around. A syndicate with \$2,000,000 is backing this enterprise."

The fact that the big mail houses cut into the business of the retail dealer was, of course, manifest to him from the start. Later, the manufacturer began to see that his interests also were threatened, because as fast as the big houses got around to it, they established their own factories for the production of all sorts of goods, from clothespins to shoes. It will, perhaps, take the daily newspapers a little longer to realize the menace against their interests involved in these great centralized distributing stations. They ought to realize that now. They ought to look over their advertising accounts and see what a large percentage is composed of local advertising from retail merchants.—*Boot and Shoe Recorder.*

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment. Best Illustrations. YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE  
200 WILLIAM ST. NEW YORK CITY

when you think  
of insurance

think of **KOLLER**

expert service on all forms

'Phone 6300 Gramercy

1 Madison Avenue, New York

## DINNER TO HOWARD DAVIS.

Advertising Manager of the American Banqueted on Eve of Departure for Europe.

Howard Davis, advertising manager of the New York American, who sails to-day on the Berlin for an extended holiday trip in Europe, was tendered a bon voyage dinner Wednesday evening by Vivian Wallace Burnside, of the advertising staff of the American, at the Camden Apartments, 206 West Ninety-fifth street. The affair was probably the most elaborate function of its kind ever held in New York. The dinner comprised ten courses and lasted from 7:30 o'clock until 12:30 o'clock, after which there followed an entertainment, one of the features of which was the selections rendered by the famous American Quartet, composed of E. F. Hooper, W. Judson Crompton, John Tobin and Fred G. Aulsbrook.

The evening proved very enjoyable, and Mr. Davis, who is very popular with his men, was made the target for many happy speeches celebrating his success as advertising manager of the American. Elmer Helms presided as toastmaster.

Those present included Howard Davis, Claude R. Abell, Fred G. Aulsbrook, W. Judson Crompton, Elmer Helms, E. F. Hooper, W. Crozier Walsh, Edward Willis and John Tobin.

Mr. Davis will remain abroad two months, most of the time being spent on the Continent. He will be accompanied by Mrs. Davis.

## SEE END OF PENNY PAPER.

Price Called Absurd by Writer Believed to Be Lord Northcliffe.

Writing in the London Daily Mail on "Some Brutal Truths on Half-Penny Papers," a writer signing himself "Nemo" and who is believed to be Lord Northcliffe, proprietor of that paper, declares that with the increased cost of print paper and other expenses incidental to publishing a newspaper, the public must pay more for its news.

The writer says that with great cost of obtaining news and publishing a newspaper to-day as contrasted with the cost of producing newspapers in the past it is difficult to understand why the public of great cities like New York, London, Paris, Berlin and others should refuse to pay more than a half-penny for their news. He says that the number of such newspapers will shrink.

## CHANGES IN INTEREST.

EVERETT, Mass.—Former Senator Wilmot R. Evans, Jr., has sold the Everett Republican to George W. Murphy, proprietor of the Everett Herald. Mr. Murphy takes control on June 1. The Republican was established nineteen years ago.

NEW ALBANY, Miss.—Hon. S. Joe Owens has sold the New Albany Gazette to Richard Smith, former editor of the Houston Post. Mr. Smith is now in charge of the Gazette.

MIDDLEVILLE, Mich.—The Middleville Sun has been sold by Charles P. Smith to William G. Barnes, of Cedar Springs. Mr. Barnes is a veteran newspaper man of Michigan, and will devote his entire time to this enterprise.

DARLINGTON, S. C.—The News and Press, for four years owned and controlled by J. Monroe Spears, has changed hands. C. W. Hanlon has leased the plant, and will publish the paper under the same name.

DECATUR, Ill.—The Decatur Herald has been sold to two newspaper men, E. D. Keusink and Frank Lindsay.

ARDMORE, Okla.—Lou A. Allard, former publisher of the Shawnee News, has bought the Ardmore Star, and will change it to the Evening News.

GEORGE, Ia.—Lawrence DeWald has sold his interest in the News to his brother, C. C. DeWald.

SOLOMON, Kan.—W. L. Olson has sold the Tribune to M. F. Aumiller.

MATTOON, Wis.—C. S. Thomas, of Chicago, has bought the Mattoon Times.

HIDE AND SEEK  
WHEN SECONDS COUNT

The foreman of a large newspaper composing room expressively emphasized one of the many time and labor saving features of

THE  
LINTYPE

over any other method of composition. He said:

In the rush hours we find that by the Linotype way we have to look in only

two places for matter. Either it's on the Linotype or else it's on the galley ready for the form. By individual type methods it may be at the keyboard, on the caster, at the hand case for correcting, or on the galley.

4 GUESSES vs. 2.

When seconds count give me

THE LINTYPE WAY

## Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 S. Wabash Ave.

SAN FRANCISCO:  
638-646 Sacramento St.

NEW ORLEANS:  
549 Baronne St.

TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

## WAGENSELLER, LIVE WIRE.

He Runs a 5,200 Circulation Weekly in a 500 Population Town.

George W. Wagenseller, editor of the Middleburg (Pa.) Post, who was recently elected president of the Pennsylvania Editorial Association, told the members the other day that there are 1,400 newspapers and periodicals in the State, eighty-five per cent. of which ought to belong to the association. He has appointed a committee on membership to solicit every eligible newspaper man in the State to join.

Mr. Wagenseller is not only an editor but an author as well. He started in the publishing business in 1895 and is to-day owner of one of the most successful country weeklies in the country. Middleburg has a population of only 500 people, and the county 16,800, and yet the Post has a circulation of 5,200 weekly, which is a big circulation for a country newspaper in a town of 500 population.

President Wagenseller is a graduate of Susquehanna University, Selinsgrove, Pa., and of Bucknell University, Lewisburg, Pa. He is a thirty-second degree Mason, a member of the Mystic Shrine and possesses many traits of character that make friends among the rich and poor alike.

Clayton P. Chamberlain, business manager of the Hartford (Conn.) Times, was in New York and Philadelphia this week.

The Dayton (O.) Ad Club held an advertising show last week.

## Bargains on Printing Presses

## FOR SALE

Two, three and four-deck presses taken in trade for larger machines, are offered at half price—thoroughly overhauled and rebuilt, also some presses of other makes, of various sizes and styles. Tell us what you want and we will try and fit you out.

Now is the Time to Buy

THE GOSS PRINTING PRESS CO.  
16th St. and Ashland Ave., Chicago, Ill.

## NOTICE

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

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

THE  
WARD SYSTEMS  
COMPANY

THE WARD SYSTEMS CO.  
Operators of  
The Ward Paid-in-advance Contest System

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.



