

THE EDITOR AND PUBLISHER AND JOURNALIST

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ASSOCIATED PRESS CONVENTION.

ANNUAL MEETING BRINGS TOGETHER REPRESENTATIVE PUBLISHERS FROM ALL PARTS OF THE COUNTRY.

Report of Board of Directors Shows That the Receipts for the Year Were \$2,792,624.48 and the Expenses \$2,846,812.16—Election of Directors Results in the Re-election of Messrs. Lawson, Cowles, Rapier and Ridder—Frederick Roy Martin Succeeds General Taylor and Charles A. Rook Will Fill Vacancy Left by Death of A. J. Barr—Frank B. Noyes Re-elected President—Other Officers.

The annual meeting of the Associated Press was held at the Waldorf-Astoria Hotel in New York on Tuesday. The attendance was larger than last year and included some of the foremost publishers in the United States. No section of the country was left unrepresented. The corridors of the Waldorf, before the convention was called to order at 11 o'clock, resembled those of political headquarters when a national convention is about to convene.

Nearly every press association, newspaper syndicate and press manufacturer had salesmen present to interview the visiting members. Lucky indeed was the publisher who succeeded in running the gauntlet without being waylaid at least a half a dozen times before reaching the elevator which was to take him to the second floor, where the convention was to meet.

Frank B. Noyes, publisher of the Washington Evening Star, president of the Associated Press for many years, called the delegates to order soon after 11 o'clock. The proceedings opened with the reports of the various officers. One of the most interesting of those submitted was the report of the directors, which read as follows:

REVISION OF ASSESSMENTS.

"The revision of assessments was the most difficult work undertaken by your board during the year 1911. The object, to pay the cost of the service out of income, has been attained. The deficit of \$54,902.93 with which the year ended will have been paid before the next new year, unless some extraordinary emergency should arise, and a margin of surplus for a working fund will remain.

"Such a fund is necessary to meet contingencies likely to occur in the news field. The demands on a previously existing press association during the Spanish War rose to \$45,000 a month beyond normal requirements. The special war expenses of that association within a year amounted to \$274,814.

"The board does not believe that extraordinary expenditures should be met from borrowed money nor in the policy of sudden and unexpected special assessments which weigh inconveniently upon members. This fund should, in our judgment, amount ultimately to 20 per cent. of the annual income. This may be accumulated within ten years by reserving about 2 per cent. of income each year and that is what your board hopes to do after the present deficit has been paid.

HIGHLY EFFICIENT NEWS SERVICE.

"The news, always the one urgent responsibility, has been assembled and distributed efficiently during the twelve months. The board ventures to believe that in the home field upon which daily scrutiny is continuously searching, the service has been found by the membership to be quick, true and full. If a list were made of notable first announcements of North American news, included therein would be the McNamara confession, the resignation of President Diaz, the defeat of reciprocity in Canada,

the Supreme Court decision in the Standard Oil case and that in the Tobacco case. The trans-oceanic field has been equally well reported—the Turco-Italian war, the revolution in China, the coronation, the constitutional crisis and strike in England and the critical negotiations between Germany and France.

"Comprehensive news reports have been distributed by telephone in a larger way than during any previous year. The results owing to mechanical improvements have been excellent. Abbreviated reports are now served by telephone to thirty-six papers. Upward of 6,500 words in two hours are averaged nightly on one telephone circuit.

ALLIANCES WITH OTHER AGENCIES.

"Alliances with the European news agencies, Reuter's of London, Havas of Paris, and Wolff of Berlin were renewed. The agreeable relations begun in 1910 with the Canadian Press, Ltd., were continued to the mutual advantage of both associations.

"Your organization, on behalf of the Agence Havas, under our contractual relations with that organization, began at the end of the year to serve papers in Argentina, Brazil and Chile with North American news having a relation to those countries and with far eastern intelligence, in which our service has been superior to that of any European agency."

FINANCIAL STATEMENT.

The financial statement attached shows the total income for the year as \$2,792,624.48. The total expenses were \$2,846,812.66.

At the conclusion of this part of the program the convention proceeded to elect directors for the ensuing year, to fill the five offices made vacant by the expiration of terms, and one other to fill the place made vacant by the death of the late Albert J. Barr, formerly publisher of the Pittsburgh Post and Sun. Twelve candidates, all officially ratified by the nominating committee at its meeting last January in Chicago, were announced.

The retiring members of the board were: Gen. Charles H. Taylor, of the Boston Globe; Thomas G. Rapier, of the New Orleans Picayune; W. H. Cowles, of the Spokane Spokesman Review; Victor F. Lawson, of the Chicago Daily News, and Herman Ridder, of the New Yorker Staats-Zeitung.

The candidates who were rivals for the place made vacant by the expiration of the term of Gen. Taylor, who declined a renomination, were Frederick Roy Martin, of the Providence (R. I.) Journal, and Samuel Bowles, of the Springfield (Mass.) Republican.

For the place of A. J. Barr the contestants were: Charles A. Rook, of the Pittsburgh Dispatch, and Samuel Bancroft, Jr., of the Wilmington (Del.) Every Evening.

Major James C. Hemphill, of the Charlotte (N. C.) Observer, was a candidate against Thomas G. Rapier, of the New Orleans Picayune, for the latter's position on the board. W. H. Cowles' rival was Isaac N. Stevens, of

the Pueblo Chieftain, in the Western Division. Victor Lawson was opposed by Gardner Cowles, of the Des Moines Register and Leader, in the Central Division, and Herman Ridder had as a rival Thomas Mott Osborne, of the Albany (N. Y.) Citizen, in the Eastern Division.

The election resulted in the choice of Frederick Roy Martin to succeed General Taylor and Charles A. Rook to fill the unexpired term of A. J. Barr, deceased. Messrs. Rapier, Cowles, Lawson and Ridder were re-elected.

The following officers were elected by the new Board of Directors: President, Frank B. Noyes, Washington Star; first vice-president, Gen. Charles H. Taylor, Boston Globe; second vice-president, Crawford Hill, Denver Republican; treasurer, J. R. Youatt, general manager, Melville E. Stone.

SEVERAL DIVISIONS ELECT OFFICERS.

During the day members of the several divisions met and chose the following advisory boards and representatives on the nominating and auditing committees:

Eastern Division.—Advisory Board—Don C. Seitz, New York World; James Elverson, Philadelphia Inquirer; W. E. Gardner, Syracuse Post-Standard; Charles H. Clark, Hartford Courant; Charles H. Grasty, Baltimore Sun. Nominating Committee—Oswald G. Villard, New York Evening Post; R. L. O'Brien, Boston Herald. Auditing Committee—B. H. Anthony, New Bedford Standard.

Central Division.—Advisory Board—N. C. Wright, Cleveland Leader; J. T. Murphy, Superior (Wis.) Telegram; J. T. Mack, Sandusky Register; C. C. Marquis, Bloomington (Ill.) Pantagraph; E. P. Adler, Davenport Times. Nominating Committee—Thomas Rees, Springfield (Ill.) Register; L. T. Golding, St. Joseph (Mo.) News. Auditing Committee—H. M. Pindell, Peoria (Ill.) Journal.

Western Division.—Advisory Board—C. A. Morden, Portland Telegram; A. J. Blethen, Seattle Times; I. N. Stevens, Pueblo Chieftain; A. N. McKay, Salt Lake Tribune; R. A. Crothers, San Francisco Bulletin. Nominating Committee—Charles W. Herrick, San Francisco Call; W. W. Chapin, Seattle Post-Intelligencer. Auditing Committee—A. N. McKay, Salt Lake Tribune.

Southern Division.—Advisory Board—J. R. Gray, Atlanta Journal, chairman; Frank P. Glass, Montgomery Advertiser; Robert Ewing, New Orleans States; H. C. Adler, Chattanooga Times; Bruce Haldeman, Louisville Courier-Journal. Nominating Committee—W. J. Crawford, Memphis Commercial Appeal; R. M. Johnston, Houston Post. Auditing Committee—P. A. Stovall, Savannah Press.

THE ANNUAL REPORT.

The annual report of the board of directors was adopted unanimously.

Following the announcement of the results of the election for directorships several papers applied for membership in the A. P. In each case the application was thrown down because it interfered with the rights of other papers in the same territory; new franchises are always voted down if a paper having a franchise in the same territory of the applicant protests against the applicant's admission.

After the routine business had been disposed of the convention adjourned sine die. All the members will remain over for the joint dinner.

Editor to Speak.

J. Keeley, managing editor of the Chicago Tribune, will speak at the Davenport (Ia.) Commercial Club Thursday, May 2.

TALKS ON MANY TOPICS.

Newspaper Publishers at the Convention Give Their Views on Business Conditions in the Trade, and Tell of the Year's Progress—Bad Weather This Spring Discouraged Advertisers.

The pick of the newspaper publishers of the United States were in attendance at the A. P. and A. N. P. A. convention, held in New York this week. The EDITOR AND PUBLISHER'S representatives interviewed many of them on business conditions, with the following result:

Gen. H. G. Otis, Publisher of the Los Angeles Times.—The Times is doing more business than last year, and is still keeping the lead of all other American ing published. We expect to get into our new, four-story steel and concrete building on October 1, the second anniversary of the explosion that destroyed our plant. I have never attempted to figure out the loss sustained by our fight with unfair labor organizations. When our building was destroyed our total loss was \$508,000. Our insurance amounted to \$262,000. This makes our net loss \$246,000 on the building and plant.

Hilton U. Brown, General Manager of the Indianapolis News.—We are in better shape than last year, but this time, although January and February was two of our worst months. It looks to me that we will round out the year in as satisfactory manner, although we do not expect to break any records.

John T. Mark, Editor of the Sandusky Register.—Our advertising thus far this year shows an increase over last year. Our merchants have learned that when general business is dull that is the time to advertise. The Register is forging right ahead in the general advertising field, and our circulation is having a healthy growth. Presidential years are not usually conducive to good business, but I think we are going to come out all right on the year's business.

Alden J. Blethen, Editor of the Seattle (Wash.) Times.—We had a set-back in town because of the activities of a lot of short-haired women and mistaken clergymen who think that Seattle needs reforming. The result has been that people have been scared away and we have not made the gain we should. We are in hopes to get rid of them soon, and then we will begin to climb again. The best year the Times had was in 1909, when we made \$326,391. We have dropped from that record the past two years, but now we have turned the corner and will make a much better showing. Our March business was \$11,000 better than last year. The city is spending millions on new terminals and the Panama-Pacific Exposition will probably attract many to our part of the Coast. Labor troubles? Yes, we have a lot of them. I think we will finally reach a point when we will have an open shop.

William L. McLean, Publisher of the Philadelphia Bulletin.—Not since the Spanish War have we printed so many papers as last week. Our run for Friday was 527,000 copies. Deducting spoiled copies, exchanges and returns, our net circulation this day was about 475,000. The afternoon papers of Philadelphia are on such friendly terms with the Bulletin that in a news crisis like that of last week, they call upon us to help them out and we responded as usual. Our advertising has not been what it should be. The bad weather of the spring kept our merchants from advertising as much as usual, and it was not until just before Easter that clear weather came. Since then we have had no reason to complain.

Col. Charles S. Diehl, publisher San Antonio (Tex.) Light.—The crops last year were good in our section of Texas and as a result business has been excellent. We have increased our advertising 25 per cent, and our circulation 25 per cent, which is not bad. I like San Antonio and I like the people. Our readers seem to appreciate the kind of a paper we are getting out.

Clark Howell, editor Atlanta Constitution.—We are enjoying a period of prosperity that we hope will continue. Advertising has been greater in volume than last year. The Constitution gets its share of the general business originating outside the State. The coming of Mr. Hearst into the Atlanta field has not had any perceptible effect on our own business.

Gen. Charles H. Taylor, publisher Boston Globe.—I am always glad to attend the Associated Press conventions and greet my old friends of the press once more. I am not devoting myself as closely to business as I have for over forty years, but am letting the young men carry the bulk of the burden. This gives me more time to play golf and get outdoor exercise.

R. A. Crothers, publisher of the San Francisco Bulletin.—Our local advertising has increased 25 per cent, and our foreign advertising 33 1-3 per cent. over last year. It has taken us some time to recover from the great fire, but we are now swinging along under a full head of steam. We expect that the Panama exposition will act as a stimulus to foreign advertising. Our circulation is now above the 100,000 mark.

G. A. Somarindyk, business manager of the Newark Star.—The business of the Star is very satisfactory. During the week we print on an average of fifty columns of advertising and on Fridays, our biggest day, as high as 100 columns. For the first time in the Star's career, the paper is making money. We have had a hard time bringing it up to its present condition, but we feel that it was well worth the effort.

Elbert H. Baker, editor Cleveland Plain Dealer.—Although I hear some complaints from publishers with whom I have talked about poor business, we of the Plain Dealer have no cause to complain. We are ahead of last year, both in advertising receipts and in circulation. It looks as though the fall business will be excellent.

WOMAN EDITOR SUES TOWN.

Miss Sylvia Smith Demands a Million from Marble, Colo.

Miss Sylvia Smith, editor of the Marble City Times, of Marble, Colo., who was deported because of alleged attacks against the Colorado Yule Marble Co., will bring suit against the town of Marble and others for one million dollars. This announcement was made by Chas. Summer Witwer, a Denver attorney. He declares that in addition to the town of Marble, the Colorado-Yule Marble Co., all of the officers of the town, Rev. J. A. Walton, who he charges was the real leader of the demonstration against her, and every man and woman whose name appears upon the resolution adopted at the meeting of March 25, when it was decided that Miss Sylvia must leave Marble.

Miss Smith herself refuses to talk, but her attorney states that it is the intention of his client to press the suit to the limit. Attorney Witwer promises sensational testimony that will have ramifications leading into many sections of the country.

Squiers Goes with Duplex.

I. C. Squiers, of Plainfield, N. J., has been appointed as sales representative of the Duplex Printing Press Co. He will make his headquarters in New York City. Mr. Squiers has been identified with the Autoplate Co. for a long time, and has a strong following throughout the United States and Canada.

EXHIBITS ON VIEW

Leading Syndicates and Manufacturers Show Samples of Work at the Waldorf—Visiting Publishers Much Interested in Displays Located on Convention Floor—Quite a Number of Sales Reported.

Quite a number of the literary and feature syndicates, press and typesetting machine manufacturers had exhibits at the Waldorf during the week of the convention.

The Advertisers Special Service Corporation, of 118 East 28th street, occupied the myrtle room on the 34th street side of the hotel, where it exhibited samples of its service. The display was in the charge of Horace M. Goddard, the president; Horace A. Davis, the secretary and treasurer, and Miss Jessie Lovelace, the head of the publicity service. This agency furnishes timely and attractive advertisements at regular intervals to furniture, clothing, jewelry, paint and hardware dealers, to haberdashers, banks, laundries, dyeing and cleaning establishments and other concerns.

Robert H. Hoe & Co. occupied the State Apartment at the corner of 33d street and Fifth avenue on the second floor. The staff of salesmen present consisted of F. A. Cole, A. J. Gallian, F. Crowther, H. S. Mount, H. V. Ball, A. Bowye and H. Reynolds, who greeted the publishers during the week, renewing acquaintances and presenting the press claims of the company.

HOE SALESMEN MUCH IN EVIDENCE.

All of the Hoe representatives laid special emphasis on the fact that several of the New York City newspapers have recently ordered or installed complete new equipments of Hoe high-speed presses, among the latest orders received being one from the New York Times for four mammoth X-Pattern double sextuple machines, having a combined capacity equivalent to 600,000 12-page papers an hour, and other products at a proportionate rate of speed. The Times is also having made a new 64-page Hoe octuple machine. The New York Evening Mail has just completed the installation of three X-Pattern sextuples, similar to the three recently put in for the New York Globe. The New York Sun is also getting two Hoe sextuples, as well as a new Hoe magazine press and new decks for two of the Hoe quads on which the Sun is now printed. The Jewish Daily Forward is putting in a 60-page high-speed Hoe press and the Jersey City Journal another Hoe sextuple.

The International News Service and the National News Association occupied one of the parlors on the second floor, with R. A. Farrelly in charge. Mr. Farrelly had as his assistants S. S. Paquin, I. F. Alofsin, A. M. Koenigsburg and W. S. Brons, the Chicago representative. Samples of the work of the two organizations, consisting of feature pages, comics, news, sports and other attractions, were displayed about the room. The National News Association caters to the afternoon field and the International News Service to the morning papers. The service is not confined alone to feature stuff, but also includes telegraph and telephone news and pony service.

MONOTYPE'S PRETENTIOUS EXHIBIT.

The most pretentious exhibit of the week was that of the Monotype company, which occupied a large room at the end of the main corridor on the convention floor. The exhibit was in the charge of A. F. Mackay, who had as his assistants Robert W. Swift, assistant to the president in Chicago, and Charles C. Boyer, who has charge of the New Jersey and Pennsylvania territory as sales manager.

The exhibit consisted of three casting machines and two keyboard machines, all of which were operated by experts during the entire week. The monotype is making considerable headway in newspaper offices, according to Mr. Mackay. He said that when the company was first started it confined its

attention mainly to the magazine and book offices. Latterly, however, the machine has been so perfected that a fight had been begun for the business of the daily newspapers. Up to the present time more than 100 of the latter have purchased monotype machines, including the World and American in New York City.

On one of the walls hung eighteen magazines upon which monotypes are employed. No other exhibition received so much attention from the publishers as did that of the monotype.

The exhibit of the Associated Newspapers occupied the gilt room on the convention floor. The representatives, who explained the nature of the service, were: William H. Thompson, assistant publisher of the New York Globe; G. F. Bailey, advertising manager, and George M. Adams, general manager of the organization. The exhibit consisted of feature pages, comics and illustrated matter of various kinds.

SYNDICATES WELL REPRESENTED.

The International Syndicate, of Baltimore, had an excellent exhibit of its work on view during the week. Howard E. Miller, president of the syndicate, was in charge. Samples of the various services were displayed about the room. These included fashion pages, original drawings, sample mats of comic cartoons and various feature stuff. The syndicate had an interesting scheme of attracting attention to its exhibit. At each session of the A. N. P. A. and Associated Press small leaflets, each telling a different story, were distributed in the convention hall.

Frederick K. Haskin, whose daily syndicate service is well known to publishers throughout the country, showed samples of his work in one of the corridor rooms. Mr. Haskin is one of the most aggressive correspondents and feature men in Washington, where he makes his headquarters.

The World Syndicate exhibit was in charge of F. B. Knapp. It consisted of color pages, feature pages, comics, joke books and, in fact, almost anything that a publisher needs to give variety to his Sunday and special issues.

The Autoplate Company of America was unable to secure suitable accommodations at the Waldorf for their exhibit and so engaged space at 143 Madison avenue between 31st and 32d streets, where it installed a model stereotyping plant, a Semi-Autoplate machine and a line of Ward Dry Mats. Quite a number of the visiting publishers visited the exhibit during the week, and a number of sales were made.

MAYOR-PUBLISHER SUED.

Speer Made Defendant in Litigation Over Legal Advertising.

Robert W. Speer, as Mayor of Denver, and Robert W. Speer as owner of the Denver Times and president of the Speer Publishing Co., is made one of the defendants in a suit filed in the District Court of Denver to restrain payment to the Times of any bills for legal advertising between January 12 and April 11, 1912, aggregating 3,390 inches and amounting to \$6,000.

The suit is brought by Frederick G. Bonfils, who sues as a taxpayer on his own behalf and upon the behalf of all others who wish to join him in the action. The other defendants named are the Speer Publishing Co., the City and County of Denver, City Auditor Vickery and City Treasurer Greenlee.

Editor Attacked.

F. H. Miller, business manager of the Montgomery (Ala.) Journal, was assaulted in front of the Journal office because of an editorial in the paper criticizing the street car service in Montgomery.

Barratt O'Hara, a well-known Chicago writer, was nominated as Democratic candidate for Lieutenant Governor of Illinois at the recent primaries. The vote was close and it was several days before the result was known.

PULLING TOGETHER

NEWSPAPER PUBLISHERS ARE MORE BROADMINDED TOWARD THEIR RIVALS.

By William C. Freeman.

A very noticeable development in the newspaper field is the broadening of the views of publishers and their representatives.

It has come to pass that one publisher is willing to say of another publisher—in the same community at that—that he is really producing a good newspaper which should be used liberally by advertisers.

It has come to pass that a representative of one newspaper is willing to say of another newspaper in the same town that it is a good advertising medium.

It is fine to notice the development of this spirit. It has been slow development to be sure, but what of that? The point is that now you find two or three publishers in a community, and their advertising representatives as well, pulling together, where not long ago there were not any.

So there is progress being made. The spirit of selfish competition is not so general. There is not as much individual bragging as there used to be.

Here and there bobs up the individual publisher who thinks his newspaper is the whole thing in his community, but it is gradually dawning on him even, that all good newspapers in all communities are good advertising mediums.

It really looks as though the idea is fast arriving that it is good business, as well as common decency, for newspapers to pass along a fair, honest opinion about their competitors.

Keen and honorable competition in the newspaper business as well as in all other lines, is stimulating, but the tearing down process is becoming extinct.

If the newspapers in all communities will unite and put up a solid, intelligent plan for the development of advertising—if they will tell the truth about one another—how long will it be before they will command a very much larger share of the national publicity than they now get?

CHURCH PUBLICITY DISCUSSED.

Dr. Williams Advocates Use of Newspapers in Religious Movement.

Dr. Talcott Williams and George W. Coleman were among the speakers at the publicity session of the Men and Religious Congress held at Carnegie Hall, New York, on Saturday. The subject discussed was "The Relationship Between the Press and the Churches." A special invitation was extended to the directors of the Associated Press and the members of the A. N. P. A. to attend the meeting.

A. N. P. A. Recognized Agents.

The agents' committee of the American Newspaper Publishers' Association recognized the following agents on Wednesday: Blackburn Agency, Dayton (O.); Campbell E. Wald Company, Detroit; Selson Company, Chicago; N. B. Finney, Kansas City; Green Farrington DeViney Company, Boston; Johnson Corporation, Chicago; H. K. McCann Company, New York; Macpherson-McCurdy, Winnipeg (Can.); O'Shanghnessy Company, Chicago; Philadelphia News Bureau, Philadelphia; Rose-Stern Company, New York; O. C. Wilson Company, Chicago.

New Paper for Portland, Me.

Portland, Me., is to have a new afternoon newspaper. Since the Evening Express absorbed the Daily Advertiser the project has been promulgated. It is said that the new paper will take a neutral ground in politics. John L. Tucker, until recently advertising manager of the Portland Press, is back of the project. The new paper will make its first issue on May 5.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION



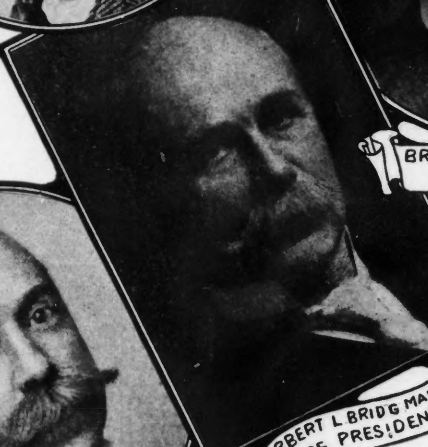
Wm. J. PATTISON
TREASURER



BRUCE HALDEMANN
PRESIDENT



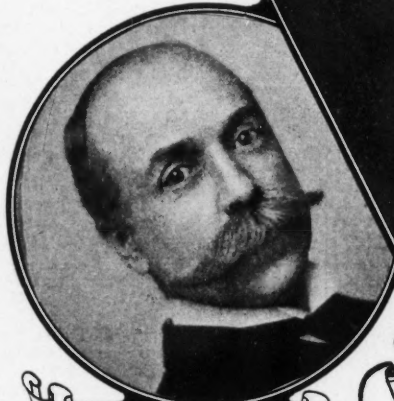
L. B. PALMER
MANAGER



HERBERT L. BRIDGMAN
VICE PRESIDENT



ELBERT H. BAKER
SECRETARY



H. N. KELLOGG
CHAIRMAN COM. ON LABOR



JOHN NORRIS
CHAIRMAN COM. ON PAPER

EX-COMMITTEE

POWERS PHOTO-ENG. CO. N.Y.



CHARLES W. KNAPP



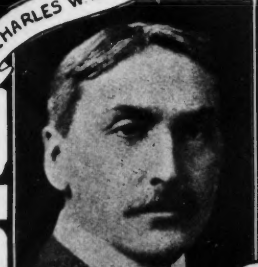
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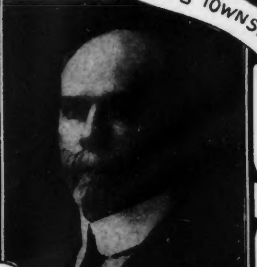
JOHN B. TOWNSEND



C. W. HORNICK



HILTON U. BROWN



CONDE HAMLIN



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Robert H. Hoe & Co. occupied the State Apartment at the corner of 33d street and Fifth avenue on the second floor. The staff of salesmen present consisted of F. A. Cole, A. J. Gallian, F. Crowther, H. S. Mount, H. V. Ball, A. Bowye and H. Reynolds, who greeted the publishers during the week, renewing acquaintances and presenting the press claims of the company.

HOE SALESMEN MUCH IN EVIDENCE. All of the Hoe representatives laid special emphasis on the fact that several of the New York City newspapers have recently ordered or installed complete new equipments of Hoe high-speed presses, among the latest orders received being one from the New York Times for four mammoth X-Pattern double sextuple machines, having a combined capacity equivalent to 600,000 12-page papers an hour, and other products at a proportionate rate of speed. The Times is also having made a new 64-page Hoe octuple machine. The New York Evening Mail has just completed the installation of three X-Pattern sextuples, similar to the three recently put in for the New York Globe. The New York Sun is also getting two Hoe sextuples, as well as a new Hoe magazine press and new decks for two of the Hoe quads on which the Sun is now printed. The Jewish Daily Forward is putting in a 60-page high-speed Hoe press and the Jersey City Journal another Hoe sextuple.

The International News Service and the National News Association occupied one of the parlors on the second floor, with R. A. Farrelly in charge. Mr. Farrelly had as his assistants S. S. Paquin, I. F. Alofsin, A. M. Koenigsburg and W. S. Brons, the Chicago representative. Samples of the work of the two organizations, consisting of feature pages, comics, news, sports and other attractions, were displayed about the room. The National News Association caters to the afternoon field and the International News Service to the morning papers. The service is not confined alone to feature stuff, but also includes telegraph and telephone news and pony service.

MONOTYPE'S PRETENTIOUS EXHIBIT. The most pretentious exhibit of the week was that of the Monotype company, which occupied a large room at the end of the main corridor on the convention floor. The exhibit was in the charge of A. F. Mackay, who had as his assistants Robert W. Swift, assistant to the president in Chicago, and Charles C. Boyer, who has charge of the New Jersey and Pennsylvania territory as sales manager.

The exhibit consisted of three casting machines and two keyboard machines, all of which were operated by experts during the entire week. The monotype is making considerable headway in newspaper offices, according to Mr. Mackay. He said that when the company was first started it confined its

attention mainly to the magazine and book offices. Lately, however, the machine has been so perfected that a fight had been begun for the business of the daily newspapers. Up to the present time more than 100 of the latter have purchased monotype machines, including the World and American in New York City.

On one of the walls hung eighteen magazines upon which monotypes are employed. No other exhibition received so much attention from the publishers as did that of the monotype.

The exhibit of the Associated Newspapers occupied the gilt room on the convention floor. The representatives, who explained the nature of the service, were: William H. Thompson, assistant publisher of the New York Globe; G. F. Bailey, advertising manager, and George M. Adams, general manager of the organization. The exhibit consisted of feature pages, comics and illustrated matter of various kinds.

SYNDICATES WELL REPRESENTED. The International Syndicate, of Baltimore, had an excellent exhibit of its work on view during the week. Howard E. Miller, president of the syndicate, was in charge. Samples of the various services were displayed about the room. These included fashion pages, original drawings, sample mats of comic cartoons and various feature stuff. The syndicate had an interesting scheme of attracting attention to its exhibit. At each session of the A. N. P. A. and Associated Press small leaflets, each telling a different story, were distributed in the convention hall.

Frederick K. Haskin, whose daily syndicate service is well known to publishers throughout the country, showed samples of his work in one of the corridor rooms. Mr. Haskin is one of the most aggressive correspondents and feature men in Washington, where he makes his headquarters.

The World Syndicate exhibit was in charge of F. B. Knapp. It consisted of color pages, feature pages, comics, joke books and, in fact, almost anything that a publisher needs to give variety to his Sunday and special issues.

The Autoplate Company of America was unable to secure suitable accommodations at the Waldorf for their exhibit and so engaged space at 143 Madison avenue between 31st and 32d streets, where it installed a model stereotyping plant, a Semi-Autoplate machine and a line of Ward Dry Mats. Quite a number of the visiting publishers visited the exhibit during the week, and a number of sales were made.

MAYOR-PUBLISHER SUED.

Speer Made Defendant in Litigation Over Legal Advertising.

Robert W. Speer, as Mayor of Denver, and Robert W. Speer as owner of the Denver Times and president of the Speer Publishing Co., is made one of the defendants in a suit filed in the District Court of Denver to restrain payment to the Times of any bills for legal advertising between January 12 and April 11, 1912, aggregating 3,300 inches and amounting to \$6,000.

The suit is brought by Frederick G. Bonfils, who sues as a taxpayer on his own behalf and upon the behalf of all others who wish to join him in the action. The other defendants named are the Speer Publishing Co., the City and County of Denver, City Auditor Vickery and City Treasurer Greenlee.

Editor Attacked.

F. H. Miller, business manager of the Montgomery (Ala.) Journal, was assaulted in front of the Journal office because of an editorial in the paper criticizing the street car service in Montgomery.

Barratt O'Hara, a well-known Chicago writer, was nominated as Democratic candidate for Lieutenant Governor of Illinois at the recent primaries. The vote was close and it was several days before the result was known.

PULLING TOGETHER

NEWSPAPER PUBLISHERS ARE MORE BROADMINDED TOWARD THEIR RIVALS.

By William C. Freeman.

A very noticeable development in the newspaper field is the broadening of the views of publishers and their representatives.

It has come to pass that one publisher is willing to say of another publisher—in the same community at that—that he is really producing a good newspaper which should be used liberally by advertisers.

It has come to pass that a representative of one newspaper is willing to say of another newspaper in the same town that it is a good advertising medium.

It is fine to notice the development of this spirit. It has been slow development to be sure, but what of that? The point is that now you find two or three publishers in a community, and their advertising representatives as well, pulling together, where not long ago there were not any.

So there is progress being made. The spirit of selfish competition is not so general. There is not as much individual bragging as there used to be.

Here and there bobs up the individual publisher who thinks his newspaper is the whole thing in his community, but it is gradually dawning on him even, that all good newspapers in all communities are good advertising mediums.

It really looks as though the idea is fast arriving that it is good business, as well as common decency, for newspapers to pass along a fair, honest opinion about their competitors.

Keen and honorable competition in the newspaper business as well as in all other lines, is stimulating, but the tearing down process is becoming extinct.

If the newspapers in all communities will unite and put up a solid, intelligent plan for the development of advertising—if they will tell the truth about one another—how long will it be before they will command a very much larger share of the national publicity than they now get?

CHURCH PUBLICITY DISCUSSED.

Dr. Williams Advocates Use of Newspapers in Religious Movement.

Dr. Talcott Williams and George W. Coleman were among the speakers at the publicity session of the Men and Religious Congress held at Carnegie Hall, New York, on Saturday. The subject discussed was "The Relationship Between the Press and the Churches." A special invitation was extended to the directors of the Associated Press and the members of the A. N. P. A. to attend the meeting.

A. N. P. A. Recognized Agents.

The agents' committee of the American Newspaper Publishers' Association recognized the following agents on Wednesday: Blackburn Agency, Dayton (O.); Campbell E. Wald Company, Detroit; Selton Company, Chicago; N. B. Finney, Kansas City; Green Farrington DeViney Company, Boston; Johnson Corporation, Chicago; H. K. McCann Company, New York; Macpherson-McCurdy, Winnepeg (Can.); O'Shanghnessy Company, Chicago; Philadelphia News Bureau, Philadelphia; Rose-Stern Company, New York; O. C. Wilson Company, Chicago.

New Paper for Portland, Me.

Portland, Me., is to have a new afternoon newspaper. Since the Evening Express absorbed the Daily Advertiser the project has been promulgated. It is said that the new paper will take a neutral ground in politics. John L. Tucker, until recently advertising manager of the Portland Press, is back of the project. The new paper will make its first issue on May 5.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION



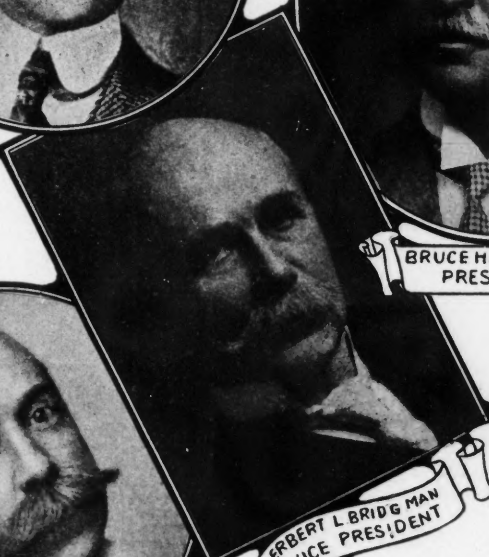
Wm J. PATTISON
TREASURER



BRUCE HALDEMANN
PRESIDENT



L. B. PALMER
MANAGER



HERBERT L. BRIDGMAN
VICE PRESIDENT



ELBERT H. BAKER
SECRETARY



H. N. KELLOGG
CHAIRMAN COM. ON LABOR



JOHN NORRIS
CHAIRMAN COM. ON PAPER

EX-COMMITTEE



CHARLES W. KNAPP



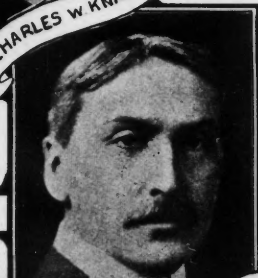
F. P. GLASS



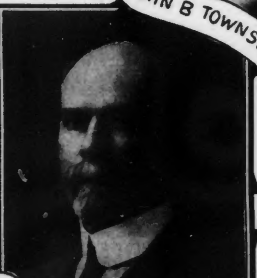
JOHN B. TOWNSEND



C. W. HORNICK



HILTON U. BROWN



CONDE HAMLIN



CHAS. H. TAYLOR, JR.

POWERS PHOTO-ENG. CO. N.Y.

NOTED PUBLISHERS MEET IN NEW YORK

ANNUAL MEETING OF AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION BRINGS TOGETHER BRIGHTEST LIGHTS OF NEWSPAPER WORLD.

Convention Opened at the Waldorf-Astoria Wednesday Morning with Record Number in Attendance—Gathering Furnishes Excellent Opportunity for Exchanging Experiences in Matters Pertaining to Newspaper Work—First Day Largely Taken Up with Reports from Various Committees—President Bruce Haldeman Presides.

It did a newspaper man good to walk along the corridor of the Waldorf-Astoria hotel on Wednesday and note the bright lights of the newspaper publishing business who had gathered to attend the annual convention of the American Newspaper Publishers Association which was to begin its sessions that morning.

Among them were General Harrison Gray Otis of Los Angeles, whose fight with labor organizations has made his name known from one end of the continent to the other; Frank P. Glass, the keen eyed and aggressive publisher of the Montgomery (Ala.) Advertiser; Alden J. Blethen, the debonaire publisher of the Seattle Times, who bears the burden of years with remarkable ease, and who is still as young as the cub reporter who interviewed him; Victor F. Lawson, publisher of the Chicago Daily News, one of the ablest journalists of his day; Clarence Ausley, editor of the Fort Worth Record, probably the best known of Texas newspaper men; O. R. Johnson, business manager of the Indianapolis News, whose laugh is a sure cure for the blues; red headed Louis T. Golding, publisher of the St. Joseph (Mo.) News Press, an aggressive and thoroughly alive journalist who received his early training in New York City; Elbert H. Baker, editor and publisher of the Cleveland Plain Dealer, who is making that paper a tower of strength in the Middle West; W. F. Wiley, editor of the Cincinnati Enquirer, who is considered one of the most capable newspaper men of the country—and a host of others.

The annual gatherings are a great opportunity for greeting old friends and forming new acquaintances; for exchanging experiences in all matters pertaining to newspaper work and for learning of the new mechanical improvements that are being brought into use. Some of the information thus learned is worth a deal of money on the return home.

The convention was called to order soon after eleven o'clock by Bruce Haldeman, president, of the Louisville Courier Journal. There were about 250 members in attendance when the gavel fell.

The first work of the session was the submission of the reports of the treasurer, the committee on advertising agents, and other officers and committees.

Louis Wiley, business manager of the New York Times, presented the following resolution which was promptly adopted without discussion:

Resolved, That the members of the American Newspaper Publishers' Association assembled in annual convention record their profound sorrow at the appalling disaster that has befallen the S. S. Titanic, and offer their sympathy to all who suffered bereavement.

Posterity will treasure the memory of those heroes and heroines who, unmindful of their own selves, chose the inevitable so that the weaker might be saved.

Men and women alike asserted the best impulses of humanity, and the world—the poorer by this absence—is yet the richer by an example of lofty unselfishness, simple faith, and unaffected heroism such as mankind has seldom seen.

Among the miscellaneous topics discussed during the morning session were these:

1. Is it feasible to appoint a committee to work out a system for all departments of newspaper production in order to secure a uniform basis of comparison of costs between publishers?
2. Why cannot the A. N. P. A. conduct a department for creating newspaper advertising as against magazines and weekly periodicals?

3. Fifty per cent. of the matrices that are sent to newspapers to-day are either poorly made or insufficiently baked, or else are made from half tone cuts with too fine a screen. Should publishers assume any responsibility for matrices?

4. Is there any tendency toward a raising or lowering of subscription rates?

5. Is it advisable for members to comply with the recent request to bill the American Tobacco Co. net and receive the company's checks in payment?

6. Have any publishers lost advertising in consequence of refusing the recent requests of the tobacco companies to insert freak copy?

7. The elimination of the imitation reader; the suppression of misleading or untrue statements in advertisements; recent tendency of foreign advertisers to prepare copy so as to carry practically the endorsement of the newspaper. What steps can be taken to discourage these?

AFTERNOON SESSION.

The afternoon session was commenced at 2:15 o'clock with a still larger attendance of members than at the morning session. President Bruce Haldeman read his annual address, the entire text of which will be found elsewhere in this issue of THE EDITOR AND PUBLISHER.

Among the topics discussed during the afternoon were:

1. Attacks on the press.
2. Efficiency in output in press and composing room.
3. Automobiles for delivery.

Don C. Seitz took an active part in the discussion of each of these topics. President Haldeman appointed these committees: Committee on Daily Club, William Simpson of Philadelphia, E. R. Smith of New Haven, and Thomas Rees, Springfield (Ill.).

Committee on promotion of advertising, H. S. Rogers, Chicago; J. F. McKay, Toronto; C. B. Atkinson, Atlanta; H. C. Adler, Chattanooga; W. S. Jones, Minneapolis.

During the afternoon a telegram was received from the Wisconsin Daily League in session at Milwaukee, congratulating the association on the work the association is accomplishing in wiping out the publicity evil.

REPORT OF JOHN NORRIS.

John Norris then presented his report as chairman of the committee on paper.

GENTLEMEN:—During 1911, as a result of helpful legislation, 54,000 tons of news print paper and 560,000 tons of pulp were imported to offset the restrictive methods of the paper makers and to supply the deficiencies of American wood supply. The paper committee helped to broaden the paper market. It inspired proceedings which promise ultimately to bring an ample stock of Canadian crown land wood to American paper mills. It brought conspicuously into notice the fact that American paper mills of modern equipment could and do make paper more cheaply than mills of any other country. The agitation of paper matters by the paper committee promoted many new pulp and paper enterprises. Over 1,000 tons per day of new production of news print paper will probably come upon the market during 1912. Eighty-one companies, aggregating a capitalization of \$83,000,000 were incorporated within seven months to engage in pulp and paper manufacture in the United States and Canada. Through the efforts of the paper committee the mechanical pulp of all countries when made from unrestricted wood has been put on the free list by Congress. Pulp and paper of

all kinds from Canada costing not more than four cents per pound were put on the free list by Congress during 1911. It is possible that Sweden, Norway, Germany, Denmark, Great Britain, Belgium and Austria-Hungary, in addition to Canada, may be able to sell paper in the American market free of import duties through the application of the "favored nation" treaties. The matter has been referred to the courts by President Taft.

STARVING THE PAPER MARKET.
The output of news print paper in the United States for three years, based on reports of some of the mills to the Bureau of Corporations, has been as follows:

	Tons.
1909	1,023,563
1910	1,112,817
1911	1,204,079

It will be noticed that the average annual increase representing production and consumption has been 90,000 tons per annum, or 300 tons per day per annum. The increase in 1911 was 91,262 tons. In face of this great advance in consumption no new machines had been started by the American paper makers during the year 1911. They were trying to starve the market by reducing the margin between demand and capacity for supply. During 1911 the paper mills which reported to the Bureau of Corporations averaged 3,859 tons per day though the capacity of the mills was 5,038 tons per day, including wallpaper. The paper makers closed the year with a stock of paper on hand sufficient to keep newspapers supplied for less than seven days. At the end of the year 1911 the stock on hand was less than at the beginning of the year. The supply in stock has been steadily declining since August, 1911. At the end of February, 1912, it had dropped to 24,795 tons, or less than half the August stock. The exportation of paper for February, 1912, exceeded the importations by 1,500 tons.

At the annual convention of the paper makers, held February 15, 1912, in New York, President Hastings explained to the paper makers how the statistics of their association purporting to show over-production had been used to deter investment in new paper mills. Prospective investors were told that new machines would enter a market already glutted. The figures furnished at the annual meeting of the American Paper and Pulp Association show an obvious attempt on the part of the paper makers to restrict production. Such a policy, if successful, would force the consumer to buy the products of antiquated machines which are turning out less than 40 per cent. of the capacity of modern equipment.

PAPER MAKERS OFFSET IMPORTATIONS.

The paper makers contrived to offset the importation of 54,483 tons of Canadian news print paper during 1911 by exporting 48,920 tons of domestic paper and thereby avoiding accumulation in the market which would have forced lower prices. They are now securing South American markets for orders to offset the inevitable increase due to the opening of new mills in June, 1912. Some of this paper they are selling abroad at lower prices than they will sell to the American consumer. They calculate that the consumption normally increases 90,000 tons per annum at the rate of 300 tons per day. All increase in production in excess of 300 tons per day they must offset by exportation or they must curtail the output of each mill correspondingly or they must abandon the present method of starving the market.

Mr. Hastings, president of the American Paper and Pulp Association, told the Senate Committee on Finance, on May 26, 1911, that the American and Canadian associations of paper makers exchanged figures of production. The mills now in operation in the United States and in Canada cannot longer maintain themselves in a program of uniform prices and one-year contracts. They must meet the competition of new paper machines which require less than eight months to set up aside of existing pulp plants and which are rapidly approaching completion. In that direction lies the assurance of lower prices.

The Paper Trade Journal in referring to the starting of the new mills says, editorially: "What has been the shadow of a coming event promises soon to be the substance."

"FAVORED NATION" LITIGATION.

The paper makers, in furtherance of their effort to repeal Section 2 of the reciprocity bill, have appointed a committee to push the matter before Congress. Up to date nine bills to repeal the reciprocity law have been introduced.

(Continued on page 12.)

DAILY CLUB MEETING.

OLD BOARD OF OFFICERS RE-ELECTED FOR COMING YEAR.

The annual meeting of the Daily Newspaper Club was held in room 5 of the Waldorf Apartments on Wednesday afternoon, President Louis Wiley of the New York Times presiding.

J. W. Adams, general manager of the club, submitted his first annual report. This showed that the present membership is 47; four resignations have been received during the year and one new member added.

Mr. Adams said that one of the first things he had done in assuming his office was to point out to the special representatives and to the advertising agents that the work of the Daily Newspaper Club in no way conflicted with their interests and was ready at all times to co-operate with them. Attention was called to the data the club had on file in regard to advertising conditions in various parts of the country and that it was at their disposal at any time.

The work accomplished during the year has been of a gratifying character. Copy setting forth the value of newspaper advertising had been furnished the members for use in their papers. Letters had been written to general advertisers pointing out the value of such advertising and many formal calls had been made by Mr. Adams for the purpose of submitting arguments and facts.

The promotion work of the club during the meeting consisted of the collection and classification of advertising data, correspondence with prospective advertisers, general soliciting, office returns, special work by the Church, the special representative of the club, advertising in the daily papers and trade papers, and the furnishing of literature to a list of general advertisers.

During the year 265 inquiries had been recorded in addition to a number of requests for advice in regard to advertising campaigns.

Mr. Adams has appeared before a number of organizations in behalf of newspaper advertising.

Mr. Adams recommended that funds be provided so that the general manager may visit the publication offices of all the members and become more intimately acquainted with their needs, also that larger quarters for the club be obtained so that the work could be handled more expeditiously. The present revenue of the club is about \$10,000 a year.

A list of fourteen general advertisers who have become newspapers advertisers during the year, was submitted.

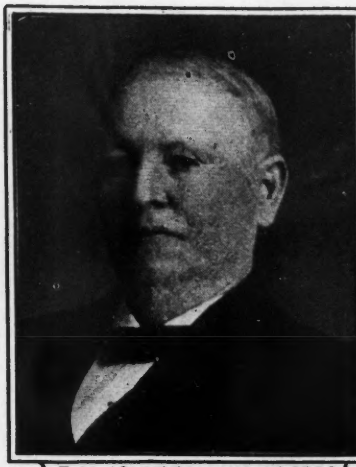
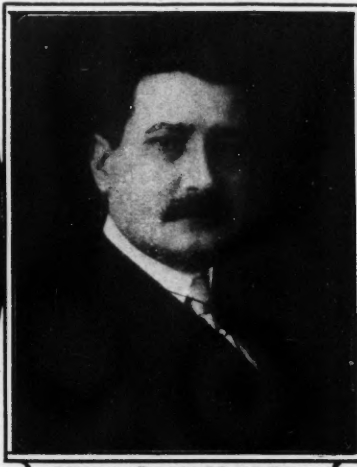
The election of officers resulted in the re-election of the present board which consists of: President, Louis Wiley; vice-presidents, Hopewell L. Rogers, Chicago Daily News, and Lafayette Young, Jr., of the Des Moines Capital; treasurer, Leland M. Burr, of the New York Evening Post; executive committee, H. F. Gunnison, Brooklyn Eagle, W. P. Goodspeed, Buffalo Evening News, W. J. Patterson, New York Evening Post, D. C. Seitz, New York World, D. B. Plum, Troy Record, and J. B. Woodward, special representative, New York.

The club decided to conduct a more aggressive campaign during the coming year and appointed a committee to draw up a suitable plan.

Work on Baltimore Convention.

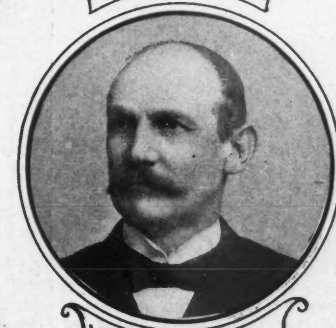
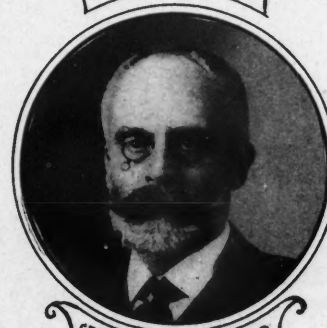
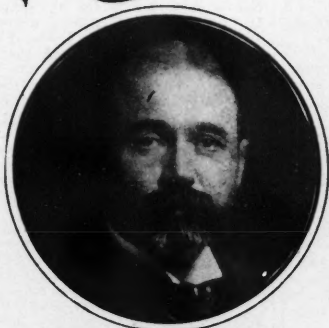
The committees interested in the Baltimore convention of the International Circulation Managers' Association are working with enthusiasm, and everything points to one of the largest and most successful meetings in the history of the association. An instructive program is being prepared, and the three days of the convention will be crowded with the advice and wisdom of circulation experts from all over the country. The local Baltimore committee, which will receive the members of the convention, are preparing extensive plans for the entertainment of their guests.

ASSOCIATED PRESS



POWERS PHOTO CO. N.Y.

EX COMMITTEE



DAILY CLUB HEARS NOTED SPEAKERS.

ANNUAL DINNER MADE OCCASION FOR INTERESTING AND INSTRUCTIVE TALKS BY AD. EXPERTS.

John P. Fallon Says That "Newspaper Advertising Delivers the Goods," and Proves It—Henry N. McKinney Points Ways to Success in Advertising—Charles H. Grasty on "Trust"—Herbert S. Houston Discusses Interest of Newspaper and Magazine—Largest Attendance Club Ever Had—Women Friends Present.

One of the most notable gatherings of advertising newspaper men in New York City was that on Wednesday night, when the more than 100 members of the Daily Newspaper Club sat down to dinner at the Waldorf-Astoria Hotel. The affair was unique in several ways—in that more members were present than at any previous similar gathering, that they came from the Coast and other remote points, and that feminine relatives and friends of the members were present. This last was a pleasing innovation and it was declared that the fair sex should be represented at future gatherings of the club.

The program was prepared by the dinner committee, composed of William J. Pattison, chairman, New York Evening Post; Edward G. Martin, Brooklyn Daily Eagle; Victor F. Ridder, New Yorker Staats-Zeitung; John B. Woodward, special representative of the Chicago Daily News, Chicago Record-Herald and Boston Daily Globe.

Among the noted speakers who addressed the members after the invocation by the Rev. John Haynes Holmes, minister of the Church of the Messiah, New York City, were: Charles H. Grasty, president of the Baltimore Sun, on "Trust"; Herbert S. Houston, vice-president of Doubleday, Page & Co., New York City, on "The Common Interests of the Newspaper and the Magazine"; Henry N. McKinney, of N. W. Ayer & Son, Philadelphia, on "Studying Problems," and John P. Fallon, advertising manager of Adam, Meldrum & Anderson Co., Buffalo, on "Advertising that Delivers the Goods."

This is what the members ate: Grape fruit with Maraschino cherries, celery, olives, salted almonds, chicken gumbo strained in cup, Cape Cod oysters, champagnes and mineral waters, fresh mushrooms under glass, squab guinea hen roasted in casserole, cauliflower au gratin, Roman punch, lettuce salad, Roquefort cheese dressing, fancy ices, assorted cakes, coffee, cigars, cigarettes. During the dinner music was furnished by the Press Colored Quartet.

THE VALUE OF TRUST.

The Important Part It Plays in Newspaper Advertising.

Charles H. Grasty, publisher of the Baltimore Sun, spoke on "Trust." He spoke in part as follows:

"The advertising business is in its nature a business of trust. Nobody can accurately measure the value of advertising. You have got to buy it on faith, and you have got to sell it on faith. It is the most valuable commodity in the world relative to price, but it is an intangible commodity. It is for that reason that the sale of the advertising is attended by more rebuff and insult than the sale of any other commodity.

"A good many buyers of advertising get it into their heads that they ought to have some kind of premium with it—the right, for instance, to run the paper, or the right to kick the advertising solicitor when anything goes wrong. When I see this phase of the newspaper business I sometimes feel as if the business ought to be classed with medicine, as described in the question: Why is it that a man will cheerfully pay a lawyer a thousand dollars to keep him out of jail, and kick at paying a doctor ten dollars to keep him out of hell?

ADVERTISING DEFINED.

"In talking some time ago I defined newspaper advertising as follows: It is you have something to sell you can go to a job printer and have a lot of bills struck on and distribute them around town. That is advertising in the crude state. Put the same matter in any kind of a newspaper, and that is advertising in a more advanced and enevete form. Insert the same copy in a newspaper that goes into the home, with a hold upon the affections of the family circle, and that is advertising in the highest state.

"The first trust ingredient in the newspaper commodity is the trust of the family circle in the newspaper. This trust is made up of two elements: first, genuine worth in a newspaper as worth is measured humanly, and second, the element of time. The newspaper that deserves the trust of the family circle a very long time will get it, and when it gets it nobody else can take it away. The advertiser may not think so, but the newspaper that has the trust, earned in that way, of a sufficient number of family circles is in a position to command the advertiser. For it Smith on one corner fails to take advantage of the opportunity to reach the family circle, Jones on the other corner will take advantage of it and eat Smith up.

"The merchant that fails to utilize the chance afforded by a family newspaper is just as foolish as I would be if I had hand-set composition when I could get linotypes. Both questions are fundamentally questions of economics.

FROM THE ADVERTISER'S VIEWPOINT.

"Now, next to the trust of the reader, comes the trust of the advertiser. This is something to get which is a long way around. Nearly everybody starts out with the idea that there is some quick and easy way to get next to the advertiser. As a matter of fact, in getting to the advertiser the longest way around is the shortest cut across.

"When I first started out I may have had some idea that if I coddled advertisers, and 'arranged' rates to suit Tom, Dick and Harry, I could build up a big business right straight. I soon got over looking for luck in that method of dealing with the advertiser. In fact, anybody that does look for that kind of luck will meet the same fate that befell the man who went out in the road to pick up a horseshoe and was run over by an automobile.

"First and last, I have spent a good many hundreds of thousands of dollars to get the indispensable trust of the advertiser. Perhaps I have carried my doctrines a little further than anyone else. I remember when I was sweating blood to build up a newspaper in an undeveloped field in a conservative city, the biggest advertiser in the town quit me because he didn't believe me when I said that I wouldn't give him a certain position every day without his paying card rates for it. He was a \$7,000 a year man, and he stayed out of the paper five years, but when he came back it was through the front door.

LONGEST WAY ROUND THE BEST.

"In my fight for trust I never had very much trouble when I could get the hearts of my men with me. In dealing with advertisers on a basis of trust and confidence it is very hard to get the average solicitor to believe that the longest way round is the shortest cut across. When the average man sees

a dollar he wants to grab it, especially when his newspaper needs it darned badly. The consequence is that a good many newspaper advertising departments eat up their seed corn. They get it by the ear instead of by the barrel.

"In building trust my policy always has been instead of yielding to the kicker to take care of the man who didn't try to take care of himself. If an advertiser accepts my rate card and my rules, and believes in my honesty, that is the man that I think should always have the best of it. That policy puts a premium on trust. The other policy puts a premium on distrust. If you give a fellow something because he makes your life miserable, and because he doesn't believe that you are on the square, you justify him in his disbelief.

HELPING THE ADVERTISER.

"Another rule aimed at trust that I have put into practice just as far as I could control men to make them carry out my policy has been to make the dollar of the advertiser go just as far as possible. I don't think that your business will prosper unless you make the advertiser's business prosper. I have no sympathy whatever with the cynical doctrine that when a man gives you a certain amount of money to spend it is up to you to spend it, and that if there is any saving, that is his business.

"Every man who profits by the use of your advertising becomes a missionary for you. I remember many years ago, when I was conducting a struggling paper and walking the floor about the payroll, one of my bright young men brought in a \$500 contract from a local merchant in a remote part of town. I wouldn't accept the contract on the ground that the paper didn't have enough local circulation contributory to him to justify the merchant spending \$500 in it in one campaign. My solicitor literally cried. He had been working on the contract for months. I couldn't help it. That was the way of doing business that I believed in.

"If these methods are persisted in, and the like principles are carried out in the editorial and news conduct of a paper, the result will be inevitable and without any possibility of failure the establishment of a market place where buyer and seller meet. Once this kind of habit is established, I could almost say in the strong Biblical phrase that 'the gates of hell shall not prevail against it.'

NEWSPAPER ADVERTISING

The Only Kind That Will Deliver the Goods Says Fallon.

John P. Fallon, of Buffalo, discussed newspaper advertising. He said in part: I came here all the way from Buffalo—one of the greatest cities in the world—to tell you about "advertising that delivers the goods." I want to emphasize right here that the one kind of advertising that unquestionably delivers the goods in Buffalo—that we know will unload the goods from our shelves every business day in the year—is **NEWSPAPER ADVERTISING.**

Now let us see how the good old American newspaper delivers the goods as compared with other advertising media. The population of Buffalo in round numbers is one-half million.

The circulation of the ten leading magazines of America in Buffalo is about 25,000.

MAGAZINES REACH ONE IN TWENTY.

This means that not more than one out of every twenty people in Buffalo get a magazine each month.

Considering this fact, it is obviously impossible for any one or all of these ten greatest National publications to bring much advertising pressure in Buffalo alone, and obviously preposterous for any manufacturer to proclaim that his so-called National campaign in these publications will move any great quantity of goods in this locality.

On the other hand, the five leading daily newspapers of Buffalo have a circulation, in round numbers, of 300,000 per day.

It is safe to say that every person who reads gets at least one of these five newspapers every day.

Considering this fact, it is quite pos-

sible for these publications to wield tremendous advertising influence in Buffalo, and it is quite reasonable to suppose that this local media could be utilized to move out great quantities of merchandise from the dealers' shelves.

It is quite common, however, for a manufacturer to say, "I am conducting a big National campaign. I am creating a big demand. You must prepare to supply this demand."

"All you have to do is to stock up, load up your shelves with my goods and supply the demand that my big National campaign will create."

SMALL RETURNS FOR INDIVIDUAL DEALER.

Fine!

It sounds reasonable, doesn't it?

But how does it work out? That's the question. My experience has been, from actual tests made that the percentage of returns to the individual dealer resulting from National advertising, which is widespread over a vast area, is so small as to be insignificant. Unless the dealer backs up the "National campaign" with his own good money in local newspaper advertising he is liable to have the goods on his shelves until "Dooms Day."

This has been our experience in Buffalo, and I have reason to believe it is the experience of dealers in every locality in this country.

We know that magazine advertising costs money.

Big money!

This cost must be figured in the selling cost and the selling cost plus the cost of production, and the manufacturer's profit is the price we must pay for any nationally advertised commodity.

What the dealer don't like is **PAYING FOR THE SAME THING TWICE**—paying for magazine advertising when he buys the goods and then having to pay for newspaper advertising in order to sell it.

The dealer knows, because he has proven it time and time again to his own satisfaction at least, that newspaper advertising is the one kind of advertising that reaches the greatest number of people in his town at smallest cost. It's the kind of advertising that not only creates a demand for a given article, but also tells the consumer where the article may be obtained.

NEWSPAPER ADVERTISING ESSENTIAL.

We have proven that newspaper advertising is absolutely necessary to sell big quantities of goods in our city.

We have proven that magazine advertising of such articles as beds, mattresses, clothing, shoes, hosiery, gloves, underwear, fabrics and similar articles of general consumption is of little value to the individual dealer in this community.

Here's some of the "proof of the pudding."

If it tastes good I can supply you with more.

Not long ago with an appropriation of \$37.50 expended in the newspapers, upon the occasion of a special demonstration of the Hall-Borchert Dress Forms, we sold more forms in a week than we sold in three months previous, during which time we depended solely on the demand created by magazine advertising.

It may also interest you to know that while the firm with whom I am associated are exclusive agents in Buffalo for Ostermoo mattresses, we have proven conclusively that we do not benefit materially from their extensive magazine advertising. For example: The Ostermoo Mattress Co. may take a full page in several leading magazines, and so far as immediate or tangible returns are concerned we would not know that such ads were running. The only way that we can sell Ostermoo mattresses is by advertising them in the local newspapers, where we not only tell the public what a fine mattress Ostermoo really is, but also tell them that our store is the one place in town where they can be purchased.

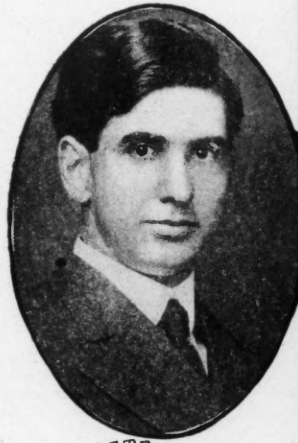
I would be willing to wager a week's pay that if the Ostermoo Co. would spend Buffalo's proportionate share of their advertising expenditure in Buffalo—regulated according to the population of the locality and the purchases made by their agent—that they could double, if not triple, the sale of Ostermoo mattresses.

DEPARTMENT STORE ADVERTISING.

Are the women in your cities who are planning a shopping tour to-morrow home scanning the pages of some magazine? No! They're delving into the pages of their daily newspaper—they're reading the most interesting news of the day in the advertising of their department.

Continued on page 46.

DAILY NEWSPAPER CLUB.



LAFAYETTE
YOUNG JR.
2ND VICE-PRESIDENT.



LOUIS WILEY
PRESIDENT.



HOPEWELL L. ROGERS
VICE-PRESIDENT.



LELAND
M. BURR.
TREASURER.

EX. COMMITTEE.

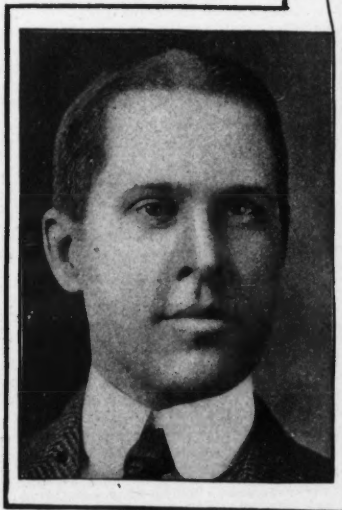
POWERS PHOTO-ENG. CO. N.Y.



D.C. SEITZ.



HERBERT F.
GUNNISON.



W. J. PATTISON.



W. P. GOODSPEED



J. B. WOODWARD



D. B. PLUM.

WASHINGTON GOSSIP.

NATIONAL PRESS CLUB DOES WELL IN CREATING NON-ACTIVE LIST.

(Special Correspondence.)

Washington—It is evident that the Board of Managers of the National Press Club made no mistake in creating the non-active list of members. This paper gave the names and an epitome of the professional records of some of those on this list a short time ago. Hereupon is presented another installment which will be found to include men whose names are "household words" throughout the country.

J. Hampton Moore, M. C., 3d Pennsylvania District (City of Philadelphia), in 1883 went to staff Philadelphia Ledger and was with that paper for twelve years. He organized the first labor and real estate columns. Was designated by late Geo. W. Childs as labor editor.

Chas. H. Merrill, practicing attorney, Washington, D. C., was for many years connected with the Associated Press in Washington.

Henry M. Rose, assistant secretary United States Senate, was the owner and editor of various papers in Michigan from 1880 to 1892; was city editor of the Grand Rapids Morning Herald in 1884 and 1885; on editorial staff of the Grand Rapids Evening Leader from 1886 to 1889; state and assistant managing editor of the Grand Rapids Democrat in 1891; state editor of the Detroit Journal in 1891 and 1892.

Chas. P. Wallraff, real estate operator in Washington, was the Washington correspondent of the Cleveland Leader and Philadelphia Press for about a year, after which he became editor of the Martin's Ferry (O.) Times. He joined the staff of the Washington Post later and resigned to go into the real estate business.

S. M. Williams, with the Western Union Telegraph Co. in New York City, was a special correspondent of the New York World for about twelve years, covering assignments in various parts of the country.

J. Russell Young, now representing a lithographic house, was a member of the press galleries, representing a Philadelphia paper and later, for many years, was with the Washington Post and Washington Times.

Richard Sylvester, chief of the Washington city police, was first city editor of the St. Louis Times, 1875 and 1876, proprietor and editor of "Progress," West Point (Neb.), 1876; Farmington (Mo.) Times, 1879; Washington correspondent St. Louis Times, 1879; 1880 to 1896 on Washington Post. Philadelphia Times, Pittsburgh Dispatch, St. Louis Globe and Democrat, Kansas City Journal, etc.

Ladies at Dallas Convention.

That the presence of the ladies is eagerly sought by the Associated Advertising Clubs of America at its convention in Dallas, Tex., May 19 to 23, is indicated by the fact that a trophy is being offered to the club bringing the largest number of women visitors to the convention. Every club bringing five or more ladies will be eligible for competition. Herman Phillipson is chairman of the Ladies' Trophy Committee.

IN PITTSBURGH

Such enterprise and aggressiveness in newspaper making and popularizing never have been seen as now mark

THE PITTSBURGH POST and THE PITTSBURGH SUN And It Gets Results

The gain in Local Advertising for the first three months of 1912 was:
POST (morning and Sunday) 110,012 agate lines.
SUN (Every Evening), 191,968 agate lines.

The JOHN BUDD CO., Special Representatives
New York :: Chicago :: St. Louis

Amsterdam Directors Chosen

At the annual meeting of the Amsterdam Advertising Agency, 1180 Broadway, New York, and 35 Congress street, Boston, held recently, the following were elected directors: Edward P. Ricker, Benjamin S. Robinson, Cleveland A. Chandler, Amanda G. Carter and George E. Barton.

Contemplating Enlarging.

Owing to the demand for advertising space in the Valley Times, of Millville, Pa., the manager sees the necessity of enlarging the paper in order to be able to give the usual amount of news, and at the same time accommodate the advertising trade.

Berkebile Leaves Star.

James L. Berkebile is no longer the guiding spirit of the Barnesboro (Pa.) Star, having severed his connection with that publication a few days ago.

Scott in New Quarters.

Walter Scott & Co., which have been located in the old Times building in Park Row for many years, is now located at No. 1 Madison avenue, the Metropolitan Building.

Club and Chamber to Unite.

Secretary Clarence L. Meacham, of the Mercantile-Press Club, Binghamton, N. Y., announces that a large number of replies regarding the question of the consolidation of the club with the Binghamton Chamber of Commerce have been received and so far the replies are all favorable.

The Cottage Grove (Ore.) Leader has again changed hands, D. F. Dean and C. O. Dryden, who sold it two months ago to D. H. Talmadge, of Salem, having again assumed management.

A. R. Keator, special representative, Hartford building, Chicago, Ill., has been appointed Western foreign representative of the Portsmouth (O.) Blade.

DR. WILLIAMS FOR PUBLICITY.

Declares Newspapers Are Essential in Governing Religious Movement.

Dr. Talcott Williams, of the School of Journalism at Columbia University, at the recent convention in Carnegie Hall, indicated that he is in favor of the use of the newspapers in forwarding the "Men and Religion" movement. He said:

"The newspaper bears the same relation of religion which it has to all social agencies the duty of publicity. If this duty is fully discharged the church is not only set in full light before the community, but those in the church and its officers are preserved, through publicity, from temptation, for publicity is the savior of society from its worst self.

"The church itself ought to make plain the good which it does. Every theater has its press agent, every corporation has to-day its agency for reaching the public. The beneficent work of the church, its contributions, its preaching, its utterances on social questions and its constant effort to care not only for those who are of its fold but those who are not ought to be discharged by every denomination in every city by a press agent who is informed, who is active and who supplies to every newspaper and every agency of publicity the normal working of the body which he represents."

Bishop Foss, of the Methodist Church South, long a Tennessee editor who addressed the convention, thought Catholics get favors from newspapers that are denied to Protestants. To his view Editor McDonald, of Toronto, entered a flat denial, adding that ministers ought to take more real interest in the furnishing of church news. Often reporters find ministers inhospitable and ungracious.

APPEALING TO THE PUBLIC.

When public service corporations use the advertising columns of the newspapers in an effort to influence public opinion and legislative action, their frankness, simplicity and directness are commendable. Arguments lose none of their force from being presented in black advertising type, so that they readily catch the eye, says the Boston Globe.

Admirable examples of this sort of advertising by great railway systems have recently appeared in the Globe and other Boston newspapers, referring to matters pending in the legislature. Their concise wording and directness of statement made them extremely readable.

This method of appealing to public opinion to exert pressure upon the members of the legislature has many decided advantages over the old and discredited gum-shoe scheme of lobbying. It comes out in the open, takes the public into its confidence and plays a straight game. It shows that some of the great public service corporations realize the necessity of having the public with them, and that frank and straightforward advertising is the most direct means to that end.

Arthur E. James has succeeded Fred B. Warren in the editorship and management of the Continental Newspaper Syndicate of 50th street and 8th avenue. The Continental Syndicate has its exhibit in room 144.

Ten newspaper men on the Lewiston, Me., Sun and Lewiston Journal were entertained by Harry J. Ivers, general manager of the local street railway, Saturday evening. The program included a shore dinner, prepared under the direction of Mrs. Ivers.

Independent weekly in one of Iowa's best county seat towns. Owner nets approximately \$4,000 annually in return for time and investment. Equipment includes standard linotype. First-class property. Price \$8,000, or \$4,000 for half interest and management. Proposition 704x.

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

The New York Times

requiring increased facilities for its greatly enlarged business, will remove its operating departments early in September next to The Times Annex on West 43d Street, near The Times Building in Times Square.

R. Hoe & Company are building, for immediate delivery to The New York Times, four of their latest improved double sextuple presses and one double quadruple press. The ten presses have a guaranteed production capacity of 486,000 sixteen-page copies of The New York Times an hour.

The net paid daily sales of The York Times greatly exceed 200,000 copies, and shortly after the new equipment is ready the management confidently expects the circulation to exceed 300,000, and will be prepared for a circulation of 500,000 copies of a 24-page daily issue.

ASSOCIATED NEWSPAPERS



VICTOR F. LAWSON, President



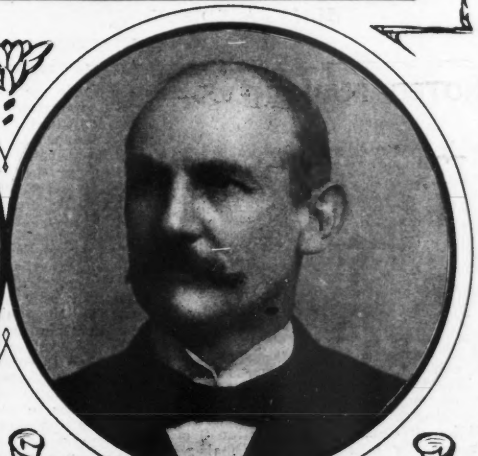
JASON ROGERS, Sect. & Treas.



W. R. NELSON 1ST VICE PRES.



GEN CHAS. H. TAYLOR, 2ND VICE PRES.



WM. L. MC LEAN, 3RD VICE PRES.

ASSOCIATED NEWSPAPERS.

Something About the Latest American Co-operative Newspaper Organization.

The Associated Newspapers is an organization that has been in existence less than a year. Jason Rogers, publisher of the New York Globe, was the man who conceived the idea that is behind the association. He believed that a number of publishers could be induced to form a co-operative organization for the purpose of furnishing its members with feature and illustrated matter of a high grade at a less cost than they were then paying for similar matter.

Mr. Rogers talked the matter over with a number of the leading publishers, with the result that a holding organization was perfected consisting of the New York Globe, Boston Globe, Philadelphia Bulletin, Chicago Daily News and Kansas City Star.

Later arrangements were made to furnish the same service to subscribing members. Those who now receive the service are the Washington Star, Pittsburgh Chronicle-Telegraph, Atlanta

Journal, Buffalo News, Cleveland News, Detroit Journal, St. Paul Dispatch, Des Moines Capital, Omaha World-Herald, Salt Lake Telegram, Oregon Journal (Portland), San Francisco Bulletin, Los Angeles Express, Houston Chronicle, Daily States (New Orleans) and Sacramento Bee.

The president of the Associated Newspapers is Victor F. Lawson, publisher of the Chicago Daily News, and Jason Rogers is the secretary-treasurer.

The idea back of the organization is unique. The important thing, however, is that this idea was right and that it is winning. As will be seen above, twenty-one of the most powerful evening newspapers in the United States now make up this organization.

The co-operative element linking each paper has already proved of tremendous value. The larger purpose of creating and interchanging features and compacting into a definite, united movement the efforts of each paper to improve and raise the standard of their literary and feature material, is the one thing that is bringing up the enthusiasm of each paper.

The features sent out by the Associ-

ated Newspapers to each one of its members make a strong appeal to the home element. In this way the advertiser is interested most, for the higher the thinking of a newspaper the higher the purchasing power back of the space sold by that paper.

The recent meetings of the managing editors at Kansas City, and of the business managers of each paper, held at Chicago, demonstrated the tremendous good to be secured, through a co-operative organization.

The purchasing of the first serial rights on popular novels and the securing of the best brains obtainable for the covering of events in which there is a distinct human interest element, comprise one of the most important functions of the Associated Newspapers. At the present time "The Mischief Maker," by E. Phillips Oppenheim, is being run serially, and later on the latest novel by Rex Beach will be launched as a serial.

The national political conventions will be covered by an unusually brilliant staff, including William Allen White, Edna Ferber and George Fitch as writers, and J. N. Darling and H. T. Webster, as cartoonists.

REPORTER'S WIDOW WINS.

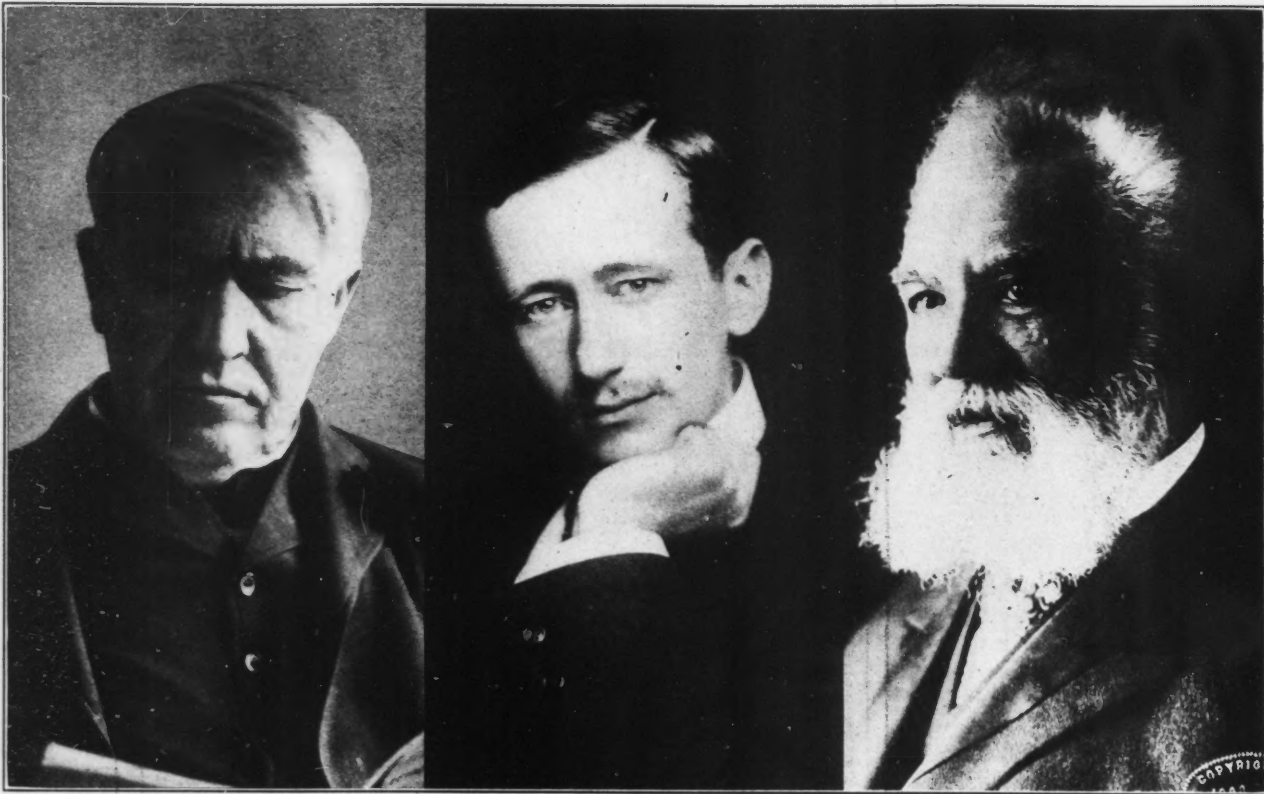
Verdict Awarded to Mrs. Cody, Whose Husband Was Killed by Milk Truck.

A jury before Justice Kelly in the Supreme Court, Brooklyn, has returned a verdict for \$10,000 in favor of Mrs. Elizabeth Cody, widow of Edward T. Cody, a Brooklyn newspaper man, in her suit against a milk dealer. A truck owned by Julius Brody killed Cody Oct. 23, 1910, at Fulton street and Red Hook lane, Brooklyn, where Cody was about to board a car.

The evidence showed the truck driver must have been asleep or preoccupied, for without warning the vehicle swerved out of its course and struck Cody. He died almost instantly.

"Cap" Mitchell, the Oklahoma editor who planned to lead a "houn' dawg" to the Baltimore convention, has abandoned the project in favor of a Pullman.

The Wednesday night entertainments of the Baltimore Press Club are proving very popular with the members.



THOMAS A. EDISON.

GUGLIELMO MARCONI.

ALEXANDER GRAHAM BELL.

SPEAKERS AT THE JOINT DINNER OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION AND THE ASSOCIATED PRESS.

NOTED PUBLISHERS.

(Continued from page 6.)

duced in Congress, but the probability of any repeal or any modification of the law with respect to pulps and paper is so remote as to be negligible. The Senate Committee on Finance in reporting Senator Heyburn's bill to repeal the reciprocity bill excepted from repeal Section 2 relating to pulp and paper.

The Board of General Appraisers has listened to arguments of attorneys representing importers and the government and it is preparing its decision upon the application of importers for reimbursement of duties paid upon pulps and papers shipped from "favored nations." The importers claim that shipments from countries having favored nation treaties are entitled to the same treatment as the Dominion of Canada under Section 2 of the reciprocity law. The paper makers, represented by ex-Senator John C. Spooner, obtained the permission of the board to file a brief against the remission of the duties. Whatever the finding of the board the matter will be carried to the Customs Court of Appeals.

THE TWO-POUND LEEWAY IN PAPER CONTRACTS.

Publishers whose print paper contracts provide a leeway of two pounds upon the standard of 32 pounds for 500 sheets, measuring 24 by 36 inches, should advise the contracting paper maker that the International Paper Company undertakes to furnish paper of a given weight without any given leeway. In other words, it will adhere closely to standard. Competent paper makers agree that the leeway of 6 per cent, either way, or two pounds upon a 32-pound standard, is an imposition upon the buyer. It is demanded principally by smaller mills, which depend upon petty exactions of that sort to enable them to offset their disadvantages of antique machinery, unfavorable location and inability to furnish any width that may be required. The larger mills, operating three or more machines, can adjust their runs to any width that may be offered, though a standard width of roll and standard weight, color and surface will tend generally to reduce cost of production and thereby ultimately cheapen the cost to the consumer.

AN OPPORTUNITY TO TEST EXPERIMENTAL PAPER.

The work of the Government Laboratory at Wausau, Wis., to ascertain if

other woods can be substituted for spruce in the production of mechanical pulp has been continued diligently. Congressman Mann induced the House of Representatives to increase the government appropriation for that investigation. Director Cline plans commercial tests by newspapers of the experimental ground woods made at the Wausau laboratory. He wants to test the newspaper product on newspaper presses and proposes to furnish the experimental paper free of all charge f. o. h. at point of manufacture, so that the only cost of the experimental paper to the publisher would be the transportation from mill to newspaper office. Several mills in Wisconsin have undertaken to convert the pulps into paper. All the tests should be carried on under the same conditions and on the same presses to get a direct comparison of the several papers. It would be necessary to know the size of roll required and the amount of paper necessary for a single test. Publishers who are willing to make these tests should advise the chairman of the committee on paper in order that the director of the laboratory may make a selection.

BULLETINS ISSUED.

Bulletins have been issued during the year covering the following:

Paper prices—July 25, September 2, September 28, October 18, October 21, December 15, December 16, 1911; January 27 and April 20, 1912.

List of Print Paper Mills, revised to April 1, 1912.

Widths of rolls used by \$18 newspapers arranged by States and by widths, April 5, 1912.

Dates of expirations of contracts of \$14 newspapers, arranged by States and by months of expiration, April 5, 1912.

Monthly reports of press room waste, arranged by States and by mills—May 3, June 6, July 10, August 9, September 8, October 6, November 4, December 6 and December 30, 1911; February 3, March 4, and April 5, 1912.

Statement submitted to United States Senate Committee on Finance, May, 1911, headed "Our Dependence upon Canada for the Raw Materials of Paper Making"

Also statement headed "A Story of Paper Combinations and Oppressions." Letter to the President, dated November 11, 1911, on "Favored Nation Treaties."

CHANGES IN RETAIL LOCAL PRICES.

Retail local prices of weekday issues have changed as follows during the past year:

Reductions.	
Kansas City Star, from .2 cents to 1 cent	
Kansas City Journal, from 2	" 1 "
Denver Post, from 5	" 2 "
Denver Republican, from 5	" 2 "
Denver Times, from 5	" 2 "
Denver News, from 5	" 2 "
Portland (Me.) Press, from 3	" 2 "
Portland (Me.) Argus, from 3	" 2 "
Portland (Ore.) Telegram, from 5	" 2 "
Portsmouth (O.) Blade, from 3	" 2 "
Muskegon (Mich.) News-Chronicle, from 2	" 1 "
Oklahoma Times, from 2	" 1 "
Increases.	
Newark (N. J.) Morning Star, from 1 cent to 2 cents	
Detroit (Mich.) News, from 1	" 2 "
Saginaw (Mich.) Courier-Herald, from 1	" 2 "
Jacksonville (Fla.) Evening Metropolis, from 3	" 5 "
New Orleans States, from 2	" 3 "
New Orleans Item, from 2	" 3 "

The Hearst organization made an experimental raise of its wholesale price in some country districts tributary to New York and Chicago where many dealers were retailing at two cents per copy. The matter is still in its experimental stage.

The Cleveland Plain Dealer and Cleveland Leader reduced from two cents to one cent in territory outside of greater Cleveland. COMMITTEE ON PAPER.

THE ROSTER OF VISITORS.

Publishers in New York on Wednesday included:

- John H. Lindsay, Albany, N. Y., Journal.
- E. E. Smith, Meriden, Conn., Record.
- Everett H. Smith, New Haven Journal-Courier.
- Aug. S. Crane, Elizabeth, N. J., Journal.
- E. L. Lilley, Cleveland, O., News.
- W. L. Taylor, York, Pa., Dispatch.
- Edward S. Young, York, Pa., Dispatch.
- Hopewell Rogers, Chicago Daily News.
- Chas. W. Taylor, Jr., Boston Globe.
- Thos. Rees, Springfield, Ill., State Register.
- Fred J. Oxman, Cincinnati, O., Times-Star.
- Jason Rogers, New York Globe.
- W. H. Pettibone, Detroit Free Press.

- Dietrich Lamade, Williamsport, Pa., Grit.
- James R. Allan, Hamilton, Ont., Spectator.
- Albert H. Baker, Cleveland Plain Dealer.
- Jess E. Long, McKeesport, Pa., Daily News.
- John W. Rauch, Reading Eagle.
- Wm. H. Reed, Taunton, Mass., Gazette.
- F. E. Johnson, Taunton, Mass., Gazette.
- A. M. Palmer, St. Joseph, Mo., News-Press.
- Henry L. Birdan, Paterson, N. J., Guardian.
- R. A. Crothers, San Francisco Bulletin.
- F. E. Sands, Meriden, Conn., Journal.
- W. A. Milton, Louisville Times.
- John Toole, Paterson, N. J., Morning Call.
- W. P. Leech, New York Journal.
- C. B. Rosewater, Omaha Bee.
- W. S. Jones, Memphis Journal.
- J. F. Seymour, Chicago Record-Herald.
- C. K. Blander, St. Paul Pioneer Press.
- J. W. Mager, Baltimore Sun.
- A. J. Sandegard, Fort Worth Record.
- D. R. Brunn, Providence Evening News.
- E. J. Hurdy, Oshkosh Daily North Western.
- Gen. E. R. Bordman, Oshkosh Daily North Western.
- F. T. Boyd, Milwaukee Journal.
- W. R. Hastings, Lynn Item.
- C. D. Atkinson, Atlanta Journal.
- Dean Palmer, St. Joseph, Mo., News-Press.
- Hickman Price, Nashville Democrat.
- G. Keeley, Chicago Tribune.
- D. E. Town, Chicago Evening Post.
- Fleming Newbold, Washington Star.
- G. F. Driscoll, Fall River Globe.
- W. A. Kelsey, Meriden Record.
- H. D. Burrell, Syracuse Journal.
- M. W. Leach, Waterbury American.
- G. A. Hough, New Bedford Standard.
- H. G. Whitney, Salt Lake News.
- J. W. Campsid, Milwaukee Evening Wisconsin.
- H. C. Mullholland, Pittsburgh Press.
- B. L. Wright, Haverhill, Mass., Gazette.
- H. Gilhouse, Oakland Engineer.
- O. R. Johnson, Indianapolis News.
- G. R. Hamilton, Duluth News-Tribune.
- C. A. Merda, Portland Oregonian.
- M. R. Harrigan, Bangor Commercial.
- J. P. Bass, Bangor Commercial.
- R. H. Jones, Richmond News-Leader.
- E. M. Schultz, Pittsburgh Post and Sun.
- G. A. Hough, New Bedford Standard.
- E. H. O'Hara, Syracuse Herald.
- Arey Woodsen, Queensboro Messenger.
- W. L. Halstead, Houston Chronicle.
- J. C. Seacust, Lincoln Journal and News.
- E. W. Booth, Grand Rapids Press.
- L. L. Jones, Chicago Journal.
- E. Jackson, Portland, Ore., Journal.
- E. Lansing Ray, St. Louis Globe-Democrat.
- C. E. Dodd, Newark Evening News.
- E. Wood, Billings, Mont., Gazette-Journal.
- J. H. McNeely, Evansville Journal-News.
- M. W. Whitlock, Jackson, Mich., Patriot.
- John Poppendick, Milwaukee Sentinel.
- A. M. McKay, Salt Lake Tribune.
- D. D. Moore, New Orleans Times-Democrat.
- F. P. Guest, Birmingham News.
- Ed. Fleicher, Cincinnati Enquirer.
- H. C. Adler, Chattanooga Times.
- H. A. Roberts, Montreal La Presse.
- E. M. Foster, Nashville Banner.
- E. L. Mattewson, Providence Journal and Bulletin.

(Continued on page 14.)

SCOTT "Multi-Unit" SUCCESS

Read this letter just received from the Publisher of
THE SACRAMENTO BEE
 which proves beyond question that the Scott
 "Multi-Unit" makes good our claims.

SCOTT "Multi-Unit"

presses are different from all other machines. They possess not only every improvement of value found in other presses, but have many features and advantages that cannot be obtained in any other style of construction. The perfection of design, absolute reliability, complete accessibility, perfect paper control and high-class construction place them in a class by themselves.

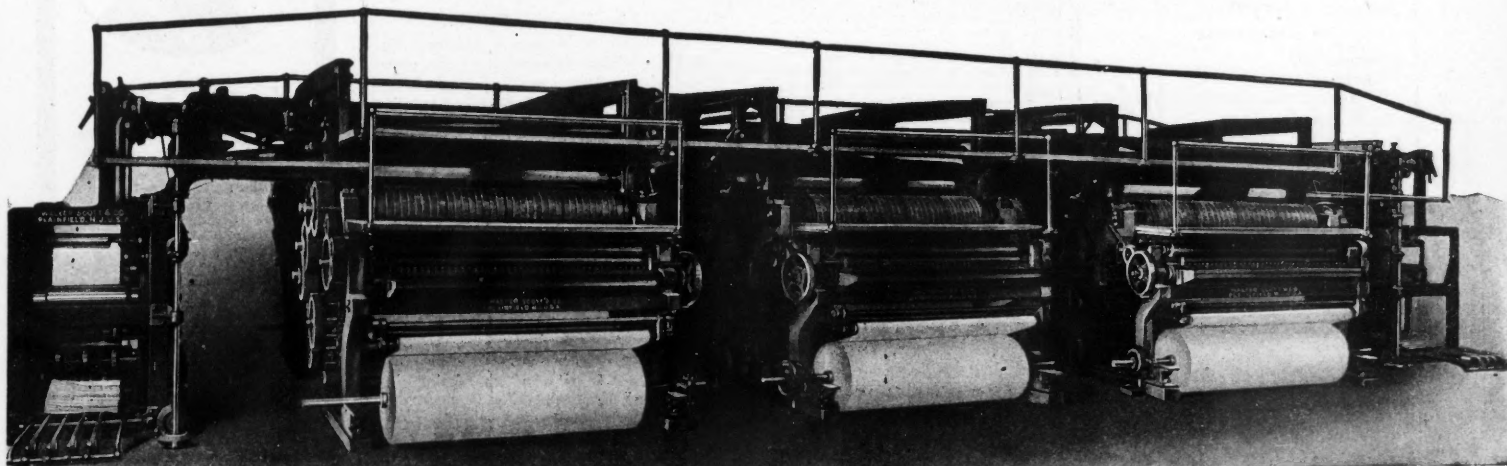
WHERE QUALITY AND PERFECTION COUNT THE SCOTT "Multi-Unit" WINS

After a thorough investigation of all modern makes of newspaper presses,

THE NEWARK EVENING NEWS

realizing the complete superiority of our machines over all others

ORDERED A SCOTT "Multi-Unit" DOUBLE-SEXTUPLE



SCOTT "Multi-Unit" Double-Sextuple Combination Triple-Quadruple Press—Patented.

Can be operated as three entirely independent Quadruple Machines, or as two entirely independent Sextuple Presses, or as an Octuple and an independent Quadruple—all without any idle units—giving maximum capacity on all products.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory - - PLAINFIELD, N. J.

NOTE NEW ADDRESS—New York Office—No. 1 Madison Ave., Metropolitan Bldg.

Chicago Office—Monadnock Block

THE SACRAMENTO BEE,
 James McClatchy & Co., Publishers,
 Sacramento, Cal.

April 19 1912.

MESSRS. WALTER SCOTT & Co.,
 Plainfield, N. J.

GENTLEMEN:

It will be a source of gratification to you, as it was to us, to know that the new "Multi-Unit" Double-Quadruple Combination Octuple Press, which was installed by you for *The Bee*, has more than satisfied the very exacting conditions called for by the contract. It has been running our regular edition since March 4, the day it started, without interruption.

You will remember the very careful investigation we made prior to placing the order for this press. We believed, following such investigation, and the result has fully confirmed that belief, that your new type of press would prove superior to any other in convenience and economy of operation and in the quantity of product.

The Bee press—the second of this type manufactured—is to-day responding to every call made upon it by our circulation and necessity for covering afternoon mail distribution, and is conceded by publishers who have seen it in operation to be the finest newspaper printing press on the Pacific Coast.

We appreciate, too, the valuable advice and suggestions received from you as to the mechanical plant generally, and believe that in the Double Kohler Alternating Current Control System—practically the first of the kind installed—publishers will find many decided advantages.

Truly yours,

JAMES McCLATCHY & Co.,
 (Signed) V. S. McClatchy,
 Publisher.

Kidnapped Editor Returns.

A. F. Sauer, the editor of the San Diego (Cal.) Herald, who was kidnapped some time ago and threatened with hanging, has returned to the city despite the warning that all "anarchists" will be tarred and feathered by the "Vigilantes Committee."

Print Shop Now Bakery.

The Chapman (Kan.) Gazette, which has been published for three years by E. F. Halbert, has suspended. Mr. Halbert has transformed his printing office into a bakery and believes it will be more profitable.

CHAS. H. EDDY

Representative of daily newspapers having quality of circulation.

New York Evening Post

Boston Evening Transcript

Milwaukee Evening Wisconsin

Providence Journal

Providence Evening Bulletin

Springfield Republican

Hartford Courant

New Haven Journal-Courier

Savannah Morning News

New Orleans Picayune

Peoria Evening Journal

Toronto Daily Star

Metropolitan Building, New York
People's Gas Building Chicago**C. F. KELLY & CO.**220 Fifth Ave., New York
Peoples Gas Bldg., Chicago**NEWSPAPER REPRESENTATIVES****Representing**Boston Post
Buffalo News
Jersey Journal
Louisville Herald
Richmond Times-Dispatch
Richmond News LeaderChicago Post
Indianapolis Star
Terre Haute Star
Muncie Star
Trenton Times**C. F. Kelly W. H. Smith
C. C. Kahlert****Publishers' Personal
Representative**

IN THE

Eastern Foreign Advertising Field

D. J. RANDALL

Brunswick Bldg. 225 Fifth Ave.

New York Press Galveston Tribune
Toledo Times Tacoma Times**NOTED PUBLISHERS.**

(Continued from page 12.)

R. L. Carver, Louisville Herald.
B. F. Lawrence, Indianapolis Star.
Edward Hall, New York Times.
J. Alden, Seattle Times.
E. R. Comfort, Elmira Star-Gazette.
Louis Wiley, New York Times.
W. B. Phillips, Louisville Courier-Journal.
H. I. Scott, Detroit News.
F. M. J. Richards, Baltimore Globe-Democrat.
J. M. Stoddard, Baltimore American.
J. R. Walbright, Saratoga Springs Saratogian.
J. C. Shaffer, Chicago Evening Post.
O. K. Sanford, Knoxville Journal-Tribune.
S. L. Storer, Norfolk Ledger-Dispatch.
C. C. Margins, Bloomington, Ill., Paragraph.
S. F. Whipple, Lowell Courier-Citizen.
P. F. Marden, Lowell Courier-Citizen.
J. E. Klock, Kingston Freeman.
A. E. Braun, Pittsburgh Post and Sun.
N. J. Curtes, Rochester Union and Advertiser.
W. J. Page, Waterbury Republican.
W. J. Harn, Burlington Free Press.
J. S. Bryan, Richmond News-Leader.
W. E. Gardner, Syracuse Post-Standard.
Wm. Pindell, Peoria Journal.
F. S. Bakro, Boston Traveler.
H. H. Hoffman, Cincinnati Post.
W. W. Stouffer, Louisville Evening Post.
A. K. Oliver, Pittsburgh Chronicle-Telegraph.
C. D. Tamade, Williamsport Grit.
J. C. Cooke, New York Evening Mail.
Louis Haddock, Newark Sunday Call.
G. C. Hilt, of Indianapolis, of the Special Standing Committee.
J. R. Robertson, Toronto Evening Telegram.
G. E. Gruff, Williamsport Sun.
J. W. Farley, Boston Herald.
W. R. Ellis, Boston Herald.
H. L. Bridgeman, Brooklyn Standard-Union.
E. G. Martin, Brooklyn Daily Eagle.
F. W. R. Newman, Jacksonville, Fla., Times Union.
E. P. Adler, Davenport Daily Times.
W. H. Field, Chicago Tribune.
S. G. McClure, Youngstown Telegram.
Francis Morrow, Topeka Capital.
H. F. Darwin, Springfield, Ill., State Journal.
J. F. Powell, Ottumwa, Ia., Courier.
Dare Bard, Lexington Herald.
C. B. Johnson, Knoxville News-Sentinel.
V. H. Hanson, Birmingham News.
A. C. Kissinger, Rome Sentinel.
T. T. Murphy, Superior, Wis., Telegram.
W. B. Black, Grand Forks, N. D., Times and Herald.
J. T. Mack, Sandusky Register.
W. V. Jones, Utica Press.
Conde Hamilton, New York Tribune.
W. B. Bryant, Paterson Press and Chronicle.
W. S. Mason, Montreal Star.
S. F. Hogan, San Francisco Evening Post.
E. A. Westfall, New York Globe.
Lafayette Young, Jr., Des Moines Capital.
W. P. Goodspeed, Buffalo News.
Robert Ewing, New Orleans States.
C. J. Brooks, San Francisco Chronicle.
G. M. Rogers, Cleveland Plain Dealer.
G. J. Palmer, Houston Post.
M. M. Murdock, Wichita Eagle.
W. J. Crawford, Memphis Commercial Appeal.
A. L. Thalheimer, Cleveland Leader.
W. K. Bowman, Toronto Evening Telegram.
T. M. Clark, Buffalo Times.
J. O. Thummer, Springfield, Mass., Union.
George E. Hall, Salt Lake Herald-Republican.
D. A. Miller, Allentown Morning Call.
A. G. Carter, Ft. Worth Star-Telegram.
G. S. Oliver, Pittsburgh Gazette-Times.
H. O. Brown, Indianapolis News.
F. V. Ashbaugh, St. Paul Daily News.
G. A. Somarindyk, Newark Star.
C. B. Rosewater, Omaha Bee.
W. L. Jones, Memphis Journal.
T. C. Hemphill, Charlotte, N. C., Observer.
E. W. Thompson, Charlotte, N. C., Observer.
Myron Bunnell, Duluth News-Tribune.
William Berri, Brooklyn Standard-Union.
W. M. Dean, Jersey City Journal.
A. C. Wright, Cleveland Leader.
W. F. Rogers, Boston Transcript.
B. G. Wells, Philadelphia Press.
Don C. Seitz, New York World.
Harrison G. Otis, Los Angeles Times.
Charles Selsted, Kansas City Star.
C. H. Spencer, Newark (O.) Advocate.
Blacque Wilson, Toledo (O.) Blade.
A. N. Leity, Schenectady Gazette.
E. N. Alley, New Bedford Standard.
P. P. Carroll, Evansville (Ind.) Courier.
Fdk. Cowles, Des Moines Register-Leader.
Herbert F. Gunnison, Brooklyn Eagle.
W. J. Pattison, New York Post.
F. J. Stackpole, Harrisburg Evening Telegraph.
C. I. Glover, Waco (Tex.) Times-Herald.
R. F. R. Huntsman, Brooklyn Standard Union.
F. E. Huntress, Jr., San Antonio Express.
W. F. Oakley, Munsey newspapers.
Charles S. Diehl, San Antonio Light.
Harry F. Guthrie, Muncie (Ind.) Star.
James A. Harvey, Terre Haute Star.
George J. Amer, Albany Knickerbocker Press.
James M. Thomson, New Orleans Item.
Louis Wortham, Fort Worth Star Telegram.
Louis T. Golding, St. Joseph News Press.
F. A. O'Hara, Syracuse (N. Y.) Herald.
H. R. Rice, Lowell (Mass.) Courier Citizen.
W. H. Dodge, Cleveland Press.
A. S. Kohnfelder, Hoboken (N. J.) Hudson Observer.
Robert Latham, Charleston (S. C.) News and Courier.
Mason C. Brunson, Charleston (S. C.) News and Courier.
Willard E. Binfield, Pawtucket (R. I.) Evening Times.
James Everson, Jr., Philadelphia Inquirer.
H. M. Snook, Aurora (Ill.) Beacon News.
J. F. Mackay, Toronto Globe.
Joseph T. Ridder, New York Staats Zeitung.
S. M. Gunnison, New York Globe.

AN ADVERTISING EPISODE.

The manufacturer of an improved lamp for coal miners entered upon an advertising campaign after placing his wares with dealers. In the first district covered the sales were excellent. The campaign was taken up in a second mining district. The advertising fell flat. When a trial was made in a third district the sales were all that the manufacturer could ask for, says the Toledo (O.) Blade.

As there was a mystery about the failure of the second step, a careful investigation was made. It was found that while the retail dealers in the first and third districts had bought the lamps liberally, those in the second district had looked upon them unfavorably. Thus the advertising in one district failed because the miner, however much he might have been interested in the improved lamp, could not buy one save in a few stores, and, of course, he did not always know which stores handled the lamps.

This is an illustration of the way in which advertisers are searching for fundamental facts as to their investments in publicity. They are finding that it is waste money and energy to advertise in places where their goods are not to be bought. They are ceasing to advertise broadcast and are, instead, concentrating their advertising where their goods are to be had by the interested advertising reader.

FINANCIAL ADVERTISING.

Once upon a time the banker's idea of advertising was expressed by the insertion of a small card in the daily newspaper, giving the name of the bank and a string of figures representing its capital and surplus. The banker didn't do this so much with the notion of helping his business as of helping the editor. He didn't expect much in the way of results—and his expectations were just about realized, says the Philadelphia Record.

Nowadays the banker advertises just like any other business man. He no longer considers it unethical to let the public know he has service for sale. He buys newspaper space and uses it on a strictly commercial basis. He has found it unnecessary to curry favor with the newspaper, but very necessary to curry favor with the public in order to increase the number of his institution's depositors and the volume of its dealings.

The Lanston Exhibit.

The Lanston Monotype Machine Co. of Philadelphia, is sending to the members of the American Newspaper Publishers' Association invitations to visit its exhibit at the Waldorf-Astoria Hotel during convention week.

Scribes to See Play.

The Gayety Theater managers invite every newspaper man in Hudson County to witness the production of "The Searchlight," a newspaper play being enacted at the Hoboken, N. J., playhouse this week.

Lake City Consolidation.

The consolidation of the Lake City Times and the Lake City Phonograph, Colorado, is announced. The Times has been owned by W. C. Blair, while the Phonograph was the property of W. E. Mandenhall. From now on the paper will be known as the Times-Phonograph and will be owned by Mr. Blair.

Publishers' Affairs Settled.

The affairs of the defunct Palladium Publishing Co., New Haven, which published the Morning Palladium, have been wound up in the New Haven County Superior Court, and Receiver Howard Emerson, of Ansonia, has been instructed as to the distribution of the amount realized from the assets, just under \$20,000. Of this \$17,127.12 goes to the bondholders.

**I. A. KLEIN**

Publisher's Representative

METROPOLITAN TOWER

Representing

Pittsburgh Press
Detroit News
Grand Rapids Press
Bay City Times
Jackson Citizen-Press
Flint Daily Journal
Muskegon News-Chronicle
Chicago Daily Journal
Cincinnati Enquirer
Brooklyn Daily Times
New York Sun
Philadelphia Evg. Telegraph

EVERY ADVERTISER ASKS

WHEN MAKING UP HIS LISTS

How much circulation?

What kind of circulation?

Where is this circulation?

THE CLEVELAND PLAIN DEALER'S CIRCULATION IN QUANTITY

is the greatest Morning and Sunday net paid circulation between New York and Chicago—and more than double the net paid circulation of any other Cleveland Morning and Sunday newspaper. Each week day, the Plain Dealer is convinced, more Morning Plain Dealers are sold in the State of Ohio than are similarly sold by all the other Morning papers in the four major cities of the State (Cleveland, Cincinnati, Toledo and Columbus) combined.

IN QUALITY

Comprises the great salaried and skilled wage-earning element, without whose support no advertising campaign can succeed.

IN LOCALITY

lies more than 98% within a radius of 100 miles of Cleveland—sixth city and growing—91% within 65 miles and 77% within 35 miles.

Average Circulation March, 1911, to February, 1912, inc.
DAILY 96,644 SUNDAY 126,815

No free copies, no sample copies, no copies spoiled in printing and no copies remaining unsold at the office of publication are included in these figures, and the number of returnable copies is guaranteed to not exceed two per cent.

Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone, at any time, and without further notice.

Observe the steady, healthy, sturdy growth from the first month to the last—no sudden, mushroom-like gains, no unexplained losses, but a consistently increasing total affected only by the changing seasons and the business health of the whole country.

PLAIN DEALER'S AVERAGE YEARLY CIRCULATION SINCE 1905

	CALENDAR YEARS				
	DAILY	SUNDAY	DAILY	SUNDAY	
1905	62454	69560	1909	80938	103490
1906	66736	77697	1910	87126	114043
1907	68571	81994	1911	95129	125191
1908	75616	88045			

Net Paid Circulation Guaranteed in Every Advertising Contract

OFFICE OF PUBLICATION.
523-529 SUPERIOR AVE. N. E.
Cleveland, Ohio

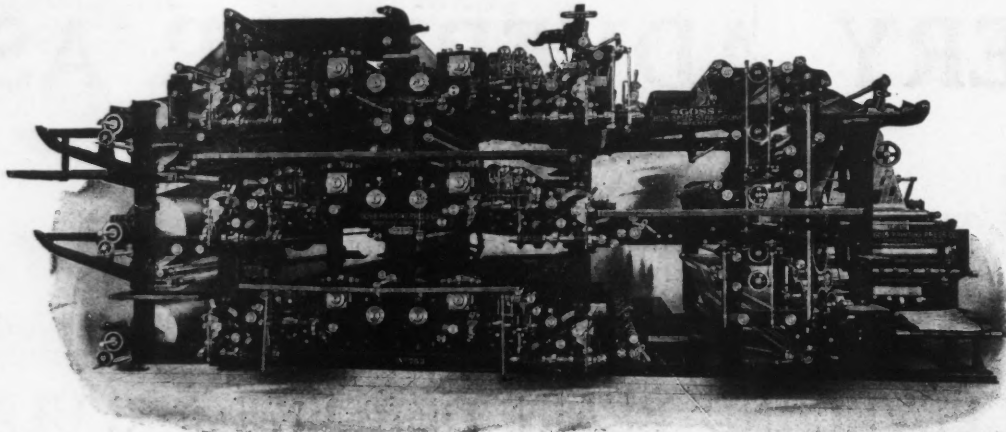
TELEPHONES.
Bel., Main 4500 Independent, Erie 9

Representatives

JOHN GLASS
PEOPLE'S GAS BLDG.,
PEOPLES GAS BLDG.,

J. C. WILBERDING.
BRUNSWICK BLDG.
NEW YORK



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THE ABOVE IS THE PRESS REFERRED TO

The Daily Times-Star

Cincinnati

C. H. Rembold, Manager

Goss Printing Press Company,
Chicago, Ill.

April, 13, 1912.

Gentlemen:--

Enclosed you will find our check on First Nat'l Bank for	\$2000.00
another on the Citizens Nat'l "	\$3000.00
making a total of	<u>\$5000.00</u>

which amount, added to our remittance to you of February 21st, is in full payment, according to the contract, for the first of the two presses you have built for us.

In this connection, we want to express our gratification of the results obtained on the initial runs of the new press. Last week we had occasion to write you expressing disappointment because things were apparently not progressing sufficiently rapidly to warrant our being able to run the press on the base-ball edition Thursday, April 11th.

As your pressman had not arrived and our own were busy, we did not get the blankets on the press until Friday night and Saturday. On Monday night of this week some of our men worked late into the night setting the rollers; during Tuesday we plated the cylinders and gave the press trial runs to see that everything was in shape. On Wednesday we filled the fountains with ink and ran some paper through later in the afternoon; on Thursday morning we put on the muslin and at two o'clock started in to run off part of our edition for that day. The experiment was so successful that we made the new press the starter for our base-ball edition with the most gratifying results. Since then the press has been running without a hitch, and we want to record the remarkable fact that not a box on the whole machine has run hot.

While our experience with the first three high-speed presses you built for us in 1908, which have proven to be not only first-class but entirely reliable machines, warranted us in expecting as good results from the new press, yet we would not feel that we were showing our appreciation of a good thing if we did not express the satisfaction we feel with the results of your last achievement.

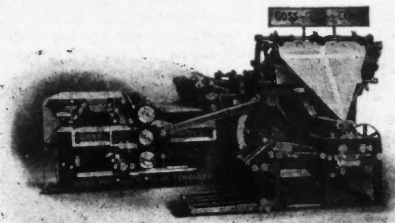
We presume that by this time the other press has been boxed and is ready for shipment. As soon as it arrives we will begin the erection, and hope to get it in running order in less time than it has taken us on the first.

Yours very truly,

THE CINCINNATI TIMES-STAR CO.,

C. H. REMBOLD, Manager.

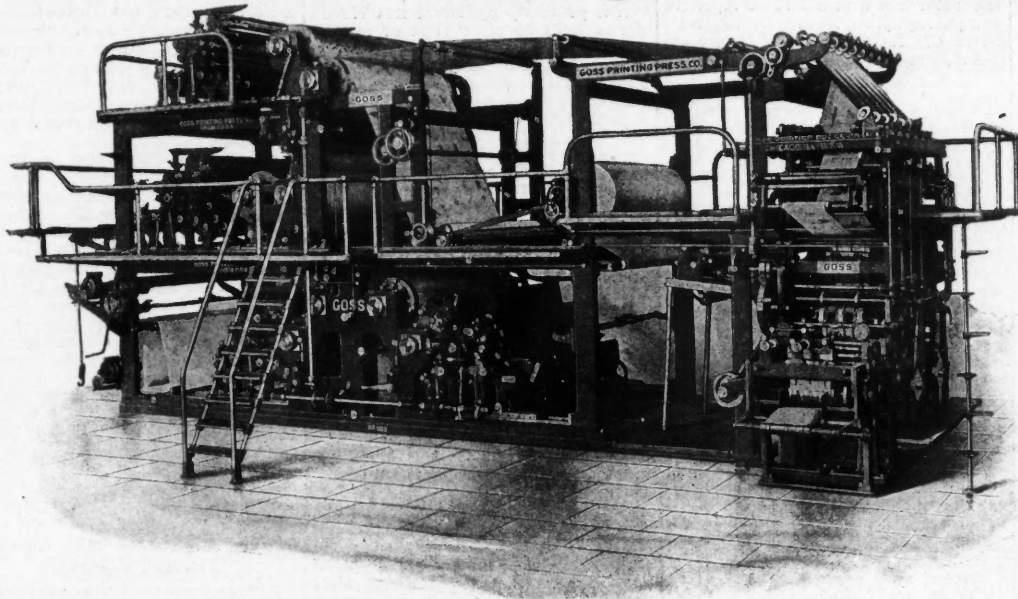
**For Small
Newspapers**



GOSS
"COMET" Flat Bed Perfecting Press

Prints 4, 6, 8 pages.
Has all other "Flat Beds" backed
off the boards.

GOSS—For Magazine Publishers—

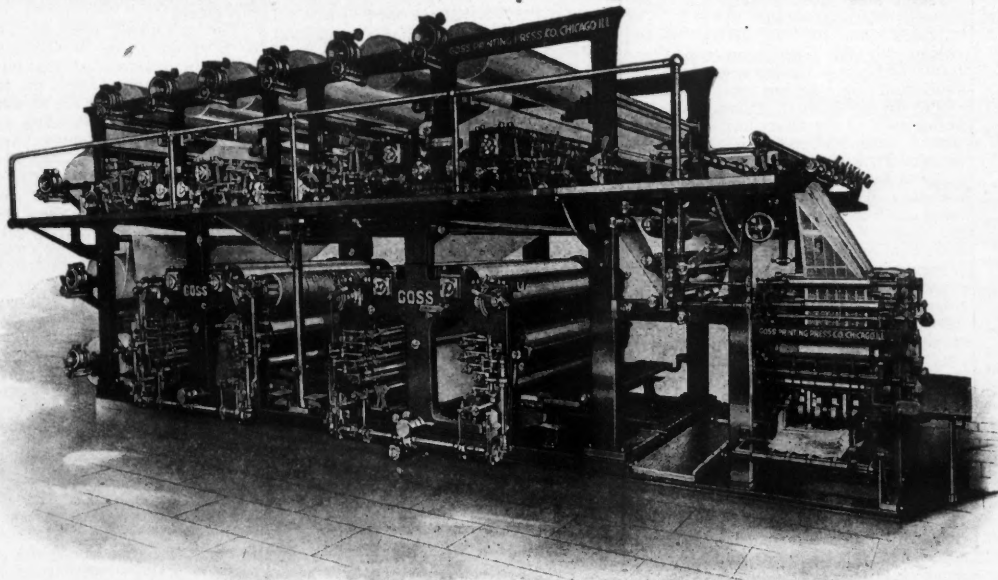


**"SUCCESSFUL"
MAGAZINE
PRESS**

With
Cover Feeders
and Staplers.

The Biggest and
Best Magazine
Press Ever Built.

GOSS—For Large Newspapers—



**OCTUPLE
HIGH-SPEED
COMBINATION
Tandem and
Straight Line
PRESS**

Fastest and
Finest Octuple
Built.

This one press printed alone, November 25, 1911, 304,000 sixteen-page papers in one night
of The News-of-The World, London, England.

THE GOSS PRINTING PRESS CO., - - Chicago, Ill.

WORLD'S GREATEST MARINE DISASTER.

HOW THE NEW YORK PAPERS HANDLED THE TITANIC STORY AFTER NEWS BROKE.

Coast Covered from New York to Halifax by Correspondents—Tugs Scoured the Sea—Armies of Reporters Employed to Interview the Survivors on the Carpathia—Entire Hotel Engaged to Aid in Expediting Work—City Editors and Men on Duty Thirty-six Hours at a Stretch—Splendid Work Done by All.

The story of how the news of the great Titanic steamship disaster was covered by the leading news associations was told in these columns last week. Herewith is presented some interesting facts concerning the manner in which the leading morning newspapers of New York handled it.

As all are members of one or more of the press associations and received practically the same reports, the only chance they had for getting a different story lay in the ability of their correspondents and reporters to secure additional facts. As things turned out it was not until the Carpathia arrived off Sandy Hook that the newspapers had any chance to show individual enterprise.

Probably never before have so many newspaper men been engaged in handling a news story. There was not an unemployed reporter in the city who could not or did not have an opportunity to work on the big disaster. City editors scoured the town for men to aid them in covering the pivotal points where news might develop. The coast from New York to Halifax was practically patrolled by representatives of the press.

LONG HOURS OF SERVICE.

Every newspaper office was in commission twenty-four hours a day during the week. Some city editors did not leave their desks from Friday noon to Saturday night. The city rooms were thronged with reporters, either awaiting assignments or writing up their stories. The clicking of the telegraph keys became almost deafening. Messenger boys darted in and out with important communications. A dozen telephones were working every minute. The very air was vibrant with excitement.

When the wireless dispatch announcing that the Titanic, the greatest and most luxurious ship ever built, had gone to the bottom with at least 1,500 souls on board was received in New York late Monday afternoon every city editor knew that it was one of the biggest news stories since the Spanish war and would tax the entire resources of his office to cover it in a proper manner.

GETTING READY FOR STORY.

The wires were soon hot with messages to correspondents along the coast, telling them to be on the lookout for the Carpathia or for any news of the disaster that might be brought in by vessels that passed the scene of the wreck. Reporters were summoned to the offices only to be fired out to places where news might be developed. Within a few hours the organization for landing the story was perfected.

The newspapers officially combined to hire the Strand Hotel, opposite the Cunard pier at the foot of West Fourteenth street, where the Carpathia was to land its cargo of survivors. Each one occupied a separate room in the hotel, where extra telephones were installed, so that while half of the reporters were scurrying around among the passengers as they landed the other half might be telephoning their first-hand stories to their offices.

TUGS SCOUR COAST.

Chartered tugs were sent out, some as far as Providence, to get stories "over the rail," but the expeditions were attended with meagre success. This delay had served to sharpen the appetite of the public for definite news, and when, on the Thursday night at about 9.30 o'clock, the Cunard liner warped up to its pier everybody was at A-string pitch.

One of the first precautions taken by the New York Herald after it had received the initial "flash" on the story was to instruct the Herald's correspondent at

Boston to take the first train to Halifax with photographers and a score of assistants. When he had reached Bangor he was intercepted with a message directing him to return to Providence, as the White Star Line officials had decided to bring the survivors to this city on the rescue ship. At the latter city he was joined by one of the regular members of the Herald staff. Equipped with a wireless outfit and with a staff of reporters and photographers aboard, the tug Walter A. Luckenbach, chartered for the occasion, was sent out from Newport.

HERALD'S ENTERPRISE.

While it was still believed that the Titanic was afloat the Herald sent wireless messages to W. D. Stead, special writer; Jacques Futrelle, author of plays and short stories, who had once been a member of the Herald staff; John R. Phillips, the Titanic's wireless operator, and others who in any way and at any time had been affiliated with the paper. The messages instructed them to spare no expense in getting the story to the Herald.

When it was learned that the Titanic had foundered the Herald chartered another tug, which, with its complete quota of writers, photographers and artists, was sent to Sandy Hook to await the Carpathia. In the meantime the paper had managed to get in touch with Frederick C. Beachler, formerly employed by the Herald, and Miss May Sirkhead, a writer who had sailed on the Carpathia. These two had gathered in all available details by the time the Carpathia reached port.

At Quarantine a third tug met the Cunarder, while a fourth tug maneuvered up to an advantageous position alongside the pier, from which the photographers aboard might get their pictures of the pathetic scene that attended the disembarkation.

WORK OF THE TIMES.

In the short time between the reception of the harrowing news of the Titanic's fate and the arrival of the rescue ship the Times conceived, perfected and set in motion a masterly organization for getting the first-hand news. In the editorial rooms a man sat beside each of the direct telephones connected with the room in the Strand Hotel. To each was assigned a certain phase of the narrative. One was to write the story of the Carpathia's arrival, another the account of the wreck, another the rescue work, and still another the individual stories of the survivors.

Supplementing this arrangement, four reporters armed with passes were stationed on the pier and eight more were instructed to circulate through the crowd outside. When one of these rushed into the Times room in the Strand Hotel he was directed by the staff member in charge to the phone that connected with the rewrite man who was responsible for the end of the story with which the additional detail corresponded.

Later in the evening the man in charge discovered the possibility that some of the interviews might have been repeated. To prevent this he instructed each man to append to a list hanging over the "interview" phone the name of the passenger just seen.

AUTOMOBILES IN READINESS.

A block from the pier two automobiles were kept in constant readiness so that in emergency the Times office might be reached without loss of time.

WORLD CORRESPONDENTS' WORK.

Perhaps the most dramatic incident in the mad pursuit of news was the successful attempt made by Carlos F. Hurd,

the World correspondent on board the Carpathia, to haul his copy over the rail to the Evening World tug. Hurd, who is on the staff of the St. Louis Post-Dispatch, owned by the Pulitzer estate, had sailed for the Mediterranean on the Cunard liner.

From the moment the Carpathia started on her dash to aid the Titanic he tried ceaselessly to wireless his story in. Prevented from doing this, he wrote his copy and attached it to a life preserver. Then when he sighted the Evening World tug in the lower bay he tried to toss the buoy overboard, but was forestalled by one of the Carpathia's officers. Finally, after several vain attempts to accomplish his purpose, Hurd was aided by his fellow passengers, who formed a ring around the reporter to protect him from the crew. His story enabled the Evening World to secure the earliest first-hand story of the wreck.

It is peculiarly significant that Hurd's stories were no more vivid or moving than those written "on the inside" of other newspaper offices. This would seem to point to the necessity of a longer perspective in the handling of unusually large events.

WHAT THE AMERICAN DID.

The customary lucky star appeared in the Hearst firmament when three days before the catastrophe the New York American hired as a cub reporter Jack Binns, the wireless operator whose cool-headed heroism had prevented a greater loss of life in the Republic disaster. Binns had written on from England, asking for a position on the reportorial staff. The American offered him a position at a nominal salary. When the story broke Binns' value to the paper increased a thousandfold and his name was extensively featured.

The American also called in Jerome Nelson Wilson, a marine engineer, Wilson, in a signed Sunday story published in the magazine section of the American shortly after the Republic disaster, predicted just such an occurrence as the sinking of the Titanic unless several emergency devices were installed on big steamers. One of these was a special lighting plant that would supply electricity automatically when the regular batteries run low. The danger aboard a sinking ship is greatly intensified by the absence of light. He also recommended that every steamer should be forced to provide sufficient lifeboats to carry passengers and crew.

DUPLICATE SQUADS SENT OUT.

The day after the Titanic's fate was positively established the American hired the tug Sally, which was sent out from Newport with a staff of eight reporters and photographers to meet the oncoming Carpathia. Later another tug was sent out with its complement of reporters, photographers and artists to meet the rescue ship at Quarantine.

All told, the American had about fifty men working on the story.

The public for whom all this was done would be appalled by a computation of the cost of this story. In securing stories from the survivors among the passengers and crew of the Titanic several hundreds of dollars was spent. Two of the stewards who came off alive were paid \$250 apiece for their narratives of the disaster.

The night the Carpathia arrived every possible news channel was watched by the papers. Reporters were stationed not only on the pier and in the immense crowd outside, but at the morgue, at all the hospitals, at police stations and all the big hotels.

Remington with MacManus.

Charles F. Remington, formerly business manager of the Detroit Journal and later an advertising agent in Chicago and New York, has joined the staff of the MacManus Co., advertising agents, in Detroit. During the last few years he has been engaged in the mining business. His most recent connection was with the Manufacturers and Dealers' Association of Chicago, in which he was a director of publicity.

NEWS AGENCY AT SEA.

Willis S. Pratt Thinks Liners Should Carry Trained News Gatherers.

A news agency at sea is a new idea in ocean reporting conceived by Willis S. Pratt, an experienced New York newspaper man who has been city editor of several metropolitan journals.

Some time ago Mr. Pratt made a contract with the Marconi company providing that it should send news messages from ocean liners for delivery in not more than three hours. When he approached the five great steamship companies for permission to allow news to be sent from their ships uncensored by the captains he was unable to get any satisfaction out of them.

Mr. Pratt thinks that if a trained representative of the proposed news agency had been on board the Carpathia he could have sent information ashore that would have greatly relieved the anxiety of relatives and friends of the passengers on shore. Of course, the value of such service as Mr. Pratt proposes would depend mainly on the uncensored character of the news it would be able to furnish.

In speaking about the project Mr. Pratt said to a reporter: "The wireless has reached a stage of efficiency now which makes it possible to maintain a news service on the basis of my agreement with the Marconi company—delivery of messages within three hours from any point on the high seas. On recent trips abroad I sent seventeen test messages, which showed me that the service is practical. I sent a message to my wife in this city from the Laurentic 1,300 miles out, and got a reply when it was 1,100 miles out. The message was sent from the ship at 1:20 a. m., reached her at 9:30 a. m., and her reply, sent at 3 p. m., reached me at 4:20 p. m."

WILL VIEW CANAL OPENING.

Chicago Newspaper Men Guests of Florida's Governor.

A large number of newspaper writers left Chicago Saturday last over the Illinois Central to attend the official opening of the newly completed Gulf to Atlantic Drainage Canal, which extends across the State of Florida from Fort Myers on the Gulf coast to Fort Lauderdale on the Atlantic coast, traversing the everglades.

The newspaper men were the guests of Governor Allen W. Gilchrist and the board of trustees of the internal improvement fund. The Gulf to Atlantic Canal is the first to be finished of five great drainage canals being constructed by the State government.

The special train arrived at Fort Myers Monday evening and the visitors were in time to participate in the formal opening of the canal on Tuesday morning, April 23, after which the party embarked on a flotilla of launches for a trip through the big ditch to its eastern terminus at Fort Lauderdale. Stops were made at Citrus Center and at Okeechobee City, where ex-Governor Jennings was host to the party at luncheon.

Journalism Week at Columbia.

Journalism Week will be observed at the University of Missouri, Columbia, May 6 to 10, and a large attendance of newspaper men is expected. An excellent program has been prepared, in which the names of a number of prominent newspaper men appear. One of the interesting events of the week will be a shop talk meeting of the Missouri Press Association, to which all newspaper men and women are invited. The Wabash, M. K., & T. Missouri Pacific, Chicago & Alton and Frisco roads will issue transportation in exchange for advertising to all newspaper men who desire to attend.

Flood Wrecks Newspaper.

The newspaper plant of the Burkesville (Ky.) Banner has been destroyed by the flood from Cumberland river.

MARCONI AND W. U.**The Two Companies to Co-operate in World Circling Service.**

The Marconi Wireless Telegraph Co. of America and the Western Union Telegraph Co. have entered into an agreement under which the two companies will co-operate in the handling of messages.

Briefly, the agreement puts the Marconi company in exactly the same position in relation to land telegraph companies that the cable companies have long enjoyed, and it is part of the plan of expansion which the Marconi company has adopted in connection with the recent acquisition of the assets of the defunct United Wireless Co. and the increase in capital stock, which has just been ratified.

A number of long distance wireless stations are to be constructed, including two high power stations to connect England and this country, one in London and one in New York, thus putting the two great cities in direct communication and avoiding the long transmissions over land wires that is now necessary between New York and Glace Bay and London and Clifton.

Other stations are to be in the Hawaiian Islands, the Philippine Islands and China, with a possibility of Japan being later included. These stations will, for the first time, permit a wireless dispatch to be sent entirely around the world.

The plans announced some weeks ago told of the American Marconi Co.'s intention of building a chain of stations through the Caribbean and in the principal countries of the South American continent. Capital for this expansion is being supplied by the recent increase in the capital stock.

These agreements between the two companies will give the wireless companies so-called "cable land stations," which will correspond to the terminal stations now connecting ocean cable companies with the land lines. Two cable telegraph stations of the Western Union Telegraph Co. will have twenty-five wireless station connections on the American continent.

The Western Union has issued an official statement explaining that the relation between the company and the Marconi system was simply a contract and did not involve any ownership by the telegraph company of Marconi stock.

The Linotype Bulletin.

Since the first of the year the Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Co., has been appearing in enlarged and improved form. It is carefully compiled and edited, and every issue contains much valuable information of interest to linotype owners, prospective purchasers, operators and machinists. It consists of sixteen pages and cover of the standard size of most of the trade journals. Both the inside pages and the cover are in colors, and every line, including rules, dashes and borders, is produced on the linotype and printed direct from the slugs. The April issue is particularly noteworthy, having an embossed cover in blue and gold.

A Lost Opportunity.

An amusing story is told in Stockholm of how a newspaper reporter lost the chance of a lifetime.

The young man telephoned to the palace in connection with certain festivities. He was told successively that each of the persons he wished to speak to, from the Marshal of the Court down, was not on hand, and, as his business seemed important, the voice at the other end insisted in offering its services.

"Well, who in the name of goodness are you?" the exasperated journalist demanded.

"Oh, I am only the King."

"The what?"

"The King, Gustav V."

The reporter was not versed in his profession. He dropped the receiver and fled; and the King, laughing heartily, turned to his secretary, who entered the room at that moment.—*Pull Mall Gazette.*

MARCELLUS QUILTS THE TRIPOD.**Le Roy Gazette's Owner Sells Out and Retires from Journalism.**

George E. Marcellus, editor and proprietor of the LeRoy (N. Y.) News, after twenty-eight years of active work on that publication, has retired. Few men in this part of the State are more widely known and respected.

He started his career in the Courier office, where he learned to set type and later began to write local items for the paper. After awhile he was made local editor.

In May, 1884, Mr. Marcellus purchased the Gazette of Charles B. Thomson, who had published it for forty-four years, and began inculcating the paper with his more progressive ideas. The paper gained in circulation and in influence, and gradually there was erected an institution and an organization that stands as a monument to his fidelity to purpose and faithfulness to himself and his business.

For several years past Mr. Marcellus has been prominent in weekly newspaper circles throughout the State. For a number of years he has been president of the Select County Weeklies of New York, an organization composed of weekly papers having a circulation of 2,000 or more. He is vice-president of the New York Press Association, of which he was slated for the presidency the coming year, and also vice-president of the New York Republican Editorial Association, and former president of the Western New York Newspaper Publishers' Association. Mr. Marcellus was one of the pioneers in placing weekly papers onto the cash-in-advance plan, and has been honored with invitations from many State press associations to address them upon the plan.

In 1900 Mr. Marcellus was appointed postmaster by President McKinley, and was reappointed by Presidents Roosevelt and Taft.

The new editor of the Gazette and principal owner is Edward M. Perkins.

FAVORS WOMEN REPORTERS.**Dr. Talcott Williams Advocates Their Admission to Journalists' School.**

Dr. Talcott Williams, director of the Pulitzer School of Journalism of Columbia University, advocates the admission of women to the staff of newspapers. He intends to establish a course for them in the School of Journalism, modeled after that of the Barnard School.

Prof. Lemuel Whittaker presided at a dinner given to Dr. Williams recently in Philadelphia, and Richard Gottlieb, of the faculty of Columbia University, also delivered an address. Dr. Williams spoke of the great future which awaited the School of Journalism and outlined the course. Both the theoretical and practical sides were considered in his outline, and he said that the close affiliation of the school with Columbia University would undoubtedly prove to be of great advantage.

He also said that there was a great future for some women in newspaper work. He proposed to conduct a school for them modeled along the lines of the journalistic course now being taught at Barnard. Prof. Gottlieb paid a high tribute to Dr. Williams, and spoke of the relation between the elementary foundations necessary for a successful journalistic career and the modern college training.

N. Y. World's Athletic Series.

Two thousand boys from five public schools competed in as many New York Sunday World Field Days this week. These events are being held under the auspices of the Public Schools Athletic League. The popularity of this series is indicated by the fact that nearly 900 boys competed in the first Field Day this season, taking part in eleven events.

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

THE PORT OF DULUTH

is the second largest on this continent—excelled only by New York—and the third largest in the world! Did you know that? More tonnage of iron and grain, of coal and tea and of manufactured products leaves the Port of Duluth each year than from Boston and Chicago, COMBINED. And this fact gives you only ONE viewpoint on the inconceivable wealth of this El Dorado of Steel and Grain—Northern Minnesota!

YOU can tap this prosperous territory by using the advertising columns of ONE paper only—THE DULUTH HERALD, which goes directly into every worth-while home throughout its length and breadth.

YOU can use other papers if you want to—there are lots of them—but you don't NEED to. THE DULUTH HERALD thoroughly covers the field with its 27,000 daily circulation—each to a bona-fide READER.

THE DULUTH HERALD'S circulation has always been won on MERIT alone—not one premium in twenty-seven years!

LA COSTE & MAXWELL,
Publishers' Representatives,
New York, Chicago.

WM. F. HENRY,
Advertising and Business Manager,
Home Office, Duluth, Minn.

I AM THE



PRINTING PRESS

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

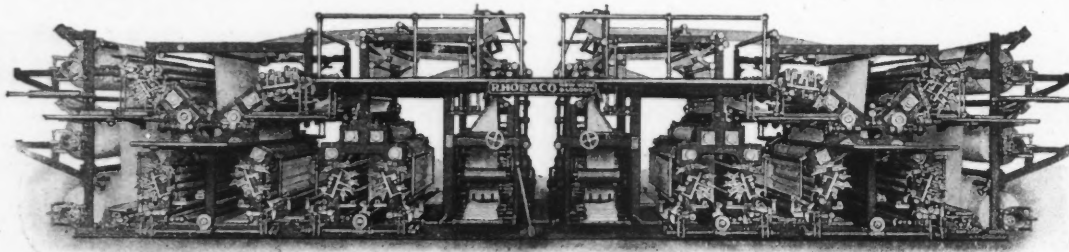
When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.



HOE X-PATTERN DOUBLE SEXTUPLE PRESS

PATENTED CENTRAL FOLDER TYPE

With Fast-Speed Rotary Folders, Self-Oiling Boxes, Tubular Cylinders, Locking Roller Sockets, Safety-Locking Knife Box, Independent Drive for Impression Cylinders, Independently Driven Decks, Improved Ink Fountain Adjustment, Quick-Acting Plate Clamp and other Patented Features

Actual Running Speed Per Hour :

144,000	papers of 4, 6, 8, 10 or 12 pages
108,000	“ 14 or 16 pages
72,000	“ 18, 20, 22 or 24 pages
54,000	“ 28 or 32 pages
36,000	“ 36, 40, 44 or 48 pages

QUARTER CENTURY RECORD OF A. N. P. A.

ADDRESS OF PRESIDENT BRUCE HALDEMAN AT THE OPENING SESSION OF THE ANNUAL CONVENTION, APRIL 24, 1912.

Achievements of the Association the Result of Co-operation Along Legal Lines—The Wide Range of Its Activities—Twelve Thousand Inquiries and Six Thousand Claims Are Handled Annually—Its Labor Bureau Has Secured Industrial Peace in Newspaper Offices—What It Has Done to Combat Paper Combinations—Success of Its Campaign Against Free Publicity.

The fact that this is the twenty-sixth annual convention of the American Newspaper Publishers' Association reminds us that we are to-day in a position to celebrate our twenty-fifth anniversary. A quarter of a century appears a brief lapse of time, considered from the standpoint of the age of an individual or corporate institution. There are many associations, even in this young country, much older. We are very much the junior of the Associated Press, an organization devoted entirely to the gathering of news. One might say we are younger than should have been the case, for newspaper men are notoriously slow to get together along business lines, but most of us will rather welcome a challenge of youthfulness.

At all events, young or old, twenty-five years of experience suggest the wisdom of a little serious retrospection, accompanied by a like degree of introspection.

What has our organization accomplished?

What is its status to-day?

Has it made the most of its opportunities?

In order that I might set forth in my annual address a statement embracing answers to these inquiries, I requested your manager, Mr. L. B. Palmer, to secure for me data covering a brief history of our organization, its aims, comparative results, etc. I also asked him to obtain for me from the chairman of our most important committees statements embodying the achievements of each during its life.

REVIEW OF ASSOCIATION'S WORK.

Mr. Palmer had already had in contemplation a statement of this character, and I am confident our members will listen with interest to the review of the work of our association, based upon the data submitted by him, as well as that obtained from Mr. Kellogg, concerning the work of the Labor Committee, and that from Mr. Norris on the Paper Committee's efforts.

It is hardly necessary for me to call your attention to the gathering upon the floor of the convention hall to-day as a practical demonstration of the militant character of our organization. I can recall the time when the attendance was nothing like so large, when the interest in the association was nothing like so great. The association has had a gratifying increase in membership, and it is a gratifying fact in which we all take much pride that the membership as a whole embraces in truth the leading and the best newspapers in this country and in Canada.

The achievements of the American Newspaper Publishers' Association are the concrete results of co-operation along perfectly legal lines. Some members of the Senate Finance Committee during the fight for reciprocity with Canada endeavored to pick some flaws in the form of our organization, but without much success. We have had concert of action which, while entirely legitimate, has created a great force for the uplift of the newspaper publishing business.

SOME OF ITS ACHIEVEMENTS.

The association has faithfully adhered to the programme of its founders. A condition under which publishers were working in the dark and at cross purposes has been superseded by an exchange of confidence and mutual helpfulness.

Few outside of the membership have any conception of the extent and variety of the work done in many lines through the machinery of the association.

The work of the association has developed to such an extent that 12,000 inquiries from members are answered every year.

The collection business has grown amazingly. Six thousand claims of members are handled annually.

The bulletins which are sent to members each week protect them from frauds and misrepresentations that were common in the early days.

The information contained in these bulletins has greatly purified the advertising situation in all parts of the hemisphere

and has raised the standard of the business.

An Advertising Agents' Committee grants recognition to those agencies qualified to receive it and supplies to members a credit list that is a guide to safety.

The association has jealously guarded the interests of publishers in postal matters and has successfully opposed all threatened action inimical to the newspapers' best interests.

CO-OPERATIVE FIRE INSURANCE.

During January, 1896, the express companies notified publishers in the western cities that the express rate for transportation of newspapers would be increased from $\frac{1}{2}$ to 1 cent per pound. A committee of the association concluded an agreement with all of the express companies in the United States providing that from that date the rate should not be more than $\frac{1}{2}$ cent per pound.

Prior to 1909, when the copyright statutes were codified, there was a minimum penalty of \$5,000 for the infringement of photographic copyright, but in the copyright codification which became effective July 1, 1909, the damage for unauthorized newspaper reproduction was fixed at a maximum of \$200 and a minimum of \$50. A committee of the association was efficient in promoting that outcome.

The Labor Bureau established in 1900 has secured industrial peace.

The Paper Bureau projected in 1907 has been helpful to publishers in combating paper combinations which aimed to advance news print paper prices.

The association is now organizing a department of co-operative fire insurance, the benefits of which it is claimed will accrue to all.

A free publicity department inaugurated in 1909 to expose the source and motive of free publicity contributions has attained a marked degree of success. It has enlisted not only the co-operation of members of the association, but also of many other newspapers and of advertising agents throughout the country.

Every daily newspaper in the United States has been the beneficiary of the association's work and is under obligation to it.

PUBLISHERS' ORGANIZATION.

During the year 1886 there were a number of editorial and telegraphic press associations, but no organization of the newspaper business interests. In consequence of a lack of co-operation between publishers many difficulties were encountered and losses incurred through dealings with irresponsible advertising agencies, of which it seems there were many.

At that time there was general complaint that advertising agents divided commissions with customers and spent their customers' money in the advertising columns of the publications that allowed the greatest discount and without regard to returns to the advertiser, and this condition seems to have created a latent desire on the part of newspaper publishers for an organization to correct those evils and through co-operation to exchange information on various subjects connected with advertising.

The first step in this direction followed an address by W. H. Brearley, of the Detroit Evening News, made at a meeting of the National Editorial Association, held in Cincinnati on February 24, 1886, which was indorsed and commented on editorially by many newspapers.

MR. BREARLEY'S PLAN.

That misrepresentation of circulation and fluctuating advertising rates were evils of the time is shown by the fact that the major portion of his address was devoted to a discussion of those subjects and remedial suggestions, for the accomplishment of which Mr. Brearley advocated the appointment of a committee.

Under date of July 24, 1886, Mr. Brearley mailed to "about 1,500 papers in the United States and Canada" a printed circular outlining the objects of the proposed association.

Favorable replies were received from a

number of publishers, and on November 17, 1886, a meeting was held at the Russell House in Detroit, at which there were present J. Amrose Butler, Buffalo News; Milton A. McRae, Cincinnati Post; J. C. Briggs, Columbus State Journal; George F. Prescott, Cleveland Plain Dealer; James H. Stoue, Detroit Tribune; A. H. Finn, Port Huron Tribune, and W. H. Brearley, Detroit Evening News, the latter representing by proxy twenty-three other publications.

HOW THE ASSOCIATION STARTED.

In the work incident to the organization of the association Mr. Brearley received hearty support and active co-operation from J. Amrose Butler, M. A. McRae and J. C. Briggs, and from the minutes of the Detroit meeting we learn that after considerable discussion a committee, consisting of W. H. Brearley, J. C. Briggs and J. Amrose Butler, was appointed to secure the signatures of at least thirty newspapers whose circulations were each over 5,000 per day, and then leave the further details with these thirty corporators, no signature to be binding unless the thirty were secured.

That the replies received evidently indicated a desire to hold the convention in Rochester is shown by the fact that under date of January 25, 1887, Mr. Brearley, acting for the committee, mailed a printed report stating that the first convention of newspaper proprietors and business managers would be held in Rochester, N. Y., on Wednesday and Thursday, February 16 and 17, 1887. He also announced that nearly eighty written applications for membership had been received, and asked the submission of questions or topics for discussion at the convention.

The last call for the Rochester convention contained a list of topics, all of which related to the form of the proposed organization and to advertising subjects.

HANDLING THE LABOR PROBLEM.

The original suggestion for the establishment of a labor bureau by the A. N. P. A. was made by Mr. Alexander A. McCormick, who was then general manager of the Chicago Record-Herald and Evening Post, at the annual convention in February, 1899.

After a prolonged discussion a committee, consisting of Messrs. A. A. McCormick, Charles H. Taylor, Jr., Herman Ridder, Frederick Driscoll and M. J. Lowenstein, was appointed to consider the suggestion of Mr. McCormick. This committee recommended that the matter be referred to the board of directors. After the convention of 1899 adjourned the directors considered all phases of the question, and at a meeting prior to the convention in New York City in February, 1900, appointed a committee of seven to take the matter up and report to this convention. This committee was composed of A. A. McCormick, C. H. Taylor, Jr., J. A. Butler, C. H. Grasty, W. H. Seif, Don C. Seitz and Charles W. Knapp.

The above named committee reported in favor of the project and recommended the organization of a standing committee to deal with all labor matters. In accordance with this recommendation a Special Standing Committee was appointed, consisting of Mr. Alfred Cowles, of the Chicago Tribune; Mr. Herman Ridder and Mr. M. J. Lowenstein.

CHANGES IN COMMITTEE.

The personnel of this committee has been changed from time to time. Mr. A. A. McCormick, Mr. C. H. Taylor, Jr., Mr. George C. Hitt and myself have served upon it and have given a great deal of time to the work. Besides the gentlemen named many other prominent publishers have assisted by acting as proxies for some of the regular members of the committee, who at times have been unable to attend meetings. The original Special Standing Committee organized by electing Mr. Alfred Cowles chairman. The committee then chose Col. Frederick Driscoll, former owner of the St. Paul, Minn., Pioneer Press, to be labor commissioner of the American Newspaper Publishers' Association, a new office born of an idea wholly novel.

Col. Driscoll, immediately on assuming office, communicated with the president of the International Typographical Union, Mr. James M. Lynch (who still holds the office), suggesting an arbitration agreement. Mr. Lynch looked hopefully on the idea and after protracted negotiation, a tentative contract was drawn up, which provided for the submission of all differences of opinion in relation to wage scales to arbitration boards, to consist of one representative of each contending party in the town wherein the disagreement should occur and a third man, to

be chosen by these two from the outside, the third man to act as chairman of the board.

TWO FORMS OF ARBITRATION.

Two forms of arbitration were provided under the contract—local and national—so that parties dissatisfied with the action of any local board might have a national board to which to make appeal, which after reviewing all details of the case would be authorized to make binding decisions. This national board consisted of the president of the International Typographical Union, or his proxy, and the labor commissioner of the American Newspaper Publishers' Association, or his proxy. In case these two found it impossible to arrive at an agreement, they were empowered to select a third man from outside, to act as chairman of the board, and the decisions of this board were final.

The practicability of the idea was put to the test almost immediately after its inception, and it worked fairly satisfactorily during the one year's life of the first contract. Before the expiration of this contract an agreement of renewal was made, the period being lengthened this time to five years. This was pretty good proof that the plan had worked well, but there remained some skeptics. Indeed, not all the publishers have even yet been thoroughly convinced of its wisdom.

DIFFICULTIES IN THE WAY.

During the period of the second contract considerable difficulty was experienced in organizing satisfactory arbitration boards. There were instances when difficulty in the choice of a third man proved to be an almost unsurmountable obstacle. Months passed, now and then, without an agreement on this point by the contending parties. These delays caused great dissatisfaction. Local unions whose cases were thus held up became restless.

There were, also, a few instances in which local unions declined to comply with arbitration decisions and such rebellion threatened the very existence of the contract; but in nearly every instance the international officers forced them to compliance, carrying discipline, in one instance, to cancellation of the offending local union's charter. The publishers, in this case, obtained non-union men for the department affected.

The International Union offered to fill the places of the offending strikers, but the offer was declined. And there were other complications. But even while the agreement was in the trial stage, it was found that it greatly simplified trade conditions. Most publishers, finding that they were assured of continuous publication, no matter what dispute might arise, appreciated the protection which the arbitration contracts afforded them.

THE THIRD CONTRACT WITH I. T. U.

May 1, 1907, at the expiration of the first five-year agreement with the I. T. U. the third contract became effective.

The agreement was formulated by the Special Standing Committee composed of Messrs. McCormick, Haldeман and Col. Driscoll and the Executive Council of the International Typographical Union.

This contract when made provided for local boards of four men each, each side to select two, and for a national board to consist of six men made up of the Special Standing Committee of the American Newspaper Publishers' Association and the Executive Council of the International Typographical Union.

The field for arbitration was broadened so that it included all differences as to wages, hours and working conditions except such as were governed by the International Typographical Union laws then in effect, with a further provision that International Typographical Union laws adopted during the term of a national arbitration contract would not effect that contract during its life. The contract also provided that all conditions in effect at the initiation of any dispute should remain in effect, unchanged, until the questions in dispute were finally settled.

From year to year more members of the A. N. P. A. appreciated the arbitration agreement, so that there were 217 individual arbitration contracts issued under the third contract with the I. T. U. for composing rooms, 108 for stereotyping rooms and forty-seven for mailing rooms. Under the second agreement with the International Pressmen's Union, which is the one now in effect, 158 arbitration contracts have been issued. Under the second agreement with the International Photo Engravers' Union, which expires May 1, 1912, there were forty-four contracts issued.

(Continued on page 24.)

THE WORLD'S GREATEST NEWSPAPER

Do Newspaper Readers Read Advertising?

Whether or not newspaper readers read advertising depends upon the respect that those readers entertain for their favorite paper and upon the efforts of the newspaper itself to call the attention of its readers to its advertising columns.

It is obviously true that only such newspapers as observe a strict censorship of advertising copy feel justified in asking their readers to read their advertising columns.

For a number of years The Tribune, like other newspapers, has advertised its news, editorial and pictorial features in an effort to obtain more circulation. But until The Tribune began its campaign of advertising its advertising, no newspaper ever sought to obtain new readers on the strength of its volume of advertising.

The Tribune began this interesting experiment in the early part of this year. Not only has The Tribune used its own columns to urge its own readers to read advertising in The Tribune, but it has also used the columns of evening newspapers to secure new readers by reason of the fact that *The Tribune prints far more advertising than any other Chicago paper.*

This fact should appeal strongly to the men and women of Chicago. If one buys a particular necessity or luxury, one likes to feel sure that the purchase is the best of its kind — that no similar article could have been secured of better quality or at a lower price.

The purchaser's only protection in such matters is to be able to choose from the greatest number of offerings. The Tribune alone guarantees you this protection, because in no other paper are there so many advertisements as in The Tribune. Readers of any other paper may miss something — The Tribune only can assure you the widest choice from the greatest number of offerings.

This unique campaign featuring The Tribune's tremendous volume of advertising has really just begun, but the results have far surpassed our expectations. Since The Tribune began to advertise its advertising columns the circulation of The Sunday Tribune (whose immense amount of advertising makes it The World's Greatest Show Window) has increased over 20,000 copies.

The Tribune believes that, as this campaign progresses, more and more new readers will be added. The people of Chicago are certain to realize the true economy of paying a penny for The Daily Tribune and five cents for The Sunday Tribune. They are sure to appreciate that they secure in return for their money not only full value in news, editorial and pictorial features, but also the biggest directory of where, how and when to purchase all the necessities of life.

Once the people of Chicago come to know that reading the advertising columns of The Tribune closely and constantly means cutting the cost of living, it is only natural that The Tribune's circulation should increase more and more.

The Tribune's unique advertising campaign, however, benefits not only its readers but also its advertisers. Chicago merchants are fully aware that The Tribune seeks, first of all, to make its advertising columns productive. They realize that The Tribune's campaign of advertising its advertising columns is in the nature of an

insurance policy, of which they are the beneficiaries. While The Tribune pays the premiums (the cost of the campaign), the merchants who advertise in The Tribune and the readers who read The Tribune derive the benefit.

But while The Tribune carries a tremendous volume of advertising, this volume is not nearly so great as it should be. Of the thousands of merchants who do a retail business in Chicago, perhaps not over 2% are now advertising in any newspaper. Think of the great number of merchants who could advertise in The Tribune with an undoubted material benefit to themselves!

Readers of The Tribune have also come to realize that The Tribune's volume of advertising is not so much an evidence of The Tribune's prosperity as it is proof of the value of The Tribune to them. The more advertising The Tribune prints the more valuable it is to its readers.

Recognizing these facts, The Tribune last month started an entirely new kind of advertising — the page called, "Where to Find Today's Bargains." This new feature makes it possible for those merchants who until now have neglected the merchandising opportunity The Tribune offers them, to advertise to Tribune readers — educated buyers — at the ridiculously small expense of only 46c a day.

There is no merchant in the city of Chicago or in any of its suburbs who could not profitably use The Tribune's new advertising section, "Where to Find Today's Bargains." There is no mystery about modern newspaper advertising. In a newspaper like The Tribune it is possible to advertise successfully any honest product, honestly sold.

Just as it will pay every Chicago merchant to use The Tribune's advertising columns, so it will pay every reader of The Tribune, no matter what his circumstances in life, to spend a few moments every day looking over all the advertisements in The Tribune. Its display columns, "Where to Find Today's Bargains" and its Want Ads make every issue of The Tribune a great bazaar where anything — whether it be merchandise or human service — may be secured to the greatest advantage and with least trouble.

The value of The Tribune to the merchants of Chicago, to the manufacturers of the nation and to its own readers is most convincingly shown by the following comparison of advertising in all Chicago papers for the month of March, 1912:

TRIBUNE.....	3621.45 cols.
First evening paper	2761.56 cols.
Second morning paper	2299.11 cols.
Third morning paper.....	2246.87 cols.
Second evening paper.....	1209.10 cols.
Third evening paper.....	1176.11 cols.
Fourth morning paper	1026.97 cols.
Fourth evening paper.....	803.72 cols.

NOTE—These figures are prepared by the Washington Press, an independent audit company, whose sole business is to measure, certify and furnish to its subscribers the advertising figures of all Chicago papers.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-Mark Registered)

(Continued from page 22.)

A. N. P. A. RECORD.

SOME OF THE RENEWAL AGREEMENTS.

Renewal agreements were made with the International Printing Pressmen and Assistants' Union and the International Photo Engravers' Union for five years from May 1, 1907, until May 1, 1912. In March, 1907, Col. Driscoll passed away. The Special Standing Committee appointed Mr. H. N. Kellogg, who was then business manager of the New York Tribune, as Labor Commissioner to succeed Col. Driscoll.

Shortly after this Mr. Alexander A. McCormick, who had been chairman of the Special Standing Committee for a number of years, found it impossible to continue giving his time to the committee and tendered his resignation. Mr. Herman Ridder, who was then president of the A. N. P. A., decided to change the organization of the Labor Bureau, and with the approval of the directors appointed Mr. Kellogg chairman of the Special Standing Committee. By this action the position of the Labor Commissioner was abolished.

One of the first acts of Col. Driscoll on assuming office was to establish a system of bulletins to inform members of changes in the wage scale and to furnish other information regarding labor matters. The Colonel also began accumulating statistics regarding conditions existing in the mechanical departments of members of the A. N. P. A. throughout the country.

LABOR BULLETIN SERVICE.

This bulletin and information service has been extended and amplified. Originally labor bulletins were issued only occasionally and were included with other bulletins of the association in the bound volumes of bulletins supplied members each year. At the close of the year 1907 it was found that the labor bulletins were sufficiently numerous to warrant their being bound in a volume by themselves. The bulletin service has increased each year and the volume of labor bulletins for 1911 contains nearly 700 pages.

The chairman of the Special Standing Committee keeps on file in his office copies of contracts and scales in effect all over the country, and furnishes copies of these agreements together with other valuable information and advice to members who are conducting negotiations with unions for new scales.

Lists of men desiring employment are kept in the office of the Special Standing Committee, and the chairman is often able to assist publishers in securing desirable men when they are in need of help in their mechanical departments.

There is no doubt that the arbitration contracts, besides abolishing strikes and providing means for settling disputes, have had a most wholesome influence on the relations between publishers and the labor unions.

WHAT ARBITRATION HAS DONE.

The mere existence of the machinery of arbitration has prevented rash and hasty action and insured a cool and reasonable consideration of issues. The result has been that publishers have succeeded on many occasions in making settlements with unions on satisfactory terms without actual resort to arbitration.

The union shows a growing desire to settle differences informally and directly with employers without holding out for the slower and more troublesome process of referring their cases to arbitral boards. The records show that the percentage of increases made by arbitration decisions is about one-fourth of the percentage of increases made by publishers without arbitration agreements, and about one-half of the percentage of increases made by publishers who have arbitration contracts but have not found it necessary to have arbitration proceedings.

At the annual meeting held in April, 1911, a committee of ten was appointed with full power to conclude new arbitration agreements with the various International Unions.

NEW CONTRACTS MADE.

This committee held many meetings with representatives of International Unions and the negotiations were long and tedious. I will not attempt in this report to go into details with respect to these negotiations nor to give you the terms of the new arbitration contracts, as the Arbitration Committee will make a full report at this meeting.

New arbitration contracts have been concluded with the International Typographical Union and the International Stereotypers' and Electrotypers' Union to be in effect from May 1, 1912, until April 30, 1917, inclusive. These agree-

ments contain provisions giving local unions the same right which publishers have to elect as to whether or not they will enter into the new arbitration contracts. Unions in a vast majority of the cities in which we have members are favorable to the new agreements. Mr. Lawson will give you in his report the status of the arbitration agreements with the Pressmen's and Photo Engravers' unions.

THE PAPER SITUATION.

At a meeting of the American Newspaper Publishers' Association in 1904 Mr. Don C. Seitz called attention to the advance in prices which news print paper makers had enforced. On behalf of Mr. Joseph Pulitzer he subscribed \$10,000 toward a fund to combat the restrictive methods of the paper makers.

Other subscriptions were tendered and a committee on paper consisting of Mr. Don C. Seitz, John Norris and Conde Hamlin was appointed. As a result of that effort, the United States Department of Justice started proceedings which ended in the dissolution of the General Paper Company in June, 1906. That outcome was the first substantial victory for the Anti-Trust Law.

The association held a special meeting in September, 1907, to protest against the actions of paper makers who had raised news print paper prices to \$50 per ton, increasing the burdens of newspapers approximately \$10,000,000 per annum. A committee on paper, consisting of Don C. Seitz, Herman Ridder, Conde Hamlin and John Norris, chairman, was appointed and a paper bureau created to combat such methods and to post publishers upon conditions in the paper market, as well as to secure legislation which would promote normal news print paper prices.

THE FIGHT FOR FREE PAPER.

Through the efforts of that bureau mechanical pulp, when made from unrestricted wood, was put on the free list by Congress. Pulp and paper of all kinds from Canada, costing no more than 4 cents per pound, were also put on the free list by Congress. It is possible that Sweden, Norway, Germany, Denmark, Great Britain, Belgium and Austria-Hungary, in addition to Canada, may be able to sell paper in the American market free of import duties through the application of the "favored nation" treaties. The matter has been referred to the courts by President Taft.

During 1911, as a result of helpful legislation, 54,000 tons of news print paper and 500,000 tons of pulp were imported to offset the restrictive methods of the paper makers and to supply the deficiencies of American wood supply. The bureau broadened the paper market. It instituted proceedings which promise ultimately to bring an ample stock of Canadian Crown land woods to American paper mills. It brought conspicuously into notice the fact that American paper mills of modern equipment could, and do, make paper more cheaply than mills of any other country. It broke up various paper pools that affected the price of news print paper, including the Fibre and Manila Pool, the Box Board Pool and the Sulphite Pulp Pool.

NEED FOR STANDARDIZATION.

The bureau has pointed out the need for standardization in the widths of rolls and in the surface, color and printing quality of paper, whereby as much as \$4 per ton could be saved in many mills in the cost of production. Many newspapers have adjusted themselves to the standard widths.

The bureau has induced a number of publishers to reduce their waste of news print paper. Monthly reports are issued of pressroom waste, covering damage in transit, white waste in pressroom, core waste, printed waste and weight of wrappers. A decrease in waste has followed this effort to determine whether the press room workers and the paper mills are gaining or receding in efficiency.

Offers to underwrite the output of new paper mills and thereby stimulate new production have produced satisfactory results. The agitation of paper matters promoted many new pulp and paper enterprises. Over 1,000 tons per day of new production of news print paper will come upon the market during 1912.

Eighty-one companies, aggregating a capitalization of \$83,000,000, were incorporated within seven months to engage in pulp and paper manufacture. By public auctions an effort was made to secure open prices for paper and thus end the secrecy which had previously controlled the sale of paper by putting publishers at the mercy of paper salesmen.

(Continued on page 26.)

Successful use for two years by more than 50 progressive newspapers has demonstrated that the product of

THE DRY-MAT SERVICE CO. Ltd.,

of Pittsburgh, Pa., is

The Successful Dry Matrix

More Publishers using it every day

BECAUSE

It does away with the Drying Table
For closing late forms it makes up lost time
For Base Ball and Rush extras it is indispensable
It is satisfactory
It saves time and thereby gains circulation
It is easy to get right depth in molding
It does not require change of equipment
It is not expensive

You, Mr. Publisher, can't afford to miss the advantages of this dry mat stereotyping. Sooner or later you must come to it.

DO IT NOW!**New York World Features
Are Circulation Makers**

Leading newspapers throughout the country are using New York World matter to great advantage.

We syndicate Sunday magazine pages, the comic supplement, "Fun" (the weekly joke and puzzle book), and have a complete daily service of comics and special articles.

Arrangements can also be made to obtain complete wire service of World news for morning newspapers.

Publishers are invited to call at Room 116 at the Waldorf-Astoria during Publishers' Week, where all information concerning the World Syndicate will be furnished.

New York World Syndicate

The Boston Post Leads in Display Advertising

Among Boston Newspapers Having Daily and Sunday Editions

Comparisons for Three Months Ending March 31, 1912

The Boston Post Leads in Total Display

Post 1,383,931 Agate Lines

Globe . . 1,300,770—Post Leads by 83,161
American . 1,202,182—Post Leads by 181,749
Herald . . 770,424—Post Leads by 613,507

The Boston Post Leads in Local Display

Post 829,334 Agate Lines

Globe . . 808,992—Post Leads by 20,342
American . 761,538—Post Leads by 67,796
Herald . . 485,336—Post Leads by 343,998

The Boston Post Leads in Foreign Display

Post 554,597 Agate Lines



Globe . . 491,778—Post Leads by 62,819
American . 440,644—Post Leads by 113,953
Herald . . 285,088—Post Leads by 269,509

The Post Leads in Automobile Display

Post 130,692 Agate Lines

Globe . . 119,131—Post Leads by 11,561
American . 89,150—Post Leads by 41,542
Herald . . 73,064—Post Leads by 57,628

The Boston Transcript, published only six days in the week, had 99,990 lines of Automobile Advertising

 The Above Figures Do Not Include Classified Advertising—in Which the Globe Leads All Boston Papers by a Wide Margin 

Circulation Averages for March, 1912

Boston Daily Post

371,871

A Gain of 39,393 Copies Per Day Over March, 1911

Boston Sunday Post

325,403

A Gain of 23,022 Copies Per Sunday Over March, 1911

The Boston Post Has the Largest Morning Circulation in the United States, with one exception—The New York World.

The Boston Post's Printing Plant is the Largest in New England—Including the Largest Press in the World.

—ROBERT HOE, President R. Hoe & Co.

FOREIGN REPRESENTATIVES

C. F. KELLY & CO., 220 Fifth Ave., Metropolitan Bldg., New York.

C. GEO. KROGNESS, Marquette Bldg., Chicago



BUT, SCOOP—WHAT WOULD THE REPORTERS DO WITHOUT THE PUBLISHERS?

NEWSPAPER ECONOMY

George H. Larke Says That the Greatest Waste Is in the Mechanical Department—What He Did with the Denver Post and the Kansas City Post—\$50,000 Wasted in Chicago Office.

Declaring that it is essential for publishers and newspaper owners to consider the economic side of producing their publications, George H. Larke, general manager of the W. D. Boyce Co., of Chicago, gave several pertinent facts regarding that phase of the business this week to a representative of THE EDITOR AND PUBLISHER.

Mr. Larke is in New York City looking over the ground in order to familiarize himself with the way newspapers are managed in the metropolis and in the East generally and thereby add to his present store of knowledge on that subject. Thirteen years ago Mr. Larke was a confirmed desk man and never looked at figures. Like others who are drilled in the ways of the editorial end of the newspaper business he was inclined to "cut the cents off of the figures." To-day he is looked upon as one of the foremost newspaper managers in the country, and his performances in that direction are worthy of the distinction he has gained.

"The editorial in THE EDITOR AND PUBLISHER of April 13," said Mr. Larke, "is one of the best articles of its kind that I have ever read. It tells plainly the need of greater efficiency and economy in the newspaper plant.

"Of course, of late there has been much accomplished along that line in the office division of many newspaper organizations, but the greatest need is to carry the economic question into the mechanical departments.

"Probably the city that needs this application most at the present time is Denver. There the greatest losses are to be seen, and these are primarily due to the lack of co-operation between the publishers and the unions. The publishers, instead of meeting the men and talking to them on common ground, are disposed to refer the handling of discussions to their foremen, and they in turn leave it to the unions to settle the differences. More sympathy and harmony displayed by the publishers, I believe, would bring them closer to the men and eventually a great saving would result.

"It was only the other day that I visited a certain composing room in Chicago and was surprised to see how more than \$50,000 is spent to no good purpose. In this case the cause of this useless expenditure may be accounted for in the rapid growth of the business as a whole.

"The newspaper business ought to grow and flourish, but not at the cost of economy."

Mr. Larke's most notable work was in putting the Denver Post and the Kansas City Post on a paying basis for Messrs. Tammen and Bonfells, the owners. Mr. Larke says that when he went to Denver the Post was losing \$100,000, although it was a property

worth \$1,250,000. At the end of one year he was able to show a profit of \$256,000, and that without taking on new men or making other similar changes. The Kansas City Post lost a quarter of a million dollars in 1910, Mr. Larke says, but is on the way to make as good a showing as its ally in Denver.

"It is in the alteration of the methods in the mechanical departments," Mr. Larke asserts, "that makes possible the economy in production. As a matter of fact, most plants need remodeling entirely. Some departments in some plants are entirely too crowded for the work demanded of them, while in others there is a great deal of waste space. The Boyce plant, now in course of construction in Chicago, will occupy an entire block and will, I believe, be a pattern for other publishers to copy from.

"At the present time I believe the Curtis Publishing Co.'s plant in Philadelphia to be as nearly mechanical perfection as any in the country. I am going to inspect that plant again within a few days. There is much for me to learn there. The entire building has been constructed as an ideal printing establishment, and the idea of an office building, which seems to take precedence in most newspaper buildings, is absent. It is a poor idea for old buildings to be used as newspaper or printing plants. The old building can never be adopted to the use for which it is intended. It is because of this, I believe, that the manufacture of the newspapers is so far behind other manufacturing industries. The newspaper may well be classed as a manufacture.

"THE EDITOR AND PUBLISHER editorial," concluded Mr. Larke, "hits the nail on the head. There is a desire on the part of publishers to build up and to beat competition, but in doing so they lose sight of economy. It is because of this that the great profits we hear about might well be cut in half. The ideas of improvement and progress have been allowed to run riot. Nevertheless there are opportunities for all. The essential thing is to stop the waste. The profits will then take care of themselves."

CHURCHES AND ADVERTISING.

Allan Sutherland Gives Philadelphia Ministers a Publicity Plan.

With a view toward stimulating interest in the Church, a movement has been started in Philadelphia that will probably end in a comprehensive campaign of church advertising. The scheme originated with Allan Sutherland, Religious Editor of the Philadelphia North American, and was outlined by him in an address on "Advantages of Church Advertising."

Mr. Sutherland spoke at a meeting of the Reformed Church Ministerium in Philadelphia last week. He suggested that the Reformed churches of Philadelphia combine their advertising and take a definite space in the religious pages of the newspapers. The suggestion was approved and a committee appointed to work out the details of the plan.

It was agreed that the combined efforts of the churches of one denomination should give better results than individual church advertising.

A. N. P. A. RECORD.

(Continued from page 24.)

PRESENT CONSUMPTION OF PAPER.

The increase in consumption of news print paper in the United States averages 90,000 tons per annum, or 300 tons per day per annum. The present consumption exceeds 1,300,000 tons per annum, costing approximately \$60,000,000. By 1919 it will, at present rate of growth, exceed 2,000,000 tons per annum. The very efficient chairman of the paper committee says that the paper makers' organization openly avows its efforts to deter new enterprises by picturing to probable investors the evil effects of excessive production.

It aims by that method to force the consumers to take the product of antiquated mills that long since have passed their period of economic usefulness. Further, by offering paper in foreign countries at lower prices than to domestic consumers the paper makers have increased their exportations of paper, and in thus starving the market to maintain abnormal prices they have measurably offset the importations of paper from Canada.

HOW THE GOVERNMENT HELPS.

Upon the request of the Paper Bureau President Taft directed that public announcement be made of the monthly reports of paper mills showing news print paper produced, shipped and on hand, thereby informing buyers of market conditions. This information, as gathered by the Bureau of Corporations, disclosed the fact that the paper makers had been starving the market in order that they might maintain a scarcity of paper and thereby advance prices. The entire stock on hand in all mills of the country averaged less than seven days' consumption.

From time to time bulletins have been issued by the Paper Bureau informing members of the latest quotations for news print paper and of new production. Tests were made of the weight and strength of the paper made by the various mills. Lists of paper mills were issued showing the daily production of each and the names of officers to whom application should be made for quotations. Data showing the width of rolls and the dates of expirations of contracts of 800 daily newspapers, which had previously been the exclusive stock in trade of paper jobbers, was collected and distributed broadcast. These compilations enabled new mills to communicate directly with buyers and facilitated trade.

CHANGES IN INTEREST.

MUNDEN, Kans.—The Munden Press has a new editor, P. J. George, until recently editor of the Cuba Daylight.

HAWARDEN, Ia.—The Craig Booster, which was discontinued some time ago, has been purchased by Frank Noahr, formerly publisher of the Lennox, S. D., Independent. He will revive the Booster at Craig.

COTTAGE GROVE, Ore.—The Cottage Grove Leader has changed hands again, for the third time within a year. D. H. Talmadge, who has owned it for two months, has sold it to D. F. Dean and C. O. Dryden, from whom he purchased the plant.

HUNTSVILLE, Tex.—The Huntsville Post-Item has changed hands for the second time within the year. J. A. Palmer has leased the paper to Herbert Davis, who now sublets his lease to Victor Collet.

SEYMOUR, Ind.—The Seymour Daily and Weekly Republican has changed ownership, Jay C. Smith having purchased the half interest of his partner, Harry J. Martin.

CABILLAC, Mich.—Will Jarman, formerly editor of the Lake City Plain Dealer, has purchased the Copemish Progress from R. H. Peterson.

BEACH, N. D.—The Egans have purchased the Beach Advance. Pierce Egan will be editor and W. W. Tousley, formerly of Fargo, continues with the publication as business manager.

GRIFFIN, Ga.—J. A. Morrow, of Jonesboro, has purchased an interest in the Griffin Daily and Weekly News and Sun, owned by Mrs. Joseph D. Boys.

CORDELE, Ga.—Editor Jesse Mercer has retired from the newspaper field, selling The Enterprise to I. Gelder, editor of The Leader, who will consolidate the papers.

ROCKY FORD, Colo.—The Manzanola Sun has been purchased by J. B. Lacy, of this city, editor of the Gazette-Topic.

UNION CITY, Pa.—The Times and Enterprise have combined, and under the two names hiphycanated will appear semi-weekly, with Frank E. McClain editor and A. B. Boyd manager.

WARREN, R. I.—The Warren Gazette, a weekly newspaper, has been sold by William A. Martin, the editor, to Horace F. Wilder, former editor of the Windham County Observer, of Putnam, Conn.

SHARON, Pa.—O. S. Smith, of Sistersville, W. Va., has purchased the South Sharon News from Postmaster J. W. Miller and will take possession immediately.

HARLEYSVILLE, Pa.—The Harleysville News has been sold by G. Henry Hildebrand to John E. Moran and Francis H. Grover, of Philadelphia.

MADISON, Wis.—The subscription list of the Staats-Zeitung has been purchased by F. C. Blied, publisher of the Wisconsin Botschafter, and both papers will be issued from the office of the latter.

BAY CITY, Tex.—The majority of the stock of the Tribune Printing Co. has been purchased from Mrs. W. C. Wright by Carey Smith and Frank Hawkins, consisting of fifty-eight shares of a capital stock of \$8,500.

OSAGE CITY, Kans.—The Osage City Free Press, owned by C. W. Barnes, has been sold to H. C. Stichner, of the Public Opinion. The two plants will be consolidated, but both papers maintained.

PUEBLO, Colo.—The Pueblo Leader has been purchased by Edward Keating, president of the State Land Board, from Andrew McClelland.

GRIFFIN, Ga.—Hon. J. A. Morrow, of Jonesboro, has purchased an interest in the Griffin Daily and Weekly News and Sun, owned by Mrs. Joseph D. Boyd, and will on May 1 assume control. Mr. Morrow is at present editor and owner of the Jonesboro Enterprise.

CALDWELL.—The Caldwell Tribune has been sold to a new corporation organized by Dan Banks and Walter Barnett. John H. Davis has for the past eight years owned the Tribune.

BATON ROUGE, La.—The Baton Rouge True Democrat, a weekly paper started before the last State primary, was permanently discontinued.

Thirteen Consecutive Months OF ADVERTISING GAINS

During March, 1912, The Chicago Record-Herald contained 2,246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of The Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

The Chicago Record - Herald

New York Office, 710 Times Building



"No other newspaper in the United States more completely covers its territory or more fully and exclusively occupies its field, than

The Memphis Commercial Appeal

Every advertising man, every newspaper man, who has visited Memphis in recent years will endorse the above statement made by one of the most extensive general advertisers of the country—a veteran in the ranks—who spent the winter in the South and recently stopped in Memphis on his way home.

"It is unrivalled in news-service, and stands among the leaders of the country in point of editorial excellence."

"The ability to conduct an advertising campaign in this rich territory with a single medium of the power and far-reaching qualities of the COMMERCIAL APPEAL and to develop through it every element of success in that direction, has not only made the COMMERCIAL APPEAL a great favorite with advertisers, but has helped to give the Memphis territory a well deserved reputation as a fine market."

And both the circulation and the advertising of the COMMERCIAL APPEAL keep right on growing.

Daily—Sunday—Weekly.

If you want information on Memphis or its great newspaper, we are at your service anytime, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

L. A. ELLEN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

GROCERY TRADE PRESS.

William H. Ukers Tells the Members of the National Association of Retail Grocers Some Interesting Facts About the Grocery Trade Newspapers—Reforms Effected in Three Years—Paid Write-Up Killed and Advertising Rates Standardized.

William H. Ukers, editor and publisher of the Tea and Coffee Journal, New York, and president of the Grocery and Allied Trade Press of America, delivered an address on "The Awakened Grocery Trade Press" before the annual convention of the National Association of Retail Grocers of the United States in Oklahoma City, April 23. Among other things he said:

"Co-operation in the grocery trade press is a little over three years old. There are fifty-five grocery papers in the United States, and forty-one are included in the Grocery and Allied Trade Press of America, having a combined circulation of over 100,000 and a conservative property valuation of \$600,000.

"A very deplorable condition of affairs preceded the organization of the grocery trade press. The advertising rates were thoroughly demoralized, and the editorial columns were being prostituted to most unorthodox uses.

"C. M. Wessels, of Philadelphia, an advertising man who represented several grocery papers and who has made a study of reaching the retailer on grocery products, found it impossible for him to make the best progress in his work owing to the conditions obtaining in the grocery trade press.

WHAT MR. WESSELS DID.

"He evolved a plan to bring the trade paper publishers together in a co-operative organization, and he finally got them to come to Philadelphia for the initial meeting by promising them all sufficient business to pay the expenses of their trip.

"At this meeting men who had been lifelong enemies found that they had much in common in a business sense, and many misunderstandings were swept away.

"The association was organized primarily to get more business for its members, and it went about it from the start in a very business-like way.

"Perhaps there are too many grocery papers published in this country, but, with the changing conditions and the present movement towards organization and improvement, some of the weaker sisters must fall by the wayside, and only the fittest will finally survive.

OBJECTS OF ORGANIZATION.

"The objects of the Grocery and Allied Trade Press of America are the general improvement of the trade press, the increasing of its power and efficiency, the studying out of ways and means to educate the retail merchant in every department of his business, the consideration of trade evils, and the devising of plans to eliminate them, and co-operation with the manufacturing and dealing interests.

"The logical medium for carrying the message of a manufacturer to a dealer, whatever it may be, is the grocery trade press and the organized grocery trade press, as represented by the Grocery and Allied Trade Press of America, with its 100,000 circulation, and over half a million of dollars in property valuation, ought to be an effective instrument for smoothing out the wrinkles of misunderstanding, of doubt and suspicion, and making easy the evolution of the newer type of grocery man, the ideal salesman that all food manufacturers would like to see behind the counters of the grocery stores handling their products."

EDUCATIONAL VALUE OF TRADE PAPERS.

Mr. Ukers spoke of the educational value of the trade press—how it keeps the dealer informed as to the character of the goods he sells, of new developments in trade, of improved methods of

doing business, of changes in prices and the cause, etc.

Concerning the reforms that have been effected in the grocery trade papers, Mr. Ukers said that while formerly it was almost impossible to find out whether their circulation statements were true, now sworn circulation statements are made by all members of the G. and A. T. P. Formerly there were no fixed prices for advertising; to-day the rates have been standardized.

The association has already accomplished three important things: First, it has killed the paid "write-up," being one of the chief evils of the business; second, it has cut out agents' commissions, and third, it has formed a co-operative alliance with the National Association of Retail Grocers, under which the latter recommends its members to subscribe for one or more of the trade papers.

THOUGHT KROCK A WONDER.

How the Correspondent Didn't Type-write 200 Words a Minute.

Arthur B. Krock, Washington correspondent of the Louisville Courier-Journal, is not only one of the handiest young men in the press galleries, but he is one of the cleverest. However, clever as he is, he was once credited with being far more clever than he really was.

When reporting State political conventions in Kentucky it was Mr. Krock's custom to put a typewriter on a desk just beneath the platform and write what newspaper men call a "running story" as the events followed one another. In this way he would write the gist of an orator's effort while it was being delivered, and a summary of the proceedings of the convention.

During the Democratic convention at Lexington in 1908 Mr. Krock had his typewriter placed as usual, and was pegging away through five or six speeches which were made while the gathering was waiting for the report of the resolutions committee. He noticed in the galleries a group of earnest-faced young men and women eyeing him narrowly and listening intently to the words of an elderly man, who seemed to be their guide and philosopher. At frequent intervals the old man pointed to Mr. Krock, and often shook his finger at him while addressing the young people with him.

"Do they think they are inspecting the ruins of ancient Rome, or what?" Mr. Krock, grown curious, asked of a convention employe.

"They're talking about you. That's the senior class in stenography and typewriting from the business college," was the reply.

"What in Palestine does it want to talk about me for?"

"Why, the professor saw you writing the speeches on the machine as fast as they were delivered, and he brought his class to see the only man in the world, he says, who can write 200 words a minute on a typewriter."

The Ventriloquist Scored.

Recently a well-known ventriloquist who was taking a journey just managed to get into the train as it was leaving the station and had no time to take out a dog ticket for his terrier.

When the cry "All tickets ready!" was heard a few stations further on the ventriloquist dropped the dog into a hamper, which was labeled in bold characters, "Prof. Jones, ventriloquist."

When the ticket inspector opened the carriage door the dog began to bark.

The man, noticing the label on the hamper, turned to the ventriloquist with a self-satisfied grin and said: "All right, mister, that's verra clever, but ye canna fool me; that trick's been played on me before."—London Opinion.



You can spend more money in Binghamton, but you can't buy more service.

The home in Binghamton that doesn't get THE BINGHAMTON PRESS, a big advertiser recently said, "wasn't worth while."

It is the ideal situation and the ideal medium of the wise advertising man.

THE BINGHAMTON PRESS

From the standpoint of the general advertiser, Binghamton, N. Y., has become fixed and listed as a "one paper town."

It's that "one paper," splendid complete, THE BINGHAMTON PRESS, that has created and maintained that condition.

Ask any experienced publicity buyer to put in words the ideal situation and his statement will describe THE BINGHAMTON PRESS and the way it covers the BINGHAMTON field.

Binghamton and connected suburbs, with their 70,000 people and 14,000 homes, and its tributary districts of over 250,000 people, do not differ from other highly prosperous communities so much, it is the BINGHAMTON PRESS that's different.

The rate is based on 22,000 daily but the real figures are over 25,000.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

The Los Angeles Record and the San Diego Sun are the only papers in these two cities which furnish upon request sworn city circulation statements. Both papers guarantee the largest city circulation in each city.

The **LARGEST CIRCULATION
IN NEW ENGLAND.**

Exceeding that of any other Newspaper, Morning,
Evening, or Sunday, by many thousands.

**THE
BOSTON
AMERICAN**
CIRCULATION OVER
400,000

This is at least 75,000 more than the next Sunday paper, and 300,000 more than any other evening paper, and at least 200,000 more than the combined circulation of ALL the other evening papers.

The American is the only Boston newspaper whose circulation is certified by the Association of American Advertisers

During the three years ending January 1, 1912, The American gained

11,117½ Columns

of paid advertising, or a greater gain than the Globe, Post and Herald combined made during that period.

BOSTON OFFICE,
80 Summer St.

ST. LOUIS OFFICE,
1301 Third Nat'l Bank Bldg.

NEW YORK OFFICE,
1121 Brunswick Bldg.

BUFFALO OFFICE,
533 Ellicott Square.

CHICAGO OFFICE
802 Hearst Bldg.

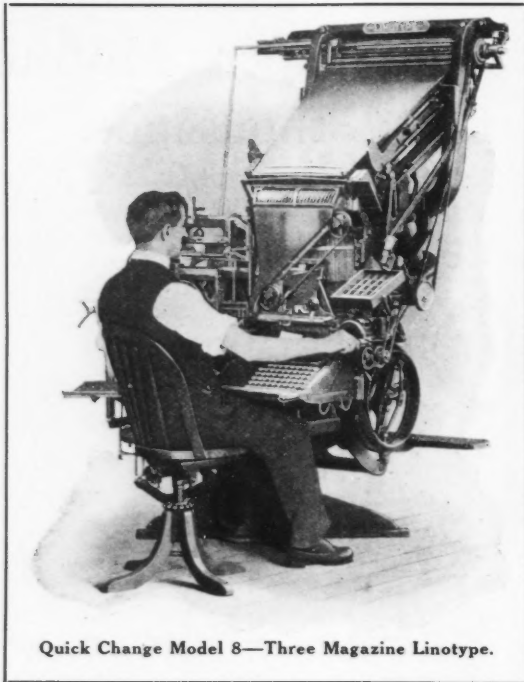
SPREAD OF THE MULTIPLE

ONE YEAR

During the A. N. P. A. meeting
at the Wa

MULTIPLE LINO

Since then 75 Model 9's and 3



Quick Change Model 8—Three Magazine Linotype.

WHERE T

Alabama

Birmingham Ledger
Birmingham News
Mobile Register
Montgomery Advertiser

Arkansas

Magnolia, Christian Liberator

British Columbia

Prince Rupert Daily News
Victoria News
Victoria Times

California

Bakersfield Californian
Fresno Republican
Long Beach Telegram
Los Angeles Evening Herald
2 Model 8's
Los Angeles Times-Mirror
Pomona Progress
Salinas Journal
San Francisco Examiner
San Francisco Daily News
San Francisco Bulletin
San Francisco Journal of Commerce

Colorado

Sterling Democrat
Trinidad Advertiser

Connecticut

Danbury News
Meriden Journal
New Haven Register
Norwich Bulletin

Delaware

Wilmington Star

District of Columbia

Washington Star

Florida

Mulberry Journal
St. Petersburg Independent
St. Petersburg Times

Georgia

Athens Tribune
Moultrie Observer
Savannah News

Illinois

Bloomington Pantagraph
Canton Register
Chicago Daily Law Bulletin
Chicago Daily News
2 Model 8's
Chicago Drivers' Journal
Decatur Review
Joliet Herald
Lincoln Courier
Mattoon Journal-Gazette
Sterling Gazette
Taylorville Courier
White Hall Republican
Woodstock Sentinel

Indiana

Crawfordsville Journal
Fort Wayne Journal-Gazette
Goshen News-Times
Indianapolis News
Madison Courier
Union City Eagle

Kansas

Hiawatha World
Olathe Independent
Topeka Farmer
Topeka State Journal

Kentucky

Louisville Evening Post

Maine

Bath Times
Lewiston Le Messenger
Portland Argus

Manitoba

Winnipeg Saturday Post

Maryland

Baltimore American
Baltimore Daily Record
Towson Jeffersonian

Massachusetts

Boston Globe, 6 Model 8's,
2 Model 9's
Boston Post, 5 Model 9's
Boston Christian Science Monitor
2 Model 8's, 1 Model 9
Holyoke Transcript
Salem News
South Framingham News
Springfield Union
Woburn Times
Worcester Telegram

Michigan

Grand Rapids Tradesman

Minnesota

Minneapolis Journal
Minneapolis Tribune

Mississippi

Gulfport Herald

Missouri

Jefferson City Post
Springfield Leader
Springfield Republican

Montana

Great Falls Tribune

Nebraska

Fremont Tribune

New Brunswick

Fredericton Gleaner

Newfoundland

St. John's Daily News

New Jersey

Elizabeth Times
Hackensack Democrat
Hoboken Observer, 2 Model 8's
Long Branch Record
Morristown Record
Newark Evening News
New Brunswick News
Paterson Call
Plainfield Courier-News
Plainfield Press
Trenton Advertiser

New Mexico

Roswell Record

AND IN MORE THAN 100 EXC

From April 1, 1911, to April 1, 1912, orders were entered for

THE LINOTYPE WA

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

MERGENTHALER LINOTYPE C

MULTIPLE MACHINE IDEA

YEAR AGO

ing, we exhibited in the Myrtle Room
Waldorf the first

MAGAZINE TYPES

300 Model 8's have been installed

THEY WENT



Quick Change Model 9—Three Magazine Linotype.

New York

Albany Knickerbocker Press,
2 Model 8's, 1 Model 9
Boonville Herald
Brooklyn Daily Eagle
Buffalo Times, 1 Model 8,
1 Model 9
Elmira Star-Gazette
Jamaica Farmer
Jamestown Evening News
Jamestown Journal
Mount Vernon Daily Argus
Newburgh Journal
New York American and Journal
2 Model 8's
New York Globe, 1 Model 8,
1 Model 9
New York Mail, 2 Model 8's,
1 Model 9
New York-Bronx Home News
New York Sun, 5 Model 8's,
2 Model 4s
New York Times, 2 Model 9's
Niagara Falls Gazette
Rochester Abendpost
Rochester Democrat and Chronicle
St. George Staten Islander
St. Johnsville Enterprise
Syracuse Herald, 1 Model 8,
1 Model 9
Syracuse Journal, 1 Model 8,
1 Model 9

New York—Continued

Syracuse Post-Standard
2 Model 8's
Troy Record
Utica Press
North Carolina
Monroe Enquirer
Raleigh News and Observer
North Dakota
Williston Graphic
Nova Scotia
Halifax Herald
Ohio
Akron Democrat
Alliance Review
Cincinnati Times-Star, 2 Model 9's
Circleville Union-Herald
Geneva Free Press-Tribune
Martins Ferry Times
Napoleon News
Shelby Globe
Toledo News-Bee
Toledo Times
Youngstown Telegram
Youngstown Slovak News
Oklahoma
Muskogee Record and Leader
Ontario
Guelph Mercury
London Advertiser
Sault Ste. Marie Star
Toronto Globe
Toronto Telegram, 2 Model 8's
Toronto, Balkan Star

Oregon

Cowallis Republican
Klamath Falls Express
Marshfield Record

Pennsylvania

Butler Citizen
Carlisle Herald
Corapolis Record
Easton Daily Argus
Hershey Press
Johnstown Leader
Lebanon Report
Norristown Press
Norristown Times
Philadelphia Bulletin
Philadelphia Inquirer,
2 Model 8's
Pittsburgh Herald
Pittsburgh Press
Pittsburgh Stockman-Farmer
Pottstown Daily News
Scranton Tribune-Republican
Shamokin Daily News
Tyrone Herald
Wilkes-Barre Times-Leader
Williamsport Sun and Banner

South Carolina

Columbia State
Union Times

Tennessee

Nashville Democrat

Texas

Brenham Banner
El Paso Herald-News
Port Arthur Evening News

Utah

Ogden Examiner

Vermont

Rutland Herald and Globe

Virginia

Alexandria Gazette
Harrisonburg Record
Norfolk Ledger-Dispatch
Roanoke World

Washington

Everett Herald

West Virginia

Beckley Register
Weston Democrat

Wisconsin

Chippewa Falls Herald
Chippewa Falls Independent
Kenosha News
La Crosse Leader-Press
Milton Journal
Milwaukee Sentinel,
3 Model 9's
Portage State Register

Wyoming

Cheyenne Labor Journal

EXCLUSIVE BOOK AND JOB OFFICES

for 1,333 Linotypes. 142 Linotypes were ordered during March

WAY IS THE ONLY WAY

COMPANY, Tribune Bldg., NEW YORK

NEW ORLEANS
549 Baronne Street

TORONTO
Canadian Linotype Limited
35 Lombard Street

LOSS OF THE OREGON.

How Three Reporters Scored a Great Beat for the New York Times—Steamship Sank Off Fire Island and Passengers Were Brought to City by the Elbe—Fielders Dangerous Leap from the Ship.

The loss of the world's greatest steamship, the Titanic, last week, and the difficulties the newspapers encountered in securing a correct report of the event, calls to mind the loss of the "Oregon," which occurred off Fire Island March 13, 1886. The Oregon, it is supposed, struck a submerged wreck, and sank eight hours' later. She carried 185 first cabin passengers, 66 second cabin passengers, 389 steerage and a crew of 299 men. The passengers were taken off by Pilot Boat No. 11 and the schooner Fannie Graham, and were subsequently transferred to the steamship Elbe, on her way to New York. The Oregon went to the bottom at 2 a. m.

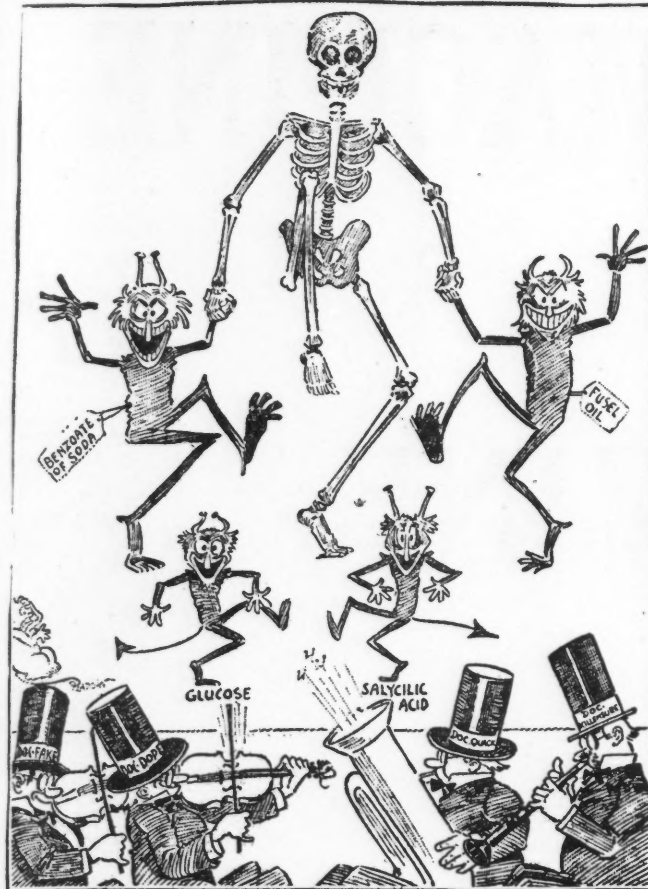
The tip that the ship had been wrecked was received at the office of the New York Times on Sunday noon. It was also learned that her passengers had been taken off by the Elbe, which was due to arrive that Sunday night.

Three reporters, Tracy Bronson, Thomas B. Fielders and W. F. K. Kenney, were detailed to go down the bay, board the Elbe and obtain the story of the disaster from the rescued passengers. Mr. Bronson knew that the Elbe drew 27 feet of water, and could not, therefore, pass over the bar at Sandy Hook until high tide. On consulting the almanac he found that it would not be high tide until 10 o'clock that night. This would compel the Elbe to anchor outside until that hour. Hence to get the story in time for the following morning's paper it would be necessary to send reporters to meet her and not wait until she came up the bay.

The hunt for an ocean-going tug was then begun. The weather was rough and none but a staunch craft could ride the seas that were running. Although a diligent search was made along the North and East River waterfronts no tug with crew on board could be found.

In despair the reporters then went to Brooklyn, and finally engaged the Ocean King, owned by Luckenbach, which had returned the night before from a trip. Her fires were banked, but, unfortunately, there were only three of the crew on board, the captain, engineer and steward. There was no time to hunt up the rest of the crew. Finally the steward agreed to act as fireman and the captain said he would put out without the rest of his men if the reporters would agree to help run the boat if necessary. This they agreed to do, and a few minutes later the fires were

Dr. Wiley Has Resigned



CARTOON BY PLASCHE IN THE LOUISVILLE POST.

roaring in the furnaces and the Ocean King started out from her pier.

In addition to the reporters, a telegraph operator was taken on board so that if they succeeded in getting the story he could be landed at Sandy Hook, where it was expected he would be able to cut in on the Government wire and forward the report to the Times office.

The tug ploughed through the waves in splendid shape. Half way to the Hook the Ocean King overtook a tug sent out by the Sun, with John R. Spears in command. It was a small tug, and her captain, becoming frightened at the roughness of the sea, had turned her about and was on her way home.

Taking pity on the Sun's party, the Times men gave them a line and towed their tug as far as Sandy Hook, where they dropped her and went on their way toward the Elbe. It was dark when the Ocean King came up to the big liner lying at anchor.

The question that next confronted the brave voyagers was how to get on board. Under the rules of the port no one is allowed to board an incoming vessel until she has first been visited by a boarding officer. The Times men rightly concluded that the officer had not yet visited the Elbe.

In order to get on board they finally concluded to use strategy. The captain after receiving the promise that the Times would stand by him in case he got into trouble with the authorities and lost his license, agreed to sound the boarding officer's signal.

This he did, and a rope ladder was straightway dropped down the side of the Elbe. Now it is not an easy matter to climb up a ship's ladder even when the sea is smooth, but in the dark, and with the ocean tossing you about in a tug like a cockleshell, the task is full of danger because a single misstep

meant a ducking in the sea, if not death in the depths.

The three Times reporters took the risk, however, and finally succeeded in gaining the deck of the Elbe in safety. Here they found the officers drawn up in line ready to receive the man they supposed was the boarding officer. When the captain found that his visitors were only reporters he flew into a rage and cursed them with all the Dutch oaths he knew.

The Times men did not argue with the captain, but immediately went below, and by the time the Elbe had reached Quarantine on her way up had secured from the passengers a splendid story of the disaster that had befallen the Oregon.

When they went on deck and signalled to their tug to come alongside the captain of the Elbe declared that the reporters should not leave the ship. He told them that they had violated the law, and that he would hand them over to the police on arriving at the city.

The reporters held a brief consultation, and then separating went to the side of the steamship and hailed the

EDITOR SEES GRAND OPERA.

Ohio Humorist Gives Impressions of a Metropolitan Audience.

H. M. Pomeroy, editor of the Maumee (O.) Advance-Era, and Mrs. Pomeroy, visited New York a few weeks ago and incidentally attended a performance of grand opera at the Metropolitan Opera House. On his return home he wrote an article giving his impressions of the event. He said:

"Speaking of the 'see more' costumes, the audience had the operatic folks beat from here to the waterworks. Swell ladies, young, old and doubtful, fat, plump and skinny, had on their gaudy rags for sure—the flimsy, glisteny, fluffly stuff, you know, with a hunk like a piece of pie or the open countenance of grand-pap's old bootjack chopped out of the back so that you could see seven or eight sections of vertebrae. And in front—oh, my! the exhibit was like that from the rear, except that instead of the elongated triangle there was a great semi-circle of missing costume.

"But not everybody was clad thus. There were many who apparently had means to buy a whole costume and who did not like to expose themselves to pneumonia and the rest of mankind. But their vagaries broke out in other spots. For instance, one real nice matron of some sixty-two winters and seven or eight summers had a 'do-up' to her gray hair that would have made a stack of alfalfa green with envy. She wore a Grecian band or red velvet four or five inches wide around her head, with her gray coils, puffs and frizzles sticking out of the top of it till the whole thing looked like a terra cotta flower pot full of celery.

"And some of the men folks looked just too cute for anything in their tack-puller clothes. We understand these suits can be rented for three seventy-five per evening, and they made an eight-dollar clerk look quite scrumptious. The editor's first wife says he has got to have one of 'em the next time he goes out in society, even if the laundry lady has to wait a week for her pay.

Ocean King. The captain diving what they intended to do ordered his crew to seize them. He himself attempted to catch hold of Fielders, but the latter struck him in the face, and throwing his leg over the rail leaped downward toward the tug's deck, twenty feet below. Fielders, who was an athlete caught the wire guy rope supporting the smokestack of the tug and landed in safety on the deck of the Ocean King. Had he missed it he would have gone overboard, and probably would have been lost.

Kenny and Bronson, who had been seized by several of the ship's crew before they could follow Fielders, managed to throw their manuscript, which they had prepared, to the deck of the tug, which immediately steamed away in the darkness.

Although it was 2 o'clock when the Ocean King reached New York, Fielders got his story into the second edition of the Times and had the satisfaction of knowing that of all the great newspapers published in New York that morning the Times was the only one that had a full account of the sinking of the Oregon.

**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 5,574,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

**The Evening Wisconsin
MILWAUKEE**

Has made its success in a clean, legitimate newspaper way. It has depended upon the merits of the paper itself to become an established factor in the homes of its readers. It has shown to advertisers the absolute value of such a paper, built on right lines and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Evening Wisconsin as a result carries now the largest amount of advertising ever carried in its 66 years' history.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

Mr. Advertiser:

If you are buying advertising in Buffalo or contemplate an advertising campaign in Western New York, the following statements giving the real advertising situation in Buffalo will not only be of interest to you but profitable as well.

The Buffalo Evening News in the year of 1911 carried 21,613 columns of paid advertising, which was 10,546 columns more than its nearest competitor.

The Buffalo Evening News is the only Buffalo newspaper that censors its advertising columns and does not accept mining advertisements or objectionable medical ads.

Average Circulation for March, 96,997, which reaches two-thirds (2-3) of the homes of Buffalo and its immediate shopping districts, as the following figures, which is the result of a recent house-to-house canvass, show:—

STRANGE, FULLER & WATSON
CHARTERED & CERTIFIED ACCOUNTANTS
 AND AUDITORS

Buffalo, N. Y., March 16th, 1912.

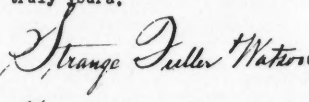
HOUSE TO HOUSE CANVASS REPORT.

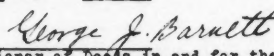
This report covers 928 streets out of Buffalo's 1,544 streets, and fairly represents a two-third (2/3) canvass of the homes of the City of Buffalo. Note - This canvass does not include rooming and boarding houses or the business sections, but was taken mainly throughout Buffalo's residential sections.

Classification	No. of Families	NAME OF EVENING - NEWSPAPER.			
		News	Times	Enquirer	Commercial
East Side	28,266	19,753	5,118	3,309	186
Percentage		69.64	18.05	11.65	.66
West Side	21,047	13,622	3,257	2,492	1,676
Percentage		64.72	15.48	11.84	7.96
South Side	7,228	3,887	1,966	1,315	60
Percentage		53.88	27.20	18.19	.83
North Side	4,020	2,666	754	486	114
Percentage		66.32	18.76	12.09	2.83
Polish Sect.	3,002	1,965	626	403	8
Percentage		65.45	20.85	13.43	.27
TOTALS	63,663	41,893	11,721	8,005	2,044
Average Percentage		65.80	18.41	12.58	3.21

Edward H. Butler, Editor & Proprietor,
 Buffalo Evening News,
 Buffalo, N. Y.

Dear Sir:—
 Above you will please find complete Canvass Report which we have tabulated from the sheets furnished us by the canvassers who did this work. It has been very carefully compiled and we are pleased to attach herewith our certified statement of same.

Very truly yours,


Sworn to before me this 16th day of March, 1912.

 Commissioner of Deeds In and for the City of Buffalo.

And the following table shows the exact amount of PAID advertising that appeared in the daily papers of Buffalo for the year of 1911:—

Evening NEWS,	21,613	Cols.
Evening TIMES,	11,067	“
Morning EXPRESS,	8,988	“
Morning COURIER,	7,828	“
Evening ENQUIRER,	6,780	“
Evening COMMERCIAL	5,792	“

The above figures show that the NEWS carried almost twice as much paid advertising as its nearest competitor.

The Buffalo Evening News during the year of 1911 carried more than twice as much department store advertising as any other Buffalo daily or over 43% of all the department store advertising that appeared in the six daily papers of Buffalo.

Write to any reputable advertiser of Buffalo for confirmation of these statements. They all use our columns and a number of them almost exclusively. A number of successful National Advertisers are also using *The Buffalo Evening News* exclusively in Buffalo.

If you are interested in our recent house-to-house canvass write to the Advertising Manager and a tabulated statement will be mailed you.

EDWARD H. BUTLER,
Editor and Proprietor.

CIRCULATION MEETING

Convention of International Circulation Managers' Association, to Be Held in Baltimore June 11, 12, and 13—Important Matters to Be Discussed—Will Prove Big Business and Social Event.

By J. W. MAGERS,
(Business Manager Baltimore Sun.)

Preparations for the annual convention of the International Circulation Managers' Association, John D. Simmons, president, which will be held at the Hotel Emerson, Baltimore, Md., June 11, 12 and 13, are nearing completion.

The opening address will be made by president Simmons. The Mayor of the city of Baltimore, James H. Preston, will then deliver a speech of welcome to the members, after which Chairman Rose of the Entertainment Committee will outline the program provided for the relatives and friends of the members.

AN IMPORTANT GATHERING.

The national convention of Democrats at Baltimore and Republicans at Chicago ought not to interfere with the circulation managers' convention. The "boys" will have a chance to study local conditions, which may be of considerable aid to their papers. This probably will be the busiest business convention the circulation managers have ever held. Chairman Rose has ideas that will bring the members into a round-table discussion in the convention hall. This is an excellent idea, for there will not be many circulation managers to stay at home and wait for the proceedings to be printed and sent them. They will know that to get the best of it they will have to get into the discussion. There may be ideas in the minds of a number of circulation men, which can only be developed by the round-table discussion.

E. A. Walton, district passenger agent of the Baltimore & Ohio Railroad, has invited the members to go to Baltimore over the B. & O. Railroad.

MAY DISCUSS POLITICAL CONVENTIONS.

Mr. Grasty, editor of the Baltimore Sun, will deliver one of his characteristic talks. Mr. Olivier, general manager of the Baltimore News, will be present during one of the sessions, and it is hoped that Gen. Agnus, of the American, will also attend.

It is probable that during the convention suggestions will be made as to the handling of papers during the Democratic convention. The circulation managers attending the convention who have handled national political conventions before can give tips which will be of value to the body.

VARIED ENTERTAINMENT FOR FRIENDS.

In the way of entertainment there will not be a dull minute. After the first day the members of the convention will go to Annapolis by boat down the Chesapeake Bay, visiting the United States naval academy. Other points that the members may visit are Washington, Mt. Vernon, the resting place of George Washington, and the Blue Ridge Mountains.

Every circulation manager who comes to the Baltimore convention in June will be glad he came. The occasion will justify the expenditure of time and money each newspaper will make in being represented. The methods of doing busi-

ness at the Sun office will be as open to the "boys" as their own books.

The latch-string is out and I welcome all. I hope to see a full meeting of all members, because I enjoy being with the busiest and one of the brainiest organizations of men on either side of the international boundary line.

NOVEL CELEBRATION.

How Harrisburg Telegraph Attracts Attention to Circulation Record.

The Harrisburg Telegraph recently passed the 20,000 mark in circulation, and celebrated the event by the publication of a series of special, illustrated articles, one each day for a week, touching upon the newspaper's relation to the public and the making of a 20,000 circulation paper. Discussions of the Telegraph's relation to the religious life of the community; its part in the development of Harrisburg from a public improvement standpoint; its readers, some of whom have been subscribers for more than sixty years; its old "carrier boys," many of whom are now leading professional and business men; the old and the new Telegraph, and the story of the making and delivery of the paper. These articles were illustrated with half-tone layouts made by the paper's own artists and photographers and turned out in its own engraving plant.

The Telegraph is said to be the first central Pennsylvania newspaper to attain a circulation of 20,000. Its growth under the direction of E. J. Stackpole, its present owner and active head, has been such that in the past ten years it has considerably more than doubled its circulation, and now occupies the largest and finest fireproof building in Harrisburg.

HOW THE NEWSPAPER SERVES.

Not Only Gives the News, but Forms a Family Link as Well.

There are few men who are better qualified to tell "how to read the newspapers" than Arthur I. Street, who for years has been a close student of this subject. As former editor of the Pandex of the Press and the Pandex of the News, and now as director of the American Institute of Current History, he has made a very careful analysis of the newspapers, and it is therefore fortunate for the public, and perhaps especially fortunate for the newspaper publishers, that he has undertaken to direct public attention to the largely neglected field for study in the daily press.

On Tuesday of last week he gave an illustrated lecture for men and women in the assembly hall of the Y. M. C. A. in Washington on "How to Read a Newspaper." Mr. Street contended that the paper not only serves the purpose of conveying news, but it can and should also become a source of general conversation in the family, and also of general education in schools and colleges.

Mr. Street said among other things: "The newspaper is the natural link between the father and the family. It will tie the father up to his boy in school, to his daughter in college, or to

his wife in the drawing room, the kitchen, the church or the woman's club. It will take away that separation of interests which makes so many men prefer to take their suppers downtown and so many parents, both fathers and mothers, to wonder why their children grow up so much beyond their control and so inclined to seek their friends and amusements anywhere save the home."

NEW PUBLICATIONS.

MAYBELLE, Colo.—The Mayville Gazette has been launched at Maybell by J. A. Terry, a newspaper man from the Pacific Coast. Terry is well acquainted with the territory which the Gazette will serve.

GORE, Okla.—Seth K. Gordon, one time business manager of the New State Tribune and later secretary of the State election board, is the editor of the Citizen, a new paper published at Gore, Okla.

MISSOULA, Mont.—The Missoula Sentinel, a local evening paper, has changed management. Richard R. Kilroy took active charge after a new company had been formed to take over the present plant.

WAUSAU, Wis.—The Wausau Sun Publishing Co. has authorized the increase of its capital stock from \$8,000 to \$15,000 to provide for the publication of a daily paper.

HARTLEY, Ia.—Claude A. Charles, formerly of the Mason City Times, will soon establish a new newspaper here. He was at one time editor of the Hartley Journal.

PILLAGER, Minn.—The Truth Seeker is the name of a new Socialist paper launched at Pillager. D. B. Strong is publisher and editor.

DICKINSON, N. D.—The Richardson Journal made its bow to the public last Saturday under the guidance of W. H. Smethurst.

NASHVILLE, Tenn.—Another weekly paper will make its appearance soon in Nashville. Its name will be the Nashville Tribune.

COEYMANS, N. Y.—The Coeymans Examiner will be issued about May 4. This new paper will be published at the office of the Catskill Examiner and issued through the local post office. The new paper will be in charge of W. L. Utley, who had been employed on the Albany Journal and Albany Argus.

READING, Pa.—It is rumored that Reading will have a new daily paper within the next few months. Wilmington interests are said to be back of the enterprise.

POLK, Pa.—A new weekly is to be established here soon, to be known as the Critic, and with R. P. McMahon as the editor. The Polk Board of Trade will finance the venture.

HAD TO SKIP THE TOWN.

Editors of Wyoming Paper Left Many Bills Unpaid Behind Them.

After a meteoric career, covering three months, during which the trio did up local hotels, taxicab proprietors, a boarding house keeper and a printing firm to the tune of several thousand dollars, the three associated editors of Events of the Week, a theatrical advertising sheet, published in Winnipeg, Man., made good their getaway last week, and are now safely across the international boundary.

William Chamberlain, who has a family at Orange, N. J., and was conspicuous around town by reason of his great height, was the prime mover, the other two being Harry E. Diddlebock, who acted as business manager, and J. C. Gordon, who claimed to have been in the employ of the Bank of Montreal, in British Columbia, secretary of the defunct sheet.

Besides carrying on this publication the trio ran the Bohemian Club on Broadway, where boxing bouts and after-theater orgies were pulled off. Henderson Bros., who printed the paper, are heavy losers, and a number of local tradesmen are among those stung.

Murphy Leaves News.

George A. Murphy, general manager of the Grand Rapids (Mich.) News until its recent purchase by A. P. Johnson, of Chicago, has closed his work with that newspaper. A. K. Moore, business and circulation manager, succeeds Mr. Murphy.

THE NEWS

BUFFALO, N. Y.

Circulation for March, 1912

96,999

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 newspaper 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
Reason Circulation
MORE THAN - - 120,000

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

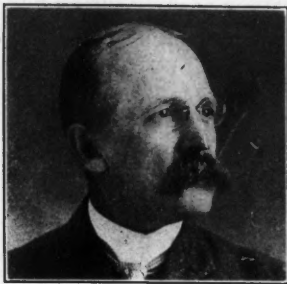
WALLACE G. BROOKE HORACE M. FORD
Blunswick Bldg. Peoples Gas Bldg.
New York Chicago

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

UNDISPUTED LEADERS For 32 Years

An Unexampled Record of Being "Dependable All the Time"



Charles T. Logan



Thos. F. Flynn



William M. Watson



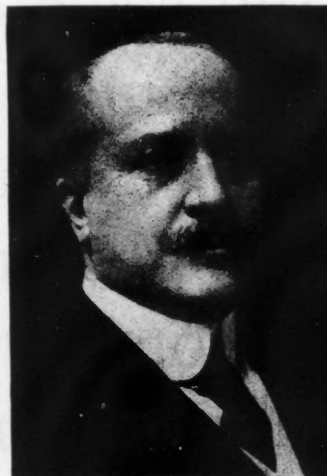
James W. Cooper



Anthony Gross



J. T. Beckwith



R. W. Beckwith



Harry B. Lasher



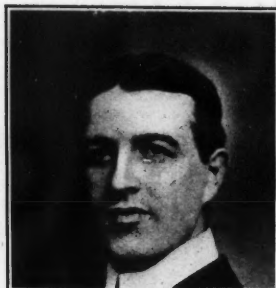
Porter Caruthers



Henry C. Volk



Harland E. Boyd



Frank E. Forshaw



Wilfred M. Thompson



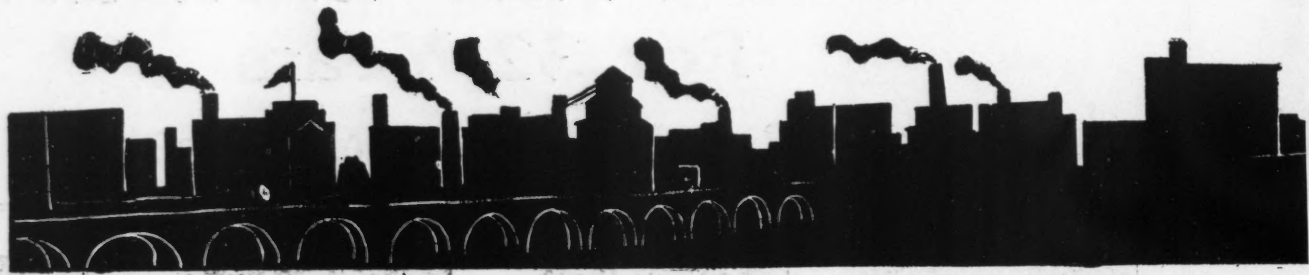
George J. Noll

The S. C. Beckwith Special Agency

CHICAGO

NEW YORK

KANSAS CITY



SKY-LINE OF MILLS AND OFFICES OF THE

According to the reports of the Association of American Advertisers for the six months ending October 31, 1911, more Tribunes were sold daily in Minneapolis than all other local English papers combined.

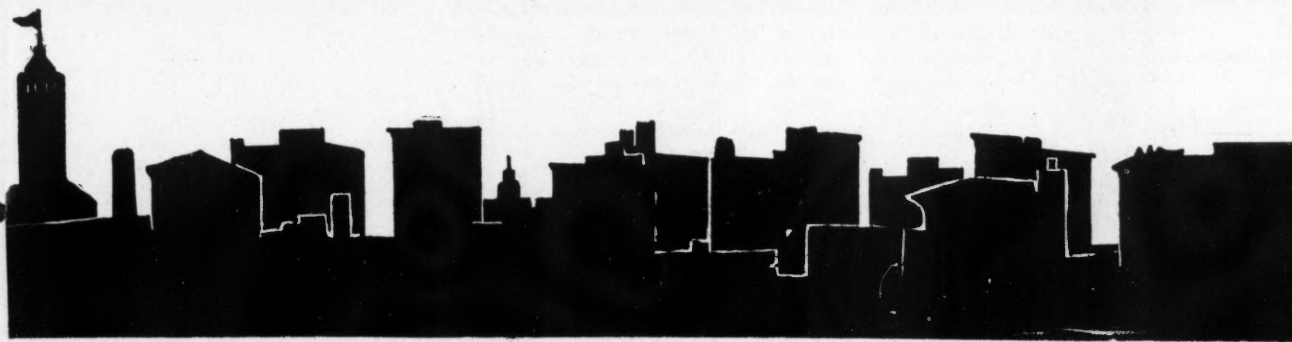
The total net paid city and country circulation thus reported was 94,103.

It has now grown to an average of 98,013 for March, 1912.

THE MINNEAP.

SPECIAL REPRE

Chicago: C. GEORGE KROGNESS, Marquette Building



GREATEST MILLING CITY IN THE WORLD

The Minneapolis Tribune gained more lines of Advertising in 1911, as compiled by the Mail Order Journal, than any newspaper in New York, Chicago, Boston, St. Louis or San Francisco.

The Minneapolis Tribune alone of all the newspapers of the Northwest gained more than 800,000 lines in the year 1911.

MINNEAPOLIS TRIBUNE

REPRESENTATIVES

New York: J. C. WILBERDING, 225 Fifth Avenue

THE EDITOR AND PUBLISHER AND JOURNALIST

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AND ADVERTISING AGENTS

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THE CONVENTIONS.

The increasing importance of the American Newspaper Publishers' Association and the Associated Press conventions is apparent to anyone who has attended them in the past three years. The 1912 conventions that are in session as this issue of THE EDITOR AND PUBLISHER goes to press are, by all odds, the largest ever held by these organizations. The subjects that are under discussion are of paramount importance and are not taken up merely for the purpose of giving the members something to talk about.

There was a time when the A. N. P. A. meeting was regarded by some publishers as an opportunity to come to New York to have a "good time." The sessions of the convention were indifferently attended, even though topics of importance were considered. While the "good time" idea may still sway a few, the most of those who attend are here for business first and pleasure afterwards.

It is the growing importance of the newspaper business, the increased cost of gathering and printing the news, the constant introduction of improvements in the mechanical department and the growing difficulty of satisfactorily adjusting labor disputes that compel publishers to give closer attention to their work than ever before.

The benefits to be derived from these conventions are such that it is worth all the money it costs to attend them. Here are assembled the keenest and most aggressive newspaper men in the country. To hear them tell of their experiences in solving problems that are taxing many offices is helpful and may save others thousands of dollars.

A NEWSPAPER TRIUMPH.

Every newspaper man in the country ought to be proud of the manner in which he and his associates last week handled the news of the greatest marine disaster in modern times. There was not a daily that makes any pretense of giving the live news of the day to its readers that did not strain every nerve

to present the story as fully as its resources would permit. All ideas of economy were brushed aside in their eagerness to wrest from the sea its awful tale of destruction and death.

If the press of the country had never before proved its worth to humanity it did it on this occasion. The relatives and friends of the 2,500 people who were passengers or crew on the ill-fated ship were frantic with apprehension and fear as to the safety of their loved ones. Perhaps it was the knowledge of this fact that steeled the nerves of the newspaper workers and gave them strength to endure the great physical and mental strain incidental to their tireless search for the truth about the loss of the Titanic.

No one who has not risked his life in trying to board an ocean liner from the deck of a tug that is tossed about in an angry sea; who has not, when drenched to the skin and weary with the hours of a ceaseless vigil, watched from some lonely headland the approach of a vessel bringing tidings of a wreck; who has not trudged weary miles in a blinding storm to interview the survivors snatched from the jaws of death; who has not journeyed by nerve-wracking conveyances or on foot long distances to find telegraph offices closed and every avenue of communication with the home office cut off; who has not with benumbed fingers and a pain-ridden body endeavored to write copy on a jolting train or a tossing tug can have any idea of the awful strain the newspaper men who covered the Titanic story endured during that week of terror and suspense.

Through the aid of wireless telegraphy a list of the living and the dead was secured and published three days before the Carpathia, bringing the survivors, landed in New York. It was a triumph of science over time and space. No longer does the voyager journey for days at a stretch beyond the touch of human ken. The Titanic went down hundreds of miles from land, but the fact that she was wrecked was known in New York within a few hours after she struck.

Newspaper publishing is a great business because of its tremendous opportunities for helping mankind. It brings hope to the despairing, it gives courage to the weak, it brings knowledge to those who are athirst, it reveals shams and hypocrisies, it assists in bringing criminals to justice, it builds cities and binds them together with highways of steel, it makes men better and carries the torch of civilization beyond the farthest border.

We are glad that we are humble workers in this particular vineyard of the Lord.

The story of the Titanic disaster told by Harold Bride, the assistant wireless operator, that appeared in the New York Times on Friday morning was in our opinion the best printed by any newspaper in the city that morning. It was plainly told, without embellishment of

any kind, and throbbed with human interest. The securing of the aid of Marconi in landing the story was a clever idea on the part of the Times. Moreover, it was the Times that unraveled the mystery of the early misleading dispatch that said the Titanic was being towed to Halifax.

What a great meeting place the Waldorf-Astoria has become during convention week. It is safe to say that no hotel in the country is visited by so many newspaper men at one time. Mr. Boldt, Mr. Tschirkey and their many assistants are indefatigable in their efforts to make their visitors comfortable.

Are you doing all you can to help boost the league baseball games this summer? Have you printed the pictures of the leading members of the clubs, with biographical sketches, or those of the managers? Have you had your photographer spend a couple of days taking views of the practise games? Have you printed twenty or thirty columns of personals about the men who are to earn fortunes for the owners of the clubs this summer? Have you engaged extra men to handle the late baseball editions? Of course, the fact that you get practically no return for all this expenditure—this applies especially to the largest cities—should not deter you from your public-spirited work. The baseball magnates will jingle in their pockets the money they are making at your expense and laugh in their sleeves as they think of the way you are giving them the very best kind of advertising free of charge.

There is no use in trying to get speed out of a dead horse. Don't waste your time on a proposition that couldn't be resurrected even if Gabriel should blow his trumpet.

It is a significant fact that newspapers in the smaller cities are beginning to appreciate the value of special representation in the foreign field. It is utterly impossible for the business manager of such a newspaper to pay much attention to advertising outside of his local field because of the pressure of other duties. By the payment of a comparatively small amount a special agency will look out for his paper's interests in the general field. A lot of new business may thus be secured that would never reach the small newspaper under ordinary circumstances.

The Canadian Press Association is one of the most wide-awake and aggressive newspaper organizations in America. It is composed of a bunch of men who believe in doing things and doing them well. Last June at its annual meeting the association decided to conduct an advertising campaign to awaken public interest in advertising. Through the co-operation of the Canadian Association of Advertising Agencies a plan was adopted, the copy prepared, and on March 12 ninety-three daily newspapers began running the ads, each containing 450 lines, twice a week. We have seen copies of the first nineteen ads, which

were sent us by John M. Imrie, secretary of the association, and they are mighty good reading. No such campaign was ever carried on before, and the results cannot but be satisfactory. Every newspaper in Canada will be benefited by it. Why cannot the American Newspaper Publishers' Association inaugurate a similar campaign?

Standardization of sizes of newspapers is one of the topics discussed at the publishers' convention. The growing necessity of the adoption of standard widths of rolls, of type columns and of page lengths is apparent to all. If all publishers would agree to issue papers of the same size a vast amount of money would be saved not only by the newspapers but also by the advertisers who use them.

It is remarkable how many people there are in the world who are willing to devote their time and gray matter to the evolution of advertising plans or advertisements in response to offers of small prizes made by manufacturers and others. Presumably they are animated by the same spirit as those who buy lottery tickets. Professional writers of advertisements rarely enter these competitions unless the prize offered is sufficiently large to adequately compensate them for their labors and are satisfied that in case they do not win their ideas will not be stolen. There is not a national advertiser who would not be glad to avail himself of the work of hundreds of budding ad writers for a nominal expense. If he can in this way get for \$100 what he would have to pay experienced ad writers \$500, can you blame him?

HE KNEW HIS POKER.

A local shoe store has been conducting a bargain sale in men's shoes. In each pair displayed in the window are three new \$1 bills, and the sign reads: "Three of a kind take one pair."

The \$3 shoes have been going rapidly. Recently, however, a big young man entered the store and asked: "Do you sell these shoes according to poker rules, as advertised?"

"Yes, sir," answered the clerk, who had played a bit himself.

"Good. I wear a No. 9. Wrap me up two pair of them."

He received the shoes and handed over \$3.

"Excuse me," said the clerk. "These shoes come to \$6. You took two pair."

"That's all right," said the young man, "but three of a kind beat two pair."

"I know that," responded the clerk promptly, "but three of a kind don't beat four nines." The customer paid.—*Cleveland Plain Dealer.*

Atlantic City Publicity.

At the annual meeting of the Atlantic City Publicity Bureau, Judge John J. White, of the Marlborough-Blenheim, was elected president of the organization, succeeding Walter J. Buzby, of the Hotel Denis, who declined re-election. Charles E. Wagner, of the Hotel Lorraine, was elected vice-president, and Charles Roesch, Jr., and George S. Lenhart re-elected treasurer and secretary-director, respectively. The board of directors is virtually the same as last year.

PERSONALS.

M. H. De Young, editor and proprietor of the San Francisco Chronicle, and vice-president and Commissioner in the Orient of the Panama-Pacific International Exposition, is passing ten days in Ceylon with his wife and two daughters.

Lyman Abbott, editor-in-chief of The Outlook, spoke at the Sunday Evening Club, at Orchestra Hall, Chicago, last Sunday on "Why I Believe in Immortality."

Dr. Albert Shaw, editor of the Review of Reviews, will be among the speakers at a dinner to be given on April 26, by the Committee of Seventy at the Bellevue-Stratford, Philadelphia. The purpose of the gathering is to discuss "Fundamental questions affecting city government."

William H. H. Gutelius, editor of the True American, was a speaker at the celebration conducted by the Democratic League of Trenton, N. J., on April 15, in commemoration of Thomas Jefferson's founding of the Democratic Party.

Richard Lloyd-Jones, formerly of Collier's Weekly, and now editor of the Wisconsin State Journal, addressed the first vocational conference for university women called at the University of Wisconsin last week.

Judge Frederick B. Latimer, editor of the Morning Telegraph, New London, Conn., and Miss Susan Gear Carroll, formerly of New London, were married in Christ Church, Hartford, last Saturday.

J. Dennis Flynn, editor of the Evening Light, Sapulka, Okla., has announced himself as candidate for Congress for the Third District. Flynn is the editor who exposed the alleged \$150,000 county bridge steal last year.

Miss Jessica P. Curckom, who for some time past has been employed on the editorial staff of the Binghamton (N. Y.) Herald, has been promoted as one of the assistant associate editors of that paper.

Mark A. Luescher, formerly a Syracuse (N. Y.) newspaper man, is now a member of the theatrical firm of Werba & Luescher.

Crombie Allen, former editor of The Greensburg (Pa.) Tribune, is now editing the Report at Ontario, Cal.

Frank Greer, editor of the old State Capital, published at Guthrie, Okla., is to be appointed marshal of the Eastern District of Oklahoma.

Joe Sullivan, twenty-one years assistant editor of the Imboden (Ark.) Gazette, was chosen Mayor of Imboden at the recent city election.

Col. John Hicks, veteran editor of the Oshkosh (Wis.) Northwestern, has returned home from an extended trip to the old world.

V. Hummel Berghaus, a former Harrisburg (Pa.) newspaper man, but who for the past several years has been connected with newspapers in New York City, has taken the position of business manager of the Evening Post.

S. E. Kiser, compiler of the "Alternating Currents" for the Chicago Record Herald, and Wilbur D. Nesbit, the "Innocent Bystander" man of the Post, entertained members of the Buz Fuz Club Saturday evening with talks on humor and verse.

John F. Holley, business manager of the Mobile Daily Item, spent Saturday and Sunday in New Orleans.

John R. Marshall, editor of the Kendall County (Ill.) Record, was the guest of honor at a banquet given in Yorkville, Ill., in celebration of the forty-

eighth anniversary of the starting of the paper. The dinner was given by the Press Association of Northern Illinois.

George F. Burba, editor of the Daily News, Dayton, O., addressed the Westminster Club at the Fourth Presbyterian church, that city, last Sunday.

D. H. Smith, for some years a Chicago newspaper man, has assumed charge of the editorial department of the Republic, at Rockford, Ill.

H. W. Armstrong has this week assumed the editorial work and the business management of the Clovis (Cal.) Tribune.

A. E. Funk, an advertising man of New York City, was held up and robbed by four men in Kansas City, Mo., last week, while in that city on business. Mr. Funk lost a pin and cash to the value of \$150.

Clark J. Cross, of the Salina (Kan.) Evening Journal, and Miss Mary Bowles, of that city, were married at Formosa, Kan., last week.

W. O. Johnson, one of the veteran newspaper men of Columbus, Ga., has taken charge of the business and editorial management of the Phenix-Girard Journal, of Girard, Ala.

STEAD'S PROPHECY REALIZED.

Famous Editor's Prediction of Violent Death Fulfilled.

A prediction made by William T. Stead, the famous English editor and reformer, that he would die in a tragic manner was made known at the convention of the "Men and Religion," held in this city in Carnegie Hall. Rev. Dr. Dwight Hillis, of Plymouth Church, Brooklyn, made the startling announcement to that Mr. Stead had prophesied that he would die by violence. Dr. Hillis' words were doubly impressive, for Mr. Stead was on his way to the convention to address the members on "Universal Peace," when overtaken on the ill-fated Titanic.

Dr. Hillis said: "The last day Stead spent in this country he had luncheon with Mrs. Hillis and myself and prophesied that he would die, not in his bed, as we expected to, but in a crowd and by violence.

"I had a vision of a mob. I believe I shall not die as you expect to, but that I shall be kicked to death in the street," was the way he put it."

W. J. Bryan as Best Man.

William Jennings Bryan, editor of the Commoner, Lincoln (Neb.) is a very busy man these days. Last Monday he acted as best man for William J. Dwyer, a publisher of Washington, D. C., who was married to Mrs. Katherine Carlson in Philadelphia. While in Philadelphia Mr. Bryan called on Judge William Gay Gordon, and discussed politics. He then left for Baltimore on his way to Florida, where he will make speeches on behalf of the candidacy of Gov. Wilson of New Jersey.

Women in Journalism.

Melville E. Stone says that a woman in journalism should be able to write an editorial on the initiative, referendum and recall with as much facility as any one else. He paid a high compliment to Mrs. Helen Sterrett, one of his editorial writers on the Chicago News. Too many women, he says, confine themselves as journalists to the fashions and beauty column.

The regular noon-day luncheon of the Leavenworth (Kan.) Ad Club was held April 16, at the Lindell Hotel. A. J. Atwater was the speaker selected by Albert Bauer, chairman of the education committee, to address the meeting. He gave an address on "Hardware Advertising."



JEROME P. FLEISHMAN.

Jerome P. Fleishman, the advertising specialist of the Baltimore Sun, is the creator of advertising epigrams that scintillate. He is a young man, as the above picture shows, but he is older than he looks, both in years and in experience. He can juggle the English language with the skill of a master and make the contents of a grocery store as attractive as a jeweler's window.

Wanted

Hustling, clean-cut journalist with strong individual style to join staff of one of the most important trade papers in this country. Young man 25 to 35 preferred. \$35 per week to start with; splendid opportunity for advancement. Address W. H. T., care Editor and Publisher.

\$50,000 CASH

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. X.

G. M. PALMER

Newspaper Broker
277 Broadway New York

HELP WANTED

WANTED—MANAGING EDITOR who can make real newspaper. Address, stating experience and salary wanted, THE TIMES-RECORDER, Zanesville, Ohio.

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

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, 107 W. Washington St., Chicago, Ill.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

MR. MANAGER:

I am qualified to be an invaluable assistant. Am thoroughly trained in advertising, a tactful correspondent, an efficient executive, able systematizer and organizer. Have had wide business experience, am ambitious, enthusiastic, resourceful, versatile and dependable. I have an unusual capacity for work and can relieve you of much detail and responsibility. "INITIATIVE," care THE EDITOR AND PUBLISHER.

EXPERIENCED DAILY

newspaper editor is open for a situation as the editor of a Republican newspaper; thoroughly qualified as an editorial writer and news editor. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

EXPERIENCED WRITER,

An expert book compiler, solicits writing feature articles, compiling books and abridgment work. References from compiler of Government works. Age 36. Address ALVA SNYDER, 440 K St., N. W., Washington, D. C.

WOMAN FEATURE WRITER

wants departmental work. A specialty of timely articles, women's pages and household material. Address "L. R.," care THE EDITOR AND PUBLISHER.

POSITION WANTED

on daily or weekly as advertising manager or managing editor of daily or trade paper. Eight years' experience in advertising and special service department of papers. Can produce results. R. B. Waldo, care Guyer Advertising Agency, Dayton, Ohio.

ADVERTISING SOLICITOR.

Do you need a known quality, experienced newspaper advertising man, aged 28, competent to hold executive position? Good references. Address "M.," care THE EDITOR AND PUBLISHER.

I am full of ideas. I have one dozen different comic series. I want to draw these for a responsible syndicate. I have drawn a worldwide known series. I will draw for anybody who is willing to share in the profits that my labor and his will bring. I will deal only with somebody on the level—not with pickers. Box 30, care THE EDITOR AND PUBLISHER.

YOUNG ENERGETIC

man with several years' experience in commercial and sporting news departments, seeks position as sporting editor or assistant to managing editor of daily paper. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

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. GREENBAUM BROS., INC., 159 William St., New York.

LINOTYPE FOR SALE.

One Model No. 2, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. FRANKLIN PRINTING CO., 480 West Main St., Louisville, Ky.

LINOTYPE MACHINES

All models, bought and sold. Large line of presses and supplies on hand for immediate shipment.

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

FOR SALE.

One Model No. 1 Linotype, No. 1112, 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; 6, 8, 10 and 12 pt. matrices, Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

LINOTYPES FOR SALE.

Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross Sts., Richmond, Va.



There are at least three classes of advertisers who need the concentrated circulation that newspapers (and no other mediums) give.

There is the manufacturer just entering upon an era of expansion. Newspaper advertising will secure him distribution in each locality by creating an instantaneous and apparent call for his goods that will back up and make effective his salesmen's efforts with the jobber and retailer. *He can then expand his advertising and his distribution simultaneously and judiciously, effectively and economically.*

Then there is the manufacturer who finds his sales are not what they should be in certain localities. *Through concentrated newspaper circulation he can stimulate demand in such sections without being obliged to pay for circulation where it is not needed.*

And then there are many manufacturers who find that certain sections of the country are not profitable markets for them. *By using newspapers these can be eliminated and they can concentrate their advertising appropriations on the other sections of the country, where they can do business profitably.*

For these three general classes of advertisers, or prospective advertisers, or their agents, we have valuable and specific information regarding splendid newspapers to use for concentrating their advertising in prosperous sales centers.

We represent good newspapers in a score of the leading cities of the land, and it is our business to supply you with every kind of information obtainable about each of these papers and the field it occupies.

This information is at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

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

THE EVENING MAIL'S policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

BEFORE THE WIRELESS.

Story of the Chicago Sporting Editor Who Built a Two-Column Article Out of a Two-Line Bulletin Telling of the Sinking of the Portland and Scored a Beat.

By FRANK H. BROOKS.

Before the days of wireless news night editors had a brand of trouble that made them walk the floor and resort to dangerous devices to get enough of a story which they knew would be big news after the paper had gone to press to play up under a big head.

That was before it was legitimate to build a scare-head on a two-line item. It was a curious thing that when there was big news in the East the night editor in the Middle West or Northwest got the tip from the operator that there was trouble east of Buffalo. When that was the case Eastern news traveled miles before it reached Chicago.

SINKING OF THE PORTLAND.

Every night editor who has scars, especially those who used to wish that Buffalo was off the map, will recall the tip that the steamer Portland had gone down in a storm of snow and sleet soon after she left Boston. It was late in November. The storm was general. There was trouble on every wire in the country.

The telegraph editors of the Chicago Herald (now Record-Herald) had been lonesome most of the evening. The city editor was in his glory, for there was no telegraphic news to crowd out his matter.

As night editor of the "sheet"—there was no managing editor—I was trying to persuade the operator to get a wire somewhere, in any direction, in the hope of ascertaining what the outside world was doing. Not a word of report had been received for two hours except from nearby points where nothing had occurred. The city editor announced later that the bottom had fallen out of his assignments.

Some of the force were put on a bundle of exchanges and a raft of reprint was hustled up the copy chute.

FRONT PAGE LAYOUTS.

The foreman "blew in" to ask what we were going to have for heads on the first page. It was nearly midnight. The operator in the cubby adjoining called out that he had a bulletin that a steamer had gone down with all on board just out of Boston harbor.

Every man on the floor rushed to the telegraph room and then stood silent. The operator was trying to get a word. It seemed like the night was speeding for a record before that operator said that the steamer was the Portland; that she had several hundred passengers, all lost—a holiday crowd, for it was on the eve of Thanksgiving, as I recall.

DIFFICULTY TO GET NEWS BY WIRE.

Then there was a lull. Not a click. I asked the man at the key where the bulletin came from.

"Milwaukee." It sounded like a joke, but an operator never does anything of that sort when he is on duty. I asked him how on earth it could come from Milwaukee. I asked him if he didn't mean Buffalo. He replied mechanically: "Haven't had a dot from Buffalo tonight."

"Where did Milwaukee pick up that news?"

Milwaukee answered: "Toronto, but Toronto has been lost ever since. Portland gone. That's all."

Everybody present scurried. There wasn't a book in the office that gave any clue to the class in which the Portland belonged. The city editor did remember that the night barkeeper of the Sherman House was a Portland man. A reporter was hustled out to tap the barman. He called up on his arrival to say that the barman was off duty that night.

I asked if there was a man in the "shop" who had ever lived East, or who knew anything about Boston harbor, or who had ever been on an ocean-going vessel.

HOW THEY GOT THE STORY.

The sporting editor had been East

once, some years ago, said the city editor. Somebody said the sporting editor was asleep on a table in the library. He was routed out, and asked if he could write a "thriller" about a steamer that had gone down in a snow storm in Boston harbor. He was shown the bulletin. He was still groggy with sleep. He was known to be the most prolific word artist on the staff. The foreman was getting crazier every minute. I persuaded the horse editor to get down to business and to write with both hands.

While he was bending his back out of shape the operator in his booth was trying in vain to get something more—anything. Finally the wire between Chicago and Milwaukee gave out, or quit working—the same thing. The storm increased in fury every minute. Reporters were hurried to the Western Union and Postal offices. They returned without a line of news.

HORSE EDITOR GETS BUSY.

The horse editor had thrown off his coat, and then his collar. When the hour came to make up the first page we had two columns, triple leaded, on the loss of the Portland. That was for the first edition.

For the second edition we had, by way of St. Louis, a corroboration of the bulletin which we received from Milwaukee. That was all. The horse editor wrote another half column for the second edition. Everybody stayed that morning until the other papers were out and we scanned them piecemeal. All they had was the bulletin.

The afternoon papers had the harrowing details, but otherwise our descriptive story stood. In fact, when the P. M.'s ran out of details they filled in with some of our descriptive "stuff."

SPORTING EDITOR MAKES RECORD.

It was a great story. It was complimented by papers that didn't know the trick. Not a line in it was ever questioned.

How the Herald ever got the story was never told outside of the office, so far as I know.

The sporting editor who did the "fine work" was Charley Seymour, the best sporting editor of his time. I was talking with him about the trick one night just before he died and he said to me: "When you asked me if I had ever been East that night I said 'Yes.' You didn't ask me how far East I had been, but I gave you the goods, didn't I? But tell me, how the devil did Milwaukee ever get that news?"

There has been no better descriptive story of the loss of the Titanic than Charley Seymour's story of the loss of the Portland in Boston harbor.

THE PRESS AND PUBLIC HEALTH

How It May Help to Fight Disease and Effect Reforms.

"The Newspaper and the Public Health" was the subject of an address delivered by Dr. W. A. Evans, of Chicago, last week before the Connecticut Charities and Correction Conference, held in Waterbury.

Mr. Evans made a strong plea to newspapers that they do their share in educating the public in health matters by publishing, in pithy, epigrammatic style, the results of scientific discoveries and by printing human interest stories for the purpose of keeping people alive to the need for efforts to wipe out disease.

He said he hoped health questions would become controversial. Papers that thunder on the wrong side of a mooted improvement help more than those that thunder not at all.

Human interest stories of the misery which woeful conditions produce were both more helpful and more interesting than the scandalous stories which occupied so much valuable space.

He closed very vehemently, saying something must be done to overcome the dreadful indifference to social suffering and abuses. He said: "I'm for controversy. I'm for fight in this movement, bringing it out of the cloister into the public forum."



The mere statement that THE NASHVILLE DEMOCRAT leads both the other Nashville newspapers in volume of local advertising carried means nothing to a general advertiser or advertising agent unless he knows and takes into consideration the fact that

The Nashville Democrat

began publication Sept. 20, 1911, as a result of an unprecedented popular demand that instantly reflected itself in an immediate circulation of over 25,000 copies daily.

Local business men, merchants and others, who depend upon effective publicity to thoroughly, economically, and at the same time harmoniously cover the only field open to them, quickly seized upon the advertising columns of this remarkable newspaper, and have used them liberally from that day to this.

This talk is directed to the general advertiser and advertising agent, who with less at stake has been proportionately less interested and slower than the man right on the spot, to take advantage of the opportunity for intensive advertising in Nashville.

The new flat rate of five cents per agate line, one agate line or a million, it seems to us, presents what should be an irresistible invitation.

The examination just made by the A. A. A., the complete report of which we seek an opportunity to lay before you, substantiates every circulation statement made.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

The success of Detroit Saturday Night is both an illustration and a tribute to the culture and morality of the people of Detroit.

DETROIT SATURDAY NIGHT

after three and one-half years, occupies its own building with its own composing rooms and press rooms—the complete newspaper establishment.

Last form closes Thursday afternoon preceding date of publication.

Foreign Advertising Representatives:

H. L. SELDEN & CO. GEO. H. ALCORN
Peoples Gas Bldg., Chicago Tribune Bldg., New York

CIRCULATIONS CERTIFIED

BY THE

AMERICAN NEWSPAPER ANNUAL and DIRECTORY

The following daily papers have had their circulations audited by the American Newspaper Annual and Directory; all of them once, some twice, some three times.

These publishers all paid a uniform price for this service. The period covered by the audit was uniformly nine months. The results of the audit were announced in the Directory and carried in this way to more than one hundred and fifty advertising agents, and more than a thousand other purchasers of the book—largely general advertisers:

Akron,	Ohio,	Beacon Journal,	Daily.	Montreal,	Que.,	Patrie,	Daily.
Albany,	N. Y.,	Times-Union,	Daily.	Montreal,	Que.,	Star,	Daily.
Birmingham,	Ala.,	News,	Daily.	Nashville,	Tenn.,	Banner,	Daily.
Boston,	Mass.,	American,	Daily & Sunday.	New Bedford,	Mass.,	Standard & Mercury,	Daily & Sunday.
Boston,	Mass.,	Post,	Daily & Sunday.	New York,	N. Y.,	Globe,	Daily.
Boston,	Mass.,	Traveler,	Daily.	Norfolk,	Va.,	Ledger-Dispatch,	Daily.
Buffalo,	N. Y.,	Courier,	Daily & Sunday.	Norfolk,	Va.,	Virginian Pilot,	Daily & Sunday.
Buffalo,	N. Y.,	Morning Express,	Daily.	Pawtucket,	R. I.,	Times,	Daily.
Buffalo,	N. Y.,	Times,	Daily & Sunday.	Philadelphia,	Pa.,	Bulletin,	Daily.
Chattanooga,	Tenn.,	Times,	Daily.	Philadelphia,	Pa.,	Press,	Daily & Sunday.
Chicago,	Ill.,	Daily News,	Daily.	Philadelphia,	Pa.,	Record,	Daily & Sunday.
Chicago,	Ill.,	Record-Herald,	Daily & Sunday.	Philadelphia,	Pa.,	Telegraph,	Daily.
Cleveland,	Ohio,	Leader,	Daily & Sunday.	Rochester,	N. Y.,	Post Express,	Daily.
Cleveland,	Ohio,	Plain Dealer,	Daily & Sunday.	Rochester,	N. Y.,	Union & Advertiser,	Daily.
Columbia,	S. Car.,	State,	Daily & Sunday.	St. Joseph,	Mo.,	News-Press	Daily.
Erie,	Pa.,	Times,	Daily.	St. Louis,	Mo.,	Times,	Daily.
Fall River,	Mass.,	Herald,	Daily.	Scranton,	Pa.,	Tribune-Republican,	Daily.
Hartford,	Conn.,	Times,	Daily.	Toledo,	Ohio,	Blade,	Daily & Sunday.
Lowell,	Mass.,	Sun,	Daily.	Toronto,	Can.,	Globe,	Daily.
Lynn,	Mass.,	Item,	Daily.	Toronto,	Can.,	Mail & Empire,	Daily.
Memphis,	Tenn.,	Commercial Appeal,	Daily & Sunday.	Troy,	N. Y.,	Record,	Daily.
Minneapolis,	Minn.,	Tribune,	Daily.	Washington,	D. C.,	Post,	Daily & Sunday.
Mobile,	Ala.,	Register,	Daily & Sunday.	Washington,	D. C.,	Star,	Daily & Sunday.
Montgomery,	Ala.,	Advertiser,	Daily & Sunday.	Worcester,	Mass.,	Telegram,	Daily & Sunday.

Assuming that it is a proper thing and a good thing for a purchaser to be made certain as to the quantity of what he buys, as well as its quality and price, these publishers, by this action, strongly commend their publications to the favorable consideration of the space-buyers of the country.

AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

N. W. AYER & SON, Publishers, Philadelphia

CHANGES IN AD FIELD.

WILLIAM C. FREEMAN GIVES Y. M. C. A. STUDENTS SOME VALUABLE SUGGESTIONS.

(An address delivered before the students of the 23d street Y. M. C. A. Course in Advertising at the graduates' dinner, April 3.)

You young men are evidently interested in advertising or you would not have taken part in the course of study which, as I understand, ends with this banquet to-night.

Being interested in advertising, therefore, you are no doubt anxious to know something about the opportunities that the advertising business offers to you.

There are many opportunities, but usually they are opportunities of one's own creation.

The first requisite in getting a chance to do anything in the advertising business is to have natural aptitude for the business, backed up by plenty of common sense and a fair amount of brains.

The men who succeed in advertising are men who have ideas—who go to their offices every day with some new-born thought that has a bearing on the development of advertising.

A great many men have an idea that all there is to advertising is a pleasing manner and ability to talk fluently, and in this way get orders out of advertisers for the publications they may represent.

CHARACTER AN ASSET.

That is not all there is to the advertising business to-day. Before a man can become a factor in it he must first bear a certificate of good character. He must have natural ability. He must have tremendous energy and he must be a natural born salesman.

There is no other business in the world that requires such close application as the advertising business. It is constant study from the time one enters it until he finishes his career.

And I know what I am talking about, because I have been in the business now nearly twenty-seven years, and not a day passes over my head that something new does not develop—something happens to increase my knowledge of the business.

If one goes into it with the idea that he knows it all—that because he is reasonably successful as a salesman he can go along in a beaten track without showing any desire to improve himself—he will be a failure. Knowing it all in any line of business is fatal to a man's development in that business, but it is particularly so in the advertising business.

No profession exacts a higher standard than the advertising profession. This was not always so, but the improvement that has been made in the last ten years puts men engaged in the advertising business on as high a plane as men in any other line of work or profession. Don't ever forget that.

THE DIFFERENT MEDIA.

The advertising business to-day has many ramifications. There are men engaged as writers of good circular matter and booklets. The habit has been to decry the value of well-written circulars or well-printed books, but I want to tell you that there are some lines of business that must employ this means of getting trade.

There are men, as you know—many bright ones, too—engaged in the development of both street car and outdoor sign advertising. Those of us engaged in the development of newspaper advertising are apt to decry the value of street car advertising or outdoor signs. The fact is that they are both, when rightly employed, of great value to the advertiser.

The printing business and its development is a factor in the advertising field to-day. The man who knows how to select type and work out a combination that is pleasing to the eye is a factor, and a big one, too.

The artist also has become a great factor. A man who can illustrate in an effective way, making his illustration have a bearing on the article itself and in such a way as to leave a favorable and lasting impression on the reader, is indeed a great factor.

KNOWLEDGE OF GOODS IMPORTANT.

A complete understanding of merchandise is important to know. The advertising manager of a department store and all of his assistants must not only be good writers, but they must know the merchandise that they are writing about in order to make their advertising effective. There has been great improvement in this department of advertising in the last ten years.

Then, of course, we have the general media—magazines, weeklies and the big monthly publications. They have been used very successfully by many advertisers. The thing about these media that has appealed to the advertiser has been their wide distribution all over the country and the attractive manner in which they have been able to print and display the advertisements.

The newspaper end of advertising is, to me, naturally the most attractive of them all, as well as the most efficient. But it is true, nevertheless, that there are many business houses in New York City that cannot afford to employ the columns of newspapers to exploit their business.

TERRITORY LIMITATIONS.

By this I mean that the merchant on 125th street, or in the Bronx, or in that territory from Seventy-second to 125th street, is not in a position to secure trade in his locality from Brooklyn or Staten Island or New Jersey. All that he can hope to get is his share of the business that is within a reasonable distance of his place of business.

Habit has fixed the shopping center in New York from Fifty-ninth street down to the Wanamaker store. The stores between Eighth street and the Battery are mostly specialty shops and have the benefit of a large transient trade.

The rates of the newspapers in New York City are too high for the advertisers above Seventy-second street to pay. They do not get the full benefit of the whole circulation, so you see some other methods—circulars, booklets, street cars, signs, etc.—must be employed by these merchants in order to get their share of the business in their respective territories.

SHOULD KNOW ALL MEDIA.

I mention these things to you only to emphasize the fact that every branch of the advertising business has a bearing on the whole business. Those of us who think our particular branch is the only branch put ourselves in a position of not knowing anything about the other branches of the business. It is important to know them all and to appreciate their value.

Advertising writing is a branch of the business that requires the greatest skill of all. I do not mean by this mere ability to put a lot of words together in well-rounded sentences, but the ability to tell a story to the public in such a plain, straightforward way that it will carry conviction with it.

There are many men of good literary ability who can string out words enough, but mere words do not sell merchandise.

There is a great opportunity for good advertising writers—men who have original ideas—men who do not copy the ideas of other men—who have the ability also to hold the interest of the reader day in and day out, even though telling over and over again the same old story.

GET THE WRONG ANGLE.

This cannot be done, in my judgment, unless the writer has it in him to appreciate the needs of all kinds of people. The chief difficulty in the way of most advertisement writers is that they see things as the people in their own class see them. They do not get out and mingle with all classes of people. They do not try to get information that will have a bearing on their business.

In talking to a well-known advertising man the other day he told me that it was very difficult for him to get a frank opinion of his work because he did not know anybody outside of the profession, and usually they tell him that his work is well done. They tell him so because they think he likes to hear it.

A man usually learns what people

really think of him when he gets outside of his immediate circle.

Advertisement writers are paid higher salaries to-day than ever. The salaries will keep on going up, too, because human interest writers—men and women both—who know how to reach the people and to hold their attention are very few. So if any of you have a natural aptitude for writing plain, straightforward talk I would advise you to take up this branch of the business and practise until you are proficient enough to undertake the work of some store.

SIMPLICITY A KEYNOTE.

I am fairly intelligent, I think, but I cannot understand all of the advertisements I read. How, then, can one expect the man who hasn't time to read very much, whose work is that of a day laborer—to understand the highfaluting advertisements that one very frequently reads in the advertising columns of the different publications? Simplicity is the keynote of good advertising.

Now, in regard to soliciting. The real men in the advertising business—the successful men—never call on either a regular advertiser or a prospective advertiser without having something important to say to him in the way of offering some suggestion that will be of help to him.

Another thing—he should know all about all of the other media that are being employed by advertisers. When I say know all about them I mean just exactly what I say, and this information can be obtained by asking questions and storing up knowledge and constantly studying the business.

GETTING STARTED.

I said some time ago that if the beginner at advertising reads the advertisements in newspapers and magazines, in the street cars and on signs, and feels down deep that the advertising germ has got hold of him completely—that it permeates his whole system—if he is willing to start at the foot of the ladder and he doesn't care whether he receives any money or not until he has demonstrated what he can do, nine times out of ten that youngster will succeed.

Don't imagine that getting into the advertising business is going to be easy work, for it is not. I do not know of any business that requires harder, more persistent, more intelligent work, and unless a man is willing to make the most of twenty-four hours a day he had better not undertake it. In this respect I would suggest that every one of you buy a copy of Arnold Bennet's little book entitled "How to Live on Twenty-four Hours a Day."

While the business is hard, remember that it is fascinating—that it absorbs you when you once get the spirit of it.

AS TO COMPENSATION.

The compensation is usually satisfactory if a man has ability to make good. That is true, of course, of every other business, except that a man in the advertising business, it seems to me, has got to have more good qualities than in any other business.

In closing let me say to you: Be careful where you start your advertising work. If you are writing circulars or booklets for an advertiser, be sure that that advertiser will permit you to tell the truth about his business. Don't associate yourself with a man who is tricky in business.

If you are working for a street car company work for a company that won't print cards for advertisers who are not reputable.

If you are working for a sign man find out first whether he will put on boards anywhere any kind of advertising that is indecent or unreliable.

In other words, select the man you are going to work for; don't let him do all of the selecting. Find out about him to your satisfaction before you undertake to work for him. He will respect you a good deal more than if you just merely go and ask for a job and get it.

There is great work ahead of the advertising men, and I am glad to say that more of them are working on right lines.

The Elgin (Ill.) Press Club will take a prominent part in the Memorial Day exercises to be held in Elgin.

NEW SATURDAY NIGHT PAPER.

Minneapolis News Experiment Meets the Approval of Many Readers.

Sunday newspapers in Minnesota have a new competitor for circulation and advertising in the Saturday Evening News of Minneapolis. The Daily News some time ago started to build up what its publishers call "a Sunday newspaper on Saturday night."

The Daily News now publishes on Saturday a comic section, a double page of sports, and dramatic and society sections, besides all the other usual departments of a Sunday newspaper. The paper consists of from twenty to forty pages weekly, and the innovation is meeting with unexpected success; both from an advertising and circulation standpoint.

Apparently there is a strong element in Minneapolis which would prefer to get their Sunday paper Saturday afternoon, especially during the lake and summer resort seasons.

The circulation of the Saturday Evening News, according to the publishers, is more than 10,000 greater than the circulation of the paper on other days of the week, and from an advertising earnings standpoint Saturday is now the largest day in the week in the Minneapolis Daily News office.

The Woman's Home Weekly, a progressive woman's newspaper, which was launched in Minneapolis by the Clover Leaf publishers last November, is gaining circulation at the rate of more than 4,000 a month. A new company, to publish the paper, has been incorporated, with L. V. Ashbaugh as president, John Burgess vice-president and secretary and N. W. Reay treasurer.

The Woman's Home Weekly has announced that it will accept advertising for its first issue in May.

NEW INCORPORATIONS.

NEW YORK, N. Y.—The Engineering Magazine Co., Manhattan. Capital \$200,000. The incorporators are N. F. Griffin, J. S. Bize and L. A. Meyer, all of this city.

DAYTON, O.—The Sudrow System Co. Capitalized at \$50,000. Incorporators: I. C. P. Sudrow, L. M. Berry, B. B. Geyer, F. G. W. Sudrow and D. Sudrow. This concern will conduct a general printing, publishing and advertising business.

SPRINGFIELD, O.—The consolidation of the Faulkner Advertising Agency and the Faulkner Program Co. under one head and the incorporation of the Faulkner Advertising Co., with a capital stock of \$5,000. The incorporators are Wilbur M. Faulkner, Walter C. Pierce, George S. Thurtle, W. V. Relma and J. M. Light. The corporation is to carry on a general advertising, publishing, printing, engraving and illustrating business.

INDIANAPOLIS, Ind.—International Information Co., Indianapolis; to manufacture advertising devices; capital stock, \$10,000; directors, Philip Marcen, Lewis Linder, H. C. Jay and M. R. Borders.

CHAMPAIGN, Ill.—A. E. Price Co. Capital \$10,000; advertising; incorporated by A. E. Price and J. W. Price.

NEW YORK, N. Y.—Record Exchange and Advertising Co. General advertising business. Capital \$100,000. By A. J. Gold and A. S. Fell.

CHICAGO, Ill.—Salos Service Co. Capital \$2,500. General advertising. Incorporated by W. M. Plant and H. E. Reisman.

NEW YORK, N. Y.—World Leader's Exposition Co. General advertising. Capital \$50,000. Incorporated by G. Fromberg and A. Goldgraber.

DES MOINES, Ia.—Daily Record Co. Authorized capital stock \$10,000. The incorporators are F. D. Bunnell, E. G. McIntire and W. H. McIntire.

CUMBERLAND, Wis.—Cumberland Advocate Co., Cumberland. Capital \$5,000. Incorporators: H. S. Comstock, Julia Y. Comstock, Ida Y. Harding, G. Gunderson and Frances Gunderson.

Do Not Fail to See the

NEW MODEL FOUNDRY

at work, and learn of the revolution in
Stereotyping which the

SEMI-AUTOPLATE MACHINE

and the

DRY MATRIX

have brought about. In operation every day
within three blocks of the Waldorf-Astoria, at

143 Madison Avenue

Between 31st and 32d Streets

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD,
President.

BENJAMIN WOOD,
Treas. and Gen. Mgr.

ONE MADISON AVENUE, NEW YORK

Newspaper to Build.

The Times-Democrat Co., Lima, O., has announced that it will build on the Thrift corner, Market and Elizabeth streets.

Over 400
Ships

1,210,000
Tons



To
Editors,
Business
and
Circulation
Managers

We desire to offer a limited number of staterooms on the following cruises at minimum rates to be used as prizes in circulation contests.

Around the
World,
Orient,
South America

For particulars address,
Advertising Department

**HAMBURG-
AMERICAN
LINE**

45 BROADWAY
NEW YORK

Copyright

1912

Detroit Saturday Night

Does not accept Whiskey, Beer or Cigarette advertising.

Neither does it accept Patent Medicine advertising.

The publishers reserve the right to reject any advertising which, in their opinion, is undesirable or does not conform to the General Policy of the Paper.

Foreign Advertising Representatives:
GEO. H. ALCORN H. L. SELDEN & CO.
Tribune Bldg., New York Peoples Gas Bldg., Chicago

DAILY NEWSPAPER CLUB**WHAT IT IS DOING TO POPULARIZE NEWSPAPER ADVERTISING IN THE UNITED STATES.**

BY LOUIS WILEY, PRESIDENT.

The Daily Newspaper Club was organized for the purpose of promoting the increased use of daily newspapers by advertisers generally. Its fifty members have co-operated in a generous way.

The work done has already proved to a number of general advertisers the importance of reaching the consumer in a much more effective way than can possibly be done through general mediums. The use of general mediums is likened to the scattering of seed haphazard, whereas cultivating different States and sections by the use of daily newspapers resembles the systematic tilling of the soil.

The newspaper is essentially a part of the daily life of the American people, and it offers the best means for the promotion of any manufactured article of general use. It is an important part of our civilization. The knowledge of what is going on in this workaday world is a portion of every human being's equipment. Men, women and children must have this knowledge, and it is provided by the daily newspaper. Herein lies the potent influence of the daily newspaper, and the Daily Newspaper Club has systematically taught this fact and endeavored to emphasize its importance in the minds of manufacturers.

The Daily Newspaper Club has been careful to point out that not only is the daily newspaper the most prompt, economical and most efficient method of reaching purchasers, but that in consequence of its good repute and the familiarity of readers with its policy and general character the print acts as a salesman, and as a salesman that is everywhere welcome and always welcomed, while trade representatives in person frequently stand the risk of a cold reception. The newspaper is the only means by which rapid-fire work in publicity can be accomplished, and the great volume of advertising secured by the members of the Daily Newspaper Club is strong testimony of this fact.

This is the teaching of the Daily Newspaper Club, and the seed that it has sown is destined to bear good fruit. It is wonderful that even nowadays it should be necessary to provide education for advertisers, but the fact remains that education is necessary. The waste of money on ill-directed advertising is enormous, and it is this waste that the Daily Newspaper Club seeks to stop and to direct appropriations into the proper channel and render them profitable to the advertiser. The advice the club gives it perfectly free and involves no obligation whatever.

While the work of the organization thus far has proved very satisfactory, we realize the immensity of the field and the importance of continued and undiminished effort.

NEWSPAPER BEST MEDIUM.

At the last luncheon and business meeting of the Ad Club of Buffalo, N. Y., it was decided that the best advertising medium is the local newspaper for those who have goods to sell in a given locality. Several new features in the advertising business were taken up. John P. Fallon, of the Adam, Meldrum & Anderson Co., said that the advertising in the local papers was a prime factor in moving goods from the dealers' shelves. C. E. Brett, of the William Hengerer Co., was of the opinion that national advertising does not get close enough to the actual consumer, whereas the local newspaper advertising really guides the prospective purchaser to the goods. Buffalo advertising men will be well represented at the coming meeting of publicity men in Detroit.

The McVeytown Journal has entered upon its fortieth year.

CIRCULATION NOTES.

The Niagara Falls (N. Y.) Journal has just inaugurated a big voting contest, and will give two automobiles, pianos, diamond rings, gold watches, etc., to the highest vote getters in six districts.

The Coshocton (O.) Times changed on April 15 from an evening to a morning paper, and to cover its field thoroughly it announced a contest among

young women and will award trips to Bermuda and diamond rings to the six who secure the most new subscriptions by June 8.

Paul J. Thomson, assistant business manager of the New Orleans Item, informs us that W. G. Brooks, who was recently mentioned in these columns as the new circulation manager of that paper, is not connected with the Item in any way. Mr. Brooks was recently with the Mobile Item.

In Purchasing Your Feature Matter, Isn't There a Certain Satisfaction and Feeling of Assurance in the Fact

That you are dealing with a house established way back in 1899—

That its matter is issued *solely for general newspaper use*, originated by a Company which has absolutely no connection with any publication under the sun—

That its features are of the very best—evidenced by the fact that many of the leading publications of the country are numbered among its customers, and have been for years?

After All, However,
"The Proof of the Pudding—"

Let us send current mats for gratis trial, along such lines as may be desired—also proofs and prices.

Our Complete Line Embraces

WEEKLY Comic, Fashion, Children's, Feature, Home Circle pages; Embroidery Patterns.

DAILY "Scoop" and single Comics, line and half-tone Fashions, 1 and 2 col. Puzzles, Heart and Home Talks, Whimlets, Portraits, Embroidery Patterns, Weather Reports, Baseball.

The International Syndicate

Features For Newspapers

Established 1899

BALTIMORE, MD.

THE WARD SYSTEMS CO.

Operator of

The Ward Paid-in-advance Contest System

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

THE EDITOR AND PUBLISHER
AND JOURNALIST

PUBLISHED WEEKLY \$100 A YEAR
BY THE EDITOR & PUBLISHER CO., INC.
J. B. SHALE, PRES.

FOR NEWSPAPER MAKERS, ADVERTISERS & ADVERTISING AGENTS
13 TO 21 PARK ROW NEW YORK

TELEPHONE
7449 CORTLANDT

April 19th 1912.

Messrs. Harwell, Cannon & McCarthy,
200 Fifth Avenue,
New York City.

Dear Sirs: -

It is only fair to say to you, gentlemen, now that the "chill has worn off and my feet are warm", to paraphrase my friend Orr, that I am entirely satisfied with the result of the trade consummated through your organization for the purchase of THE EDITOR AND PUBLISHER. From the beginning to the close of the negotiations you were careful, painstaking, obliging and thorough and you did not make a single representation that was not found, after a careful scrutiny of the property, to be true. I appreciate very much the assistance you gave me.

THE EDITOR AND PUBLISHER looks better to me every minute. I can see no reason why it should not be made to occupy a very large place in the trade paper field and return a handsome profit on the investment.

Let me know when I can serve "yo' all".

Yours very truly,

James W. Brown
President.

N. B. The above letter refers to the sale of a controlling interest in EDITOR and PUBLISHER by Mr. J. B. Shale, its founder and owner, to JAMES W. BROWN, former General Manager of FOURTH ESTATE.

These negotiations were conducted through
HARWELL, CANNON & MCARTHY

The fact that the principals in this transaction, men who have long been engaged in making the leading trade publications for the newspaper proprietors of the country, realized the advantage of the services of Newspaper Brokers in the transaction, is significant.

The further fact that these principals, whose names are familiar to nearly every editor and publisher in the United States, negotiated through our organization, proves conclusively their estimate of the value of the services of this particular firm of Brokers.

HARWELL, CANNON & MCARTHY,
Brokers in Newspaper and Magazine properties that are not "hawked." Suite 1168, 200 Fifth Ave., N. Y.

DAILY CLUB DINNER

(Continued from page 8.)

ment stores—they're deeply engrossed in the columns that tell what's on sale tomorrow, what's new and what's going on about town.

What more striking example of the efficiency of newspaper advertising than the success attained by the department store?

The department store knows that the advertising that reaches the greatest number of people in their community, most effectively and most economically, is the advertising that goes in the daily newspapers—it's "advertising that delivers the goods."

As the greatest exponent of this kind of advertising the department store has come to be the most prodigiously successful institution the business world has ever known.

If the department store has the facilities at its command for reaching the greatest number of people in any one locality at the smallest cost, is it not the greatest, the most productive and the most economical distributing factor in any campaign of merchandise designed for general consumption?

If the department store has the confidence of the community behind its store, its goods and its methods, it has the most valuable asset that any manufacturer could ever hope to obtain.

I believe, gentlemen, that the newspapers of America have overlooked a bet. I believe that while you have perfected a powerful organization for the purpose of promoting newspaper advertising, you have overlooked a mighty big factor that could be utilized to wield tremendous influence in attaining what you have set out to accomplish.

Your purpose is to get more advertising.

The purpose of the advertising you propose to get is to sell goods.

Your greatest efforts, as an organization, have been directed toward interesting manufacturers to localize their campaigns by advertising in daily newspapers. No doubt you have been successful. But you would be a hundred times, I repeat it, a hundred times more successful if your proposition was backed up by the greatest factor in the distribution and selling of merchandise the world has ever known—that's the department store.

HOUSTON URGES UNITY.

Suggests the Newspapers and Magazines Combine for Honest Advertising.

Newspaper men, whether "upstairs or downstairs," want news, so let my first word to-night be about a new organization which I believe the newspaper and the magazine should have a common interest in supporting. The past two days I have been in Washington at the great convention of business men called by the President to form a National Association of Business Men. In that convention of nearly 800 men from every part of the country, one of the really essential men was a newspaper man, John H. Fahey, of Boston. By his tact, by his zeal, by his effectiveness, he did much to get united action in forming the Chamber of Commerce of the United States. Now that's a big title, but it has to be in order to adequately indicate the potential value of the organization in the commercial life of the country. And I believe that both the newspaper and the magazine have a common interest in supporting this new organization.

BOTH WANT THE ADVERTISING.

Coming from more general to more special interests, we will agree at once that general advertising is a common interest. Both the newspaper and the magazine seek it with uncommon zest. Of course, each is an Oliver Twist with an insatiable hunger and even wants more. Now, how can each get more of the general advertising of the country without becoming the upper and the nether millstones between which the general advertiser is ground. Well, there is a way, in my judgment, by which that can be done. Indeed there is a way by which we can all have more general advertising without adding very much more cost to the general advertiser than he is now paying. I'll admit that sounds like an Irish hull—but it isn't. Let us make a brief analysis:

To begin with, you'll agree that advertising rests on an economic basis. It must rest there for advertising is part of selling cost and if the selling cost is

The Evening Star

APRIL 12, 1912, WASHINGTON, D. C.

Record 1st Quarter 1912.

SWORN AVERAGE CIRCULATION.

Daily.

Jan., Feb., March, 1912, 63,392
Jan., Feb., March, 1911, 59,146

Sunday.

Jan., Feb., March, 1912, 51,691
Jan., Feb., March, 1911, 48,521

ADVERTISING

IN WASHINGTON NEWSPAPERS.

The Star, 2,594,775 lines
2d paper, 1,443,531 lines
3d paper, 1,427,182 lines
4th paper, 902,979 lines

The competition in Washington is for second place only.

The Star's paid carrier delivery circulation exceeds that of all its competitors combined.

The volume of advertising in The Star is exceeded by only a few papers in the United States.

Results, Not Talk, Count

PLAINFIELD DAILY PRESS

Plainfield, New Jersey

Published by PLAINFIELD PRESS COMPANY

John Franklin Fort
President

Leslie R. Fort and Ralph L. Morrow
Editors and Managers

Under New Management Since January 1, 1912

GAIN CIRCULATION THREE MONTHS OVER 50%

The Paper with the Public Confidence

This is not our advertisement: OUR PAPER IS. Write for a copy

New York Representative, JAS. O'FLAHERTY, 150 Nassau St.

Foreign Representative, RALPH R. MULLIGAN, 38 Park Row, New York.

this very day and discover that over nine-tenths of their advertising is retail and less than one-tenth of it is general; and when I go down to the newstand in the lobby and get the ten leading magazines of this month and discover that over nine-tenths of their advertising is general and much less than one-tenth of it is retail, I don't have to live in Battle Creek to know that there's a reason.

THE REASON FOR USE OF BOTH MEDIUMS.

Well, what is it? Just this sound economic reason that each class of advertising is placed where it is getting the most effective distribution possible within the limits of selling cost that the advertiser can stand. Now there is no mystery about that. It is just plain, sound business sense. The manufacturer makes his product. He knows its manufacturing cost; he knows what he needs, in the safe conduct of his business, for depreciation, for reserves, for overhead; and then he figures what he can spend for selling. It is with this figure before him that the manufacturer approaches his advertising. He wants to so place that advertising that it will help all the retailers who handle his goods. He finds that the magazines are distributed in all parts of the country so that they will support the trade that is handling his product in all parts of the country. Beyond doubt that is the economic reason which explains the fact that is behind the distribution of general advertising between the newspaper and the magazine.

BOTH ESSENTIAL TO TRADE.

The magazine must continue to follow its present line of development. It must continue to justify the manufacturer's belief that it offers him the means of doing what he can afford to do toward supporting all retailers in all parts of the country in making a market for his goods. And the newspaper must continue to get the great general advertisers that it now gets, such as the National Biscuit Co., which our friend, Mr. McKinney, has made one of the greatest advertising successes in this greatest of advertising eras, such as the tobacco companies and similar companies that can afford to bear all the expense of making a market for their products.

DAILIES ARE FOR RETAILERS.

The average general advertiser, of whom I have been talking, you will get along retail lines. You will get him in relation to the distribution of his product in the community that you intensively cover. Now the general advertiser may pay all or a part or none of that advertising, but I'm sure you'll not worry about that so long as you get the business. And you'll get it if you will go after it along retail lines. But if you go after it in the way I suggest, what becomes of John Woodward and Dan Carroll and O'Meara and all the other able and effective newspaper specials. They adjust themselves to the new conditions and thrive all the more, just as their papers will thrive all the more. Of course, they will continue to get the big general advertising.

HOW THE SELLER GETS RESULTS.

Take this new product "Cresco" that the Proctor & Gamble Co. is making a general demand for through the general magazines and the women's papers. Now I dare say that in Chicago there are at least 200,000 weekly and monthly periodicals circulated containing the "Cresco" advertising with its strong consumer appeal aimed definitely at a consumer market. Still if the Cresco advertising is not in the Chicago papers, they are not rendering an advertising which they ought to render and they are not getting an advertising income they ought to have. Well, how can they get it? By going to the best retail grocers in Chicago and making the sound point that by jointly running an advertisement of Cresco, to be followed by the names of their stores as places where Cresco could be bought, they would be able to gain a profit by supplying a market which Proctor & Gamble, through their advertising, has created.

COMMON HONESTY ESSENTIAL FOR BOTH.

Another common interest between the magazine and the newspaper is common honesty. On honesty all advertising must rest. It is a matter of prime concern, both to the newspaper and to the magazine and to the advertiser. On this great question, the newspaper and the magazine can strike hands in the interest of all advertising. I wonder if you have ever stopped to think how closely related the interests are?

(Continued on page 56.)

too great, it is better not to make the sale. Now right there is the economic factor that determines the distribution of general advertising between the newspaper and the magazine. When I pick up the ten leading newspapers of New York

NEWS FROM CHICAGO.

Newspaper Men Guests of Florida's Governor—Agate Club Supports Campbell Bill — Governor Harmon Guest of Press Club—Reception to Miss Conway—Alleged Fraudulent Advertiser Arrested.

(Special Correspondence.)

Chicago, Ill., April 24.—Fifty newspaper men representing leading papers in the Central West, departed from Chicago Saturday evening over the Illinois Central Road to attend the official opening of the newly completed gulf to Atlantic drainage canal, which extends across the State of Florida, through the Everglades, from Fort Myers on the gulf, to Fort Lauderdale on the Atlantic Coast. The newspaper men are guests of Governor Allen W. Gilchrist and the board of trustees of the Internal Improvement Fund of Florida.

At the semi-monthly luncheon of the Agate Club recently, a discussion of the Campbell Bill, now before Congress, was led by John C. Eastman. Mr. Eastman, an enthusiastic supporter of the bill, outlined the measure. Following his talk, the members of the club discussed the proposed bill, its effect on advertisers, publishers and advertising in general. After the discussions the club voted unanimously to lend its support to the measure. President Hammescher was appointed delegate-at-large to the convention of the Associated Advertising Clubs of America, to be held at Dallas, Tex., in May.

Gov. Judson Harmon, of Ohio, has accepted an invitation from the Chicago Press Club to be its guest at a luncheon or dinner within the next two weeks. The Governor has asked the Club to fix the date on which he is expected to come.

A reception in honor of Miss Katherine E. Conway, journalist and authoress, was given at the Hotel La Salle, Wednesday evening, under the auspices of La Salle Assembly, Fourth Degree, Knights of Columbus. Miss Conway has won a wide reputation as an editor of Catholic journals, and is also known as a novelist, poet and lecturer.

Mr. and Mrs. Henry S. Bunting have left for a trip abroad.

John T. McCutcheon, cartoonist of the Chicago Tribune, gave his illustrated talk on "Africa" at St. Luke's Men's Club in Evanston, the other evening. Mr. McCutcheon took his audience through all the thrills of lion and rhino shooting at close quarters, with both gun and camera, from the time his party valiantly set out with enough ammunition to kill everything in Africa.

George W. Wooley, who for several years has been advertising manager of the Evanston, Ill., Index, has moved to San Diego, Cal.

The Artists' Guild will hold a sale in its rooms in the Fine Arts building, April 30. It will be in the nature of an auction, and is to be conducted by such well-known newspaper writers as George Ade, Roswell Field, S. E. Kiser, John T. McCutcheon, Wilbur D. Nesbit and Bert Leston Taylor.

The Chicago Advertising Association held a week of festivities beginning Monday, at its rooms. Various members were in charge for each day, and arranged varied programs.

G. N. Heinemann, vice-president of the Will H. Dilg Advertising Co., was married to Miss Stella Moss at St. Louis, on April 18.

Barratt O'Hara, a well known Chicago writer, was nominated as Democratic candidate for Lieutenant Governor of Illinois at the recent primaries. The vote was close and it was several days before the result was known.

C. W. Boggs, the new business manager of the Davenport (Ia.) Democrat and Leader, is putting new life into that publication. New equipment is being installed in the composing and press rooms and the circulation of the paper is going up in great shape.

Circulation Is What Advertisers Buy

BE SURE AND BUY THE RIGHT KIND

THE NEWS SCIMITAR of MEMPHIS, TENNESSEE, is the leading and largest afternoon newspaper in the Mississippi Valley south of St. Louis, for over 700 miles. It has the largest circulation and is the oldest and best read.

It also has the largest circulation of any evening newspaper in the Mississippi Valley south of St. Louis, in a district nearly 800 miles wide.

It has a larger circulation than any newspaper, morning or afternoon, in New Orleans.

It is making greater progress than any newspaper, morning or afternoon, in the Mississippi Valley south of St. Louis, in point of adding PAID circulation, and is spending more money to give its advertisers more circulation than any newspaper in the South. This is said advisedly.

It is making a greater GAIN in the city of Memphis and County of Shelby than ever before in its history. On the last day of March, 1912, the NET PAID CIRCULATION of THE NEWS SCIMITAR, in Memphis and Shelby County, was a little over 20,000. The NET PAID CIRCULATION for the first fifteen days of April, in Memphis and Shelby County, was 21,677.

THE TOTAL NET PAID CIRCULATION of THE MEMPHIS NEWS SCIMITAR, city and country, for the first fifteen days of April, 1912, was 41,642, and growing daily.

THE NEWS SCIMITAR carries more LOCAL advertising, WEEK DAYS, month in and month out, than any newspaper, morning or afternoon, in Memphis.

THE NEWS SCIMITAR stands for everything that is best and cleanest, is for Memphis and its territory, and its upbuilding.

MR. ADVERTISER, if you want what you want when you want it, and a heaping measure full, you will use THE NEWS SCIMITAR.

PAUL BLOCK, Representative

CHICAGO

NEW YORK

BOSTON

PASTOR LAUDS NEWSPAPERS.

Spokane Divine Says They Are Potent Educational Factors.

Declaring that the newspaper is as great a factor as nature and the Bible in the distribution of intelligence, the Rev. Earle Naftzger, pastor of the Vincent Methodist Church, of Spokane, Wash., in a recent sermon classed the newspaper as "overshadowing every other educational agency."

"There are about 25,000 newspapers of all kinds in the United States," continued Mr. Naftzger, "of which about 2,500 are issued daily. The number of employes directly concerned is placed at 107,000, while more than 1,000,000 persons are supported directly or indirectly by the newspaper industry."

"The aggregate circulation reaches the enormous figure of 8,000,000,000, or about 100 copies for every man, woman and child in the country; and the number of papers in proportion to the population, which in 1800 was one to every 28,450, is now one to every 3,500."

"The newspaper is a powerful agency in molding the public conscience, creating moral sentiment and waging political campaigns. The lack of accuracy is one of the most deplorable shortcomings of the modern newspaper. This varies all the way from innocent blunders to deliberate falsifications in some publications."

"The demand of the public for sensationalism explains in part why the majority of newspapers are furnishing this kind of news."

"The man seeking the honor as the Chief Executive of this nation who succeeds in getting the greater support from the newspapers of this land is absolutely sure of election. They can make or ruin any political aspirant in this country in a brief space of time."

"God help us to capture and direct this tremendous power for the advancement of His earthly kingdom. When this is done the problem of human redemption is solved."

J. P. O'Furey Changes Position.

J. P. O'Furey, who has been connected with the Daily News of Sioux City, Ia., has retired from that paper to take charge of the mail-order department of the Davidson Bros. Co. in that city. Mr. O'Furey was in charge of the circulation department on the News for many years.

Meyer Goes to Cheyenne.

Louis Meyer, of Burlington, Ia., has accepted the position of business manager of the Cheyenne Leader.

The Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population of Elizabeth, 1910, 73,409; of Union County, 140,197.

The Paid Circulation is Three Times as large as that of any other Elizabeth or Union County Paper

Growth of Circulation

1903.....	4,707
1904.....	5,522
1905.....	6,518
1906.....	7,347
1907.....	8,313
1908.....	9,090
1909.....	9,882
1910.....	10,881
1911.....	11,577
1912 (March).....	12,063

Amount of Advertising Carried in 1911

5,522,927 Agate Lines

City and Suburban Towns Covered

The Journal is delivered daily by carriers in Elizabeth, Rahway, Westfield, Cranford, Linden, Roselle, Roselle Park, Springfield, Lyons Farms, Kenilworth, Union, Roosevelt, Lorraine, Aldene, El Mora, and other nearby towns in the county.

The Journal is a member of the American Newspaper Publishers' Association and of the United Press Association.

FRANK R. NORTHRUP,

Special Representative

225 Fifth Avenue New York Tribune Building Chicago

OBITUARY NOTES.

Stilson Hutchins, retired newspaper proprietor, died at Washington, D. C., on April 22, from paralysis. Mr. Hutchins, who was born in Whitefield, N. H., in 1838, was forced by ill health to give up the active control of his business several months ago. Mr. Hutchins began life as a reporter in Boston and later in Iowa. He had charge of papers in Des Moines and Dubuque. After the civil war he established the St. Louis Times, which he sold for what was then regarded as a record price. He came to Washington in 1877 and established the Washington Post. He obtained control by purchase of the Washington Times in 1896. He also published a paper in New Hampshire, where he had a country estate. Mr. Hutchins was interested in the promotion of linotype printing machines, out of which he made a great part of his large fortune.

LOUIS C. BRADFORD, for more than twenty-five years a member of the staff of the New York Tribune, died in Baltimore on April 20, from an affliction of the throat. Mr. Bradford's career on the Tribune was varied. He began work there as a reporter, and before he closed his connections with the paper held the position of managing editor. He was fortunate in speculation in Wall Street, and after acquiring a small fortune, he purchased an estate in Virginia, where he retired after active newspaper work.

B. F. BOWER, former editor of the Cleveland (O.) News, died in that city on Wednesday. He had been connected with the Detroit Journal, the Detroit Post and Tribune and the Cincinnati Commercial Tribune. Mr. Bower's first active work in the newspaper business was the founding of the Democrat, a weekly paper at Ann Arbor, Mich., in conjunction with Col. John L. Burleigh. He retained a proprietary interest in this paper for ten years, and meanwhile was connected with the Detroit Evening News. Later he became city editor of the Detroit Post and Tribune. In 1890 he assisted in founding the Cleveland Daily World. In 1904 Mr. Bower became editor-manager of the Cleveland News.

JOHN N. EDWARDS, a former St. Louis newspaper man, died in the American Hotel, City of Mexico. Mr. Edwards was representing the New York Herald at the time of his death. He was born in Kansas City, Mo., and came to St. Louis about fifteen years ago. He was a reporter on the Globe-Democrat and St. Louis Republic. He became night editor of the latter and then became night editor of the Dallas (Tex.) News.

About a month ago, while in New York, looking after the proposition of one of his plays, Lasso Land, he accepted the position of special correspondent for the New York Herald, and passed through St. Louis en route to Mexico.

JOSEPH LOCKHART BOARDMAN died at Columbus (O.) at the age of 86 years. For more than sixty years Mr. Boardman was known in the newspaper business in the Middle West, and few were more active than he until he retired. Although blind for thirty years and deaf for fourteen years, his interest in world events and politics was almost as keen as it was in the days when he was a factor in placing those events before the public. After receiving his education at the old Woodward College, Cincinnati, and the newspaper business with the Howells at Hamilton, he went to Hillsboro, where for 35 years he was editor and publisher of the Highland News, now the News-Herald. The paper under his management rose to popularity almost unprecedented for a country journal.

PUBLIC OPINION AND THE PRESS.

Lieut.-Gov. Edward J. McDermott, in an address before the Kentucky Press Association, gave expression to some sound ideas in regard to the influences of newspapers on public opinion that are worth reading by every journalist. He said:

"Though you do not control public opinion, you are one of the strongest factors in forming public opinion. It is a big power and a great responsibility. Whenever you step aside to advance your personal or professional interests you are in danger of diminishing, whether you realize it or not, your own prestige and influence.

"Like a public man, you grow in strength and honor in proportion as you serve the true interests of the people. If you only try to read or to anticipate and follow public sentiment, without trying to maintain your own conscientious, carefully considered opinion, you may err and lose the respect of the community's best men, who, in the long run, finally shape the opinion and the action of any community."

China Editor Buys Press.

Tom Millard, proprietor and publisher of the China Press, in Shanghai, is in New York buying new machinery for his plant.

WHEN you wish information in regard to trade conditions in any of the cities named below, upon your request I will send a representative to you who has spent much time in the particular city and can supply every date you require. If you plan to advertise, the newspapers I represent will afford you co-operation of the most progressive character, if their columns are used. Let me call upon you when you are ready.

Columbus, Ohio, State Journal
Columbus, Ohio, Dispatch
Rochester, N. Y., Union and Advertiser
Springfield, Mass., Union
Duluth, Minn., News-Tribune
St. Joseph, Mo., Gazette
Toronto, Ontario, Mail and Empire
Buffalo, N. Y., Commercial
Wilmington, Del., Journal
Pueblo, Col., Star-Journal
Elmira, N. Y., Star-Gazette
Ithaca, N. Y., Journal

Gloversville, N. Y., Herald
Youngstown, Ohio, Telegram
Williamsport, Pa., Sun
Salt Lake City, Utah, Deseret News
The Scranton, Pa., Truth
Springfield, Mo., Republican
Colorado Springs Herald-Telegraph
Phoenix, Ariz., Gazette
Eureka, Cal., Times
Helena, Mont., Record
Butte, Mont., Inter Mountain

J. P. McKinney, — Foreign Advertising Rep.
334 Fifth Av., New York 122 S. Michigan Av., Chicago
J. E. Middleton, — Manager Chicago Office

Read this letter if you want more Foreign Advertising

New York City, April 17, 1912.

MR. PUBLISHER:

Just at the present time, undoubtedly, you are particularly interested in your Special Representation, and the amount of business you are getting from the foreign field. Surely you want all the business your paper deserves, and a little bit more. We claim to have the ability to get you that One Order More, that special Automobile Page and that Exclusive Business which every publisher is so anxious to have.

To prove our ability to do this, we submit you what we have accomplished for our papers.

For the BUFFALO, N. Y., COURIER AND INQUIRER the increase for the month of March, 1912, was the largest they have made in foreign business for a number of years.

For the CINCINNATI, O., COMMERCIAL TRIBUNE, in spite of the recent receivership, the month of March, 1912, shows an increase in foreign business beating all previous records.

In the DENVER, COLO., POST, the increase for January, February and March was 19 per cent.

In the KANSAS CITY, MO., POST, the increase for March, 1912, was 108 per cent.; and so it goes on down the line for every paper we represent.

We believe that we can prove to any publisher in the United States that we can do as good work for him as we are doing for our papers covered above, simply because we KNOW HOW and have the energy, ability and desire to secure all the advertising possible for our different papers in the foreign field.

Every member of our Company has had advertising agency experience, has been for years in the Special Agency business, has studied the advertising business, from every different angle and thoroughly and completely understands the advertising business, making it possible for him to fix in the minds of the space buyers the actual value of the advertising space he has for sale.

We still have room on our list for two more first class papers, and will be glad to talk over the matter with any publisher interested. We work only on commission, and do not bill and collect. A number of our old friends have asked us why we do not bill and collect. Our reason is that it increases the expense of representation twenty-five per cent., and does not in any way aid or help the newspaper to secure foreign advertising.

On the other hand, every large advertiser and agent prefers to pay the paper direct because by so doing they can be in touch with the man from whom they really buy the goods, and can be sure they are paying the owner of the space they buy the price he sells same for.

We are salesmen purely, not bookkeepers, checkers, billers and collectors. We find that we can spend all our time to the best advantage soliciting business.

Come in and let us talk it over.

CONE, LORENZEN & WOODMAN,
945 Brunswick Building,

Chicago Office:
910 Steger Building

IN NEW ORLEANS

The best paper is now and has been for years

THE TIMES-DEMOCRAT

First in quality of circulation.

First in quantity of circulation in the homes.

First in the hearts of the best citizens of Louisiana.

First in News, Editorial Power and Prestige. For many years recognized as the One Best Daily Newspaper of the great and fast growing city of New Orleans.

CIRCULATION:

Daily, 21,747 **Sunday, 34,447**

Foreign advertising increasing each month.

WHY?

CONE, LORENZEN & WOODMAN

Publishers' Representatives

NEW YORK
Brunswick Building

CHICAGO
Steger Building

Five Newspapers National Advertisers Cannot Successfully Ignore

The Chicago Evening Post
The Indianapolis Star, The Terre Haute Star, The Muncie Star
 (Known as the Star League)
and the Louisville Herald

These five papers under the direction of John C. Shaffer and distinctive in their field.

The Chicago *Evening Post* is indisputably the one class newspaper in its field—recognized by local advertisers as the embodiment of journalistic cleanliness and a producer of exceptional results. The Indianapolis *Star* is the only morning and leading Sunday paper in a city of 233,650 population. The Terre Haute *Star* has double the circulation of any of its competitors. The Muncie *Star* has double the circulation of its one rival. The Louisville *Herald* guarantees the largest morning circulation in Kentucky and advertising results equal to those of any newspaper in the State.

THE CHICAGO EVENING POST AT ONE CENT

Since the Chicago Evening Post reduced its price to one cent it has more than doubled its circulation without depreciating its quality. In the matter of class it stands alone and unapproached in a field where newspaper enterprise has reached its highest development. It is edited in a masterful manner and appeals to the better citizenship of a wonderful city. It is a home newspaper in the strictest sense of the word and gives its advertisers results out of all proportion to cost. The best evidence that the Chicago Evening Post is held in esteem is found in the generous patronage of local advertisers who have used it liberally for years. As a medium for the promotion of sales its value has never been doubted by advertisers who have used its columns. In book advertising, financial advertising and automobile advertising it leads the strongest newspaper in Chicago. It makes good for them. It can make good for you.

*Rates upon request.

EASTERN REPRESENTATIVE.
C. F. KELLY & CO.
 220 Fifth Avenue New York

WESTERN REPRESENTATIVE.
CONE, LORENZEN & WOODMAN
 Steger Building Chicago

THE STAR LEAGUE OF INDIANA NEWSPAPERS

INDIANAPOLIS STAR75,480
TERRE HAUTE STAR21,197
MUNCIE STAR21,765

TOTAL CIRCULATION118,442

The Indianapolis *Star* is the only morning and the leading Sunday newspaper in a city of 233,650 population. There are ninety-two counties in Indiana, and the Indianapolis *Star* alone enters every one of them. Approximately one-third of the Indianapolis *Star's* circulation is in Indianapolis and Marion County, in which Indianapolis is situated. Another one-third is in the cities and towns of the State, and the final third reaches the Indiana farmers by means of the rural route.

Terre Haute is the center of an oil, coal and gas region, and the Terre Haute *Star* has double the circulation of any other newspaper in that city.

The Muncie *Star* has double the circulation of the one other Muncie newspaper, and is the only morning and Sunday newspaper published in that city.

Indiana is the center of population in the United States. It has 2,700,876 people within its borders, and one-fourth of the Nation's population—23,000,000 people—is within a radius of 300 miles of Indianapolis.

This is the field of The Star League, and it's YOUR field whenever you "open the door."

EASTERN REPRESENTATIVE.
C. F. KELLY & CO.
 220 Fifth Avenue New York

WESTERN REPRESENTATIVE.
JOHN GLASS
 Peoples Gas Building Chicago

THE LOUISVILLE MORNING AND SUNDAY HERALD

February 12 of this year the Louisville Herald began printing on its own plant, the best equipped newspaper plant in the South, and it is acknowledged to be the best-printed newspaper in the country. Since the beginning of its career as the best-printed newspaper in America the growth of its circulation and advertising has been greater than that of any other newspaper in Louisville.

The Louisville Herald is being built upon service to the reader and the advertiser, and its March business was the greatest it has ever carried.

On April 6th the Herald began the publication of a Sunday street edition going on sale at 10 o'clock Saturday night, carrying all advertising scheduled for the Sunday paper. This edition is taking the place of St. Louis and Chicago Sunday papers formerly sold in Louisville.

Rates upon request.

EASTERN REPRESENTATIVE.
C. F. KELLY & CO.
 220 Fifth Avenue New York

WESTERN REPRESENTATIVE.
JOHN GLASS
 Peoples Gas Building Chicago

CLUBS AND ASSOCIATIONS.

The Socialist Press Club has been organized in this city with a membership of fifty members. The object of the organization is to promote the improvement of the Socialist press throughout the country. Charles Edward Russell was elected president; Dr. Robinson vice-president, and B. Russell Herts, editor the International, chairman of the executive committee.

The members of the Ozark Press Association will gather in Springfield, Mo., during the week of May 15-18, the date of the convention of the Elks of Missouri. There will be representatives of the press from fourteen counties in the State. The program of the meeting of the journalists is in charge of President Means Ray of Cassville, editor of the Cassville Democrat, and Secretary Aaroi D. States of Lamar, editor of the Lamar Republican-Sentinel.

The ninth annual roastfest of the Rochester (N. Y.) Newswriters' Club was held Saturday, and 350 members attended. The program was given up to the roastfests, in charge of Harry Dodgson, roastmaster. The president of the club, Curtis W. Barker, as toastmaster, introduced speakers. They were: John A. Bense, State engineer, of New York City; John A. Barhite, special county judge; Mayor Hiram H. Edgerton.

A number of questions and topics of interest to the people and press of the State will be presented and discussed at the thirty-second annual meeting of the Louisiana Press Association, to be held at Alexandria on Tuesday, Wednesday and Thursday, April 30, May 1 and 2 1912. A host of well known editors and newspaper men from all over the South have been invited to address the members.

Preparations are under way for the annual convention of the Texas Press Association, to be held at Temple, Tex. May 16, 17 and 18. Hon. Jake Wolters is attempting to arrange his itinerary so as to permit of his being present. The same is true of Governor Colquitt and Hon. W. F. Ramsey, the candidates to governor.

That newspapermen can take the role of thespians without encountering the terrible "hook" is indicated by the success of the play produced by members of the Dallas (Tex.) Club on April 9. The play was "Thirty," a newspaper play. It was followed by a vaudeville, in which both men and women newswriters took part. The Dallas Opera House was packed.

Interesting Things are Happening in Albany, N.Y.

—and one is the wonderful growth of

THE KNICKERBOCKER PRESS

Present Guaranteed Circulation

Daily 22,800

Sunday 23,000

This is Ten Times the circulation of any other Morning Paper in Albany and over 6,000 in excess of the Albany Evening Journal.

THE PRESS COMPANY, Publishers
George J. Auer, Business Manager

The John M. Branham Company, Representatives,
New York Chicago St. Louis

The Knickerbocker Press

The newly installed officers and directors of the Denver (Colo.) Press Club tendered the annual club breakfast at the Albany Hotel, on April 14. About 100 newspaper men were present. President J. Hooper Caffee presided. Following the breakfast there was a meeting and informal discussion of the or-

ganization's plans for the forthcoming year. James R. Noland, the retiring president, was presented with a handsome silver loving cup.

One of the most enjoyable Press Club affairs was given last Saturday night by the San Francisco organization, a

feature was the stereopticon exhibition of genuine natural color pictures by Stanley McGinnis of Denver. McGinnis gave an interesting talk on color photography and its development, illustrating his various points by slides.

In the selection of officers for the Kansas Editorial Association at Newton, for the ensuing year, Harvey county papers were given splendid recognition. The officers chosen are: Clyde Knox, of the Sedan Times-Star, president; Chas. S. Finch, Lawrence Gazette, vice-president; M. P. Cretcher, Sedgwick Pantagraph, corresponding secretary; W. E. Miller, St. Mary's Star, recording secretary; H. E. Bruce, Marquette Tribune, treasurer.

The annual meeting of the New Hampshire Press Club was held in Manchester, N. H. The election resulted as follows: President, Judge O. A. Towne, Franklin; vice-presidents, C. O. Barney, Canaan, E. J. Gallagher, Canaan; secretary-treasurer, Harry E. Doyen, Manchester; executive committee, O. A. Towne, Franklin, E. L. Welch, Franklin; Ernest Bournival, Manchester, John W. Condon, Manchester; auditor, Willis C. Patten. President John W. Condon presided.

NEWSPAPER WORK.

Now that Columbia University has installed a School of Journalism, the mind of the young man—and eke the young woman—who is not quite decided what occupation in life to choose will no doubt be led to seriously consider the charms of "writing a piece for the paper," says the New York Evening Telegram.

An idea of what newspaper work really embraces can be gleaned from dispatches from the Southern country where floods are now the rule. One young correspondent, we read, floated on a log on the crest of the tide when he levee broke at Hickman, made his way to Tiptonville, Tenn., and telephoned his report of the flight from the Reelfoot county to Memphis.

Another, a young woman of Hickman, Ky., half swam, half waded, in imminent peril, to get from her home to the long-distance telephone in order that the first definite news of the rescue of a thousand persons at Dorena, Mo., might reach the outside world.

Health, endurance, capacity and love of the work must not be overlooked a part of the equipment for the daily grind.

BOLLETTINO DELLA SERA ITALIAN EVENING BULLETIN

The only Italian daily whose circulation has been examined and is guaranteed by the American Advertisers' Association

BOOKS OPEN TO ALL
50,000 daily ✿ The Road to Italian Homes which all Advertisers should take

Frugone, Balletto & Pellegatti Printing and Publishing Co., Proprietors
FRANK L. FRUGONE, Treasurer and General Manager
178 PARK ROW, NEW YORK

The DAVENPORT, IOWA, DEMOCRAT and LEADER

Carries the LOCAL advertising.
Carries the FOREIGN advertising.
Carries the CLASSIFIED advertising.

Detailed statements of circulation and advertising gladly furnished.

FOREIGN REPRESENTATIVES:

C. I. PUTNAM
45 West 34th Street
NEW YORK

A. W. ALLEN
1502 Tribune Building
CHICAGO, ILL.

PUBLISHERS PRESS

Coast-to-Coast, Seven-Night, Feature News Service

By Overland Wireless and Leased Telegraph Wire

Four New Color Comic Pages In Four Colors

By America's leading comic artists—the
"Big Four"—Walt McDougall, Foxy
Grandpa, Harrison Cady, and Sheffield.
Wholesome, rollicking fun with **action,**
action, action.

Ten Other Daily and Sunday Circulation-Making Features

Publishers here during Con-
vention week invited to call.
Phone, 5636 Barclay

253 BROADWAY
C. J. MAR
General Manager

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, is placing orders with a few small towns in New York State for Harry Bowler, Amsterdam, N. Y.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out orders for fourteen lines, three t. a. w., for twenty-six times, to Middle West papers for the Christian College, Columbia, Mo.

Henry Decker, Ltd., Fuller building, New York City, is placing orders with a selected list of large papers in the East, West and Southwest for W. A. Heacock, 35 Charles street, Lockport, N. Y.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is making contracts for 1,400 lines with a list of papers scattered throughout the country for the Niagara Silk Mills, Niagara Maid Silk Gloves, North Tonawanda, N. Y.

The Freeman Advertising Agency, Richmond, Va., is sending out orders to selected sections of New England cities for J. G. Dill, Inc., Dill's Best Tobacco, Richmond, Va.

The Charles H. Fuller Agency, 623 South Wabash avenue, Chicago, is making 3,000-line contracts with selected list of papers for the Perspo Perspi-No, Chicago, Ill.

The Gndlach Advertising Company, People's Gas building, Chicago, is again making some contracts with Pacific Coast papers for Bondy & Lederer, cigar manufacturers, 1298 First avenue, New York.

W. F. Hamblin & Co., 200 Fifth avenue, New York, is placing orders with a selected list of papers for the Acme Dress-Froom Company, Brooklyn, N. Y.

Dr. Kilmer & Co., Swamp Root, Binghamton, N. Y., is placing copy on contracts.

The Lion Motor Sales Company, 1700 Broadway, New York City, is sending out orders direct to New York State papers.

H. K. McCann Company, 11 Broadway, New York, is placing orders with New Jersey papers in and around Elizabeth for the El Mora Land Company, 347 Fifth avenue, New York.

J. C. McMichael, 97½ Peachtree street, Atlanta, Ga., is sending out orders to some Southern papers for the F. W. Letter Medicine Company, Jacksonville, Fla.

The Robert M. McMullen Company, Cambridge building, New York, is placing orders with papers in selected sections of the country for the American Sugar Refining Company, 117 Wall street, New York.

The Mahin Advertising Company, 76 Monroe street, Chicago, is sending out some of the advertising of the Comptograph Company, 1714 North Mansfield avenue, Chicago, Ill.

The Matos-Menz Advertising Company, Bulletin building, Philadelphia, is making contracts with a selected list of Sunday papers for the Beaufont Company, Inc., Beaufont Fruit Flavored Ginger Ale, Richmond, Va.

George L. Mitchell & Staff, 421 Chestnut street, Philadelphia, are placing

orders with New York city papers for the present for the advertising of the India Umbrella.

John O. Powers, 119 West Twenty-fifth street, New York, is sending out orders to papers in a few large cities for the International Motor Company, Mack & Saner automobile, Cleveland, O.

The Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders for the General Baking Company, 62 Cedar street, New York, in cities where they have bakeries. This company is also placing orders for the Consumers Wall Paper Company, Park avenue and Fiftieth street, Hoboken, N. J., in cities where they have agents.

The Reardon Advertising Company, Quincy building, Denver, Colo., is sending out orders for ninety lines, two-time mail order copy, with a few selected papers for Haitie Biel, Denver, Colo.

A. D. Samuel, 118 East Twenty-eighth street, New York, is placing orders with a few papers in the West and Southwest for I. Lewis & Co., John Kuzkin Cigar, Newark, N. J.

Sherman & Bryau, Rapid McNally building, Chicago, Ill., are making contracts with some Western papers for Kuh, Nathan & Fischer, Sincerity Men's Clothing, Chicago.

P. H. Solger, 501 Fifth avenue, New York, is sending on the advertising of the De Miracle Chemical Company, 1907 Park avenue, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders with Middle West papers for Frank P. Lewis, Lewis Single Buder Cigars. This company is also placing orders with some New England papers for A. G. Van Nostrand, P. B. Ale, Charlestown, Mass.

The Wyckoff Advertising Company, 25 East Twenty-sixth street, New York, is placing the advertising of the New York, Ontario & Western Railway Company, 50 Beaver street, New York. This company is also making contracts for 2,000 lines with some Middle West and Southern papers for the Crex Carpet Company, 377 Broadway, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, will place the advertising of Mme. Gille, Hamilton Grange, New York city.

The George Batten Company, Fourth Avenue building, New York, is making contracts with Pacific Coast papers for the McCallum Hosiery Company, 160 Fifth avenue, New York City, and Northampton, Mass.

The O. J. Koch Advertising Agency, University building, Milwaukee, Wis., is placing orders for twenty-eight lines, sixteen times, with Western papers, for the Fischer Manufacturing Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out orders for fifteen inches fifty-two times and forty inches four times, to Mississippi papers, for the Purly Extract & Tonic Co., Chattanooga, Tenn.

The Cowen Company, John Haucock building, Boston, Mass., is placing orders for 180 lines, ten times, to Middle West papers, for the New England Lines (Boston & Maine Railroad Company).

The Wyckoff Advertising Company, 14 Ellicott street, Buffalo, N. Y., is making contracts for 1,000 inches, to be used within one year, for the Ezo Chemical Company, Rochester, N. Y.

H. K. McCann Company, 11 Broadway, New York, is placing orders for forty-two lines, 156 times, with Pacific Coast papers, for James Pyle & Sons, "Pearline," New York.

N. W. Ayer & Sons, 300 Chestnut street, Philadelphia, Pa., are placing orders for twelve inches, eighteen times, and thirty inches, eight times, with Central Texas papers, for E. Eppstein & Co., New York.

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.

ALABAMA.	MISSOURI
ITEM Mobile	DAILY & SUNDAY GLOBE..... Joplin
CALIFORNIA.	POST-DISPATCH.....St. Louis
INDEPENDENT Santa Barbara	MONTANA.
BULLETIN San Francisco	MINER Butte
CALL San Francisco	NEBRASKA.
EXAMINER San Francisco	FREIE PRESSE (Cir. 128,384)....Lincoln
RECORD Stockton	NEW JERSEY.
Only newspaper in Stockton that will tell its circulation.	PRESS.....Asbury Park
FLORIDA.	JOURNAL Elizabeth
METROPOLIS Jacksonville	COURIER-NEWS Plainfield
GEORGIA.	NEW MEXICO.
ATLANTA JOURNAL (Cir. 53,163) Atlanta	MORNING JOURNAL Albuquerque
CHRONICLE Augusta	NEW YORK.
LEDGER Columbus	BUFFALO EVENING NEWS.... Buffalo
ILLINOIS.	BOLLETTINO DELLA SERA, New York
POLISH DAILY ZGODA..... Chicago	EVENING MAIL New York
SKANDINAVEN Chicago	STANDARD PRESS Troy
HERALD Joliet	RECORD Troy
HERALD-TRANSCRIPT Peoria	OHIO.
JOURNAL Peoria	PLAIN DEALER Cleveland
INDIANA.	Circulation for March, 1912
NEWS-TRIBUNE Marion	Daily 99,244
THE AVE MARIA..... Notre Dame	Sunday 131,013
IOWA.	VINDICATOR Youngstown
CAPITAL Des Moines	PENNSYLVANIA.
REGISTER & LEADER..... Des Moines	TIMES Chester
THE TIMES-JOURNAL..... Dubuque	DAILY DEMOCRAT Johnstown
KANSAS.	DISPATCH Pittsburgh
CAPITAL Topeka	GERMAN GAZETTE Philadelphia
KENTUCKY.	PRESS Pittsburgh
COURIER-JOURNAL Louisville	TIMES-LEADER Wilkes-Barre
TIMES Louisville	GAZETTE York
LOUISIANA.	SOUTH CAROLINA.
ITEM New Orleans	DAILY MAIL Anderson
TIMES-DEMOCRAT New Orleans	THE STATE Columbia
MARYLAND.	(Cir. August, 1911, S. 17,969; D. 17,614.)
THE SUN..... Baltimore	TENNESSEE.
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	NEWS-SCIMITAR Memphis
MICHIGAN.	BANNER Nashville
PATRIOT Jackson	TEXAS.
The Six Months Average Was	RECORD Fort Worth
A.A.A. Figures.....D. 10,366; S. 11,289	CHRONICLE Houston
Patriot Figures.....D. 10,331; S. 11,235	WASHINGTON.
MINNESOTA.	POST-INTELLIGENCER Seattle
TRIBUNE, Morn. & Eve.....Minneapolis	WISCONSIN.
Advertising Notes.	EVENING WISCONSIN Milwaukee
While the city of Portland (Ore.) is carrying on one of the biggest advertising campaigns in the country it does not spend a dollar advertising the city itself, but devotes all its money to boosting Oregon and the southwest part of Washington.	SENTINEL Milwaukee
Proof of Supremacy	CANADA.
During the year 1911 The Daily States carried 594,251 lines of local advertising more than any other New Orleans paper. The reason is that the man on the ground knows the States gives the best results, and that's where he prefers to put his money.	ALBERTA.
What's good for the local man should be good for you.	HERALD Calgary
DAILY STATES NEW ORLEANS, LA.	BRITISH COLUMBIA.
THE S. C. BECKWITH SPECIAL AGENCY	WORLD Vancouver
Sole Agents—Foreign Advertising	ONTARIO.
New York Chicago Kansas City	FREE PRESS London
	QUEBEC.
	LA PATRIE Montreal
	LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal
	TRADE PAPERS.
	NEW YORK.
	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

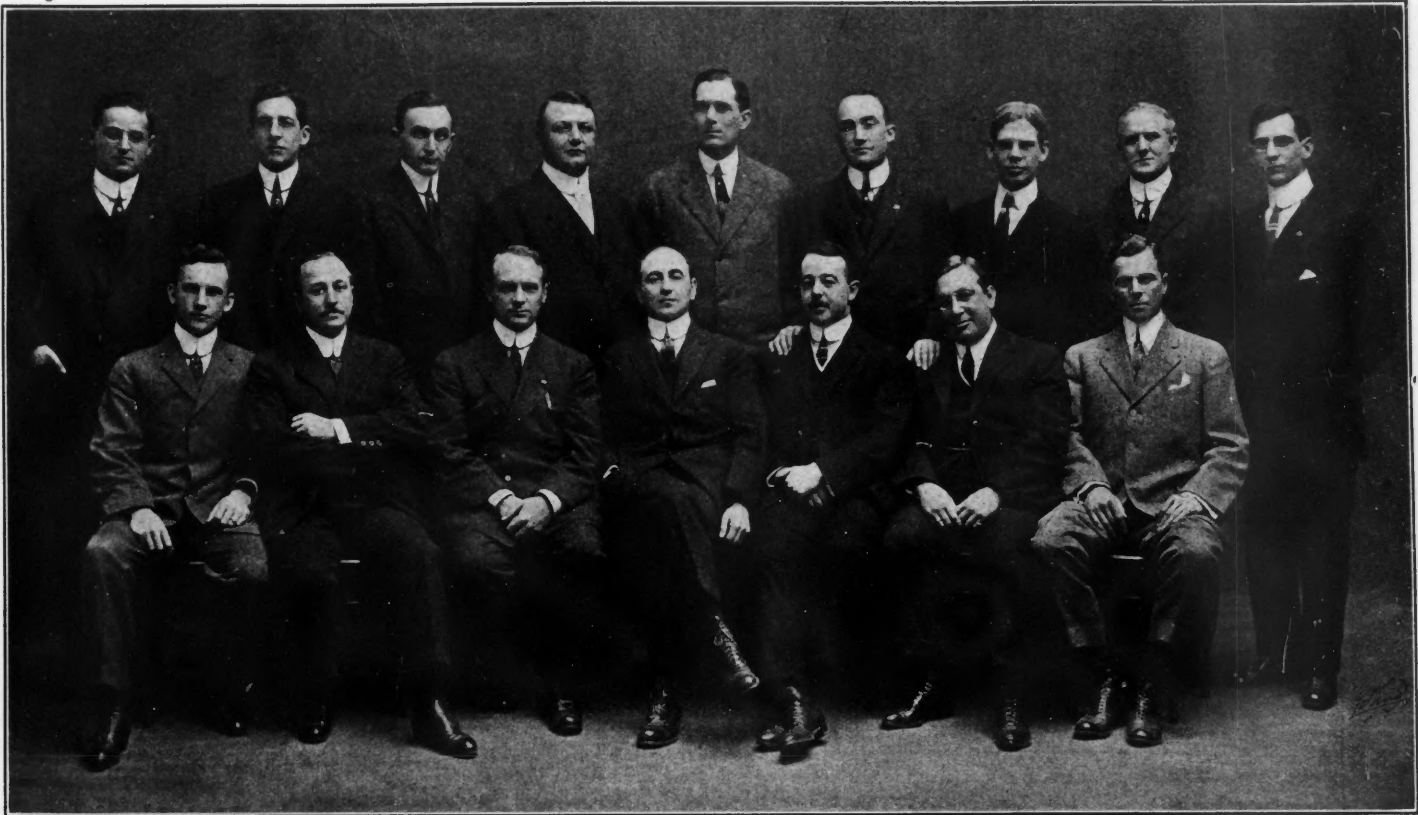
EAST

WEST

NORTH

SOUTH

We Go Everywhere After Business



PAUL BLOCK, PUBLISHERS' REPRESENTATIVE, AND HIS STAFF.

Photograph taken at the recent annual meeting of Paul Block Inc., in New York. (From left to right, Standing) S. L. Schmid, M. L. Chizzola, A. F. Thurnau, J. Walter Roth, N. Frederick Foote, W. E. Seip, Jr., J. C. Henderson, W. M. Messiter, N. R. Maas. (Sitting) C. A. Regan, D. Peyton Bevans, Herman G. Halsted, Paul Block, Gilbert Kinney, R. R. Mamlok and C. S. Bender.

PUBLISHERS—AGENTS—ADVERTISERS

Our Entire Staff is at Your Disposal

PAUL BLOCK INC.

**STEGER BLDG.
CHICAGO**

**250 Fifth Avenue
NEW YORK**

**TREMONT BLDG.
BOSTON**

A. A. C. OF A. CONVENTION.

**Central Body to Meet at Toledo—
Mayor to Speak at Dinner.**

The fourth annual convention of the Central Division of the Associated Advertising Clubs of America will be a notable event. It will be held at the Hotel Secor, Toledo, O., under the auspices of the Toledo Advertising Club, and will last two days—June 13 and 14.

There will be much for the delegates to do, according to the program. They will be greeted by the Mayor of Toledo, Brand M. Witlock. Following will be an address of welcome by Lewis H. Clement, president of the Toledo Advertising Club. President L. C. Covell,

of the Central Division, A. A. C. of A., will then formally open the convention.

During the first day the following addresses will be made: "The Merchant and Lost Advertising Opportunities," by H. Walton Heegstra, Chicago, advertising and business counselor; "The Advertisement as an Asset," by Herbert N. Casson, New York City; "Does House Organ Advertising Pay?" by A. M. Candee, Milwaukee, Wis., advertising manager of the National Enameling & Stamping Co.

The visitors will then take a trolley trip through Maumee Valley, with luncheon at Forty Meigs, in charge of Toledo Commerce Club and Toledo Advertising Club.

During the second day the follow-

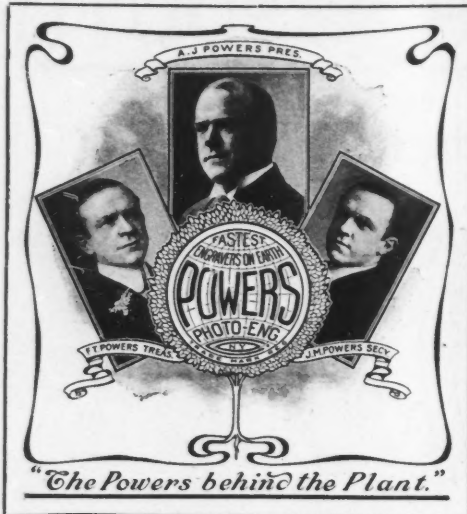
ing addresses will be made, the subjects being discussed by the delegates: "The Common Interest of Manufacturer and Retailer," by C. B. Hamilton, Grand Rapids, advertising manager of the Berkey & Gay Co.; "Advertising from the Standpoint of the New Psychology," by C. L. Watson, Cincinnati, advertising manager of the Red Cross Shoe Co.; "A Square Deal in Merchandising," by Andrew Ross, Battle Creek, Mich., vice-president and sales manager of the Kellogg Toasted Corn Flake Co.; "The Completed Sale," by G. W. Bennett, Toledo, general and sales manager of the Willys-Overland Co.

An informal banquet will conclude the convention. At the dinner Mayor Whitlock will be the toastmaster. George

W. Coleman, president of the Associated Advertising Clubs of America, and other noted men will speak.

Can Reporters Beat This?

In the second annual typewriting contest for the professional amateur and school championships, held in this city under the auspices of the Shorthand Teachers' Association last Saturday, Miss Bessie Freidman won the professional championship with 1,734 gross words. The Amateur Championship was won by Walter J. Henry, with 1,158 gross words and 12 errors, and Barnett Rosenfield was second with 1,337 gross words and 52 errors. The school championship was won by Miss Loretta Duffy with 490 gross words and one error.



An Innovation PHOTO -

Powers Photo - Engraving
have been ever in the van-

Two New Departments, Impor-

New Process for Making Half-Tones

It is universally known that the half-tone process now used throughout the world does not reproduce all of the tones with any great degree of accuracy unless the process is supplemented by very highly skilled handwork. High lights are usually covered with a network of fine dots, making a sort of veil or gray tint over the picture. The blacks are also usually covered with a fine grain or stipple. The lighter tints are usually merged into each other so much as to lose their effectiveness.

For good work the engraver has been compelled to re-etch the lighter tones of the picture and usually to burnish in the black parts. This method of smashing down the dots has made the burnished parts lower than the rest of the surface, a condition just the opposite to what it should be to produce an exact reproduction.

The engravings made from this method have therefore very seldom satisfied the artist's expectations.

Every photo-engraver and printer in the world has known the need for improvement in the half-tone process. The new process which has just been discovered and patented, and which is now being used by the Powers Photo-Engraving Company, which company has the exclusive trade rights for Greater New York, does away with every defect heretofore known in half-tone process. *By its use the Powers Photo-Engraving Company is reproducing a combination of wash and line drawing with one negative or operation, doing away with all patch work or joining of negatives, and the resulting plate work is without the flaws*

and errors that so often accompany handwork. Greater detail and modeling is obtained in the half-tone plate. Comparison between the new and the old methods shows that by the new method pictures reproduced with 133 or 120 screen contain more detail than was obtainable with the use of 175 screen under the old method. The line work also is snappier and sharper than the photo-engraving of heretofore.

It is no longer necessary for artists to make their drawings to suit the half-tone process, for the reason that the Powers Photo-Engraving Company, by the use of this method now makes a cut the exact reproduction of the original. Laces and such other subjects as are now necessarily engraved on wood can be more effectively reproduced by the use of this photo-engraving process, for the reason that the whites drop out during the execution of the new process and are not cut out or engraved by hand tooling. *The new method gives the printer a much deeper etched half-tone, also makes a reduction in the time of make-ready and obviates the stopping of presses for cleaning up the half-tone engraving.*

Convince yourself now by sending in a trial order, or urge publishers to give us a trial page.

The Powers Photo-Engraving Company is now using this process. The new process will soon be adopted in every city throughout the world. No leading concern can long lead without it. Manufacturing and trade rights can be obtained from the POWERS-HATT PROCESS CORPORATION, Tribune Building, New York City.



Telephone
4200 Beekman

OPEN DAY AND NIGHT AND
POWERS PHOTO-

Tribune Building,

in the Art of

Telephone
4200 Beekman



ENGRAVING

Co., "The Fastest Engravers on Earth,"
guard of progress, and now call attention to

tant to Printers and Publishers

*New Department for Instantaneous and
Commercial Photography*

The Powers Photo-Engraving Company has installed a new dry plate photographic department in which it gathers and distributes news photographs from all over the world. Photographs of national and international events and prominent people covering almost every subject which publishers write or talk about are now filed with the Powers Photo-Engraving Company. New ones are added daily. These stock photographs are furnished to all at the standard price of one dollar each. New instantaneous photographs of current events before they are placed in stock are sold for \$2.50 each. When we are assigned to special work, the price is correspondingly low, the service of the highest possible standard and efficiency. *Our prices never vary. They are standardized.* When there is need for special dispatch, publishing houses can send persons or objects to our place of business to be photographed, and photographic proofs will be furnished and a half-tone plate of the subject finished within one hour after they come into our building. The operation includes posing, submitting of photographic proof and the reproduction of finished photo-engraved plates. If special rush is required, this time can be reduced.

The Company has installed an efficient staff of photographers and an equipment of cameras for all kinds of interior and exterior work. Immediately upon notice we are prepared to send a photographer with an

equipment consisting of a special camera and a special portable illumination which will enable him to photograph business men sitting at their desks, or any part of a business organization, and obtain a picture which will reproduce especially well for photo-engraving or illustrating purposes. Our operators are always in readiness, day or night, with this equipment to visit homes or hotels where social events are in progress and obtain the very finest photo portraiture either in group or individual posing without the fuss or delay which has occurred heretofore. This method of obtaining pictures is much more satisfactory than studio work, as the portraits and backgrounds are not strange or unnatural. This department is especially recommended to those persons who find it necessary to furnish their portraits for either magazine, newspaper or poster illustration. This new photographic department has already met with unparalleled success, and we have innumerable instances of photographs taken by others which, after being purchased, have been consigned to the scrap basket when our photographs containing REAL NEWS VALUE were submitted.

EVERY DAY IN THE YEAR

ENGRAVING CO.

New York



HOME OF THE POWERS PHOTO-ENGRAVING CO.,
Tribune Building, New York



SYRACUSE, with its thousands of skilled and well-paid workmen of typewriter, automobile, piano and other high-grade lines of output, is a splendid market. It is also the center of a populous and prosperous section.

SYRACUSE is a city of good newspapers. It has three live, aggressive dailies that stand high among the "big newspapers of the country."

The Syracuse Evening Journal

has, by sheer force of merit and accomplishment, taken first place in this splendid field. Its growth in circulation (it is now running over 35,000 copies daily) has been phenomenal.

Its growth in advertising has kept pace with its circulation growth.

We have facts and figures in this connection with which we can demonstrate conclusively the method by which we can practically assure the success of an advertising campaign to cover Syracuse and vicinity.

We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives,
Brunswick Bldg., New York;
Tribune Bldg., Chicago;
Chemical Bldg., St. Louis.

DAILY CLUB DINNER

(Continued from page 46.)

You cannot preach honesty in your editorial pages and connive with the dishonest advertiser on your advertising pages. From the standpoint of business expediency, you cannot do it. It simply is not going to pay to do it, quite independent of any moral question involved.

What an opportune time this is to abolish the double standard and establish the single standard. Just think for a moment of the tremendous moral support of this change that can be had right now through the active, vital advertising clubs of the country with their 7,000 members, all preaching honest advertising. This club movement, in my judgment, is one of the most promising things in the whole advertising world to-day.

This Daily Paper Club is itself a member of this great national organization of clubs and I am sure its members feel the thrill of the forward movement that is now on in this country—the movement to clean up advertising, to eliminate advertising abuses, to bring about advertising efficiency, and above all, to establish that confidence on which all advertising must rest.

McKINNEY ON HONEST "ADS."

"Show" the Advertiser, He Says, That Daily Newspaper "Ads" Pay.

"Somebody has said that most men like to talk most about the things they know the least, and somebody has unkindly added to that that perhaps in the advertising line there were more men that talked more about the things they knew the least than any other line of business. To square myself with the club, I want to say that not only do I know nothing about either editing or publishing a daily newspaper, but I know that I know nothing about it, so what I shall have to say about it is with the knowledge that I am ignorant.

EDITOR'S DON'T KNOW OWN BUSINESS. "I had a very interesting interview with a daily newspaper publisher the other day. You would all know him as a highly successful man, if I were to mention his name. He said: 'You know you newspaper publishers are a queer lot. We know how to run the government, we know how to run all the corporations, we know how to run all the railroads and all the question of trusts, and all the questions relating to labor and everything under the heaven—except our own business.

MAYBE ADMEN KNOW HOW.

"This is what the publisher said, not what I am saying, and I make no comment on it other than this: If so successful a publisher as he had any doubt about the correct business methods upon which a daily newspaper should be run, surely a poor advertising man may be forgiven if he makes some very bad breaks about what and how it should be run.

"I would like to speak on the daily newspaper proposition and before I say anything on that I want to say that I believe in all kinds of advertising.

"In this age of doing things in a large way we cannot afford to forget or to slur any one thing that may be good in itself. The question is not so much what is good, but how to use what is best in each line of advertising in the most profitable way. I wanted to say that before I spoke on the daily newspaper side of it.

WOULD STRIVE FOR TRUTH.

"I am going to suppose that in some unaccountable way I inherited a million dollars and was able to buy a newspaper and did not know what to do with it. I want to say one thing about the editorial side of it. I think if I owned a newspaper I would give just as much, if not a little more, attention to having everything that appeared in my paper absolutely true, and make a reputation out of everything that appeared in that paper being absolutely dependable as I would get the latest news and get all the news that was going.

"I have an old-fashioned notion that on the dollar-and-cent proposition the paper that can be depended upon will bring more dollars in advertising columns than can be had in any other way.

FADS ARE BOOMERANGS.

"There is a fad nowadays, I think it is a fad of running large advertisements. It is the proper thing now to go to a man and say, 'You want to take the largest possible space that our publication can give you, and use such publication all the time and just as big as possible.'

"If I mistake not that is a boomerang, and the time is coming when the seed

that is being sown along that line will reap a whirlwind. The problem is how to make small advertisements pay. The things that the daily newspapers need are two: first, to create the advertising, and I believe there is more unborn advertising in every city in the United States than has yet seen daylight—advertising that can be done profitably to the advertiser.

"The other thing is, having created the advertisement, to make it pay the advertiser, and I believe that for every publication, whether daily newspaper or otherwise, the same motto as is used by the firm to which I have the honor to belong, is the right foundation to build upon, "make it pay the advertiser." Never mind the rest of it. The quantity will come and the profit will come.

"If you just make it pay the advertiser, and I don't think any advertisement ought to be taken by any newspaper unless somebody in that daily newspaper actually stops and thinks if that is the best way for that man to spend his money in that publication. I don't believe there is a single retail store in the City of New York, no matter how small, that cannot advertise with profit to itself. Perhaps not in the daily newspapers, but in some way they can, and more in the daily newspapers than anybody yet has ever dreamed of.

"The daily newspaper has a field all its own. There is no other medium that could cover the field so well as the daily newspaper. The question that a man must consider when he begins to advertise is whether he shall take a certain field, and get from that field the largest possible returns before he goes to the next, or whether he shall scatter all over the country and get the same amount of return.

"I believe the proposition for the daily newspaper in every advertising department to-day is to study advertising as it never has been studied before, and to take a certain territory, a part of the city, if you please, Fifth avenue, if you choose, here in New York, and know why any store on Fifth avenue cannot advertise in your publication profitably. Now, in the study of that problem, the foundation principle must be that it must pay the advertiser. It is better to get 100 customers at \$10 apiece than one customer at \$1,000. It is better to get 100 customers at \$1,000 than to get one customer at \$100,000.

MUST "SHOW" THE ADVERTISER.

"Business does not drop off so quickly when it is divided up among a number of people; and if the daily newspapers will start first with this thought, the general advertiser of the day does not understand the real value of newspaper advertising. I do not think it has ever been shown to him yet just how he can make it pay, and why it should pay him, and simply sit down with him and say it is a difficult problem. We realize the fact that a large percentage of our race cannot use your goods, but there are enough to use your goods, and here is the way of telling your story in our publication to the people, how the people can use your goods, and we can prove that to you.

"That is the problem which needs study, but once solved, it is the problem of the daily newspapers. The talk will not do that you cannot use a daily paper, because of this or that or the other, or because they do not pay. They do pay. They can pay and they will pay and it is up to you gentlemen to show how to do that."

DOCKERELL AND FREEMAN SPEAK.

Others who addressed the members were Thomas E. Dockerell, who spoke on the "Unit" in advertising, and W. C. Freeman, who told a tale or two from his personal experiences, emphasizing the importance of the daily newspaper and how it saved the day for a couple of beginners.

**BOSTON
TRAVELER
83,448**

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

J. C. WILBERDING CO.
NEW YORK

NEWARK

and its suburbs has
600,000 population

Local advertisers use the

NEWARK STAR

because this large territory cannot be covered otherwise.

Every month the NEWARK STAR shows big gains in advertising.

There IS a reason.

PAUL BLOCK, Inc.

Managers of Foreign Advertising

250 Fifth Avenue
NEW YORK

STEGER BLDG., CHICAGO
TREMONT BLDG., BOSTON

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

It is Quality and not Quantity that Counts in Advertising

THE NEW YORK TRIBUNE

is read by the Best People because it is Clean, Progressive and Aggressive.

THE
Two Hundred Thousand
Daily Purchasers

OF
The New York Times

REPRESENT THE
Greatest Purchasing Power
IN THE WORLD

NEWS OF THE AD CLUBS.

George Frank Lord, advertising manager of the E. I. du Pont-de Nemours Powder Co., Wilmington, Del., addressed the members of the Walnut Street Business Association, Philadelphia, in the Bellevue-Stratford on "The Cash Value of Educational Advertising," and lauded the daily newspaper as the best medium for the advertisement of commodities.

At a meeting of the Burlington (Vt.) Commercial Club held last evening it was voted to contribute \$100 towards advertising Burlington during the coming tourist season. The advertising will be carried in the New York Times, New York Post, Boston Transcript and Brooklyn Eagle.

A doctrine of the new thought was preached to the members of the Toronto (Can.) Ad Club at their weekly luncheon. The speaker was Mr. Louis K. Liggett, and he turned a new light on an old subject. Mr. Liggett argued that until a customer left the store he was the property of the man behind the counter and that their dealings were between themselves.

The luncheon of the Advertising Association of San Francisco took the form of a strong boost for "On to Dallas day." President Woodhead and the directors requested every member to attend this meeting and the request was generally observed.

Frank M. DuNoyer delivered an interesting and instructive address to the salesmanship class at the Y. M. C. A., Utica, N. Y., on April 15. His subject was "Advertising as An Ally to Salesmanship." Mr. DuNoyer is an expert advertising man and was perfectly at home with his subject. He urged that there should be harmony between the sales and advertising departments. He also made a plea for honesty in advertising.

The Ad Club of Lincoln, Neb., gave a minstrel show in that city on April 16, that proved so successful that another will be held soon. Songs, monologues, sketches and other forms of entertainment brought out unsuspected talent.

The Ad Club, of San Diego, Cal., will give a banquet in honor of President Woodhead of the San Francisco Club, who is making a special trip to San Diego to meet with and address the local organization.

The Roswell (N. M.) Ad Men's Club will go to Dallas to attend the annual meeting of the national association, May 19-23. The bunch will start from Roswell in automobiles on the afternoon of the 14th, and will be gone two weeks.

The St. Louis Ad Men's League will be in Little Rock, Ark., on May 18, as guests of the city, on their way to the annual meeting of the Associated Ad Clubs of America, at Dallas, Tex.

ADVERTISING NOTES.

F. H. Ralsten, Chicago manager of the Butterick publications, addressed the Advertisers' Club at a noon luncheon in the Blatz Hotel on "Eliminating Waste in Advertising." Mr. Ralsten said that some advertisers make a mistake in advertising in publications which do not reach the class of people who may be interested in the goods offered.

Human interest is a good thing to put into advertising, according to E. L. Winters, advertising manager for Chase & West, who talked about retail furniture advertising before the regular weekly meeting of the Des Moines (Ia.) Admen's Club on April 16.

"The advertising office of a large department store is the focusing point of the entire establishment," declared F. A. Bullock before the Pittsburgh (Pa.)

Publicity Association at the Fort Pitt Hotel. "Around the advertising office swing department heads, office boys and members of the firm."

G. N. Heinemann, formerly of Wausau, Wis., and Miss Stella Moss, of St. Louis, Mo., were married in St. Louis, April 19. Mr. Heinemann is now vice-president of the Will H. Dilg Advertising Co.

Clendenin Speaks.

One hundred members of the Ad Club will assemble at the Commercial Club, Charleston, S. C., on April 16 to meet and hear William Clendenin, of New York and St. Louis.

CONSOLIDATIONS

This organization is especially well equipped to conduct negotiations tending to the consolidation of newspaper or magazine properties.

Situations requiring patience, diplomacy, and a knowledge of values appeal to us strongly. These qualifications have been gained through our experience as brokers as well as through long years of ownership and operation of important publishing properties.

Harwell, Cannon & McCarthy

Brokers in newspaper and magazine properties that are not "hawked on the market."

200 Fifth Ave., New York
(Fifth Avenue Building)

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, 84,303—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Barnhart Brothers & Spindler

CHICAGO - NEW YORK - WASHINGTON
ST. LOUIS - DALLAS - KANSAS CITY
OMAHA - ST. PAUL - SEATTLE

Will equip with their wonderfully convenient Space-Saving Composing and Press Room Steel Furniture, making lay-out and blue-print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

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ARE YOU GOING TO DALLAS?

Every Ad Man in New York Should Attend National Convention.

Sam Leith, of the Representatives' Club of New York, who is chairman of the "On to Dallas" committee of that organization, is working tooth and nail to secure a full trainload for the special that will leave for Dallas May 16. He not only gets out several bulletins each month, but he does a lot of personal work among his friends and acquaintances. He believes down deep in his heart that every live advertising man in town ought to attend the convention, even if he has to pawn his watch to do it. When a man undertakes to argue against the trip or make excuses for not going, he gets busy right away. Hear what he says:

"Would that it were in my power to so forcibly use the English language that I might banish all these strange and false ideas as to the hardship of a trip in Texas, or the sacrifice made by the man who attends the convention.

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"How can a far-sighted sensible man think he is sacrificing anything—time, money or pleasure—when he makes a trip which is going to bring him more of those qualifications which will enable him to reach the business altitude to which he aspires, even should there be some inconveniences to be contended with? Did ever a man achieve greatness without in some way paying for it?

"If you think I am wrong in this, talk it over with some really successful

man in whose judgment you have confidence."

TO CENSOR ADVERTISING.

Mobile Chamber of Commerce to Curb Fraudulent Ads.

In order to prevent merchants being victimized by fraudulent advertising schemes, the publicity committee of the Chamber of Commerce and Business League of Mobile, Ala., has adopted a plan of advertising censorship which, it is believed, will be the means of saving merchants many thousands of dollars. The publicity committee has appointed a secret censorship committee, to whom all advertising schemes will be submitted. If found worthy, a certificate will be issued by the secretary of the organization, without which advertising will not be recognized as legitimate by members of the body.

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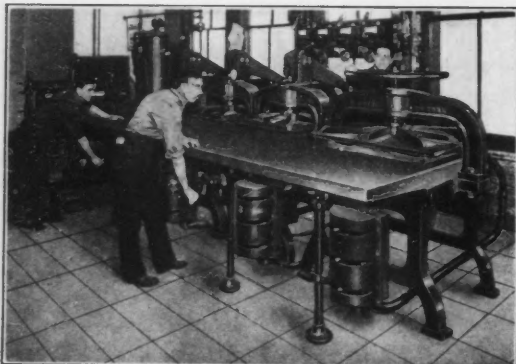
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