

1912

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 12, No. 2

NEW YORK, JUNE 29, 1912

5 Cents a Copy

COVERING CONVENTION.

BRILLIANT ARRAY OF NEWS-PAPER CORRESPONDENTS AT BALTIMORE.

Greatest Gathering of the Kind Ever Witnessed According to James D. Preston—Writers from All Over the World Rushing Specials to Their Papers—Managing Editors of Big Dailies on Ground Personally Directing Their Forces.

(By Special Staff Correspondent.)

BALTIMORE, June 28.—To mention all of the prominent writers in the press stand at the Democratic National convention is but to call the roll of America's leading writers of the "best sellers." Fiction writers, journalists, special writers and cartoonists of nationwide prominence are gathered here to report the proceedings.

James D. Preston, who had charge of the press section at the Republican National convention, having attended the last three in the same capacity and who is here in a like position, says this is the greatest gathering of writers that he has ever seen.

Elbert Hubbard, the most distinguished looking member of the press sections, has closely attended the sessions, writing his views for the Hearst newspapers.—Bran Whitlock, of Metropolitan Magazine, is here for a syndicate of papers. Alfred Henry Lewis, author of "Wolfville Tales," is one of his co-laborers for the same papers. George Ade, Sam Blythe and Finley Peter Dunne, for the Tribunes of Chicago and New York, are here writing their copy in their same inimitable styles and apparently enjoying it. Arthur Brisbane, who, it is said, draws the highest salary of any newspaper man in the business, gives his views to the millions that eagerly watch for his writings direct from the press stand in the convention hall.

NEW ARRIVALS IN FIELD.

Ralph and Joseph Pulitzer, of the World, occupy press seats alongside of their workers. Ogden Mills Reid, who has recently become publisher of the Tribune, succeeding his father, White-law Reid, is having his first experience at a National convention since he assumed his new position. New arrivals to the field of journalism are Senators Joseph L. Bristow, of Kansas, and William E. Borah, of Idaho. Senator Bristow is giving his views from a Republican standpoint to the New York World. Ex-Governor "Dick" Yates lends his distinguished presence to the press stand in the name of journalism for the Chicago Journal. The Associated Press, which is giving magnificent service, is under the personal supervision of Melville E. Stone, the general manager. The Associated Press has perfected their system of sending out the news from the floor to that point where papers can have on the streets events of the convention a few minutes after they happen. Jackson S. Elliott, chief of the Washington office, is general director of the convention forces, with Robert T. Small, of Washington,

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F. W. FARLEY,

WHOSE ENTERPRISE IS LARGELY RESPONSIBLE FOR THE CONSOLIDATION OF THE BOSTON HERALD AND THE BOSTON TRAVELER.

RECORD RUN TO BALTIMORE.

Jersey Central Newspaper Flyer Averages 65.2 Miles an Hour.

The newspaper special of the Central Railroad of New Jersey made a record run Monday between New York and Baltimore, enabling the New York delegates in Baltimore to get their papers at the accustomed time when in New York. The flyer left Liberty street at 3.11 a. m. and arrived in Baltimore at 6.20 a. m., having covered the distance at an average speed of 65.2 miles an hour.

The actual running time for the 187 miles was 172 minutes. This included a stop of five and a half minutes in Philadelphia to change engines.

Harriman Ad Men Meet.

The advertising men of the Harriman Lines had a "get together" session this week at the Hotel Belmont. Robert Smith, general advertising manager, with offices at Omaha, was an active figure. The session continued over Friday to allow the general traffic manager to address them.

BOSTON DAILIES COMBINE.

The Herald Buys the Traveler, One of the Oldest Papers in State.

The Boston Herald has taken over the Boston Traveler and on and after July 1 the Traveler and the Evening Herald will be published together as a combined newspaper from the Herald's plant at 171 Tremont street. The Traveler is one of the oldest newspapers in the State. J. W. Farley, publisher of the Herald, made the following statement: "The Boston Herald, Inc., announces its purchase of the Boston Traveler, an evening newspaper which has been published for many years."
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Rather Be Editor Than Senator.

Dr. Davila, the new editor-in-chief of La Prensa, of Buenos Ayres, has resigned as Senator from Rioja Province, giving as a reason that having to choose between a seat in the Senate and the editorial chair of La Prensa he prefers the latter, as he is convinced it offers better opportunity to serve the country.

The United Press Associations will meet in New York next week.

NATIONAL PRESS.

EDITORS FROM MANY STATES ATTEND ANNUAL SESSION AT CHICAGO THIS WEEK.

Dean Talcott Williams Declares Trained Journalists Are Necessary to Popular Government—Retiring President Suggests Committee to Take Up Economic Questions as Part of Next Year's Program—Journalism Teachers Meet.

(Special Editorial Correspondence.)

CHICAGO, June 25.—The twenty-seventh annual convention of the National Press Association, which is composed of the editors and publishers of weekly newspapers and the smaller dailies, was held in this city on Monday, Tuesday, Wednesday and Thursday of this week. At the close of Thursday's session about 125 delegates and their wives left on a week's trip to South Dakota, where they are to be entertained by the residents of a number of the principal cities.

The annual election of officers on Thursday afternoon resulted in the choice of the following: President, A. D. Moffett, publisher of the Elwood (Ind.) Daily Record; vice-president, John Clyde Oswald, editor and publisher of the American Printer, New York; treasurer, W. R. Hodges, editor of the Sleepyeye (Minn.) Herald; secretary, George Schlosser, of Sioux Falls, S. D.

The place for holding the convention in 1913 was not selected. The executive council, which is to be appointed by the president, will decide.

The opening session of the convention at the Hotel Sherman, which was the headquarters of the association during the week, was held on Monday morning with Robert E. Dowbell, editor of the Artesian (S. Dak.) Advocate, president of the organization, in the chair.

Prayer was offered by B. B. Herbert, editor of the Printer Journalist, of Chicago. Addresses of welcome were then delivered by E. C. Ferguson, of the Chicago Association of Commerce; George C. Sikes, of the City Club, and by Douglas Malloch, president of the Press Club. Dean Walter Williams, of the University of Missouri School of Journalism, responded in behalf of the association.

Mr. Ferguson, after telling how glad he was to bid welcome to the assembled editors, called attention to the wealth of material available in Washington for the use of newspapers which never reaches the public. He advocated the establishment of a weekly paper by the Government, a copy of which should be placed in the hands of every family and in the hands of those who have no families. This paper should contain in proper form the matter which has been assembled by the Government experts at Washington, bearing upon the industrial, agricultural and commercial interests of the public at large.

WILLIAMS FAMILY PROMINENT IN JOURNALISM.

Dean Walter Williams in introducing Dr. Talcott Williams, dean of the Pulitzer School of Journalism in New York, humorously alluded to the fact that the

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UNION AD MEETING.

Gathering at Aldine Club Monday Night Wonderfully Enthusiastic—Characterized as Greatest Meeting of Advertising Men Ever Held in New York—Members of Six Clubs to Number of 175 Attend.

No better evidence could have been given of the great amount of interest felt in New York in the recent convention at Dallas than Monday night's dinner at the Aldine Club. It is no small thing to get 175 men together on a hot night in this city, especially to talk over a past event rather than to devise ways and means of dealing with a future one. In the language of Lewellyn Pratt, advertising manager of the Passaic Metal Ware Co., "It was the greatest meeting of New York advertising men that has ever been held. It was more of a get-together affair and there was less of the proverbial New York cold atmosphere than I have ever seen in any meeting here. If the reflection of the trip to Dallas does not do any more than to bring out such a meeting as we had last night, it was worth all that it cost in time and money."

Those who attended were drawn from the members of the six New York Advertising Clubs: Advertising Men's League, Association of Advertising Agents, Daily Newspaper Club, Quoin Club, Representatives Club, Six Point League. Prominent upon the main table, in front of Toastmaster Wm. H. Johns, was the handsome Printers' Ink cup, won at Dallas by the Advertising Men's League of New York.

It was 8:30 o'clock when Mr. Johns called the gathering to order and he made an immediate hit by pledging his word that the proceedings should be closed at 10:30; and it is worth noting that he accomplished that feat to the entire satisfaction of everybody.

The speakers were: J. D. Kenyon, vice-president of the Sheldon School; Gerald B. Wadsworth, president Eastern Division Associated Advertising Clubs of America; George G. Hubbs, advertising manager United States Tire Co.; Herbert S. Houston, vice-president Doubleday, Page & Co., chairman Educational Committee of the Associated Clubs; L. E. Pratt, of the Educational Committee of the Associated Clubs, Eastern sales manager Passaic Metal Ware Co.; M. M. Gillam; Wm. C. Freeman, advertising manager New York Evening Mail; Richard Waldo, advertising manager Good Housekeeping Magazine; E. J. Shay, of Baltimore; Mr. Lydiatt, of Toronto, and President Coleman, of Boston.

All phases of the Dallas event—not only in respect to what took place there, but also relative to the trip down and back—were given adequate treatment. The serious elements were treated with becoming gravity, while there was no lack of the jocosely enlightening pictures.

A communication was received from London, England, expressing full appreciation of the Advertising Men of that city of the Dallas convention, and one of the speakers of the evening suggested that an effort be made to hold an international convention in London in 1916. The announcement was made that the league's membership now exceeds 10,000, that mark having been passed by the accession of New Haven, Conn., advertising club within a day or two. Another suggestion was that there be a merger of all the New York advertising organizations into one to be called the New York Advertising Men's Club.

President Coleman, who stopped over here on his way from the Republican

convention at Chicago, spoke most entertainingly not only of Dallas, but also of certain phases of the great political struggle of which he just formed a part.

At the close Toastmaster Johns paid a deserved tribute to President Wm. H. Ingersoll, of the Advertising Men's League, of this city, to whose initiative the holding of the dinner was due.

Messrs. S. E. Leith and David D. Lee were also highly commended for their part in making the Dallas trip a success.

REVISED SOLICITATION LIST.

Daily Newspaper Club Prepares Data of Great Value to Members.

The Daily Newspaper Club (Louis Wiley, president; J. W. Adams, general manager), World Building, New York City, has issued a "Solicitation List" of general advertisers employing the magazines but not the daily newspapers, revised to June 1. This revision replaces a similar list first published in full in THE EDITOR AND PUBLISHER of March 30. It comprises thirty-six pages in size about 6 x 9—50 per cent. more pages than the old list—and contains the names of about 200 additional advertisers.

In order to make the list and the information contained more readily available, it is arranged alphabetically under three classifications—advertisers, commodities and localities. The compilation includes only such current magazine advertisers as appear to be potent or logical newspaper advertisers. The media employed at present by these advertisers are indicated by notations explained in a subjoined "key." Full data as to exact address of each advertiser, name of person in charge of advertising and name of advertising agency employed are given only in the "localities" classification.

To a representative of THE EDITOR AND PUBLISHER Mr. Adams said: "There is a noticeable disposition on the part of general advertisers using media other than dailies to listen to the cause of the newspapers. Perhaps twenty advertisers whose names appeared in the old list have inaugurated or plan to inaugurate a campaign in either the dailies or the Sunday supplements, which encourages us. The solicitation list is the most complete and accurate list of its kind ever issued. We will be pleased to supply a copy of this compilation to any advertising or business manager or newspaper proprietor requesting the same."

TABOO PROGRAM ADVERTISING.

Houston Carnival Association Places Ban on Such Publicity.

A ban has been placed on program advertising by the Houston No-Tsu-Oh Association. At a meeting of the directors of that organization last week the body went on record as unanimously opposed to one-day program advertising, no matter how worthy the cause or generally it benefits are distributed.

The action followed the introduction of a request on the part of a program firm in which the latter asked for the right to print the programs for carnival week. A substantial price was offered for the concession.

"I do not consider," said President Link, strongly seconded by the other members present, "that we or any other organization has the right to impose any such scheme on the business public. The advertising is not profitable or legitimate. It brings no returns for the money invested, and on the other hand,

works a nuisance through bringing an undue consideration to bear in soliciting finances.

"We do not propose to allow any business nor money making scheme or enterprise to ride in on the carnival and up to date we have systematically and consistently refused all applications that have not every mark of legitimacy.

GENERAL AGENTS ORGANIZE.

National Body Formed at a Meeting in Pittsburgh This Week.

An organization to be known as the National Association of General Advertising Agents, was formed at the Hotel Schenley, Pittsburgh, this week, at a meeting of a committee of twelve representative advertising agents, appointed by the Associated Advertising Clubs of America. The first annual meeting of the organization will be held in Pittsburgh, September 10.

An executive committee consisting of Frank Presbrey, of New York, chairman; David L. Taylor, of Chicago, vice-president; A. W. Ellis, of Boston, treasurer; W. C. D'Arcy, of St. Louis; Allen Collier, of Cincinnati; A. R. Lydiatt, of Toronto, Can., and E. M. West, of New York, secretary, were elected, and a membership committee of nine named to elect members through the country. The advertising agency firms represented were Frank Presbrey Co., New York, by Frank Presbrey; Taylor Critchfield Co., Chicago, by A. W. Palmer; D'Arcy Advertising Agency, St. Louis, by William D'Arcy; Lesan Advertising Co., New York, by E. M. West; George Batten Co., New York, by William Jones; J. J. Gibbons, Ltd., Toronto, Can., by W. A. Lydiatt; Massengale Advertising Agency, Atlanta, Ga., by St. Elmo Massengale; Proctor & Collier, Cincinnati, by Allen Collier; Clague Advertising Agency, Chicago, by Stanley Clague; A. W. Ellis Advertising Agency, Boston, by A. W. Ellis. T. J. Cooper, of San Francisco, was unable to attend and Lord & Thomas, Chicago, were represented by Stanley Clague.

The Pittsburghers present at the dinner were: C. R. Sutphen, Carroll Rook, Harry Millholland, George S. Oliver, A. K. Oliver, J. E. Trower, Emil M. Scholz, Edward Hope, W. E. Moffett and D. B. Smith.

HEADS AD MANAGERS.

L. C. McChesney Elected President of National Association.

The following officers were elected at the meeting of the Association of National Advertising Managers, held at the Hotel Astor, Friday: President, L. C. McChesney, advertising manager Thos. A. Edison, Inc., Orange, N. J.; vice-president, L. C. Covell, assistant sales manager the Macey Co., Grand Rapids, Mich.; treasurer, G. B. Sharpe, publicity manager DeLaval Separator Co., 165 Broadway, New York, N. Y.

O. C. Harn, advertising manager National Lead Co., 111 Broadway, New York, N. Y.; L. B. Jones, advertising manager Eastman Kodak Co., Rochester, N. Y.; G. H. C. Hawkins, advertising manager the N. K. Fairbank Co., 7 So. Dearborn street, Chicago, Ill., and G. C. Hubbs, advertising director United States Tire Co., Fifty-eighth street and Broadway, New York, N. Y., were elected to serve for three years on the board of directors. L. C. Olwell, advertising manager the National Cash Register Co., Dayton, O., was elected to serve for one year on the board of directors.

AD MEN PLAY GOLF.

Net Prize in Class A Was Won by William C. Freeman.

The second tournament of the Metropolitan Advertising Golf Association was held at the Apawamis Club, Rye, N. Y., on Tuesday last.

The attendance was larger than at any tournament held in the last two years. There was a foursome event in the morning, which was won by Don M. Parker and Walter M. Ostrander, who turned in a net best ball of 65.

There was a foursome event in the afternoon also, which was won by James McCutcheon, Sr., and William C. Freeman, they turning in a net best ball of 66.

In the afternoon there was also a medal competition for a gross prize and three net prizes in classes A, B and C. There was a tie for the best gross prize between A. B. Ashforth and W. Eugene Conklyn—each turning in a score of 79. This tie is to be played off at the convenience of Messrs. Ashforth and Conklyn over the same course.

The net prize in Class A was won by William C. Freeman, who made a score of 81, less handicap of 10, or 71 net.

The net prize in Class B was won by C. A. Speakman, with a score of 86, less handicap of 17, or 69 net.

The net prize in Class C was won by Herman G. Halstead, with a score of 112, less handicap of 40, or 72 net.

FLAG ON TIMES ANNEX.

The Times in Blue Letters on White Floats Above New Building.

The flag of the New York Times has been raised to the top of the new Times Annex Building in West Forty-third street just west of Times Square. The new building is expected to be ready for occupancy by September 1. The walls are up to the tenth floor, two floors below the roof.

Workman began a week ago the work of preparing to step the eighty-foot flagpole, and it was not long before they had the pole upright, the braces secured, and the block ready for the halyards. There was no ceremony when the flag went up as a signal to all Times Square that the new Times Annex was almost ready for occupancy.

It occupies a plot of ground 200 feet west of Times Square, in West Forty-third street, with a street frontage of 143 feet, and a depth of 100 feet. It will house the rapidly growing editorial and mechanical departments of the Times. The counting room will remain in the present Times Building.

In order to accommodate the presses a special foundation has been laid within the new building. For this foundation it was necessary to build as though for a building, and on a solid base are erected the steel columns, some thirty in number, which will support the presses.

Speakers at Sociological Conference.

The sixth annual Sagamore Sociological Conference was held at Sagamore Beach, Mass., this week. George W. Coleman, president of the conference, presided. The speakers included William C. Freeman, advertising manager of the New York Evening Mail; George W. French, of Boston, and Alfred W. McCann, advertising manager of Francis Leggett, New York.

DON C. SEITZ IS CROSS-EXAMINED BY CANADIAN PUBLISHERS.

BUSINESS MANAGER OF THE NEW YORK WORLD, AS EXPERT, DISCUSSES POSTAL RATES, FREE PUBLICITY, ADVERTISING RATES AND KINDRED TOPICS FOR THE EDIFICATION OF DOMINION EDITORS—DECLARES READING NOTICE AN IMPOSITION AND ABUSE THAT DESTROYS THE MORALE OF THE NEWSPAPERS—“USE, AND DO NOT BE USED,” SHOULD BE THE MOTTO OF NEWSPAPERS—SPORTING NEWS AMOUNTS TO LITTLE AS A CIRCULATION BOOST.

[The following is a stenographic report, made especially for THE EDITOR AND PUBLISHER, of an address delivered by Don C. Seitz, business manager of the New York World, before the Canadian Press Association, in convention at Ottawa June 6-7.—Ed.]

It is rather superfluous, I think, for me to talk on the subject of free publicity because I know that your committee and your secretary have done some very excellent work on that line. Perhaps it would be of interest to you to know that we have a permanent postal committee, such as you have appointed, and have recently strengthened it by forming a co-operative committee composed of the chairmen of the postal committees, of the magazine men, the Periodical Publishers' Association, our association, and the Trade Press Association, which is quite strong in the States. The three act jointly in all matters of mutual benefit in postal affairs. I think there is just one point in which we ought to interest ourselves on both sides of the line, and that is doing all we can to eliminate the theory of privilege in dealing with post office departments.

THE THEORY OF PRIVILEGE.

At Washington, we are constantly faced with the theory of privilege. The Postmaster-General and the Committee on Post Offices and Post Roads are constantly reminding us that this is a privilege. When we complain of papers being late they say it is a privilege, we lose money, you are lucky to be carried at all. At the last investigation by the Republican House we were able to show the Committee on Post Offices and Post Roads that it costs us one-half as much to forward our matter by other means as by the post office. In other words, we were able to deliver our newspapers, within our average radius, for fifty cents a hundred pounds. For example, the Pennsylvania Railroad takes New York newspapers to Washington for twenty-five cents a hundred; the New Haven takes them for thirty-eight cents a hundred to Boston, and the express companies carry us, within a radius of five hundred miles, for fifty cents a hundred.

The post office, however, is trying to get through a two-cent price, and it does not seem right; we have fought them, not because we object to paying more, but because we think that as a business matter the post office ought to fairly compete with other methods of transportation; in fact, the post office is much more advantageously situated than a railroad or express company is, in that it has fixed points of distribution, and it would occur to anyone, looking at the average post office and seeing the boxes about one-eighth full, that a properly managed post office department would be saying: how can we put more matter into these empty boxes or half-filled postal cars for the hauling of which we pay full price, rather than keep matter out of the mail.

In a printing office, if we could run our presses all day we would do much better than by running them for a couple of hours. The post office has a fixed basis of cost, and yet the ruling policy is that its service is a privilege and all has a fixed basis of cost, and yet all the policy is that this is a privilege and all the newspapers are abusing it, whereas we are the greatest single factor in the expansion of the post office.

POST OFFICE ILL-MANAGED MONOPOLY.

I say that the post office in the United States is an ill-managed monopoly. The law prevents certain forms of competition; you cannot start a route for delivery without fine or imprisonment. Yet they have the nerve to say whenever they do anything for you, it is a privilege. They are now discussing a one-cent postage rate and a two-cent rate on newspapers. They treat our business with the utmost carelessness, and that is why we have to deal so largely with newspaper dealers. The post office is the last business opened in the morning and the first closed at night.

I live thirty miles from New York and my paper is there at 6.15 a. m., but I could not get it at the post office for an hour after that at the best. The profits of the newsdealer on his newspapers amount to about \$700 a year, but the postmaster who has nothing at all to

do and does not do one-eighth the work that this dealer does receives \$1,700, and because the post office has that kind of management we are asked to double our load, and so I take advantage, every time I have a chance, to endeavor to get rid of this unfortunate idea of privilege and nail them down to the fact that they are a monopoly and do not run it properly.

On the question of free publicity, one point occurs to me. I take some pride in the fact that I started this movement myself about five years ago, in the American Newspaper Publisher's Association, and I did it because I made a painful discovery. I went to Hartford one night to talk to a men's club run by a church there, the pastor of which was an old acquaintance, and along toward the end of the talk some questions were raised, and a great silk manufacturer asked if it were not a fact that the newspapers were very largely perverted into printing matter against the interests of their readers—in other words, were they not vena and controlled in that way.

THE PRESS AGENT DISCOVERED.

I said I was not conscious of having in twenty years gone upstairs and asked the editor to do anything that affected the business office one way or the other. I was surprised to find in that group a very strong feeling that the newspapers were not on the level, and I began to hunt for the reason for this, and in doing this I discovered the press agent. We began to hunt him down. We hired a special man and connected him with the New York office. In the course of less than a year that man listed nearly one thousand men who were making a handsome living by selling out their ability to unload copy to the detriment of the United States, justly concealing therein the interests of their employers, and that is the reason we were being discredited all over the country.

I did not start this thing because I wanted to force business into the advertising columns, but because the moral basis of our business was being insidiously destroyed through the easy-going people upstairs, who welcomed information from all sources and were not conscious that they were being worked and sold without price. To be sold and degraded without even having the pleasure of being paid for it is the limit, and whether you are commercial or philanthropic we all have the same feeling that we do not want to be worked.

“NEWS AND DO NOT BE USED.”

“Use, and do not be used,” should be the motto of newspapers. The amount of trouble newspaper men take in trotting around after other people's troubles is great. I do not think there is a greater waste than that in the columns of a great newspaper doing things for nothing to oblige other people. I do not mean we should be mercenary, but when a man does a thing for profit—and when we went through the press agent's stuff, we found that ninety-nine per cent, was for profit—it should be done on a business basis. I went to Des Moines and was at the local Book Club; a man from Spokane came down with six trunksful of scrapbooks and he was looking for further employment and wanted \$10,000 a year from Des Moines, from the Board of Trade.

He said that in three years in Spokane he had succeeded in working the name of that town into two billion circulation by actual count and had not only not paid a cent for it, but in some instances the editors had paid him, and all the while he was under salary, ingeniously injecting the word “Spokane” without giving any compensation. He regarded that as an honest thing. We were carrying out his plan in our obliging way and printing news of interest by the yard, and all the while the thing was improper.

A RAILROAD PRESS BUREAU.

Another thing, the great railways of the United States went to Washington and found out that they were in very hard luck in matters of legislation and were told by certain members they would have to change the public temper. There was only one way to do it and that was by the press, so they established a committee, headed by Mr. Spencer, late presi-

dent of the Southern Railway. They hired a press agent at a large salary and he ran into our crusade, and was ineffective.

The road then hired another one, who now receives \$25,000 a year to maintain a bureau of railway information at Washington. He came to me and asked permission to send his reports to various newspapers—that they were designed to clear up the atmosphere. I found it was a monthly statement, lumping all statements of railways together, and it was absolutely impossible for you to ferret out the cat in the meal, that what might be happening in the East was submerged in better conditions in the West and you got an average instead of a real condition. I said no, we would oppose it, and they moved heaven and earth to get it into good standing with us, and now that list, filling thirty-five to forty pages, has dwindled down to eight or ten.

At first the newspapers were very indifferent and the third year I tried to pass a resolution that would enable the advertising committee to discipline advertising agents who tried to send reading notices. They would not go that far, but the result of the work became so clear through our weekly publicity bulletins that after a year or two the advertising committee got full authority to discipline agencies and we have taken a number in hand. There are one or two offenders yet to be dealt with.

CONVERTING THE AGENT.

We particularly laid stress on the agent's pledge that no matter what the circumstances he would not try to do free business. We have finally converted all but two or three advertising agents, by peaceable means, into the belief that this was destroying their legitimate business in addition to destroying the morale of the newspapers. Another thing, we are no longer bothered with requests. In New York we had a system by which we would allow an advertiser a certain amount of space a year—a column or a column and a half. It was a sop to Cerberus. Three or four years ago I said, we will stop this on the first of December, “Nothing for nobody.”

The advertising department predicted that we would have a lot of trouble. The day before the rule came into effect a request came in from one of our largest advertisers, and I sent back a polite note saying the rule went into effect that day. I got back a most polite note in reply saying that they were sorry to be the first victims of the rule, but that if it was to be a rule they would abide by it. Before that what did we have? One advertiser was dissatisfied with its notice, and he said unless he could have this notice without the three stars on the top he would have nothing—and he got nothing. We simply wiped out an imposition and abuse and hurt nobody, and we certainly elevated the standing of the paper.

One New York press agent was under contract with the southern railways and gulled newspapers with stuff, for which he received \$10,000 and they received nothing, and all the while the innocent papers, because they got a page of pictures, helped these rich railways. The country newspapers have been worked to death through patent inside and plate matter. The same press agency game has been played on you, and you have been giving your circulation, which is of great value. In this way, man after man has led his population to go elsewhere and has received nothing! The western railways have worked us to death on this matter. I got so that I did not want to see a cut of a big apple coming into the office.

TREAT THE CIRCUS KINDLY.

A Member—What about giving free notices to the circus?

Mr. Seitz—The circus is a time-honored institution which we have never had the heart to treat unkindly. I have always regarded the circus as a friend of mankind, and it is not a corrupting influence. The circus is a moral and elevating institution, quite different from a railway.

A Member—What is your rule with regard to free notices for theaters?

Mr. Seitz—We have no rule; the theaters give us the smallest amount of adver-

tising and exact the largest amount of space. We have never yet overcome the theater evil. We charge a high rate, fifty cents a line, but they get the largest amount in the smallest space. The theater as now run is in the hands of a syndicate; it is not “elevating,” and you no longer have the old-time sympathy with the barn-stormers. I used to have to help Harry Lindsley, who is a Canadian. I used to run a country newspaper in Maine and Harry would come in there and I always helped him out and never got a cent out of him; but I liked him and that was an entirely different matter, because we were both vagabonds in a sense struggling to make a living out of a reluctant community. But when a high-priced syndicate comes along and tries to get free publicity, it is time to say, you are a business and so are we. What I objected to was the deliberate attempt to capture us without our knowledge. Some of our speakers at the banquet last night spoke about lack of confidence, and that grew out of our good nature.

The editors said, here is a ready-made picture and ready-made stuff, and it never occurred to them that they were being capitalized—and I think when we get this thing cured it will improve our condition very much before the public at large. We have always run along the line that we have to get our paper out and this fellow's electrolyte will fit in. I know that I used to have a struggle in having to run a country newspaper. When a \$100 ad would come in with a \$10 check, and the money was there—and you never knew when you would see as much again—and it saved composition and you put it in—but, as a matter of fact, we all starved under that system, and my successor, who absolutely reversed that policy, has become a plutocrat in a town of three thousand inhabitants by doing everything opposite to the way I did it.

A REAL PAPER RUN FOR BUSINESS.

I hurt a man's feelings by asking him to pay what he owed me. My successor does not; he sues him and gets it, and is quite well off. I would advise every fellow here who is having trouble with his business to write to Fred Sanborn, of the Norway Advertiser, and he would see the most compact, well-made, businesslike sheet he ever saw. There is not a waste line in it. He has about three thousand subscribers and the other papers around him are far behind him. He is the one man who says: “This paper is a real paper and is run for business.” I do not know why we should let people impose on us because we are running newspapers; they will tell us: you are the Archimedean levers that move the world—and will not pay their subscriptions.

I think a newspaper is a public servant here to do its duty by the public, and those critics who complain about the tone of the newspaper and what it prints, I have always had one question to ask of them, What is it that a newspaper prints that is worse than you people do? Then all these reformers with high brows go back and shut up. In our shop we do not commit perjury, we do not burgle, we do not default—what do we do that is so terrible? The murders, etc., are the performance of you people and not of us. When you eliminate free publicity, stop the advertising agency from greasing the copy by insisting on as much space in reading as advertising it comes near to straighten the paper out.

On one line of advertising I found that a line of reading matter was going out of every paper in town for every line of advertising, and that the advertising was being taken at from one-half to one-third of the regular figure. The rates have gone up, and when we took the last census on the thing a while ago we found that, instead of giving one line free to every line of advertising, we had it down to from fifteen per cent. to twenty per cent. Then we examined the real estate to see what we were doing on that.

MORE SACK THAN BREAD.

Some papers were giving an intolerable deal of sack with a pennyworth of bread, but most of them are in pretty fair shape. These are things that you want to watch.

(Continued on page 13.)

CONDEMN PATENT INSIDES.

Alabama Editors Go on Record as Opposed to Ready Print.

The Alabama Press Association, in session at Birmingham, last Saturday decided to cut out patent insides whenever practical, in order that the members may control their own advertising.

The question came up in the form of a resolution presented by Editor Joseph R. Rosson, of the Cullman Democrat, which declared that it was the sense of the association that the use of ready print pages be abandoned. The debate over this resolution lasted for over two hours.

A number of speeches were made in favor of the resolution. James J. Smith, publisher of the Ledger, said in part:

"It seems to me the publisher who uses the ready print plate is in competition with himself. Moreover, the publisher should control his advertising as well as his reading matter.

"While the abandoning of the use of the ready print plate might mean a loss at first, in the long run it would make the advertiser appreciate the space, more for you to make a stiff fight."

Frank Willis Barnett, editor of the Alabama Baptist, called upon the editors to demand their rights in the fight to control the price of their advertisements. He declared that under the "ready print plate plan" the newspapers were placing their space on a bargain counter in a metal pot.

LIBEL SUIT SETTLED.

Amicable Adjustment Made of Unique Action Brought in New Jersey.

Probably one of the most unusual libel suits ever brought in New Jersey was settled out of court last week.

The action was brought by E. Winchester Pennypacker, one of the proprietors of the Asbury Park Journal, to recover \$25,000 damages from J. Lyle Kinmonth, of the Asbury Park Press, for inserting a paid advertisement derogatory to the character and reputation of Mr. Pennypacker, in the Shore Press, of Sunday, September 4, 1910.

The advertisement in question was headed "Vote For Fair Play" and was published over the signature of the Borden's Condensed Milk Co. It was termed "The Latest From Aesop's Fables, Up-to-date," and although not mentioning Mr. Pennypacker's name, in an insinuating way referred to him in ugly manner, so it's alleged.

It is understood that the terms of the settlement required Mr. Kinmonth to pay Mr. Pennypacker a sum of money and a retraction to be published in the Asbury Park Press on the front page. Mr. Kinmonth's only responsibility, of course, was as a publisher for his paper accepting the advertisement.

Buy on a RISING MARKET!

THE BOSTON HERALD

at the present time possesses the largest circulation and advertising patronage in its history.

All local merchants of consequence use The Herald.

Gain for May, 1912, over 1911:

303 cols. display; 81 cols. classified.

Greater by far than any other Boston paper.

Circulation for May, 1912, sworn to, averaged

Daily, 151,769 Sunday, 96,152

Quality and quantity of remarkable strength, blended so well that RESULTS are sure to come on any legitimate proposition or commodity.

We refuse all questionable advertising.

S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis

NEWSGATHERING IN CHINESE EMPIRE.

SOME OF THE DIFFICULTIES THAT CONFRONT THE FOREIGN CORRESPONDENT IN SEARCH FOR ACCURATE INFORMATION.

By CHARLES P. STEWART.

[Chas. P. Stewart, formerly General European Manager for the United Press, who is at the present time in the Orient for that agency, reorganizing its service in China and Japan, contributes the following article, prepared especially for THE EDITOR AND PUBLISHER, in which he demonstrates that the average newspaper man in this country who figures he has a corner on the trouble market is mistaken in his belief.—Ed.]

SHANGHAI, April 26.—There are two perfectly awful difficulties in the way of getting news in China. The country is so huge and at the same time so primitive. And nobody knows anything to a dead certainty.

Compare China with the United States, for instance.

Suppose the only railroads in the United States connected New York and Buffalo and Chicago and St. Louis. Suppose the only other ways of getting from anywhere to anywhere else were by the lakes or rivers, by sea up and down the coast, or overland by pack-train. Also suppose the waterways were infested by pirates and the trails and sometimes even the railroads by bandits.

Suppose all the foreigners who ever landed in the United States had retained their native languages and customs, practically constituting dozens and scores and hundreds of distinct nationalities, so that whenever a traveler changed localities he had to learn a new language or find a new interpreter and study the peculiarities of a new people.

Suppose, although the people professed friendliness toward strangers, a surprisingly large number of travelers "up-country" were continually being killed "by accident," which is just as fatal as any other kind of killing.

Suppose the traveler, dodging fatal accidents, ran about a 50 per cent. risk of catching smallpox or typhoid and dysentery or some weird thing that hasn't any name in any Occidental language.

Suppose that almost none of the people could read, that the Breathitt county feudists were civilized compared with them, that they never paid the slightest attention to any government unless the government sent soldiers to enforce attention, that the soldiers frequently got the worst of it, that the government didn't have money enough to send any anyway, that there had just been a revolution and that millions of people didn't know it was over yet.

Then put a foreign newspaper man down in New York and tell him to organize a corps of correspondents and cover the country for his home paper. Well, it might be interesting for him but he'd be an exceptional individual if it didn't drive him nearly distracted.

That's China.

Naturally in such a country it's hard to get accurate news concerning anything that you haven't actually seen and nobody and no corps of correspondents can be everywhere and see everything with their own eyes throughout so large an area. But it isn't the distances or the inadequate means of communication that makes accuracy so almost impossible.

The Chinese are temperamentally inaccurate.

For one thing, their language won't translate into any Western language. You get an exact translation made from Chinese into English and you haven't got the original story at all but something entirely different.

Moreover, Chinese won't translate into Chinese with any degree of certainty. A li, say, is about a third of a mile, except in some places where it's half a mile, and in others where it's nearly a full mile, and in others where it's some peculiar measurement known only to that locality. A mow is all the way from a small city lot up to about an acre.

A tael, which is a weight, varies with the thing you're weighing, with its quality and with its momentary market price. It also varies according to what kind of tael you're talking about—a Shanghai tael, a Tientsin tael, a Hongkong tael, a Wuhu tael, a Hanyang tael or about a hundred other different kinds.

Money doesn't translate, either. A silver tael or a silver dollar means something different four or five times every day in comparison with \$1 gold. There are 100 cents in a silver dollar, but the small coinage fluctuates independently of silver dollars. A drug store, for instance, will give ten cents' worth of goods and ninety cents change for a silver dollar, but a money changer will give to-day 116 cents for it. Not long ago he would only give 97.

Everything is just like this. So how can you tell what a man means by what he says unless you are familiar with his place of origin, his residence, his ancestry, his own personal ideas and what particular variety he has in mind of the thing he's talking about, as well as with all sorts of political, commercial, financial and geographical conditions of the moment?

Dr. Sun Yat Sen's name is Sun Yat Sen in one part of the country and Sun Wen in another. A Cantonese pronounces President Yuan Shi Kai's name in such a way that Yuan Shi Kai would not know to whom he was referring. Some people spell the Whangpoo River "Huang Pu." The Chinese themselves mix Shensi and Shansi and Hunan and Honan provinces. Estimates of the number of people killed in the revolution run all the way from 50,000 to 2,000,000.

No Chinese ever knows anything positively. All he is sure of is that such-and-such a thing is "about" so-and-so, and "about" is generally so expressed as to mean anywhere between positive and negative, nothing and infinity. He is indefinite partly because he really doesn't know, partly because he doesn't care and partly because he doesn't want to tell, anyway. And the white people who live long in China finally get so that they are about as bad as the Chinese.

These things make news gathering in China interesting but troublesome.

Kentucky Papers Change Hands.

The Somerset Journal, the oldest newspaper in Eastern Kentucky, has been sold to Woodson May and Robert L. Brown. The Journal plant is one of the best equipped newspaper offices in the mountain section, and was formerly owned and edited by the late F. J. Campbell. Messrs. May and Brown announce they contemplate a number of improvements in the paper in the near future. The Somerset Leader, one of the oldest Republican papers in the mountains of Kentucky, has been sold at public sale by Sheriff J. M. Weddle. The present editor, Mr. Cundiff, bought it at \$400.

LA FOLLETTE RAPS PRESS AGAIN

Headlines Alone Are Sufficient—He Prefers to Read Books.

Senator La Follette, in this week's issue of his magazine, continues his attacks on the American press, begun with the Philadelphia Publishers' dinner. He approves of Arnold Bennet's remark that half an hour a day devoted to newspaper reading is wasted time. He said he substituted reading Dana's "Two Years Before the Mast" and Darwin's "Beagle," and adds:

"At the end of the 'Beagle's' voyage, the library traveler did some figuring. A glance at the day's papers produced a revelation. After two days without newspapers, two days of profitable and pleasant communication with two great men, the writer of these few inches found that he had missed little by eschewing the daily press. The headlines alone were sufficient to show the futility of countless hours devoted to the contemporary dailies. Try the experiment, you who sacrifice too much time to the newspapers," says La Follette. "Try the experiment, and see if it does not pay occasionally to veer away from the wake of the news."

Attorney Sues Birmingham Ledger.

Peyton G. Bowman, an attorney of Birmingham, Ala., has filed suit against the Birmingham Ledger, asking for \$50,000 damages, claiming that on Nov. 4, 1911, the Ledger published an account of the removal of Mr. Bowman from the office of tax commissioner of Jefferson County and said some things that were injurious to him.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

People Who Think Read

THE TRIBUNE

New York's aggressive daily newspaper. They have money to spend and their patronage is easily obtained through advertising in its columns.

In Half Year of 1912

The New York Times published Four and a Half Million Lines of Advertisements.

Greater Growth than any other Newspaper. Honest Advertising Only to the exclusion of doubtful announcements

BY SPECIAL TRAIN.

NEWSPAPER CORRESPONDENTS HURRY FROM CHICAGO TO BALTIMORE ON BALTIMORE & OHIO FLYER.

BALTIMORE, June 27.—The Chicago convention dragged out to such weary lengths that the newspaper correspondents were caught in a decidedly close corner with the Baltimore convention but two days and many miles removed. A thoroughly equipped special train was made up by the Baltimore & Ohio, which left Chicago at 3 o'clock Sunday morning. In addition to the eight sleepers and two dining cars the train had an office car which was equipped with typewriters and all the paraphernalia found in an editorial room. The train had telephone attachment and two telegraph operators were on board to look after the copy filed by the correspondents. Eighty-five newspaper men on the train, all trained to the hour, and were ready for the descent upon Baltimore after a week of preliminary training at Chicago.

Those in special train party were:

Allen, Ben F., Cleveland Plain Dealer; Authier, C. F., Minneapolis Tribune; Bartholome, Dr. Geo., Washington correspondent Cologne Gazette; Barry, D. S., Providence Journal; Baker, W. P., Syracuse Post Standard; Botter, E. C., Cleveland Leader; Brown, H., Western Union Telegraph; Brown, Harry J., Portland Oregonian; Brainerd, C. C., Brooklyn Eagle; Bullitt, A. S., Louisville Courier-Journal; Brennan, C. J., Philadelphia Inquirer.

Christy, Walter, Pittsburgh Gazette Times; Corey, Herbert, Cincinnati Times Star; Caywood, E. S., Chicago Tribune; Cheney, C. B., Minneapolis Journal; Cunningham, J. H., Davis, Fred, Sioux Falls Journal.

Essary, J. Fred, Baltimore Sun; Faulkner, James D., Cincinnati Enquirer; Fitzgerald, F. V., Salt Lake Tribune; Fitzgibbon, John, Detroit News.

Gabell, Morgan E., Pittsburgh Gazette Times; Gard, Walter S., Houston Post; Garthe, Louis, Baltimore American; Griffen, S. B., Springfield Republican; Goshien, L. K., Pittsburgh Dispatch; Gray, James, Minneapolis Journal.

Hall, Henry, Pittsburgh Chronicle Telegraph; Heiss, A. E., New Orleans Times Democrat; Hill, Geo., New York Tribune; Heustis, C. H., Philadelphia Inquirer.

Innsley, Ed, Sacramento Union; Jermaine, W. W., Minneapolis Journal; Krock, Arthur B., Louisville Courier-Journal; Karger, Gus J., Cincinnati Times Star; Keyser, Charles P., St. Louis Globe Democrat; Kerrigan, C. F., Brooklyn Eagle.

Lawson, W. H., Reuters; Logan, R. B., Philadelphia Star.

McClatchy, C. K., and McClatchy, Jr., C. K., Sacramento Bee; McGarigle, J. T., Baltimore American; Miller, George, Detroit News; Morton, M. B., Nashville Banner; Murphy, Elmer, New York Tribune; McGrath, —, Western Union Telegraph; McAuliff, Joseph J., St. Louis Post; Montague, James, New York American; Mote, Carl, Indianapolis Sun; Miller, Hugh, Chicago Examiner; Morton, R. L., Boston Post.

Odell, George T., New York Mail; Perry, Claude, Louisville Courier-Journal; Pray, K. M., Philadelphia Record; Preston, J. D., Supt. Press Gallery, U. S. S.; Price, Frank J., Philadelphia Telegraph; Palmer, Henry A., Indianapolis News; Pinkham, E. G., Kansas City Star; Posey, Adrian.

Rogers, T. H., St. Louis Times; Selig, O. L., Cleveland Leader; Schroeder, Reginald, N. Y. Staats-Zeitung; Smallwood, John B., Washington Star; Summers, G. W., Wheeling Register; Strayer, L. W., Pittsburgh Dispatch; Stannar, D. I. B., St. Louis Republic; Schuette, Oswald F., Inter-Ocean, Chicago; Snure, John, Washington Times.

Thomas, John, Pittsburgh Post; Toomey, D. R., Galveston News; Tuckert, R. G., Cincinnati Enquirer.

Vernon, Leroy T., Chicago Daily News; Van Benschopen, W. A., Detroit News; Van Smith, G. A., San Francisco Call.

Wood, Junius E., Chicago Daily News; Walker, Ernest G., Boston Herald; Whitehead, F. I., Washington Post; Wheeler, C. N., Chicago Inter-Ocean; Walker, T. J., Philadelphia Press.



W. B. COLVER,
EDITOR-IN-CHIEF OF THE CLOVER LEAF NEWSPAPERS.

NEW CLOVER LEAF EDITOR.

Sketch of W. B. Colver, Who Edits Western String of Dailies.

W. B. Colver, new editor-in-chief of the Clover Leaf League, whose portrait we present herewith, began his newspaper career on the Cleveland Leader twenty-one years ago as a reporter. His promotion to State editor was followed by his engagement on the Plaindealer as telegraph editor, from which he went to the Scripps-McRae organization as telegraph editor of the Cleveland Press.

Mr. Colver was acting managing editor of the Press during the Spanish War, and had charge of the wire when the Scripps people founded the Scripps-McRae Association, which later absorbed the United Press Associations. He served a term as New York bureau manager of the Scripps-McRae League, and as Washington correspondent for the same people, going from Washington to Chicago as bureau manager. He was the first editor of the Newspaper Enterprise Association, and worked out

the original newspaper syndicate with its plan of sending matrices of half-tones instead of metal stereotype or electrotypes.

Mr. Colver was associated with Tom Johnson in the establishment of the three-cent street railway of America, and has long been identified with progressive national leaders in the newspaper and political worlds. Under his regime the Newspaper Enterprise Association secured many remarkable "beats" in various fields.

Under his administration the Newspaper Enterprise Association grew from a simple exchanging of favors between Scripps papers to a great syndicate, spending hundreds of thousands of dollars a year, employing dozens of correspondents and artists, and producing in its own plant a daily service fully illustrated and for all departments of a newspaper from two offices, one in San Francisco and one in Chicago. It became a leader in progressive thought, and did much to further the rapid circulation growth of scores of newspaper clients.

Mr. Colver resigned the presidency and general management of the Newspaper Enterprise Association May 1, to accept the position of editor-in-chief of the Clover Leaf publications, comprising the Minneapolis Daily News, the Omaha Daily News, the St. Paul Daily News, the Woman's Home Weekly of Minneapolis, the St. Paul Rural Weekly, the Omaha Rural Weekly, the American Home of St. Paul and the Farm Magazine of Omaha.

The Los Angeles Evening Herald has been elected to membership in the American Newspaper Publishers' Association.

**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
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 ST. LOUIS 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 circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.,
250 Fifth Avenue, NEW YORK.
Steger Building, CHICAGO.

**YOU MUST USE THE
LOS ANGELES
EXAMINER**

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 120,000

GET THE BEST ALWAYS!

**The Pittsburg Dispatch
Greater Pittsburg's Greatest
Newspaper**

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

The paper that is recognized as the "Home Favorite" is always the best advertising medium. That is why all the leading merchants of

MILWAUKEE

use "full copy" daily in the paper they know is read by the class of people they are desirous of securing as buyers. That paper is

The Evening Wisconsin

The paper of the HOME—of the PEOPLE.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

BOSTON DAILIES COMBINE.*(Continued from page 1.)*

lished at 76 Summer street, Boston. On and after July 1 the Traveler and the evening Herald will be published together as a combined newspaper from the Herald plant, 171 Tremont street, Boston."

The Traveler was established in 1825 and for many years was published by Roland Worthington. Both the Traveler and Herald are one-cent newspapers, and the sale will reduce the number of one-cent evening papers in the city to three.

The Traveler will be issued temporarily as The Boston Traveler and Evening Herald. It will appear in enlarged form, eight columns to the page.

All existing contracts for space in the Traveler will be carried out by the combined evening papers at existing Traveler rates.

The Herald will be represented in the foreign field by the S. C. Beckwith Special Agency, New York and Chicago. The combined evening papers will be represented in the foreign field by the J. C. Wilberding Co., of New York, and John Glass, of Chicago, who will solicit business for the separate publications.

It is stated that the name Evening Herald will be eventually discontinued, and that two separate organizations all down the line will administer the affairs of the Morning Herald and the Evening Traveler, both publications printed in the same plant. J. W. Farley and J. H. Higgins will have charge of the business and mechanical departments. Fred E. Smith and R. L. O'Brien will act as editorial directors. Dr. Ellis will have entire charge of the advertising of the Morning Herald, and Frank S. Baker, the former manager of the Traveler, will have charge of the advertising department of the Evening Traveler.

New York Press Association.

The New York Press Association will hold its annual convention at the Garden City Hotel, Garden City, Long Island, on July 10, 11 and 12.

NEWSBOYS SEE OLYMPIC TEAM.

More than 5,000 attended the athletic meet at American League Park recently given under the auspices of the American Olympic committee and the daily newspapers of New York. The affair was in the nature of a farewell reception to the departing Olympic team and a benefit for the Newsboys' Home Club.

The prizes awarded the contestants were presented by the newspapers of the city and officers of the Newsboys' Home Club. The club presented the team with an American flag.

The meeting was conducted by S. P. Booth, circulation manager of the New York Globe and chairman of the general committee of the Newsboys' Home Club, and James Sullivan, secretary of the Olympic committee.

The general committee representing the daily newspapers of New York included William Hicks, the Evening Journal; Jake Karpf, the Evening Mail; Charles Sawyer, the Evening Post; John Foster, the Evening Telegram; Robert Edgren, the Evening World; Edward Moss, the Evening Sun; A. Yeager, Brooklyn Eagle; Edward Curley, New York American; A. F. Steiner, New York Herald; Harry Burchill, New York Times; Charles Meegan, the Telegraph; George H. Daly, New York Tribune; James Price, New York Press; James Dever, New York World, and Walter St. Denis, New York Globe, chairman.

PULITZER A MAN OF HIGHEST IDEALS.**HITHERTO UNPUBLISHED STORIES OF GREAT JOURNALIST THAT REVEAL HIM IN A NEW LIGHT.**

By Edward Marshall.

I first saw Mr. Pulitzer on the porch of the Logan house, in Washington, just before my departure for London, where I succeeded Ballard Smith. The first thing that surprised me about his method of getting acquainted was that, before we talked newspaper at all, he cross-examined me as to my physical condition. It was fine as silk—I had only a wooden head then, not both a wooden head and wooden leg, as at present. After he had learned this he seemed to be well pleased, and I asked him why. The question brought a queer reply.

"I am not well myself," said he, "but I like to feel that those who help me are well. It gives me confidence in them. That is as near to happiness as I can come—to have confidence in those who work with me."

Then, and on other occasions, I noticed that Mr. Pulitzer did not say "work for me," but "work with me."

It was settled that I was to sail for England immediately, and just before we parted he made what almost sounded like a little set speech.

IMPORTANCE OF THE CORRESPONDENT.

"In taking up the post of general European representative of the New York World," he said, in effect, "you cannot overestimate the importance of your work. I have sometimes wondered if any good Washington reporter for a New York paper is not of more importance to the nation than the average Congressman or Senator. I am certain that a competent London representative of the New York World can make himself of far more value to his nation than nine-tenths of our foreign ministers will ever be. The time may come when on your judgment as to relative news values may depend international conclusions of importance. It is not conceivable that on what was written by the foreign representative of a newspaper as important as the World might hang the gravest consequences to two nations and to many individuals."

After that, he sat quite silent for a time, while I, awed by him, as most men meeting him for the first time have been, I fancy, gazed at him without comment. Then, with that quick turning of his face toward me, as probably every man in this room has noted and been thrilled by that quick turning of his magnificent, his unique head, he said:

"It has been said, Mr. Marshall, that at various times I have used my newspaper for base purposes. I have never done that. I shall never do it. Nothing could so quickly make me utterly despise one of my helpers as to learn that he had done it." There was another pause. Then: "I have a high sense of my responsibility to the public, Mr. Marshall; you cannot have too high a sense of yours to please me."

He paused again and I said something—said it awkwardly, I quite remember that. It was to the effect that my responsibility would be to him, as my loyalty would be.

AS TO OBEYING ORDERS.

He turned on me very quickly. "No, no, no!" he exclaimed, with that explosiveness of negative which you will all remember. "Not to me, but to the public. I can conceive a situation in which you might disobey my orders—my definite and positive orders—through a finer sense of responsibility to the public than I had myself. That would not incur my enmity or criticism. It would

assure you of my admiration as soon as it had been made clear to me."

I left Washington with such an admiration for Joseph Pulitzer as I never felt before for any man and never have felt since for any man.

At the time of the Queen's Jubilee, which was the first big stunt that struck me after I had started in in London, I went out late at night to view the illumination of St. James' street, hoping from this wonderful display to get a line of thought for my introductory dispatch, which was all that then remained of my story to be sent. I was caught in the crush which occurred when the slightly demented Alexandria, then Princess of Wales, came out, unattended, on a reviewing stand before Marlborough House. Many were injured and one of my ribs was broken. I went back to the cable office, wrote my introductory paragraph and fainted from sheer pain. I've been hurt a good deal, off and on, but never have I had anything hurt worse than that broken rib did.

PRaised BY THE CHIEF.

The next day it was no better, yet I had to hustle and had to hustle hard. I was beginning to believe that journalism was a dog's life when I received a cable—the first which I had yet received signed Joseph Pulitzer. It commented on my jubilee story with the one word "Magnificent," and it was signed in full. I quite forgot my broken rib.

Journalism was a life for gods, not dogs. I had that message framed, and when it was burned in the Hotel Jefferson fire years afterward I mourned its loss far more than any other which the fire caused me, although it destroyed all my books and years of accumulated note books, besides the manuscript of a completed novel, which, because the contracts had been signed and an advance payment made, I had to rewrite immediately. But I could rewrite the book; I could not rewrite that single word "Magnificent" from Joseph Pulitzer.

HIS ENDURANCE OF COLD.

When later I was called back from London, with the understanding that I was to remain in New York but a month or two to reorganize the Sunday paper and then return to the old post, Mr. Pulitzer sent for me from Bar Harbor. It was very cold that winter and Bar Harbor was the coldest spot on earth. But we went driving every day. He felt cold less than any man I ever saw. Those drives gave me a winter of sore lungs; they didn't phase him. But they also gave me a lifetime of journalistic ideals.

If I should ever go back into active journalism—which God forbid, as publishers will undoubtedly—I should now try to live up to those ideals. I don't think I then tried very hard; some of them seemed pedantic, some of them seemed impracticable. I know now that none of them was either. From a full report of those long talks between us—not really between us, for I only sat and listened—might be written what might rightfully be called a Bible of American Journalism. Never once did he let slip

one word which showed a spirit other than the loftiest.

"I want you to make circulation, Mr. Marshall," he said once. "But make it rightly and make the right kind of circulation."

HIS ADVICE TO MARSHALL.

"The World should appeal to the educated through its decency and its good style and general merit," he said once to me, "and to the uneducated through its fairness. Be fair. Be fair. Be fair. Be energetic, but be fair first. Get all the news, but tell it fairly. Try not to

(Continued on page 12.)

\$25,000 IN CASH
and
5,318 New Subscribers
is the result of our
Voting Contest
on
The Johnstown Leader
just closed.
Four big deals now running but can handle one more before the hot weather sets in.
Results Guaranteed. Wire or Write.
The United Contest Company
Incorporated
CLEVELAND OHIO

GET
Today's News Today
"By United Press"
General Office:
WORLD BLDG., NEW YORK

Lasker Indoor Games Syndicate
PORT RICHMOND, NEW YORK CITY
Weekly articles on
Chess, Bridge, Auction Bridge
Exclusive rights given. No contract.

Adams Features

BASEBALL LESSONS NOW ON
SCOOP THE CUB
REPORTER
THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

NEW YORK HERALD SYNDICATE
For Samples, Proofs and Prices
Address
Herald Square New York City Canadian Branch
Desbarats Bldg., Montreal

 **The Special Service Co.**
Composed of Men and Women of Newspaper Experience, Ability and Integrity
EXPERTS and SPECIALISTS in CIRCULATION CONTESTS
Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

NATIONAL PRESS

(Continued from page 1.)

Williams family at the present time seemed to have considerable prominence in the field of journalism. Dr. Williams, on taking the floor, said it was quite natural that the Williams family should be allied with the newspaper field as Roger Williams, who figured somewhat conspicuously in the early history of New England, was an official Parliamentary reporter before he came to this country, and as such reported the Long Parliament.

In speaking upon the important part that the newspapers had taken in the campaign preceding the meeting of the Republican convention last week, Dr. Williams said:

The newspapers of this country have become a vast sounding board for the nation and without them the increasing tendency toward direct political action by the people at large would not be possible. If conventions such as the recent one held in Chicago are doomed it is because the newspapers have made practicable a different method of nominating candidates.

This convention, which we are not so sure made history so much as hysteria, illustrated the opportunity of the newspapers to affect the entire nation at large. This power is destined to grow greater as we face new problems and new complexities in our national life. A newspaper is the only preacher whose church is always full and it is the one form of influencing public opinion that knows no boundary lines. The composing stone is the corner stone of American liberties and the journalist should be prepared to defend and uphold them. He should be able to give to his readers instructions in public questions throughout the whole year so that when the time comes for voting such scenes as were enacted at the late convention here would be impossible.

Dr. Williams declared that the teaching of journalism had assumed an importance hardly deemed possible a few years ago. To-day there are nineteen or twenty colleges in which journalism is taught.

SPECIALISTS IN AGRICULTURE.

Charles Dillon, professor of journalism at the Kansas State Agricultural College, said that his institution was mostly engaged in training students to write presentable articles about agriculture and not to become reporters or editors. The chief fault in agricultural writing, he said, is that nothing in it appeals to the average woman or man. There is nothing about it to catch the attention and hold it. The newspaper offices as at present constituted contain men who are specialists along different lines. One member of the staff devotes his attention to politics, another to the reporting of crimes, another to the drama, and so on down the line. Only in exceptional instances do any of the newspapers have specialists in agriculture.

Other speakers were H. F. Harrington, professor of journalism at the Ohio State University; Prof. F. N. Scott, of the University of Michigan, and Jos.

Mitchell Chapple, of the National Magazine of Boston.

At the afternoon session John Clyde Oswald, chairman of the Department of the Printer, Publisher and Cost System, introduced A. M. Glossbrenner, vice-president and chairman of the executive committee of the United Typothete of America, who spoke on "Efficiency in the Mechanical Department." Mr. Glossbrenner's address will be found elsewhere in this issue of THE EDITOR AND PUBLISHER.

President Dowdell, in his annual address, said:

We must not permit publications supported by special privilege to name the men who are to govern our subscribers and ourselves. For a quarter of a century, by the use of purchased oratory, paid editorials and by the aid of senators conveniently "put over," the American voter has been plunged biennially and quadrennially into the fog of insoluble tariff questions to such an extent that it is going to take the united efforts of the loyal citizens of this country, aided by the best efforts of the independent press, to restore back to us a Government of and by the people in lieu of a Government of the people by the courts and for the special interests.

Ovid Bell, of Fulton, Mo., who was in charge of the weekly newspaper section of the convention, introduced Frederick B. Hall, of Jamestown, who spoke on interesting phases of the weekly press.

During the afternoon the Department of Journalistic Education, of which Walter Williams is chairman, held a special meeting in one of the parlors of the Hotel Sherman. Those present included Prof. F. N. Scott, of the University of Michigan; Prof. F. W. Scott, of the University of Illinois; Prof. E. T. Sheridan, of the University of Washington; Prof. H. F. Harrington, of the University of Ohio; Prof. F. W. Beckman, of the Ohio State College; Prof. M. W. Barnes, of the Paw University; Prof. J. W. Piercy, of the University of Indiana; Prof. Charles Dillon, of the Kansas State Agricultural College; Dr. Talcott Williams, of the Pulitzer School of Journalism, and Frank Leroy Blanchard, managing editor of THE EDITOR AND PUBLISHER.

Dr. Walter Williams, who presided, said that this was the first time a department of journalistic education had been established in connection with the National Press Association. Probably never before had it been possible to assemble so many teachers who are actively engaged in giving instruction in this most important profession.

Dr. Williams said that during journalism week at the University of Missouri a few weeks ago a number of teachers of journalism had met and formed the Conference of the Teachers of Journalism. A number of important topics connected with the work were discussed, and it was decided to hold a meeting at the University of Wisconsin, at Madison, at an early date.

A communication was read from R. F. Steffens, national secretary of the Sigma Delta Fi Fraternity, stating that at a convention of that body held at Greencastle, Ind., a few weeks ago, that body had passed a resolution calling upon the National Press Association to recognize the fraternity officially. The members of the department, after a brief debate, concluded to refer the request to a special committee that will report upon the same at the next meeting.

A number of valuable suggestions were made in regard to the future meetings of the body. These included subjects of discussion which will be taken up at the next meeting, which will be

held at Madison on Saturday of Thanksgiving week.

Dr. Talcott Williams introduced the following resolutions, which were unanimously adopted:

Resolved, That the Department of Journalistic Education be continued as a part of the National Press Association.

Resolved, That this department urge that the Conference of Teachers of Journalism held at the University of Missouri, be continued, and that this Conference of Teachers of Journalism hold an annual meeting and that its constitution and membership include all the various phases of the teachings of the journalist on some basis to be decided in the future by the officers of this department and of the Missouri Conference acting together.

Resolved, That this department deems it wise that its officers and those of the Conference and our members take steps to secure the presence and representation of teachers of journalism at the National Press Association.

The men of this convention are a keen, clean-cut lot of men, many of whom have amassed comfortable fortunes in conducting newspapers in the smaller cities. That they are alert and well-informed upon all topics relating to their business was made apparent many times during the week in the discussions that took place on the floor of the convention.

Harry A. Wheeler, president of the recently established Chamber of Commerce of the United States, delivered an address in which he appealed to the members of the association to educate the public in regard to the necessity of organized action on the part of commercial interests.

"There are," he said, "perhaps 2,500 business associations in the United States, but they are all separate and represent separate and often local interests. President Taft last April called a business conference to which delegates from these organizations were invited. Out of that conference has grown the Chamber of Commerce of the United States, of which I am president.

"This organization has three purposes: First to act as a sort of clearing house for the business of the country; second, to co-operate with the government bureaus which are producing much that is valuable for business, so as to make this information available, and third, to secure legislation favorable to the best interests of business and the country at large."

One of the best papers of the morning session was that of C. H. Cayce, editor of the Martin (Tenn.) Mail, on "Cost of Production in a Country Print Shop."

Ovid Bell, chairman of the Department of Weekly Newspapers, presided at the session held Wednesday morning. George H. Scruton, of the Sedalia (Mo.) Democrat, discussed the topic, "To What Extent Should a Newspaper Seek to Direct Municipal Policies and Exercise an Influence Over the Chosen Representatives of the People." Mr. Scruton made it plain that he did not think it was the duty of the newspapers to try and run the government—national or local. If evils existed they should urge the officials to do their duty. They should, in short, not play the role of dictators, but of watchful guardians of the interests of the whole people.

"Ideals and Standards of a Successful Weekly" was the subject of a paper written by W. L. Nelson, of the Bunce-ton (Mo.) Eagle. Ben F. McKey, of the Lebanon (Ind.) Pioneer, spoke on the "Weekly and Rural Route."

Frank Leroy Blanchard, managing editor of THE EDITOR AND PUBLISHER,

delivered an address on "The Professional Trade Paper as a Teacher."

President Dowdell made an earnest speech on the duty of the newspapers in the present political upheaval.

Thomas Rees, publisher of the Illinois State Register at Springfield, presented an able paper on "Newspaper Honesty and Ethics."

A number of the editors accepted an invitation to attend a "third party" luncheon at the University Club, arranged by James A. Metcalf, an editor of Glendive, Mont. The speakers were John Bass and Medill McCormick, representing the Roosevelt progressive movement, and R. E. Dowdell, president of the National Press Association.

THE EXHIBITS:

As in former years quite a number of enterprising supply houses had on exhibition in rooms on the floor on which the convention met, samples of their products. These were centers of interest to all the newspaper publishers in attendance and even brought to the hotel many Chicago newspaper men who were not specially concerned with the convention proceedings.

One of the largest of the exhibits was that of the American Type Founders Co., with L. R. Metzel in charge, assisted by F. C. Crofts, W. M. Washburn and Thomas A. Briggs. The latter is the inventor of the Boston wire stitcher, various models of which were shown.

The Butler Paper Co., of Chicago, had a very excellent display of its products on view. The members of the company's staff who were in attendance during the week to talk with visitors were O. P. Woodworth, E. A. Julius, Oliver Hessel, Frank George, Frank Osborn, C. E. King and R. L. Junod. Copies of a bound book entitled "The Story of Paper Making," and a thick paper-covered "Souvenir Guide to Chicago," were presented to the delegates by the company.

Barnhart Brothers and Spindler, the type foundry and manufacturers of composing-room fixtures, showed samples of steel desks, stands, imposing stones, etc., while Fred A. Crago was in charge of the exhibit. W. H. French, president of the company, and C. R. Murray, the vice-president and treasurer, were on hand every day to greet the friends and customers of the company.

The Latham Machinery Co., manufacturers of binding and punching machines, had a full line of their machines on exhibition. The round hole perforators, the wire stitchers and the paging and numbering devices seemed to arouse considerable interest among the visitors. H. H. Latham and G. B. Amos were on hand to give demonstrations.

The J. A. Richards Co., makers of

(Continued on page 11.)

The San Diego Sun

Covers San Diego County like the dew. It guarantees the largest circulation of any paper published in San Diego.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER CO.

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

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

THE JOURNALIST Established 1864
THE EDITOR AND PUBLISHER 1901

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

ADVERTISING RATES:

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

New York, Saturday, June 29, 1912

THE DAILY NEWSPAPER ERA.

The everwidening influence of the daily press was never better exemplified than during the past two weeks when politicians, financiers and others paid the newspaper proprietor the homage due him as the "man of affairs" in each community, who ought to have the broadest vision.

Witness the prominence at Chicago of E. A. Van Valkenburg, Philadelphia North American; Col. Nelson, Kansas City Star; William Barnes, Jr., Albany Journal; Victor Rosewater, Omaha Bee; Frank A. Munsey, and at Baltimore of the distinguished Southerners, Clark Howell, Atlanta Constitution; R. M. Johnson, Houston Post; Luke Lea, Nashville Tennessean; Col. Rob't Ewing, New Orleans States; Edward W. Barrett, Birmingham Age-Herald, and William Randolph Hearst, the Metropolitan; Norman E. Mack, Buffalo Times; Urey Woodson, Owensboro Messenger, and G. M. Hitchcock, the Omaha World-Herald, all of them actively engaged in convention politics, but in the "reporters' gallery yonder there sat a Fourth Estate," which was the real convention, for as Henry Edward Warner pointed out in the Baltimore Sun, "the halls held only so many, and the other sixty or eighty million who could read were dependent on the boys who recorded the story of every fleeting moment."

A notable development of convention reporting was the presence of a number of managing editors of metropolitan papers with staffs of a dozen or more men trained to the second.

What a privilege to live in an age of reason, and to be a unit in the mighty army of the press, which every day, with all its faults, advances the cause of freedom, justice and righteousness.

THE CIRCULATION MANAGER.

The number of circulation men who have "made good" and are making good in other fields of larger money making opportunities, suggests the thought that perhaps success achieved should be cred-

ited as much to training as to individual capacity.

Among the more active men at the circulator's convention two weeks ago at Baltimore were J. R. Taylor, assistant general manager of the Grand Rapids Press, and J. W. Magers, the able business manager of the Baltimore Sun. Other members of the organization who have mounted the rounds of the ladder of success to more responsible positions are: J. Irwin, assistant business manager Toronto Globe; Ed. Conloss, business manager Toledo News-Bee; John Laing, business manager Toronto World, and J. M. Cheverer, assistant business manager the Montreal La Patrie.

Glancing through memories' halls we see the faces of other circulation men who occupy important positions near the throne, among the "great" and "near great" in the publishing world: Fleming Newbold, of the Washington Star; H. S. Scott, of the Detroit News; Emil Scholz, general manager Pittsburgh Post and Sun; George M. Rogers, Cleveland Plain Dealer; W. J. Slater, Kalamazoo Telegraph, and Frank D. Caruthers, assistant business manager of the New York World.

The daily newspaper organization is a mighty elastic affair. In some offices there are as many as twenty-five executive heads, if you include the foremen of the various mechanical departments. In most of the smaller offices there are usually a full half dozen heads in the administrator's cabinet. It seems logical that with so many men in charge of necessary labor producing a daily newspaper there should develop a good deal of friction and all the more so when you consider that these men have "hair-trigger nerves" and are striving mightily under great mental and physical stress.

The one man in the organization at the heart of things who can do more, perhaps, to co-ordinate the various departments than any other is the circulation manager. He is usually keen and alert, in intimate touch and on friendly terms with all departments. He is privileged to keep in close touch with the reader and the advertiser, and to keep editors and publishers and owners informed. He can tell speedily whether a given policy is productive or unproductive. Moreover, he is an ever-present aid to the advertising manager in convincing "doubting Thomases" among the advertisers. He should be a man of large capacity and ability, and wide sympathies working with enthusiasm keying all departments, but more especially the mechanical up to the highest pitch of enthusiastic endeavor.

EDITORIAL COMMENT.

A Philadelphia agency is placing advertising with daily newspapers for the Flexible Flyer, with instructions to insert double column copy the day of the first snow. The agency figures out that the first snowstorm will occur about October 25. Rather an indication, don't you think, that this is a mighty good

time of the year to go after the national advertisers with the "reasons why" they should place their advertising in your field and use your paper? It is stated that before John Lee Mahin, of the John Lee Mahin Advertising Co., of Chicago, left for Europe, he had received O. K.'s on the entire series of copy for this fall and winter from two of his largest clients. Moral: Use display space with THE EDITOR AND PUBLISHER.

An Eastern advertiser suggests ament the discussion of "free space" newspapers are devoting to baseball that the newspapers proprietors solve the problem by following the able leadership of Messrs. Noyes, Taft, Taylor and Herschman, reputed owners of baseball clubs, and buy up the franchise rights and stock to the ball club in their "bailiwicks." All those in favor of this plan of campaign please rise. One "weak sister" asks "Where are you going to get the money?" Another says use the interest money on that one-inch single-column ad you carry three months in the year.

C. Godwin Turner, formerly an examiner for the A. A. A., asked the circulators in convention recently at Baltimore "What is your spoilt print waste?" "For instance," he said, "take a fifty to sixty thousand daily circulation. Press spoilt copies will average about six hundred to a thousand. These, as you all know, are tied up and sold as junk. Instead of allowing this, have them sent into the mailing department and examined, and you will find that from four hundred to five hundred of these papers can be used, either in the editorial, advertising or circulation departments. This is no dream; it is absolutely so, and the result is the saving of so much white paper, according to the daily print of the newspaper in question."

Here's another suggestion he volunteered: "Country dealers are credited each month with returned headings. Omit this and notify your dealers that you only require the headings for any one given day, you designating the day, the balance of unsold copies each day in the month to be given out or delivered by your dealer as samples, you requiring a blank filled out with the names and addresses of parties so sampled. This reduces your returns and increases your circulation without any cost. A trial made of this proposition was over 20 per cent. new subscribers, through this sample distribution of practically returned copies, all of which will now figure in your net circulation figures."

Will Establish Publicity Bureaus.

In conformity to a plan adopted by the Ozark Press Association at its meeting at Springfield last month, President Mians Ray of the Cassville (Mo.) Democrat has organized the Ozark Press Syndicate, which will handle news and other literary matter on the Ozarks for other papers of the country.

PUBLISHING VENTURES.

HUNDREDS OF PAPERS BORN OF HOBBIES ONLY TO MEET WITH AN EARLY DEATH.

By JAMES POOTON.

There are almost as many hobbies about starting new papers as there are journalists. Nearly every one seems to have ideas of his own, which (in his mind) would bring him a fortune, could he but get the means to put them into practise. Who does not remember John Stephen, who started so many Heralds in this city and vicinity? Then there are the trade paper enthusiasts who implicitly believe that they have found an unoccupied field, and these ventures have been so multiplied, even in reference to minor business, that we shall not be surprised if we soon see such periodicals as The Peanut Vender's Whistle, The Hot Corn Call, The Bootblack's Appeal and The Organ Grinder's Record.

Then we have a sanguine projector, who has a scheme for a journal to contain nothing but advertisements, the paper to be given away by thousands. Another's plan is a paper without any advertisements, to contain only crisp, short editorials and news items. Here you will find one possessed of the millennial idea of issuing a sheet that shall always tell the exact truth about everything it publishes and contain only highly moral advertisements. Again, you will see one whose firm faith is that a paper that would impartially and mercifully ferret out all corruption in public and private life, and publish realistic details thereof, would prove a great sensation and a grand financial success. Such a paper would undoubtedly prove a tremendous sensation, but its unfortunate proprietor would be imprisoned or killed before the second number appeared.

Then we have the man whose ideal is a paper that shall publish something—if not more than a line—about everything that occurs; and we have his anti-thesis—one who would have nothing but important news, and that given in grand descriptive style. One wants a paper printed all in large type; another would have it in very small. One would issue a paper with new-fangled phonetic spelling; and you can find the champion for illustrating every leading piece of news. The man can be found who utterly banishes all illustrations; and also one who denounces all papers larger than Harper's Weekly as unwieldy blanket sheets, and thinks that all dailies should be in form and style like the Weekly. So it goes, ad infinitum. There are thousands of blossoms, but very little fruit.

Ill-starred newspaper ventures have been the bane of many promising journalists. In time we may, perhaps, have nearly ideal papers filling, each in its way, the field it should occupy; but, in the meantime, a thousand and one sanguine projectors will find their schemes blasted. Undoubtedly there has been in the past, and will be in the future, a larger percentage of losses in new newspaper ventures, considering the capital employed, than there has been sunk in Wall street or on the turf.

News From the Front.

Last week the regulars and the revolutionists each gained a recruit.

Two generals for one husky private were offered by both sides with no takers.

The revolutionists offered yesterday to exchange eight colonels for one can of condensed milk.

Juarez was surrounded last Friday by twelve revolutionists, but an old woman went out and chased them away.

To-day's battle was called on account of rain.
—San Francisco Chronicle.

PERSONALS.

James Gordon Bennett, of the Herald, who recently paid a flying visit to his home office here, sailed on his return voyage to Europe on Tuesday morning.

Clarke Howell, of the Atlanta Constitution, dean of the Democratic National Committeemen at Baltimore, received a loving cup from the Georgia delegation on June 24 "in token of our esteem and in regard for his long and efficient party service." Charles R. Pendleton, of Macon, chairman of the delegation, made the speech of presentation. Mr. Howell has served on the committee for twenty years.

George A. McClellan, publisher of the Indianapolis (Ind.) Sun, is enjoying a well-deserved vacation. According to reports from his home town he is hitting the high spots on the lakes.

Major J. F. A. Strong, editor of the Ididerot Nugget, of Ididerot, Alaska, was a picturesque figure at the Baltimore convention, which he attended as a delegate. The Major earned his title by actual service, as the commander of a squadron of insurgent cavalrmen in South America many years ago.

E. E. Britton, city editor of the Raleigh News and Observer, was elected secretary of the Democratic convention, held at Baltimore, Md. Mr. Britton has been connected with that paper twelve years.

M. Clyde Kelly, who defeated John Dalzell, "Father of the House" for the Republican Congressional nomination in the thirtieth Pennsylvania district, is president and managing editor of the Daily New Herald, of Braddock, Pa.

Bernard C. Wilson, who has just been appointed correspondent of the Associated Press in Detroit, succeeds William Charles, Jr., who resigned some months ago. The first newspaper experience gained by Mr. Wilson was at Port Huron.

Hon. Frank T. Roche, editor of the Georgetown Commercial, of Georgetown, Tex., has formally announced his candidacy for Congressman-at-large from Texas. Mr. Roche is a Confederate veteran.

Charles J. Henninger, editor of the St. Louis County Herald, Wellston, Mo., who was a member of the Chicago convention which nominated Tait, was married to Miss Cecilia A. Ter Veer, of St. Louis, just before starting for the convention. This was Mr. Henninger's second offense.

F. B. Harper, of the Minneapolis Daily News, is the author of "The Conquering of the Wilderness," an historical narrative of early exploration in the West, which is to be published soon by Putnam's Sons, New York.

Miss Mary Reynolds Carter, of the Atlanta Constitution staff, and Rogers Winter, City Hall reporter for the Journal, have announced their marriage. It took place on Sunday, June 18, after the couple had covered the same story for their respective papers. The bride and groom have known each other for six years.

N. E. Stevens, editor of the Paxton (Ills.) Record, claims to be the oldest editor in the United States in point of

service. He is 79 years old and has been sitting in an editorial chair for sixty years. His alphabetic work as an editor was done on a paper in Geneva, O., in 1852.

W. A. Frisbie, editor of the Minneapolis Daily News, is acting as secretary of the Thomas Lowry Memorial Association, which is erecting a \$60,000 memorial to the late Thomas Lowry, a pioneer optimist of Minneapolis.

Cyrenus Cole, editor of the Cedar Rapids (Ia.) Republican, appeared as a witness at Washington, D. C., in the suit of William Wolf Smith, a newspaper man, against Collier's Weekly.

Norman E. Mack, proprietor of the Buffalo Times, was re-elected New York member of the National Committee.

John W. Kurtz, business manager of the Omaha Daily News, has been appointed a member of the "Know Omaha" committee of the publicity department of the Omaha Commercial Club.

John W. Kurtz, business manager of the Omaha Daily News, and several members of his advertising staff, went through the gauntlet of the initiation at the den of the Knights of Ak-Sar-Ben last week.

H. T. Carlisle, of the Poseyville News, has retired after a newspaper record extending over a period of fifty-four years. During the war of the Rebellion he made a record as a war correspondent.

J. D. Kuykendall, formerly editor of the Evening Journal, of Fredericksburg, Va., and who accepted the position of associate editor of the Kissimmee Valley Gazette, after six months' service on that newspaper has resigned.

Joseph Durney, editor of the Long Island Herald, of Fair Ground, L. I., is confined to his bed with several broken ribs and other injuries arising because of a recent collision between himself and an automobile driven by Jerome Suydam, of Westbury.

B. W. Jarvis, editor of the Troy Call, of Highland, Ill., has assumed the management of the Collinsville Herald, which is owned by a stock company.

George Bunn, Jr., of Springfield, Mass., who was one of the spring graduates of Princeton, has been appointed as a member of the New York Sun's reportorial staff. The will begin work on July 1. His Princeton record was good.

William A. Pidgin, of the Lewiston (Me.) Journal, has a large collection of old papers in his possession. Many of these could not be duplicated. Mr. Pidgin is one of the oldest newspaper men in Maine, if not in all New England.

Victor E. Erlenmeyer, sometime editor of the Hershey Press, has resigned. He goes to Chicago. His successor is L. B. Harnish, of Labanon Valley College.

Prof. W. G. Bleyer, head of the course in journalism at the University of Wisconsin, at Madison, Wis., will spend three months in Europe studying European methods of journalism.

Jack Britt Gearity, editor of Free Press, New Castle, Pa., was a speaker on Socialism at Hasson's Park, Oil City, Pa., on Sunday, June 23.

Philip R. Dillon, former editor of THE EDITOR AND PUBLISHER, contributes to the August number of the American Penman an interesting article on the "Flag Day" celebration at the Washington Irving High School for Girls, New York City.

Charles S. Elgutter, attorney and formerly editorial writer on the Omaha Bee; Hon. James M. Beck, Arthur Seitz and Frederick E. Ives, inventor of the half-tone process of illustration and expert in photography, were guests of the Fossils, amateur journalists of the past, at Pontins, Tuesday evening, June 25.

E. Leslie Gilliams, formerly proprietor of the Gilliams Syndicate, Philadelphia, and more recently with the Sunday American staff, has taken charge of the Art Department of the Wildman News Service.

Urey Woodson, proprietor of the Owensboro (Ky.) Messenger, who perhaps has as wide an acquaintance with politicians of both parties and newspaper men, failed of re-election as secretary of the National Democratic Committee, a position he has held for a good many years.

\$35,000

buys leading daily newspaper property in city of 17,000. No job department. Annual volume of business over \$28,000. Cash necessary \$12,000. Owner, having located elsewhere, is interested to sell. Equipment includes 3 linotypes. After paying salary to owner would probably pay 10% profit first year on price asked. Proposition E. A.

C. M. PALMER

Newspaper Broker

277 Broadway New York

HELP WANTED

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

IN THE MARKET.

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

HALF INTEREST IN

A paying publishing business can be bought by right party for \$15,000. HARRIS-DIBBLE CO., 71 West 23d St., New York.

DAILY NEWS

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

NEW YORK SPECIAL

representing Jewish papers exclusively, would like to add to his list several papers devoted to Jewish interests, not represented in the foreign field. Write "N. Y. S." care THE EDITOR AND PUBLISHER.

SPECIAL ADVERTISING AGENCY

now being formed with fine future wants man for manager New York, and one for Chicago office, who will become interested with organizer. Prefer men who could bring one or two high class dailies into agency. Great opening for some newspaper man to break into agency field where there cannot be chance of failure to make good money. Already several high class publications ready to be listed. Address "J. C. J.," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

WANTED—AN EDITORIAL

position with a live news or trade paper by an experienced, thoroughly competent newspaper man. Familiar with make-up and department duties. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

MR. PUBLISHER!

Do you want a man who will pull off his coat, get into the harness, and make your paper PAY? Are you willing to pay a fair price for a business manager with the ability and disposition to render this kind of service? Write me and I will satisfy you absolutely in regard to character, ability and reasons for desiring change. Address "WORKER," care THE EDITOR AND PUBLISHER.

YOUNG BUSINESS MANAGER

Who has made a record in present position on a hitherto unsuccessful daily in a newspaper graveyard, desires change. Will accept either business or advertising management of live paper in city of from 30,000 to 75,000 population. Address "CHANGE," care THE EDITOR AND PUBLISHER.

WANTED TO BUY

Second-hand curved router for newspaper plates. "BOX 808," Omaha, Nebr.

I want to connect as circulation manager of large paper in or business manager in smaller field. Employed now but wish change for personal reasons. Thoroughly capable and wide experience. Middle West or Pacific Coast preferred. Interview solicited. "C. V.," care THE EDITOR AND PUBLISHER.

GOOD WRITER

desires employment on country daily or weekly. Address J. T. MUNSON, 410 W. 20th St., New York.

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.

FOR SALE

FOR SALE CHEAP

Three Model 3 Linotype Machines, all in splendid condition. Mats: One set 30-point Gothic caps (head letter), one-half set Gothic caps (head letter) new, never used; distributor in pi channel; one set 5 1/2-point No. 1 with extra set 5-point figures; one set 5 1/2-point (bold-face) one letter; one No. 1 head letter magazine; one set 10-point italics with small caps; set 9-point German; set 6-point English with boldface; also dozen steel lockers, never used. Three linotype motors, 220-volts, direct, splendid condition, not suited to Syracuse current. Good reason given why above is for sale. Address HERALD, Syracuse, N. Y.

FOR SALE.

Only daily in live Indiana manufacturing city of 5,000 and prosperous farming community of 25,000 for \$15,000 cash and \$9,000 easy payments. Politics independent. Splendid opportunity. Now paying 25 per cent. on investment. Job printing in connection. Up-to-date equipment. Address "C. J. M.," care THE EDITOR AND PUBLISHER.

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

FOR SALE.

One Model No. 1 Linotype, No. 1113, and one Canadian Linotype, No. M304. Both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE—NEW NO. 4 MODEL

Linotype, complete with motor, four magazines; 4, 8, 10 and 13 pt. matrices, Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

FOR SALE

Duplex flat-bed Perfecting Press, latest pattern, double drive, angle bars, tapless folder. Prints 4, 6 or 8-page papers. Boxed, ready for shipment. Address "ANGLE BAR," care THE EDITOR AND PUBLISHER.

FOR SALE—THREE NO. 2

Linotype machines equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

Fred C. Clayton, formerly of the Albany Knickerbocker Press, and later with the New Brunswick (N. J.) Times, has joined the sales forces of the Campbell Co.

BLUE TAG AMENDMENT.

Provides That All Second-Class Matter Shall Have Same Facilities and Receive same Treatment by Post-Office Department—Provisions of Amendment Explained by Herbert Noble and Dr. Shaw—Bill Up for Hearing Next Week.

(By Special Staff Correspondent.)
WASHINGTON, D. C., June 27.—The "blue tag" amendment to the post-office bill, in which all the publishers of the country are taking an interest, has been explained to the committee by Herbert Noble and Dr. Albert Shaw, of Review of Reviews. This amendment provides that all second-class mail matter shall have the same facilities and receive the same treatment from the Post Office Department. That the regular magazine publishers have been discriminated against is shown by the statements of Mr. Noble and Dr. Shaw.

The amendment reads in full:
Provided, That all second-class mail shall have the benefit of the same facilities and shall receive the same treatment, without discrimination against any portion thereof, in respect of transportation, distribution and otherwise.

EVILS OF "BLUE TAG" MAIL.
Dr. Shaw, in testifying that his magazine had been unfairly treated, said in part:

This order was put in effect first with respect to one of the contract-mail sections. This contract-mail section is called No. III.; and—to proceed rather rapidly with a concrete illustration so that you may get at the results—I will say what happened after this went into effect to periodicals published in New York, Boston and eastern points.

Our magazines were sent by fast mail from New York and Boston and these eastern points as far west as the transfer limits that define the eastern contract-mail section from the next section. For instance, they went on the Pennsylvania Railroad as far as Pittsburgh and on the New York Central as far as Buffalo.

At those points we ceased to have the rights and protection of the United States mail, and our magazines became common freight. They were thrown off the mail trains and carted across Buffalo because there was no opportunity for direct transfer, the freight station being distant from the station where the mail trains arrive.

SERIOUS DELAY AT BUFFALO.
The average delay at Buffalo was anywhere from one to two or three days. We had been accustomed to get our magazines out into the heart of the United States from New York in less than that time. We were accustomed to get them to California in five days.

I have a letter from the highest official in the Post Office Department informing me that if I suffer serious financial loss, he has consulted with the next highest official in authority in the Post Office Department, and they have decided in my case that I be restored to my rights. Thus, in a matter of vital importance I am not subject to law, but subject to their ruling. If this stands I have no rights under the law. I ask you, gentlemen, to restore to me the rights I have had heretofore.

The post office bill is yet before the committee and will probably be taken up for consideration again the latter part of this week or the first of next.

SUCCESS STORY IN TOWN OF 35,000.

JOSEPH J. MCGINLEY TELLS HOW HE OVERCAME OBSTACLES IN MAKING THE NORRISTOWN (PA.), TIMES A PROFITABLE PROPERTY.

The story of the rise of the Norristown Times from a circulation of 300 copies in 1892 to over 7,000 copies per day is the story of a dominant will overcoming all obstacles. To a representative of THE EDITOR AND PUBLISHER J. J. McGinley, the editor and manager, recently said:

"I came to work with the Norristown (Pa.) Times as a bookkeeper on March 7, 1892. At that time the Times was almost down and out. It had a circulation of about 300 papers, one-half of which were deadheads. There were three papers in the town at the time and the local newspaper carriers did not want to be bothered with the third paper if they could help it.

"I saw the conditions looked bad and I figured that if we did not get a circulation we might as well close the plant, so I started in and paid newsboys to go along the streets "hollering" the Norristown Times. This surprised the public because it was something new and they were so much taken by surprise that a great many of them bought a copy to see if a change had been made. This worked all right until we secured a circulation of about 400 copies.

ENCOURAGED BY FRANK MUNSEY.

"The larger newsboys, however, were wise to the extra amount of work necessary to put a third paper on and refused to go along. They claimed that they were satisfied with two papers and a third was not necessary anyhow. About that time Frank Munsey was making a big hit with the Munsey magazine—a new magazine on the market for ten cents. I wrote to Mr. Munsey and told him a plan I had to increase our circulation by clubbing the Munsey Magazine with the Times. He replied to my letter and gave me a good deal of encouragement, and said that I couldn't help but win out if I pushed the plan, as I laid it before him.

THEY GAVE HIM THE HA HA.

"I notified the carriers of my intention and they gave me the 'ha ha.' I said: 'All right, you boys will change your tune in about three months.' I got in touch with a number of live boys who were willing to serve the newspaper route and in addition to looking after the office and keeping the books I made a personal canvas of every house in Norristown.

"When I would get a particularly hard bump I would tell my troubles to the next-door neighbor, and as a result of their sympathy I would get a subscription. I would simply tell them how badly their next-door neighbor treated me. In a little less than three months I had

secured about 1,000 subscriptions, and we served them direct from the office by our own boys.

BOUGHT NEW EQUIPMENT.

"From that time on we made a special effort to put out a live newspaper and our efforts were successful, as our circulation continued to grow. In 1896 I was made manager of the Times. At this time the plant was very poorly equipped with machinery of any kind, and had very little type.

"We had an old drum cylinder and a folding machine which took three or four hours to print our small edition. I concluded that if we were to continue it was necessary to buy type and new presses, and all that sort of thing. I went to New York and Philadelphia and bought new presses and new type and paper. I finally induced the board of directors to put in a new linotype machine in 1907. I got next to two of the largest stockholders, and after six months' talk induced them to go along and put in a machine and go on a note for same.

BOARD FOUGHT IMPROVEMENTS.

"The entire board thought this was highway robbery and a nonsensical move. We put the machine in, however, and we made a hit from the first, and in less than a year I had another linotype machine. In three years from that I had the third machine, and to-day we have five machines. The last machine is a No. 8. We also put in a Cox press in 1900 and new job presses and new job faces. Three years ago we fitted out a complete bindery at an expense of \$3,000, so to-day we have a complete plant which is a first class and practically brand new in all departments, which cost in round numbers for machinery and type, etc., at least \$100,000.

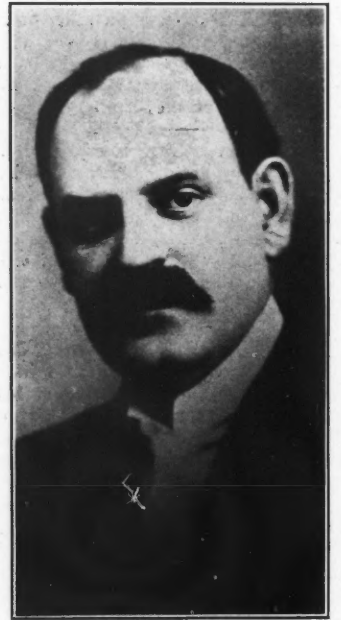
"The plant is entirely paid for and the Times has a circulation of over 7,000 copies per day. During three days in the week we have had more advertising than the paper can carry, as we only can print an eight-page paper from our Cox press. We will have to get along for a while until we can put in a large machine. When I was made manager of the Times the circulation of the Register was a little over 3,000 copies per day, and the circulation of the Herald in the neighborhood of 2,000 or 3,000.

A Matter of Disposition.

"Allow me to congratulate you."
"What for?"
"Oh, for just anything—the sunshine, the blue skies, the fact that you are up and about. Isn't that something?"
"No!"
"Then congratulate me for not having a disposition like yours."—*Birmingham Age-Herald.*

A Fly Swatting Campaign.

The Phoenix (Ariz.) Gazette is conducting a "swat-the-fly" campaign that is creating great interest. Fly swatters are furnished free to all who apply at the Gazette office and prizes are offered to the contestant killing the greatest number of flies. The prizes range from a twenty-five-dollar pedalmobile to season passes at the theaters. Fifty flies are good for a theater ticket on Friday evenings. Thousands of flies have been received at the Gazette office already and it is predicted that when the contest closes on July 1 the city will be free from the pests.



JOSEPH J. MCGINLEY.

CREDIT FOR THE AD BUILDER.

One of the most interesting addresses on advertising that has ever been made before the Ad Club of Fort Worth was made by A. W. Grant, of the Exline-Heimers Co., on June 19.

According to his theory the present point of view of advertising is entirely wrong, unscientific and lacks the right object. He said the first purpose of an advertisement should be in the form of an appeal, and incidentally he remarked that all advertising managers should have their names signed to more advertising. This is quite in line with the movement to credit photo play authors and editorial writers for their work.

Harold Hough, circulation manager of the Star-Telegram, made a short talk upon the circulation men's convention at Baltimore.

In Pittsburgh
THE POST
First in Quality of Circulation for 70 Years
Is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.
Remember The Post is the only Democratic paper in Pittsburgh, and this is surely a democratic year.
E. M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN
Special Representatives
NEW YORK ATLANTA CHICAGO

THE WASHINGTON HERALD PAYS
JOHN W. HUNTER, Publisher
Ask our representative for net circulation rates
Representatives:
J. C. WILBERDING, Brunswick Bldg., NEW YORK
A. R. KEATOR, 748 Marquette Bldg., CHICAGO

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 Tribune Bldg., New York
H. L. SELDEN & CO. Peoples Gas Bldg., Chicago

The Evening Post
PORTLAND, ME.
"The People's Paper"
During the next thirty days will cover every home in Portland, South Portland and Westbrook.
Maine's only Penny Paper
PERRY LUKENS, JR., GEO. L. MCFARLAND, Tribune Bldg., New York
Boyce Bldg., Chicago

COVERING CONVENTION.

(Continued from page 1.)

and C. E. Kloeber, of the New York office, as editors and lead writers.

Mr. Elliott, who also occupied the same position at the Chicago convention, says from a news standpoint the two conventions are directly opposite. He says the Chicago convention was an "outside story," meaning that as Theodore Roosevelt was present in Chicago and not in the convention hall that there was as much news outside of the convention hall as there was in it. Here, he said, the story is the happenings of the convention. He also voices the opinion of the majority of newspaper men when he says that the hospitality of the city is not exceeded anywhere but that the hotels were not planned for convention purposes.

In the United Press section the supervision is entirely under C. D. Lee, the president, and General Manager Roy W. Howard, both of whom were at the Republican convention. Perry Arnold, of the Washington office, is one of the hardest workers.

All of the leading New York papers have large staffs present, and most of them have office quarters in the new Munsey building, which is perfectly equipped for the convention work. Telephones on each desk, electric fans and everything to facilitate the work and make everyone comfortable. Arthur Greaves is in charge of the New York Times forces, C. M. Lincoln is directing the World staff, while C. H. Van Hamm has the Hearst men under his charge. Don Martin, the political man for the New York Herald, heads their staff here and is ably assisted by Robert Halsey Patchin, the chief of the Washington Bureau, who put in several years' service for the Herald in Canada during the Reciprocity fight. William E. Lewis, owner of the Morning Telegraph, is strictly on the job for his subscribers.

FOREIGN PAPERS REPRESENTED.

Writers from all over the world are rushing specials to their papers describing this wonderful scene of seething humanity. To many of them it is their first sight of an American political convention. For the Times of London, Arthur Willert is here. The Telegraph is looked out for by Percy Bullen. H. Cozens Hardy for the London Daily News. Mr. Bullock for the London Mail. Germany is represented by Dr. George Barthelme, of the Cologne Gazette.

That the cartoon feature is as important as the news side is evidenced by the great number of artists that are here. Kin Hubbard, who draws "Abe Martin" for the Indianapolis News and stings many prominent men with his caricatures, is busily explaining that he is not related to Elbert Hubbard, Igoe, Tom Powers and "Tad" for the Hearst papers are here, there and everywhere. Powers' "Joys" and "Glooms" express the feelings of the convention more fittingly than pen can tell it in words. Those that get in the hall and have things coming their way are the "joys" while those who could not connect with a ticket are the "glooms."

Josephus Daniels, owner and editor of the Raleigh News and Observer, aside from having the duty of writing editorials for his paper, attending all-night sessions of committee meetings, being the National Committeeman from North Carolina, has had charge of the press arrangements and distribution of tickets. Any one of the three would have been a job for any one man. But he is filling these three positions and getting

away with it to the satisfaction of every one. And all this under the handicap of recently having slipped and broken a rib.

Henry Barret Chamberlain, managing editor of the Chicago Record-Herald, and a force of twelve men from the home office, has offices directly opposite the Belvedere Hotel, the National Committee's headquarters. In addition Sumner M. Curtis and John T. Suter, of the Washington Bureau, are also assisting. Mr. Suter, as secretary of the standing committee of Washington correspondents, in addition to his newspaper work, performed the arduous duties of assigning the seats in the press sections to the various newspapers and assisting in the general arrangement of the press. A work he did with much success.

For the Chicago Tribune E. C. Beck, the managing editor, is in charge. Mr. Beck has under him a force of fourteen men, this including John Callan O'Laughlin, chief of the Washington Bureau, and Arthur S. Henning, of the same office.

For the Southern field there is Austin Cunningham, of the San Antonio Express, who also assists Arthur B. Krock, chief of the Louisville Courier-Journal and Times staff. Otto Prager, of the Dallas News, and D. T. Toomey, of the Galveston News, Robert M. Gates, of the Memphis Commercial Appeal; K. Foster Murray, for the Charleston News and Courier and Norfolk Virginian and Pilot; Walter S. Gard, of the Houston Post; P. H. McGowan, Richmond Times Dispatch; A. E. Heiss, New Orleans Times Democrat, and M. B. Morton, of the Nashville Banner.

The press section at this convention is minus the distinguished presence of William Jennings Bryan, as he is too deeply engrossed with the political game to give attention to journalism, although at the recent Republican convention he was a central figure in his seat in the press section.

The newspaper profession is ably represented on the National Committee by six committeemen. Clark Howell, of the Atlanta Constitution; Urey Woodson, of the Owensboro Kentucky Messenger; Robert Ewing, of the New Orleans States; Norman E. Mack, of the Buffalo Times; Josephus Daniels, of the Raleigh News and Observer, and R. M. Johnson, of the Houston Post. Senators Lea, of Tennessee, owner of Nashville Tennessean, and Gilbert M. Hitchcock, of Nebraska, owner of Omaha World-Herald, are here as delegates.

The New York Sun Service, which, of course, includes the New York Sun, is very ably represented by Mr. E. A. Fowler, chief of the Washington Bureau, and he has among his assistants Jerry Mathews and John Monk, both of the Washington Bureau. Others assisting him are E. W. Hill, Joe Fox and Frank O'Malley.

NATIONAL PRESS.

(Continued from page 7.)

multiform outfits, showed samples of its work. Mr. Richards, the head of the company, explained to the delegates what could be done with his appliances in manufacturing cut outs and other pasteboard advertising novelties.

H. B. Rouse & Co., of Chicago, exhibited a number of time-saving devices for printers, including a Perfection proof press. H. L. Rouse was in charge.

The Vandercook proof press, which has been on the market a year and a half, was explained by James A. Towns-

end, president of the Eastern Sales Co., Chicago, the manufacturers.

The Samuel C. Tatum Co., of Cincinnati, exhibited a paper drill that will cut perfect holes through 2½ inches of paper.

The Keystone Type Foundry of Philadelphia, showed samples of its products. Frank F. Novy, of the Chicago office, was in charge. George F. Dinsmore and B. S. Hanson, traveling representatives, were also in attendance. Cutters, printing machines and labor-saving devices were exhibited in variety.

The Challenge Machine Co. was specially represented by J. D. Rerick, of the Chicago office. The company handles the Stonemetz folder and the Diamond cylinder presses.

The Wetter Numbering Machine Co., of Brooklyn, New York, whose machines were used to print the numbers on the first two hundred million Hudson River tube tickets, showed samples of its machines. William A. Porter, the secretary and treasurer of the company, explained how the device worked.

The Potter proof press, which is sold by A. F. Wanner & Co., of Chicago, was on exhibition, with H. W. Hacker, the secretary of the latter company, in attendance.

William Freund & Sons, engravers and stationers, of 16 Randolph street, Chicago, showed a handsome line of work, with F. B. Hartman in charge.

The Wanner Machinery Co., of 703 South Dearborn street, manufacturers of printing and binding machines, was represented by A. F. Wanner, president, and a staff consisting of Robert McLellan, F. Wanner, J. D. McKenzie and Charles Abbott

The Mergenthaler Linotype Co. was represented by L. A. Hornstein, the advertising manager. Mr. Hornstein was exceedingly popular with the delegates, because he distributed among them watch fobs and stick pins advertising the linotype. Last week Mr. Hornstein attended the convention of the Ben Franklin Clubs of America at Cleveland, where he delivered an address on "The Trade Composition Plant from the Manufacturers' Point of View."

New Seattle Ad Agency.

The organization of a new advertising agency in Seattle has just been effected. It is known as the Izzard-Jacobsen Company.

The newspapers which President Gomez ordered prosecuted continue to reiterate their assertions that the Chief Executive is responsible for the negro uprising.

FOR SALE

ONE Goss Helix Rotary Perfecting Press

Prints either 4, 6, 8 or 12 pages. Rebuilt and overhauled. Very low price.

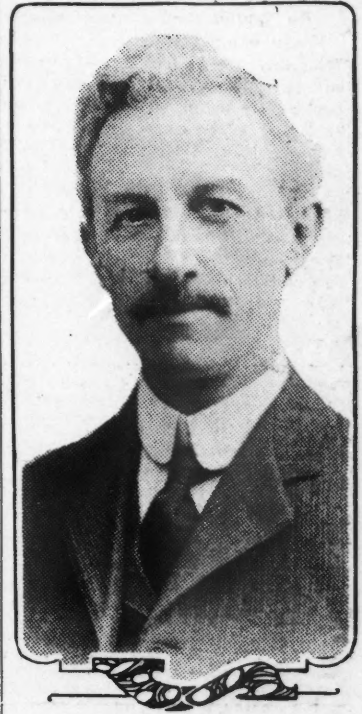
The Goss Printing Press Co.

16th Street and Ashland Avenue CHICAGO, ILL.

ADVERTISING MAN HONORED.

"Ayer & Son Family" Dine Eugene Greiner, 30 Years with Firm.

Eugene Greiner, chief of the space-buying division of N. W. Ayer & Son, advertising agents, was dined by the firm at the Downtown Club, Philadel-



EUGENE GREINER.

phia, last week, in recognition of his thirty years of service. "B. A. I. S. May 23, 1882" (been at it since 1882), as it read on the menu card, which contained Mr. Greiner's likeness. There were 140 diners.

In his address, which contained many interesting facts concerned with Mr. Greiner's career, J. A. Wood, a member of the firm, said that at the present time the Ayer & Son family consisted of 330 members, and that of the 130 present, 112 had been with the house five years or more, fifty-three for ten years or more, twenty-nine for fifteen years or more, twenty-one for twenty years or more, and nine for twenty-five years or more. Altogether the service of the employes present totaled 1,398 years.

Among the special agents were four ex-members of the Ayer & Son family who had been employed twenty-five years or more.

Addresses were made by members of the firm, F. Wayland Ayer, H. N. McKinney, A. G. Bradford, J. A. Wood and W. W. Fry, and by S. Wilbur Gorman, the manager, each paying high tribute to their guest. Mr. Greiner told what the firm's famous motto, "Keeping everlastingly at it brings success," had meant to him. Mr. Greiner was presented with a handsome gift by the Ayer & Son family in remembrance of his anniversary.

Rush for Progressive Convention.

Reservations for the coming convention of the new party, the Progressive Party, were made at the Congress Hotel, Chicago, by newspaper correspondents within ten minutes after the renomination of President Taft was assured last Saturday night. The first request was from Arthur B. Krock, Washington correspondent of the Louisville Courier-Journal.

PRESTO!! CHANGE!!

I Was a Press Agent But Lo! Behold I Am Now a Publicist!!—The New Advocate Rings the Changes in an Ingenious Article Which Cites a Few Historical Incidents.

George Flatow, who has been connected with the publicity department of the Pennsylvania Railroad at the New York office, contributes an article to a recent issue of *Investment* on "Publicity as a Help to Legitimate Corporations."

After calling attention to recent legislation providing for the publicity of campaign contributions and the financial transactions of corporations, Mr. Flatow argues that the ever-increasing tendency of corporation managements to obtain publicity for facts and figures concerning their enterprises has brought into being a new profession known as publicists or publicity men. They are not "press agents," of whom there are 10,000—Oh dear no—but an entirely different class of "workers." Mr. Flatow continues and you may have it for what it's worth—an ingenious argument for the useless fifth wheel:

For instance, the "press agent" represents an actor, actress, prize-fighter, political office-seeker or some other individual. His mission is to secure the insertion of laudatory write-ups in the newspapers, but the remuneration for this service is comparatively small.

The publicity agent, on the other hand, is generally recognized as the official mouthpiece of a railroad or industrial corporation—sometimes of both. His work is, therefore, more important, more dignified and usually carries with it adequate pay. Aside from the preparation of articles and pamphlets designated to familiarize the public with the commercial and financial operations of the railroad or industrial enterprise, he becomes an invaluable asset in the event of a strike, or when concerted attacks are made upon his client in the newspapers.

Public sentiment, as a rule, favors the striker, and in order to counteract any feeling of mistaken and unwarranted sympathy, the publicity representative sets out to create an enlightened public opinion by issuing statements for publication, reviewing the entire controversy.

In this manner the employer gets a fair hearing by the newspapers and the community, which is an all-important factor in bringing about a speedy and amicable adjustment.

TWO HUNDRED PUBLICITY DEPARTMENTS.
From a scant dozen corporations having publicity managers in 1905, the number has grown steadily until to-day at least two hundred concerns either maintain publicity departments of their own (most railroads do), or employ outside agencies or individuals.

Although no large fortunes have been acquired by members of this profession, there are those who have earned, and still continue to earn, annual increments corresponding to the salaries of bank and railroad presidents. Retainers totaling \$70,000 in a single year, and on an average of \$50,000 for a period of three consecutive years, is the record of one particularly active firm of two members.

It is also true that others handling a number of contracts are doing equally well. Then there is the independent publicity agent who oftentimes has two, three, four and more clients, and the individual who devotes his entire time to

the interests of one corporation—both of whom are earning good livelihoods.

Mr. Flatow proceeds to give a bit of ancient history which is doubtless wise to carry the foregoing.

PIONEERS IN PUBLICITY.

Foremost among the pioneer exponents of publicity were Edward H. Harriman and Alexander J. Cassatt, two of the greatest transportation masters the world has ever known. Both have since passed to eternity, but the marvelous achievements which they left behind will remain everlasting monuments to their memories.

It is a coincidence that while Harriman was busy solving intricate engineering problems which confronted the Union and Southern Pacific railroads in the West, Cassatt was bending his energies toward extending the Pennsylvania System into New York City. On one hand mountains had to be penetrated, and on the other subaqueous regions conquered. Although these prodigious undertakings had been going on for a number of years, comparatively few persons outside of railroad men and members of the engineering profession fully realized their importance, or had the faintest idea what fabulous sums of money were being spent until a comprehensive scheme of publicity was inaugurated, first by the Pennsylvania, and later by the Harriman Lines.

Some advertising associations and some newspapers have, from time to time, declared themselves bitterly opposed to the methods employed by certain railroads and industrial corporations to obtain free advertising. The late Alexander J. Cassatt, president of the Pennsylvania, wisely adopted the policy of separating advertising from publicity and with results satisfactory both to the road and to legitimate publications.

REMARKABLE MOVEMENT.

Associated Newspapers Represent a Co-operative Effort Unique in Newspaper Annals—Each Actuated by Common Purposes in Journalism and Each Occupying a Peculiar Place in Its Own Community.

"The Associated Newspapers, an Outline of a Remarkable Movement in Better-class Journalism," is the subject of a very interesting forcible brief in the shape of a 44-page presentation of the case of the twenty-one newspapers, to the national advertisers, compiled by William A. Thomson, assistant to Jason Rogers, publisher of the New York Globe and secretary-treasurer of the associated newspapers.

It is stated that the associated papers represent "a movement in American journalism that stands second to none in importance among developments in the publication business of the country." Broadly, it means co-operation for the purchase of the most interesting and entertaining "features" procurable for "home" newspapers. But back of that is the growing demand upon the part of the reading public for newspaper excellence, and the increasing influence of clean daily publications in the better-class American home. And going still further into the movement the important question of advertising efficiency and economy becomes a vital factor.

The right-hand pages are devoted to text descriptive of the organization, the

contributors, the features, the word to national advertisers and a table showing the combined net circulation of the publications to be about 2,000,000 per day—with a rate of \$3.23½ per line for one insertion, \$2.75¼ per line per insertion on contract, and the statement is made that the combined advertising rate of four leading magazines (Everybody's, Cosmopolitan, Munsey's and McClure's) with less than 2,000,000 circulation between them, is \$8.61 per line, flat.

The left-hand pages are made up of ads for the individual members. For instance, in Chicago, the Chicago Daily News. Then follows a comparative showing of news circulation totals for first three months in 1911 and 1912. In Philadelphia the Evening Bulletin is the next advertisement. "You can solve the Philadelphia advertising problem with known quantities, etc." In Kansas City the Kansas City Star, "more subscribers in Kansas City than there are houses in the town, etc."

All ads are set in some type series and signed by the representatives in the foreign advertising field. In Chicago for the News, it's John B. Woodward; in Philadelphia for the Bulletin, it's Dan A. Carroll; in Kansas City for the Star, it's Charles Seested. The brochure carries the following newspaper ads: The Buffalo News, C. F. Kelly & Co.; the Washington Star, Dan A. Carroll; the Pittsburgh Chronicle-Telegraph, J. C. Wilberding & Co.; the Cleveland News, Paul Block, Inc.; the Detroit Journal and the Omaha World-Herald, Verree & Conklin; the Atlanta Journal, Barnard & Branham; the New Orleans Daily States and the Salt Lake Evening Telegram, the S. C. Beckwith Special Agency; the Los Angeles Express, A. K. Hammond and C. D. Bertolet; the St. Paul Dispatch and Pioneer Press, the Des Moines Capital, the Sacramento Bee and the New York Globe, O'Mara and Ormsbee; the Portland (Oregon) Journal, Benjamin & Kentnor Co.; the Houston Chronicle, H. D. La Coste and John M. Branham Co., and the San Francisco Bulletin, H. D. La Coste.

It is stated that while it is not the purpose of the associated newspapers to solicit advertising for the publications included as a "special list," it is important that advertisers understand the rather remarkable value offered by an affiliation of newspapers, each actuated by certain common purposes in journalism, and each occupying a peculiar place in its own community.

Since the formation of the associated newspapers Jason Rogers has been untiring in his efforts to secure fullest returns out of the money invested in stories and features. The business managers of all the newspapers held a "get together" meeting at Chicago, followed by a real "get together" of managing editors with Col. Nelson, in Kansas City, and recently the circulation managers of some of the members had a meeting in

Baltimore with Mr. Rogers and S. P. Booth, of the New York Globe staff, and Mr. McClure, the new managing editor of the association.

Prizes for Best Newspaper Work.

Believing that a prize is an incentive to improvement in any line of work, the Arkansas Press Association will offer three prizes, amounting to \$50, for the best newspaper work done next year. The first prize is \$25, which will be given for the neat and best made up country newspaper. The second prize is \$15, which will be given for the best display of commercial printing. The third prize is \$10, which will be given to the paper showing the best list and neatest arrangement of country correspondents.

PULITZER IDEALS.

(Continued from page 6.)

print one Sunday feature which can possibly degenerate the weakest, the most susceptible mind."

Another time he said something about the value of effort. "By concentrating effort we can atone for almost any weakness, make up for almost any loss. Through concentration I have very largely made up for my loss of eyesight. If you ever suffer any physical affliction remember, as I have tried to school myself to remember, that concentrated effort will atone to you for it. A handicap makes a man work harder, and work is the only joy. Don't forget that if you ever suffer one, for it will help."

Before the next spring had passed I was lying with a broken back on a hospital ship in the Caribbean Sea, assured that if, by any wild freak of chance, I lived I would be helpless for the balance of my life. Rhodes, the hospital steward, who had been assigned to look after me, through Secretary Alger's kindness, was also the especial man who administered what hypodermics were given on the ship. One day he left his morphine within the limited range of my weak arms. I am sure that, remembering the pessimistic predictions of the doctors, I should have ended my intense pain then and there had I not thought of Joseph Pulitzer. "A handicap will make a man work harder," he had told me.

It did help, and helped at a crucial moment. I am walking now very largely because Joseph Pulitzer said that to me. It braced me every day of the six years in the Michigan woods when I was learning how to walk again. The spectacle of his bravery was the finest spectacle which I have ever seen; it was an inspiration to me, as it was, undoubtedly, to all who came in contact with him.

A newspaper man meets many men of real importance and is sure to know a small proportion of them rather well. I have met many and known many. Joseph Pulitzer was the greatest of them. I believe him to have been one of the giants of the century.

THE
**NEW YORK
EVENING
JOURNAL**

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

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

THE EVENING MAIL'S
policy of accepting
only clean advertise-
ments is a winning
one.

203 Broadway - New York

THE NEWS

BUFFALO, N. Y.

Circulation for April, 1912

101,076

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

EDWARD H. BUTLER, Editor and Prop'r

KELLY-SMITH CO., Foreign Representatives
Chicago New York City
People's Gas Bldg. Metropolitan Bldg.

DON C. SEITZ
(Continued from page 3.)

because you are watched by the public in reference to them. When a man finds that you are ready to spill yourself all over, he puts you at a low valuation. The thing is to get down to par value and find what is the matter, and the chief thing the matter with our weekly press is waste space, padding with leads, too large a sheet, too large type. We are lacking in intensive cultivation.

I saw farms in Japan the size of this room supporting five people, whereas in Canada fifty acres are sometimes starving three people, and I have seen newspapers that should be paying that are wrecks. I would be glad to have you send for a copy of this paper of which I spoke. I did all the things I am against; he did exactly different.

Mr. Wildgrass—What do you do with advertising copy made up to look like reading matter?

Mr. Seitz—We will not print it; we will accept it for printing in agate or smaller or larger type, but it is ruled off and if it looks suspicious we put the letters "Adv." at the bottom. We put the biggest ads at the bottom of the page and the little fellows are placed around, so that there is no such thing as an island position. It is unfair to the advertisers and to the readers, and although you get a little extra money you spoil the sheet, and the man who is competing and who does not get it suffers. The paper ought to be very democratic in its treatment of everybody.

THE LINE RATE BASIS.

We have all our advertising now on the line measure—not by the inch, but by the line. The inch is a bad way of measuring. In the first place, it is a lump sum and you get the worst of it, but the line is always there—that is the unit.

Everyone of you should figure the cost of a column, then you can raise your rates easily. Those of you who are publishing 5,000 columns a year may figure up what you can do with a little compression that adds a dollar a column to the value of your advertising. We were growing all the time, but we were not growing in our earning power; in other words, the more business the less progress, and the reason was that through wasted space, through too many discounts, we had lowered our average capacity for earning money, and nobody knew it. If you go through your business in the same way you will make a similar discovery, and you will be surprised to see what slight changes you have to make.

Mr. Hunter—Do you lead any matter?

Mr. Seitz—The evening paper is all leaded and the morning about two-thirds.

Mr. Hunter—What is your idea about leading a country paper?

Mr. Seitz—I would rather have a very compact paper with a large face.

A MODEL MAKE-UP.

Mr. Wildgrass—Then you would curtail all headings?

Mr. Seitz—Yes, I have done that on the evening paper. There is only one paper in the United States made up from an economical standpoint, that is the Charleston News and Courier. It is the oldest newspaper in the United States and they have a make-up which to my mind is a model. It is a paper running ten and twelve pages a day and getting very low rates for its advertising, I think about four and a half cents an inch for a daily newspaper.

Mr. Givens—Do you not think the public are crying for great big headings?

Mr. Seitz—No, I do not think so. We have a bulletin head on the front page, but we have dropped out the third step on the inside headings. I am not talking

against the large headings because I would deplore emphasizing the news, I am talking in an economical sense. Is it not advisable, where local news is important, to pull out the heading and put in another item? I once heard a foreman say: "Pull out some of that heading and get in an item."

Mr. Oberne—What is your view as to the value of sporting extras in getting circulation?

Mr. Seitz—For twenty years baseball was a fetish with us. We would kill horses with special editions; we had special wires, we hired special newsboys to hang around the Tenderloin to sell them, but I could not see that the circulation was going up. The managing editor of the newspaper was a great believer in baseball as an advertising boost. I have a theory that everybody goes home in New York and that after they went home they were gone and that we were evidently losing circulation when we waited for a ball game. I said: "Let us print it as news." We gained 12,000 circulation a day by the move, and I never had a postal card from anybody complaining that they did not have the full game.

I do not think the sporting, except as to good writing and results, amounts to anything from a circulation standpoint. I think we ought to restrict the baseball reports. The baseball people in New York will have 30,000 people at the game and they give us two lines three times a week, so we have three dollars. We treat them as if they were gladiators in Rome; we print all the particulars we can get about them and inform the public how the baseball player's sore thumb is doing.

Mr. Young—It strikes me that the problems of the New York World are not very different from the Cornwall Freeholder.

Mr. Seitz—Not a bit different.

A Member—What is the best thing for circulation?

Get there first with the most news is the only rule I know for newspaper success.

A Member—What do you think about trip contests and things like that as aids to circulation?

Mr. Seitz—Utterly worthless.

Mr. Hunter—Does that circulation stick?

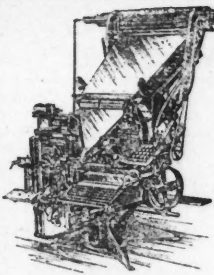
Mr. Seitz—I went through a riot of them on The Recorder. People always say the newspaper gives the public what it wants to read, but we do not do that; we do give to the public what it ought to know and needs to know, and if that constitutes what the public wants we do it, but that is quite different from the theory that we run our newspapers on the theory that the people want something low and sensational. I think that pandering is confined to very low-down sheets with no circulation any more. Giving the public what they want is giving them what they need for their general benefit, and the more you do that the better you progress.

Mr. Oberne—What do you think of the value of the Comic Supplement?

Mr. Seitz—Very great, I invented it; I am the innocent father of yellow journalism. It was a pure accident. We had a color press in the cellar, a Scott press. The shop did not know what to do with it, and would not do anything except little scenes in the park and that class of work, that cost a lot of money and did not do any good. Meanwhile they thought the trouble was with the machine. I said it was always the man running it. They bought another press; the result was the same, and the press was rusting in the cellar, and finally I had been watching the comic papers and I said let us start a comic supplement, and I kept writing, and writing and writing to Mr. Pulitzer who was abroad, and finally I received a cable of one word, "Experiment."

I got some gum and a pair of scissors and went upstairs and made a comic supplement. We had a man named Kelly foreman of the color press room. He got on to the job because he printed color-work catalogues, but when we put him alongside this color press he could not do good printing. I had to sit up with the color press. R. F. Outcault sent in a couple of drawings called "Hogan's Alley." I wanted this printed in colors, but the results were not good, and the man said the trouble with your color schemes is that they are wishy-washy. The color artist, C. W. Saalburg, said: "I will paint that Kid solid yellow," and he painted the Yellow Kid in solid yellow. It stuck out like a sore thumb.

DESIRE OF PUBLIC TO BE AMUSED PATHETIC
I went to the editor and said you will need to keep that Yellow Kid here; we



Quick Change Model 8 Three Magazine Linotype

A STRIKING ENDORSEMENT

OF THE

**Quick Change Model 8
Three Magazine**

LINOTYPE

CRITTENDEN & HULSE,

Efficiency Experts in Printing Office Equipment,

Wrote a general letter to about 120 users of the Quick Change Model 8 Three Magazine Linotype, making inquiry as to its adaptability to advertisement composition. More than 50 per cent of the letters were replied to. Almost without exception they contained enthusiastic commendations of the Multiple Machine Idea.

In the light of such convincing evidence that

THE LINOTYPE WAY IS THE ONLY WAY

Crittenden & Hulse have no hesitancy in recommending the Linotype for ad and display work.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS
1100 S. Wabash Avenue 638-646 Sacramento Street 549 Baronne Street
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

will hear from him. He said: "I have already decided to keep him."

There is something very pathetic in the efforts of the public to be amused. Go to a variety show, the desire to be amused is pathetic. I believe that goes on to newspapers. I do not wholly approve of it, although I am not worrying much about the Sabbath day. I think the Sunday paper is an awful burden.

A Member—Will the Comic Supplement do much good if printed in black and white?

Mr. Seitz—To a certain extent, but you will be astonished at the difference the color makes. The demand for color is there. What you want is to put in plenty of red—red somehow seems to attract the human mind.

EDITOR BIGELOW WAS ANGRY.

He Was Surprised to Find More Than One Portland.

The Boston Globe of last week had some fun with Harry M. Bigelow, of the Portland (Me.) Daily Press, who was in Chicago doing the convention. The Globe said:

EDITOR BIGELOW ANGRY.

Harry Bigelow, editor of the Portland Press, was the most angry man in Chicago to-night. Last night he wrote some burning words about the Chicago convention, headed his copy "Portland Press," and turned it over to the telegraph operator.

This afternoon he received a telegram from the office asking him what had become of his story. Upon investigation it was discovered that his story had been sent to Portland, Ore. "Who ever heard of Portland, Ore., anyhow?" growled Bigelow.

Press Clippings

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

BURRELLE

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

NOTICE

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

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

**SATURDAY
SPORT PAGE!**

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment. Best Illustrations.

YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY

THE WARD SYSTEMS CO.
Operators of
The Ward Paid-in-advance Contest System
(The Sure System)
Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

TIPS FOR BUSINESS MANAGERS.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing orders for four inches, six times, with Southern papers, for the Alabama Polytechnic Institute, Auburn, Ala.

Maclyn & Mullally Brothers, 60 Broadway, New York, are sending out orders for thirty-seven lines, twenty-six times, to Southern papers, for the Medical College of South Carolina.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is making contracts for 7,000 lines, one year, generally, for the Resinol Chemical Co., Baltimore, Md.

Lord & Thomas, Trade building, Chicago, are making 11,140-line contracts, to be used within one year, with Middle West papers, for the Smith-Scott Tobacco Co.

The Thompson-Koch Advertising Agency, Cincinnati, O., is placing renewal orders for the Neuralgylone Co.

The Taylor-Critchfield Corporation, Brooks building, Chicago, is sending out orders for 1,142 lines, to Middle West papers, for the Honeywell Heating Co., Wabash, Ind.

Walter Baker Co., Baker's Cocoa, Boston, Mass., will shortly place orders with same papers as last year.

John K. Brater, Asthma Remedy, 137 East Seventy-second street, New York, is placing direct two-inch orders, four times, t. f., with some Pacific Coast papers.

The Cowen Co., Germania Life building, New York, is placing orders for 800 inches, to be used in sixteen insertions, generally, for the P. Lorillard Co., Turkey Red Cigarettes, Jersey City, N. J.

Henry L. Doherty & Co., Denver Bonds, 60 Wall street, New York, is sending out orders to large city papers, through R. Guentler, 115 Broadway, New York City, and the Bates Advertising Co., 15 Spruce street, New York City.

The Dunlap-Ward Advertising Co., Hartford building, Chicago, is making contracts for 10,000 lines, with some Western papers, for the Norgaard Soap Co., Winona, Minn.

Albert Frank & Co., 26 Beaver street, New York, is placing readers with some Pennsylvania papers, for J. W. Wupperman, Angostura Bitters, 1600 Broadway, New York.

The Freeman Advertising Agency, Richmond, Va., is sending out orders for one inch, seventy-eight times, to Southern papers, for the Medical College of Virginia, Richmond, Va.

Fuller & Smith, Engineers building, Cleveland, O., are placing orders with a few selected papers, for Berry Brothers, Ltd., Spar Luxeberry Varnish, Detroit, Mich.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., is sending out orders to some large city papers for the A. F. Pierce Co., Pierce's Corn Plasters, Springfield, Mass.

H. W. Kastor & Sons Advertising Co., Equitable building, St. Louis, Mo., is placing orders with a few Western papers, for the Peerless Motor Car Co., Peerless Automobile, Cleveland, O.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is sending out orders for two inches, eight times,

to Southern papers, for the Cox College, College Park, Ga.

C. Mitchell & Co., Ltd., 1-2 Snow Hill, London, England, is asking rates in Southern and Western papers on 3,000, 5,000 and 10,000 lines.

The Rowland Advertising Agency, 215 West Seventy-sixth street, New York, is placing orders with a few New Jersey papers for Lock & Co., J. M. Shoek Absorber, 218 West Eighty-fourth street, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is sending out orders to New England papers, for the American Tobacco Co., Master Workman and Sickle Plug Tobacco, 111 Fifth avenue, New York. This agency is also placing some additional copy for the Bauer Chemical Co., Sanatogen, 45 East Seventeenth street, New York.

Russel M. Seeds Co., Claypool building, Indianapolis, Ind., is renewing contracts for the Fall advertising of the Pinex Co., Fort Wayne, Ind.

Staples & Staples, Inc., Richmond, Va., are placing orders for six inches, nine times, with Southern papers, for the advertising of Cool Heights, Buena Vista, Va.

Stollwerck Brothers, Gold Brand Chocolate and Cocoa, New York, will place their advertising in Eastern papers through Henry Decker, Ltd., Fuller building, New York City, and with Western papers, through Charles H. Tonzalin Agency, Chicago.

Strang & Prosser, Northern Bank building, Seattle, Wash., will shortly place orders with Middle West papers, for C. M. C. Stewart Sulphur Co., Sulphur, Seattle, Wash.

The Van Cleve Co., 250 Fifth avenue, New York, will shortly place orders generally for the American Locomotive Co., Alco Car, 30 Church street, New York. This company is also placing six inch orders, d. c., ten times, with some New York State papers, for the Minnesink Realty Co., 50 Church street, New York City.

HOME PAPERS IN CHICAGO.

New York and Pittsburgh Newspapers Sold on the Convention Floor.

The newspapers of the country paid particular attention to having their publications available for home people attending the Republican convention in Chicago last week.

The New York Sun, through the efforts of the circulation department, worked up considerable enthusiasm. Newsboys dressed in natty white duck suits were conspicuous at all the hotels and at the convention building. A special convention supplement was distributed among the delegates and thousands of Japanese fans, with appropriate advertising matter, were placed on the seats in the convention hall. A novel idea introduced by the Sun was a ballot blank containing the lists of States and names of likely candidates, both for the presidency and vice-presidency.

The Pittsburgh Post, with characteristic enterprise, sold a late extra Saturday afternoon on the convention floor among the delegates.

In the five minutes the circulation representative of the Post was on the floor he disposed of sixty papers. He kept on selling them coolly even while the convention was in an uproar over what almost became a personal encounter in a Western delegation.

A number of Pittsburghers personally complimented the Post on its good service and enterprise in Chicago.

Dr. James M. Buckley has retired from the editorship of the Christian Advocate. The passing of Dr. Buckley removes a great and powerful editor from religious journalism.

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
		POST-DISPATCH.....	St. Louis
CALIFORNIA.		MONTANA.	
INDEPENDENT	Santa Barbara	MINER	Butte
BULLETIN	San Francisco	NEBRASKA.	
CALL	San Francisco	FREIE PRESSE (Cir. 128,384)....	Lincoln
EXAMINER	San Francisco	NEW JERSEY.	
RECORD	Stockton	PRESS.....	Asbury Park
Only newspaper in Stockton that will tell its circulation.		JOURNAL	Elizabeth
FLORIDA.		COURIER-NEWS	Plainfield
METROPOLIS	Jacksonville	NEW MEXICO.	
GEORGIA.		MORNING JOURNAL	Albuquerque
ATLANTA JOURNAL (Cir. 55,117) Atlanta		NEW YORK.	
CHRONICLE	Augusta	BUFFALO EVENING NEWS....	Buffalo
LEDGER	Columbus	BOLLETTINO DELLA SERA, New York	
ILLINOIS.		EVENING MAIL	New York
POLISH DAILY ZGODA.....	Chicago	STANDARD PRESS	Troy
SKANDINAVEN	Chicago	RECORD	Troy
HERALD	Joliet	OHIO.	
HERALD-TRANSCRIPT	Peoria	PLAIN DEALER	Cleveland
JOURNAL	Peoria	Circulation for May, 1912	
INDIANA.		Daily	108,886
NEWS-TRIBUNE	Marion	Sunday	132,655
THE AVE MARIA.....	Notre Dame	VINDICATOR	Youngstown
IOWA.		PENNSYLVANIA.	
CAPITAL	Des Moines	TIMES	Chester
REGISTER & LEADER.....	Des Moines	DAILY DEMOCRAT	Johnstown
THE TIMES-JOURNAL.....	Dubuque	DISPATCH	Pittsburgh
KANSAS.		GERMAN GAZETTE	Philadelphia
CAPITAL	Topeka	PRESS	Pittsburgh
KENTUCKY.		TIMES-LEADER	Wilkes-Barre
COURIER-JOURNAL	Louisville	GAZETTE	York
TIMES	Louisville	SOUTH CAROLINA.	
LOUISIANA.		DAILY MAIL	Anderson
ITEM	New Orleans	THE STATE	Columbia
TIMES-DEMOCRAT	New Orleans	(Cir. May, 1912, S. 19,045; D. 18,681.)	
MARYLAND.		TENNESSEE.	
THE SUN.....	Baltimore	NEWS-SCIMITAR	Memphis
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		BANNER	Nashville
MASSACHUSETTS		TEXAS.	
THE HERALD.....	Boston	RECORD	Fort Worth
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.		CHRONICLE	Houston
MICHIGAN.		WASHINGTON.	
PATRIOT	Jackson	POST-INTELLIGENCER	Seattle
The Six Months Average Was		WISCONSIN.	
A.A.A. Figures.....	D. 10,366; S. 11,289	EVENING WISCONSIN	Milwaukee
Patriot Figures.....	D. 10,331; S. 11,235	SENTINEL	Milwaukee
MINNESOTA.		CANADA.	
TRIBUNE, Morn. & Eve.....	Minneapolis	ALBERTA.	
PROVEN CIRCULATION		HERALD	Calgary
The States guarantees the largest home carrier delivery circulation, also the largest white circulation in New Orleans.		BRITISH COLUMBIA.	
NEW ORLEANS DAILY STATES		WORLD	Vancouver
AVERAGE FOR MAY EXCEEDED 33,000 NET PAID		ONTARIO.	
That is why the States carries the most Department Store advertising week by week the year through.		FREE PRESS	London
S. C. BECKWITH SPECIAL AGENCY	New York Chicago St. Louis	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

Has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States.

THE JOHN BUDD COMPANY Advertising Representatives

New York Chicago St. Louis

AD FIELD PERSONALS.

James Austin, of the Omaha Daily News advertising staff, has returned from his honeymoon trip.

The position of Western New York manager of the Boot and Shoe Recorder, a trade paper published in Boston, which was left open by the resignation of W. D. Potter, of this city, has been filled by the appointment to the vacancy of Edward P. Ellis, at present assistant advertising manager of the Stromberg-Carlson Co. Mr. Ellis will take up his new duties on July 1.

Charles C. Stewart, who for the last fifteen years has had practical advertising experience in New York, Philadelphia, Chicago and Milwaukee, has recently taken a position with Charles W. Hoyt, advertising agent, of New York and New Haven. Mr. Stewart comes directly from Cramer-Krasselt Co., of Milwaukee, where he was chief of the copy staff. Mr. Stewart has had a wide experience in merchandising, general and agricultural advertising. He will specialize on the latter.

Carl Christiansen, who was formerly with the Apothecary of Boston, has joined the organization of Charles W. Hoyt. Mr. Christiansen will make his headquarters in Boston, covering territory in Rhode Island and Eastern Massachusetts.

Herbert M. Harwood, a Des Moines, Ia., newspaper reporter who entered the advertising field, has accepted a position as advertising and publicity director of the State University of Iowa at Iowa City. His resignation as advertising manager of the Wilkins store in Des Moines becomes effective on July 1. He has also been with the Des Moines division office of the Mitchell Advertising Agency.

Mr. Harwood has likewise resigned as secretary of the Des Moines Admen's Club, but he retains his position as secretary of the Associated Advertising Clubs of Iowa.

Advertising Men to Play Ball.

Baseball teams composed of Chicago advertising agents and publishers' representatives on one side and the Chicago Advertising Association on the other will play a benefit game at Comiskey Park July 13, for the Off the Street Club. It is hoped by the committee in charge that \$5,000 can be raised this year to be applied toward bettering the conditions of the children of the "other half" on the West Side.

Would Prohibit Street Car Ads.

The Chicago Council Committee on Judiciary, at last week's meeting of the city council, recommended for passage an ordinance prohibiting advertising in street cars, elevated trains and railroad cars. The ordinance carries with it a provision for a fine of \$10 to \$100 for each offense, each day's act to be considered a separate offense. An opinion has already been given by the Corporation Counsel that such an ordinance would be legal.

PROGRAM TO BE EDUCATIONAL.

Baltimore Plans to Make National Ad Gathering Profitable.

E. J. Shay, president of the Advertising Club of Baltimore, has recently returned from a tour through the Central West, where he has been inviting delegations to attend the 1913 convention of Associated Advertising Clubs.

While the Advertising Club of Baltimore has not yet mapped out a fixed program it is practically certain, nevertheless, that the great feature of the 1913 convention will be educational.

Baltimore has won the convention largely on her need of it, and to prove that her argument along these lines was sincere one of the strongest efforts that will be made in 1913 will be to bring about the attendance of Baltimore manufacturers and business men who ought to advertise and do not.

It was contended in Dallas that the National convention would have a tremendous influence on these men, and the Advertising Club of Baltimore will endeavor to prove that their claim in this direction was well founded.

On the other hand just as much effort will be made to make the convention educational to the delegations attending. Nor will the entertainment feature be overlooked. Not by a long shot! While the Baltimore Ad Club is opposed to squandering valuable daytime on amusement it is not intended in the least that an entertainment or good time should be given up entirely. With Washington and Annapolis nearby, and with an infinite number of points of interest in Baltimore, automobile trips to the various country clubs, motorboat trips on the beautiful Chesapeake Bay, etc., there is a multiplicity of things from which to choose.

\$50,000 CASH

IMMEDIATELY AVAILABLE for the purchase of a half or controlling interest in a Daily newspaper property, carrying with it the business management. Location not important if other conditions are favorable.

HARWELL, CANNON & McCARTHY

Brokers in newspaper and magazine properties that are not hawked.

200 Fifth Ave., New York, N. Y.

THE BLACK DIAMOND Chicago - New York - Pittsburgh, for 40 years the coal trades' leading journal. Write for rates.

No Printing Plant is Perfect

None will do its best work at the least expense, none will save all the time thus reducing the daily cost without our

STEEL COMPOSING ROOM EQUIPMENT

We furnish blue prints of the layout and equip throughout any office.

Barnhart Brothers & Spindler

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- GEORGE W. BRICKA, Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND, HENRY S., Adv. Ag'ey**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.,**
156 Broadway, New York
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**
41 Park Row, New York
Tel. Cortlandt 8214-15
- NAMROD ADVERTISING AGENCY**
926 Tribune Bldg., New York
Tel. Beekman 2820
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420

ILLINOIS

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

PENNSYLVANIA

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

CUBA and WEST INDIES

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

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, 84,902—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
33 West 34th St., New York
Tel. Gramercy 666
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- PULLEN, BRYANT & CO.**
200 Fifth Ave., New York
Tel. Gramercy 2214
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis
Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- KELLY-SMITH CO.**
220 Fifth Ave., New York
People's Gas Bldg., Chicago
Tel. Madison Sq. 3259
- LINDENSTEIN, S. G.**
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.,**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WARD, W. D.**
Tribune Bldg., New York
Tel. Beekman 3108
- WAXELBAUM, BENJAMIN**
Jewish Newspapers
102 Bowery, New York
Tel. Spring 7500

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 696-4 Beekman

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

Our "Ipsco" Hemp Stereo Tissue at 10c less per ream is much better than thin "Cigarette" tissue at 10c more.

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen'l Mgr.

Proven Newspaper Supplies

117 John Street, New York, U. S. A.

The Boston Herald Buys The Boston Traveler

The Boston Herald has taken over the Boston Traveler and merged it with The Evening Herald. The combined newspaper will be known as The Boston Traveler and Evening Herald. This consolidation takes effect July 1.

Boston offers almost unlimited possibilities for a great popular home newspaper in the evening field, and the combined evening papers, starting with a circulation of 140,000, are morally certain to obtain an even more commanding position both in circulation and in influence.

The consolidation marks another step in the progress of The Boston Herald, whose combined morning and evening circulation passed the 150,000 mark almost two months ago. The Herald has made in the past year greater strides in circulation and in advertising than any other newspaper in the United States and now is in a position to give advertisers more for their money than any other newspaper in Boston, since the added circulation that comes with the Traveler will give the advertiser who buys space for all-day publication a circulation well over 200,000.

All existing contracts for space in the Traveler will be carried out by the combined evening papers at existing Traveler rates.

The Herald will continue to solicit business for all-day publication, morning and evening editions combined, at its present rates. There will be a separate evening rate—the present Traveler rate—for those advertisers who want evening circulation.

The Herald will be represented in the foreign field by the S. C. Beckwith Special Agency of New York and Chicago, who will solicit business for all-day publication, morning and evening combined, as at present. The combined evening papers will be represented in the foreign field by the J. C. Wilberding Company of New York and by Mr. John Glass in Chicago, who will solicit business for separate evening publication.

Both papers will be published from the present offices of The Herald, 171 Tremont Street, Boston.

