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WASHINGTON TOPICS.

Atlanta Journal Company Wins Appeal in Supreme Court—Decrease in March Stock of News Print Paper Caused by Excess of Shipments—Senator Works' Press Censorship Bill Not Very Popular.

(Special Correspondence.)

WASHINGTON, May 8.—The Atlanta Journal Co. won a victory in the Supreme Court of the United States Monday through the dismissal of the Government's appeal from the action of the United States District Court for Northern Georgia, in quashing an indictment against that company.

The Journal company and its officers were charged in the indictment with conspiracy to mail more sample copies of the semi-weekly Journal than the law allowed. The lower court took the position that no offense was stated in the indictment.

The Supreme Court dismissed the appeal from this decision on the authority of the Patten cotton corner case, but without rendering an opinion. The Patten case held that the Supreme Court had no authority under the "Criminal Appeals" act to review a lower court's interpretation of an indictment, unless the construction of a statute was involved.

SHRINKING OF STOCKS.

A decrease of 2,010 tons in stocks of news print paper is shown by the March statistics of the American Paper and Pulp Association, as filed with the Commissioner of Corporations. Stocks on hand at the end of March were 35,824 tons, against 37,834 tons at the end of February. This decrease is accounted for because of excess of shipments over production. In this connection it may be noted that stocks have been steadily declining since last September.

Production for the month was 98,169 tons, which was but 89 per cent. of the computed normal (full capacity). This was an increase of only 3,383 tons over the February figure, in spite of the fact that there were 26 working days in March, as against 24 in February. The average daily output in March was 3,776 tons, or 173 tons less than in February. Production in March, 1912, was 106,582 tons, or 98 per cent. of the computed normal. Shipments for March, 1913, were 100,148 tons, an increase of 4,484 tons over February. These returns cover 50 companies.

Importations of printing paper suitable for books and newspapers were approximately 15,600 tons, of which 80 per cent. came in free of duty.

OPPOSED TO WORKS' BILL.

Censorship of the news as provided for in the bill introduced by Senator Works of California is not regarded with favor by the Commissioners of the District of Columbia in their report on the measure submitted to Congress Wednesday.

"The publicity given by the press generally tends to lessen evil conditions, and thus renders a useful service to the public," they say in part. "That the dread of publicity has a deterrent influence upon those disposed or tempted to the committing of crime may reasonably be inferred from the fact that most offenders against the law earnestly seek to avoid exposure of the circumstances of their misbehavior in newspaper reports of their trials.

"Hence, although a reasonable surveillance of such publications might be desirable, the Commissioners do not believe that the enactment of the radical legislation contemplated by the bill is advisable."



JOHN W. HUNTER,

(See page 7.) GENERAL MANAGER OF THE WASHINGTON (D. C.) HERALD.

Periodical Suit to Supreme Court.

The Government Sherman Law-Suit against the Periodical Clearing House and other defendants will have to be taken immediately to the United States Supreme Court for decision, as the Circuit Court judges before whom has come the record of the testimony and arguments of the counsel have declared that they were divided upon the matter. The Government, in its petition, alleged that the defendants were engaged in an unlawful combination and a conspiracy to restrain trade. Besides the Periodical Clearing House, the other defendants are Doubleday, Page & Co., Crowell Publishing Co., S. S. McClure Co., Current Literature Publishing Co., Phillips Publishing Co., Harper & Brothers, Leslie-Judge Co., Review of Reviews Co., New Publication Co., Butterick Publishing Co., Standard Fashion Co., New Idea Publishing Co., Ridgway Co., American Homes Magazine Co., Short Stories Co., Ltd.

Brisbane Sues on Realty Contract.

Arthur Brisbane, editor of the New York Evening Journal, appeared before Vice-Chancellor Howell in Newark Tuesday as complainant in the specific performance suit involving property in Jersey City. Mr. Brisbane complained against James A. Sullivan, a clerk in the office of Governor Fielder. Negotiations were entered into between Sullivan and an agent for Brisbane for the purchase of a piece of property in Journal Square, Jersey City. Sullivan agreed to convey the property for \$4,800, subject

to a mortgage for \$2,000. After the contract of sale was assigned to Brisbane Sullivan failed to carry out its terms.

Militant Attacks Standard Office.

A militant suffragette, notwithstanding elaborate police precautions, effected an entrance into the London Standard building on Monday and ran amuck through a number of rooms, doing damage to fixtures and furniture, and finally attacked one of the members of the editorial staff. She was ejected by the police, and left the building uttering the wildest threats against the Standard and those responsible for its control.

Medill McCormick to Buy Oklahoman?

A newspaper deal of considerable importance is expected to be closed early next week at Oklahoma City, Okla., in the sale of the Oklahoman, the largest daily newspaper in the State, to Medill McCormick, of Chicago. It is stated that Mr. McCormick will take charge at once and at the start will make the newspaper an independent organ. Later he intends to make it a Progressive paper, it is understood.

Newsstand Bill Now Goes to Mayor.

New York newsdealers are rejoicing over the passage of a bill by the Assembly at Albany, restoring their privileges of maintaining stands in front of buildings where the stoop line has been abolished, and in front and rear of subway kiosks. The bill will now go to the mayor for approval.

EDITORS IN CONGRESS.

Twelve Senators and Thirty-four Representatives Have Been Engaged in Newspaper Work—Come from Many States—Some Were Reporters and Many Now Own Papers—Stories of Their Careers.

(Special Correspondence.)

WASHINGTON, May 8.—Newspaper work has been a stepping stone to many high offices in this country, and hundreds of men who have made their mark look back to the days when they were reporters or editors of the daily newspapers.

In the Sixty-third Congress there are twelve Senators who acknowledge, through their biographical sketches in the Congressional Directory, just published, that they once worked on newspapers. In the House there are thirty-four Representatives who make the same admission. Among these former newspaper men are to be found some of the strongest men in both houses.

William M. Kavanaugh, who served thirty-five days as Senator from Arkansas, and is now a Representative, was engaged in newspaper for ten years, occupying various positions on the Arkansas Gazette.

PUBLISHERS AND CITY EDITORS.

E. A. Hayes, of the Eighth District, California, is part owner and publisher of the San Jose Morning Mercury and Evening Herald. Colorado has two Representatives from the newspaper ranks. Edward Keating, Congressman-at-Large, started in the newspaper profession as a copy holder in a proofroom and for twenty years worked on Denver papers, as reporter, city editor and managing editor. He is now the owner of the Pueblo Leader. H. H. Seldomridge, from the Second District, was city editor of the Colorado Springs Gazette.

Thomas L. Reilly, of Meriden, Conn., has been engaged in newspaper work for the past thirty years.

Claude L'Engle, of Florida, took up newspaper work in 1901 and is now the publisher of a weekly paper.

Senator James H. Brady, of Idaho, acknowledges his service in the editorial ranks for two years.

Clyde H. Tavenner, of the Fourteenth, Illinois, began, at the age of thirteen, setting type in a country newspaper office. After four years "at the case" he took up editorial work and is still a contributor to daily papers in the large cities. Louis Fitzhenry, of the Eleventh Illinois District, has served in both the business and editorial departments.

BARNHART OF ROCHESTER SENTINEL.

Senator Benjamin F. Shively, of Indiana, was at one time editor of a paper in South Bend, Ind.; Charles A. Korbly, of the Seventh District, was employed on the Madison (Ind.) Herald for three years, and Henry A. Barnhart, of the Thirteenth District, is at present the proprietor of the Rochester (Ind.) Sentinel.

Kansas has three members in the House and a Senator who are still actively identified with newspapers. Senator Joseph L. Bristow edited the Salina Republican for five years and for ten years was owner of the Ottawa Herald. He is at present the owner of the Salina Journal. Daniel R. Anthony, of the First District, has been engaged in newspaper work for many years and is now the owner of the Leavenworth Times. John R. Connelly, of the Sixth District, is the editor of the Colby Free Press, and the Eighth District is represented by Victor Murdock, who started in at the age of fifteen as a re-

porter and at twenty was employed on Chicago papers. His paper is the Wichita Eagle.

Edwin C. Burleigh, the Republican Senator from Maine, is publisher of the Kennebec Journal, at Augusta, while his Democratic colleague, Charles F. Johnson, is one of the leading stockholders in the Waterville Sentinel. Asher Hinds, of the First District of Maine, was employed on Portland papers prior to coming to Washington as clerk to Speaker Reed.

Samuel W. Beakes, elected from the Second District in Michigan, for more



A. H. WALTERS,
Editor, Johnstown
(Pa.) Tribune.



M. CLYDE KELLEY,
Publisher Braddock
(Pa.) News-Herald.

than twenty years has been the editor and publisher of the Ann Arbor Argus, and Louis C. Compton, of the Seventh District, in the same State, since 1905 has published the Lapeer County Clarion.

Senator James K. Vardaman, of Mississippi, in 1896 established the Greenwood Commonwealth.

Speaker Champ Clark, before taking up the practise of law, edited a country newspaper and his Republican colleague from the Tenth Missouri District, Richard Barthold, began the printing trade at an early age and has remained a newspaper man ever since.

Senator Gilbert M. Hitchcock, of Nebraska, established the Omaha Evening



EDMUND PLATT,
Editor Poughkeepsie
(N. Y.) Eagle.



W. W. BAILEY,
Editor Johnstown
(Pa.) Democrat.

World in 1885 and is now the publisher of the Omaha World-Herald.

Representatives of two of New Jersey's districts acknowledge that they were at one time reporters. Robert G. Bremmer states that in 1895 he was a reporter in Paterson and Edward W. Townsend, of the Tenth District, now an author, was with the New York Sun for many years.

In the New York delegation four members have been actively engaged in newspaper work. Henry George, Jr., of the Twenty-first District, entered a printing office at sixteen and for many years has been connected with newspapers and magazines. Edmund Platt, Twenty-sixth District, since 1891 has been the publisher of the Poughkeepsie Eagle, a property that has been in his family since 1828. The Representative from the Thirty-seventh District, Edwin S. Underhill, since 1902 has been publishing the Corning Advocate and Leader. Charles Bennett Smith, of the Forty-first District, started as a reporter on the Buffalo Courier and at twenty-four was managing editor of the Buffalo Times. At present he is the editor and owner of the Niagara Falls Journal.

Simeon D. Fess, of the Sixth Ohio District, was for four years editor of World's Events, and William A. Ashbrook, of the Seventeenth Ohio District, is the publisher of the Johnstown Independent.

Senator Robert L. Owen, of Oklahoma, states he was at one time an editor, and William H. Murray (Alfalfa Bill), elected at large from the same State, was "a reporter for and edited newspapers."

SENATOR OLIVER'S PAPERS.

Since 1900 Senator Oliver, of Pennsylvania, has been engaged actively in the newspaper business. He is the owner of the Pittsburgh Gazette-Times and Chronicle-Telegraph. A. K. Walters, one of the Representatives-at-Large from Pennsylvania, is editor and publisher of the Johnstown Tribune. J. Hampton Moore, of the Third Pennsylvania District, was for more than fifteen years employed on a Philadelphia newspaper. W. W. Griest, of the Ninth District, is now the publisher of the Lancaster Inquirer. John R. Farr, of the Tenth District, puts in his sketch that he was "newsboy, printer and publisher." Warren Worth Bailey, of the Nineteenth District, began his newspaper career at the age of twenty. After serving on papers in Illinois and Indiana he moved to Johnstown, Pa., and in 1893 purchased the Democrat of that town, and has continued as its editor and publisher. Wooda Nicholas Carr, of the Twenty-third District, served as editor of the Uniontown News and later in the same capacity on the Uniontown Democrat. M. Clyde Kelly, of the Thirteenth Pennsylvania District, is the publisher of the Braddock News-Herald.

Senator Luke Lea, of Tennessee, is the owner of the Nashville Tennessean and American, and William Cannon Houston, of the Fifth Tennessee District, "had a year or two's experience running a country newspaper."

WASHINGTON PUBLISHERS.

Frank L. Greene, of the First Vermont District, began as a reporter for the St. Albans Messenger in 1891. He has filled the positions of assistant editor and editor of the same paper.

Virginia has one Representative who is still very much identified with the newspaper profession. Carter H. Glass, the Representative from the Sixth District, is the owner of the Lynchburg Morning News and Evening Advance.

Two of the Washington members continue as proprietors of newspapers. James W. Bryan, Representative-at-Large, is the owner of the Navy Yard American, a weekly newspaper at Bremerton, Wash., and Albert Johnson, of the Second District, is now the publisher of the Hoquiam Daily Washingtonian. Mr. Johnson was employed on newspapers in Missouri, Connecticut, Washington, D. C., and the State of Washington.

Senator William E. Chilton, of West Virginia, is the owner of the Charleston Gazette, and Howard Sutherland, who is a Representative-at-Large from the same State, edited a daily and weekly newspaper in Missouri before taking up a residence in West Virginia.

Senator Robert M. LaFollette, of Wisconsin, is the owner and editor of the magazine that bears his name, and John M. Nelson, of the Third District, served as editor of the Madison State.

New York Times to Issue News Index.

The New York Times will within a few days publish an index of the news, the first volume, about 275 pages, covering January to April, 1913. The index is designed to meet in this country a demand which has been supplied in Great Britain by the index of the London Times. It is so edited that by means of subjects, dates, brief synopses and full cross references to persons and related events the work will be, for all ordinary occasions, complete in itself. For extensive references, while containing accurate pages and column notations to the issues of the Times, the index should prove almost equally valuable where the files of any good newspaper are accessible.

Theodore S. Weeks, publisher of the Long Island City Star, has bought a lot, at the corner of Jackson avenue and Henry street, as a site for a building.

CHICAGO NEWS NOTES.

Newspaper Men Win \$500 Song and Ode Prize—Taylor Estate, \$100,000—Ad Base Ball League Opens Season—Publishers of Clairvoyant Ads Will Be Held Responsible.

(Special Correspondence.)

CHICAGO, May 7.—Samuel Kiser, of the Record-Herald, and F. N. Innes, also of Chicago, have been notified that a song and ode written by them in collaboration has won the prize of \$500 offered by the State of West Virginia. The song and ode will be features of a semi-centennial of the State, to be celebrated June 20. The award was made at Wheeling, W. Va., by a committee of prominent residents of the State.

John F. Bass, of Chicago, has been elected chairman of the Progressive State Committee of Illinois, to succeed Chauncey Dewey, who resigned some time ago. Mr. Bass formerly was a newspaper man and gained distinction as a war correspondent. He is a brother of Governor Bass, of New Hampshire, and close personal friend of Colonel Roosevelt.

John Lee Mahan, the advertising agency head, and wife, enjoyed a few days' trout fishing in Northern Michigan during the past week.

David Lee Taylor, late president of the Taylor-Cutfield Advertising Co., who died last October, left an estate of \$100,000, according to an inventory filed in the Probate Court. Most of this was stock in his company.

The Ad Baseball League has opened the season with the following teams as members: Western Springs Advertising Association, Abbott Press, Taylor-Critchfield Agate Liners and Shaughnessy Advertising Agency.

The Grand Jury, which returned several indictments against clairvoyants declared with swindling, also declared that a newspaper publisher who prints advertisements of clairvoyants was morally responsible for such advertisements and denounced the practice. This may lead to a further purging of local newspaper advertising columns.

A score of prominent advertising men and publishers went to Des Moines late last week as guests of E. T. Meredith, publisher of Successful Farming, and spent the day there.

Wilbur Herbert and Samuel E. Kiser, of the Record-Herald, were members of the cast which produced an amateur play at Evanston Thursday night.

ON TO BALTIMORE.

Two Hundred Rooms at Hotel Emerson Already Engaged by New York Ad Men.

Carl E. Ackerman, of the On to Baltimore Committee of the Eastern Division of the Associated Advertising Clubs of America told a representative of the EDITOR AND PUBLISHER this week that 200 rooms at the Hotel Emerson have already been assigned to those New York members who have made application for reservations for convention week. This means that at least 400 people have not only engaged hotel accommodations but have put up the money for them.

As the special train carrying the delegates from New York and vicinity will leave Saturday afternoon June 7 it follows that only four weeks remain before the big convention meets in Baltimore. It therefore behooves those who intend to go to the convention and have not yet made their hotel reservations to do so at once.

The rates, including transportation to and from Baltimore, and hotel accommodations, without meals, for seven days, are as follows: \$26 for four people in a room; \$27 for three people in a room and \$28 for two people in a room. Checks should be made out to H. H. Cooke, treasurer, Room 406, Eastern Division Headquarters, Fifth Avenue Building.

PACIFIC COAST HAPPENINGS.

Joseph B. Queen, of Fig Syrup Fame, Dead of Fractured Skull.

(Special by wire.)

SAN FRANCISCO, Cal., May 7.—Joseph B. Queen, at one time manager of the Fig Syrup Co., one of the largest national advertisers in the United States, who was found in the Mission with a fractured skull, died yesterday morning at the Central Emergency Hospital, as a result of the injury. The police are in doubt as to whether Queen fell and fractured his skull or was beaten by thugs. Richard E. Queen, founder of the concern, identified his nephew at the Morgue. Queen was 40 years old. A rigid inquiry into the cause of his death will be made by his relatives.

C. H. Baker, of Los Angeles, owner of several shoe stores along the Pacific coast and who is also an extensive newspaper advertiser, is at the St. Francis.

V. S. McClatchey, one of the proprietors of the Sacramento Bee, is at the Stewart.

D. D. Dodson, an editor and publisher of Red Bluff, is at the Argonaut.

Frederick Hess, publisher and owner of the California Daily Demokrat for fifty-seven years, died last Sunday. Mr. Hess, who was 76 years of age, was born in Coblenz and in 1852 came to this country. He worked in the typographical department of the Demokrat and three years later purchased the property. He was one of the founders of the German Benevolent Society and the Argonaut Club. He also helped to start the Altenheim and the German Savings and Loan Society.

George H. Moore, publisher and editor of the Lodi Sentinel, is at the Argonaut Club.

Major Strong, editor and publisher of the Alaska Daily Enterprise, at Juneau, has been selected for appointment as Governor of Alaska, to succeed Walter E. Clark, resigned.

Major Strong was a newspaper man in California and Washington for many years, but for the past fourteen years has been a resident of Alaska, where he formerly published newspapers in Nome and Fairbanks.

David E. Gordon, editor of the Trinity Journal in 1861 and founder of the Eureka West Coast Signal, died at San Jose, aged 82 years. He was a close friend of the late Judge De Haven, United States Senator John P. Jones and other well-known public men.

At the regular weekly luncheon of the Advertising Association of San Francisco Oliver Morosco, who is staging his latest \$50,000 production, "The Tik-Tok Man of Oz," talked on "The Value of Theatrical Advertising." Harry Spillman, manager of the school department of the Remington Typewriter Co., also gave an interesting address on "Personality."

N. Y. Commercial in New Quarters.

The New York Commercial has moved from the old quarters on Spruce street to new, well-appointed offices in the Evening Post building, 20 Vesey street. The first number of the Commercial, which was founded by J. Orem on Dec. 5, 1795, was "published in Liberty street, near Mr. Carey Dunn's." Mercer P. Moseley, the present publisher of the paper, has fitted up a thoroughly equipped business office, occupying the entire western section of the street floor of the Post building. The desks and fixtures are in dark oak, giving a home-like effect to the place, and the general arrangement of the various departments makes for easy dispatch of business.

The Detroit News and New Tribune have inaugurated a Saturday parcel post and mail order advertising page which has proven a decided hit with merchants and readers in the Detroit and Michigan field.

Through the activity of the Sanford (Fla.) Herald, a semi-weekly, a bill has been passed by the Florida Legislature creating Seminole County in that State.



REMARKABLE PHOTOGRAPH TAKEN AT NIGHT, SHOWING THE BURNING OF THE HAMMER AT LOTTA'S FOUNTAIN, SAN FRANCISCO, CAL., ON CHRISTMAS EVE, 1912.

A. N. P. A. AD BUREAU.

"Dec-lighted" Seems to Express the Sentiment of the "Stay-at-Home."

It is said that the committee named by the American Newspaper Publishers' Association to conduct the affairs of the Bureau of Advertising will have a meeting in New York on Tuesday to formally organize the work and determine many questions which have arisen in connection with a physical consolidation of the promotional work of the National Newspapers, the Daily Newspaper Association and the United Newspapers.

The committee consists of the following well known journalists: J. F. MacKay, the Toronto Globe, chairman; Harry Chandler, the Los Angeles Times; Hilton U. Brown, the Indianapolis News; Jason Rogers, the New York Globe; Hopewell L. Rogers, the Chicago Daily News; Fleming Newbold, the Washington Star; John R. Rathom, the Providence Journal and the Evening Bulletin; Louis Wiley, the New York Times, and David B. Plum, the Troy Record.

It is reported that the membership of the organizations have been advised since the A. N. P. A. meeting of the plan of consolidation and that many letters have been received from those who were members of the associations, but not members of the A. N. P. A., and who, therefore, were not present at the meetings commending the plan and giving the movement their hearty and unqualified endorsement.

This new organization, a separate unit, under the auspices of the A. N. P. A. will occupy a suite of offices of its own in the World building, New York, adjacent to the offices of the A. N. P. A.

It is said to be the purpose of the bureau to open a branch office at an early date in Chicago and to have on file statistical data of such character that it will command and compel advertising for newspapers when properly presented to advertisers.

About fifteen or twenty Canadian newspapers have signed contracts and it is understood that a special concession has been made to papers published in Canada, namely dues of one-half of those paid by American papers.

Editor Prefers Jail to Cash Fine.

Rather than pay a fine of \$75 for printing libelous matter concerning Mayor Nye, of Minneapolis, A. E. Georgian, editor of the New Times of that city, told the judge in a municipal court last week that he preferred to serve a sentence of ten-days in the workhouse. The editor's wish was satisfactory to the court, who ordered the clerk to make out commitment papers.

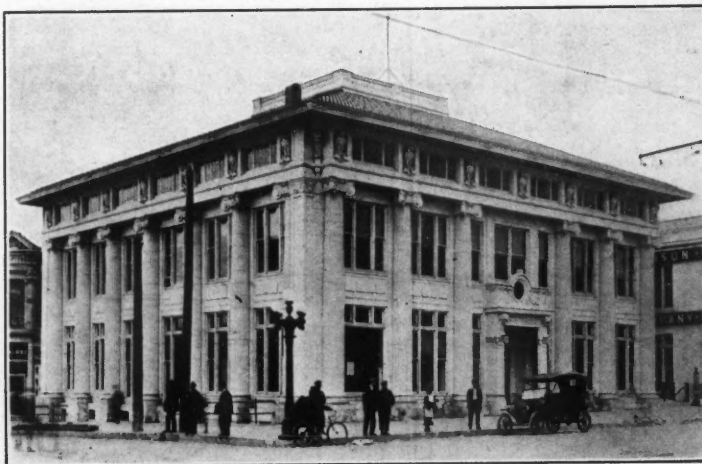
TOPEKA JOURNAL'S NEW HOME. Will Carleton, Poet, Left No Estate.

Three-Story Building Is Fire-Proof and Will House Modern Plant.

The Topeka (Kan.) State Journal has moved into its new \$100,000 home, regarded by critics as one of that city's beautiful as well as substantial structures.

The building, which is of steel, reinforced concrete, tile and terra cotta, stands at the corner of Kansas and Eighth avenues. Its general design was supplied by Frank P. MacLennan, editor and owner of the State Journal, who personally selected much of the material for its construction.

There are three floors and a basement. Some of the exterior features are Ionic columns, electric blinking owls and illuminated clock. On the first floor are the business office, the composing room and the press and stereotyping rooms.



NEW HOME OF TOPEKA STATE JOURNAL.

The second floor contains the editorial rooms, circulation and advertising room, artists' room, proofroom and Mr. MacLennan's private office. The third floor is the library. The carriers, mailing room and storage rooms are in the basement.

A marble stairway leads from the business office to the editorial rooms. One of the artistic features of the furnishings is an illuminated art glass representing the first or Gutenberg's printing press. It is at the half way landing on the stairs. The picture is painted in oil and burned into the glass.

The Portsmouth (O.) Times is planning a new home for its plant.

The appraisal of the estate of Will Carleton, poet and newspaper man, famed author of "Over the Hills to the Poor House," was filed last week in the Surrogate's office, showing that Carleton died owing \$75 more than the value of his estate. Mr. Carleton's death occurred last December. The Transfer Tax Appraiser found that the gross assets held by the poet, including the copyright on his books, amounted to less than \$3,000. After deducting for the payment of the funeral expenses and other bills, it was found that \$75 was needed to square the accounts. A number of Eastern curios, a Burmese idol, and various household belongings of the late poet, were sold at the Merwin Sales Co.'s rooms this week. The library of the poet, which is composed of a very considerable number of books, will be sold at the same place on May 12 and 13.

London Times Success at Two Pence.

All the copies of the London Times, which, beginning May 5, reduced its price from six to four cents a copy, were sold out at nine o'clock of the same morning. The publisher of the paper said the day's demand for the Times increased by twenty-five per cent. and the orders from the provinces were still greater.

The April issue of the Bulletin of the Pan American Union contains extracts from an article on South American newspapers, written by Ernest T. Simondetti, appearing in THE EDITOR AND PUBLISHER on June 18.

EFFECT OF DOUBLING PRICE.

Philadelphia Public Ledger's Loss in Circulation Less Than Expected.

The Philadelphia Public Ledger made the following editorial announcement in its issue of May 6, regarding the effect of its increase in price upon its circulation:

The restoration of the price of the Public Ledger to two cents created widespread interest and much speculation as to the effect on its circulation.

The announcement of the proposed change was made April 24; it went into effect May 1. The average two-cent circulation per day for the four week days ending May 5, 1913, was 60,688, as against 67,360 for the corresponding four one-cent days of the week previous.

The result has fully justified the confident reliance upon the sound judgment of a discriminating public. It was expected there would be at first a much greater loss of circulation than has actually occurred. It demonstrates that the public willingly will pay the price to make possible the maintenance of newspaper quality such as characterizes the Public Ledger. Moreover, it is confidently believed, very many who discontinued on first impulse will quickly discover its superior merit and renew their subscriptions at the restored price.

Mr. Rust's Estate to One Brother.

The will of the late George Philip Rust, president of the Passaic (N. J.) Daily News, who died on April 21 while being shaved, was probated on May 2. The estate, estimated to be worth \$700,000, is left to Mr. Rust's next brother Charles, although he was survived by five brothers and two sisters. It was explained they were not "cut off" in the ordinary sense, but that Mr. Rust intended to have Charles Rust succeed him as head of the family and be, as he was, a father to the other brothers and sisters.

Wants Receiver for Dayton Record.

Application for the appointment of a receiver for the Dayton Record Publishing Co., on the grounds that the concern is heavily in debt, and that its affairs are being mismanaged, is contained in a petition filed by M. C. Moore, who says the defendant company is indebted to him in the sum of \$1,620. The petitioner charges that the publishing company is in imminent danger of becoming insolvent and asks the court to award him judgment in the amount specified and to direct distribution of the defendant's property in favor of the creditors. Certain liens and notes are alleged to be held by Moore against the company.

The Bermuda Royal Gazette, a tri-weekly founded in 1829 and published at Hamilton, Bermuda, has reduced its price from six cents to three cents per copy and made a reduction in its advertising rates, as a matter of progressive policy.

LEADING AMERICAN CARTOONISTS.

Ole May, of the Cleveland Leader, and Ray O. Evans, of the Baltimore American.

BY BENJAMIN KARR.

When one of art's disciples and devotees is dowered with wide intelligence, broad sympathies, quick perceptions, humor and common sense, loyalty and honor, only two things are lacking to insure success—capacity for hard work and a fair chance, meaning chiefly enough health and strength to make persevering industry possible. Everything else follows.

Ole May, cartoonist of the Cleveland Leader, is one of the living witnesses to the truth of this bit of moralizing. His record is the proof. And every day his work is making that record stronger as well as longer. He grows with his pictorial chronicle of the times. He "ar-

Band could hardly be counted a break with the newspapers, for during that period Ole did much art work for the Washington Post. It put him in line for his later positions on the Pittsburgh Gazette-Times and, finally on the Cleveland Leader.

So this gifted artist and humorist has touched life at many angles. He has watched the great human comedy in cities great and small, East, West, North and South. He is a votary of music and devotee of art, a trained writer as well as picture-maker. The breadth of his interests, like the range of his experiences, enriches his work in his favorite field.



OLE MAY.

rived" long ago, but he did not stop when he gained success.

This versatile, many-sided newspaper worker is only thirty-nine years old, having been born in Pleasanton, Ia., June 24, 1873, but he has drawn pictures and written "copy" of many kinds in Los Angeles, Houston, Washington, Pittsburgh and Cleveland. As if that were not variety enough, he played four years in the marine band at Washington; spent three years in Armour & Co.'s law department, at Chicago; was a court reporter two years in Colorado Springs and Denver, worked two years for a big coal company in Ohio, and served the Pullman Company in Chicago and St. Louis.

FINDING HIS LIFE WORK.

It will be seen that Ole May began early and kept steadily at it after he started. It is hardly necessary to add that his various mercantile, court, law office and industrial "jobs" came before he found his true sphere as a cartoonist. After he began to earn his living as a newspaper artist he never wandered farther from that field than making pen drawings for a photo-lithographic concern in St. Louis and drawing pictures for an advertising agency in Chicago. The musical interlude in the Marine



RAY O. EVANS.

Such a man, full of temperament, quick to smile, instant in sympathy, keen in both mental and visual impressions, and vivid in speech, a lover of his fellow men, makes cartoons which come to the readers of the Leader like the morning sunshine. They have weight and "punch" in plenty, but they are pleasant to see, unless some terrible lesson has to be driven home. They appeal to humor, imagination, intelligence and common sense, and they get the answer they seek.

And all the while Ole May is growing and advancing, to the delight of a host of friends. He merits the success he has won and he is sure to go on earning the good things which come his way, however ample his reward.

It is a matter of some interest that all, or nearly all of the cartoonists who have achieved fame in the newspaper



LITTLE JACK HORNER AND HIS COTTON CORNER.

field showed indications of their ability for such work in childhood. Ray O. Evans, who enlivens the columns of the Baltimore American with examples of his work, gave evidence of his skill as an artist while yet a boy.

He was born in Columbus, O., in 1887 and was educated in the public schools and the Ohio University of that city. He spent many of his earlier days on a farm working in the fields in the summer and clerking at intervals in his grandfather's dry goods store at Portsmouth, O.

While attending the high school at Columbus he built up quite an extensive printing business with his brother, W. H. Evans, as partner. It was while he was employed in this business that he developed a taste for newspaper work and especially for the production of illustrations.

ABOUT MR. EVANS' CAREER.

Mr. Evans worked his way through the Ohio University by conducting a newspaper route, by drawing and painting in water colors, and in doing odd jobs at the university. During this period he contributed cartoons to the Ohio State Lantern, the university weekly, and Makio, the university annual, was president of the Student Council (the students' self-governing body) and a member of the "Sphinx," the honor society. He was graduated from the university in 1910.

Following his natural taste for art work, Mr. Evans became associated with

W. A. Ireland, of the Columbus Dispatch, and Harry J. Westerman, of the Ohio State Journal, in the publication of a book of cartoons. From March, 1911, to January, 1912, he was a member of the art staff of the Columbus Dispatch. He then went to the Dayton News, where he remained until he went to Baltimore in October, 1912, and joined the staff of the American.

Mr. Evans' cartoons are characterized by good natural humor and raise many a laugh because of their clever hits at men in public life.

Dinner of Ulster Press at Belfast.

More than a hundred members attended the Ulster Press dinner organized by a joint committee of the Institute of Journalists and the National Union of Journalists which was held in Belfast recently. The menu contained, besides a substantial food list, certain apt phrases of particular interest to the diners. A. W. Stewart, vice-president of the Institute of Journalists, occupied the chair, and the guests included E. G. Robinson, president of the Belfast branch of the National Union of Journalists; Chevalier John Burke, J.P.; J. A. Bell and a large number of distinguished publishers and journalists.

Organize to Buy Nashville News.

The Nashville (Ky.) News Company has been organized for the purpose of purchasing the property of the News, a semi-weekly, now in its thirty-fifth year. The company is composed of A. C. Ramsey, president; W. E. Brown, vice-president; J. M. Power, secretary and treasurer, and Jesse D. Hill, S. B. Reese, C. G. Hughes, W. E. Brown, C. W. Dodson, J. M. Power, Dr. W. H. Toland, C. C. Ramsey and A. C. Ramsey, directors.

The Watauga (S. D.) Progress has ceased publication.



"DON'T WORRY, MOTHER, I SHAN'T GO TO AFRICA."

An Unparalleled Record for 1912
THE BOSTON HERALD
 Gained 1,600,000 Agate Lines Over 1911
 During March, 1912, The Herald printed 895,685 agate lines display, a gain over March of last year of 96,456 agate lines.
 In the first three months of 1912, The Herald gained 62,400 lines of foreign advertising over the same period of 1912.
 During March, 1912, The Herald beat The Globe in week-day display by 55,485 agate lines.
 During March, 1912, The Herald beat The American in week-day display advertising by 11,253 agate lines.
 Nothing better in New England for profitable publicity.
THE S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

There is only
ONE SURE WAY
 to cover
Chester and Delaware County
 with its 117,000 people, by newspaper advertising, and that is to use the
CHESTER TIMES and the MORNING REPUBLICAN
 These two papers cover the morning and evening fields more completely than all the other papers combined.
 Write for rates.
Chester, Pa.
 F. R. NORTHRUP, 225 Fifth Ave., New York Representative.

WHERE JOURNALISM IS NOW TAUGHT.

List of Institutions in Which One Hundred and Forty-two Regular Courses Are Given—Fourteen Hundred and Fifty-six Students Enrolled—Amount of Work Required for a Degree.

[The following data concerning the colleges and schools of journalism has been assembled and tabulated by Dean Walter Williams, of the University of Missouri School of Journalism. The article printed below is the first complete authoritative statement on the subject that has yet appeared.—EDITOR.]

Courses in journalism are offered in twenty-six (26) universities and colleges in the United States.

Columbia University.
DePauw University.
Marquette University.
New York University.
Notre Dame University.
Ohio State University.
University of Colorado.
University of Illinois.
University of Indiana.
University of Kansas.
University of Kentucky.
University of Louisiana.
University of Maine.
University of Missouri.
University of North Carolina.
University of North Dakota.
University of Oklahoma.
University of Oregon.
University of Pittsburgh.
University of Southern California.
University of Washington (State).
University of Wisconsin.
Beloit College.
Iowa State Agricultural College.
Kansas State Agricultural College.
Massachusetts Agricultural College.

Four different forms of organization are employed:

(a) The School of Journalism; (b) The College of Journalism; (c) a separate department in the College of Arts (or a division corresponding thereto); (d) Within a department in the College of Arts (or a corresponding division), usually the Department of English.

In one university, the University of Missouri, is a school of journalism, according to the terminology adopted by the Association of American Universities. The standard of admission is two years college work. Three years instruction in journalism is given, leading to a professional degree.

TWO COLLEGES.

In two universities, Columbia University, New York City, and Marquette University, Milwaukee, are colleges of journalism, according to the same terminology. The standard of admission in these institutions is fourteen (14) approved high school units, covering a four-year high school course and four years' instruction, leading to a professional degree.

In four institutions, Missouri, Columbia, Marquette and Notre Dame (Notre Dame, Indiana), are separate journalism faculties and journalism is coordinate with other professional schools or colleges, and as medicine, engineering and education.

In six colleges and universities journalism is organized as a separate department in the College of Arts (or in a division corresponding thereto)—Kansas, Oregon, Washington (State), Iowa State Agricultural, Kansas State Agricultural.

In the University of Pittsburgh and in New York University courses in journalism are given in the School of Economics; in Beloit College, in the Department of Rhetoric; in Kentucky University, in the Department of English and Comparative Literature; and,

THE DAYTON NEWS

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

THE SPRINGFIELD NEWS

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

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

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

News League of Ohio

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

in the other institutions reported journalism courses are offered in the Department of English—as at Colorado, DePauw, Illinois, Indiana, Louisiana, Maine, Massachusetts Agricultural, North Carolina, North Dakota, Ohio, Oklahoma and Southern California.

Six institutions offer a special professional degree in journalism: Columbia University, the degree of Bachelor of Literature in Journalism; Notre Dame, the degree of Bachelor of Philosophy in Journalism; Marquette (in a three years course), Bachelor of Journalism, and (in a four years' course) Bachelor of Arts in Journalism; Kansas State Agricultural College, Bachelor of Science in Journalism; Missouri, Bachelor of Journalism; New York, Bachelor of Commercial Science (in Journalism.)

DEGREES CONFERRED.

At Beloit College the journalistic courses count towards the degree of Bachelor of Arts or the degree of Bachelor of Science; at Wisconsin, toward the degree of Bachelor of Science in Agriculture or the degree of Bachelor of Arts; towards any degree at Iowa State College and the University of Pittsburgh; and toward the degree of Bachelor of Arts in other institutions reported.

As candidates for the professional degree in journalism Columbia reports 56; Missouri 62; Marquette, 16; Notre Dame, 18.

As total enrollment, including regular candidates for the degree in journalism, regular candidates for other degrees, special students and students taking work in journalism, twenty-four (24) institutions report 1,456 students in journalism, as follows:

ENROLLMENT OF STUDENTS.

Beloit	28
Colorado	16
Columbia	16
DePauw	34
Illinois	34
Indiana	60
Iowa State	152
Kansas	72
Kansas Agricultural	58
Kentucky	20
Louisiana	18
Maine	85
Marquette	16
Missouri	178
New York	156
North Carolina	8
North Dakota	10
Notre Dame	18
Ohio	105
Oklahoma	14
Oregon	58
Pittsburgh	43
Washington	77
Wisconsin	165
Total	1,456

Women students in journalism reported number 170.

MANY TEACHERS EMPLOYED.

Columbia University has 25 teachers; Missouri, 13; Notre Dame, 13. In Columbia University 4 teachers, in Missouri, 4, and at Notre Dame, 4, are engaged in instruction of purely professional subjects, while the others, either from the arts or other faculties, or specially employed, give instruction in other than professional subjects. These numbers do not include student assistants or others under the rank of instructor. Other institutions report, as follows: New York, 7 (3 full time); Wisconsin, 5 (2 full time); Kansas, 4; Washington, 3; DePauw, Indiana, Iowa State, Kansas Agricultural, Marquette, Oregon (1 full time), each 2; Beloit, Southern California, Colorado, Illinois, Kentucky, Louisiana, Maine, North Carolina, North Dakota, Ohio, Oklahoma, and Pittsburgh, each 1 teacher giving part time to journalism.

The total number of teachers, exclusive of student assistants, reported in purely professional subjects is 55.

In a great majority of cases the teachers have been engaged in the practice of journalism, more or less extensively, before taking up the work of

instruction and, in a few instances, are even now so engaged. In some cases teachers of English, with no special experience in journalism, are giving courses in news writing.

PROFESSIONAL COURSES OFFERED.

Professional courses in journalism are offered as follows:

Beloit, 1; Colorado, 4; Columbia, 13; DePauw, 3; Iowa State, 8; Illinois, 2; Indiana, 4; Kansas, 6; Kansas Agricultural, 6; Kentucky, 2; Louisiana, 1; Maine, 1; Marquette, 3; Missouri, 23; New York, 19; North Carolina, 1; North Dakota, 1; Notre Dame, 4; Ohio, 4; Oklahoma, 1; Oregon, 7; Pittsburgh, 1; Washington, 10; Wisconsin, 17.

TITLES OF PROFESSIONAL COURSES.

The titles of the various professional courses offered, together with the number of hours credit given, are thus reported: Beloit—Journalism, 3 hours.

Colorado—Writing the News Story, 2 hours; News Interpretation, 2 hours.

Columbia—French or German Newspaper Reading course, 3 hours; History and Principles of Natural Science, 3 hours; Practise Course in Writing, 3 hours; Practise Course in Writing (second year), 3 hours; Laboratory course in Modern European History, 4 hours; Newspaper Technique, 3 hours; News-gathering and Preparation of Copy, 3 hours; Modern European Literature, 3 hours; Statistics, 1½ hours; Special Lectures, 1 hour; Special Reporting and Interviewing, 3 hours; Editing and Rewriting, 4 hours; History of Journalism, 3 hours; Elements of Law, with special reference to the Law of Libel, 3 hours.

DePauw—Newspaper Writing, 2 hours; Advanced Newspaper Writing, 2 hours; Feature Writing, 3 hours; Magazine Writing, 2 hours.

Iowa State—Beginning Journalism, 1 hour; Advanced Journalism, 1 hour; Journalism for Women, 1 hour; Newspaper Management, 1 hour; Newspaper Management (continuation), 1 hour; Agricultural Advertising, 1 hour.

Illinois—Reporting and News Writing, 2 hours; Editorial and Editorial Writing, 3 hours.

Marquette—Journalism courses 1, 2, 3, 4, 5; with extra Arts and Science subjects.

Missouri—History and Principles of Journalism, 3 hours; Comparative Journalism, 2 hours; The Editorial, 3 hours; Newspaper Direction (a and b), 3 hours; Newspaper Jurisprudence (particularly the laws relating to libel), 1 hour; The Press and Public Opinion, 3 hours; News Gathering, 3 hours; Reporting, 3 hours; Reporting II, 3 hours; Copy Reading, 3 hours; Newspaper Making, 3 hours; Principles of Advertising, 3 hours; Advertising Direction, 3 hours; Rural Newspaper Management, 3 hours; Current Problems in Advertising, 3 hours; Magazine Making, 2 hours; Advanced News Writing, 3 hours; Educational Journalism, 3 hours; Reference Books for Journalists, 1 hour; Illustration, 5 hours; Advanced Illustration, 5 hours; Feature Writing and Illustration, 1 hour; Agricultural Journalism, 3 hours; New York—News Writing, 2 hours; News Reporting, 2 hours; Current Topics, 2 hours; Newspaper Practise, 2 hours; History of Journalism, 2 hours; Newspaper Making, 1 hour; Editorial Writing, 1 hour; Literary and Dramatic Editing, 1 hour; Magazine Writing and Special Feature Work, 2 hours; Magazine and Newspaper Verse, 1 hour; Mechanics of Verse, 1 hour; Trade Journalism, 1 hour.

North Carolina—Practice in Journalistic Writing, 2 hours.

North Dakota—Journalism, 2 hours.

Notre Dame—History of Journalism, 2 hours; News Gathering, 5 hours; Newspaper Administration, 5 hours; Newspaper Making, 5 hours.

Ohio—News Collecting and News Writing, 2 hours; Newspaper Correspondence, 2 hours; Newspaper Practise, 3 hours; Newspaper Practise (continued), 3 hours; Editorial Work, 2 hours; Newspaper Problems, 2 hours.

Oklahoma—Journalism, 2 hours.

Oregon—News Writing, 3 hours; Newspaper Organization, 3 hours; Newspaper Policy, 3 hours; Newspaper Correspondence, 3 hours; Country Correspondence, 3 hours; Press Agent Work, 3 hours.

Pittsburgh—Journalism, 2 hours.

Washington—Elements, 1 hour; Reporting, 3 hours; Editing, 2 hours; Interpretation, 2 hours; Editorial Writing, 1 hour; Short Story, 3 hours; Advertising, 2 hours; Mechanics of Printing, 3 hours; Art of Printing, 2 hours.

Wisconsin—Elements of Newspaper Writing, 1 hour; Newspaper Reporting

and Correspondence, 3 hours; Newspaper Editing, 2 hours; Editorial Writing, 2 hours; Special Feature and Magazine Writing, 2 hours; Technique of Printing and Publishing, 2 hours; Technical and Trade Journalism, 2 hours; Current Political Topics, 2 hours; Law of the Press, 2 hours; Psychological Principles of Advertising, 2 hours; Seminar in Journalism, 2 hours; Agricultural Journalism, 2 hours; Agricultural Editing, 2 hours; Methods of Farm Advertising, 1 hour; Business Methods of Farm Papers, 2 hours; Advanced Agricultural Journalism, 2 hours; Thesis in Agricultural Journalism.

REQUIREMENTS FOR GRADUATION.
The requirements for graduation are: Columbia—120 hours.

Marquette—Three years for B.S. in J.; four years for A.B. in J.

Missouri—132 hours—60 hours of college work and 72 hours in School of Journalism.

In all other institutions the regular requirements for other degrees four (4) years, or 120 hours.

The percentage of graduates and former students who have taken up journalism as a life calling is high. They hold positions ranging from managing editor to reporter.

BID FAREWELL TO W. H. PAGE.

Publishers Chide Ambassador for Deserting Their Ranks.

Two hundred members and guests of the Periodical Publishers' Association bid farewell Thursday night at a banquet at Delmonico's to Walter H. Page, the new Ambassador to the Court of St. James. St. Clair McKelway, editor of the Brooklyn Eagle, was the toastmaster. Besides Mr. Page the speakers were E. S. Martin, of Life; Cyrus H. K. Curtis, S. S. McClure and Francis W. Crowninshield of the Century.

The speeches for the most part were given up to friendly thrusts at Mr. Page for deserting the publishing business to become a public official. At one point Mr. Page grew serious. This was when he served notice on the publishers that his going over to the Wilson administration did not mean that the World's Work would also back the administration.

"I have quit," he said. "I view your ranks from the outside. And when I say I have quit I mean it. For the magazine I have edited will not stand for the present administration. I leave it behind me, and I leave it free to deal with me in my new capacity as it sees fit."

"There are too many of you," he continued. "I can't read all your magazines. My serious advice is that as many of you as possible die off. I can't think of a greater benefit you could confer upon your generation. It is strange how a moribund magazine clings to life, and I wish some one could invent a painless death for magazines. It would be a great help."

Among the guests at the dinner were sixteen members of the peace celebration delegation from England. The chairman, Lord Weardale, spoke briefly of the pleasure it gave him as an Englishman to welcome Mr. Page.

A Modern City

Almost in the center of one-third of the population of the United States, Paterson, New Jersey, holds a strategic position that the wise advertiser cannot fail to appreciate.

Paterson is the third city of New Jersey and twenty-fourth in the United States in manufactures.

An advertiser likes to appeal to an intelligent audience because he knows that they can best appreciate and are most likely to respond to his selling arguments.

A Modern Newspaper
The Paterson Press is Paterson's most modern and up-to-date newspaper.

It reaches 90% of the thinking men and women of Paterson every evening. The purchasing power of its circulation far exceeds that of any other evening paper in the city.

It refuses all objectionable advertising, medical and otherwise, maintains its rates, and is considered by prominent men in all walks of life to be the best and most influential paper in Paterson, and that kind of a newspaper always brings results.

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

Paterson Press—Sunday Chronicle
W. B. BRYANT, General Manager
PAYNE & YOUNG, Foreign Representatives

MUSIC CRITIC'S WORK.

Mr. Henderson Tells Pulitzer Journalism Audience Essentials of Successful Musical Criticism and Emphasizes Need of News Sense.

W. J. Henderson, of the New York Sun, spoke on "Musical Criticism" at the Pulitzer School of Journalism on Monday afternoon, April 28. He said:

"Why do newspapers print musical criticisms? Only because it's news, and that's the first thing for every newspaper critic to keep in mind. The only reason, the only excuse, for printing a musical criticism is that it has its news significance. A critic has got to consider this and treat his subject accordingly.

"A natural deduction from this is that a critic must first of all be a reporter. He has got to know the news value of a story; he ought to know which end comes first, many don't; he ought to know how to begin, for he must observe the four W's—who, what, when, and where. Afterwards he can tell how, but the W's have got to come first. A critic might begin by saying a certain famous singer sang last night in 'Il Trovatore,' and omit to say it was at the Metropolitan; he might have been singing in a Victor, a different story for you and for him. It was because of this newspaper idea that one of my friends, after having written a three-column criticism, was told that it was a fine essay but a poor newspaper story; he didn't get to the opera until the third column.

FIRST ESSENTIALS.

"Therefore, the first essential of the equipment of the musical critic is the essential of every newspaper man, that he be able to write a story, clear, connected and readable, in lucid English, and that he be able to do it under pressure when necessary. On this foundation the critic can rear as fine a literary style as he chooses. This is a matter of his own selection. He can write a musical criticism in the same English that he uses to tell about a hundred-yard dash. Or, aptness of illustration, brilliancy of phrase, use of satire, use of wit, indulgence of playful humor may have their place. In this he may go as far as Bernard Shaw, and still be a good critic.

"He may write a second 'Perfect Wagnerite' and make people think it is something serious, when it is nothing but a big joke. The critic ought to know how to mark his own type and put up his own heads. A fervent prayer from me goes up for those of you who write a musical criticism and then turn it over to an ordinary desk man to put an ordinary head over it. You will be made to appear to say things in the head you don't say in the article.

"There is in this town an institution called the Sunday article. I invented it; I'll have to plead guilty to having been the first musical critic to write a Sunday article. I'm sorry, because now I have to do it every week. The original idea was that when there was something so big it could not be treated in the next morning's paper it was to be reserved for Sunday. Now pictures are added. Here the critic can employ his entire resources of information and literary skill.

NECESSARY EQUIPMENT.

"Treating of the matter as a specialist, the question arises, what is the necessary equipment for a musical critic? Frequently I am asked, 'Do you know anything about music?' Well, how much do you know?' I answer, 'You ought to know this better than I do.' Then comes the question, 'How much do you have to know?' This I'm still trying to find out; I'm still studying. But there are a few things that I know are essential.

"First of all, a musical critic ought to know how to read music. He ought to be able to sit down with a score of the opera and find out something of its content.

"Then there is the question of theoretical knowledge. A man may be a

thorough musician who can't play at all. This is the kind of musician the critic must be. He ought to know what musical theory is in all its branches. First of all things, it is essential for him to know musical form. There is no such thing as art without design, without law, and form is the first manifestation of law in music. The critic ought to know as much about it as a professor in a college of music. He ought to know how to analyze Beethoven's symphonies as well as a simple song like 'Home, Sweet Home.' He should know form historically, how it has grown and developed. He should know it in every period and should recognize it as belonging to that period. No part of his equipment is more important to the critic than form. In order to recognize this sort of thing, more is necessary than to read a score, because one can't always get a score.

ABILITY TO ANALYZE.

"Therefore a very essential, an absolutely necessary part of the equipment, is the ability to make a rapid analysis while listening. That is the most difficult thing a critic has to acquire. Here he is in the same position I was once when I was sent to report the farewell sermon of a Brooklyn preacher who had been elected to Congress. I found myself jammed up against the wall with one hand in front of me and one in back of me. What I had to do was to analyze the sermon, get the heads and points and carry them in the back of my head to the office. This is what you do when you hear a new symphony or overture.

"How much technique must you know? You must know the technique of acting. Few people care whether a new opera is great, but many people want to know whether Madame so-and-so sang well and whether this Russian fiddler fiddles as well as the other Russian fiddler. It is possible for the critic to become acquainted with the technique of orchestration, the technique of instrumentation, the technique of the voice as used in solo or choral work. There isn't anything in the whole equipment easier to manage than this, because in this part there is never any question of opinion. Whether a thing is done rightly or wrongly is a matter of fact. I speak now of technique, not interpretation.

"There comes into the whole subject at this point a most serious item. It takes years of study, years of application, years of industry and devotion to learn the history of music, and without it there is no possibility of a person's being a real critic of music. You ought to know the history from the beginning, its periods, its phases, its styles and the ramifications of its development. There is no end of it. If the critic desires to be something more than a superficial critic, if he wishes to be a real scholar, this historical affair is important. True, there are any number of very good histories of music, but the critic ought to be able to study the old musical works in their original form. You'll find many mistakes made by some early writers which the easy-going brethren who have followed this have taken his word for.

KNOWLEDGE OF MUSICAL HISTORY.

"The student of music, the critic of music should know the history of music in its relation to the history of thought. Music is treated as if it had grown up in a glass cage with different impulses from those moving men. This is not true. If you want to know the music of the middle ages you must know something about the University of Paris, you must know Erasmus, or you never will know why the first writers spent two-thirds of their time in metaphysical speculations in music. Who can understand the romantic movement in music without an understanding of the philosophy of the time?

"A working acquaintance with the biographies of the masters is desirable, though it is not necessary to know them by heart or to know all the details. The critic must know the works of the masters, another pretty large order.

Then there is the question of languages. If the critic is serious he will know French, German and Italian, be-

cause there is a vast amount of essential matter written in those languages and not translated. One ought to be able to read some texts in the original because the translations are so bad one can't get an idea of what is meant from them. Ideally, there is no end to the knowledge of languages, but we aren't Russians or Poles. They are the only people who have to know ten or twelve languages, because nobody can speak theirs."

OBITUARY NOTES.

JOHN T. DYE, formerly associate editor of the Indianapolis Journal, died at Castleton, Ind., last week. He was born in 1835 and was author of "Ideals of Democracy."

ORNE STRONG, pioneer trade newspaper publisher of the Pacific Northwest, died at Walla Walla last week as a result of a blood clot on the heart. Mr. Strong owned trade papers at Tacoma and Seattle, and was at one time publisher of the New West Trade, in Spokane, now owned by his son, Dale Strong.

LOU G. HARDIN, 51 years old, publisher of the Ames (Ia.) Evening Times, which he founded in 1882, died of heart disease at his office on April 26.

J. SHEPHERD CLARK, 65 years old, of Atlantic City, editor and publisher of El Comercio, a Spanish journal published in New York, died last Saturday at the home of his sister in the Bronx.

WILLIAM O. SHEARER, 59 years old, senior editor of the Maryville (O.) Daily and Weekly Tribune, died last week from the effects of a growth in his side.

DAVID E. GORDON, founder of the Eureka (Cal.) West Coast Signal, died at the age of 82 in San Jose recently.

JOHN F. WOOD, who at one time managed the Boston Traveler and later the Boston News, died at his home in Snow's Falls, Me., last week.

J. EDWIN TAYLOR, 33 years of age, editor of the Covington (Ga.) News, died at his home in that city on April 30.

JOSEPH P. COSTELLO, forty-eight years old, died in Braintree, Mass., May 5. For many years he was connected with the Boston Globe. In 1899 he went to Cuba as correspondent of the New York Herald, and later for some time was Havana representative of the Associated Press.

NEW INCORPORATIONS.

CARROLL, Ia.—Herald Publishing Co.; authorized capital, \$13,000; J. B. Hungerford and others.

MILWAUKEE, Wis.—Independent Publishing Co.; capital, \$2,000. Incorporators: Charles McCabe, C. B. Jennrich and Lawrence Conlan.

EBENSBURG, Pa.—The Cambria Freeman; capital, \$12,500; to publish a newspaper. Incorporators: W. A. McGuire, C. Hanson and P. H. Shettig.

AMSTERDAM, N. Y.—The Morning Sentinel Co.; to publish a newspaper; \$30,000 capital; R. E. Reynolds, McQueen Fritchler and others.

HARRISON, Ark.—Harrison Publishing Co.; capital stock, \$10,000; to publish a daily and weekly newspaper; F. M. Garvin, S. N. Alexander and others.

CONRAD, Mont.—Conrad Publishing Co.; capitalized at \$10,000. Incorporated by D. L. Bryan, William Zimmerman and J. L. Lundgren.

SOMERVILLE, N. J.—Somerville Publishing Co.; newspaper; capital, \$10,000. Incorporated by J. A. Garrod and H. D. Wilson.

JERSEY CITY, N. J.—Hudson Chronicle Publishing Co.; A. S. Janson, George W. Ralph and others.

WINNER, S. D.—Journal Publishing Co.; capital, \$2,000. Incorporated by C. N. Owen, M. H. Holan and J. W. Shevlin.

SANFORD, Fla.—The Florida Growers' News. Capital stock, \$10,000. Incorporators: J. C. McCombs, P. L. Moore and W. M. Haynes. To publish a Florida produce paper, weekly.

Why He Takes the E. & P.

Ralph E. Dyar, of the Spokane (Wash.) Spokesman-Review, writes us as follows: "I can truly say that I like THE EDITOR AND PUBLISHER. The strongest of several reasons for this liking is that it reflects interestingly the romance of news gathering and newspaper making together with character sketches of the chief actors in this fascinating occupation. More accounts of how important news is obtained in the face of difficulties would make your paper even more interesting to me."

The Edmonton (Alta.) Capital, William MacAdams, editor, and Henry J. Roche, business manager, is now comfortably established in its new home in Second street.

The Roanoke (Va.) Times has broken ground for its new building.

The Proof of the Pudding, etc.

Following Is April Evidence That

The Detroit News

Is the Premier Result Producer for Advertisers in Detroit.

The Detroit News carried in April, 1913, **62,548** inches of paid advertising.

This was **20,000** inches, or over **47%** more than The News' nearest evening competitor.

It was more than **34,000** inches, or over **120%** more than The News' week day morning competitor.

The News increased **5,107** inches over April, 1912.

Only one other week day paper had an increase in total advertising, which was 502 inches.

The News pays advertisers best because its circulation is largest.

The **NET PAID** circulation of The Detroit News (evening week day only) for April, 1913, averaged over **153,000**.

WHY I USED THE Louisville Courier Journal

By H. R. DRUMMOND,
Formerly Advertising Manager Kaufman-
Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective.

When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL well spent.

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

The Seattle Times STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,224,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,800 lines of foreign advertising.

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

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

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives

Chicago New York City
Peoples Gas Bldg. 220 Fifth Avenue

To General Advertisers and Agents

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

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

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

Rate 80c. per line—\$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

HERE'S A GOOD BUY— THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

COMMENTS ON SPECIAL NUMBER.

Distinguished Journalists and Advertising Men Praise It.

Samuel Bowles, editor and publisher of the Republican, Springfield, Mass.—"I have examined the American Journalism number of THE EDITOR AND PUBLISHER, issued under date of April 26, with interest and admiration. It is certainly a very handsome, impressive and valuable publication which must be welcome to all newspaper producers and workers. I congratulate you upon its achievement and hope you will find it profitable in results both directly and indirectly."

S. C. Dobbs, manager sales and advertising the Coca Cola Co., Atlanta, Ga.—"I have not as yet had an opportunity of going carefully through this number, but at a glance I can see that it is one of, if not the best and most attractive number of any publication of this character I have seen. I congratulate you upon your splendid work, and hope to have the pleasure of going more thoroughly into this issue during the next few days."

James M. Cox, Governor of Ohio.—"I thank you for the copy of the very notable edition of THE EDITOR AND PUBLISHER. While I have been somewhat overwhelmed with duties pertaining to the legislature and the flood, I still have time to keep in touch with the newspaper boys."

Wylie B. Jones Advertising Agency, Binghamton, N. Y.—"The 'American Journalism' number was one of the most remarkable feats that I have ever known in the advertising trade journal field, either in this country or abroad. It is in keeping with the unusual way in which you handled the convention news at Dallas last year, and I want to congratulate you upon your success in making THE EDITOR AND PUBLISHER such an up-to-date journal."

Emil M. Scholz, general manager the Pittsburgh Post and Sun.—"I have received the copy of THE EDITOR AND PUBLISHER and read with more than usual interest the splendid 'American Journalism' feature. We have filed this issue away in our library and it fills a gap in the consecutive history of newspapers since their origin. Many congratulations on this splendid issue."

E. P. Adler, publisher the Daily Times, Davenport, Ia.—"It gives me great pleasure to be able to add my words of encouragement and commendation to you on the most excellent special number on 'American Journalism' gotten out by your publication. I have read different articles in this number at various times, and it is full of excellent information and worthy of being filed away with other historical records. You are entitled to the thanks of the newspaper world for this undertaking."

J. Hampton Baumgarten, publicity representative of the Baltimore & Ohio Railroad Co.—"THE EDITOR AND PUBLISHER is to be congratulated upon its wonderful edition of last week, containing a history of journalism. This is the most complete and valuable work of the kind I have ever seen, and is replete with a fund of information for those connected with or interested in the press."

J. H. Webb, managing editor Arkansas Democrat, Little Rock, Ark.—"I have just been reading your special edition of April 26—the edition devoted to 'American Journalism,' and wish to congratulate you on what I consider one of the most comprehensive articles of the kind ever printed."

Phillip R. Dillon, editor of the American Penman.—"I congratulate you. You have published the greatest 'special number' ever issued in this field. If that is not saying enough, I may add that your 'American Journalism' number is not soggy with advertising and obvious write-ups, but, on the contrary, the literary features are so dominant that one immediately desires to bind the issue in boards and give it a permanent place in one's library."

Fred C. Clayton, auditor the Washington (D. C.) Herald.—"Allow me to extend congratulations on your wonderful edition last week. It is a little late, I know, but yesterday was the first opportunity I had to even take the cover off the paper, and I was most agreeably surprised at the wonderful edition you put out."

John W. Campsie, publisher and business manager of the Milwaukee Evening Wisconsin.—"I was very much interested in the special 'American Journalism' number of THE EDITOR AND PUBLISHER. It was an issue of which the publishers may well feel proud, as the information contained therein was of so interesting and valuable a nature that it will no doubt be preserved for future use for many years to come. While I usually read a goodly portion of all the newspaper trade publications, I took special pleasure in reading THE EDITOR AND PUBLISHER from cover to cover, and believe the time well spent. It was so different from the usual special edition."

John Stewart Bryan, the Richmond (Va.) News Leader.—"I thank you for the very interesting copy of the 'American Journalism' number of THE EDITOR AND PUBLISHER AND JOURNALIST which you were good enough to send me. I examined this copy with great interest at the A. N. P. A. meeting, and I am very glad to have a number for my own files and library. I have never in my twelve years' attendance upon the A. N. P. A. conventions seen as comprehensive and handsome a special number as this, and I congratulate you upon it."

Bert M. Moses, secretary and treasurer of the Omega Chemical Co., New York.—"Your 'American Journalism' number was a triumph in type. The work it represented was prodigious. The subject was far-reaching and went so completely into the days of the dim and dusty past that it can be called standard history. You have consummated a big task for a big theme, and did it surpassingly well. I want my congratulations to be filed with those of the entire publishing world."

COUNTRY PRESS CONVENTION.

Publishers from All Parts of the United States to Meet at Chicago.

A convention of country publishers of the United States will be held at Chicago, June 12. This gathering is called at the request of hundreds of publishers throughout the country, and will be the result of the efforts of the National Organizing Committee appointed by the Washington State Press Association, July 12, 1912.

The principal object of the convention will be the organization of a national association of country publishers, to be conducted on strictly business lines, and which will endeavor to secure:

More foreign advertising at better rates for the country papers.

The abolition of all free advertising. Concerted action on all legislative matters affecting the interests of country publishers.

Many other matters of vital importance.

Addresses will be made by men of national prominence in the publishing world.

The committee in charge of arrangements is composed of Arthur A. Hay, the Camas Post; Albert Johnson, the Daily Washingtonian, and Thomas Crawford, the Centralia Daily Chronicle.

Reporters Spend an Hour in Jail.

Newspaper reporters Charles Pekor, Claude McCaleb, Joe Fox and J. Abernathy, were compelled to serve one hour in the county jail at Fort Worth, Tex., on Monday, by District Judge Buck, who held them in contempt for refusing to divulge their source of information regarding a graft and bribery story. The reporters would not tell how they got any news, as it was a question of honor.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

DETROIT
and hundreds of
MICHIGAN TOWNS
thoroughly covered by

The Detroit News
and
News Tribune

Net Paid Circulation in Excess of
150,000 week day evening
25,000 week day morning
112,000—Sunday

New York: I. A. KLEIN, Metropolitan Tower.
Chicago: JOHN GLASS, Peoples Gas Building.

When You Buy Circulation

in
The Pittsburgh Sun

Your advertising is protected by our non-returnable rule, which guarantees no waste in circulation.

Sun circulation stands for something. Necessities and luxuries used in the home can be advertised in The Sun (every afternoon except Sunday) with splendid results.

EMIL M. SCHOLZ, General Manager.
CONE, LORENZEN & WOODMAN.
Foreign Representatives,
NEW YORK CHICAGO.

The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune	19,889
Times-Democrat	22,400
States	29,257
Item	44,752

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

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

Leads All
Daily AND Sunday
The Omaha Daily News

Daily Average February, - 77,446
Sunday Average February - 44,105

"The Southwest's Greatest Newspaper"
9 cents per line, flat

C. D. BERTOLET,
Mgr. For. Adv. Dept.

New York, 366 Fifth Ave. J. F. ANTISDEL S. W. DUBOIS A. K. HAMMOND	Chicago, 1110 Boyce Bldg. E. B. SPICER S. R. ARRIES E. N. CRAWFORD E. R. LANDIS
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IN KANSAS CITY, OSCAR DAVIES.

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

PRESS ASSOCIATIONS.

President Wilson's inauguration "as it really and truly" happened was revealed last week to a large audience that attended the annual "Scoop" of the Chicago Press Club. The club staged its political travesty, which came at the end of a program of vaudeville features, with all the pomp and pageantry of the original event; the First Cavalry, the Eighth Infantry band and other military organizations marched in the parade, while "ambassadors," Princeton students, newspaper men and a throng of others helped fill the big stage. Former Presidents Taft and Roosevelt, Secretary Bryan and other political highlights were impersonated by members of the club.

The annual meeting of the Western New York Newspaper Association was held recently at Buffalo. The election of officers resulted in the following: President, C. H. Betts, Lyons Republican; vice-president, Frank Walker, of Hamburg, Erie County Independent; secretary and treasurer, F. B. Miner, Fairport Herald; executive committee, C. J. Clark, of Perry, and E. M. Perkins, of Le Roy. The association was the guest of the Buffalo Ad Club at a luncheon. Those who spoke were President C. C. Hayden, James H. Lee, of the American Press Association; George E. Marcellus, editor of the Le Roy Gazette; Charles H. Betts, Frank H. Waller and Robert Frothingham, advertising manager of Everybody's Magazine.

At a meeting of fifteen editors and publishers of Orleans County, N. Y., newspapers at Medina last week a permanent organization was formed, to be known as the Orleans County Newspaper Publishers' Association. The following officers were chosen for the first year: President, Frank H. Hurd, of the Medina Tribune; vice-president, G. G. Simpson, of the Albion American; secretary and treasurer, Charles N. Hood, of the Medina Journal.

The Connecticut Editorial Association met at Bridgeport last week, with President E. G. Hill in the chair. The annual outing, to be held at Little Captain Island in July, was discussed and referred to the proper committee. Walter M. Fernald, managing editor of the Ansonia Sentinel, talked on "What's News and Why." At the close of the session the members attended a vaudeville show.

Permanent organization of the St. Louis Press Club was assured and plans for incorporation were laid at a third meeting of newspaper men last week. An active membership of at least 200 men was indicated by petitions circulated during the week. The ways and means committee was given power to lease permanent clubrooms and to the chairman was left the appointment of an entertainment committee to lay plans for a benefit theatrical performance to mark the opening of the club.

The Northwest Missouri Press Association, through its president, James Todd, of the Maryville Democrat-Forum, has issued the program for its meeting at Columbia, Mo., May 15. The general topic for discussion will be "Making a Newspaper a Business Proposition." Talks will be made by C. L. Ficklin, Maysville Herald; W. E. Price, Princeton Post; Walter Mendenhall, Burlington Junction Post; S. E. Lee, Savannah Reporter; J. W. S. Dillon, Grant City Star; Howard Mills, Mound City News, and John Frazier, Tarkio Avalanche.

Sure Thing.

O I would he a Could Be if I couldn't be an Is For a Could Be is a May Be, and promises the biz
I'd rather be a May Be than a Might Have Been some day—
For a Might Have Been has never been, but a Has was once O. K.—Public Printer.

NEWS FROM STATE CAPITAL.

Governor Sulzer Has Been Good to the Newspaper Men.

(Special Correspondence.)

ALBANY, N. Y., May 8.—Royal K. Fuller, of New York, staff correspondent of the New York Herald, has been appointed secretary of the State highway department, at a salary of \$5,000, by John N. Carlisle, State highway commissioner. Mr. Fuller succeeds Charles P. Dillon, of Saranac Lake, who is to be retained in the department.

The ranks of the Albany correspondents have been considerably depleted during Governor Sulzer's administration. The Governor picked Chester C. Platt, editor of the Batavia Times, as his secretary. He appointed John H. Delaney, of the New York Telegraph, a member of the committee of inquiry and later named him as commissioner of efficiency and economy to head a new department created by the legislature at a salary of \$12,000 a year.

John A. Hennessy, former managing editor of the New York Press, was appointed by the Governor as executive auditor, with a salary of \$5,000, and George W. Blake, a staff man on the New York Times, is conducting an investigation of the prisons and reformatories of the State. Mr. Blake probably will be given a place in the prison department when he has concluded his investigation.

Herman Ridder, editor and publisher of the New York Staats-Zeitung, was chosen by the Governor as superintendent of State prisons and confirmed by the Senate after two other nominees had been selected. One was rejected and the other declined. The Governor favors the appointment of Charles F. Rattigan, publisher of the Auburn Citizen, as warden of Auburn prison. It was a difference of opinion over the proposed appointment of Mr. Rattigan that led to the removal of Col. Joseph F. Scott, superintendent of State prisons.

Lieutenant Governor Martin H. Glynn named as his secretary Frank A. Tierney, a member of the staff of the Times Union, Mr. Glynn's paper. Mr. Tierney also is secretary of the State Factory Investigating Commission and was secretary of the special legislative committee which investigated police conditions in New York with a view to recommending remedial legislation.

When the adjutant general's department was reorganized, Adjutant General Hamilton appointed Lieutenant William A. Niver, formerly city editor of the Albany Knickerbocker Press, as one of the assistants to the adjutant general. Mr. Niver is a member of the Governor's staff.

Louis McH. Howe, Albany correspondent of the New York Evening Telegram, was appointed recently as secretary to former Senator Franklin D. Roosevelt, Assistant Secretary of the Navy.

City Wins Fireworks Explosion Suit.

Justice Erlanger last week directed the jury to render a verdict in favor of the city in its case against William Randolph Hearst to test his liability in suits for damages brought against the city as a result of an election fireworks explosion several years ago. The case will now be taken to the Appellate Division. Mrs. Shaw, wife of a policeman, who was killed in the explosion, won a judgment for \$20,000 against the city, and the city brought the present action against Mr. Hearst for \$21,783.

Reporter Kills Himself on Eve of Trip

Raffale Adonolsi, 34 years old, for many years a reporter on the Italian newspaper Il Progresso, was found dead from gas in his room at 152 West Forty-eighth street Tuesday night. He had attached a tube to the gas jet and put one end of the tube into his mouth. Neighbors said that Adonolsi planned to leave on a four months' trip to Italy.

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

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

Four Months

In four months of 1913 THE NEW YORK TIMES published 3,127,517 lines of advertisements, compared with 2,914,800 lines in the corresponding months last year, a gain of 212,717 lines, exceeding the combined gains of three other New York morning newspapers.

The total net paid daily sale of THE NEW YORK TIMES greatly exceeds 200,000 copies, and the net paid daily city sale exceeds the combined city sales of five of the other seven New York morning newspapers.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

THE HERALD

HAS THE LARGEST MORNING CIRCULATION

IN WASHINGTON

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

Had a Complaint.

The angry citizen puffed into the office of the city editor.

"See here, sir," he yelled, "what do mean by publishing my resignation from my political office in this way?"

"You gave the story out yourself, didn't you?" asked the editor.

"Of course I did," replied the angry citizen.

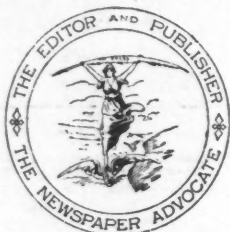
"But your fool paper prints it under the head of 'Public Improvements.'"—The Byron (Cal.) Times.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

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

New York, Saturday, May 10, 1913

A PRESENT EDITORIAL NEED.

In the American Newspaper Publishers' Association the newspaper publishers have a strong and effective organization for promoting their mutual interests. It maintains an executive staff the duties of which are to collect information and render service upon certain definite and well-defined subjects. It is such a practical and helpful institution that once a publisher becomes a member he rarely ever resigns.

Now, why is it not possible for the men connected with the editorial end of the newspaper business to have a national organization that shall be just as representative and just as helpful to them as the A. N. P. A. is to its members?

Attempts have been made to establish such an organization, but they have met with only partial success. The most notable of these crystallized in the National Press Association, which has been in existence twenty-eight years and holds a convention each year that is, on occasion, attended by as many as 300 editors, or representatives of newspapers.

The trouble with this association is that its annual meetings are merely an excuse for junketing trips of from one to three weeks. Those who attend, outside of a mere handful of earnest men and women, do so not for the benefit they may receive from the addresses delivered or the discussions on important topics that may be held, but to have a "good time" and to be entertained by banquets, automobile rides, receptions and free excursions given for their benefit by the citizens of the places they visit. Real newspaper men have neither the time nor inclination to accept such extended hospitality.

If the National Press Association ever becomes the organization it should, it will have to cut out these junketing trips and get down to brass tacks. The programs arranged for the annual conventions should be sufficiently strong to make newspaper publishers and editors want to attend them for the benefits they might receive. This can only be done through the hard work of its officers and the hearty support of its members.

It takes time and money to build up an association that amounts to anything. The National Press Association ought, as far as age is concerned, to be the strongest newspaper organization in the country and have a membership of at least 2,000. But at present it is suffering from dry rot.

If this association does not soon take advantage of its opportunity undoubtedly another will be or-

ganized in the near future that will take its place and adequately represent a most important branch of journalism.

DISAGREES WITH MR. PIERCE.

THE MINNEAPOLIS JOURNAL.

MINNEAPOLIS, April 30, 1913.

THE EDITOR AND PUBLISHER:

Gentlemen:—In the issue of THE EDITOR AND PUBLISHER of April 19th, I have read a communication by Gerald Pierce, advertising manager of the Minneapolis Tribune, and I am of the opinion that Mr. Pierce has not been altogether frank, nor fair with your publication of his statements.

Whether the policy pursued by the Minneapolis Journal in the elimination of objectionable advertising is a wise one or not depends entirely on the view point of the publisher and the public. Is it a case of the money or common decency? Take your choice.

There has been only one month in the past 102 months—more than eight years—that any paper in the Twin Cities has carried more paid advertising than the Minneapolis Journal. That month was March, 1913; the paper was the Minneapolis Tribune; the amount of its excess over The Journal was 8,910 lines.

Mr. Pierce neglected to state, however, that in March the Tribune carried 56,406 lines of advertising, local and foreign, not permitted in the columns of the Journal.

The statement that "The Journal for eight years—96 consecutive months—has led all Minneapolis and St. Paul newspapers in advertising," is absolutely correct and has never been disputed. The eight-year mark was passed last fall.

Never has any paper in the Twin Cities equaled—or come near—the amount of local display advertising carried by the Journal—and the department stores of Minneapolis pay the Journal more per agate line than they do any other Minneapolis paper.

In connection with Mr. Pierce's statement that "The Minneapolis Tribune, by its policy of eliminating objectionable advertising, is the paper that is making the steady, unprejudiced, unheralded, conscientious advancement," etc., etc. I am taking the liberty of mailing to you a picture of objectionable advertisements that appeared in this "unheralded" newspaper in one issue, February 19th of this year. I am also mailing you clippings of the same ilk from the Tribune's issue of April 27.

In April the Minneapolis Journal carried 83,370 more lines of advertising than any other newspaper in the Twin Cities and its nearest competitor carried 36,662 lines of advertising that is barred from the Journal. Very truly yours,

E. L. CLIFFORD, Advertising Manager.

MISREPORTING OF SUFFRAGE PARADE.

NEW YORK, May 8, 1913.

THE EDITOR AND PUBLISHER:

Is it true that the editorial department of the American daily is the most inefficient branch of all modern industrialism?

There was a parade of women, suffragists, in New York last Saturday afternoon. Admittedly, it was an event, even a national event. Each city editor in New York knew it was an event; he boosted it in advance; he knew that the people wanted to know the facts about that parade. He knew, or he should have known, that the people wanted to know how many women, and men, marched in that parade. The people wanted to know the right number, just like they want to know the right baseball score; they buy newspapers to find out how many runs were scored, and how many women march in a parade that has been well touted.

I quote from the headlines of the New York evening papers of last Saturday:

Evening Sun—"Suffrage army, 35,000 strong, parades up Fifth avenue." (3 col. head.)

Journal—"30,000 in record parade."

Evening Post—"40,000 waiting to march; 3,000 men."

Evening Mail—"Estimate 30,000 march; more than 1,500 men."

Globe—"More than 30,000 women in suffrage hike up Fifth avenue."

Evening World—"Suffragists in parade 30,000 strong make fine display in Fifth avenue."

Afternoon papers and Sunday papers have what I call universal circulation in New York, so the common people read the afternoon reports of the parade, and next morning read the Sunday paper reports. The Sunday papers, in concert, printed the figures, "10,000," as the number in the parade. And the New York World had a little editorial telling how the "anti-suffragists" "clocked" the parade and made the number of marchers exactly 9,613.

What did the average citizen say?

The significant thing, to me, is that the anti-suffragist women actually counted the paraders. And the morning papers, with all their glorious and well advertised equipments, accepted the figures of women who "clocked" the parade, just as the afternoon papers, the day before, had accepted the figures of the women press agents of the suffragists.

What is the reporter for? What is a copy reader for? What is an editor for?

One year ago there was a suffrage parade of women in New York. The afternoon papers estimated the marchers variously, from 22,000 to 38,000. The morning papers following guessed somewhat lower, from 20,000 (Tribune) down to 9,000 (The Sun).

But came the Times in a couple of days and frankly said editorially that an expert with a counting instrument had stood in the grand stand and his record showed 6,094 on foot, 54 riding, and 838 men marchers, a total of nearly 7,000, exclusive of the musicians. Thereupon, by word of mouth, the truth about the parade was circulated.

Having blundered so badly last year, and having been found out, the newspapers were due to print the truth this time—so we believed. Alas! Verily, the last ditch of bourbonism is the editorial system of the metropolis. If that be mixed, make the most of it; it is what I feel.

For at least half a century newspapers in America have been reporting parades. For at least that period United States army officers and militia officers have led parades in city streets. Army officers are trained in mathematics and statistics. They know how fast men march; it is their business to know. What New York editor has ever sent a reporter to find out, from army or militia officers, how fast parades move through city streets?

I will answer that question: The editor of THE EDITOR AND PUBLISHER, several years ago did interview officers who are accepted authorities in this matter, and THE EDITOR AND PUBLISHER printed the interview. It was shown that the highest marching record of infantry in city streets, marching in platoons of twenty-three men "abreast," is 8,000 an hour past a given point. The usual infantry rate is 6,000 an hour. And civic parades rarely do better than 4,000 persons past the reviewing stand in an hour; most often civic parades average less than 3,500 per hour.

THE EDITOR AND PUBLISHER was moved to get these facts, because the New York World in its first page report of the St. Patrick's Day parade, had stated that there were "72,000 men in line," and "they marched so rapidly that they passed the reviewing stand in one hour." Some marching?

The suffrage parade misreporting is not very significant, if considered as one case. But it will not be considered alone. People remember the 10,000 reported dead in the Ohio floods. Schoolboys studying history and geography noted the daily blunders in reports of the Balkan war. A million and more glance at the sporting page bunk, knowing it is bunk, and wondering when the newspapers will wake up.

So the women's parade is cumulative evidence. Does it convict the profession of inefficiency?

Let us be thankful that schools of journalism have come to fill a desperate need.

PHILIP R. DILLON.

PERSONALS.

Don C. Seitz, business manager of the New York World, delivered a lecture on "The Newspaper Business" last night at the conference of student editors held at the University of Pittsburgh.

George Ade is being boomed for Congress by his friends down around his country home in Indiana. An attempt is being made to unite the Progressives and Republicans in his support.

James T. Tower has resigned as editor of Good Housekeeping. Mr. Tower expects to spend some months in England, Switzerland and Italy, and will do some creative writing while abroad.

Col. Eugene L. Markey, sales manager of the Duplex Printing Press Co., of Battle Creek, Mich., has been elected president of the board of public works of that city. This is a signal honor for Col. Markey, who has proved himself on many occasions to be a public-spirited citizen, and at all times ready to do what he can to advance the welfare of the community in which he resides.

M. L. Boyd, former publisher of the Hillyard (Wash.) News has gone to Portland, Ore., where he expects to engage in business.

H. P. Nerwich, formerly editor of the Fernie (B. C.) District Ledger, has become managing editor of the Key West (Fla.) Morning Journal.

Ella Wheeler Wilcox, newspaper woman and poet, was presented to King George at the court at Buckingham Palace Wednesday night. She wore a good American gown.

J. R. Youatt, treasurer of the Associated Press, sailed for Europe last Saturday.

GENERAL STAFF NEWS.

James M. Pierce, publisher of the Iowa Homestead, at Des Moines, sailed for France and Italy last week. Mr. Pierce is commissioned by the State of Iowa to make agricultural investigations in Italy.

Ernest A. Perris, one of the editors of the London Daily Chronicle, is on his way to New York aboard the *Campania*. His mission is to purchase a million dollars' worth of new printing machinery for the Chronicle and Lloyd's Weekly.

James C. Hamilton has been promoted from night city editor to correspondent at Cincinnati, succeeding F. L. Smith, who has gone to the Chicago office.

W. J. Little, circulation manager of the Montreal Star, and president of the International Circulation Managers' Association, and Mrs. Little, were in Edmonton, Alta., last week.

Harold Pitts, on the Spokane (Wash.) Daily Chronicle staff for two and a half years, has been appointed assistant secretary to the Spokane Chamber of Commerce. Pitts was formerly with the Minneapolis Times and St. Paul Pioneer Press. His place on the Chronicle's news desk is taken by his younger brother, M. Pitts.

H. S. Taylor, for some time assistant editor of the Homestead, Edmonton, Alta., now on the staff of Collier's Weekly, has gone to the Canadian Rockies to gather material and photographs for a series of travel articles.

M. Broom, formerly of the Montreal Star, has become utility reporter for the Edmonton (Alta.) Capital.

Edwin B. Russell, political writer of the Spokane Chronicle, has returned from a southern California trip, following a strenuous two months with the Legislature.

Robert E. Perkins, formerly assistant

circulation manager of the Grand Rapids (Mich.) News, has become circulation manager of the Middletown (O.) Journal.

Nathan R. Garrison, circulation manager of the Tampa (Fla.) Times has resigned and entered the real estate and insurance field at Fort Myers, Fla.

George B. Tarrey, of the editorial staff of the North Adams (Mass.) Transcript, will retire from active service May 1, after twenty-five years with that paper.

L. J. Penney, formerly of the Memphis (Tenn.) News-Scimitar, has taken the managing editorship of the Spartanburg (S. C.) Journal, succeeding Charles P. Calvert, resigned.

Pierre H. Fike, city editor of the Spartanburg (S. C.) Herald, has been recommended for appointment as postmaster of that city.

Frank Devine, formerly assistant city editor of the Bridgeport (Conn.) Telegram, has become in charge of the county news of the Evening Farmer.

WASHINGTON PERSONALS.

Charles A. Cotterill, of the National News Association, has resigned to engage in private business.

W. S. Forrest, of the United Press Association, has returned from Raleigh, N. C., where he established a pony bureau for the association.

Robert Watson, of the National News Association, has been assigned to cover the Senate in place of Mr. Cotterill, who resigned.

"Archie" Jamieson has been given the White House assignment of the Washington Times.

Irwin Barbour, of the Washington Herald, has been appointed telegraph editor of the paper in place of Edwin Harris, who has joined the reportorial staff of one of the up-State New York papers.

W. E. Yelverton has been appointed Washington correspondent of the Raleigh News and Observer and Savannah (Ga.) Morning News, in place of H. E. C. Bryant, who resigned. Mr. Bryant will give his entire attention to the New York World and St. Louis Post Dispatch correspondence.

R. Earl Peters, of Ft. Wayne, Ind., has given up his position as secretary to Representative Cline, of Indiana, and is devoting himself exclusively to newspaper work. He is Washington correspondent of the South Bend Times and the Ft. Wayne Journal-Gazette, and is assisting Louis Ludlow, Washington correspondent of the Indianapolis Star.

IN NEW YORK TOWN.

Hart Lyman, who recently retired as editor of the Tribune after many years of service on that paper, is now taking a well-earned rest in California.

Frederick Carl Weimer is a new copy reader on the Mail.

H. H. Turnbull comes to the Tribune as assistant dramatic critic.

Harry F. Guest, who has been with the Mail for several years, becomes head of the copy desk, succeeding L. M. Alexander, who left last week to join the city desk of the Tribune.

Joseph Millard, for several years assistant sporting editor of the Press, has been made sporting editor of that paper, succeeding James R. Price.

Miss May Martin, star reporter for the World, is rapidly recovering from an operation for appendicitis, performed at Hahnemann Hospital last Monday.

William McCloughlin of the Brooklyn Standard-Union is now connected with the Brooklyn office of the Tribune.

WEDDING BELLS.

Henry W. Shoemaker, owner of the Altoona (Pa.) Tribune and author of several books of mountain lore stories, will be married to Miss Mabel Ord at New Rochelle, N. Y., to-day.

Carl Kaufman, vice-president of the Federal Advertising Agency, New York, and Miss I. M. Wooley, of Chicago, were married in this city last Saturday.

The marriage of Amos B. Kellogg, managing editor of the Aberdeen (S. D.) American, and Miss Grace W. Stearns, took place at Warner last week.

Retiring Members Dined by Staff.

Nearly fifty members of the editorial and reportorial staffs of the Minneapolis Journal attended a banquet at the Kaiserhof Rathskeller recently, given in honor of Louis W. Collins, assistant city editor, and George Luxton ("Lux"), staff photographer, who have severed their connections with newspaper work after long years of faithful service on the Journal. Seated about the first table, in addition to Mr. Collins and Mr. Luxton, were H. V. Jones, editor; W. S. Jones, business manager; Charles R. Adams, managing editor; Winthrop Chamberlain, former managing editor and present dramatic critic and editorial writer; J. H. Ritchie, sporting editor; Perry J. Carter, cartoonist of the Minneapolis Tribune, was a guest. During the dinner hour music and vaudeville entertainment kept the guests in good humor. The party then adjourned to one of the theaters where a box party concluded the farewell functions.

LEGAL NOTICE

EDITOR AND PUBLISHER COMPANY. NOTICE OF ELECTION OF DIRECTORS AND OF PROPOSED AMENDMENTS TO THE BY-LAWS OF THE COMPANY.

Notice is hereby given that a meeting of the stockholders of Editor and Publisher Company will be held at the office of the Company, Suite 1116, Pulitzer Building, 63 Park Row, New York City, N. Y., on the 14th day of May, 1913, at 12 o'clock M., for the purpose of electing one director for the ensuing year, and two inspectors of election to serve at the next annual meeting, and for the transaction of such other business as may properly come before said meeting.

Notice is also hereby given that at said meeting the following proposed amendments to the By-Laws of the Company will be submitted and voted upon:

A: To amend Section 1, Article III, so that the same shall read as follows:

"The board of directors, immediately after the annual meeting, shall choose one of their number by a majority vote, to be president, who shall serve for the term of one year or until the next annual election. They shall also appoint a secretary, a treasurer and an assistant treasurer, each of whom shall serve for one year, or until the next annual election, unless his term of office is otherwise terminated by the president or board of directors."

B: To add a section to be known as Section 5 to Article III of the By-Laws to read as follows:

"In the absence of the treasurer the assistant treasurer shall have the same powers and perform the same duties as are herein given and prescribed with respect to the treasurer, but the assistant treasurer shall at all times have power to sign checks, drafts, notes and orders for the payment of money, which, however, shall be countersigned by the president, as is provided in the case of checks, drafts, notes and orders for the payment of money by the treasurer, and all payments, or other disposition of the funds of the company, by the assistant treasurer, shall likewise be under the direction of the president."

Transfer books will be closed from the close of business on May 13, 1913, to the close of business on May 14, 1913.

FRANK LEROY BLANCHARD, Secretary.

New York, April 26, 1913.

HELP WANTED

ADVERTISING MAN FOR WEEKLY PAPER.

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

EASTERN WEEKLY

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

C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

SITUATIONS WANTED

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

News editor, with New York experience as reporter, copy reader, make-up man and handling Sunday features, now employed, desires change; day work preferred. Address "D., 1022," care THE EDITOR AND PUBLISHER.

CARTOONIST.

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

CIRCULATION MANAGER.

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

CIRCULATION MANAGER

seeks change; thoroughly competent, enthusiastic worker, absolutely trustworthy, 8 years' experience in cities of 100,000 to 600,000. Expert on premiums, contents, and canvassing plans. Age 34, sober, unmarried. Member International Circulation Managers' Association. Wire or write "ENTHUSIAST," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

Syndicate supplying editorial material to important daily newspapers in many American cities will pay from \$10 to \$50 apiece, according to value, for practical, new, fresh ideas for stunning features, national crusades, catchy, splashy stunts, good in any city, attractive human interest features, national or local; new ideas for sport, woman and humor departments. Explain your suggestion in full. Your idea will be promptly judged, and if accepted, payment forwarded immediately. Address "V. W.," care THE EDITOR AND PUBLISHER, New York City.

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York. 51 Cliff St.

BUSINESS OPPORTUNITIES

H. F. HENRICHS.

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

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

INTEREST WANTED.

Young man with 11 years' active experience in building circulation and advertising, capable of taking complete charge, desires working interest and reasonable salary on a small daily. A run-down proposition will not scare me. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

Chicago—New York—Philadelphia, for 30 years the coal trades' leading journal. Write for rates. THE BLACK DIAMOND

SEATTLE CLUB'S GOOD WORK. GRAPHIC ART SHOW PLANNED.

Ad Men Arousing Interest Among Lawyers, Doctors and Others.

The Seattle Ad Club, under the presidency of G. F. Vradenburg, has been pulling off some of the most unique meetings in the history of ad club congregations. In an attempt to interest the better element of all of the better known professions in advertising, he has succeeded in arousing a great deal of enthusiasm among the ministers, doctors, lawyers, insurance men and some several of the other lesser professions.

The Ad Club meeting of April 1 was presided over by Seattle's best known ministers, at which time they admitted that the proper kind of advertising would prove of great benefit to the ministry. A subsequent meeting was presided over by the King County Medical Association and caused a great stir in advertising circles, inasmuch as the members of this profession are ethically opposed to advertising of any character.

President Vradenburg thinks that it is possible to show the medical profession how they can advertise without violating any of the laws laid down by their code of ethics. This is to be along educational lines. The entire membership of the medical association have agreed to attend the Ad Club meeting. The King County Bar Association will follow in line. All of this is to raise the standard of advertising, if possible, and to drive the shyster and fakir out of business.

Headed in the Wrong Direction.

"While I have heard of a great many typographical breaks in my time," said Henry Watterson, "about the oddest and most humorous transposition of types that ever came to my observation was that in a New York paper some years ago. The paper used to print its shipping news on the same page with the obituaries. Imagine the glee with which its readers found the captions changed one morning, a long list of respectable names being set forth under the marine head, 'Passed Through Hell Gate Yesterday.'"

Printing Exhibition Will Be Conducted on a Much Larger Scale Next Year.

Concerning the success of the National Printing and Allied Trades Exposition, held at Grand Central Palace recently, and the outlook for next year, Manager Cochran said to a representative of THE EDITOR AND PUBLISHER:

"While it was a good show, I am by no means satisfied with it. We all live to learn, and I see many ways of improving it and enlarging the idea, making it more comprehensive, etc. The



HARRY COCHRANE.

show next year will be a graphic art exhibition in every sense of the word. We will have samples of printing, award medals for the best work, and in that way arouse interest. The machine supplies will be on the main floor next year; the paper trades exhibit will be on the second floor; and then we figure on putting lithographing and such work, advertising of every nature, business equipment, etc., bookbinding and such things on the third floor. Just make it a regular international graphic art exposition.

Next year we are going to change our diagrams somewhat. More time will be given the exhibitors to get arranged. The majority of exhibitors have made money through sales and have hundreds of inquiries that will ultimately result in sales, but the great value of the whole affair is not to be judged by dollars and cents; it is the affect on the mind.

"The greatest benefit is the affect on the mind of the printer and publisher and operator. It has created a demand for better machinery. Folks go away and see the old machines, and they say: 'I want one of those up-to-date affairs.' This in turn will result in greater efficiency of manufacture. It has brought the manufacturers in touch with the situation in a national way in a very short time and at a comparatively small outlay.

"The aim has been to make the show an educational factor, as well as a business venture. We are not only trying to make it a commercial success, but of artistic and educational value as well. We want to make it a great big school—an ideal sort of place where people can get inspiration, exchange ideas and go away with a lot of cobwebs out of their heads, and some knowledge of better methods, better work and more efficiency."

Portsmouth Blade Heeds Sunday Law.

The Portsmouth (O.) Blade did not publish Sunday as a result of the crusade which former Judge A. Z. Blair has been making on moving picture shows of that city. Last week moving picture men had ex-Judge Blair, who is now an editor, arrested for operating the plant of the Blade, a morning paper, on the previous Sunday, and a general closing down of all business had been promised for this Sunday. No work was done on Monday's issue of the Blade until after 12 o'clock Sunday night.

The Item, New Nassau County Paper.

The first number of the Nassau County (L. I.) Item, a new weekly newspaper devoted to the interests of that county, will appear to-day. Starting in a few towns in the northern part its publishers intend to extend their operations every week until every town in the county is reached. There will be a distinct edition for each place, containing the local news. Nassau County is a well-to-do suburban district, having more than 100,000 population all the year around, and more than 200,000 in summer. The Item is owned entirely by Nassau County men. Its publisher is the Nassau County Item Co., recently incorporated, with Wilbur A. Cochran, president; Henry E. Sanson, secretary, and John A. Hesse, treasurer. The price of the paper will be three cents.

PILGRIM'S ANNUAL MEETING.

Boston Publicity Association Incorporated, Elects Officers and Hears Reports for the Year.

At the annual meeting of the Pilgrim Publicity Association, Boston, April 30, Carroll J. Swan was re-elected president of the association, which has, through a special legislative act, been incorporated. The business of the old association was formally turned over to the new corporation.

The feature of the entertainment was a "Baltimore Lunch," at which different kinds of food were served in style peculiar to these familiar lunch rooms. The purpose of this novel burlesque was to stimulate interest among members in the Baltimore convention.

The reports of various committees were read and accepted, the treasurer's report showing that there is a balance of \$563.37 on hand. The total receipts for the past year were \$12,791.30 and the total expenditures \$12,227.93.

A. G. Carter, publisher of the Fort Worth (Tex.) Star-Telegram, was the guest of honor of the evening. Mr.



PILGRIM PUBLICITY ASSOCIATION SEAL.

Carter made a short but witty speech and was loudly cheered. President Swan awarded a special parchment to Professor Paul T. Cherington for having accomplished more for the cause of publicity than any other man in New England the past year.

President Coleman, of the Associated Advertising Clubs, made a speech, in which he urged attendance at the coming Baltimore convention, which he said would be by far the best of its kind ever held.

Other officers elected for the ensuing year were: First vice-president, Patrick F. O'Keefe; second vice-president, Geo. W. Hopkins; secretary, H. Dwight Cushing; treasurer, Warner H. Bell; directors for two years, H. F. Barber, C. L. Greene, F. L. Erskine, Thomas Dreier, J. K. Allen; directors for one year, Ben. S. Jacobs, Perry Walton, J. J. Morgan, Charles B. Marble, John Withington, also H. B. Humphrey and G. W. Coleman, past presidents.

Ad Manager Is Thrown from Horse.

Charles McAlpin, an advertising manager of Brooklyn, was thrown from his horse and seriously injured on Ocean Parkway recently. The horse, which was frightened by a passing automobile, ran half a mile and was caught by a mounted policeman. McAlpin was taken to the Coney Island Hospital, where it was found that he had several broken ribs and internal injuries.

Too Late for Answer.

Henry Watterson, the well-known American journalist, told this story at a recent dinner party:

"One day when I was the city editor of a small newspaper, a fine turkey was left at the office. We all hankered after the bird, but the editor finally claimed it, took it home, and had it cooked for dinner. The next day a letter was handed in to him, which he opened and read:

"Mr. Editor—I sent you a turkey yesterday which has been the cause of much dispute among us. To settle a bet, will you please state in to-morrow's issue what the turkey died of?"

Figures Tell Their Own Story in Racine, Wis.

Journal-News, - 122,128 inches of advertising, Oct. 1, 1912, to April 1, 1913.

Nearest Competitor, 92,386 inches of advertising, Oct. 1, 1912, to April 1, 1913.

JOURNAL-NEWS LEAD - - - 29,642 inches

Detail circulation figures on application.

The Journal-News operates a battery of five Mergenthalers, two more than its nearest competitor.

It averages over two pages more a day than its nearest competitor and carries over 100 per cent. more classified ads.

It has an exclusive Associated Press franchise.

Its subscription price is 40 cents per month and no contests have ever been held.

Best of all, It Produces Results

Western Representative, A. W. ALLEN, 919 Advertising Building, 123 West Madison St., CHICAGO, ILL.

Eastern Representative, M. C. WATSON, 286 Fifth Avenue, NEW YORK, N. Y.

Detroit Saturday Night

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

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

THE DAILY ADVOCATE

2 cents Stamford, Connecticut. 2 cents a copy. Stamford's population is both residential and industrial. The home circulation of the Advocate is 5,000. New York Representative, O'FLAHERTY'S NEW YORK SUBURBAN LIST, 150 Nassau St. New York City.

CHANGE of RATES
With the first issue in October, 1913, the circulation of

Missouri Ruralist

ADVANCES TO 85,000 (NET PAID)
And the advertising rate to

Per line 35 cents
Per page \$210.00
Back cover page \$230.00

GUARANTEED CIRCULATION 500,000
No reservation of space accepted at the old rate.

Arthur Capper
Publisher.
Topeka, Kansas, April 1, 1913

THE **Hartford Times**
HARTFORD, CONN.

Sold an Average of **21,852** Copies Per Day

During the first three months of 1913—
A gain of 1176 over 1912

The net circulation for the same period was 23,091. Complete details of distribution will be furnished upon application—Also any desired information regarding the prosperous field which *The Times* covers so completely.

KELLY-SMITH CO., Representatives
220 Fifth Ave., New York, N. Y.
Peoples Gas Bldg., Chicago, Ill.

WHY RUGGLES WAS MAD

James Pooton's Story of a Ridiculous But Humorous Typographical Error That Crept Into the Columns of the Evening Express When E. Brooks Was Editor and He, Reporter.

By JAMES POOTON.

In the early part of my reportorial career—nearly fifty years ago—I went from the Evening Express to report the proceedings of what was regarded as an important meeting of the Chamber of Commerce, in relation to a proposed establishment of new standard units of coinage, weights and measures. The chamber was run by a few men, prominent among whom were Samuel B. Ruggles and George Opdyke, of the former of whom, I was told, the reporters had a "holy horror."

Mr. Ruggles was earnest, fidgety, precise and of strong Pickwickian tendencies and was particularly anxious and was always bothering the reporters to have any reports of his proceedings published according to his notions. In fact, he was nervously and morbidly sensitive on this point. At the meeting in question he presented an elaborate paper, reciting that during Jefferson's administration a commission had been sent to England to obtain, among other things, a Troy pound as a standard unit of weight, etc., etc.

MEDDLING WITH A REPORT.

After he had read his paper he espied me (a stranger) at the table and asked me what journal I was from. I told him and his face beamed with delight.

"Oh," said he, "this is the most important paper I ever read in the chamber. Now, Mr. Erastus Brooks is my warm, personal friend, and is greatly interested in this matter. Do let me look over your report and see what you have said about the Commission, and particularly the instructions about procuring this Troy pound."

He looked over my manuscript and then said: "Now, if you will excuse me, I would like to write that 'Troy pound' a little plainer." I smiled and lent him my pencil, and he wrote it "plainer," and made other alterations.

While I was in the counting-room of the Express that evening I saw him buy twenty-five copies of the edition his report was in as soon as it was out. He smiled pleasantly at me as he passed out of the door, saying:

"I know we have a good report here. You will excuse my anxiety about the 'Troy pound,' for I think I should die if they got that wrong," and he got into a car to read the report.

THE INEVITABLE RESULT.

I got my copy of the paper and took the ferryboat for Jersey City. I seated myself in the cabin to read my first report of the Chamber of Commerce. Suddenly I was seized with a shock, as though I had come in contact with a powerful electric battery. I gave a convulsive start, rubbed my eyes vigorously and, almost timorously, I looked again. Then I laughed a laugh loud and long, and rushed for the deck as the passengers began to notice my peculiar behavior. Oh, I could not help it; what visions crowded my mind as I got into a secluded spot and read:

"During Jefferson's administration a Commission was sent to England to obtain a 'Troy hound' as a standard unit of weight," etc.

I knew I was blameless (of course, I was; how could I help it?), but the next day there was a seance and tableau of a remarkable kind in the Express office, the principals in which were Samuel B. Ruggles, Erastus Brooks and two unfortunate proofreaders—they could not settle on the right one. My first report of the chamber was my last one, for delicacy of feeling prevented my risking meeting a man who had the temerity to habitually alter a reporter's copy and whose punishment, though just, was terribly severe but effected, I understood afterward, a radical cure.

JOHN GLASS, OF CHICAGO.

The Special Representative Who Believes in Organization and the Square Deal.

John Glass, the well-known publishers' representative of Chicago, takes little stock in the "one man" proposition when it comes to doing first-class work for a group of papers in the advertising field.

"The agency that gives the best service is not the one that is located under the hat of one man," says Mr. Glass. "I believe that a group of men working



JOHN GLASS.

together in a common cause can do much more and better work than the same men toiling independently. Experience is the thing that counts. Ten men or five men represent a wider range of practical experience than anyone has had alone. A good organization is one in which the individual members are selected for their ability to do certain things well and who are animated by the spirit of co-operation."

That Mr. Glass practises what he preaches is shown by the staff of men he has assembled at his Chicago office. For instance, there is A. H. Franciscus, at one time business manager of the Chicago Chronicle, who has had a wide and diversified experience in newspaper work and has a large following of friends in all walks of life. Another of his able lieutenants is A. J. Irvin, who has had ten years' training in the advertising business, during which time he has been with the Charles H. Fuller Co., the Chicago Daily News, Bright & Virrie, and more recently western manager of the Munsey publications.

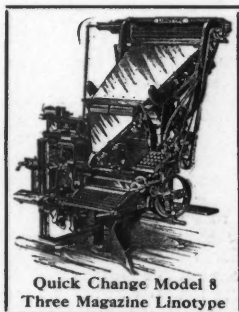
A third member of Mr. Glass' staff is Elis Faxon, a young man who was formerly associated with the Case Motor Car Co, and who is coming rapidly to the front in advertising circles.

Mr. Glass is a strong believer in constructive work in securing business for his clients. What he tries to do is to convince the advertiser that it is to his interest to let the world know what he has to sell in the right mediums and at the right time. He does his soliciting in a straightforward manner, so that he can always go back and do business a second time. The principles that have made Mr. Glass one of the most successful special representatives in the country are the ones upon which the ablest men have based their business careers.

Mr. Glass started in the newspaper business twenty years ago with the Detroit News. Seven years later he went to Chicago, where he was associated with Charles Billson in representing a special list of newspapers. During the last eight years Mr. Glass has conducted a special agency of his own. Few men in the field have worked harder or accomplished more. He is tireless in his efforts to land business, never gets discouraged and each year has the satisfaction of seeing a substantial increase in his income.

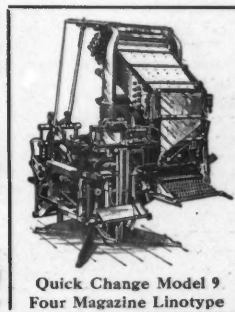
984 Linotypes

Were ordered from Oct. 1, 1912, to May 1, 1913. Of this number 663 were



Quick Change Model 8 Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINOtypes**



Quick Change Model 9 Four Magazine Linotype

A flattering indorsement of the confidence enjoyed by the Mergenthaler Linotype Company throughout the printing trade, and of the increasing belief in the superiority of

The Multiple Linotype Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY

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

CHANGES IN INTEREST.

LEESVILLE, Ky.—The News-Advocate has been purchased by the Citizens' Bank of Batesburg for \$1,375 at public auction.

OSAGE, Ia.—H. C. Austin has bought a half interest in the News, and will be associated with C. H. Addington, who relinquishes the editorial management to him.

OLIVET, Mich.—The Optic has been purchased by John Lignian and Frank N. Green.

WHITEWRIGHT, Tex.—J. H. Wagoner, editor and publisher of the Sun, has sold the paper to F. M. Echols, of Howe, Texas.

ESTHERVILLE, Ia.—The Enterprise, edited and owned by George E. Paterson, has been sold to George C. and G. K. Allen, father and son.

WILMOT, S. D.—John D. Smull, former editor of a Milbank paper, has acquired control of the Republican and will conduct it in future.

WINNER, S. D.—The Jaurnal was purchased recently by a stock company, consisting of M. K. Nolan, Charles W. Owen, J. W. Shevlin and seven others.

NORTH VERNON, Ind.—The Republican

has been sold to C. C. Klingner, owner of the Plaindealer in this city.

NORTH YAKIMA, Wash.—The Toppensish Tribune printing plant and newspaper have changed hands. T. J. Maronev and W. G. Fulton assume charge as editor and manager.

ONTARIO, Wis.—Paul J. Fauteck, who established the Headlight about a year and a half ago, has sold the business to F. W. Flatow. G. L. Schermmmerhorn will be editor of the paper.

TULSA, Okla.—The County Journal has been bought by a company headed by Thomas A. Latta, formerly editor of the Tulsa World. It will be made the official Oklahoma organ of the Progressive Party.

INDEPENDENCE, Kan.—H. C. James has sold the Daily Reporter to Clyde H. Knox, of Sedan, Kan., who takes possession immediately.

Typographical Error.

"Where will you reside?" asked the reporter of the young bridal couple.

"At the Old Manse," replied the erstwhile Miss Millions.

And this is the way the item appeared: "Mr. Hardup and his bride, who was the former Miss Millions, have returned from their honeymoon. They will live at the old man's." —Buckeye Printerdom.

Metal Economy

WILDES' REFINED METALS
 PLUS
 OXODIO
 THE METAL FLUX AND PRESERVATIVE



HERE IT IS
The 1913 Edition of the BARNHART SPECIMEN BOOK

A complete and convenient guide to the finest faces of the world's best type. The handiest, neatest, most attractive and most useful type book ever issued. It points the way to better printing. If your copy is not received by May 15, write at once to

BARNHART BROS. & SPINDLER

St. Louis 168 - 170 - 172
 Omaha W. Monroe St.
 Washington C H I C A G O
 St. Paul Seattle Dallas
 New York Kansas City

DENIES WARRANT OF ARREST.**Magistrate Says Mr. Pulitzer Failed to Prove Mayor Gaynor Caused Libel Publication.**

Magistrate Kernochan handed down a decision Tuesday denying a warrant for the arrest of Mayor Gaynor, applied for by Ralph Pulitzer, of World, on March 14, because of a speech in which the mayor commented upon the late Joseph Pulitzer. In his writ of denial the magistrate said:

"I am not satisfied that a crime has been committed. There is no proof to substantiate the charge. A person who procures another to publish a libel or who connives or assists in its publishing is liable therefor. There must be some evidence that it was procured by him, or that he was thus of aid to its procurement.

"To supply this defect, subpoenas were issued to attaches of the mayor's office. They were all thoroughly examined, but the testimony did not show any such affirmative act on the part of the defendant. It was learned from some of them that the defendant ordered his stenographers to take down his speech, but that they were not under instructions from the defendant when they gave the transcripts of the speech to newspaper reporters.

"Even though it might be conjectured or suspected that the defendant thought his words might be published, that is not sufficient to make him liable."

WHY GO TO BALTIMORE?**President Shay Gives Ten Good and Sufficient Reasons.**

When Dan G. Fisher, of the Dallas Advertising Club, asked President E. J. Shay, of the Advertising Club of Baltimore, to telegraph him ten reasons why every member of the Dallas Club should attend the Baltimore convention in June, the latter sent the following message:

"One—Curiosity compels you. Two—Competition commands you. Three—Reciprocity requires you. Four—Cooperation needs you. Five—Advertising inspires you. Six—The opportunity beckons you. Seven—The 'Dallas Spirit' prompts you. Eight—The great Southwest depends on you. Nine—BALTIMORE BELIEVES IN YOU. Ten—You'll have a hell of a time."

Major Jeffery Returns from China.

Major John B. Jeffery, a veteran journalist, and one of the founders of the Chicago Press Club, has recently returned to this country after an extended residence in the Orient. The major's present propaganda is the recognition of the new Chinese nation, not only by the Government, but by the American people generally. He is working as the representative of large and important interests in China, both native and foreign. In association with E. A. Ferguson, who came back with him from China, he is conducting an enthusiastic campaign for the new China which he declares is the coming great nation of the East, and one whose progress, springing largely from American ideals, should be eagerly watched and helped on by the American people. The major and his associate are at the Murray Hill Hotel.

Clarence Deming Dies at New Haven.

Clarence Deming, at one time an editorial writer on the New York Evening Post and for many years a contributor to newspapers and magazines, died May 8, at his home in New Haven. Mr. Deming was 64 years old. He was an assistant editor of the Troy (N. Y.) Whig for a year, night editor of the New Haven (Conn.) Palladium, and from 1875 to 1881 was assistant news editor and editorial writer for the New York Evening Post. He acted as traveling correspondent for the Post from 1881 to 1884.

Foreman of N. Y. World Presses Dead.

William J. Ward, for twenty-four years foreman of the New York World press room, died at his home in New Rochelle on Monday of erysipelas. Mr. Ward was born in New York in 1843. He entered the printing press establishment of Hoe & Co. as an apprentice in 1862 and continued with that company until 1889, when he became foreman of the World press room, which he held up to the time of his death. Throughout his service with the World Mr. Ward was regarded by his men with the greatest respect and affection for the absolute fairness with which he directed the affairs of his department.

Anti-Vivisectionist Loses Suit.

Miss Lind, the London anti-vivisectionist, who sued the Pall Mall Gazette and Dr. Saleeby for alleged libel, lost her case last week, the jury returning a verdict in favor of the defendants. Miss Lind conducted her own case with remarkable forensic ability, and used three hundred and thirty thousand words during the fifty-six hours which she spoke. The loss of this suit will cost her between \$25,000 and \$30,000.

Referee, New Sport Paper, Appears.

The first issue of the Referee, published at Pittsburgh by the Moreland News Bureau, made its appearance last week. It is a weekly devoted to athletics and sports of all descriptions, and has for its object the dissemination of popular news about baseball, swimming, college sports, canoeing, checkers and chess, tennis and golf, and other means of recreation in vogue among our people. The first number is a sixteen page, well printed and amply illustrated paper. George L. Moreland, baseball statistician of national repute, is the general manager of the new enterprise.

Journal and Star Companies Merged.

The Star Company, of New York, formed by the consolidation of the New York Evening Journal and the Star companies, has been incorporated at Albany for the purpose of carrying on a general newspaper and publishing business. The capital is \$110,000 and the incorporators are William Randolph Hearst, Solomon S. Cavallo, Edward H. Clark, Arthur Brisbane and Bradford Merrill, all of New York.

Brooklyn Writers Club Meeting.

The Writers' Club of Brooklyn, the membership of which consists of newspaper workers, held its final meeting for the season at the residence of Mrs. Helen W. Joy, 637 St. Marks avenue. The meeting was limited to members only. The subject for discussion was "poetry." After a general survey of the field original poems were read by the members. The exercises closed with the serving of a roof garden lunch with ice cream by the club's hostess. Regular club meetings will be resumed in the autumn.

Scranton Paper Not to Raise Price.

T. J. Duffy, managing editor of the Scranton (Pa.) Tribune-Republican, has telegraphed the New York papers that the despatch from Scranton last week to the effect that the price of the Tribune-Republican was to be increased from one cent to two cents is incorrect.

Pan-Hellenic Company Is Bankrupt.

A petition in bankruptcy has been filed against the Pan-Hellenic Publishing Co., publishers of a Greek newspaper at 26 Vesey street, by Martin Burns, a creditor for \$1,654. It was alleged that the company was insolvent and made preferential payments. Assets are estimated at \$1,500. Sheriff Harburger has been in possession of the place for some time past under two executions, one for \$5,277 in favor of Demetrius J. Vlasta for libel.

RECORD OF A SEVEN YEAR OLD.**Some Interesting Facts About the Washington Herald.**

"The Herald intends to be as much of a fixture at the capital as the Washington monument. It started in no spirit of antagonism and with no selfish purposes to promote and it means to succeed wholly upon its merits as a newspaper. That it will stand for the best interests needs not the saying. It will ever keep in mind, however, that this is a national city—the nation's city—and that its present greatness and future pre-eminence have as a basis its national character. The Herald will be primarily a newspaper—an honest newspaper and a clean newspaper.

"The Herald's circulation beginning to-day has both quality and quantity, and each succeeding issue will strengthen it in these regards, for it expects to be a better newspaper each day."

A PREDICTION COMES TRUE.

The foregoing is the salutation of the Washington Herald on its first day of publication, Oct. 8, 1908. The predictions made for the success of that newspaper have been fulfilled far beyond the fondest hopes of its founders. Rarely ever in the history of journalism has a newspaper achieved such success in so brief a period of time. The Herald has been a home newspaper from the outset and has the confidence of its advertisers because it enjoys the confidence and good will, too, of its thousands of readers among all classes in the most cosmopolitan city in the United States.

Since John W. Hunter, whose ability as a publisher is well known in newspaper circles, was placed in charge, the Herald has made steady and consistent gains in advertising. During the twelve months of 1912 it claims to have made a larger advertising gain than all the other dailies in Washington combined—certainly a marvelous record for a seven-year-old.

Figures from the Evening Star, a newspaper which first saw the light of day when historic Pennsylvania avenue was a muddy lane, show that the Herald gained 798,737 lines; the foreign representatives of the Herald are J. C. Wilberding, 225 Fifth avenue, New York, and A. R. Keator, Hartford building, Chicago.

PLAYS IMPORTANT ROLE.

Besides wielding a potent influence among the business men and the citizens at large in Washington, the Herald has played a vital part in the molding of public opinion which has been felt from Maine to Florida and from the State of Washington to California. The paper has always maintained an independent policy politically and has been

a perpetual champion of the "square deal" and "fair play" in all matters in which the public is interested. During the two administrations under which it has been published the Herald's opinions and suggestions for the welfare of the country have been received favorably at the White House. The Herald's editorials on subjects of national interest have been read by members of Congress before both legislative bodies in support of their arguments.

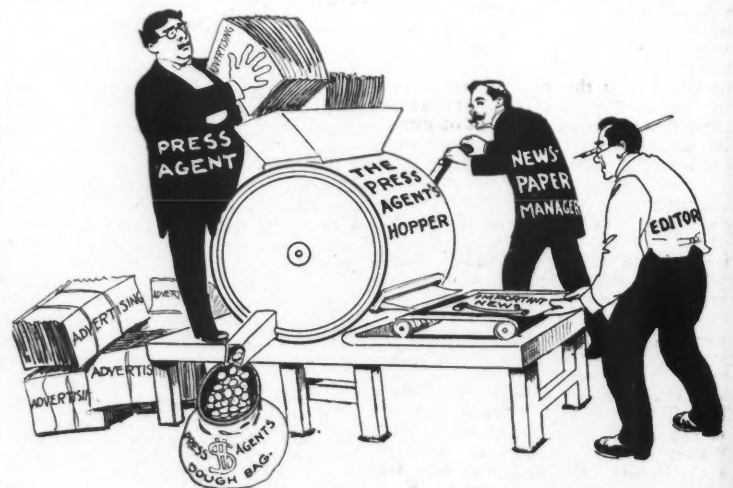
The publishers of the Herald claim that it was the only newspaper in Washington emphatically to voice the protest of the United States against Russia, and that its position was sustained by Congress and President Taft; that it was the only newspaper in Washington to point out the defects in the arbitration treaties, and that its critical analysis was vindicated by the action of the Senate; that it was the only newspaper in Washington to predict positively that Theodore Roosevelt would accept the presidential nomination in opposition to Mr. Taft, and that the Herald was the first newspaper to indorse the plan for the establishment of a parcel post and a preferential primary law.

FOR THE PUBLIC WELFARE.

In the local field the Herald's efforts in behalf of public measures has been signally successful. The Herald urged reasonable express, telegraph and freight rates to the suburbs, Sundays off for letter carriers, improved lighting of streets, a closer relationship between retail merchants of Washington, the advertising of Washington and its advantages throughout the country, a more careful consideration of the District's needs by Congress, adequate pensions for police and firemen, the enactment of a public utilities law, universal transfers, centralized system for public charities in the District, remedial legislation regarding assessments and taxation providing for annual assessments, provision for an inebriates' hospital, bi-monthly pay for District employes, school teachers' pensions and retirement legislation, pensions for government clerks, better pay for clerks and improved traffic regulations.

But the Herald is not resting on its oars, for it is doing something all the time for the benefit of its readers and its advertisers.

The Herald's weekday and Sunday editions present the best efforts of many special and feature writers. Mr. Manz's cartoons are represented in many newspapers. Joseph P. Annin's articles on the tariff, Fred C. Kelly's "With Statesmen Far and Near," I. A. Fleming's contributions on financial topics, Julia Chandler Manz's dramatic criticisms and William Peets' reports on sporting events are largely and widely read.

**HOW THE PRESS AGENT WORKS THE PRESS.**

UNIQUE CARTOON BOOK

Prominent Modern Sketch Artists
 Represented in Collection of Superintendent James D. Preston of Senate Press Gallery.

A book of autographed cartoons and sketches, which is probably the most unique and novel of any in existence, is in the possession of James D. Preston, superintendent of the United States Senate press gallery. This book, which was begun in 1904, contains a specimen of the work and peculiar markings identified with practically all of the more prominent cartoonists and sketch artists living in America to-day, and several foreign artists.

Among the cartoons is one by the late Homer Davenport which shows the late Speaker Reed in a typical attitude presiding over the House of Representatives with gavel in hand. Speaker Reed was one of the favorite subjects of the late distinguished cartoonist. A picture by E. W. Kemble, of Collier's, made in 1906, shows Senators Platt and Dewey looking each other squarely in the face, and is labeled "Resign? Never!" It was drawn at the time when the press was clamoring for the resignation of the two Senators. John T. McCutcheon's very modest contribution shows him approaching the Senate Chamber with his famous suitcase in hand, marked "Bird Center," with dog trailing and an officer warning him that the Chamber was for members only.

CESARE'S AND IGOE'S SKETCHES.
 Cesare, now with the New York Sun, contributed a sketch of Senator Tillman, one of himself, and a striking profile of Mr. Preston. Igoe, of the Hearst papers, contributed what is the most original sketch in the book. It was drawn in 1908 when Vice-President Fairbanks presided over the Senate, and it shows what could be seen of the Vice-President by looking down from the front row of the press gallery directly over the Vice-President's head. The sketch is that of the top of Mr. Fairbank's bald head, but the back hair being long he combs it over the bald spot. This is all clearly brought out in Mr. Igoe's caricature.

C. R. Macauley, of the New York World, drew one of his characteristic pictures of Colonel Roosevelt in rough rider attire, gripping the spear "that knew no brother." Tad, of the Hearst papers, contributed his well-known delineation of Silk Hat Harry, having Silk Hat Harry saying: "I don't care who is President, I am for the 'tariff' off chickens." Swinnerton, of the same force, gave a clever little sketch of his famous "Mr. Jack" getting into trouble by trying to flirt in one of the Senate galleries.

One of the first contributors was C. K. Berryman, of the Washington Star, who had then just originated his famous Teddy Bear, which appeared along with his signature in all of his cartoons. While many of the sketches are of ladies of beautiful faces, only one woman has contributed, she being Miss Sara Moore, of the Detroit News. Of the foreign artists the most prominent contribution is that by Harry Furniss, of London, the famous cartoonist of Punch. He gave his Parliamentary trade-mark and a sketch of himself sketching.

BIG ARRAY OF CONTRIBUTORS.
 Among other contributors are McKee Barclay, of the Baltimore Sun; Bert Thomas, of the Detroit News; Herbert Johnson, of the Philadelphia North American; Vet Anderson, of the New York Telegraph; J. N. Darling, now with the New York Globe; T. E. Powers, of the Hearst papers; J. Harry Cunningham, formerly with the Washington Herald; Donahey, of the Cleveland Plain Dealer; Hy Mayer, of New York Times; Briggs, Chicago Tribune; E. Fuhr, of the New York World; Ryan Walker; W. H. Loomis, of the New York Herald; E. Frederick, who was with the New York American; F. G. Cooper, of Collier's Weekly; Nelson Harding, of the Brooklyn Eagle, and many others.

Many of those not described are sketches of Mr. Preston caught in various attitudes and expressions, all of which though are strikingly like the original. An example of one is shown by the accompanying reproduction of a sketch by Frank Wing, of the Minneapolis Journal. The value of the book to Mr. Preston is beyond estimation, as no amount of money could persuade him to part with it. He has never failed to get a specimen of the work from any artist who has visited the press gallery since he started the book, and has also carried it with him to many national conventions which he has attended.

EDWIN A. HALSEY.

NEW PUBLICATIONS.

EDMONTON, Alta.—The Daily News Publishing Co. has been incorporated by H. H. Hull, general manager of the Edmonton Printing Co. and owner of the News-Plain Dealer, a semi-weekly newspaper published in Edmonton South. The News-Plain-Dealer will be issued as a tri-weekly this summer and converted into a daily next fall. Rev. A. M. McDonald, formerly of Winnipeg, is editor of the paper.

BELAIRE, W. Va.—The Daily Leader, a paper to be published by Messrs. Ross and Robinson will make its initial bow to the public about the middle of this month. The paper will consist of eight seven-column pages, and its policy will be independent.

ROCKPORT, Ky.—The first issue of the News made its appearance last week under the editorship of E. H. Harrell. It will be independent in politics.

DAYTON, O.—The Daytonian, a new weekly newspaper, will make its appearance shortly. The advance announcements tell of a very attractive and breezy weekly.

BEACH, N. D.—R. O. Zollinger of the Golden Valley Chronicle and Pierce Egan, editor of the Advance, have formed a partnership for the purpose of establishing another newspaper.

FISHER, Ill.—The News is the name of a new paper to be started here. Pearl Hollingsworth of the Reporter, will be the editor and publisher.

HARRINGTON, Pa.—The Kent County News is a new paper to be launched soon.

ELK MOUND, Wis.—E. E. Conry, founder of the Boyceville Press, will start a weekly paper next week.

CAVE CITY, Ky.—The Barren County News is the name of a new paper which made its appearance May 1. The publisher is H. H. Hanbrough, editor, of the Horse Cave Herald.

MCCLUSKY, N. D.—The Sheridan Post has been launched as a result of the revival of the old Free Press, which had not been issued for several months. T. D. Mousen, formerly of the Martin Searchlight, is the owner and publisher.

MISSOURI JOURNALISM WEEK.

Seven Press Associations to Hold Sessions at Columbia May 12-16.

Journalism week at the University of Missouri, Columbia, will be observed next week beginning Monday. The indications are that the meetings will be more largely attended than ever before.

Seven press organizations will hold sessions during the week. The Missouri Woman's Association will convene on Tuesday. The Daily Newspaper Publishers, the past presidents of the Missouri Press Association and the Southeast Missouri Press Association will meet on Wednesday; the Northeast and Northwest Missouri Press Associations will hold sessions on Thursday and the Missouri Press Association on Friday. The list of speakers includes:

- Erwin Craighead, editor, the Register, Mobile, Ala.
- Robert Minor, cartoonist, the Post-Dispatch, St. Louis.
- James Keeley, editor, the Tribune, Chicago.
- E. N. Smith, city editor, The Post, Kansas City.
- Clara Chapline Thomas, reporter, the Tribune, Minneapolis.
- Junia C. Heath, editor, the Tribune, Walnut Grove.
- Mrs. Sarah Tyson Rorer, magazinist, Philadelphia.

SCOOP THE CUB REPORTER

This Comic Series (5 and 7 Col. Sizes) is now in its Second Year.

THE HEALTHIEST AND MOST POPULAR ONE-YEAR-OLD INFANT YOU EVER SAW.

Don't miss the opportunity if service is still open in your field.

The International Syndicate - Baltimore, Md.



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

- Mrs. Emily Newall Blair, special writer, Carthage.
- Charles H. Grasty, editor, the Sun, Baltimore.
- E. F. Cutter, the Associated Press, Kansas City.
- E. P. Adler, president the Lee Newspaper Syndicate, Davenport, Iowa.
- Henry Schott, president the Schott Advertising Agency, Kansas City.
- M. D. Hutton, special advertising representative, New York.
- Caspar Yost, night editor, the Globe-Democrat, St. Louis.
- Julius Schneider, advertising counselor, the Tribune, Chicago.
- Dante Barton, editorial writer, the Star, Kansas City.
- J. McLaughlin, reporter, the Post-Dispatch, St. Louis.
- James M. Cox, Governor of Ohio.
- Elliott W. Major, Governor of Missouri.
- Barratt O'Hara, Lieutenant-Governor of Illinois.
- William R. Painter, Lieutenant-Governor of Missouri.
- Merlin M. Taylor, city editor, the Gazette, St. Joseph.
- S. E. Kiser, humorist, the Record-Herald, Chicago.
- B. B. Herbert, editor, the National Printer-Journalist, Chicago.
- Herbert L. Baker, printing expert, New York.
- C. A. Shamel, editor, the Orange Judd Farmer, Chicago.
- James Schermerhorn, editor, the Times, Detroit.
- T. R. Williams, editor, the Press, Pittsburgh.
- B. Ray Franklin, editor, the Rustler, Russellville.
- Means Ray, editor, the Democrat, Cassville.
- Walter Ridgway, editor, the Advertiser, Fayette.
- Doc Brydon, editor, the Leader, Essex.
- E. E. Swain, editor, the Express, Kirksville.
- Geo. H. Scruton, editor, the Democrat, Sedalia.
- J. R. Lowell, editor, the Democrat, Moberly.
- J. S. Brenneman, editor, the Capital, Sedalia.
- Roy F. Howard, chairman, board of directors, United Press Associations, New York.
- Cornelius Roach, Secretary of State of Missouri.

It is a fact that Without exception

THE BEST DAILY COMICS AND THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate
 45 West 34th Street, New York City

The very best

New Daily Comic

on the market

"AH YES!"

OUR HAPPY HOME"

By GEORGE McMANUS

Write for details

International News Service
 200 William St., New York City

Do You Know Why?

a seven-column "comic scream"—"chock full of ideas"—well executed—in fact, a finished drawing. It has the punch—repeats every day. Better wire or write to-day for exclusive rights to your territory. Sample sets on request.

World Color Printing Co.
 ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

THE "MUG"

of every conceivable sort of a baseball fan is depicted in our Sport Page illustrations. Every illustration focuses and holds attention. Strong cards. We furnish mats of baseball features less than cost of composition.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

FINANCIAL NEWS

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

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

THE BEST MATRICES

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

CUTTING DOWN COSTS.

How Editorial Efficiency May Be Increased and Expense Reduced by the Adoption of Systematic Economy.

By ROBERT B. VALE,
Of the Baltimore (Md.) Sun.

These are the bright little days when folks talk scientific management and the spirit of economy is keen in the land; when the inspired expert passes out with his right hand documents showing how a newspaper can by salesmanship pre-eminently increase its advertising revenues while with his left he distributes tracts proving that the advertiser can produce greater results by spending less money. And neither hand knows what the other is doing.

These are the days when white paper control helps forest conservation; when earnest men pry into composing room costs and when collections walk hand in hand with revenue. These are the days when editorial expense is chased from Alpha to Omega; from Dan to Bersheba and from hades to breakfast. Which, foregoing, is my text and brings me to the fact that, a few years back while loafing on a copy reading job on Park Row, I hearkened as the telegraph editor laid down the dictum.

"You may economize on paper; you may economize on typewriter ribbons; you may even economize on the art department, but I'll be dingslaughtered if you can economize on men's brains."

A FALLACIOUS STATEMENT.

This being a declaration that editorial expense was past redemption, or rather, immune from the axe. And it was plainly fallacious because every night that telegraph editor handled large jobs of copy sent out by the Associated Press, which is an economic combination of high efficiency enabling the printing of better news than any aggregation of scattered free lance correspondents.

Not only can editorial expense be reduced to a scientific basis, but there can be brain economy producing higher efficiency. Here is a little story to illustrate the point:

A newspaper publisher once yearned to know what the people of his community thought about his publication. So, he sent a few bright young men into the highways to ask questions. They visited the merchant, overtook the undertaker, held up the lawyer, sought out the housewife, pumped the barber, and became outrageously familiar with Agnes, the saleslady. Each nightfall, or earlier, they prepared written reports which contained items something like this:

"Mrs. Adolphus Wilkinson, No. 675 North Hundred-and-seventh street, takes the comet. Thinks it should cut out small crimes. Says not enough space is being given to the Sweller divorce case. Likes the paper, but thinks it is not so strong on women's news as the Meteor."

After the publisher had been reading these reports for a few days he came to the conclusion that, on the whole, he was getting out a real satisfactory paper. Then an idea came to him. Why not analyze those reports and learn from them what the people wanted to read; why not find out what was news in his city?

SUMMARIZING REPORTS.

He jumped to it; prepared a lot of diagrams; got more reports and summarized. He went far enough into the thing to see that by keeping his hand on the public pulse he could, almost with his eyes shut, print a paper that simply had to please the readers. Being a trifle ahead on a knowledge of what was news and what was back-number stuff he had the hated Meteor whipped at the start.

Another idea came tripping along. He could almost lay down a chart whereby his telegraph and city editors might without a second's loss of time select or reject stories. This meant economy of time and it meant a saving in brain operation. When a story went into the waste basket it was pretty safe that it belonged there and when another story

was cut into a paragraph the copy reader was simply carrying out the wishes of the majority of the patrons of the Comet.

There came a time when the telegraph editor found that he could get through the night with two less copy readers. The city editor, who previously wept for hours at a stretch when requested to lay off a man, cheerfully lopped off the heads of eleven men. And he had the courage to confess that he was putting out a more readable edition. Everything that went into the Comet was hitting the target.

REAL EDITORIAL ECONOMY.

The spirit of the game got into the blood of the night editor and he reduced telegraph tolls more than \$200 in a month—and kept them down. Up to that time he permitted the telegraph editor to order what he pleased. Under the new order of things the telegraph editor could prosper without over-feeding. Under the old system an order for 400 words would go to the correspondent who would graciously send 500. By the time the stuff reached his desk the telegraph editor would come to the conclusion that 200 words was ample and plenty. There was a dead loss of 300 words in telegraph tolls; also a loss of 200 words to the correspondent; also loss of time in getting the story off the wires and loss of time in editing. Under the revised statutes it was a good guess that 200 words would be ordered and 200 words used. The night editor being something of a checker had a habit of comparing telegraph reports with telegraph space in the paper.

There is a great deal of truth to this story and it was just such a thing that brought about the saving of tens of thousands of dollars yearly to a great metropolitan newspaper; which set in motion a safe and effective reduction of expenses in a plant where there was waste of men and waste of material and waste of brains.

And the circulation grew and is growing.

To be sure editorial economy will not help the publication that is suffering from hardening of the arteries or whose management is fettered or senile. But it is safe to wager that neither will editorial economy appeal to that sort of a shop.

COST OF HALF-TONES AND ZINCS

The cost committee of the International Association of Manufacturing Photo-Engravers has obtained cost figures which show the cost of 600 half-tones and 600 zinc etchings. The figures were furnished by twelve photo-engraving plants in nine cities, and consist of single orders for "minimum" plates made in the ordinary way. The results are as follows:

Half-tones, lowest cost of production...	\$0.94
Highest cost of production.....	4.97
Average cost of production of 600 minimum half-tones	2.06
Zinc etchings: Lowest cost of production41
Highest cost of production	3.06
Average cost of production of 600 minimum zinc etchings	1.29

The report of the cost committee, as adopted by the executive committee, includes a measuring scale and a recommendation for a schedule of minimum selling prices. The report is to be circulated among all manufacturing photo-engravers of the United States and Canada, and will be accompanied by a ballot upon which everyone will be able to express his views and vote upon every feature of the report. The cost committee will receive those ballots, and, guided by the information they contain, will revise their report and submit it for adoption or rejection to the annual convention of the International Association of Manufacturing Photo-Engravers June 9, at Put-in-Bay, O.

Circulation Contest.

The Augusta (Ga.) Chronicle has announced a \$2,500 music lovers' contest. The first prize is a \$750 piano player. There are 105 prizes. The contest will run about ten weeks and will be under the direction of J. L. Boeshans, circulation manager of the Chronicle.

WHERE DOES HE COME IN?

This Editor Objects to Fighting Kellogg's Battles in His Paper.

The Kellogg Toasted Corn Flake Co., national magazine advertisers, whose efforts looking toward price maintenance are now the subject of litigation, recently addressed a selected list of daily papers in the effort to secure their cooperation in the furtherance of their contention.

Among others so addressed was the Evening Free Lance, of Holister, Cal. M. T. Hoyle, the editor, has written a reply which not only expresses his own views but likewise those of other editors of daily papers who are passed by in campaigns which ignore the dailies as far as appropriations are concerned.

Mr. Hoyle says somewhat spiritedly: If all of the large manufacturers took the same view of advertising as yourselves, do you appreciate the fact that the result of the Government's suit against your concern would not interest the publishers of the newspapers of America in the least? Can you expect the newspapers to endorse and support your methods of doing business when your entire advertising appropriation goes to the magazines?

In sending your booklets and circulars out to the newspapers, you are contradicting your policy of advertising. You advertise in the magazines, but when you are compelled to get close to the people you take the only possible means of doing so—through the country press.

If the magazines are so efficacious in reaching the people who buy breakfast food, why are not the same mediums the best to reach the people interested in breakfast food legislation?

If the newspapers are the best mediums through which you can reach the people in order to enlist their support of your contentions, why are they not the best mediums to stimulate their appetite and demand for Toasted Corn Flakes?

As to window displays (to which reference was made in the House organ inclosures sent to the newspapers), while we do not for a moment dispute the fact that they are one of the best forms of advertising, we will say without hesitation that, like the magazines, they reach only a small percentage of the consumers. They are seen only by the people passing the windows, and by only a small proportion of them. The advertising in a magazine is seen only by a small proportion of the readers of that magazine, and the readers of any national magazine are but a small proportion of the people in any town or community in America.

The readers of a local newspaper are always a large proportion of the people in the section which that newspaper serves, and in many cases they will number eighty or ninety per cent., sometimes even more, of the inhabitants of the district.

MARCH MAGAZINE ADVERTISING

The month of March was again a disappointing one for quite a number of magazines, which shows that the tendency of numerous advertisers to drop magazines continues uninterrupted. Compared with March, 1912, the losses were as follows:

	Lines.	Loss.
McClure's	21,755	5,927
Munsey's	15,009	6,152
Review of Reviews.....	28,694	874
Scribner's	15,176	3,482
Century	19,060	5,620
Argosy	8,402	2,798

The losses compared with the March issue of 1911 were even larger. They amounted for McClure's to 8,751 lines; for Munsey's, to 8,063 lines; for Review of Reviews, to 3,596 lines; for Scribner's, to 7,931 lines; for Century, to 8,084 lines, and for Argosy, to 3,582 lines.

Editorials Lead to Indictments.

According to the Hudson Observer, a Hoboken, N. J., newspaper, the Hudson County Grand Jury voted 14 to 8 last week to indict the business manager, editor and a director of that paper for statements in editorial articles reflecting on Sheriff Wedin of that county. The sheriff has started a civil suit for \$50,000 for libel against the Observer's publishers.

The Joplin (Mo.) Morning Tribune suspended publication last week.

TWO WEEKLIES IN MIDDLE ATLANTIC STATES

We offer the following:
\$12,500.00
\$5,000 cash, balance terms; exceptional equipment, including No. 5 linotype; gross business \$15,000. Leading paper.

\$13,000.00
\$6,000 cash, balance terms; equipment includes No. 5 linotype; gross business \$14,000. Splendid field.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S 32 BULLETIN

Publishers and Advertisers
Insist on a
PROOF CHART
of circulation.
As introduced Exclusively by
C. GODWIN TURNER, Actuary
The Highest Standard of Circulation in the World.

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

Press Clippings

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

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
134 Nassau Street

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

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

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

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

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

THE SORT WHO WIN.

Working Newspaper Man Who Is Student in the Pulitzer School of Journalism Talks Entertainingly of His Progress.

By A. C. HAESSELBARTH.

Happening to know a young newspaper man who is also a student in the Pulitzer School of Journalism at Columbia University; and whose rather strenuous work I have watched with keen interest for several months, I induced him a few days ago, though not without difficulty, to give me his opinion of the Pulitzer School from the viewpoint of the pupil who is also keeping up to the minute with the demands of an active journalistic career. He balked at consenting to the use of his picture or his name, even for THE EDITOR AND PUBLISHER, but his friends will readily identify him and will admit that his views bear weight. He said:

"I have been in newspaper work seven years, have tackled many phases of it and at present am working eight hours a night on a New York desk, so I am not a cub reporter; and I have found the school of the greatest value to me, fully worth the sacrifice of some little sleep and of my leisure time.

"At the outset I ought to say that I am not taking any of the strictly professional courses at the school, and so I am not writing for prospective students who know nothing about newspapers and who would be asked to take the prescribed four-year course, but for newspapermen who may be presumed to know some or much of the technic of their profession, and who are not college graduates.

CHANCE FOR NIGHT-WORKERS.

"There are a great many young night-working newspaper men who have not gone through college, either because of lack of funds when they left school, or because they were too restless to wait four more years before invading 'life.' The School of Journalism is just the place for such of these men as want more education but find themselves barred from the colleges because of entrance requirements, and because the colleges require more work than a man can do in addition to his eight hours of bread-and-butter toil. Those who do this, if I may speak from my own experience, will get far more out of the work they do than they could have gotten, or at least would have gotten, had they gone to college direct from school.

"The School of Journalism admitted me as a non-matriculant student, without examination and without academic credentials worth much, and has permitted me to choose my subjects in the school and college curriculum without much reference to what year they happen to fall under. If I stay at the school until I complete the amount of work required for the bachelor's degree within reasonable limits, as I hope to do, they tell me I may have the degree. The school permits it because Joseph Pulitzer's will made such a provision for qualified newspaper men. After a term's test of the scheme Dr. Talcott Williams, the director, says the practical Mr. Pulitzer was right.

ADJUSTING TIME SCHEDULE.

"It follows that some generations of academic gentlemen were wrong in ignoring the man who wants to do college work in conjunction with earning his living, and whose schoolboy education does not permit him to pass entrance examinations offhand. The men admitted under this non-matriculant arrangement have done good work; a little better work, despite obvious handicaps, than those entered under the regular examination system.

"Many persons have asked me how I find time for school work. I am doing eleven hours of class work a week. The standard for students taking the regular course is sixteen or eighteen hours, depending on their year. Quitting work a little after 2 a. m., I eat breakfast, go home in the subway, getting in thirty-five minutes of study on the car—to me there is no place so satisfactory for hard work as a vehicle of transporta-

tion—study another hour at home and go to bed about four o'clock.

"The privilege of selecting my classes has been utilized so that my earliest class each morning is at eleven o'clock, which gets me out of bed at ten-thirty, after six and one-half hours of sleep. This allowance I find quite sufficient. Most of my studying I do in the afternoons. I have four afternoons a week without class work. Most of my class work comes on the other three days. And I do not find it such a grind, as some of my friends suppose, that I have no time for an occasional game of golf.

"The school authorities will permit any newspaper man working in New York who does not want to quit his job to study as I am studying. That statement is more general than the school would be willing officially to make; but, while formalities are necessary, I am sure any man who is in earnest and who will do good work will be admitted. From the way he has treated me, I know the director will encourage any newspaper man who calls to discuss doing college work 'on the side.'

IMPORTANCE OF THE WORK.

"Since I have attended no technical classes, my opinion of the work the school is doing in preparing boys without experience for newspaper work cannot be worth much, but you have asked me for it and here it is:

"When I entered the school I was very glad of the opportunity to begin the work I wanted to do, understanding perfectly the high grade of men running the school and the splendid material advantages it enjoyed, but I was skeptical as to the possibility of imparting in the school room knowledge of the practical things of the profession. Some information about what these technical classes are doing, and conversations with the students, have reversed my original opinion. I now feel sure that within twenty years it will be next to impossible for a man to break into the newspaper game without training equivalent to that being given at Columbia. For instance, they are dealing thoroughly up there with such subjects as financial reports, dramatic criticism and the law of libel. Very many newspaper men know a lot about one of these subjects; how many know much about all three? Many a pretty good managing editor regrets that he knows precious little about any one of them.

PROBLEM OF ELIMINATION.

"Before the school started the problem of elimination seemed to me the hardest the school would have to face. It is obvious that many a student will enter the school whose yearnings for journalism are nebulous, and who is absolutely unfitted for the profession, because he hasn't that natural feeling for the work which is so absolutely essential if he is to make good and because he lacks, in the hackneyed phrase, 'the nose for news.' The school has solved the problem of getting rid of these chaps, I think, by providing such a stiff prescribed course that all save those who have real inborn newspaper ability will fall by the wayside. Thus, automatically, the weeding-out process will go on.

"Even then, not all who get through will make good, but do all of our embryo lawyers and doctors succeed? The school is going to turn out many men who will be first-class newspaper men with a little experience; it will benefit those for whom it cannot do this. Frank Adams says the school will make better bricklayers; that is true, and it is a high compliment."

Journalism Class Visits Olympic.

The members of the junior class of the Columbia University School of Journalism visited the White Star liner *Olympic* last week, and were told how to write a story about a ship correctly and how the largest ship afloat was managed. After inspecting the liner the party was entertained with tea and music in the main dining saloon.

Fire at Oakdale, Tenn., destroyed the plant of the Dispatch, entailing a loss of \$25,000.

DOCTORS DO NOT ADVERTISE.

When the advertising man called upon Dr. Smith to solicit business for the paper which he represented he was told, rather loftily, that it was against "professional ethics" to advertise. But when the cub reporter stopped at the doctor's office two hours later for news items, he received the following:

Dr. H. Johnson Smith is moving his office from 1 Bradley block to 146 Main street, where he will have an entire suite of rooms. This change was imperative on account of his rapidly increasing practice.

Mrs. Alice Jones, of North Tenth street, fell upon the pavement near her home this morning, sustaining a broken wrist. Dr. H. Johnson Smith reduced the fracture.

Dr. H. Johnson Smith has returned from a professional visit to Snyderville.

Wellesley West, the well-known manufacturer, who has been ill for several weeks, shows marked improvement today. His physician, Dr. H. Johnson Smith, believes he will soon be convalescent.

Dr. H. Johnson Smith will address the members of the City Medical Association this evening.

Mrs. A. J. Peterson, of Elm street, underwent a delicate operation at the City Hospital this morning. She is resting easily this afternoon, and according to her medical adviser, Dr. H. Johnson Smith, unless unforeseen complications develop, should be on the road to recovery soon. The operation was very successful.—*Brooklyn Life*.

THE ADVERTISING SITUATION.

Louis Wiley, business manager of the New York Times, in commenting upon recent developments in the advertising field, said to a representative of THE EDITOR AND PUBLISHER:

"A remarkable awakening among advertisers to the distinct advantages of the daily newspaper over other media is one of the features of the year to which attention was drawn at the recent meeting of the A. N. P. A. in this city. National advertisers now understand that the best and most economical method of obtaining publicity is by means of the daily newspaper, and there is a better atmosphere in the world of advertising. Fraudulent and objectionable advertisements are being excluded, and greater care is shown in the investigation of business announcements offered for publication.

"Newspaper publishers are becoming alive to the responsibility and the duty they owe to the public in keeping their advertising columns as free from deception as they honorably strive to maintain purity in their editorial pronouncements. The purpose of justice and decency has never been asserted with so much emphasis and so much success as during the recent newspaper conventions in New York City."

New Specimen Book.

Barnhart Bros. & Spindler announce a new Handy Specimen Book of 160 pages containing only type faces, borders and ornaments of their manufacture. There are numerous display pages, some in colors, showing more uses for type and ornamentation and brass rule effects. Every face shown is up to date and the numerous large families of their type are shown separately and in combination. This firm has opened a new branch office in Atlanta, with R. N. McArthur in charge, taking over the business of the Dodson Printers' Supply Co., an old concern.

Johnny's Composition.

"Children," said the teacher, while instructing the class in composition, "you should not attempt any flights of fancy, but simply be yourselves, and write what is in you. Do not imitate any other person's writings or draw inspiration from outside sources." As a result of this advice, Johnny Wise turned in the following composition: "We should not attempt any flights of fancy, but rite what is in us. In me, there is my stummick, lungs, hart, liver, two apples, one piece of pie, one stick of lemon candy and my dinner."—*Baltimore American*.

HELPING LOCAL MERCHANTS.

How the McKeesport Daily News Aids Its Advertisers.

Jess E. Long, business manager of the McKeesport (Pa.) Daily News, who was in attendance at the A. N. P. A. convention recently, in telling of the work done by his paper in protecting the interests of advertisers, said:

"We have secured the passage of an ordinance compelling men who come to the city and open stores for fire and flood sales to take out a license. If this license is not paid promptly they are not allowed to do business. It is heavy enough to discourage some of them from opening stores, and is aimed to prevent, as far as possible, the coming of irresponsible merchants who offer cheap goods for sale at prices far in excess of their real worth. We do not accept an advertisement from one of these men until he shows us his receipt for the license.

"When we find national advertising is being placed, we endeavor to get a share of it for our paper, and for the benefit of the local merchants. Many big advertisers know that the best way to build up sales in a small city is to use the local papers and incorporate in the advertisements the names of the local merchants who are handling the goods they have to offer. Only a few days ago I learned that a big national advertiser was coming into our field. I notified the merchants who handled the goods what was going to happen and suggested that they send to the company for mats of the ads, which were very attractive, and make use of them.

"Every one of those merchants was grateful for the suggestion and profited by it. We co-operate with the local druggists, and try to make them feel that we are their friends and anxious to aid them in any way we can. They, in turn, give us their support and frequently make suggestions that are to our mutual advantage. A newspaper should be a public institution that is helpful to every man and woman and child in the community which it serves."

ADVERTISING NOTES.

The Stockwell Special Agency, of the People's Gas Building, Chicago, on May 1 opened a new office at 286 Fifth avenue, New York, with A. T. Stockwell as manager. This agency handles Canadian newspapers exclusively, and is building up a large and prosperous business among American advertisers who are desirous of increasing their business in this important territory.

The On to Baltimore Committee of the Eastern division of the Associated Advertising Clubs of America has sent out a notice urging all members who intend to go to the convention in June to make their reservations without delay. The committee has engaged 300 rooms at the Hotel Emerson, which will be assigned in the order of the applications. The New York delegation will thus be housed under one roof.

Hill & Tryon, advertising agency of Pittsburgh, have moved their offices to larger quarters in the new First National Bank building.

McKeesport News' Officers.

The Daily News Publishing Co., of McKeesport, Pa., held its annual stockholders' meeting and election of officers April 22. The past year was one of the most prosperous in the history of the company. The annual report showed that the business and circulation had been greatly increased. The election of officers and directors resulted as follows: Directors—J. D. O'Neil, E. W. Pitts, Jess E. Long, Robert M. Baldrige and Robert Painter. The officers elected were: President, J. D. O'Neil; vice-president and general manager, Jess E. Long; secretary and treasurer, E. W. Pitts.

TIPS FOR THE AD MANAGER.

The Frank Presbury Co., 456 Fourth avenue, is placing orders with New York City papers for the present for Johnson & Johnson, "Synol Liquid Soap," New Brunswick, N. J. Other papers may be used later.

George W. Edwards, 328 Chestnut street, Philadelphia, is issuing contracts to a selected list of paper for the Innovation Ingenuities, Inc., "Innovation Trunks" 329 Fifth avenue, New York City; Chicago, Ill., and Philadelphia, Pa.

P. K. Frowert, 23 West Forty-second street, New York City, it is reported, will shortly send orders to a large list of papers for the Bentz Automobile Co.

Alba Remedy Co., "Alba Lax," 1491 Madison avenue, New York City, is inquiring for rates with a selected list of papers.

Blaine-Thompson Co., Fourth National Bank Building, Cincinnati, O., is forwarding 119 1 l. t. a. w. 17 t. orders to some Western papers for the Odotono Co., 12 Seventh avenue, West, Cincinnati, O.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making 4 in. d. c. 2 t. contracts with some Pennsylvania papers for the Pennsylvania R. R. Co. freight department.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, is placing 2 1/2 inches, twice a week, 1 yr. orders with the leading Pennsylvania papers for the Hanover Hotel, Twelfth and Arch streets, Philadelphia. It is also forwarding copy to New York City and Philadelphia papers for the Wm. T. B. Roberts & Son, real estate, Philadelphia, Pa.

Chas. H. Fuller Co., 623 So. Wabash avenue, Chicago, is handling the advertising of Sidney Mercantile Co., 1017 Fourteenth street, Elkhart, Ind.

The Manhattan Navigation Co., Pier 39, N. R., New York City, is sending orders direct to New York State papers.

Irabar Pen Co., 335 Crescent street, Harrisburg, Pa., is asking rates on 10 in. 5 columns 1 time, in a large list of newspapers.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is contracting orders with a selected list of papers on a cash basis for the Knickerbocker Hotel, Broadway and Forty-second street.

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., it is reported, will shortly make up a selected list of papers for the Winchester Repeating Arms Co., "Winchester Rifles," New Haven, Conn.

E. H. Clarke Advertising Agency, 35 No. Dearborn street, Chicago, is renewing contracts with some Western papers for the Val Blatz Brewing Co., "Blatz Beer," Milwaukee, Wis.

Lord & Thomas, Mollers Building, Chicago, are placing 10 t. orders with Pacific Coast papers for the Kelly Springfield Trunk Co.

Gardner Advertising Co., Kinloch Building, St. Louis, Mo., is making contracts for Sheehy Steamboat Line with Western papers.

Sherman & Bryan, 79 Fifth avenue, New York, are forwarding orders to a large list of papers for their Spring campaign of Erlanger Bros., "B. V. D." Underwear, 65 Worth street.

Malcolm Severance, Inc., Asbury Park, N. J., and 21 West Forty-fifth street, New York City, is inquiring for rates with newspapers.

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, is sending out orders to a selected list of papers for the Victoria Hotel, Boston, Mass. It is also reported that the above agency make up the list of the Moxie Nervw Food Co., Boston, about this time.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, it is reported, will shortly place orders with a large list of Pennsylvania papers for the Great Eastern Building Corporation, "Ocean Gate" Real Estate, New York City, and Philadelphia, Pa.

New Orleans States 32,000 Daily. Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,550 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

A. D. Samuel Advertising Agency, 118 East Twenty-eighth street, New York, is forwarding 95 l. t. orders to large city papers for the H. D. Comb Co., 118 East Twenty-eighth street, New York City.

The Snitzler Co., Chicago, Ill., is making 6 1/2 l. 10 t. contracts with a few cities for Johann Hofmeister.

Street & Finney, 45 West Thirty-fourth street, New York City, are making rates in a few weekly newspapers.

F. P. Shumway Co., 373 Washington street, Boston, is issuing contracts to some large Eastern city papers for the Springfield Manufacturing Co., 1018 Main street, Springfield, Mass., and 29 Cortlandt street, New York City.

The Cheltenham Advertising Service, 150 Fifth avenue, New York City, is placing orders with New York City papers for Gordon & Ferguson, Furs, St. Paul, Minn.

The Prudential Life Insurance Co. of America, Newark, N. J., is reported to have been granted permission to change its charter from a stock company to a mutual life insurance company, which may mean that newspaper orders will be placed shortly.

Kastor & Sons, Chicago, Ill., is making 1,000 inch, 1 year, contracts with Mississippi papers for the John T. Milliken Co., St. Louis, Mo.

Chas. T. Hoyt, 25 Elm street, New Haven, Conn., and 315 Fourth avenue, New York City, is handling the advertising for the Manhattan Soap Co., "Sweetheart," 427 West Thirty-eighth street, New York City.

Nolley Advertising Agency, Light, Lombard and Balderston streets, Baltimore, Md., and New York City, is inquiring for rates with Southern newspapers.

H. H. Levy, Marbridge Building, New York City, is placing the advertising of the Claritus Water Process Co., "Claritus Water," 45 West Thirty-fourth street, New York, with New York City papers. It is also making trade deals for the Quebec S. S. Line, Pier 47, N. R., New York City. N. W. Ayer & Son, Philadelphia, generally places the cash advertising.

The Omo Manufacturing Co., "Omo Dress Shields," Middletown, Conn., is forwarding orders to a selected list of papers through their agents, Wood, Putnam & Wood Co., 111 Devonshire street, Boston, Mass.

F. Wallis Armstrong Co., North American Building, Philadelphia, is issuing contracts to large city papers for the Waltham Watch Co., "Waltham Automobile Timepieces," 373 Washington street, Boston, Mass.

George Batten Co., Fourth Avenue Building, New York, is sending out orders to a few Southern cities for the National Lead Co., 111 Broadway, New York City. It is also trying an experimental newspaper campaign with some Southwestern papers for Lehn & Fink, "Rivers Talcum Powder," 120 William street, New York City.

The Blackman-Ross Co., 95 Madison Avenue, New York City, handles the advertising of the Vacuum Oil Co. "Gargoyle Mobiloil," Rochester, N. Y.

Tracy-Parry Co., Lafayette Building, Philadelphia, is reported to be placing orders with Southern papers for the Southern Railway Co., Washington, D. C.

Ballard & Alford, 1328 Broadway, New York City, are issuing contracts to papers that secure distribution, for Pierre Valligny, "Rouge Japonais," 14 East Forty-second street, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, will forward orders shortly advertising the Canadian summer resorts to a large list of papers for the Grand Trunk Railway System Co. Lord & Thomas, Chicago, generally place part of their advertising.

The Lotos Advertising Co., 17 Madison avenue, New York City, is making contracts with New York City papers for the present for R. B. Henry, "Schweppes Ginger Ale," 97 Hudson street, New York City. It is also sending out contracts to papers in the vicinity of Indiana, Illinois and Iowa for Louis Meyers & Son, "Meyers Gloves," 110 Fifth avenue, New York City.

Meyen & Co., Tribune Building, New York City, are issuing 500 in. orders to papers that assist in securing distribution for the Poudre Blanche Chemical Co., 57 Ann street, New York City.

Ewing & Miles, Fuller Building, New York City, are placing orders with some New York State papers for R. J. Horner & Co., Furniture, 20 West Thirty-sixth street, New York City.

Eugene McGuckin Co., Morris Building, Philadelphia, is sending out orders to a selected list of papers for the Durham Duplex Razor Co., 200 Fifth avenue, New York City.

Andrew Cone Advertising Agency, Tribune Building, New York City, is forwarding contracts to New York City papers for the Grand Central Palace Real Estate Show, New York City.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

Table listing newspapers by state: ARIZONA (GAZETTE), CALIFORNIA (ENTERPRISE, RECORD, TRIBUNE), MISSOURI (GLOBE, POST-DISPATCH), MONTANA (MINER), NEBRASKA (FREIE PRESSE), NEW JERSEY (PRESS, JOURNAL, COURIER-NEWS), NEW MEXICO (MORNING JOURNAL), NEW YORK (KNICKERBOCKER PRESS, BUFFALO EVENING NEWS, BOLLETTINO DELLA SERA, EVENING MAIL, STANDARD PRESS), OHIO (PLAIN DEALER), PENNSYLVANIA (TIMES, DAILY DEMOCRAT, DISPATCH, PRESS, GERMAN GAZETTE, TIMES-LEADER, GAZETTE), SOUTH CAROLINA (DAILY MAIL, THE STATE), TENNESSEE (NEWS-SCIMITAR, BANNER), TEXAS (STAR-TELEGRAM), WASHINGTON (POST-INTELLIGENCER), WISCONSIN (EVENING WISCONSIN), CANADA (HERALD), BRITISH COLUMBIA (WORLD), ONTARIO (FREE PRESS), QUEBEC (LA PATRIE, LA PRESSE).

AD FIELD PERSONALS.

George H. McCormick, for the past five years advertising manager of the William A. Wilson Co., Houston, Tex., has been appointed director of advertising of the Houston Post. Before coming to Houston Mr. McCormick had charge of the advertising of a large wholesale and retail carpet house in Iowa, and conducted the advertising activities of the concern for a string of its retail houses in various Iowa cities.

J. Victor Gally, a graduate of the 23d street Y. M. C. A. course in advertising, who is now assistant advertising manager of the General Electric Co., of Great Britain, with headquarters in London, is visiting New York on business.

Waldo P. Warren, for some years advertising manager for Marshall Field & Co., Chicago, later with George Batten Co., New York, Printers' Ink and the Delineator, has become associated with Robert Cade Wilson on the Philadelphia Public Ledger.

A. Tuchmann, advertising and sales manager of the Kresko Laboratories, Inc., New York, has been elected secretary and treasurer of the concern. In addition to his new duties Mr. Tuchmann will still have charge of the advertising.

E. T. Naylor has resigned as art director of the McFarland Publicity Service, Harrisburg, to take a similar position with the Eugene McGuckin Co., Philadelphia.

R. W. Sykes, formerly automobile editor of the Brooklyn Times, has resigned to become vice-president of the Rowland Advertising Agency, New York.

J. H. Cross, for many years connected with N. W. Ayer & Son, has become associated with the J. J. Geisinger Co., Philadelphia.

G. G. Rooker, formerly Western Canada representative of the Toronto Globe, with headquarters at Winnipeg, has been appointed advertising manager of the Fort William (Ont.) Daily Times-Journal.

Brooklyn Ad Man's Long Service.

Jacob G. Carpenter, dean of the Brooklyn Eagle advertising staff, has completed his thirty-ninth year of service on the staff of that paper and in commemoration of that event an informal gathering of friends was held in the advertising rooms of the Eagle building recently. A token of the esteem in which Mr. Carpenter is held by his associates was presented by Wm. C. Hornung, advertising manager of the Eagle. Herbert F. Gunnison, business manager of that paper, made a short address congratulating Mr. Carpenter on his long period of service, and assured him of the esteem and respect of every one of his associates.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—The Mailcraft Service, Manhattan; general advertising; capital \$150,000; incorporators: J. Greenburg, M. S. Sauber and F. E. Hazard.

NEW YORK, N. Y.—Federal Advertising Agency, Manhattan; general advertising; capital \$60,000; incorporated by R. Tinsman, C. Kaufman, J. Kaufman.

NEW YORK, N. Y.—George B. David Co.; general advertising; capital \$10,000; incorporators: George B. David, E. L. Sampter, and others.

Bill Aims at Quack Advertisers.

A bill aimed at physicians who claim in newspaper advertisements to cure men's diseases and at newspapers which accept such advertising was introduced in the Illinois Legislature last week by Senator Charles F. Hurlburgh, of Galesburg. Under the terms of the bill both a physician of the class in question and the newspaper owner or manager

publishing such an advertisement may be fined \$100 or imprisoned for a term of from one to six months.

LIVE AD CLUB NEWS.

Further consideration of the plan to spend \$200,000 annually for three years' advertising of St. Louis was given by the Ad League of that city at its regular weekly dinner. One element of the League is of the view that the organization arrange the details and the putting of the plan into effect. The other believes the business of the League is to get the movement on the way, leaving it to the business houses that contribute the funds to carry out the details. J. LeRoy Tope, of the Cleveland Ad Club, struck a popular chord when he said that the advertising of the city and its capabilities should begin at home, that the city's own people may be fully aware of its manufactories and other resources. When this has been done, the first step in the municipal campaign has been taken.

S. R. McKelvie, of Lincoln, Neb., publisher of a Nebraska agricultural journal, addressed the St. Louis Advertising Men's League, following a luncheon at the City Club April 30. He discussed advertising from the standpoint of the man who is trying to reach the prosperous farmer. He laid special stress on the necessity of the manufacturer and sales agent studying the rural buyer.

At the annual meeting of the Memphis (Tenn.) Advertisers' Club, April 30, J. S. Jeltou was unanimously elected president. Other officers elected to serve for the ensuing year are as follows: H. K. Avery, first vice-president; George W. Lemons, second vice-president; Will D. Muse, secretary and treasurer; D. C. Harmon, E. A. Pettingill, T. A. Robinson, Henry Lake, T. W. Sherron, directors.

Members of the Grand Rapids (Mich.) Advertisers' Club at their closing meeting of the season heard addresses by George W. Coleman, president of the A. A. C. of A. and James Gray, associate editor of the Minneapolis Journal. Mr. Coleman pictured the great field of endeavor that faced the advertising men of America, analyzed the work that lay before them and their larger duty to mankind. Mr. Gray in an essay on "To-day," gave a shrewd and humorous analysis of the present age, mixing wit and keen deduction in the portrayal of modern ways with all their fallacies and grotesqueness, yet honesty and virtue.

Organization of the Advertising Men's Club of Elizabeth, N. J., was effected last week. The election of officers resulted as follows: President, William Sefton, of Hitchings & Co.; first vice-president, A. H. Haarbleicher, advertising manager and writer; second vice-president, Frank L. Devine; secretary, F. Ernest Wallace, advertising manager, Elizabeth Daily Journal; treasurer, A. O. Murray, of the W. B. Perkins Co. A committee on constitution and by-laws was appointed.

"I attribute my success to newspaper advertising more than to any one other factor," said Oliver Morosco, theatrical manager to several hundred members of the San Francisco Ad Men's Association at their weekly luncheon. "Advertising is now at its height along certain lines," he declared. "At the same time many improvements could be made. I believe that theaters do not advertise in the daily papers extensively enough. The opening performance of a play should be given at least a half page advertisement, followed up by a liberal notice the following day."

Henry C. Brown, advertising manager of the Victor Talking Machine Company, addressing the members of the Poor Richard Club at Philadelphia, declared that the newspaper is the best advertising medium. The advertising men

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.;
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

Advertising Agents

- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.
175 5th Ave., New York
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

have a big work before them, he said, the influence of the new papers and periodicals is growing, and there is a decided tendency to advertise in the daily papers. They are coming forward swiftly. They are producing results and they are forcing the magazines.

Col. Frank P. Holland told the members of the Dallas Advertising League of the advantages of making the trip to Baltimore to attend the national convention. He returned from a three months' trip through the North and East and says that Dallas is talked of everywhere among the advertising men. His talk was along the line of individual benefits in attending the convention at Baltimore, the touching elbows with the big men in the advertising game and absorbing new and progressive ideas.

Henry Knott of the Nichols Finn Advertising Co., of Chicago, addressed the Cleveland Advertising Club May 2, on the topic: "Some Problems of Modern Distribution." John C. Rohming spoke on "Business Correspondence." Both subjects were treated in an interesting and practical way.

Dead Calm in a Newspaper Office.

The silence is intense!
Nought save the sound of man hammering a steam pipe,
Sixteen typewriters going at full speed,
And two reporters making stump speeches to each other
Occurs to break it!

Unless it be
The shrill, animated conversation of a lady reporter
And several young girls from the business office,
And the roar and rumble of some sort of machine overhead!

One often wishes
That a pin would drop,
Or something else could happen
To interrupt the strange, the awful, the uncanny silence
That reigns in a newspaper office!

—Chicago Inter-Ocean.

After twenty years' tenancy in the Rookery building, Chicago, the J. Walter Thompson Co. agency has moved into commodious quarters in the Lytton building, 14 East Jackson boulevard.

The publishers of the Newport News (Va.) Times-Herald, an evening paper, have consolidated with the owners of the Newport News Press.

The Chicago Tribune's Sworn Statement Made Under New Postal Law

The Tribune herewith publishes for the second time its circulation for the past six months, as required by Act of Congress.

In comparison with the governmental regulation of other businesses the newspaper law is not oppressive.

The Tribune had no part in the attack upon the constitutionality of the statute and sincerely trusts that when this has been swept away the Postmaster General and the Attorney General will proceed with the vigorous enforcement of the law.

AFFIDAVIT

Average number of copies of each issue of this publication, sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement (April 1, 1913):

Daily - - 245,449

Sunday - 363,119

THE TRIBUNE COMPANY, by
ROBERT R. McCORMICK, President.

Sworn to and subscribed before me this First day of April, 1913.

[SEAL]

EVA STREIT, Notary Public.

(My commission expires August, 1914.)

NOTE.—The above figures are exclusive of all papers which have been wasted, spoiled, returned, duplicated, delivered as complimentary, in exchange, as samples; which were missed or lost or late in arriving at their destination or that remained unsold. They also are exclusive of papers paid for but on which money so paid has been refunded.

