

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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### CHICAGO STRIKE ON.

#### PRESSMEN'S UNION AND HEARST PAPERS CONTROVERSY RESULTS IN FIGHT.

**Newspaper Publishers Are Acting as a Unit in Opposing Labor Demands—Only a Few Editions Printed on Friday—Conference Between Men and Employes Held but No Agreement Reached.**

Special Dispatch.

CHICAGO, May 3.—The Chicago newspapers are seriously crippled, owing to a strike of pressmen following a controversy between the Pressmen's Union and the local Hearst publications.

On April 30, at twelve o'clock midnight, the management of the Chicago Examiner and the Chicago American posted in its pressroom the announcement that the contract between these papers and Web Pressmen's Union No. 7, having expired, the management elected to come under the provisions of the contract between the Chicago local of the American Newspaper Publishers' Association, of which the Chicago Examiner and the Chicago American are members, and the Pressmen's Union, and would assume all the obligations and exercise all the rights of other members of the Chicago local under the contract, adding that the management would refer to arbitration, as provided in the contract, any differences that might arise.

After the announcement had been read the men, by order of the president of the union, resumed work.

On May 1 the management announced that it would exercise its right under the contract to determine the number of men to be employed on each press and ordered each press to be manned with the same number of men as other members of the Chicago local employ on presses of similar size and product. The pressmen refused to work under this order. It appears that the Examiner and the American had more men to man the presses than other papers.

The Publishers' Association declared that the strike abrogated the contract between the union and the association. The pressmen were locked out in other offices—over 600 union pressmen are out.

The publishers employed non union pressmen and an attempt was made on Thursday afternoon to distribute a late edition to carrier points when it was found that the drivers would not deliver a paper printed by flat-bed and non-union pressmen. It was thought the drivers had struck in sympathy with the pressmen, but later it developed that the drivers had a grievance against the Journal, and the strike quickly spread to all papers.

The Newsboy's Union sided with the pressmen and none of the papers appeared on the usual street stands.

The publishers, however, seemed prepared for just such a contingency—an automobile service was arranged, but this service was not effective, as necessary parts of the machines had disappeared, and it was necessary to press into service horse-drawn vehicles, which delivered this evening an edition issued by all evening papers after ball scores were received.

Rumors of union disturbances in the pressrooms of different papers were current, but without exception were denied.

An injunction was issued to-day by Judge Burke ordering the union wagon



CHARLES M. PALMER.

PERHAPS THE BEST JUDGE OF NEWSPAPER VALUES AND ONE OF THE MOST WIDELY KNOWN NEWSPAPER MEN IN AMERICA.

drivers not to interfere with the men who were employed in driving distributing wagons for the newspapers. Several wagons driven by non-union men were stopped to-day and bundles of papers were torn up. The publishers say arrests will be demanded.

There is a possibility of the stereotypes becoming involved. They have called a special meeting to-night to consider developments since their meeting of last Sunday, when they rescinded a previous action to support the pressmen in event of trouble. The pledge of support came from a small attended meeting, and when the result became known to the conservatives in the union a special meeting was called and the support withdrawn.

Since the actual strike came the radicals have been conducting a hard campaign, and assert they have won a majority to a position of giving the pressmen support to the limit.

All members of local No. 16, International Typographical Union, employed on Chicago newspapers, were ordered to quit work pending a conference between a committee of the printers and representatives of the publishers' organization, but there will be no strike of union printers and stereotypes, even though the newspapers succeed in filling the

places of the union pressmen with non-union workers, according to James M. Lynch, president of the International Typographical Union, who said:

"We have contracts with the Chicago newspapers, and we will respect them. It will make no difference whether the newspapers employ union or non-union men, so far as the carrying out of our contracts is concerned."

The publishers are well organized and determined to make the pressmen live up to their contract, and believe the worst of the trouble is over.

An extra force of 250 policemen was on duty to-day about the newspaper offices. When non-union pressmen employed on the morning papers went to lunch early to-day policemen accompanied them, but there was no move on the part of strikers to indicate that violence was intended.

The union pressmen to-day made the charge that the publishers were making earnest efforts to install open shop conditions. The publishers retort that the union men are at fault, and that they broke the contract under which they were working by refusing to allow their differences to be submitted to arbitration.

Union men call the situation a lock-out; the publishers call it a strike.

### THAT MILLION FUND.

#### ITS PURPOSE TO CONSERVE INTERESTS OF PUBLISHERS IN LABOR DISPUTES.

**How Such a Reserve Might Help in Settling Disputes Through the Publication of Important Facts Bearing on Questions of Issue—Some Views of New York Publishers—Praise for the Convention Number.**

That the annual convention of the American Newspaper Publishers' Association in New York City during the week of April 21 was the most auspicious gathering of representative newspaper men seen in this vicinity in a long time is the consensus of opinion among the New York members of the organization. Never before, according to the New Yorkers, was so much done at a convention that would tend to improve the welfare of the publishers and put the newspaper business as a commercial proposition on a more substantial basis.

Probably the most important matters considered at the several meetings was the question of labor, and, what is now the chief topic of discussion in many business offices, the prospects of raising a million-dollar fund with which to cope with labor troubles that may arise during the next few years.

While it is true that the sum will be an educational fund, it will also be a defense fund with which the newspaper publishers may be better able to answer the demands of the unions.

Just what local publishers think of this question particularly and how interesting the convention generally was to them may be gleaned from the following interviews:

#### NEED FOR EDUCATIONAL FUND.

William J. Pattison, publisher of the Evening Post—"Without doubt the decision to accumulate a fund that can be used by newspaper publishers in dealing with the labor situation is one of the most commendable ever undertaken by the association. It is absolutely necessary that such a fund be placed at the command of the newspaper owners, for the labor conditions of this country in the future are likely to be expensive problems to deal with, as they have in the past. It is true that this million-dollar fund will be used for educational purposes—to inform the publishers as to just what is going on in labor and union circles in all parts of the country, in order that they may be able to study the situation at distant points. But the fund will also be available in times of possible strife; the money will be there to anticipate trouble, or to cope with it when it arrives.

"The necessity of such a fund cannot be over-estimated. Chicago publishers have a system under which they are kept informed as to what is going on in the unions, and some good has come of it. But it is not very far-reaching, and much better results could be had if the scheme was carried out on a broader plane. This is what the association hopes to do with this proposed fund.

"While labor conditions may be quite perfect in New York City, the reverse might prevail in San Francisco. Publishers on the Coast might be forced to consider many demands from the unions while none are being made in New York. It would be of inestimable value to the Western publishers to know this. It would help them materially in dealing with the unions. So it is all over the country.

#### PLANS FOR RAISING THE MONEY.

"I believe that all publishers are looking forward with the keenest interest to

the report of the committee on this fund and the methods that the members of that committee have devised for raising the fund. As far as I know there are three plans for raising the money—to assess the publishers according to their circulation; according to the number of employes in their offices, or according to the number of machines in their composing rooms. It is possible that still other methods of raising the money may be employed, or a combination of all of these. As soon as the committee reports the movement will start, I am told.

"Another strong impression that I retain of the convention was the report of the insurance committee, which has been working out a plan for the publishers to insure themselves, the same as men in other businesses do. This committee has been working for two years now, and they have made such progress that I would not be surprised to hear that some definite steps were being taken toward this end. The results of their investigation show that the plan is feasible, and I believe that a majority of the publishers are in favor of taking action immediately toward that end.

"One of the discussions that pleased me most at the convention this year was the report that the publishers have wrought much havoc in the army of press agents. It seems that we have routed them during the past year, many having quit the business, while many advertising agents have dropped press agents' work entirely. The policy among the latter now seems to be fewer free notices and more paid advertising, which is certainly a splendid move in the right direction."

**IMPRESSED WITH HARMONIOUS SPIRIT.**

John C. Cook, business manager of the Evening Mail—"The convention of the American Newspaper Publishers' Association this year was one of the most impressive gatherings of newspaper men that I ever attended. What impressed me most was the harmonious spirit that prevailed throughout every session and the disposition on the part of the members to work together for the general betterment of all.

"I was well pleased to see the splendid progress made by advertising men in the newspaper field toward building up that business and turning the tide away from the magazines. The newspapers have long been deprived of their rightful share of advertising, and the efforts of those who are showing why the newspapers should get the business deserves the highest praise.

"It is also pleasing to see that the press agent is no longer so active. His ability to get into the news columns free of charge what really should have been paid for in the advertising columns has been considerably lessened. I hope this good work will continue."

Louis Wiley, business manager of the New York Times—"It was with the greatest pleasure and satisfaction that I heard of the progress being made by the daily newspapers in obtaining the advertising that has hitherto been going into the magazines. The feasibility of advertising in the newspapers is becoming more and more apparent to the merchants and others who must advertise. They are also realizing that it is the daily paper that gets close to the people and consequently helps to bring results from the advertising. The daily newspaper accomplishes what the magazine fails to do; it tells the reader where the goods are being sold; where he can get the goods advertised. The advertiser gets results at once.

"The idea that the newspapers of the country should get together on a campaign of advertising in order to acquaint advertisers with the merits of newspaper advertising is a splendid one. The suggestion that a liberal amount of money be donated for this purpose in order that every newspaper may tell this story is also good: It will be money well spent. I for one am ready to join in the movement, and I believe that every one who wishes to see much of the magazine business turned to the proper channels, the daily newspapers, will agree with me."

**CONVENTION ECHOES.**

**PUBLISHERS DECLARE IT WAS THE MOST IMPORTANT EVER HELD BY THE ASSOCIATIONS.**

That the recent American Newspaper Publishers' Association convention was of unusual interest is shown by the following letters and telegrams received at the office of THE EDITOR AND PUBLISHER during the past week:

St. Joseph, Mo., May 2, 1912.  
**EDITOR AND PUBLISHER:** The silver jubilee convention of the A. N. P. A. was worthy of that great organization and the great industry it represents. In the full strength of adult years the A. N. P. A. moves forward with the vigor of youth and the wisdom of age to the solution of the pressing problems of the craft. The late convention is the highest footprint set on the path of progress in the march of the American newspaper towards higher ideals, better business methods and a more enduring and honorable place among American institutions.  
 LOUIS T. GOLDING,  
 Publisher News-Press.

Indianapolis, Ind., May 2, 1912.  
**EDITOR AND PUBLISHER:** The recent publishers meeting got at the core of subjects vital to newspapers. The tendency is toward consolidation of effort where interests are common. Labor, white paper, maintenance of honest advertising rates, development of newspaper advertising, all came under this classification and all received consideration by the convention. Many new and effective voices were heard in the convention. Publishers are realizing that frank and fearless exchange of views tends to correct the weak spots in the organization.  
 HILTON U. BROWN,  
 Publisher Indianapolis News.

St. Paul, Minn., May 2, 1912.  
**EDITOR AND PUBLISHER:** I consider the last convention one of the most interesting and, in some respects, the most beneficial to the members of any ever held. This applies particularly to the action taken along practical lines affecting the working conditions of newspapers. The various propositions offered relating to the development of foreign advertising should prove of inestimable value to many members.  
 C. K. BLANDIN,  
 Business manager Dispatch and Pioneer Press.

Saratoga Lake, N. Y., May 2.  
**EDITOR AND PUBLISHER:** The most notable impression left by the two conventions was the ignoring by Dr. Tabot Williams in his notable speech at the banquet of any need or provision for special training for the business practitioners of newspaper work. We were all much interested in his account of the curriculum of the Pulitzer school at Columbia. It seemed to cover thoroughly the preliminary studies of the reporter, but thus far no provision seems to have been made for the equally important training of the advertising or circulation man or the business manager of the modern newspaper.  
 C. M. PALMER,  
 Newspaper Broker.

Duluth, Minn., May 2, 1912.  
**EDITOR AND PUBLISHER:** As a director of the Associated Press my time was largely occupied with its meetings, but my brief impression of the convention is that it was one of the most representative gatherings ever congregated on a similar occasion; that much useful information was disseminated in the interests of all publishers, and that the banquet was the most unique and pleasant affair ever planned in the history of the two associations.  
 A. C. WEISS,  
 Publisher Evening Herald.

Detroit, Mich., May 2, 1912.  
**EDITOR AND PUBLISHER:** I believe that the seed sown at the last convention will produce a greater and more tangible crop of results than any previous meeting with the exception of the first, which made possible the splendid A. N. P. A. organization. Your paper is to be congratulated on the able manner in which it covered the convention.  
 H. S. SCOTT,  
 Business Manager News.

**Jewish Daily Forward Celebrates.**

More than 5,000 people attended a meeting last week in the Hippodrome to celebrate the fifteenth anniversary of the New York Jewish Daily Forward.

**REGISTERED DELEGATES.**

**Complete and Corrected List of Those Who Attended A. N. P. A. Convention.**

- Albany (N. Y.) Journal, John H. Lindsay.
- Albany Knickerbocker Press, George J. Auer.
- Allentown Morning Call, D. A. Miller.
- Atlanta Journal, C. D. Atkinson.
- Aurora (Ill.) Beacon News, H. M. Snook.
- Baltimore American, J. M. Stoddard.
- Baltimore News, B. F. Burns.
- Baltimore News, J. E. Murphy.
- Baltimore Sun, W. L. Unduch.
- Baltimore Sun, J. W. Magers.
- Bangor Commercial, M. R. Harrigan.
- Bangor Commercial, J. P. Bass.
- Billings (Mont.) Gazette-Journal, C. F. Wood.
- Birmingham News, Victor H. Hanson.
- Bloomington (Ill.) Paragraph, C. C. Marquis.
- Boston Herald, J. W. Farley.
- Boston Herald, W. R. Ellis.
- Boston Herald, Edgar D. Shax.
- Boston Transcript, W. F. Rogers.
- Boston Traveler, F. S. Baker.
- Boston Globe, Chas. H. Taylor, Jr.
- Brooklyn Daily Eagle, E. G. Martin.
- Brooklyn Eagle, Herbert F. Gunnison.
- Brooklyn Standard-Union, William Berri.
- Brooklyn Standard-Union, H. E. Bridgeman.
- Brooklyn Standard-Union, R. F. R. Huntsman.
- Buffalo News, W. P. Goodspeed.
- Buffalo Times, T. M. Clark.
- Burlington Free Press, W. B. Howe.
- Charleston (S. C.) News and Courier, Robert Latham.
- Charleston Post, A. B. Kohn.
- Charleston (S. C.) News and Courier, Mason C. Brunson.
- Charlotte (N. C.) Observer, J. C. Hemphill.
- Charlotte (N. C.) Observer, E. W. Thompson.
- Chatanooga Times, H. C. Adler.
- Chicago Daily News, Victor F. Luzzon.
- Chicago Daily News, Hopewell I. Rogers.
- Chicago Evening Post, J. C. Shaffer.
- Chicago Evening Post, D. E. Town.
- Chicago Examiner, A. M. Lawrence.
- Chicago Journal, L. J. Jones.
- Chicago Record-Herald, J. S. Seymour.
- Chicago Tribune, W. H. Field.
- Chicago Tribune, James Keeley.
- Chicago Tribune, R. C. Holliss.
- Cleveland Leader, H. L. Thalheimer and Nat C. Wright.
- Cleveland (N. C.) News, E. B. Lilley.
- Cleveland Plain Dealer, G. M. Rogers.
- Cleveland Plain Dealer, Elbert H. Baker.
- Cleveland Press, W. H. Dodge.
- Cincinnati Enquirer, Edward Becker.
- Cincinnati Post, J. H. Hoffman.
- Cincinnati (O.) Times-Star, Fred J. Oxman.
- Davenport Daily Times, E. P. Adler.
- Des Moines Capital, Lafayette Young, Jr.
- Des Moines Register-Leader, Fdk. Cowles.
- Detroit Free Press, W. H. Pettibone.
- Detroit News, H. S. Scott.
- Duluth Herald, J. C. Weiss.
- Duluth News-Tribune, H. M. Bu-nel.
- Duluth News-Tribune, G. R. Hamilton.
- Elizabeth (N. J.) Journal, Aug. S. Crane.
- Elmira Star-Gazette, F. E. Gammett.
- El Paso Herald, H. D. Slater.
- El Paso Tex., J. C. Wilmarth.
- Evansville (Ind.) Courier, P. F. Carroll.
- Evansville Journal-News, I. H. McNeely.
- Fall River Globe, G. F. Driscoll.
- Fort Worth Record, A. J. Sandegard.
- Fort Worth Star-Telegram, Louis Wortham.
- Fort Worth Star-Telegram, A. G. Carter.
- Galveston News, J. D. Lorenz.
- Grand Forks (N. D.) Times and Herald, W. B. Black.
- Grand Rapids Press, E. W. Booth.
- Hamilton (Ont.) Spectator, James R. Allan.
- Harrisburg Evening Telegraph, E. J. Stackpole.
- Hartford Times, C. P. Chamberlain.
- Haverhill (Mass.) Gazette, B. L. Wright.
- Hoboken (N. J.) Hudson Spokesman, A. S. Kohlfelder.
- Houston Chronicle, W. L. Halstead.
- Houston Post, G. J. Palmer.
- Indianapolis News, O. R. Johnson.
- Indianapolis News, H. V. Brown.
- Indianapolis Star, H. F. Lawrence.
- Indianapolis Star, Ernest Bros.
- Jackson Citizen-Press, John George, Jr.
- Jackson (Mich.) Patriot, M. W. Whittaker.
- Jacksonville (Fla.) Times-Union, F. W. R. Hinman.
- Jersey City Journal, W. M. Dear.
- Kansas City Journal, Hal Gaylord.
- Kansas City Star, Charles Seastedt.
- Kingston Freeman, J. E. Klock.
- Knoxville Journal-Tribune, O. K. Sanford.
- Knoxville Sentinel, C. B. Johnson.
- Lexington Herald, Desha Breckinridge.
- Lincen Journal and News, J. C. Se-crest.
- Los Angeles Times, Harrison G. Otis.
- Louisville Courier-Journal, W. B. Phillips.
- Louisville Evening Post, W. W. Stouffer.
- Louisville Herald, P. S. Carver.
- Louisville Times, W. A. Milton.
- Lowell (Mass.) Courier Citizen, H. R. Rice.
- Lowell Citizen, P. F. Moore.
- Lowell Courier-Citizen, S. F. Whipple.
- Lynn Item, W. R. Hastings.
- McKeessport (Pa.) Daily News, Jess E. Long.
- Memphis Commercial Appeal, W. J. Crawford.
- Meriden (Conn.) Record, E. E. Smith.
- Meriden (Conn.) Journal, F. E. Sands.
- Meriden Record, W. A. Kelsey.
- Milwaukee Evening Wisconsin, J. W. Campsie.
- Milwaukee Journal, L. T. Bord.
- Milwaukee Sentinel, John Poppendeick.
- Minneapolis Journal, W. S. Jones.
- Minneapolis Journal, W. L. Jones.
- Minneapolis Tribune, C. G. Krogness.
- Mobile Register, Fred I. Thompson.
- Mobile Register, H. T. Hartwell.
- Montgomery Advertiser, F. P. Gloss.
- Montreal La Presse, H. A. Roberts.
- Montreal Star, W. S. Marso.
- Muncie (Ind.) Star, Harry F. Guthrie.

- Munsey newspapers, W. F. Oakley.
- Nashville Banner, E. M. Foster.
- Nashville Democrat, Hickman Price.
- New Bedford Standard, E. N. Alley.
- New Bedford Standard, G. A. Hough.
- Newark (O.) Advocate, C. H. Spencer.
- Newark Evening News, C. F. Dodd.
- Newark Star, G. A. Somarindyk.
- Newark Sunday Call, Louis Itanoch.
- New Haven Journal-Courier, Everett H. Smith.
- New Haven Register, John D. Jackson.
- New Orleans Item, James M. Thomson.
- New Orleans Picayune, Thos. G. Rapier.
- New Orleans States, Robert Ewing.
- New Orleans Times-Democrat, D. D. Moore.
- New Yorker-Staats-Zeitung, Herman Ridder.
- New York Globe, Jason Rogers.
- New York Globe, E. A. Westfall.
- New York Evening Mail, J. C. Cook.
- New York Journal, W. P. Leech.
- New York Post, W. J. Pattison.
- New York Staats-Zeitung, Joseph T. Ridder.
- New York Times, Edward P. Call.
- New York Times, Louis Wiley.
- New York Tribune, Conde Hamlin.
- New York World, S. M. Gunnison.
- New York World, Don C. Seitz.
- Norfolk Ledger-Dispatch, S. L. Storer.
- Oakland (Cal.) Enquirer, Harry Gilmore.
- Omaha Bee, C. C. Rosewater.
- Omaha Bee, C. C. Rosewater.
- Ottumwa (Ia.) Courier, J. F. Powell.
- Oshkosh Daily North Western, E. J. Hurdy.
- Oshkosh Daily North Western, Gen. E. R. Boardman.
- Owensboro Messenger, Urey Woodson.
- Paterson (N. J.) Guardian, Henry L. Perdan.
- Paterson (N. J.) Morning Call, John Toole.
- Paterson Press and Chronicle, W. B. Bryant.
- Pawtucket (R. I.) Evening Times, Willard E. Binfield.
- Peoria Journal, Wm. Pindell.
- Philadelphia Bulletin, William Simpson.
- Philadelphia Bulletin, W. L. McLean.
- Philadelphia Inquirer, James Everson, Jr.
- Philadelphia Press, Hugh A. O'Donnell.
- Philadelphia Press, John B. Townsend.
- Philadelphia Press, B. G. Wells.
- Philadelphia Public Ledger, James Potter.
- Pittsburgh Dispatch, C. A. Cook.
- Pittsburgh Dispatch, C. R. Sutphin.
- Pittsburgh Gazette-Times, G. S. Oliver and A. K. Oliver.
- Pittsburgh Chronicle Telegraph, A. K. O'li-
- Pittsburgh Post and Sun, E. M. Scholz.
- Pittsburgh Post and Sun, A. E. Braun.
- Portland (Ore.) Journal, E. Jackson.
- Portland Oregonian, C. A. Morden.
- Providence Journal, F. Roy Martin.
- Providence Journal and Bulletin, E. L. Mat-thewson.
- Providence Evening News, D. R. Brunn.
- Pueblo Chieftain, I. N. Stevens.
- Reading Eagle, John W. Rauch.
- Richmond News-Leader, J. S. Bryan.
- Richmond News-Leader, R. H. Jones.
- Rochester Union and Advertiser, W. J. Curtis.
- Rome Sentinel, A. C. Kessinger.
- Sacramento Bee, V. S. McClatchy.
- Salt Lake Herald-Republican, George E. Hall.
- Salt Lake News, H. G. Whitney.
- Salt Lake Tribune, A. M. Mackay.
- San Antonio Light, Charles S. Diehl.
- San Antonio Express, F. E. Huntress, Jr.
- San Francisco Bulletin, R. A. Crothers.
- San Francisco Chronicle, C. J. Brooks.
- San Francisco Evening Post, S. F. Hogan.
- Schenectady Gazette, A. N. Liety.
- Sandusky Register, J. T. Mack.
- Saratoga Springs Saratogian, John K. Wal-bridge.
- Seattle Times, Alden J. Blethen.
- St. Louis Globe-Democrat, E. Lansing Ray.
- St. Louis Globe-Democrat, F. St. J. Richards.
- St. Paul Daily News, L. V. Ashbaugh.
- St. Paul Pioneer Press, C. K. Blandin.
- St. Joseph (Mo.) News-Press, Dean Palmer.
- St. Joseph News-Press, Louis T. Golding.
- St. Joseph (Mo.) News-Press, C. M. Palmer.
- Seranton Times, E. J. Lynett.
- Special Standing Committee of Indianapolis, Spokane Spokesman's Review, W. H. Cowles.
- G. C. Hight.
- Springfield (Ill.) State Journal, H. F. Dor-wick.
- Springfield (Ill.) State Register, Thos. Rees.
- Springfield (Mass.) Union, J. D. Plummer.
- Springfield (Mass.) Republican, Sam'l Brooks.
- Syracuse Post Standard, Jerome D. Barnum.
- Syracuse Journal, H. D. Burrill.
- Syracuse (N. Y.) Herald, E. O. O'Hara.
- Syracuse Herald, E. H. O'Hara.
- Syracuse Post-Standard, W. E. Gardner.
- Superior (Wis.) Telegram, J. T. Murphy.
- Taunton (Mass.) Gazette, Wm. H. Reed.
- Taunton (Mass.) Gazette, F. E. Johnson.
- Terre Haute Star, James A. Harvey.
- Toledo (O.) Blade, Placque Wilson.
- Topoka Capital, Marco Morrow.
- Toronto Evening Telegram, J. R. Robertson.
- Toronto Evening Telegram, W. K. Bowman.
- Toronto Globe, Robert Jaffray.
- Toronto Globe, J. F. Mackay.
- Utica Press, W. V. Jones.
- Vancouver (B. C.) World, P. L. Henriquez.
- Waco (Tex.) Times-Herald, C. J. Glover.
- Washington Star, Frank B. Noyes.
- Washington Star, Fleming Newbold.
- Waterbury American, C. H. Leach.
- Waterbury Republican, W. J. Pace.
- Wichita Eagle, M. M. Murdock.
- Williamsport (Pa.) Grit, Dietrick Lamade.
- Williamsport Grit, D. Lamade.
- Williamsport Sun, G. E. Graf.
- York (Pa.) Dispatch, W. L. Taylor.
- York (Pa.) Dispatch, Edward S. Young.
- Youngstown Telegram, W. G. McClure.
- Zanesville Times-Recorder, W. O. Littick.

**Pueblo Leader Changes Hands.**

Edward Keating, president of the State Land Board of Colorado, has purchased the Pueblo Leader, an afternoon daily.

**WAGES UP MILLIONS.**

**TYPOGRAPHICAL UNION SCALE REPORT SHOWS INCREASE OF \$3,601,714.18 FOR PRESENT YEAR.**

(From *The Typographical Journal*.)

The biennial scale report of the International Typographical Union was completed early last month, and shows continued progress in the matter of increased wages for our members. Three new unions failed to report, and the scales previously reported by twenty-seven others were used to complete the tabulation. The statement, however, is a representative one, and, as far as is known, presents a phase of work not attempted by any other American trade union.

In accordance with the law requiring the report, the cities given therein are graded according to population under their respective States. Where the officer making the report failed to give the population of his home city, the census figures were used. Scales for morning, evening and weekly papers, and book and job work, are arranged in the order just named under the cities to which they apply.

**UNIONS REPORTING.**

There are 650 unions represented in the tables in the book, or twenty-three more than in the statement of 1910. In the charters of the 650 unions 621 cities are named. In many cases a local union has jurisdiction over two or three towns, the names of which do not appear in its charter. If to the 621 cities named in the charters of the reporting unions were added those under their control, the number of places governed by the published scales would probably reach 1,000. Then again, we have nineteen German unions in the cities where English unions and those of other tongues exist. The reader will find in the tables scales in the following number:

Morning newspaper	458
Evening newspaper	601
Weekly newspaper	518
Book and job	640

With the eight-hour day universally observed in the printing trade, it is not surprising to find few changes in the hours of labor. Where reductions in hours have occurred, the change has been small, and in all but four cases affected newspaper work. There is a growing tendency to decrease the hours for work on morning papers, and further advancement in that direction is to be expected. In the next table appears the number of scales decreasing hours of labor since March 1, 1910:

Scale.	Hand. Machine.
Morning newspaper	3
Evening newspaper	3
Weekly newspaper	1
Book and job	4
Totals	13

Scales reducing the hours of labor for hand composition number thirteen, machine composition seven—a total of twenty. The reductions vary from one-half to six hours per week. In the next schedule is given the aggregate weekly reductions in hours:

Scale.	Hand. Machine.
Morning newspaper	13½
Evening newspaper	8
Weekly newspaper	1
Book and job	12
Total weekly decrease	54½

These figures indicate an average weekly decrease of about 2.6 hours for hand compositors and 2.8 hours for machine operators, an average of 2.7 hours per week for all classes of work. Taking the membership of the unions reporting these reductions in hours as a basis, and estimating the total number affected, the reductions in hours for the members of these unions aggregate 109,824 hours per year, fourteen hours, or almost two days of eight hours for each man.

**MACHINES—THEIR OPERATION.**

The number of machines in use is constantly increasing. Only one union reported no machines in its jurisdiction. The figures below, showing the number of machines of various kinds in



CHARLES A. OTIS,  
WHO HAS SOLD THE CLEVELAND NEWS TO DAN HANNA.

Make of machines.	Union offices.		Non-union offices.		Total		Total in use.*
	Newspaper.	Book and job.	Newspaper.	Book and job.	Union.	Non-union.	
Mergenthaler	6,887	2,543	932	822	9,430	1,754	11,184
Monotype	167	659	25	369	826	394	1,220
Simplex	21	6	13	10	27	23	50
Monoline	65	24	15	9	89	24	113
Rogers	13	3	1	.....	16	1	17
Typesetting	1	2	.....	1	3	1	4
Mergenthaler Junior	6	1	4	.....	7	1	11
Linograph	.....	1	.....	1	1	.....	1
Unitype	.....	1	.....	1	1	.....	1
Typograph	5	.....	1	.....	5	1	6
Total	7,165	3,239	991	1,212	10,404	2,203	12,607

\*Percentage in union offices, 82½%.  
\*Figures in this column represent machines in the jurisdiction of 650 reporting unions.

union and non-union offices, are highly flattering to the International Union:

A marked increase in the number of operators, machinist-operators and machinists appears. The increase is not disproportionate to the added number of machines in use, and since figures are difficult to obtain, especially in the larger cities, it is believed a complete census of operators, machinist-operators, machine tenders, etc., would show a much larger number than are reported herein. Despite the disadvantages encountered by local officers in gathering data, the result as shown in the next table is most gratifying:

Employees.	Non-union.	Total.	Per ct. union.
Male machine	12,692	14,888	89.5
Female machine	391	459	85.0
Machinist	2,207	2,442	90.3
Machine tenders	916	114	89.0
Total	16,206	2,296	18,502

\*The percentages are not reduced to accurate figures.

The above statement includes only operators, machinist-operators and machine tenders working in the jurisdiction of the reporting unions. There is a constantly increasing demand for operators from small towns where there

are not enough men to hold charters, and the International Union now has approximately 4,000 members in unorganized towns. It is estimated that two-thirds of these members are employed as machinist-operators. The country employer recognizes the efficiency of the union machinist-operator, and the isolated situation is growing in favor with our members, especially since the tendency of wages in such places is upward.

**MANY SCALES INCREASED.**

As heretofore, our greatest progress has been made in the increasing of wage scales. No other organization can show equal advancement in this respect. The collections of the International Union on the old age pension assessment for the year ending May 31, 1911, evidence an average earning of \$974.13 per member, and the next annual report will show a greater average. Increased scales are being negotiated as conditions warrant, and many further increases may be expected. The number of instances in which the wages of book and job men, hand compositors, proofreaders, floormen, admen and machine operators have been increased since March 1, 1910, are given below:

**JOURNALISTIC CONVENTION.**

**Delegates from Five Chapters of Sigma Delta Chi Meet at De Pauw University.**

The first annual convention of the honorary journalistic fraternity, Sigma Delta Chi, met at Greencastle, Ind., April 26 and 27. Delegates representing ten universities were present.

The fraternity now has chapters composed of students in journalism in the following institutions: De Pauw University, University of Kansas, University of Michigan, Denver University, University of Virginia, University of Washington, Purdue University, Ohio State University, University of Wisconsin, Iowa State University and the University of Illinois.

The charter was also granted to a chapter at the University of Pennsylvania.

Gov. Chase Osborn of Michigan was elected honorary president of the fraternity.

The next annual convention will be held at the University of Wisconsin, May 2 and 3, 1913.

Scale.	Hand. Machine.
Morning newspaper	209
Evening newspaper	284
Weekly newspaper	242
Book and job	297
Totals	1,032

These increases in scales range from 16 cents to \$7.50 per week. Taken collectively, they show the average increase to have been approximately \$1.82 per week, or \$94.64 per year.

Using the total membership of the unions reporting increased scales as a basis for the calculation, it is found that the wages of the affected members have been increased \$69,263.74 per week—\$3,601,714.48 per year. These figures mean that the members of the International Typographical Union will earn at least \$3,600,000 more in 1912 than they did in 1911. The result here obtained is proven by the increase in the earnings of members as shown by the pension assessment collected, and we must regard our continued progress as the best possible proof of the strength of the International Union and the high standard of its membership.

We have not reached out limit. The law requires a scale of not less than \$14 per week where the label is used. This law has enabled small locals with lower scales to increase them with ease. Scales should be equalized so the interests of one union will not be jeopardized by another with a lower scale. While the flat scale for all composing room employes prevails generally in most jurisdictions of our local unions, there is still room for improvement in this direction. Wages will always vary in proportion to the cost of living, the strength of the union and local conditions, and we may expect improvements in wage scales commensurate with our efforts.

Scales for proofreaders, floormen and admen were not reported by all unions. This does not mean that persons employed in such capacities are not under the control of the union. They are not permitted to work longer hours than other members or for less than the scale of the union for hand compositors, as is well known by those conversant with our trade regulations.

The wage scales given in the report are the minimum scales in each instance. There is no general date for their expiration, but the date of expiration is given, provided it was supplied by the officers of the local unions. Local scales are constantly being revised, and the ones presented in the pamphlet are those reported up to the closing of the forms. A number of unions were negotiating new contracts as the report closed, and the result of their efforts will be published in the *Journal* as rapidly as negotiations are completed.

All newspaper men are invited to attend the annual meeting of the National Press Association, Chicago, June 24-27.

**MURDOCK ELOQUENCE.**

**WHAT THE CONGRESSIONAL TOASTMASTER SAID AT PUBLISHERS' DINNER.**

Congressman Victor Murdock, who hails from Wichita, Kan., and in his leisure moments edits the Eagle, made an excellent impression as toastmaster at the joint dinner of the Associated Press and the American Newspaper Publishers' Association at the Waldorf-Astoria on Thursday evening of last week. He was witty and had a big voice that could be heard above the din of dinner talk. The speech he delivered on the occasion was crowded out of last week's extra edition, and is printed herewith because it is worth reading by those who did not attend the dinner. The following is a verbatim report of Mr. Murdock's remarks:

It is with an added degree of pleasure that I come into this presence this evening, and curiously mingled with it is a sense of duty. I once worked on a newspaper and the chances are that I shall work upon a newspaper again at the earnest solicitation of my constituents. With many another I have fought the fight for space to print the news, fought it against the steady inroads involved in pictorial presentation of that last word in human enlightenment and personal pulchritude of our old friend Dr. Munyon.

(Dr. Munyon was present in one of the boxes, and rising at this point assumed his familiar position, much to the amusement of those present.)

**FUGHT THE COMBINATION.**

I, too, in a similar way fought the fight against a similar combination made up of the necessities of the payroll and heroic efforts of the manufacturers of Peruana to relieve a suffering humanity in a prohibition State. (Laughter.) After these activities I passed into public place, and I seek to-night to bring to you my early view of the press modified by contact with the most friendless factor of all American life—the American Congressman.

The Congressman, my friends, is "few days and full of trouble." (Laughter.) And he is largely full of trouble because he fears he may become a few days. (Laughter.) A Senator, though he may require more than a single banquet to state his premise and although in the profundities of a cross-examination he may ask a sailor if the sea is salt, dwells in the sweet serenity of six long years.

**WHAT A CONGRESSMAN EXPECTS.**

A President may last four or eight years—he may have twelve, intermediate or consecutive (laughter), nominated in the bond or implied, as any gentleman who ever drank a cup of coffee ought to know. But a Congressman lives in momentary expectation of being met at the front door, taken by the nape of the neck, conducted hastily through the legislative halls and kicked down the back stairs without being given time to examine the furniture. But he is a type of American life and one standing at his side in the valley of the shadow of the recall may come at last to an appreciation of the enormous power of the press. I fancy there is no editor or publisher who understands it. When we filled the world with our network of



**PRESIDENT JOHN H. FINLEY,**  
WHO SPOKE AT THE PUBLISHERS' DINNER LAST WEEK.

wires we multiplied the news not only in volume but we multiplied the news in potentiality. The man who brings the news often brings argument and frequently conviction.

**STRIFE FOR PUBLIC OPINION.**

The ultimate struggle in this world is for public opinion, and public opinion is powerful in the degree in which it is informed, and he who informs public opinion almost invariably for a time directs public opinion. The Congressman understands this power. To him individually a newspaper is either a powerful ally or a most dreaded enemy. But there is a broader view of the newspaper power than the individual Congressman. Congress is close to things. Congress knows as part of its daily life the shift in this world from indirect to direct government; the drift in this country from the smaller unit of industry to the larger unit; the change in our land from clashing competition to conspiring combination, and the Congressman (let me speak it to you, my friends)—the Congress of this country knows that there is one combination that must not take place—the combination of the press. Control of the newspapers and the magazines must not be single. You must keep clear and clean and independent in this land.

**WONDERS OF THE AGE.**

Three things have come before our imagination in this banquet this evening—the telephone, electricity in all its magic forms, the wireless; you have underlaid the lands and the ocean with communicating nerves of steel. You cross continents and seas in vehicles that rival the speed of the wind.

Lo! a ship is sailing in a shoreless sky; a giant dragon fly with a man astride; the eagle flies no longer to the crag and cavern in the mountain with the secret of his flight. But yesterday a palace sank at midnight in mid-ocean

and hurled its cry for help through the night, through the void and trackless air, and the men put their women and children in the lifeboats and sent them away, and the help came and the men remained there and touched our hearts with chivalry and added an inch of stature to every Anglo-Saxon.

**INDEPENDENCE AND INTEGRITY.**

The magical marvel of this day is this mutuality of inter-communication, and over it and through it and in the midst of it is the news. The news in this world for the first time in the history of mankind is mounting into the seats of the mighty, and the debt that wisdom owes to ignorance; the debt that strength owes to weakness; the debt that light owes to darkness; the debt the press owes to the world (a debt I know it will pay in full) is independence, and with independence integrity.

No man in the newspaper business has lived a score of years who has not wanted to do that which the late lamented Mr. Pulitzer did do, endow a school of journalism, and of that school Mr. Talcott Williams is here to-night to tell us, and him I introduce.

**Press Club to Stage Play.**

"The Press Club Scoop" will be the name of the play to be staged by the Chicago Press Club at the Colonial Theater, Chicago, Saturday afternoon and evening, May 25. More than fifty members will appear in the cast, assisted by a male chorus of 100. The real hit of the performance is expected to be a sketch entitled "An Advance Edition of the Republican National Convention."

C. F. Kelly & Co., 220 Fifth avenue, New York, and Peoples Gas building, Chicago, have been appointed foreign advertising representatives of the Hartford (Conn.) Times.

**Korean Journalists Held Up.**

Koku Bon Kim and Kap Lee, who represented themselves as Korean journalists, are being held by the immigration officials. They arrived in New York Sunday in the Pretoria of the Hamburg-American line en route to San Francisco to take charge of a Korean paper there called the New Korea. The inspector found that they had only \$80 between them and no carfare to the Coast. Unless the newspaper comes to their aid they will probably be deported.

Publication of the Hillyard (Wash.) Evening Journal and Weekly Bystander has suspended. The Hillyard Journal, a bi-weekly, succeeds them.

**Topeka Daily Capital**

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

*Arthur Capper*  
TOPEKA, KANS. Publisher.

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

Largest proved high-class evening circulation.

**THE NEW YORK GLOBE**

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

**Every Reader of the NEW YORK TRIBUNE**

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

**Nearly Three Million Lines**

In four months of 1912 *The New York Times* published over 2,940,000 lines of advertisements, a gain of over 140,000 lines compared with the corresponding period last year.

Objectionable and doubtful advertisements excluded.

**BOSTON TRAVELER**

**83,448**

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

**J. C. WILBERDING CO.**  
NEW YORK

**TALKS ON MANY TOPICS.**

**Offer Suggestions for Curtailing Expenses—Tell How to Avoid Difficulties with Men by Meeting Them on Their Own Ground—Representatives of the Press Are Satisfied That Prosperity Is at Hand.**

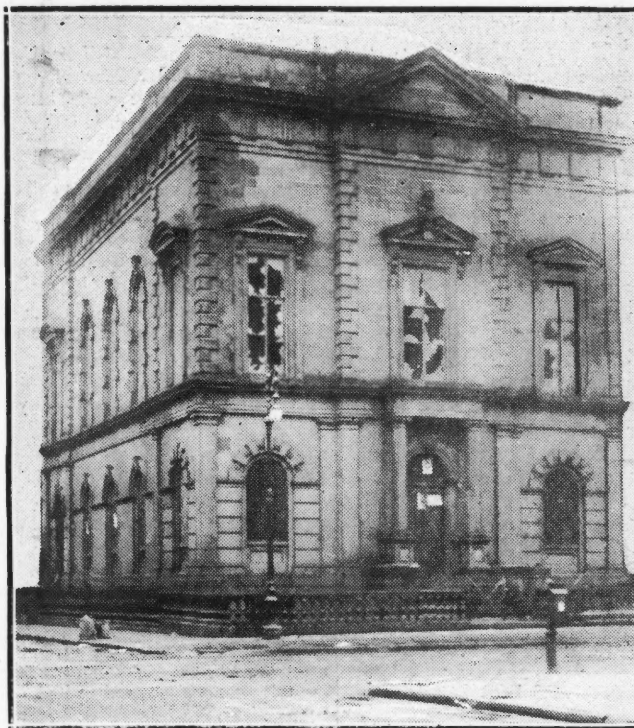
Frank P. MacLennan, Editor and Publisher of the Topeka (Kan.) State Journal.—In the smaller newspaper offices one of the prominent sources of loss lies in the margins of paper. In some instances from a half inch to an inch and a half of paper on each sheet is absolutely useless and therefore an expense that helps swell the paper bills at the end of the month to a very appreciable degree. These wide margins add nothing to the appearance of the paper and serve no good purpose. I do not think that there is much loss in the mechanical department of any one of the newspapers in which due regard is paid to economy. No publisher, unless he is blind to his own interests, will fail to keep an eye upon the expenses of such a department.

Charles H. Taylor, Jr., Manager and Treasurer of the Boston Globe.—We rarely ever have any trouble with our employes in the mechanical departments of our paper. We have found by experience that the best way to do is to have a good understanding with the men and pay them what their services are worth, irrespective of the union scale. We are certainly getting more out of our mechanical departments in the way of efficiency and production than formerly, because we are carrying just about the same number of men. The Globe has had a good year and we feel that we are getting our share of the business.

James M. Thomson, Publisher of the New Orleans Item.—We have been growing so rapidly of late in both circulation and advertising that we have had to pay more attention to constructive work than to economics. The last political campaign in our city has been of great benefit to our publication. The people of New Orleans seem to appreciate our efforts to give them a good paper and we are encouraged to keep on in the same path we have been following during the last two years. We have an excellent editor, a good business manager and a competent staff in the mechanical and circulation departments. The outlook is certainly very favorable for the future.

W. F. Wiley, Editor of the Cincinnati Enquirer.—While I have heard some complaints of poor business among the newspaper men of my section of the State the Enquirer has enjoyed a very satisfactory growth in the circulating and advertising departments. In former years when a presidential campaign was on it was taken for granted that little business would be done, and as a result both merchants and newspaper men throughout the country have always dreaded the approach of a presidential year. I have noticed, however, that of late this presidential year bugaboo has had less influence upon general business. I would not be at all surprised if this year we would witness the anomaly of good business during a presidential campaign.

Frank P. Glass, Editor of the Birm-



HISTORICAL SOCIETY BUILDING, WHICH WILL BE CONVERTED INTO A HOME FOR NEWSBOYS.

ingham News.—The News has had a very prosperous growth during the past year. Our increase in the advertising has been 25 per cent., while our circulation has increased even more than that. Business in the South has not been quite as satisfactory as the merchants had hoped it would be. Nevertheless the crops this year promise to be abundant and we are anticipating an excellent fall trade.

E. Lansing Ray, Advertising Manager of the St. Louis Globe Democrat.—Although the Mississippi River has done an immense amount of damage to the towns and cities lying along its banks, I do not anticipate that it will have any extensive effect on the general prosperity of our section of the country. The newspaper situation in St. Louis is clearing up and I think we have entered upon a period of prosperity that will be gratifying to all of us. The Globe Democrat's business during the year has grown in a healthy way. I can see no reason for being pessimistic about the future.

**Albany Papers Sign Agreement.**

A new wage agreement between the newspapers of Albany, N. Y., and the printers became operative May 1. The hand compositors will receive an increase of \$1.50 a week, and on May 1, 1913, will receive another increase of \$1.50. The hand men are now receiving \$19. The linotype operators will receive an increase of 50 cents a week, and on May 1, 1913, will receive an additional increase of 50 cents.

**THE NEWSBOYS' CLUB BENEFIT.**

**Will Take Place at Metropolitan Opera House Sunday Night.**

The benefit to be given at the Metropolitan Opera House, New York, tomorrow evening for the furnishing of the Newsboys' Home Club promises to be one of the most successful entertainments of the kind given this season.

Among the operatic and theatrical stars who have volunteered their services are Mme. Lillian Nordica, Charles Hawtrey, Al Johnson, Frank Tinney, Clifford Crawford, Ida Adams, Albert Spalding, Geo. M. Cohan, Lillian Russell, Charles J. Ross, Weber and Fields, Blanche Ring, Olga Petrova, Kathleen Clifford, Ethel Kelly, Elizabeth Brice, Ina Claire, the Dolly Twins, and a host of others. The performance will be under the direction of William Harris.

The proceeds from the benefit will be used to remodel the interior and equip the old New York Historical Society building at Second avenue and Eleventh street into an up-to-date clubhouse for Greater New York newsboys. This building was recently purchased for the Newsboys' Home Club. Its location is very convenient for the Brooklyn newsies, as well as those of Manhattan. The building, which is to become the headquarters of all the newsboys of Greater New York, is a stone structure and one of the landmarks of the East Side. The building when remodeled will contain a gymnasium, baths, plunge, industrial appliances, reading and game rooms and lecture hall.

The officers and directors of the Newsboys' Home Club are: Wm. Shillaber, Jr., president; Frank Gulden, treasurer; Hector H. Havemeyer, secretary; Ralph Pulitzer and Ogden Mills Reid, vice-presidents.

In addition to the officers, the directors are: Wm. R. Hearst, Wm. J. Patterson, Herbert F. Gunnison, Wm. E. Lewis, D. W. Quinn, Herbert L. Bridgman, Jason Rogers, John C. Cook, Dean Emery, Ward B. Chamberlain, Rollin M. Morgan, Wm. Shillaber, Sr., R. S. Crummy and S. P. Booth.

The club has Mayor Gaynor's approbation, and he has signified his intention to attend the performance Sunday evening.

**CITY NEWS ASSOCIATION MOVES**

**Local Press Bureau Has Taken New Quarters in Hudson Terminal Building.**

May 1, "moving day," was the signal for the departure of the New York City News Association from its old quarters in the Evening Mail building to a new location in the Hudson Terminal building. That the change is entirely for the better is apparent. The offices of the association are on the fifth floor of the new annex to the Terminal building.

The City News occupied the old offices for more than ten years. The offices were scattered, and the arrangement of the floor space was never well adapted to the rapid handling of news.

The new quarters are ideal in this respect. The city room is divided into three apartments by arches, the center portion being used for the receiving of news, the rear for the distribution of copy and the front by the day and night city editors. The latter can thus direct operations with ease. New furniture and typewriters make the surroundings pleasant for the members. The lighting is perfect, only ceiling lamps being used. This does away with sharp reflections usually thrown by the old style desk lamps.

The offices of the secretary, treasurer and other officers are separated from the main room, but can be utilized on special occasions, such as election night.

**PRaise FOR SPECIAL NUMBER.**

THE PRESS-CHRONICLE Co., PATERSON, N. J., May 1, 1912.

EDITOR AND PUBLISHER:

I think that the staff of THE EDITOR AND PUBLISHER is deserving of sincere commendation for their enterprise in issuing the extra edition of THE EDITOR AND PUBLISHER giving a complete report of the last two days' proceedings of the American Newspaper Publishers' Association convention and also on the splendid sixty-page regular edition published earlier in the week, the contents and make-up of which were admirable. With best wishes, believe me to be

W. B. BRYANT, General Manager.

**Two New Papers.**

HUNTINGTON, W. Va.—This city is to have an afternoon independent paper, to be known as the Independent Tribune. The paper will be under the management of Mrs. Nellie A. Chapman.

CHICAGO, Ill.—Plans for the establishment of a Jewish daily newspaper in Chicago were formed at a meeting held last week.

The Kaw City Democrat and the Morrison Transcript are two new Oklahoma newspaper ventures.

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

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

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

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

NOTE—The leading English Daily published for the same period 5,574,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

**The Evening Wisconsin**

**MILWAUKEE**

The daily average circulation for 1911 was 44,766 copies per day, an increase of 3,000 per day over 1910.

It is the recognized HOME newspaper of the City and State and it has the confidence of its readers. This gives it a "pulling power" as an advertising medium worth the advertisers' attention. It is "home circulation" that counts for sales.

JOHN W. CAMPSIE, Business Manager

**Foreign Advertising Representatives**

CHAS. H. EDDY  
Metropolitan Building, New York City

EDDY & V. RTUE  
Peoples Gas Building, Chicago

## LONDON FIXES BLAME.

**British Newspapers Claim Inspired Cables from New York Evening Papers Responsible for Inaccurate Reports on Titanic Disaster—Chapter of Journalism That is Not Inspiring, Says British Writer.**

Under the title "The Daily Papers and the Titanic Disaster," Charles Bate-man, in the current issue of the News-paper Owner (London) tells how the papers of the British capital were served with news concerning the greatest marine tragedy by New York and Canadian correspondents:

Neither the American nor the Canadian journalists who contribute to the English dailies or news agencies are to be congratulated on their earlier messages. Face to face with appalling possibilities they gave currency to the wildest rumor and attempted a complete story in the most substantial manner on the flimsiest evidence. What explanation, for instance can be offered of the following sentence:

As soon as there was sufficient light the boats were lowered and 1,300 of the 1,400 odd passengers which the Titanic carried were ferried over to the Carpathia without accident of any kind.

Or again: Whilst the transhipment was in progress the wind began to rise, and for a while the work had to be suspended; but fortunately the calm was renewed.

**STORY AS HANDLED BY THE TIMES.**

"On Wednesday the Times called attention to a telegram published in its issue of the previous day circulated at about ten p. m. on Monday in London by the Central News Agency. The telegram, said the Times, purported to be based on a story of the disaster 'briefly and yet graphically told in a wireless message received this afternoon from the Cunard liner Carpathia.' The Times goes on to say that 'it described in some detail the scene on board the Titanic after she struck, the behavior of the passengers, the working of the pumps and the getting out of the boats. It stated that the passengers were all put on board the Parisian, the first vessel to reach the scene, and that the Titanic herself was then taken in tow by the Virginian, which arrived soon afterwards.' Further, the Times points out 'that the wireless message ascribed to the Carpathia bore no recognizable relation to the facts' and adds 'We are requesting the Central News Agency to inform us of the source from which the message reached their New York correspondent.'

"To this the Central News replied on Thursday that the statements referred to were cabled by the chief of its reporting staff in New York, a well-known and reputable British journalist, who states: 'The message specified was based upon reports published in the New York evening papers plus information derived from the officials of the White Star Line. All my messages have been studiously moderate.' At the same time the Central News pointed out that news given by the Times' correspondent and by Reuter was similarly inaccurate and misleading.

**CABLES INSPIRED BY NEW YORK PAPERS**  
"The peril of printing cables that are largely inspired by New York evening papers was further illustrated on Wednesday evening, when almost every London evening paper gave several columns of minute detail supposed to have been wireless in perfect journalese by a steamship Bruce, which, when it arrived in port in Newfoundland, knew nothing at all about the matter.

"Apparently the New York and Montreal newspapermen lost their heads and cabled the merest gossip or surmise as bed-rock facts. For the sake of British journalism the hope can only be expressed that a searching examination will be made by those in this country who have suffered ignominy and ridicule by the receipt of a perfect welter of conflicting and untrue reports. At times like those on Monday, when the lives of more than 2,000 people were at stake in addition to property worth probably over £2,000,000, demand for publication reserve, scrupulous care and facts that have been verified. The only people likely to obtain every bit of correct news were the managers of the White Star Line in New York or England.

**PUBLIC ALARMED AT INACCURACIES.**

"They might at first hold back alarmist intelligence, and rightly so, but after confirmation they dare not refuse it, for any appreciable period. Yet because the officials did not say all they knew, some

of the English papers were made the medium of 'copy' creditable to an old Fleet street liner describing an apocryphal fire! For the sake of the fair fame of British journalism a halt should be called to this state of things. Unfortunately we have lately had other evidences of the same spirit at home—'get spicy copy at all costs, true, if possible, but get it somehow!' and people are wondering if they can trust certain portions of the press any longer. This feeling which exists amongst intelligent men in the street—to say nothing of ship underwriters—is not advantageous to newspaper management.

**FIRST STORIES LARGELY REHASH.**

"Concerning the treatment of the story I do not know that the press generally is to be commended. Much information was prepared by certain papers, but some of the articles that appeared were re-hashed from those published a few days previously when the Titanic first sailed from Southampton. I have not seen a single daily that attempted on Tuesday morning to publish the full list of passengers and yet thousands of people were as much interested in the second and third class passengers as in those of the first class. Why also should the crew be left out until Wednesday? On such an occasion many sub-editors allow readers to wander aimlessly through a mass of confusing reports and rumors instead of preparing for them a connected account based on intelligence that may be described as 'official' and discriminating between that and the other statements that come to hand."

## NEWSPAPERS FOR CHILDREN.

**Massachusetts Woman Declares They Are a Present Day Need.**

That newspapers exclusively for children be established was advocated before the Century Club of Philadelphia last week by Mrs. Lucy W. Peabody of Beverly, Mass. She urged that such a newspaper could be maintained for one generation at the cost of a single battleship, for a century at the cost of a war, and forever if the expenses of public charitable and penal institutions could be diverted to preventive rather than corrective and remedial channels.

Clean humor, current events, plenty of interesting news, political and social, were some of the proposed ingredients of such a newspaper, but she declared that the presentation of the evil side of life was not to be avoided if only so presented as to teach a lesson, rather than to make alluring vice a crime.

## CHURCH PRESS BUREAU

**Will Co-operate with Newspapers in Securing Religious News.**

A national press bureau, representing and maintained by all the churches for the purpose of co-operating with the press in securing religious news is one of the recommendations made by the Christian Conservation Congress, in session in New York last week. It is hoped to have the bureau in operation before the year is out.

The purpose of the bureau will be in no sense propaganda, it is said, for it will represent all creeds, but a recognition of the Church's obligation to co-operate in all practical ways with the newspapers as the one agency which reaches all the people all the time.

Present plans call for a day and night office in New York, where the press may get accurate information on any point of religious news, no matter how obscure. This, it is believed, would enable the newspapers to distinguish between unauthorized and self-constituted representatives of religions and those who are connected with the recognized bodies.

It is believed that the bureau will serve a useful purpose, as many individuals and various agencies have for many years urged a closer co-operation of the Church and the newspapers as a much needed factor in American life. Many editors, as well as clergymen and laymen, have been eager to get these two mighty forces working together for the public good.

## WOMEN'S JOURNALISTIC SCHOOL

**Barnard and Columbia Colleges Unite in Four-Year Course.**

By an arrangement made between Barnard College and the School of Journalism at Columbia University, women will be able to pursue the course in journalism leading to the degree of Bachelor of Letters. The first two years of the course, consisting of collegiate work, women students will take at Barnard College, with the expectation of obtaining later the third and fourth years—that is, the purely professional training—in the School of Journalism after the completion of its new building. The arrangements made by Barnard College providing for the training of young women for journalism in the first year of the four-year curriculum in 1912-1913 and the first two years in 1913-1914, the last two to be taken in the School of Journalism, is believed to be the first offer of instruction in preparation for journalism made in any women's college.

The number of women in active journalism is larger in this country than in any other of the callings with which this occupation can be compared. The figures for occupations in 1910 have not yet been fully published. The total number engaged in journalism in 1900 was 30,098; of these 27,905 were men and 2,193 women. This compares with 1,010 women in law out of 114,703 in all in this occupation, and with 7,309 women among 134,225 in the medical profession. The proportion in journalism is considerably greater than in any of the other callings. In 1870 the number of women in journalism was only 35. That increased in the thirty years from 1870 to 1900 to 2,790.

## Circulation Manager Honored.

Waldo Ledwidge, circulation manager of the Boston Journal, who has been connected with the circulation departments of the Boston newspapers for over twenty years and who is about to leave the Boston field, was presented with a traveling bag and an engrossed set of resolutions by Newsboys' Union 9077, A. F. of L., this week. Mr. Ledwidge was the special guest of the newsboys and was greeted by them as "the tried and true friend of the newsboy."

## New Paper's Fine Record.

The Phillipsburg (N. J.) Daily Press has just closed a very successful contest, in which six European and six Bermuda tours were awarded as prizes to ladies. This paper is just six months old and already has a bona fide circulation in excess of 4,500. The contest added 750 new subscribers to the list. It was conducted by the Keystone Circulation Co., of Swarthmore, Pa.

## CIRCULATION NOTES.

George B. McIntosh, who for two years has been in charge of the circulation department of the Eau Claire (Wis.) Leader, has resigned to fill a similar position on the Escanoba (Mich.) Mirror.

The Grand Prize Contest recently held by the Graphic, Pine Bluff, Ark., was a great success. More than twenty million votes were cast and hundreds of new subscribers have been added to the Graphic's circulation list, bringing the total number up to 5,000.

Co-eds of the University of Kansas made their debut as real journalists last week when they edited the Daily Kansan for a day.

The editor of the Clearfield (Pa.) Republican announces that he has a complete list of bachelors in that town who might be available for matrimony.

Operatives numbering several thousands in the paper mills of New England have received notices of advances in wages.



## A CORDIAL INVITATION IS EXTENDED

To everyone attending the convention of *The Association of Advertising Clubs of America* to the

## Mexican Dinner

to be given by the

## San Antonio Express

at the Gunther Hotel, San Antonio

**SATURDAY EVENING  
MAY 25th**

It will be a Mexican affair throughout, Mexican dishes, Mexican music, Mexican entertainment, Mexican costumes on everyone except the guests.

Three thousand guests will be provided for and a novel banquet is promised that will never be forgotten by those who attend.

This great dinner is the contribution of the

## San Antonio Express

to the entertainment which San Antonio, Texas' largest city, will provide for delegates and others in attendance and is but a hint of what may be expected in San Antonio, a great and growing city, pulsating with all the vibrant activities of a booming trade center, but still gloriously rich in intensely interesting historical association and tradition.

## San Antonio Express

THE JOHN BUDD COMPANY

Advertising Representatives

New York Chicago St. Louis

## Insurance Paper Sold.

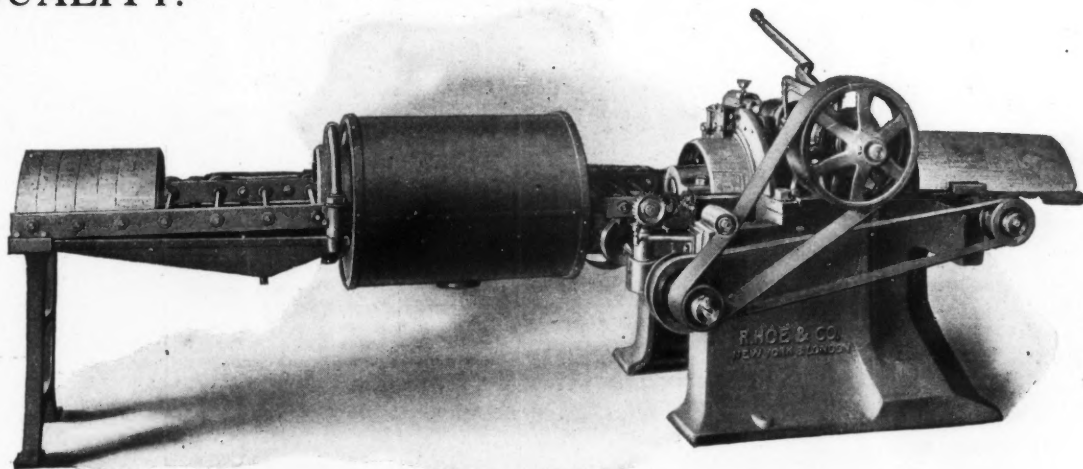
The Interview, a monthly publication devoted to insurance and Wall Street topics, founded and published for the past twenty years by C. L. Franklin in the financial district of New York, has been sold to David F. Morris. Mr. Morris was formerly editor of the Brooklyn Times and is well known as a daily newspaper correspondent and contributor to the important literary magazines. Harwell, Cannon & McCarthy, the newspaper brokers, were responsible for this transfer.

# When It Comes To Stereotyping



## The Man With The Hoe Makes Perfect Plates Quickly and Economically

The progressive newspaper fitted out with modern HOE PRESSES and IMPROVED HOE STEREOTYPING MACHINERY is always in the lead and has a distinctive, clean-cut appearance that gives it the STAMP OF QUALITY.



### HOE AUTOMATIC PLATE FINISHER The Simplest and Speediest Made

Among the offices that have already ordered these improved machines are :

Albany Journal,	New Bedford Standard,	Grand Rapids Press,	St. Louis Post-Dispatch,
" Times-Union,	Cincinnati Enquirer (2 machines),	Atlanta Journal,	St. Paul Dispatch,
Buffalo Courier and Enquirer,	" Post,	Birmingham Ledger,	Montreal Gazette,
" Times,	Cleveland Press (2 machines),	Memphis Commercial-Appeal,	" Patrie,
" Express,	" Plain-Dealer,	New Orleans Picayune,	Hamilton Herald,
Rochester Democrat & Chronicle,	Columbus Dispatch,	Richmond Times,	" Spectator,
Schenectady Gazette,	Detroit Free Press,	Denver Post,	Ottawa Citizen,
Syracuse Herald,	" Journal,	Indianapolis News,	Toronto Globe,
" Journal,	Philadelphia Telegraph,	Kansas City Post,	Vancouver World,
" Post-Standard,	" Record,	Los Angeles Times-Mirror,	Winnipeg Telegram,
Hartford Times,	" North American,	Minneapolis Tribune,	" Free Press,
Haverhill Gazette,	Pittsburgh Press,	Omaha Bee,	Regina Leader.
Lynn Item,	Toledo News-Bee,	Seattle Post-Intelligencer,	

*Also several in Europe and South America.*

*Why pay rent when you can own a machine for one-fifth the cost of rental?*

When in New York don't fail to visit our factory and see in operation the latest up-to-date STEREOTYPING MACHINERY.

**R. HOE & CO., 504-520 Grand Street, NEW YORK**

7 Water Street, BOSTON, MASS. 7 South Dearborn Street, CHICAGO, ILL. 109-112 Borough Road, LONDON, S. E., ENG.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER CO.

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

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

THE JOURNALIST Established 1884

THE EDITOR AND PUBLISHER 1901

James Wright Brown, President

Frank Leroy Blanchard, Secretary

George P. Leffler, Treasurer

### ADVERTISING RATES:

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

New York, Saturday, May 4, 1912

### LICENSES FOR NEWSPAPER MEN.

No one is allowed to practise medicine unless he possesses a diploma certifying that he has completed the course of study prescribed by a reputable medical college; no one can practise law unless he has been admitted to the bar after a searching examination; but anybody can engage in the practise of journalism without preparation and therefore without experience of any kind.

The Pennsylvania State Editorial Association, at its recent annual meeting, decided that the time had come when journalists should be licensed and that a State board should be appointed to examine and pass upon the qualifications of would-be practitioners. A committee was appointed to draft a bill for introduction at the next session of the legislature to provide for this State supervision and for the creation of the proposed State department of journalism.

It is quite probable that other State editorial associations will take similar action, as there has been for some time a growing conviction that something should be done to keep out of the newspaper profession men who for various reasons are a disgrace to this, one of the most important businesses of the commercial world.

While newspaper publishing has made excellent progress during the last quarter of a century without the licensing of those who practise it, nevertheless the time has now come when it seems desirable that greater attention should be paid to the qualifications of those who seek to become identified with it. Why? Because the people live better and are more highly educated than they were when Horace Greeley ran the Tribune. The common schools, the academies, the colleges and universities are leavening the mass of our population and creating higher ideals and a demand for more exact knowledge concerning the great intellectual, economic and reform movements of the day.

With a more critical body of readers to satisfy, the newspapers must employ better educated and better trained men than formerly. It is in response to this demand that colleges of journalism are opening their doors all over the country. The editor who has not been

grounded in the foundation principles of science, of law, of medicine and of business; who is not acquainted with the works of the great masters of literature and the drama; who cannot take a broad and tolerant view of life, cannot long command the confidence and respect of his readers.

The adoption of a license system may be a good thing; it certainly can do no harm. The more men who are unfitted for the work that are prevented from engaging in journalism the better it will be for the public and the profession itself.

### EDITORIAL COMMENT.

The American Newspaper Publishers' Association has issued a bulletin containing a transcript from its records showing the source of requests made for free publicity for the first four months of 1912. The list contains the names of only twenty-five agents as against eighty-seven in the list published Sept. 16, 1911. This indicates that the agents are beginning to realize that it is not good practise to seek free publicity of clients.

A series of advertisements of Hersee & Co., now appearing in the Buffalo News, have been copyrighted in order to prevent the substance of the announcements from being repeated by irresponsible imitators. This is, we believe, an innovation. There is no reason why advertisements should not be copyrighted like literary productions. Many advertisers have been so accustomed to grab off a good ad whenever and wherever they see it that it will be something of a shock to them to learn that brain work of this kind can be copyrighted. If the practise becomes general all those ad writers who have been depending upon other people for their "original" masterpieces of business exploitation will have to turn over a new leaf and do some real work themselves.

The death of Col. Isaac F. Mack, for forty years the editor of the Sandusky (O.) Register, which occurred recently, calls to mind the career of one of the militant Republican editors of Ohio. He belonged to that group of men who rendered the Government such invaluable service during the reconstruction period just after the close of the War of the Rebellion. He was a man of vigorous thought—one who could not be silenced by threats or won over by bribes, no matter how delicately or in what form they were offered. He feared no political boss. He wrote what he thought was for the public good and not to tickle polite ears. He was a veteran of the civil war and in his veins flowed the blood of a fighter. When a few years ago he turned the paper over to John T. Mack, his brother, who had long been associated with him in the publication of the Register, many expressions of regret were heard that Ohio journalism was to lose his active services. Since assuming editorial charge of the Register the younger Mack has shown that he possesses many of the characteristics of his distinguished brother.

### GIVE THE WOMEN A CHANCE.

#### The First English Newspaper Was Founded by Elizabeth Mallet.

The question whether women should be admitted on equal terms with the men at schools of journalism has aroused considerable comment. In the opinion of James M. Lee, director of the department of journalism at New York University, women should be afforded whatever help such schools have to offer. In speaking of the conditions at New York University, he said recently:

"While we pay more attention to the magazine than to the newspaper game, the women students have done excellent work. In fact, they have probably sold more manuscripts than the men. At the other colleges where courses in journalism are given women have received high marks in their studies. Dean Williams, of the School of Journalism at Columbia, Mo., tells me that the women students there have ranked in their work equal, if not superior, to the men, and that of the four graduating classes in the School of Journalism, two have had a woman president. He adds that the presidency is, to a degree, at least, a reward in scholarship.

"The question is not whether women should go into newspaper work—for they are already in—but whether they are to have a square deal at the school. Even if an instructor objects to giving votes to women it does not necessarily follow that he should object to giving notes on journalism to women. The fact should not be lost sight of that the history of journalism shows that the honor of publishing the first daily paper in the English language belongs to Elizabeth Mallet, who started the London Daily Courant in 1702. American journalism is full of successes achieved by women."

### NEW PUBLICATIONS.

MAYBELL, Colo.—The Gazette has just been launched here by J. A. Terry, a well-known newspaper man from the Pacific Coast.

HOUMA, La.—The Daily Houma Chronicle has made its appearance. Emile W. Dupont is business manager and Ralph H. Spence managing editor.

POCAHONTAS, Ark.—The Times is the name of a new paper established here by R. N. Schoonover, for many years identified with the Pocahontas Star-Herald.

WINSTON-SALEM, N. C.—A new weekly newspaper under the caption, the Star, made its first appearance in the Twin City last week. J. N. Brown is the editor.

LORIS, S. C.—A newspaper called the Loris News will be launched in the immediate future by a corporation headed by Thomas E. Cooper.

EAST ST. LOUIS, Ill.—This city soon will have another daily newspaper. Sewell M. Johnson, St. Louis, will be publisher and editor.

LODI, Cal.—The first number of the Lodi Post made its appearance May 1. J. J. Thompson is the publisher.

### Why Can't Women Use Slang?

Miss Helen Logan, editress-in-chief of the Wellesley College News, argues in her paper that "if brother can use a few mild swear words, why can't sister use such expressions as 'awfully crazy about,' 'oh golly,' 'pippin,' 'greasy grind,' and such things?" But she is not ready to commit her paper on the subject and merely asks the girls to decide for themselves.

### Long Island Editors at Capital.

Members of the Long Island Press Association to the number of thirty were the guests of Congressman and Mrs. Martin W. Littleton of New York at the New Willard Hotel, Washington, on last Saturday evening. The other guests included Speaker and Mrs. Clark, members of Congress, officials of the Government and Washington correspondents representing papers in Texas, Tennessee and New York. The Long Island editors have frequently been guests at the Littleton home, Port Washington, L. I.

### SMILES WITH THE FUNMAKERS.

#### Mater vs. Pater.

When Willie broke mother's azalea, Ma said, "Why, whatever can alea?"  
But pa said, "My lad,  
That was all to the bad!  
Come out to the shed and I'll whalea!"  
—Judge.

#### Nobodies.

Fierce Man—I don't like the way you run your paper at all.  
Editor—Are you one of the owners?  
Fierce Man—No.  
Editor—An advertiser, perhaps.  
Fierce Man—No, indeed.  
Editor—A contributor, possibly?  
Fierce Man—Not much. I'm a subscriber. See!  
Editor—Oh, we no longer consider subscribers.—Life.

#### Not His Lead.

Here is another of the stories told by the late Senator Robert L. Taylor and published by his close friend, John Trotwood Moore:

"An old-time darcy was closing his sermon one night in Paradise Alley, and Uncle Rastus, who had been playing cards the night before, was seated in the amen corner sound asleep, dreaming of his favorite game. The old preacher said:

"We will now close dis meetin' wid pray'r an' we will ax Bre'r Rastus to lead."

"Uncle Rastus suddenly roused him self from his slumber and shouted:  
"It ain't my lead! I jest dealt!"—  
Philadelphia Ledger.

#### Blocking Traffic.

There were times when McFee gloried in the fact that he was the father of nine children, even if they were on the lines of the proverbial human stepladder; but on the day when he was taking them out for a walk he felt chagrined. He was walking along at a fairly good gait when he was halted by a policeman, who asked:

"I say, you, what have you been doing?"

"Nothing," replied McFee. "Why?"  
"Well, what's the crowd following you for?"

#### Wise Little Willie.

Little Willie was playing one day with the girl next door, when the latter exclaimed:

"Don't you hear your mother calling you? That's three times she's done it. Aren't you going in?"

"Not yet," responded Willie.

"Won't she whip you?"

"Naw!" exclaimed Willie in disgust.

"She ain't going to whip nobody. She's got company. So when I go in she'll just say: 'The poor little man has been so deaf since he's had the measles.'"—  
Stray Stories.

#### Swallowed the Whistle.

Policemen on trial at headquarters are as apt at excuses as men in other lines, if not more so.

Former Inspector Williams used to tell of an officer who was charged with having lost his whistle. When asked to explain he said:

"You see, I went home last night and put my whistle on the table. I turned round and, bless me, one of my kids was choking and nearly black in the face. You see, commissioner, he'd swallowed the whistle."

"Is he dead?" asked the sympathetic commissioner.

"No, sir," was the reply. "He isn't dead, but he's got the whooping cough, and now every time he coughs the whistle blows and the cop on post comes a-running."

#### The Spendthrift.

Mother—Why, where are you going, Willie?

Little Willie—I'm going out to spend my pennies. You said to save them for a rainy day, and it's rainin' hard!—Life.



**PERSONALS**

Oswald G. Villard, president of the New York Evening Post Company, delivered an address Sunday evening at the opening of the fourth annual conference of the National Association for the Advancement of Colored People.

John A. Sleicher, publisher and editor of Leslie's Weekly and Judge, who has been abroad for several weeks, has arrived in Paris and will probably sail for New York to-day.

Ed Howe, the newspaper sage of Atchison, Kan., contributes an interesting article on "When the Circus Comes to Town" to the current issue of the American Magazine. Every boy or man who has seen a country circus ought to read it.

H. H. Tammen, publisher of the Denver Post, is on the Pacific Coast with the Sells-Floto Circus, in which he is financially interested.

Douglass Jenkins, formerly a newspaper editor at Greenville, S. C., but now of the consular service, has been appointed consul to Denmark.

Louis F. Post, formerly of New York, but now editor of the Public, a single-tax paper, Chicago, last week delivered two addresses at Galesburg, Ill., his subjects being "Single-Tax Principles" and "Womanhood in Politics."

Charles F. Mosher, assistant secretary and general manager of the Scripps-McRae League of Newspapers at Cincinnati, spent a few days last week with his parents at Mt. Gilead, O.

Lon A. Warner, one of Chattanooga's best newspaper men, has been appointed city editor of the News, of that city.

W. G. Beecroft, for some time associate editor of Forest and Stream, has become editor of the publication.

Chas. H. Meiers, at one time suburban editor of the Pasadena Daily News, and until recently a special sports writer for the Los Angeles Examiner, has become telegraph editor of the Ogden Evening Standard.

Robert Ewing, proprietor of the New Orleans States, and D. D. Moore, editor of the New Orleans Times-Democrat, were in Washington April 22 to attend a conference relative to the adoption of a policy concerning future appropriations for the Lower Mississippi River.

Clarence S. Cross, a member of the Trenton (N. J.) True American staff, has resigned and gone to Duluth, Minn., to engage in the real estate business.

Walter C. Taylor, editor of the Boot and Shoe Reporter of Boston, was tendered an informal reception by the shoe manufacturers and dealers of Rochester, N. Y., April 25. Mr. Taylor delivered an address in the evening before the Rochester Ad Club.

Charles W. Woods, formerly a reporter on the Newark (N. J.) Star, has been appointed recorder of West Orange, N. J.

John R. Marshall, editor of the Kendall County (Ill.) Record at Yorkville, Ill., last week celebrated the forty-eighth anniversary of his connection with that paper. A banquet attended by 150 friends was given in his honor.

O. R. Geyer, of the Des Moines (Ia.) Register and Leader, has been appointed State editor of that paper.

Ralph Austin is the new city editor of the Joliet (Ill.) News.

Charles Corwin, editor of the Peru (Ill.) News-Herald, was seriously hurt last week while putting a tire on his

automobile. The machine was "jacked up" and in some way slipped and pinned him against the wall, breaking his right arm.

Mrs. Phoebe A. Hearst, mother of William R. Hearst, was the guest of honor at a reception given at the Fairmont Hotel, San Francisco, April 23, by the Pacific Coast Woman's Press Association.

William T. Lampe, editor of the Torreon (Mexico) Enterprise and local correspondent of the Associated Press, was in San Antonio, Tex., last week. With Mrs. Lampe he will spend the summer at Devil's River, near Del Rio.

Ed Williams, who has been attached to the staff of the Delavan (Wis.) Republican for some time, has taken a position with the Harvard Independent.

Thomas H. Napier, State expert printer of Texas, has resigned to become news editor of the Dallas Times-Herald.

A. W. Plues, a newspaper man of Chehalis, Wash., has been appointed secretary of the Citizens' Club of that place.

The engagement of John F. Coad, city editor of the Olean (N. Y.) Evening Herald, and Miss Mabel Sitchel, of Cuba, is announced. The wedding is scheduled for June 5.

Richard J. Beamish, of the editorial staff of the Philadelphia Press, is making fame these days as a poet.

James Hogan, who has been with the San Francisco Call for some years, has resigned to become city editor of the Petaluma (Cal.) Courier.

Rutherford B. Cox, a well-known newspaper man of Cincinnati, has been appointed civic secretary of the Business Men's Club of that city.

J. C. Allison, of the Prosser (Wash.) Republican Bulletin, has resigned to become editor and manager of the Washington State Journal, of Ritzville, Wash.

George Saint Armour, who has written considerable matter for periodicals, will contribute to the June number of the Railroad Man's Magazine an article on "The Philosophy of Telegrams."

George J. Anderson of the editorial staff of the Congregationalist and Christian World, has been made western editor of that paper, a newly-created office, with headquarters in Chicago.

**Fleishman Now a Benedict.**

Jerome P. Fleishman, who writes "Talks With the Want Ad Man" in the Baltimore Sun, and Miss M. Renetta Wicke, of Baltimore, were married in Washington, April 27, by the Rev. John D. Huddle. The couple was accompanied to Washington by Walter Rowlings Hough, a prominent newspaper man of the Monument City, and Mrs. Hough. Mr. and Mrs. Fleishman are spending their honeymoon at Atlantic City and New York.

Payne & Young, special representatives, are now located in the Fifth Avenue Building, Room 1124. The removal from their old quarters at 34 West Thirty-third street was made necessary by a fire which totally destroyed their office.

**A Natural Understanding.**

The earnest lecturer raised his voice and spoke with special emphasis. "I want to tell you, ladies and gentlemen," he said, "that Robert Burns' poetry"—He was interrupted by a man in the audience, an editor whom he had roused from a doze. "Good for Robert!" cried this man enthusiastically.—*Judge.*



THOMAS MILLER,  
Circulation Manager Pittsburgh Sun.

**International's New Vice-President.**

Arthur E. Wright, who has filled various responsible positions with the International Paper Co., has been elected vice-president of that corporation. For some time Mr. Wright was sales manager. He has many friends among the newspaper men of the country, who will be glad to hear of the new honor that has been conferred upon him.

**WANTED**

manager for a daily newspaper in city of 100,000. Preferably a man with a record of success in a smaller city. No investment necessary. All communications held confidential. Proposition D. H.

**C. M. PALMER**

Newspaper Broker  
277 Broadway New York

**FOR SALE**

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

**FOR SALE**

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

**LINOTYPE FOR SALE.**

One Model No. 2, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. FRANKLIN PRINTING CO., 430 West Main St., Louisville, Ky.

**LINOTYPE MACHINES**

All models, bought and sold. Large line of presses and supplies on hand for immediate shipment. RICH & McLEAN, New York. 51 Cliff St.

**FOR SALE.**

One Model No. 1 Linotype, No. 1113, and one Canadian Linotype, No. M8204. Both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S. Canada.

**FOR SALE—NEW NO. 4 MODEL**

Linotype, complete with motor, four magazines, 6, 8, 10 and 12 pt. matrices, Rogers tabular attachment. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

**FOR SALE**

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

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**WANTED—A PROOFREADER**

for a daily paper, in large city. In application give experience, reference and salary. Address "PROOFREADER," care THE EDITOR AND PUBLISHER.

**MANAGING EDITOR.**

Young man, started as western country printer, now making good in New York, executive editorial position; thoroughly experienced in all editorial and mechanical departments; expert in news handling, display, illustration. Strong for typographical appearance and perfection; knows how to attain it. Married, sober. Don't like large city. Prefer evening paper. Who needs me? Address "K. 114," care THE EDITOR AND PUBLISHER.

**ADVERTISING SOLICITOR.**

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

**EXPERIENCED DAILY**

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

**EXPERIENCED WRITER,**

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

**HELP WANTED**

**BUSINESS MANAGER WANTED**

for best small city morning paper proposition in the West. Has territory all its own, and reaches readers ahead of outside competition. City, 15,000; full Associated Press leased wire; good advertising patronage; fair circulation; fair equipment. Chance for man who knows business thoroughly. May purchase small amount of stock with privilege of controlling interest if ability is proven. Address "BUSINESS MANAGER," care THE EDITOR AND PUBLISHER.

**WANTED**

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

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

**POSITIONS OPEN.**

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

**MISCELLANEOUS**

**SEND FOR "BULLETIN 1912."**

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

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 107 W. Washington St., Chicago, Ill.

**THE NEW YORK BUNCH.**

Dan McConeloug, who has been reading copy on the New York American, has left to accept a similar position on the Washington (D. C.) Times.

Charles West, formerly on the copy desk of the New York American, has resigned.

Several members of the World staff are on the sick list. Among them are Lloyd Loneragan and C. B. Tomlinson. The latter has been ill for nearly five weeks.

Merritt Crawford, who until recently was managing editor of the Music Trades, has been appointed assistant Sunday editor on the Morning Telegraph.

D. M. Oviat, who has been associated with the New York American for many years, has been advanced to superintendent of the mechanical department of that office. Mr. Oviat was for a long time foreman of the composing room of the American, and more recently superintendent of that department. His successor is John McNeary.

Harold Kober, well known in newspaper circles in Philadelphia, comes to New York to take charge of the make-up on the New York American.

Thomas J. Vivian, one of the most popular newspaper men in the metropolis, is now the head of the copy desk on the New York American.

Walter H. Zeltmacher, who has been doing sporting and other special topics for New York papers, has been appointed to the position of managing editor of the Music Trades.

H. D. Smith, formerly of Pittsburgh, is now in New York doing general work on the World.

Ray Mitchell, who at present is publicity director of the Little Theatre, has announced that he will discontinue that work within a few weeks. He will probably return to newspaper work in this city.

Herbert B. Swope is the special representative of the World at Halifax, where he is reporting the progress being made in the search for the bodies of victims of the Titanic disaster.

Samuel Small recently has been advanced from the copy desk of the New York American to the position of foreign editor.

Thomas F. Meade, assistant night city editor of the New York City News Association, who has been ill at his home in Brooklyn, is expected to be back at his desk in a few days.

J. B. Starkey, foreman of the composing room of the Morning Telegraph, will sail for Ireland, his old home, on May 8. Mr. Starkey will be tendered a beefsteak dinner by the members of the staff at 2.30 a. m. on May 7 at Power's, Eighth avenue and Fifty-fourth street, and the "members of the club" from all departments of the paper will attend.

John T. Mongovan, who until recently was connected with the New York City News Association, has embarked in the real estate business and is making good. Last week he was elevated to the position of sales manager of the Manhattan Properties Co., of Fifth avenue. His specialty this spring will be Patchogue villa plots.

Samuel Peck, formerly of the Sun, is now looking after news in the Tombs Court for the New York Tribune.

Malcolm Dougherty, a graduate of Oxford University, is now reporting for the New York Tribune. Mr. Dougherty has made a specialty of peoples of the Latin races, especially Italian and French, and his knowledge should prove of value to the Tribune staff.

Louis E. Theiss, of the Sun and well known as a magazine writer, is ill at his home.

Peyton Boswell, formerly with the Chicago Record-Herald, has accepted a position on the reportorial staff of the New York Herald.

**OBITUARY NOTES.**

WILLIAM LOWERY MORGAN, formerly a newspaper publisher in Philadelphia, died suddenly in North Pelham, N. Y., April 27, as the result of swallowing tablets containing drugs to relieve suffering from toothache.

T. A. BELLAMY, editor of the Ingersoll (Ont.) Sun until it suspended publication three years ago, is dead.

EDWARD HOMER BAILEY, aged fifty-four years, associate editor of the Johnstown (Pa.) Democrat and one of the best known newspaper men in that part of the State, died at his home in that city April 27 of a complication of diseases. Mr. Bailey was a native of the State of Indiana, and had been in the newspaper business practically all his life.

HERRMAN FISCHLER, who until five years ago was manager and secretary of the Philadelphia Democrat Publishing Co., died on Friday, April 26. He was prominently identified with the German Society and Maennerchor of that city.

BOYD KING, assistant cashier of the Chicago Evening Post, while on his way to the bank was crushed to death by a wagon loaded with steel on April 23.

FRANK AMIRAUX, at one time city editor of the Paterson Press, in whose employ he remained for twenty-eight years, died April 27 in the fifty-third year of his age.

GEORGE EDWARD PLUMBE, who was identified with the newspaper business in Chicago for many years, being employed on the Inter-Ocean, the Daily News and Record, died in that city April 24. At the time of his death he was librarian and statistician of the Chicago Association of Commerce.

HAMILTON ULTEY, founder of the Racine (Wis.) Times and Ultey's Weekly, died at the age of seventy-one last week.

E. J. ALBRIGHT, editor of the Eaton (O.) Register and a member of the Buckeye Press Association, died as the result of an apoplectic stroke recently.

JOSEPH LOCKHART BOARDMAN, for thirty-five years the editor of the Highland (O.) News, now the News-Herald, is dead. Mr. Boardman was blind for thirty years and deaf for fourteen years, and yet he took a keen interest in world events, and politics in particular. At the age of sixty he learned to use a typewriter and became proficient in its operation. During the latter part of his life he resided in Columbus.

THOMAS J. TRAINOR, who was connected with the circulation departments of the Pittsburgh Times and later of the Gazette Times, died April 22 at the age of forty.

HORACE J. STEVENS, one of the best known newspaper men of the Upper Peninsula of Michigan, and an authority on copper mining, passed away at Houghton April 22.

JOHN EDWARDS, formerly editor of the St. Joseph (Mo.) Gazette and the Kansas City Times, and latterly connected with the St. Louis Republic and Houston (Tex.) Post, died in Muskogee, Okla., April 13.

THOMAS C. DAWSON, diplomatic officer of the State Department, Washington, formerly editor of a newspaper at Enterprise, Fla., and at one time city editor of the Iowa Daily Register, is dead.

He was admitted to the bar in Cincinnati in 1882, but preferred a newspaper career instead. He filled a number of important Government positions.

FRED HERTZOG, well known in circulation circles and for years circulation manager of the Newark (N. J.) Advertiser and the Newark Star, died in that city Thursday. He had been ailing for some time.

**AUTHOR OF "ROSARY" DEAD.**

**Story of the Romance Which Inspired the Well-Known Poem.**

Robert Cameron Rogers, editor and publisher of the Santa Barbara (Cal.) Press, and author of "The Rosary" and other poems, passed away after a long illness, April 20, at his home in Santa Barbara. He was one of the State's most distinguished citizens. He lent lavish financial aid to the city in which he lived in beautifying its streets and parks and making it one of the garden spots of the Pacific Coast.

"The Rosary," the choicest of Mr. Rogers' poetic creations, gained fame for him throughout the literary world. The aesthetic beauty of the poem has earned the praise of scholars of almost every country on the globe. Immediately after its publication it was set to music by the late Ethelbert Nevin, and through the years it has grown in favor among musicians and artists.

The writing of "The Rosary," it is said by the late Mr. Rogers' friends, marked the end of an early romance in his life. The story runs that he became enamored of a beautiful young lady, a member of the aristocracy of old New York. Their engagement followed in the natural trend of events, but the parents of both made strenuous efforts to put an end to it because Mr. Rogers and his fiancée were of different religious beliefs. So firmly were these religious views planted in their minds that the engagement was ultimately broken. Neither Mr. Rogers nor his fiancée ever recovered from the uprooting of their love. The young lady, it is asserted, never married and a short time after the separation turned to religion for solace. Mr. Rogers left New York shortly afterward and went to Santa Barbara, where he had resided since.

**Monotype Exhibit Paid.**

Robert W. Swift, assistant to the president of the Lanston Monotype Machine Co., of Philadelphia, who had charge of the company's exhibit at the Waldorf during the week of the A. N. P. A. convention, was much pleased with the attention the exhibit commanded from the delegates. Several machines were sold and quite a number of the publishers said they expected to install them in the near future. Mr. Swift was ably assisted in entertaining visitors by A. F. Mackay, head of the typographical and advertising departments; by H. F. Green, the New York representative, and Charles C. Boyer, salesman for New Jersey and New York.

The Robert MacQuoid Co., special representatives, with offices at 225 Fifth avenue, have taken over the list of newspapers formerly represented by MacQuoid & Tilden.

GET  
**Today's News  
Today**  
"By United Press"

General Office:  
WORLD BLDG., NEW YORK

**NEW YORK HERALD SYNDICATE****"Brick" Bodkins' Pa.**

**A new two-color  
full page Comic**

*Wire for price*

**Full-Page Sunday Features**

**Special Cable and Telegraph  
Service**

*Daily Features: News matrices, comic  
matrices, women's features and photo-  
graphs.*

For particulars apply to

**NEW YORK HERALD SYNDICATE**  
Herald Square, New York

Canadian Branch:  
Desbarats Building, Montreal.

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

Address:  
New York World Syndicate  
Room 1104 Pulitzer Building, New York

**The Wm. L. Betts Co.**

SUITE 406, WORLD BUILDING  
NEW YORK CITY, N. Y.

**Newspaper  
Contest Experts**

**Lasker Indoor Games Syndicate**

PORT RICHMOND, NEW YORK CITY

Weekly articles on

**Chess, Bridge,  
Auction Bridge**

Exclusive rights given. No contract.

**"Abe Martin"**

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

The Adams Newspaper Service  
Peoples Gas Building, Chicago.

**The New Strip Comic  
SCOOP THE CUB  
REPORTER**

THE INTERNATIONAL SYNDICATE  
Features for Newspapers: Baltimore, Md.

**"WHY IS AN EDITOR?"**

**Subject Debated at Dinner of the Twilight Club—Sophie Irene Loeb, of New York World Staff, Scintillates as Toastmaster—"The Unsuspecting Public Is a Very Suspecting One."**

The Twilight Club held its 638th dinner at the Aldine Club Tuesday, April 30. There were 200 covers and the subject under discussion was "The Editorial Conscience," or "Why is an Editor?"

The toastmaster of the evening was Sophie Irene Loeb, of the New York World, and in her opening remarks said:

"Close observation poignantly discloses that personality is the third rail by which this scheme of things lives, moves and has its being. When you say public libraries you think Andrew Carnegie. When you say Standard Oil you think John D. Rockefeller. When you say electricity you think Edison. When you say wireless you think Marconi. When you say New York Journal you think Hearst. When you say New York World you think Pulitzer.

TIME IS MONEY.

"While the man 'higher up' is impossible without the man lower down, the spirit of one person pervades all along the line. No longer do we take medicine written in Latin without asking what it is for.

"A few years ago we accepted our medicines willy-nilly. Because some one told us it was good for us. Not so today. And only yesterday we swallowed the preaching of a future fire and brimstone for our present misdeeds. But today we all have a bit of Missourian ancestry. The proverbial unsuspecting public is a very suspecting one. Every moment is regulated by a pendulum of monetary value. We are busy bees—a few of us are busy-bodies. We haven't time to search or research.

"When we seek an investment we want to know the power behind it. When we read a book we want to know who wrote it. When we want to be amused we want to know who's the clown. In a word, we haven't time to wade through anything in order to ascertain its aggregate worth to us. Thus we read that which we want to know, and we want to know that which we read.

"WHY IS AN EDITOR?"

"And how do we come to know that which we want? Ah! there you have one reason 'why is an editor?' Thus in the course of human events in order to form a more perfect union between the reader and the editor, the editorial conscience as to that which the reader does or does not want, comes into play.

"To be exact, my brother reader, though he does not know the personality of the editor of that which he reads, he unconsciously revels in the personality of the man at the steering gear that directs his good sense to chose aright.

"For when like her, oh Saki, you shall pass among the guest star scattered on the newsstand. And in your joyous errand reach the spot, where are many things to read; you shall know which to choose. For there *without a personality full many a printed page is left*

**IN PITTSBURGH**

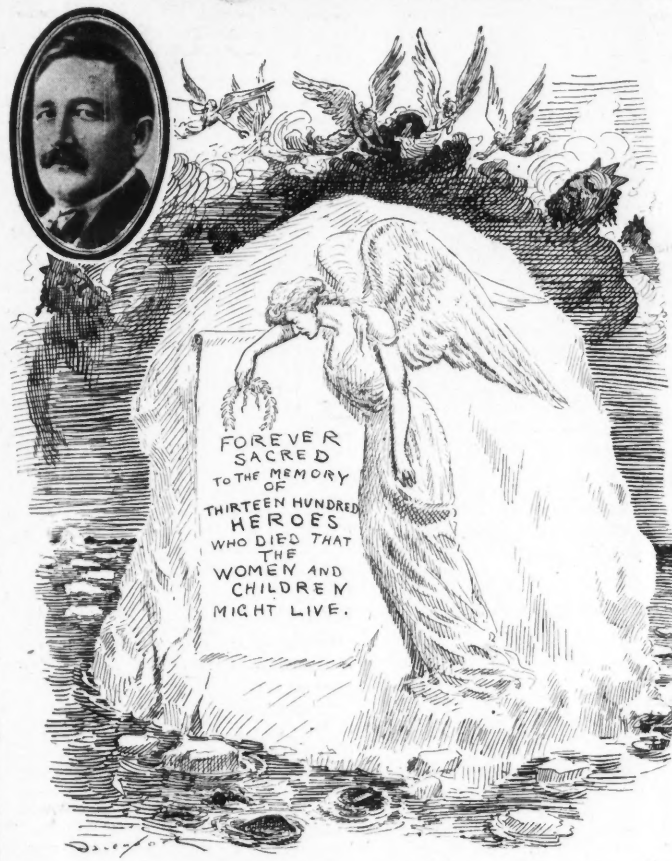
Such enterprise and aggressiveness in newspaper making and popularizing never have been seen as now mark

**THE PITTSBURGH POST and THE PITTSBURGH SUN And It Gets Results**

The gain in Local Advertising for the first three months of 1912 was:

POST (morning and Sunday) 110,012 agate lines.  
SUN (Every Evening), 191,968 agate lines.

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



HOMER DAVENPORT'S LAST CARTOON.

By courtesy New York American.

*to blush unread and wast its words on the desert air.*

GENERAL IDEA OF AN EDITOR.

"The commonly accepted idea of an editor, as a man who sat at a desk with a blue pencil behind his ear and the proverbial waste paper basket at his side is indeed a fallacy. For the blue pencil has perchance made its mark long before it had reached the editorial sanctum sanctorum.

"And the idea commonly believed that an editor and his conscience are soon parted is also a fallacy. Or that he has acquired the educated conscience which is the new microbe of evolution. It is just as important to him what shall not go into his pages as to what shall. And many a time suppression is the better part of valor.

"For not only he who runs may read but 'roast' as well. All of which our speakers here to-night will tell us about."

The editors who were the speakers of the evening were John Temple Graves, editor of the New York American; Trumbull White, editor of Everybody's; William Seavor Woods, editor of Literary Digest; Herbert Kaufman, editor of Woman's World, Sewall Haggard, editor of Hearst Magazine; Chas. Dwyer, editor of Ladies' World.

Others called upon for remarks were Louis Wiley, of the New York Times; Mary Austin, author of the Arrow-maker; Ethel Lloyd Patterson, of the New York Globe.

**Compliment from William Holmes.**

William Holmes, publisher of the Sun—"The management and staff of THE EDITOR AND PUBLISHER are to be complimented on the splendid convention number issued during the recent meeting of the American Newspaper Publishers' Association in New York. None but a thorough newspaper man can realize how much effort was required to produce this paper. Indeed, I marvel myself that the number could have been prepared in such a short time. The news it con-

**HOMER DAVENPORT DEAD.**

**Cartoonist Passes Away After a Brief Illness on Thursday.**

Homer Davenport, one of America's best-known cartoonists, died of pneumonia in New York on Thursday. When the Carpathia, bringing the Titanic's passengers arrived, Mr. Davenport was stricken with an illness that brought about his death.

A short time before he was first attacked—pneumonia developing later—he had completed the drawing of a hand rising out of the sea and dragging down a ship. It was one of several sketches he had made on the subject, which he said depressed him exceedingly.

Davenport won renown as a cartoonist, although he had never enjoyed the advantages of education in either art or letters. Returning two years ago from abroad, he recounted to Theodore Roosevelt, on shipboard, his keenest disappointment as an artist. He had obtained employment on a Western newspaper and was assigned to attend a funeral. Returning to the office, he drew a picture of a partially filled grave, with a disconsolate gravedigger standing in the rain near the mound, attended by a woe-begone dog.

"It was a said occasion and I was inspired to draw the saddest picture I ever penciled. I submitted the picture and they fired me immediately," Davenport said.

He was born in Silverton, Ore., in 1867. When but a young lad he ran away with a circus, in which for a time he played the clown. Then he became a brakeman, and finally went to work on the Portland Oregonian as an artist. He came to New York and worked on the American, the Globe and other newspapers. His hobby was Arabian horses.

**SUIT OVER AD PICTURE FAILS.**

**Court Refuses to Award \$5,000 for Use of a Girl's Portrait.**

Application of Miss Lillian Gage, daughter of the Rev. Oscar A. Gage, of No. 1700 Third avenue, New York, for an injunction to restrain the Le Bo Co., makers of a photographic paper, from using her picture as an advertisement, was dismissed April 27 by Supreme Court Justice Greenbaum. Her suit for \$5,000 damages was also dismissed.

The picture, which was the principal exhibit in the case, was taken in 1906, when Miss Gage was eleven years old, by George G. Rockwood, and according to the testimony of Miss Gage was given by him to the paper manufacturers, who used it to illustrate their method of transferring photographic portraits to porcelain and china.

The law requires that the consent of the person whose portrait is used for advertising purposes must be obtained before it can be used. The photographer claimed that such permission was given in 1906, while the complainant and her mother denied that such permission was given.

**Auto for Editorial Department.**

The Indianapolis News is one of the first, if not the first, American newspaper to place an automobile at the constant command of its editorial department. It is employed to obtain important news stories in a hurry.

tained showed that it was up to the minute. It is a souvenir worthy of this memorable convention, and I for one am keeping my copy as a memento. The extra, too, was another indication of splendid newspaper generalship; it was timely and original. It was only another indication of how important and necessary THE EDITOR AND PUBLISHER is to newspaper men."

**BUSINESS OFFICE NOTES.**

The Los Angeles Times has ordered of Barnhart Bros. & Spindler an order amounting to \$11,000 for all steel composing room furniture for its new office. This is said to be the largest order of the kind ever given by a newspaper.

The Pittsburgh Post on Sunday, April 28, ran a six-page section devoted entirely to an excellent account of the wreck of the Titanic.

The Elmira (N. Y.) Star-Gazette has been elected to membership in the American Newspaper Publishers' Association.

**Must Print Editors' Names.**

The Barnhart bill to compel all newspapers, magazines and periodicals to print the names of their managing editors, owners and all stockholders was attached to the post-office appropriation bill in the House Tuesday. It was amended to make this obligatory on newspapers on one day of each week. The amendment was agreed to by a vote of 72 to 32.

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

**TIPS FOR BUSINESS MANAGERS.**

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are again placing orders with some Texas papers for E. Epstein & Co., R. B. Cigars, Dallas, Texas, and New York City.

The Co-operative Advertising Company, Real Estate Trust building, Philadelphia, will shortly place orders in a selected list of small towns with a population up to 75,000 for the Jameson-Allen Piano Company, same city. This company is also placing orders in a few New Jersey papers for the Brooks-Myers Cigar Company, Buddelo Cigars, 29 North Thirteenth street, Philadelphia. Later orders will be extended to other towns with a population of over 30,000.

H. B. Humphrey Company, 44 Federal street, Boston, Mass., will shortly put out orders for the Roosevelt campaign for Thomas W. Lawson, Boston, Mass.

The Matos-Menz Advertising Company, Bulletin building, Philadelphia, is sending out orders to New England papers for the Pompeian Olive Oil Company, Washington, D. C.

The Nolley Advertising Agency, Light and Balderston building, Baltimore, Md., is placing orders with southern papers for the Gibbs Preserving Company, Bull Head, Apple Jelly, Catsup and Baked Beans, Baltimore, Md.

The John H. Rennard Company, Schmulbach building, Wheeling, W. Va., is making contracts for 500 inches, to be used in one year, with Ohio papers, for the Marietta Paint & Color Company, Marietta, O.

The F. P. Shumway Company, 373 Washington street, Boston, Mass., is sending out orders to some large eastern papers for the Summit Springs Hotel, Poland, Me.

The J. Walter Thompson Company, Cincinnati, O., is making 1,000-line contracts with some western papers, to be used within five weeks, for the Superior Underwear Company, Piqua, O.

The Tomer Advertising Agency, Old South building, Boston, Mass., is placing orders with Philadelphia papers for Mack's Medical Company, Mack's Foot Life, 303 Tremont street, Boston.

The Snitzler Advertising Company, Hunter building, Chicago, is making contracts for 5,000 lines, to be used within one year, with Southern and Southwestern papers, for the Dennison Pharmaceutical Company.

The Charles H. Touzalin Agency, Kesner building, Chicago, is sending out orders for four inches, twenty-six times, to Southern papers, for the Plaza Hotel.

The Morse International Agency, Dodd-Mead building, New York, is placing renewal orders for five lines, sixty times, for Horsford's Acid Phosphate, Providence, R. I.

The Dauchy Company, 9 Murray street, New York, is sending out renewal orders for nine lines, fifty-two times, for the advertising of Parker's Hair Balsam, Patchogue, L. I.

The Moss-Chase Advertising Agency, 110 Franklin street, Buffalo, N. Y., is placing three-inch orders, twenty-four times, with Southern papers, for F. F. Rick & Co., Buffalo, N. Y.

The O. J. Koch Advertising Agency, University building, Milwaukee, Wis., is sending out orders for thirty inches, eight

times, to Mississippi papers, for the David Adler & Sons Clothing Co.

The Taylor-Critchfield Company, Brooks building, Chicago, is making 6,048-line contracts, one year, with Eastern papers, for the Packard Motor Car Company.

The J. Walter Thompson Company, 41 East Twenty-third street, New York, is sending out orders for eighty-four lines, six times, to several cities in Texas, for the Farmacone Company, Newark, N. J.

W. H. Dilg, 12 State street, Chicago, is making 10,000-line contracts, to be used within one year, with Middle West papers, for the St. Louis Dairy Company.

The Nicholas-Finn Advertising Company, Kesner building, Chicago, is making 5,000-line contracts with some large Eastern papers, for the Great Northern Railroad Company, Chicago, Ill., and St. Paul, Minn.

**TO MAKE PEOPLE THINK.**

**The A. T. & T. Co. Spent \$250,000 in Advertising and Increased Its Business \$750,000.**

In talking with a friend recently Theodore N. Vail, president of the American Telephone & Telegraph Co., told of the rapid expansion of the night letter business. At the end of the first month it had amounted to only \$11,000, but at the end of the second month it had risen to \$1,000,000. When Mr. Vail became president of the company he told his board of directors that he intended to spend \$250,000 that year for advertising.

"What's the use?" said one of the members. "Everybody knows about the telephone and telegraph."

"Yes, everybody knows about it," was Mr. Vail's reply, "but everybody doesn't think about it."

Mr. Vail went ahead and spent the money, and the increase in business that followed amounted to \$750,000.

**Faulkner Advertising Co. Organizes.**

The Faulkner Advertising Co., of Springfield, O., recently incorporated at Columbus, has organized, with Wilbur M. Faulkner as president, George S. Thurlte and J. M. Light as vice-presidents, and Wallace C. Pierce secretary. These officers, with W. V. Relma, who will have charge of the art department, were elected as the board of directors for one year.

**Fifty Thousand for Publicity.**

The Mount Clements (Mich.) Chamber of Commerce has arranged with the MacManus Co., of Detroit, to conduct an advertising campaign in newspapers and magazines that will represent an expenditure of \$50,000. William S. Powers will handle the appropriation for the agency.

**Heads New Advertising Firm.**

Arthur B. Freeman, general manager of the Nicholas-Finn Advertising Agency of Chicago, has resigned to become president of the Freeman Advertising Co., with offices in the Peoples Gas building, Chicago. The service of the new company, it is said, will be a departure from the regular service of an advertising agency.

**New Ad Firm Organized.**

The firm of Hugh McAtamney & Co. was organized last week with offices at 42 Broadway to do general advertising. The principal member of the firm has been in the New York newspaper field for nearly thirty years, and its secretary and treasurer, Charles Johnson, formerly secretary to Sereno S. Pratt, was connected with Albert Frank & Co. up to the time of entering the firm.

The "fake advertising" committee of the Portland (Ore.) Ad Club has completed its work in preventing bogus solicitors from obtaining advertisements for the program of the coming Elks' convention in that city.

**ROLL OF HONOR**

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

<b>ALABAMA.</b>		<b>MISSOURI.</b>	
ITEM .....	Mobile	DAILY & SUNDAY GLOBE.....	Joplin
		POST-DISPATCH.....	St. Louis
<b>CALIFORNIA.</b>		<b>MONTANA.</b>	
INDEPENDENT .....	Santa Barbara	MINER .....	Butte
BULLETIN .....	San Francisco	<b>NEBRASKA.</b>	
CALL .....	San Francisco	FREIE PRESSE (Cir. 128,384)....	Lincoln
EXAMINER .....	San Francisco	<b>NEW JERSEY.</b>	
RECORD .....	Stockton	PRESS.....	Asbury Park
Only newspaper in Stockton that will tell its circulation.		JOURNAL .....	Elizabeth
<b>FLORIDA.</b>		COURIER-NEWS .....	Plainfield
METROPOLIS .....	Jacksonville	<b>NEW MEXICO.</b>	
<b>GEORGIA.</b>		MORNING JOURNAL .....	Albuquerque
ATLANTA JOURNAL (Cir. 53,163) Atlanta		<b>NEW YORK.</b>	
CHRONICLE .....	Augusta	BUFFALO EVENING NEWS....	Buffalo
LEDGER .....	Columbus	BOLLETTINO DELLA SERA, New York	
<b>ILLINOIS.</b>		EVENING MAIL .....	New York
POLISH DAILY ZGODA.....	Chicago	STANDARD PRESS .....	Troy
SKANDINAVEN .....	Chicago	RECORD .....	Troy
HERALD .....	Joliet	<b>OHIO.</b>	
HERALD-TRANSCRIPT .....	Peoria	PLAIN DEALER .....	Cleveland
JOURNAL .....	Peoria	Circulation for March, 1912	
<b>INDIANA.</b>		Daily .....	99,244
NEWS-TRIBUNE .....	Marion	Sunday .....	131,013
THE AVE MARIA.....	Notre Dame	VINDICATOR .....	Youngstown
<b>IOWA.</b>		<b>PENNSYLVANIA.</b>	
CAPITAL .....	Des Moines	TIMES .....	Chester
REGISTER & LEADER.....	Des Moines	DAILY DEMOCRAT .....	Johans town
THE TIMES-JOURNAL.....	Dubuque	DISPATCH .....	Pittsburgh
<b>KANSAS.</b>		GERMAN GAZETTE .....	Philadelphia
CAPITAL .....	Topeka	PRESS .....	Pittsburgh
<b>KENTUCKY.</b>		TIMES-LEADER .....	Wilkes-Barre
COURIER-JOURNAL .....	Louisville	GAZETTE .....	York
TIMES .....	Louisville	<b>SOUTH CAROLINA.</b>	
<b>LOUISIANA.</b>		DAILY MAIL .....	Anderson
ITEM .....	New Orleans	THE STATE .....	Columbia
TIMES-DEMOCRAT .....	New Orleans	(Cir. August, 1911, S. 17,969; D. 17,614.)	
<b>MARYLAND.</b>		<b>TENNESSEE.</b>	
THE SUN .....	Baltimore	NEWS-SCIMITAR .....	Memphis
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		BANNER .....	Nashville
<b>MICHIGAN.</b>		<b>TEXAS.</b>	
PATRIOT .....	Jackson	RECORD .....	Fort Worth
The Six Months Average Was		CHRONICLE .....	Houston
A.A.A. Figures.....	D. 10,366; S. 11,289	<b>WASHINGTON.</b>	
Patriot Figures.....	D. 10,331; S. 11,235	POST-INTELLIGENCER .....	Seattle
<b>MINNESOTA.</b>		<b>WISCONSIN.</b>	
TRIBUNE, Morn. & Eve.....	Minneapolis	EVENING WISCONSIN .....	Milwaukee
<b>Kansas Daily Suspends.</b>		SENTINEL .....	Milwaukee
The Arkansas City (Kan.) News has suspended publication. The paper has been issued as a daily for the past fourteen months. The plant will be operated as a printing and manufacturing concern only.		<b>CANADA.</b>	
<b>Proven Circulation vs. Claimed Circulation</b>		<b>ALBERTA.</b>	
In New Orleans the only evening paper which has been examined by the A. A. A. in the past two years is the		HERALD .....	
<b>NEW ORLEANS DAILY STATES</b>		Calgary	
WE DID NOT EVADE THE EXAMINATION		<b>BRITISH COLUMBIA.</b>	
The States guarantees the largest home circulation, also the largest city circulation in New Orleans.		WORLD .....	
That is why the States carries the most Department Store advertising week by week the year through.		Vancouver	
S. C. BECKWITH SPECIAL AGENCY		<b>ONTARIO.</b>	
New York Chicago Kansas City		FREE PRESS .....	
		London	
		<b>QUEBEC.</b>	
		LA PATRIE .....	
		Montreal	
		LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal	
		<b>TRADE PAPERS.</b>	
		<b>NEW YORK.</b>	
		RETAIL BAKER.....	
		New York	

**THE New Orleans Item**

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

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

**CHICAGO HAPPENINGS.**

**Press Club to Entertain the Women Who Attend the National Press Association Convention in June—Governor Harmon of Ohio to Speak Before the Club To-day—Evanston News Staff Gets a Rest.**  
(Special Correspondence.)

CHICAGO, Ill., May 1.—During the annual convention of the National Press Association and the Illinois Press Association in Chicago June 24 to 27 the Press Club is planning to entertain the women who attend with a musicale and reception on Thursday afternoon, June 27. Mrs. Frank Comerford has been made chairman of the reception committee. The National Press Association has a membership of over 2,000 and the Illinois Press Association of 300. Nearly a thousand delegates are expected in Chicago in June.

Saturday evening five well-known artists in the musical and dramatic worlds appeared in concert at the Press Club. They were Mrs. Klare M. De Vine, coloratura soprano; Warren P. Watters, baritone; Kurt Wanick, pianist; Mrs. Clarence B. Dickson, reader, and Hans Hess, violoncello soloist. Miss Ruth Stonehouse appeared in a number of classical dances. The occasion was ladies' night at the club.

H. H. Windsor and family, who have been in Florida all winter, have returned to their residence at Evanston. Mr. Windsor this winter launched a unique monthly, Cartoons, containing copies of the best current cartoons published in American and foreign papers.

"The Press Club Scoop" is to be staged at the Auditorium on May 25, final arrangements for securing that theater having been completed by the Press Club committee having the production in charge. Original plans called for the use of the Colonial Theater, but pledges for tickets have been so heavy that the committee decided to secure the larger playhouse.

Gov. Harmon of Ohio is to deliver an address at the Press Club Saturday.

Walter K. Hill, editor of the Player, a Chicagoan until he accepted that position, was married last week to Claire Maynard.

The Chicago Press Writers' Club announces an informal meeting and dinner for Saturday.

The regular program meeting of the Illinois Woman's Press Association was held at the Press Club Thursday evening. The program was arranged by Miss Maud I. G. Oliver, chairman program committee.

Opie Reed is in Chicago and showing friends contracts made through the Central Lyceum Bureau for a season's work on the lecture platform.

Saturday the editors of the Evanston Daily News are all going on a vacation, for that issue of the newspaper has been turned over to the Evanston Political Equality League for a Woman's Suffrage Special.

Hugh A. McCabe, a member of the reportorial staff of the Providence Journal and the Evening Bulletin, and Miss Margaret McCabe, of that city, were married at Edgewood April 20.

**SATURDAY SPORT PAGE!**

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

Expert Comment. Best Illustrations.

YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE

200 WILLIAM ST. NEW YORK CITY

**THESE ARE GOING TO DALLAS.**

Among those who have registered for the Dallas convention with S. E. Leith, chairman of the New York "On to Dallas" committee, are the following:

- \*Apple, Joseph H. (John Wanamaker).
- Auer, Mr. and Mrs. Geo. J., Albany, N. Y. (2).
- Bell, F. D.
- Blanchard, F. L., EDITOR AND PUBLISHER.
- Block, Paul.
- Bryant, G. H. (Syracuse).
- Chamberlain, Roy P. (Syracuse).
- Cheltenham Press.
- \*Cherry, W. B. (Syracuse).
- Cleveland, Newcomb (A. W. Erickson).

- Cooke, H. H.
- Doremus, H. M.
- Du Bois, S. W.
- \*Fairman, Leroy.
- \*Ford, J. A. (Crowell Publishing Co.).
- Freeman, Mr. and Mrs. W. C.
- \*Frothingham, Robert.
- Gillam, Mr. and Mrs. M. M.
- \*Gould, M. P.
- Gude, O. J.
- Gude, O. J., secretary.
- Hill, Elson C. (J. Walter Thompson Co.).

- Hotchkiss, L. F. (New Haven).
- Houston, Herbert S.
- Hoyt, F. C. (Outlook).
- Hurd, E. W. (Printers' Ink).
- \*Ingersoll, W. H.
- Jones, Mr. and Mrs. W. H.
- Jones, Wylie B.
- Katz, E.
- Kenyon, J. D.
- Kimball, Conrad B.
- Kimberley, O. S.
- Kirby, H. N.
- Lee, D. D.
- Leith, S. E.
- McChesney, I. C. (Edison Phonograph Co.).

- \*Metzger, Geo. F. (Columbia Phonograph Co.).
- Morrison, Mr. and Mrs. F. E.
- Peck, Charles (Newspaperdom).
- Pratt, Lewellyn.
- Scarburgh, R. S.
- \*Snow, W. G. (Meriden).
- Wadsworth, Gerald B.
- Waldo, R. H.
- Wasson, L. R.
- West, E. W. (Lesan Agency).
- Wilson, Henry D.
- Wilson, W. A.
- Wright, L. G. (Printers' Ink).
- \*Will not go with us, but are down for the return.

**FIRST TEA ADVERTISEMENT**

**Was Printed in England in 1648, According to Thomas Russell.**

In an address delivered recently before a large audience of business men in Leeds, Thomas Russell, president of the Incorporated Society of Advertisement Consultants, showed a lantern-slide picture of the first tea ad, printed in England in 1648.

"This is an early example of an important function of advertising—that of introducing useful novelties," he said. "If it were not for the large sale made possible by advertising, inventions like the player-piano, which has brought pleasure into thousands of homes, could only be sold at prohibitive prices.

"Advertising does not make commodities dearer; it enables them to be made at a lower cost, and consequently to be sold more cheaply. If the money invested in advertising does not come back to the advertiser with a profit the advertiser's work is not advertising at all, but only an amateur's attempt at advertising.

"Professional assistance can make advertising profitable and eliminate the risks. Business men often think advertising very speculative. But so is hanking, if one does not understand it.

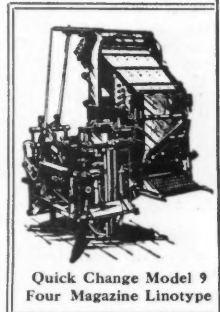
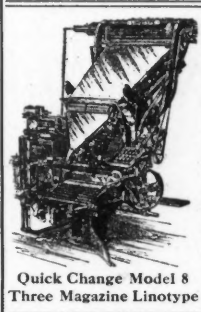
"There is nothing speculative in the work of well-advised and consistent advertisers. Only a good article can be advertised profitably. The public has everything to gain by reading advertisements and buying the commodities.

**The Multiple Machine Idea**

Concentrates in one machine a multiplicity of faces and body sizes.

And still the

**Multiple Magazine Linotypes**



Are operative by one man, who can make complete changes of face, body and measure from his seat at the keyboard without the assistance of a second man.

It is this feature of time and labor saving economy which is rapidly increasing the sale of multiple magazine Linotypes over single magazine machines.

**THE LINOTYPE WAY IS THE ONLY WAY**

**Mergenthaler Linotype Company**

TRIBUNE BUILDING, NEW YORK

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

**PRESS WRITING EPHEMERAL.**

**Cumulative Effect of Successive Editions, However, Is Enormous.**

"The College Man in Journalism" is the title of an interesting paper contributed by Charles T. Greene, financial editor of the Brooklyn Daily Eagle, to the Alumni Quarterly of the University of Illinois, of which Mr. Greene is a graduate. He says, among other things: "Newspaper writing creates a sensation to-day, but is forgotten to-morrow. It is the most ephemeral of all writing. There is a deal of pathos in that fact, too, for there is nowhere to be found a more earnest, conscientious and alert class of scribes than those connected with journalism.

"The newspaper man is to society what the horsefly is to the genus equus—a gad. Were it not for the probing newspaper man there would be less probity in society. Were it not for his writing there would be less righteousness.

"But if individual newspaper writing and newspaper undertakings are here to-day, gone to-morrow, the cult goes on forever. The cumulative effect of successive editions is enormous, and it is certainly no disparagement to say that ours is a government by newspapers. I am glad of it, for it certainly vouches for the continuation of a government of the people, which eventually will be, if it not already is, truly by and for the people."

Have you engaged your train accommodations for the trip to Dallas?

The Crowley (La.) Signal recently purchased at receiver's sale by L. S. Scott, its former owner, will in the future be published by a company representing local capital.

The McAlister (Okla.) Advertising Club elected officers last week.

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

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

Assuring you of our appreciation of the co-operation which you have given us in making our advertising campaign in The Sentinel a success, we beg to remain, Yours very truly, CRADDOCK-TERRY CO. Lynchburg, Va.

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

**NOTICE**

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

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



THE WARD SYSTEMS CO. Operators of The Ward Paid-in-advance Contest System (The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

**WASHINGTON GOSSIP.**

**Mrs. John R. McLean, Wife of the Owner of the Washington Post, Christens New Torpedo Boat Destroyer Beale—National Press Club Entertains French Delegates—W. C. Robertson Joins Scripps League.**

WASHINGTON, D. C., May 1.—The National Press Club on Monday evening received the distinguished delegation which, under the auspices of the Comite France-Amerique, brought to this country the bust of "La France," by Rodin, gift of the French Nation to the United States on the occasion of the Champlain tercentenary.

This delegation, the most distinguished body of French citizens that ever visited the United States in an official capacity, was introduced to the assemblage at the club, and H. Noble Hall, being the possessor of French, which most of the club members lacked, extended a welcome to the visitors in their own language. The reception was enjoyed apparently by the visitors as greatly as it was by the hosts.

One of the cheerful smokers enjoyed rather infrequently by the members of the Gridiron Club was pulled off successfully last Saturday evening at the Dower House in Maryland. None but members were present—not even the police. As newspaper men were barred no reports of the affair have been published.

Mrs. John R. McLean, wife of the owner of the Washington Post and Cincinnati Enquirer, christened the torpedo boat destroyer Beale, which was launched at the Cramps shipyard in Philadelphia April 30. Mrs. McLean is the daughter of the naval hero, Edward F. Beale, after whom the destroyer was named. He served as lieutenant in the navy and then entered the army and attained the rank of general.

W. C. Robertson, who was brought from New York to cover the House of Representatives for the United Press, has joined the staff of the Scripps League. He left here last Friday to cover the landing of the Mackay-Bennett at Halifax.

Charles G. Wood, editor and publisher of the New Bedford Times, and member of the Massachusetts State Board of Conciliation and Arbitration, was in Washington recently with a party of grammar school pupils and teachers. He is said to be the originator of sending such parties to Washington, and he pays all expenses. Mr. Wood interested politicians here by declaring that if nominated Speaker Clark would get the biggest vote ever polled for a Democratic nominee in his district, but he said that Governor Foss might prove to be a dangerous dark horse.

E. P. Alder, publisher of the Davenport (Ia.) Times, who is an enthusiastic Davenport booster, was here recently.

H. D. Slater, editor of the El Paso (Tex.) Herald, made an address recently to the National Press Club. Mr. Slater lived in Mexico for several years before going to El Paso, and before that he was a Washingtonian. Later he became editor of the old Public Opinion (now merged with the Literary Digest) in New York.

Among Capital visitors last week was E. W. Barrett, editor of the Birmingham Age-Herald, who called on Oscar

W. Underwood and declared that the floor leader would have the solid vote of the Southeast.

John O. La Goree, assistant editor of the National Geographic Magazine, was tendered a dinner on the evening of April 29 at the National Press Club prior to his departure for Europe April 30 from New York for London. Before his return he will visit Paris, Berlin, Vienna, Constantinople, the Holy Land, Tunis and Morocco. He goes on a mission for the National Geographic So-



J. FRED ESSARY.

ciety and will gather material for a number of travel stories. Those at the dinner were Percival S. Ridsdale, William D. Campbell, Dr. Blairs Spencer, Capt. H. Lee Clotworthy, Leland Conness, Guy W. Finney, John Thomas, Edward Brady, Charles Ravenburg and Charles Conrad.

A Philadelphia dispatch of April 22 stated that William Jennings Bryan acted as best man at the marriage there that day of Mrs. Katherine Carlson, of Philadelphia, to W. J. Dwyer, a newspaper man of Washington and an old friend of Mr. Bryan.

The editorial writers on the Washington Herald met a team from the editorial rooms of the Washington Times last Sunday on the diamond and were drubbed to the tune of 14 to 10. Worse still, the Times players claimed that they were never extended. Lamb and Flynn did star work at the bat for the Times staff, while Sam Wood threw out four runners at second. Batteries—S. Price, Morse and Wood for the Times; Swan, Bell and L. Price for the Herald.

C. F. Kelly & Co., newspaper representatives, are now located in the Crossic Building, 220 Fifth avenue.

**J. FRED ESSARY'S CAREER.**

**Well-Known Washington Correspondent Now with Baltimore Sun.**

J. Fred Essary, who a few weeks ago succeeded McKee Barclay as Washington correspondent of the Baltimore Sun, began his newspaper career on the Public Ledger of Norfolk, Va., in 1905. From the Ledger he went to Portsmouth, Va., as the correspondent of the Norfolk Landmark, and was transferred a few months later to the Landmark's local staff.

When the Jamestown Exposition opened Mr. Essary was put in charge of the Landmark and the New York Herald Bureau at the fair. Later he was appointed assistant city editor of the Landmark. In 1908 he became the political writer upon the staff of the Baltimore Star and later was made financial editor of the same paper.

After a brief period of retirement from the newspaper business Mr. Essary was sent to Washington as correspondent of the Baltimore News. Two years ago he was assigned to the White House as political writer for the string of Munsey papers, and he held that assignment until his present connection with the Baltimore Sun began. Since taking charge of the Sun's Washington work he has associated with him John R. Crown, former city editor of the Norfolk Virginian Pilot, H. A. Arnold and Alfred J. Stofer remained on the bureau staff when Mr. Essary was made chief of staff.

**NEWS OF THE AD CLUBS.**

The San Jose (Cal.) Advertising Club was organized last week at a largely attended and enthusiastic meeting of prominent business men of the city. W. P. Lyon, business manager of the Mercury Publishing Co., was chosen president; Victor A. Hancock, manager of the Auditorium, vice-president; and Alvin Long, manager of Long's Advertising Agency, secretary-treasurer.

The Advertising Club of Columbus, O., is going into the real science of business development. Its ambitious efforts in this direction are attracting the attention of the foremost business men of the city, who attend its luncheons for enlightenment.

The Rochester (N. Y.) Ad Club held its last dinner of the season at Powers' Hotel last week. The affair was one of the most successful ever held under the auspices of the organization. President Herbert W. Bramley presided as toastmaster.

The Norfolk (Va.) Ad-Club is proving itself to be a live wire when it comes to any question of advertising. The slogan of the club is "Legitimate Advertising," and any form of advertising which is not considered legitimate is promptly referred to the club's counsel, W. F. Clarke, with the view of having it suppressed.

The Birmingham (Ala.) Ad Club will give a minstrel performance at the Jefferson Theater, May 7 and 8, to help defray the expenses of sending a special train to the Dallas convention.

The Portland (Ore.) Ad Club held its first ladies' night recently, when it gave a dance at the New Hotel Multnomah. More than six hundred were present.

Mrs. M. M. Helfrich, chief stockholder in the Bowling Green (O.) Free Press Publishing Co., has filed a petition asking for the company's dissolution.

J. M. Light, one of the owners and managers of the Springfield (O.) Times, has purchased the South Charleston (O.) Sentinel.

**THE NEWS**

BUFFALO, N. Y.

Circulation for April, 1912

**101,076**

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

EDWARD H. BUTLER, Editor and Prop'r

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

**THE DEMOCRAT**

Nashville, Tenn.

carries more local advertising than any other Nashville newspaper

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

**THE Mexican Herald**

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

Sole Foreign Representative.

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

**The Elizabeth (N. J.) Times**

Only Democratic daily  
in Fifth Congressional District

**The News Scimitar**  
OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in the Mississippi Valley south of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

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

**YOU MUST USE THE LOS ANGELES EXAMINER**

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

**GET THE BEST ALWAYS!**

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

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

THE **NEW YORK EVENING JOURNAL**

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

The Circulation of **THE BOSTON AMERICAN** IS OVER **400,000**

DAILY and SUNDAY **THE LARGEST IN NEW ENGLAND**

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

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

203 Broadway - New York

**LOSS OF THE OREGON.**

**Additional Facts Concerning the Sinking of the Steamship Contributed by W. J. K. Kenny, One of the Staff for the Times, Who Covered the Story for That Newspaper, and C. E. Hoyer, of the Staats-Zeitung, Who Sent His Report from Quarantine.**

The following communications from W. J. K. Kenny, president of the Securities Advertising Co., but in 1886 city editor of the New York Times, and C. E. Hoyer, who at the time was stationed at Quarantine as representative of the Staats-Zeitung, at the time when the steamship Oregon was lost off Fire Island, throw additional light upon one of the most sensational marine disasters in the history of Atlantic ocean travel:

NEW YORK, April 29, 1912.

Editor THE EDITOR AND PUBLISHER:

In the interest of historical accuracy permit me to say to you that your account of the manner in which the full story of the loss of the steamship Oregon was obtained in 1886 should be corrected.

The rumor of the loss of the Oregon did not reach the newspaper offices here at noon of Sunday, March 13, 1886. It came to us about five o'clock in the afternoon. I was in charge of the local department of the New York Times as I had been every Sunday for quite a number of years. It was impossible to get anything definite with respect of the disaster, so it came into my mind, as into the minds of so very competent newspaper men as Tracy Bronson and Thomas B. Fielders, who happened to be in the office at the time, that it would be well for us to get a tug and go down to meet the vessel upon which the survivors of the disaster were said to be. As I recall it we did not know the name of that vessel. It turned out ultimately to be the Fulda, not the Elbe, as your story states.

**DIFFICULTY OF SECURING TUG.**

I had both sides of New York island scoured for a tug fit for our purpose, but was unable to find one. When my relief came at six o'clock in the evening I went with Messrs. Bronson and Fielders and George Holbrook, a telegrapher, to find a tug somewhere. Mr. Holbrook took with him a key and sufficient wire to make a connection with the wires at Sandy Hook, as we believed that we would have to go ashore there after having talked with the survivors of the Oregon. In the Eric Basin we found the Luckenbach sea-going tug Ocean King. She had been out all of Saturday night with a great party of sporting gentlemen who attended the fight near New Rochelle, as I remember it, between Nonpareil Dempsey and Le Blanche, known to all sporting men as the Marine. I believe the Marine won the fight and put the Nonpareil colors in the mud, but of that I am not sure. I have been told to-day that the Nonpareil was never overcome but by a fellow Celt called Fitzsimmons. Let my informants settle the matter for themselves.

**CREW RELUCTANT TO MAKE TRIP.**

The crew of the Ocean King were reluctant to go out again, yet they were unwilling to sacrifice the money which a trip would bring into the possession of their employer. At their request I went to Mr. Luckenbach's home in Union street and got an order from him to the captain of the Ocean King to go wherever my associates and I desired that craft to go.

It was long after nightfall when we started out of Eric Basin. When we got to Tompkinsville we ran inshore to learn whatever was known there respecting the wreck and rescue. We were told that the passengers and crew of the Oregon were on board the Fulda, down at the Scotland lightship. Stopping only sufficiently long after getting this information to rescue the weak tug that had been chartered by the New

York Sun from going ashore, we ran down to the Fulda.

**BOARDING THE FULDA.**

As we approached her we tooted our whistle with much earnestness, and when we got to her side we put up a ladder which we had found on the Ocean King. We did not have to use the rope ladder of the Fulda. We went up with much eclat (that is, Bronson, Fielders and I), and as we ascended the ladder, which was held as firmly as possible by Holbrook, we were greeted with cheers and were much surprised upon crossing the Fulda's bulwark to find two files of officers to welcome us. We went hurriedly between the files, stumbling as we went so that we might not have to talk immediately to the officers. When we had got out of the alley they formed we scurried in different directions to find Oregon survivors. We found them easily.

Fielders and I talked with some of them. Bronson sat by and made notes from time to time with the purpose to use them in writing the introduction to our story. When we got what seemed to us enough matter we started for the deck to catch our tug, which we had ordered to stand by, but just as we got to the deck we were surprised to find that the Fulda was beginning to steam toward Quarantine. This did not please us. We called the tug. She came alongside in the darkness. We could not make out her outlines, and therefore went below to write.

**FIELDERS' PERILOUS JUMP.**

On our arrival at Quarantine Fielders got upon the guard. I got upon the rail to follow him when he jumped. We were then startled by the cry, "Nobody gets off this boat!" Fielders jumped into the darkness. It was a miracle that he landed on the deck of the Ocean King and landed without injury. I was dragged from the rail and my collar and shirt band torn from the body of my shirt.

As we were whirling on the deck I called to Bronson to throw over what "copy" he had and I threw what I had written. Fortunately all our stuff fell upon the deck of the Ocean King, so that Fielders got it. Then he sped to the city. On the way he sorted out the "copy." His and mine got to press in time. Bronson's, being introductory matter, was put aside, as an introduction had already been put to press.

The Times beat all the newspapers in its account of the disaster.

The Fulda carried Bronson and myself to Quarantine, where everybody was much disturbed by our presence aboard her. John R. Spears, who said that he and the other reporters who had not gotten down to Scotland Light in their feeble craft, and who did not have leave to go on board the Fulda, pointed to us as persons who had been favored with permission to violate the law. John was a good reporter and a very earnest man. He was right in his desire to get on board the Fulda, but he was wrong in declaring that we had been favored. Our clothing showed that we had been far from favored.

**HEALTH OFFICER INCENSED.**

The health officer, I think a Dr. Smith, made quite a number of remarks to us regarding our wrongdoing, but we were hard-hearted men and we cared little for his remarks.

We got to New York and were pleased with the appearance of the Times as compared with the appearance of the other newspapers.

After dictating the above I sent it to Tracy Bronson, and he returned it with the following note:

My DEAR BILLY:  
This is O. K. and I am glad to have the story get into print straight.  
There is one thing, however, about Fielders' jump. You remember he was a trained athlete. He told me that as he sprang from the rail he saw the gray steel rope running from the smoke stack to the cabin roof, where it was fastened. We could not see it from where we were. He caught it and so slid down to the deck in safety. That was how he escaped injury. It's only an incident, but if it had not happened he would have been killed. Jumping in the dark is always hazardous.  
Fielders, you know, went to Europe for the

Herald, which he left there to go on the Pall Mall Gazette, of which he was managing editor for some years.

Holbrook is an operator on the Great Northern Railroad in North Dakota. I had a letter from him three years ago.

Sincerely,  
(Signed) TRACY BRONSON.

And now I hope this matter has been written up so that there shall never again be any error respecting the account of it. Bronson and Fielders and I have been disgusted from time to time to read that we did some extraordinary things that night. We did not. We went and did just exactly what any good reporter would have done in the circumstances. Fielders deserves special credit, of course, for his jump into the dark. Bronson and I would have followed him, perhaps to our hurt, were it not that so many sturdy Dutchmen wiped up the deck with us. Thinking of the matter now, I am obliged to the Dutchmen.

Sincerely,  
W. J. K. KENNY.

**DENVER POST A MONEYMAKER.**

**Mr. Larke Maintains That Efficiency Should Be Applied to All Departments.**

EDITOR AND PUBLISHER.—In an ingenious "swapping" of newspaper experiences, after as I thought closing a brief interview for your most excellent and on-the-job journal, I seem to have given several wrong impressions, which are unjust to others.

Won't you please permit me to correct myself as reported in saying the Denver Post was losing \$100,000 a year when I went to it? On the contrary the Denver Post has made \$100,000 or more a year profit for four or five years, and Harvey Tammen makes no secret that his paper made \$250,000 profit in 1911. Also I intended to say the Denver Post does a business of about a million and a quarter a year, instead of fixing its value at that figure. One day when Tammen, for lack of something else unusual to say, professed to be anxious to retire, I tried to get an option on his half interest in the Denver Post on a \$1,000,000 basis for the half interest, and was refused.

I was moved to speak of economic efficiency because of your editorial and the interest it excited. It appears, however, that some of my acquaintances in the business have misunderstood me to recommend so-called "business experts," "systematizers" or "economy engineers." The most expensive luxury I have found about daily newspaper offices have been professional "systematizers," expert auditors and the like, who know nothing whatever about the very technical business they attempt to "systematize"—all branches of which they must understand to intelligently systematize.

I do believe that mechanical and electrical engineering should be drawn upon much more extensively than it is to-day, and that in plant efficiency the manufacture of daily newspapers is far behind most other large industries.

But I believe also that the reform should start from the business office, and that it should embrace the managing editor's desk also (when necessary). The managing editor is the architect of the day's newspaper structure. He, to a large extent, controls the production cost per page and in that respect he should be absolutely amenable to the business office which must sell the product for more than it cost to produce.

GEORGE H. LARKE.

For the first time in many years the members of the reportorial and editorial staffs of the New York newspapers are preparing to start on their vacations before June 1. Already several newspaper men from some of the offices have left the city. The reason for taking early vacations this year is due to the tense political situation which is expected to develop early in the fall.

**IN OLD KENTUCKY.**

**RECENT NEWSPAPER HAPPENINGS IN THE BLUE GRASS STATE.**

(Special Correspondence.)

LOUISVILLE, Ky., May 2.—Shelton M. Sautley, editor of the Stanford Interior Journal, while in Louisville to attend the meeting of the Democratic State Executive Committee, stated he would be a candidate for the Democratic nomination for Representative in the Legislature from Lincoln County. Mr. Sautley is one of the best known young newspaper men in the State, and, by reason of the fact that he has worked as a legislative correspondent, he is well fitted for the duties of a solon. His friends say he will have no opposition for the Democratic nomination, and that's all he wants.

Delegates to the annual congress of the Associated Advertisers' Club of America, which convenes at Dallas, Tex., the early part of this month, were appointed at the regular monthly meeting of the Advertisers' Club of Louisville. They include H. H. Legg, advertising manager of the Rhodes-Burford Co.; Charles Miller, advertising manager of the Herald; Smith T. Bailey, president of the club and general manager of the Bryce-Keller Co.; S. L. Hikes, of the Grocers' Baking Co.; L. J. Gribble, of the Thomas Cusack Co.; and G. P. Balch, of the Courier-Journal. Col. R. S. Brown was appointed chairman of a committee on arrangements for Greater Louisville Day, which is July 22.

Col. W. B. Haldeman, editor of the Louisville Times, has resigned his post as Adjutant General of Kentucky. In an open letter to Governor McCreary Col. Haldeman states he is compelled to resign because of the attitude the Governor has assumed with reference to the anti-administration forces being led by Col. Henry Watterson, veteran editor of the Courier-Journal and a warm personal, as well as lifelong, friend of Col. Haldeman.

Tom Cook, financial editor of the Herald, has resigned. R. C. Rogers, formerly on the Courier-Journal staff, succeeds Mr. Cook.

Charles Rogers has resigned from the staff of the Courier-Journal.

Macy Wasson, formerly political writer for the Courier-Journal, is now connected with the staff of the Times.  
R. M.

**CITY EDITOR KILLED AT DESK.**

**Russian with Fancied Grievance Kills Spokane Newspaper Man.**

Edward Hiram Rothrock, city editor of the Spokane (Wash.) Chronicle, was shot and almost instantly killed in the editorial rooms of the paper last week by Charles Aleck, a Russian lumberjack, who believed that the Chronicle had printed an article detrimental to his character. Rothrock had no warning of the attack and as he sank to the floor with a bullet through his chest the Russian stepped closer and fired another shot, the bullet penetrating the left arm. He raised his arm over the prostrate form for a third shot and the cartridge failing to explode he threw the gun at the body and backed away. Members of the staff grabbed him before he could escape.

Mr. Rothrock, who was one of the best known and best liked newspaper men in Spokane, became a member of the staff of the Chronicle in 1898 following his graduation from the University of Kansas. He was born in Lawrence, Kan., January 16, 1876.

Cone, Lorenzen & Woodman, 225 Fifth avenue, New York, and Steger building, Chicago, have been appointed foreign advertising representatives of the Pittsburgh (Pa.) Morning Post and Evening Sun.

## BIG TIME PROMISED.

### VISIT OF AD MEN TO FORT WORTH WILL BE DAY LONG TO BE REMEMBERED.

"The business men of Texas are just as much interested as the advertising clubs in the coming convention at Dallas," said Amon G. Carter, business manager of the Fort Worth Star-Telegram, at the Breslin, this week. Mr. Carter remained over for a few days following the A. N. P. A. convention, for the purpose of purchasing some additional mechanical equipment for his paper. Mr. Carter, who is a typical Southerner of the newer generation, with a mental perspective of things as broad as the boundaries of the State in which he lives, is wonderfully enthusiastic about that convention, and the immeasurable good that it is going to do Texas and everyone who is fortunate enough to attend.

#### TEXAS WILL BE BENEFITED.

The business men, declared Mr. Carter, believe that the three thousand advertisers who are expected to attend, will do more for Texas in an advertising way than 10,000 of the ordinary tourist stripe. Mr. Carter is interested in the convention both as a business man and as an advertising man. Aside from directing the business destinies of the Star-Telegram, he is president of the Fort Worth Chamber of Commerce and chairman of the executive committee of the Fort Worth Mercantile Club, a live business organization which he was largely instrumental in forming recently. He is active in the affairs of the local Ad Club, which is the largest in the State, with a membership of 300, and is chairman of the executive committee for the entertainment of the delegates on the day they visit Fort Worth.

"Every merchant as well as every ad man in Fort Worth has but one idea in view, that of showing the visitors one of the finest and most thriving cities in America, and incidentally giving them the best time they ever enjoyed in their lives," said Mr. Carter. "The Fort Worth Ad Club has raised \$7,500 for the purpose, and the day will be one never to be forgotten."

#### FORT WORTH A LIVE CITY.

Advertising men the country over have already been given some inkling of what they may expect to find in the way of a city when they visit Fort Worth. As president of the Chamber of Commerce, Mr. Carter recently caused to be printed 15,000 sixty-four page booklets, descriptive of the city and its industries. More than 7,500 of these booklets were printed exclusively for the Ad Club, and a copy mailed to each of the members of the Associated Clubs of America.

Mr. Carter himself never lets an opportunity slip by to boost Fort Worth, and carries a brain load of facts and figures to prove that it is one of the liveliest and most up-to-date cities in the country.

Fort Worth boasts of 90,000 inhabitants, a growth of 174 per cent. in the past ten years. It has thirteen trunk line railroads that radiate in seventeen different directions, and one hundred and six passenger trains leave the city daily. It is the biggest grain and grocery center in the State, and is the greatest distributing point for mail in the Southwest. Armour and Swift are both represented with large packing plants,

and there are smaller industries too numerous to mention. The municipality is building at a cost of \$2,000,000, a reservoir with a capacity of twenty-eight billion gallons of water to take care of the national growth of the city. The county has issued bonds to the extent of \$1,600,000, one million of which will be spent to build 330 miles of macadamized roads and the balance will go for concrete bridges.

Discussing the Star-Telegram, Mr. Carter said. The paper is growing rapidly and our circulation averages more than 26,000 daily. Our circulation in the city alone, is 15,000, the largest city circulation in the State.

While in New York Mr. Carter arranged for the purchase of a sextuple press, a compressed air-steam table, and a semi-autoplate. All will be added to the present equipment of the Star-Telegram.

### FOSSILS HOLD ANNUAL FEAST.

#### Amateur Journalists of the Past Dine at Hotel Martinique.

The Fossils, amateur journalists of the past, an organization composed of men who in their boyhood days edited, published or contributed to juvenile newspapers, held their ninth annual reunion at the Hotel Martinique recently.

The guest of honor was Charles K. Farley, of Almont, Mich., whose pseudonym was Karl C. Yelraf. Mr. Farley is acknowledged to have been the greatest story writer that amateurdom has produced, and in recognition of his ability he was presented with a loving cup.

Gustave Weinberg (of Weinberg Bros.), the vice-president, presided in the absence of President Wm. T. Scofield, of Philadelphia, N. Y., who was unavoidably absent. Joseph Salabes, of Baltimore, made the presentation speech.

The officers elected for the coming year are: William K. Graff, of the New York American, president; Arthur Seitz, of Hoboken, N. J., first vice-president; George H. Fernald, of Sanford, Fla., second vice-president; O. M. Jeffers, cashier of the Seaboard National Bank, recording secretary; William G. Snow, Meriden, Conn., corresponding secretary; Louis Kempner, of New York City, treasurer; Charles C. Heuman, of Brooklyn, editor of the quarterly publication of the club, the Fossil.

### ON BOARD THE FRANCE.

#### Ship News Reporters Entertained by the Agent of the Line.

The ship news reporters and a few other representatives of the New York newspapers were on Thursday the guests of Paul Faguet, agent of the Compagnie Generale Transatlantique, on board the handsome new liner France, which arrived at this port on Friday on her maiden voyage.

The newspaper men after inspecting the ship agreed that the France is one of the most perfectly appointed passenger steamships afloat. She represents the last word in naval construction. She has accommodations for 1,925 passengers and carries a crew of 500 persons. The ship has a displacement of 27,150 tons.

The cabins de luxe are fitted with all the conveniences of a high class apartment—even to the butler's pantry. The salons are beautifully furnished, their walls and ceilings being decorated with costly paintings.

Captain Poncelet, commander of the France is one of the most popular officers of the French line. He has friends in nearly every large city in the world.

Among those who were guests of Mr. Faguet were Edward Rascovar, Otto Weil, A. J. Rorke, Frank Mangun, Wm. Crandall, Frank L. Blanchard, S. H. Agnew, D. A. Murphy, F. J. Parrett, R. A. Gill-Smith, R. A. Eugene Bisbee, Alfred J. Rorke, Luther Reed, Harry Rascovar, Charles C. Boucher, Francis H. Deuprey, Thomas I. Geraghty, Nathaniel D. Josephi, Emile W. Voute, Thomas Williams, William Seguire, Richard Lee, Seabury Lawrence, Jr., and Stuart Achison.

## AD MEN IN "MOVIES."

### All Important Features of Dallas Convention to Be Pictured on Immense Reel of Film—One Thousand Autos Loaded with Ad Men Will Move Four Abreast in Front of Camera—Clubs Making Active Preparations for the Trip.

DALLAS, Tex., May 4.—With the eighth annual convention of the Associated Advertising Clubs of America, to be held at Dallas May 19 to 23, drawing near, preparations for the entertainment of the many delegates and visitors who will attend are practically completed, and from the present indications this will be the greatest gathering of business and advertising men ever held in the world.

Arrangements have been completed with a well known motion picture company of New York and Paris, to make a complete reel of the convention. This reel will be 1,000 feet long and will contain all of the important features of the convention. The big parade of 1,000 automobiles will be especially staged for this picture. Main street, the principal thoroughfare, will be cleared for more than a mile, side streets will be roped off and the 1,000 cars will move up the street four abreast while the moving picture is being taken. The automobile ride over the city immediately following and the Dallas News al fresco luncheon at the new Golf and Country Club at 12.30 o'clock will be another feature of the picture. The reception to President Coleman and wife on Tuesday night in the big Coliseum will be another.

The last session of the convention, which will also be held in the Coliseum, at which will be the election of officers and the selection of the next place of meeting, will be in the picture, showing the intense rivalry of Toronto, Baltimore and San Francisco for the 1913 meeting. It will also contain portions of the entertainment features of Fort Worth Day and several of the circle tour of the State, showing scenes at Waco, San Antonio, Galveston and Houston.

#### FILM WILL BE SHOWN TO AD CLUBS.

The concern which will take moving pictures of the convention for its regular weekly service, which extends all over the world, has promised to lend the film to the national association to be shown to the various ad clubs over the United States and Canada. This will enable all advertising men who do not attend the convention to see and know just what a good time they missed and will give them some idea of the vast work done by the meeting.

Among other big features of the convention that will appear in the film are the cattalo barbecue tendered by Col. Frank P. Holland, of the Farm and Ranch Publishing Co. This barbecue will be spread at the State fair grounds immediately after the final business session of the convention on Thursday. The Times-Herald luncheon will be served in the Scottish Rite Cathedral at noon Tuesday, following the departmental meetings.

The display of advertising which will be exhibited in the big auditorium of the public library will make an interesting portion of the picture, as will the "Round-up" which will be tendered visiting newspaper representatives by the Dallas Press Club. Elaborate preparations are being made for this feature and visiting "pencil pushers" will be given a rare treat.

"On to Dallas" is the watchword with every ad club in the country, and each organization, big and little, is straining every nerve to make the best showing possible. More than a score of special trains will be required to transport the delegates and others who will attend the convention from various parts of the country.

#### FRISCO BUNCH FIRST TO START.

A special train of extra length will leave San Francisco May 11 with 350

coast country delegates. At Los Angeles delegations from that city and Portland will be taken aboard. Stops are scheduled at Salt Lake City, Denver and Kansas City, at each of which places the ad convention delegates will be entertained for from a half day to a day. Guarantee has been given the Dallas committees of arrangements that when the party finally reaches Dallas there will be not less than 500 delegates aboard the two special trains that will be needed to accommodate all.

#### TO DISPLAY COAST PRODUCTS.

The San Francisco delegation will establish headquarters at the Waldorf Hotel, where a large hall has been reserved for a display of products of the coast country. This exhibit will include specimens of oranges and all fruits grown in that section and many other products of California.

This will be one of the means adopted for presenting the advantages of San Francisco as a meeting place for the advertising clubs and there will be, it is promised, scores upon scores of others no less novel or convincing.

San Francisco has entered the race for the 1913 convention and plans are being perfected for waging a campaign which in magnitude and ingenuity will establish a precedent in efforts to secure the meeting of this body.

The car equipment for the special train for the members of the Waterloo (Ia.) Town Criers on their trip to the national convention of admen has been ordered. The equipment will consist of three standard, electric-lighted steel sleepers, a library car and a baggage car. It is expected that 100 or more will take the trip. The special leaves over the Illinois Central at 9 o'clock in the forenoon of May 16, and will be three days on the road. Luncheon on the first day will be taken at Fort Dodge. Several hours will be spent in Omaha and Kansas City, while stops will be made at Topeka, Wichita, Enid, Oklahoma City, El Reno and Fort Worth.

Birmingham, Ala., will not only be represented at the admen's Dallas convention, May 19 to 27, by fifty representative men, but a Birmingham man, Victor H. Hanson, publisher of the Birmingham News, will deliver an address on "Newspapers" on Tuesday, the third day of the convention. The Birmingham club will make the trip on two special cars on the Frisco lines to Memphis, and from Memphis to Dallas on the Cotton Belt route. On the rear of the rear car will be hung a huge transparent sign, setting forth that it is the Birmingham admen's special.

The San Diego Ad Club is planning to send a special filled with boosters, who will attempt to secure the 1913 convention for San Diego. The club was only organized a few weeks ago, but its members are unusually active. At the convention the San Diegans will establish headquarters and display local products as well as those of California in general.

Unique methods have been devised by Des Moines advertising men to arouse enthusiasm over the national convention. The chairman of the "On to Dallas" committee, O. R. McDonald, of the Mitchell Advertising Agency, has appointed each of the eight members of his committee the head of a squad of eleven active members. These sub-chairmen telephone every member of their respective squad every day, telling some new feature concerning the Dallas convention and the "Circle Tour" of the State of Texas, to be taken after the convention proper. This system has been a most successful generator of enthusiasm. Thirty-five active members of the club have told Mr. McDonald or his committee that they would go on the special train which will bear the Des Moines delegation southward.

The Pittsburgh Publicity Association has announced its intention of sending two cars to Dallas, Tex., as its quota for the annual convention of the Associated Advertising Clubs of America. There men are filled with one desire—to secure the next national convention for Pittsburgh.

## Detroit Saturday Night

Does not accept Whiskey, Beer or Cigarette advertising.

Neither does it accept Patent Medicine advertising.

The publishers reserve the right to reject any advertising which, in their opinion, is undesirable or does not conform to the General Policy of the Paper.

Foreign Advertising Representatives:  
GEO. H. ALCORN "H. L. SELDEN & CO.  
Tribune Bldg., New York Peoples Gas Bldg., Chicago



**JOURNALISTS MISSION.**

**VIEWS OF W. T. STEAD—A TRIBUTE TO HIS GREAT GENIUS.**

What ho! what ho! this fellow is dancing mad!

He hath been bitten by the Tarantula.

That is what many people thought about W. T. Stead, the out-standing journalist of the last two decades. But those who knew Mr. Stead intimately knew him to be a generous, self-sacrificing man, with a buoyant faith in the upward trend of men, yet with the firm conviction that man himself must help God in the solution of the political and social problems of our times. He was a preacher-editor; he had longed to be a preacher, like his father and his brother, but when the offer of the editorship of the Northern Echo came to him, at the age of twenty-two, he believed the editorial chair to be the most powerful pulpit in which to preach, and started at once upon that crusade which ultimately put him in the cell at Holloway Jail. It is not remarkable that the sedate and the superlative had some among them who regarded him as "dancing mad."

**HIS VIEWS ON JOURNALISM.**

But it is Mr. Stead's views on journalism rather than the personality of the man that I would present here. Had he escaped from the Titanic disaster he would doubtless have himself made it very clear at the conference at Madison, Wis., what his views on editorial freedom were.

Mr. Stead believed in a "call" to journalism; that no one should dream of becoming a journalist—except of the bread-and-butter order—unless he feels he has a "message." In his eyes a newspaper man without a passionate indignation against wrongdoing, a fervent devotion to justice, an enthusiastic love of liberty, or an intense realization of the immense complexity of life, was a mere hack, or a quilter of paragraphs, or a dollar hunter. But any one of these would supply a motive for a man to become a journalist—the voice and the leader of the people.

Mr. Stead was, I believe, the most brilliant all-round journalist I have met. He believed that a newspaper must "palpitate with actuality," touch life at as many points as possible and touch it always so as to get its best impressions. With him the first qualification of a journalist was the possession of a heart. The highest journalism, he was wont to say, is never above the high-water mark of the faith and intellect of the individual journalist.

**MISSION OF THE NEWSPAPER.**

Here is his view in a general way of one aspect of journalism:

"Poor and inadequate though our printed pages be, they are for the mass of men the only substitute that the 'progress of civilization' has provided for the morning and evening service with which a believing age began and ended the labors of the day. The newspaper—too often the newspaper alone—lifts the minds of men, wearied with toil and dulled with carking care, into a higher sphere of thought and action than the routine of the vard-stick or the slavery of the ploughshare. The journalist may regard himself as the



**CARROLL J. SWAN,**  
THE NEW PRESIDENT OF THE PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

keeper of a peep-show, through which men may catch glimpses of the great drama of contemporary life and history; but he is more than that, or rather there are possibilities of much higher things than that. If, as sometimes happens, the editor is one who lives not merely in the past and present, but also in the future, to whom nothing is so real and so vivid or so constantly present to his mind as his high ideal of 'an earth unwithered by the foot of wrong, a race revering its own soul sublime;' then upon him surely there is compulsion laid to speak of that in whose presence he dwells, and ever anon, in the midst of the whirl of politics and the crash of war, to give his readers those 'golden glimpses of To Be,' which in every age have revived the failing energies and cheered the fainting hearts of mortal men.

**JOURNALISTS AS APOSTLES.**

If that is being a missionary and times be both missionary and apostle, although to my thinking his vocation is more analogous to that of those ancient prophets whose leaders on the current politics of Judea and Samaria three millenniums ago are still appointed to be read in our churches—it is to be feared too often to but little purpose."

And here is a supplementary viewpoint that will suggest how strong were his opinions on the freedom of editorial expression:

"An extraordinary idea seems to prevail with the eunuchs of the craft that leadership, guidance, governance are alien to the calling of a journalist. These conceptions of what is a journalist's duty, if indeed they recognize that imperious word as having any bearing upon their profession, is hid in mystery. If it may be inferred from their practice their ideal is to grind out a column of more or less well-balanced sentences, capable of grammatical instruction, conflicting with no social conventionality or party prejudice, which fills so much space in the paper, and then utterly,

swiftly and forever vanishes from mortal mind. How can they help to make up other people's minds when they have never made up their own?

**THEIR RESPONSIBILITIES.**

"The cant that it is not for journalists to do this, that or the other is inconsistent with any theory of civic responsibility. Before I was an editor and a journalist I was a citizen and a man. As a member of a self-governing community I owe a duty to my country of which the sole measure is my capacity and opportunity to serve her. How can any one who has the power in his hands of averting a grave evil justify himself if he allows it to overwhelm his country on the pretext that, being a journalist, it was not his duty to avert evils from the Commonwealth, his duty being apparently to twaddle about chrysanthemums and spin rignaroles about the dresses at the last drawing-room or the fashions at Goodwood. A man's responsibility is as his might, and his might depends largely upon his insight and his foresight."

Had I the space I would like to present other views of this fiery Greatheart of the Press, who, despite some eccentricities and extravagances, was ever ready to do common service for a common aid, and, so far as is known as I write this, gave his life as he would have chosen—on a journey in the service of humanity. PAUL MOORE.  
Eustis, Fla.

**Another School of Journalism.**

A school of journalism will be founded at Notre Dame University. Notre Dame, Ind., by Max Pam, the well-known New York lawyer, according to an announcement made last week. It is understood that the course will provide for practical experience on the university publications. The extent of the endowment has not been made known. Pam is widely known as a corporation lawyer, and played a prominent part in the organization of several big combines.

**SWAN HEADS PILGRIMS.**

**Youngest Man Ever Elected to Presidency of Boston Organization.**

Carroll J. Swan was unanimously elected president of the Pilgrim Publicity Association of Boston at the annual meeting held at the American House last week. He is the youngest man ever to receive this honor. Other officers elected were: P. F. O'Keefe, first vice-president; George W. Hopkins, second vice-president; H. Dwight Cushing, secretary; A. J. Crockett, treasurer; Ben S. Jacobs, Charles B. Marble, J. J. Morgan, Perry Walton and John W. Withington, directors. Henry B. Humphrey, retiring president, presided, and 150 were present. The meeting followed an informal supper.

In presenting his report as secretary, William J. Neal said that he was closing his connection with the association and was about to leave Boston for New York, where he has accepted a position as advertising manager. Mr. Neal praised Mr. Humphrey's work and commended Mr. Swan for what he has done for the organization. Mr. Neal said that the membership has reached 519.

A handsome humidor, with an appropriate inscription, had been presented previously to Mr. Neal, on behalf of his many Boston friends, George W. Hopkins making the presentation speech. Maj. P. F. O'Keefe, Mr. Humphrey and Senator Tilton S. Bell made brief addresses, referring to Mr. Neal's popularity, efficiency and integrity.

**CHANGES IN INTEREST.**

JEFFERSON, Ia.—Hungerford & Nye, owners of the Jefferson Free Lance, have leased the property to C. C. Vail, who succeeded Roy L. Nye as editor and publisher recently.

KENTON, Tenn.—The Kenton Herald and newspaper plant have been transferred by its former owner and editor, J. N. Till, to W. A. Forrester and John Sheffield, of Union City.

SEBRIE, Ky.—W. G. Collins, for several years editor of the Green River News, has sold the property to R. B. McGregor, of Henderson.

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

ROCKTON, Ill.—The Rockton Herald has been purchased by R. I. Dalslag, of Ohio. Roy L. Seright was the former owner.

ALBANY, Ore.—F. P. Nutting, one of the pillars of Oregon journalism, has sold the Albany Democrat to the Hon. W. H. Hornbrook, of Twin Falls, Idaho.

**Kansas City Press Club to Dine.**

The first annual banquet of the Kansas City (Mo.) Press Club will be held at the Coates House, Wednesday, May 1. Notable men of Missouri and Kansas will be the speakers. The event is partly in honor of the new officers installed by the club recently, and partly to celebrate the termination of work connected with compiling the newspaper reference book, being issued by the club and containing pictures and short biographies of more than 300 of the leading men of Kansas City. The book is now on the press and will be ready for distribution early in May.

**THE PITTSBURG PRESS**  
Has the Largest  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

Foreign Advertising Representatives

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

The  
**Los Angeles Record**  
and the  
**San Diego Sun**  
are the two leading  
evening papers in  
Southern California.

## PERFECT OFFICE BOY.

**James A. Durkin, for Eighteen Years with Chicago Tribune, Proud Possessor of That Title—When He Married News Was Wired All Over America—Human Encyclopedia and Directory.**

Writing in the current number of the American Magazine, Edith Brown Kirkwood presents the following very interesting sketch of James A. Durkin, famous for many years as head office boy of the Chicago Tribune:

James A. Durkin was married in Chicago a few months ago and the news was telegraphed all over America. The papers omitted in the first news sent over the wires telegraphed in to the Chicago Tribune for the story.

Who is James A. Durkin?

James A. Durkin is the most famous office boy in all America and probably in the world.

For eighteen years he has "run the copy" at the office of the Chicago Tribune. When the managing editor and his picked force go off on a big assignment some star man may be left behind, but not "Jim." He goes on the special car with the rest of the high lights.

Jim's mother died when he was a wee bit of a boy. He became a Chicago waif and there, in the Waif's Mission—an institution which flourished in the days before the settlements—some newspaper men found him one day and took him over to the old Times office to enter upon his career. That was in 1892.

ENTERED TRIBUNE EMPLOY IN 1893.

Jim came over to the Tribune office a year after his advent at the Times. Therefore he was a seasoned office worker when many of the men who now are his superiors at the Tribune office were in school. Having gone through the "cub" days of most of these men, he is correspondingly familiar. The recent editor-in-chief, Mr. Medill McCormick, grandson of the late Joseph Medill, is "Medill"; R. R. McCormick, former president of the Drainage Board is "Bert"; Joseph Medill Patterson, dramatist and Tribune official, is "Joe"; James Keeley, present chief, is "J. K."; Edward S. Beck, managing editor, is "Beck" or "Teddy Beck," as the occasion demands—to Jim.

Shortly after Jim's advent on the Tribune, Levi Z. Leiter, who had founded the Waif's Mission, wound up the concern. Boys who had worked there had had put aside for them a certain percentage of their earnings. There was over \$100 coming to Jim and he was displeased with the slowness that attended the dissolution of the mission. He kept the telephone of Joseph Leiter, the son of the founder, hot with messages like this: "Sy, Joe, what about that there dividend? Why don't you come across?"

When an auction sale of the effects of the mission was held Jim attended. He bought the horse and wagon, an old crow-bait and a rickety vehicle which had belonged to the institution, a certain amount of hay and oats, and disappeared from the office for a week. He could not be found. The police searched for him, but the only trace they had was that a sawed-off young man was seen in various parts of the town at night, like the Flying Dutchman, driving a wagonful of girls and boys on joy rides at so furious a pace that no cop could catch him. Jim returned at last but denied all knowledge of the horse or wagon or of having entertained his friends.

A HUMAN GUIDE BOOK.

In all the years Jim has been associated with the brows of various degrees on the Tribune's staff (he knows nearly every newspaper man of note from New York to San Francisco), his characteristics have not changed. The years have but added more statistics to a mind surprisingly impressionistic to detail and more modern slang to a vocabulary already rich.

"Jim," calls the city editor, "what is Blank's telephone number?"—referring to some city official, past or present. Jim never stirs from his chair, just chimes out the number and goes on stroking his hair and chewing gum, musically.

Or, perhaps, a fire gong taps. No rushing to the book for Jim.

"A 4-11 from Podunk avenue and Unknown place," sings Jim. He knows all the numbers and locations no matter how remote from well-known areas.

"Where's the directory?" queries a reporter. "I'd like to know just where 1978 Posey street is?"

"That's at the corner of Blank street

or a door or two away," says Jim and the reporter never stops for printed proof. Jim knows.

"Get back on your beat," he is recorded as having called to policemen wandering from their allotted sections. "You're off your trolley."

Adulation has no effect upon Jim. He is high cockalorum of the Tribune working force, but Jim accepts it as a matter of course. What would happen if Jim took a notion to change jobs no one on the staff dares stop to think.

SPOTS MISTAKES IN COPY.

Walking the few steps from the reporter's desk to that of the city editor he frequently spots mistakes in the copy. And when he does he goes back to the reporter and no one but the two of them knows that some one has blundered. As he strolls around the copy desk, gathering up the finished product, supposedly revised, edited, perfected, his keen eyes pick out more errors, which he quietly calls to the attention of the guilty copy-readers.

Jim is, in fact, though not in title, an editor himself. He gives out assignments in a dictatorial style which many a city editor might wish to rival. The death notices sent in by the advertising department for possible news stories are turned over to him, and he "stings" some unfortunate reporter with this disagreeable assignment every night. In a similar manner the small autocut portions out the work of calling up the hospitals and asking for the "conditions" of the distinguished sick, and orders disgruntled "stars" to take petty stories coming in over the 'phone.

ADMONISHES NEW DRAMATIC EDITOR.

Even-tempered and patient, Jim is never at a loss for warm words when the occasion demands them. A dramatic critic once came to work on the Tribune and locked himself in a private office to grind out a story which should make a good first impression. Time passed and the door remained locked. Durkin had not been introduced, but as press time neared he rapped on the door of the office and remarked loudly:

"Hi sy, Chauncey! In regard to that story, we're not printing an almanack, y'know."

"What do you think we use upstairs? Rubber type?" he pertinently asked a copy reader who got too many letters in his "head."

Jim attends all the hangings—or did when there were such things—and he has officiated at more funerals than any other member of the staff.

And now—not that it has any connection with the foregoing statement—Jim is married. To be sure, Jim now is past thirty, nearing forty, as a matter of fact, but ever he will be a boy until old age lays him low. When he told his matrimonial intentions the editors formed a self-appointed committee whose duty it was to found "The Durkin Foundation." The next morning the bulletin board at the Tribune office bore the following announcement:

THE DURKIN FOUNDATION.

Whereas, It having come to our notice that one James Durkin, with premeditation, intends to commit matrimony; and

Whereas, It is extremely desirable that the said Durkin be starved on the calm sea of happiness bliss properly equipped for any possible emergency which might render it necessary in the future to raise money on his household larder and peonies; therefore be it

Resolved, That the nest shall be feathered as follows, to wit:

The dining room—by the composing room;

The boudoir (alias the bedroom)—by the local room;

The linen (and the cotton)—by the gentlemanly highbrows who contribute to the editorial page;

The drawing room—by the committee on resolutions;

The kitchen utensils—by the telegraph room;

The art gallery—by the art department;

The ice box—by the etching room;

The china, lamp, silverware, clock and Bible—by the premium department;

The hall trees—by the secretarial department;

A gas or coal stove—by the Sunday department and the early mail edition;

The laundry—by the sporting department.

Cash contributions from members of other departments will be received and applied to decking the bridegroom and filling the ice box, the cupboards, the pantry and the coal bin.

WEDDING GIFTS FROM ALL OVER WORLD.

Every department went to work with a will and the result was that when Mr. and Mrs. James Aloysius Durkin began housekeeping their nest was feathered with a completeness which few nests can boast at the outset.

And after that the wedding gifts poured into the Tribune office for days—silver or pictures—from the western and eastern coasts of the States; a samovar from Russia; other gifts from across the seas—all from the old Tribunites who had sought new fields but had not forgotten Jim.

If you want to see Jim, and hesitate to risk yourself in the rush of a newspaper office at night, you may meet him any Sunday morning at three o'clock at St. Mary's church. He will not be hard to find. In fact, you will find it impossible to escape him for he takes up the collection. He seems to be more interested in this collection than in his own wages. His scorn for those who fail to contribute is unlimited and freely expressed, and his delight when he has boosted the amount above the "average" is almost implish.

Jim is a good newspaper man and a good citizen. But these are commonplace things. He is more. He is the perfect office boy.

## BUY NEWSPAPER ADVERTISING.

### Officer of a Big Corporation Thinks It a Valuable Investment.

It is well known that Vice-President R. M. Searle, of the Rochester Railway & Light Co., is an earnest advocate of newspaper advertising. One of the first things he did after becoming general manager of the company six years ago was to organize an advertising department. This has been built up until now it is reckoned second to none in the lighting business in the United States. Mr. Searle has frequently told in Rochester what he thought of newspaper advertising, and when away from home he speaks as freely.

Mr. Searle, who is in California at present, recently was the principal speaker at a meeting of the Advertising Association of San Francisco. His theme was advertising for a public service corporation, a subject on which he is an expert. He said:

"The corporation that doesn't advertise is a dead one. The great essential is that the advertising be truthful. Buy advertising space in the newspapers and fill it with honest advertising, and you will get the good will of the public. Every public service corporation owes efficient service to the public. It sells that service, and it should keep the public informed about it.

"There is no corporation that cannot profit by the use of advertising—whether it be a power, light or trolley company.

"There should be a feeling of responsibility on the part of every public service corporation and it is the duty of the corporation to read the beat of the public pulse. If modern methods are pursued and the corporation is honest with the public, the public pulse will beat its way.

"There are two kinds of paid publicity as far as corporations are concerned, but the only effective kind, the kind without odium, is that which you find in the advertising columns of a newspaper which is paid for in the regular course of business.

## CLUBS AND ASSOCIATIONS.

The call has been issued for the twenty-first annual meeting of the Oklahoma Press Association, which will meet at Muskogee May 24 and 25. Following the convention the editors will be the guests of the Frisco Railroad by special train to Tahlequah and the picturesque Cherokee Hills, and returning via historic Fort Gibson.

The Houston (Tex.) Press Club was organized last week with a charter membership of thirty-three. Officers were elected as follows: H. T. Warner, president; C. B. Gillespie, first vice-president; Paul Edwards, second vice-president; Everett Lloyd, secretary, and J. R. Montgomery, treasurer.

The Pica Club of Paterson, N. J., which includes in its membership newspaper men of Passaic, Bergen and Sussex counties, elected officers last week as follows: President, August Epple, Paterson Call; vice-president, Duncan Cameron, Paterson Press-Chronicle; secretary, Joseph H. Quigg, of Paterson Guardian; treasurer, George H. Burke, deputy revenue collector and formerly of the Paterson Press; executive committee, James L. Hand, Fred J. Buckley and Emmet Drew.

The spring dinner of the Boston Newspaper Club was held at the Boston Yacht Club last week. Nineteen members and four guests were present.

A press club will be organized in the immediate future by the newspaper men of Lebanon, Pa.

More than forty members of the various editorial departments of Omaha newspapers met at the Rome Hotel last week and took preliminary steps looking to the organization of a press club. Handsome quarters will be fitted up in the business district of the city.

The newly-installed officers and directors of the Denver Press Club tendered the annual club breakfast at the Albany Hotel recently. About 100 newspaper men were present. President J. Hooper Caffee presided. Following the breakfast there was a meeting and informal discussion of the organization's plans for the forthcoming year. James R. Noland, the retiring president, was presented with a handsome silver loving cup.

The Southeastern Iowa Editorial Association will hold its annual meeting at Burlington, July 11 and 12. President Horace Barnes, of Alba, and Secretary O. E. Hull, of Leon, are in active charge of the preliminary plans.

The Boulder (Colo.) Publishing Co., publisher of the Daily Camera and Boulder Tribune and conducting an extensive job printing business, has ceased to be a corporation by expiration of its 20-year charter.

WALTER PULITZER, President

## The Pulitzer Publishing Company

Publishers of "SATIRE"

has removed from its old quarters, No. 1358 Broadway, to

## SATIRE BUILDING

No 31 West 36th Street  
New York City

Rapid and most gratifying increase in business, together with the establishment of several new departments, necessitated increased accommodations.

We trust that our friends will drop in and take a peep at the most artistic and complete editorial and business offices in the city.

Telephone, as formerly, 3003 and 3004 Greeley.

PULITZER PUBLISHING COMPANY

**AD FIELD PERSONALS.**

W. L. Omerod, who was for two years associated with Walter A. Birmingham and Joseph E. G. Ryan, of Chicago, in publicity work, has joined the staff of A. L. Garford, of the Garford Co., Elyria, O., and will have charge of the publicity and advertising departments of some of Mr. Garford's extensive interests.

D. E. Northam, formerly of the Dilg Agency, has joined the automobile department staff of the Chicago Inter-Ocean. He will solicit automobile advertising and design automobile copy. Mr. Northam has a wide acquaintance among manufacturers and dealers.

Gene Morgan, the Chicago Tribune humorist, who left that paper to become publicity man for Duneen's candidacy for Governor in the primary race, will continue in that position in the active campaign.

Elbert Hubbard, editor of the Philistine and the Fra, spoke last week before the Winnipeg, (Man.) Advertising Club on "Modern Business."

I. R. Branner, advertising manager of the A. E. Starr department store, Zanesville, O., has become editor of the woman's garment section of the Drygoodsman, a trade paper, Capewell Allen, of Lexington, Ky., has succeeded Mr. Branner at the Starr store.

J. Watson Enoch, of the advertising staff of the Springfield (Mo.) Leader, and Miss Maude Ilda Salmons, of Dallas, Tex., were married in Springfield April 22.

N. S. Olds, advertising manager of the Stein Bloch Co., of Rochester, N. Y., was in Kansas City April 16 for the purpose of buying sixty-five horses for a mounted troop in Rochester.

Howard P. Ruggles, who is well known in advertising circles in New York, is now Eastern manager for the A. N. Briggs Co., of Cleveland, O., one of the official solicitors of the Boston Advertising Association of the United States and Canada.

Arthur F. Williams, for some time connected with the Phelps Publishing Co., of Springfield, has resigned in order to become advertising manager of the International Farmer, of Boise, Idaho.

Frederick M. Randall has been appointed manager of the Detroit branch of the Charles H. Fuller Advertising Agency.

V. B. Holman, formerly connected with the advertising department of Montgomery, Ward & Co., of Chicago, has joined the staff of the Washington (D. C.) Advertising Agency.

**Jacksonville Reorganization.**

The firm of G. E. Doying's Sons, publishing the Illinois Courier at Jacksonville, has been reorganized and incorporated under the title of Jacksonville Courier Company, with a capital of \$50,000, and the name of the newspaper is changed to Jacksonville Courier. The control and management of the property remains unchanged.

The directors and officers of the company are: W. D. Doying, president; G. E. Doying, vice-president; C. F. Doying, secretary and treasurer; Mrs. Hattie Doying.

**Rochester Agency in New York City.**

The Lyddon & Hanford Co., advertising agents of Rochester, N. Y., has opened a New York City office at 452 Fifth avenue. The officers of the company are: C. R. Lyddon, president; S. H. Hanford, treasurer, and F. A. Hughes, secretary. Mr. Hanford will have charge of the New York office, which will carry a staff of fourteen persons.

**Will Print Model Newspaper.**

A daily newspaper printed in a model shop will be one of the features of the Newark (N. J.) Industrial Exposition, which will open on May 13. It will be the largest individual display in the big hall.

**\$7000 NET**

We represent the owner of a high-class financial publication, who desires to retire from active service. This periodical has earned not less than \$7,000 per annum net for a period of years. The property can be bought for \$10,000 cash, balance deferred on the most favorable terms. This is one of the most substantial class publications in the U. S.

**Harwell, Cannon & McCarthy**

Brokers in newspaper and magazine properties that are not "hawked on the market."

**200 Fifth Ave., New York**  
(Fifth Avenue Building)

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 84,741; Sunday, 84,208—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**Barnhart Brothers & Spindler**

CHICAGO - NEW YORK - WASHINGTON  
ST. LOUIS - DALLAS - KANSAS CITY  
OMAHA - ST. PAUL - SEATTLE

Will equip with their wonderfully convenient Space-Saving Composing and Press Room Steel Furniture, making lay-out and blue-print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

"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.

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

**ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector

**GEORGE W. BRICKA, Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.

**DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831

**HOGUET ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252

Toronto Office,  
23 Scott Street,  
Tel. Adelaide 1749

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

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

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

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

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

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

**ILLINOIS**

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

**PENNSYLVANIA**

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

**CUBA and WEST INDIES**

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

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

**Publishers' Representatives**

**ALCORN, FRANKLIN P.**  
33 West 34th St., New York  
Tel. Gramercy 666

**ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991

**BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380

**PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214

**BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis  
Tel. Madison Sq. 6187

**GRIFFITH, HARRY C.,**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154

**KELLY, C. F., & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176

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

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

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

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

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

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

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

Cone, Lorenzen & Woodman, special representatives with offices in the Steger Building, Chicago, and the Brunswick Building, New York, have been appointed sole representatives of the Pittsburgh Post and the Pittsburgh Sun in the foreign field east and west.

**Press Clippings**

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

**BURRELLE**

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

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4890-4 Beekman

**For Washington Correspondence**

write  
**AMERICAN TELEGRAPH PRESS**  
District National Bank Building Washington, D. C.

**SPACE BAND REPAIRING** by Machinists who know how—cost you 25 cents each. Send us your next lot of 25 or 50 and save 10 cents each.

**INTERNATIONAL PUBLISHERS SUPPLY CO.**  
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

# Leads Because it Deserves to Lead

## NEW YORK'S

### Most Popular Advertising Medium

# THE WORLD

During the First Four Months of 1912 this newspaper printed more lines of advertising than any of its competitors. Its record in lines, as compared with that of the Herald, which for years carried a larger volume of advertising than any newspaper in the United States, follows:

	Jan.	Feb.	Mar.	April
World,* - -	959,274	884,777	1,109,019	1,075,832
Herald,* - -	<u>822,796</u>	<u>705,495</u>	<u>904,013</u>	<u>865,072</u>
World's lead over Herald by months,	136,478	179,282	205,006	210,760
For first four months in 1912 THE WORLD printed	4,028,902		Agate lines of paid advertising	
For first four months in 1912 THE HERALD printed	<u>3,297,376</u>		Agate lines of paid advertising	
The World's lead	731,526			

\* The record of agate lines of advertising carried by The World and The Herald is from figures compiled by the Statistical Bureau of the New York Evening Post.

These figures are significant, for they show that The World's lead over the Herald has constantly increased each month of the new year, thus proving conclusively that more and more advertisers are discovering that it is by all odds the most valuable of all city newspapers for reaching the people with money to spend.

That THE WORLD is the *Advertiser's Best Investment* is proven by the *Million-Lines-a-Month Gait*.

