

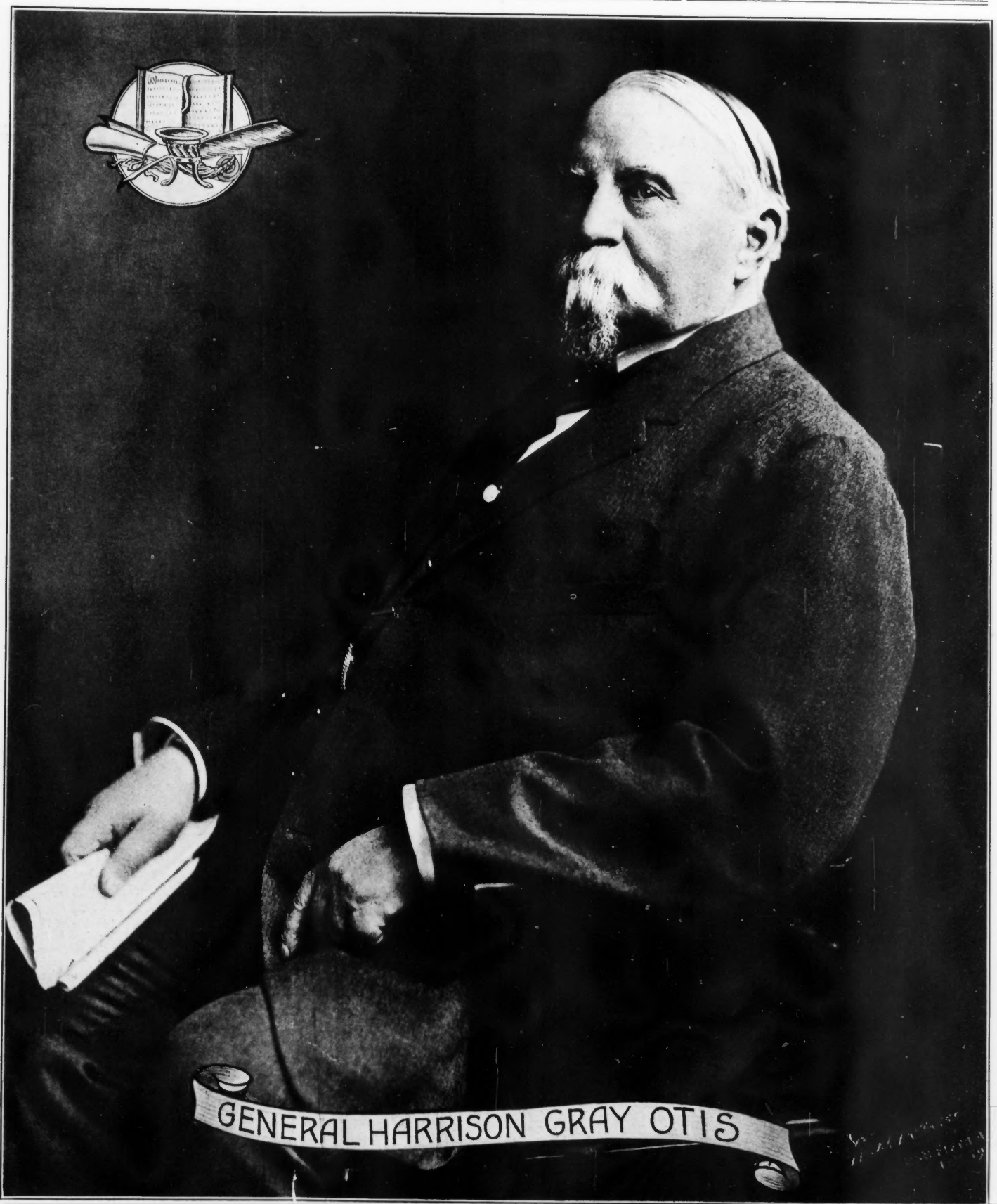
THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 11, No. 50

NEW YORK, JUNE 1, 1912

5 Cents a Copy



GENERAL HARRISON GRAY OTIS

LIBERTY OF THE PRESS IS ASSAILED.

NEWSPAPER SITUATION IN CHICAGO CALLS FORTH STIRRING LETTER FROM GENERAL OTIS—VITAL QUESTIONS AT STAKE.

In a letter to a well-known Chicago publisher anent the labor situation in that city Gen. Harrison Gray Otis, editor and publisher of the Los Angeles Times, declares among other things that the very liberty of the press of the United States is assailed from within its own citadel, and that the publishers themselves are largely responsible for existing conditions. The letter follows:

CHICAGO, May 24.

MY DEAR SIR:

I was surprised and disappointed upon my arrival in Chicago to learn of the existing conditions here with respect to the newspaper situation, as I fully sympathize with my brother publishers in every right course they are pursuing or undertaking to pursue. I knew nothing about the origin of the strike or the details of it while in progress.

The fact that the local Newspaper Publishers' Association succeeded in defeating the late union stereotypers' strike, and also in breaking or forestalling the union web pressmen's threatened strike, is an indication of the strength of the association when contending for reasonable and just conditions in the labor field, so far as the newspapers are concerned. The fact that the papers are still coming out, though abridged in size and limited as to contents, is distinctly encouraging; but the other fact, that the newsboys, news agents and other distributors have to be protected by the police is not as it should be in a great city like Chicago, where law is supposed to be enforced and the inalienable rights of person and property, commerce and industry are supposed to be protected.

You know my own views with respect to the great question of freedom in the industries, which means lawful protection to the rights of all, whether employers, employes or citizens in general who are seeking to pursue legitimate occupations of their own choice in a legitimate way, freely, without interference, without coercion, without assault, violence, boycotting or picketing. I adhere to my views in these respects more tenaciously than ever the longer I live, because I have come to estimate at a still higher value than ever before the great boon of true freedom in the United States of America, including every phase of freedom—personal freedom, political freedom, religious freedom, freedom of thought and action, and last, but not least, industrial freedom.

So far as our profession and business are concerned—the masterful profession of journalism, the production of newspapers and books and the dissemination of thought, intelligence, news and information—it is a profession which, more than all others, should be distinguished by independence in spirit, utterance and action. In other words, it is a shame—an unspeakable shame—that the press of the United States should be threatened, hampered and assailed from within its own citadel in its efforts, whenever and wherever made, to be completely, absolutely and conspicuously free, within the law, to deal fearlessly with questions affecting the rights of all the people, the good of society, the defense of the citadel of republican liberty and the perpetuity of the nation on the sound lines contemplated by the fathers when they proclaimed the Declaration of Independence, fought in its defense, won the battle and subsequently adopted the Constitution of the United States, that great bulwark of ordered liberty which we must fearlessly maintain and defend, lest we be undone as a free people living in a self-governing republic.

I ask you and your associate publishers to believe me in earnest when I say that you and all other publishers have the power and the ability, if you will, to assert and maintain all your just rights within the limitations of law. You Chicago publishers are able, through

effective organization and united determination, to accomplish that very essential and entirely practicable object, viz., the resumption of control by the owners of their respective establishments and the enforcement of all legal and necessary measures essential to the conduct of their business in their own way, with justice to all concerned, with more

(Continued on page 11.)

VEON IN DETROIT.

Becomes Advertising Manager and Assistant Publisher of the Saturday Night.

Fred C. Veon has been made advertising manager of the Detroit Saturday Night, of which W. R. Orr is general manager. He will also act in the capacity of assistant publisher. Mr. Veon is well acquainted with the Detroit field, having at one time acted as general manager of the Journal.

In the course of a successful career extending over many years Mr. Veon has been prominently identified with some of the largest papers in the country. He was at one time advertising manager of the New York American and was later connected with the Boston American. He was also advertising manager of the St. Louis Republic, which position he resigned in 1908 to become identified with the Hearst organization in Los Angeles. Later he helped to establish the Los Angeles Tribune, a 1-cent daily.

TO BOOST FOR BALTIMORE.

Convention Organization Planned to Round Up Delegates for Next Year.

With a view to making the ad club movement more effective in the East Gerald B. Wadsworth, president of the Eastern division, has planned a Baltimore convention-boosting organization. To accomplish this he has appointed a finance committee consisting of O. J. Gude, chairman; Frank C. Hoyt and Wm. C. Freeman, of New York; Geo. French, of Boston, and W. W. Cloud, of Baltimore. In addition he has appointed an organization committee, of which J. D. Kenyon is chairman. This committee will work with organization committees now affiliated in the endeavor to organize new clubs with a view of having 100 clubs in the Eastern division before the Baltimore convention.

An educational committee will also be appointed whose duties will consist of seeing that newly-organized clubs shall be started off in a satisfactory manner. An On-to-Baltimore committee will also be appointed who will look after getting delegates to Baltimore.

A cup will be presented at Baltimore to the club organizing the most new clubs. Another cup will be given to the club organizing clubs with the most members. Two cups will also be awarded to new clubs, one for the new club making the most progress from the time of its organization until the convention and the other for the new club sending the most delegates to the convention.

Press Club in Brooklyn.

The Brooklyn Press Club was organized this week at a meeting and dinner of present and former newspaper men held at Raub's restaurant. It was decided to form an organization to which all men employed in any branch of the work of newspaper making shall be eligible, and also those formerly so employed. Arrangements have been made for clubrooms in the vicinity of the Borough Hall. The new club starts with a large charter membership. The first annual meeting will be held next Tuesday, at which officers will be elected and the work of the organization completed.

HEMPHILL ON TIMES STAFF.

Distinguished Southern Editor Will Join Forces of New York Daily.

Major J. C. Hemphill, editor of the Charlotte (S. C.) Observer, has resigned that position, effective June 15, to accept a position on the staff of the New York Times.

It is understood that his work on the Times will be as a member of the traveling staff and afford a wide and diversified field for his newspaper talents.

Major Hemphill went to Charlotte as editor-in-chief of the Observer about seven months ago from Richmond, Va., where he held a similar position on the Times-Dispatch for about a year. Prior to that time he was for about twenty years editor of the Charleston News and Courier.

Samuel Strauss, formerly publisher of the New York Globe, has been associated with the business management of the Times.

DAILY CLUB AT DALLAS.

Efficacy of Newspaper Advertising Shown in Comprehensive Exhibit at Carnegie Library.

One of the most interesting exhibits in the advertising display at Carnegie Library, Dallas, last week was that of the Daily Newspaper Club of New York, in charge of Manager J. W. Adams. The purpose of the exhibit was to suggest the varied possibilities and efficiency of daily newspaper advertising.

It comprised displays of various developed local and national advertising campaigns. It demonstrated by the copy displayed and the informative parts and figures accompanying each display the great potentiality and the results accomplished by daily newspaper advertising for the national advertisers as well as for the local advertisers.

Other displays included concrete examples of the effectiveness of daily newspaper advertising by crystallizing the public mood into merchandising action—that is, by advertising at the psychological moment. Instances were shown of such "immediacy," of the longevity, of the far-reaching effect, of the economy and of the result checking possibility of daily newspaper advertising.

The exhibit emphasized the fact rapidly becoming more widely recognized, that the best general or national advertising is a combination of local units—that is, by daily newspaper advertising.

An interesting and instructive display was also made of the work done by the Daily Newspaper Club itself and the method it employs in fulfilling its purpose.

Pittsburgh Press Club Elects Officers.

The annual election of the Pittsburgh Press Club was held on May 25 in the club rooms, ninth floor, May building. The contest was one of the bitterest in the history of the club.

The result was as follows: President, David C. McCutcheon; first vice-president, John M. Hazlett; second vice-president, Peter Fry Shevlin; directors for two years, W. Lee McIlwaine, George L. McCoy, Jr., John E. Wright and A. G. Burgoyne, Jr.

Advertising Consolidation.

A consolidation has been effected between the P. B. Bromfield Advertising Agency, Fifth avenue building, New York, and the Wagner-Field Co., also of New York. The new organization will be located at 1780 Broadway and will do business under the name of Bromfield & Field. F. J. Wagner will retire from active participation in the business, but will retain a stock interest in the new company.

Johnstown Correspondents Meet.

The annual banquet of the Johnstown Correspondents' Association was held on May 31 at the Hotel Schenley, Pittsburgh, Pa. The association is made up of newspaper men who covered the Johnstown flood for their newspapers.

AD MEN TOUR TEXAS.

ENTHUSIASTICALLY RECEIVED ON THOUSAND-MILE TRIP THROUGH LONE STAR STATE.

Four Special Trains Required to Transport Delegates to Waco, San Antonio, Galveston and Houston—Eyes of Easterners Opened by Cosmopolitan Aspect of Cities Visited—Houston Post and Chronicle Issue Big Combined Convention Number.

(Special wire to THE EDITOR AND PUBLISHER.)

HOUSTON, Tex., May 27.—The four Pullman trains bearing the thousand delegates and guests to the eighth annual convention of the A. A. C. of A. pulled out of the Dallas station Friday morning for Waco. Everybody was glad that the convention was over and that now the visitors were to have a chance to inspect the great cities of the State under exceptional and attractive conditions. Conventions at best are tiresome affairs. In the present instance it is perhaps well to say that no convention of the Associated Advertising Clubs of America has ever been more successfully carried on. It is, perhaps, well to admit at this time that the officers of the organization were somewhat fearful that the attendance at Dallas would show a great falling off from that at the Boston convention last year. It scarcely seemed possible that more than 2,000 people could possibly be assembled in a city so far from the great population centers of the country. Imagine, therefore, their surprise and satisfaction to find that the attendance of delegates and guests considerably exceeded those of Boston.

When the delegates climbed on board the trains on Friday morning they were in an agreeable frame of mind. They were greatly pleased with the hospitality of the citizens of Dallas who had been untiring in their efforts to make their stay in that live city a pleasant one. It was a matter of surprise to them that any city of 90,000 in such a far off State as Texas could handle a convention of this kind so well; that no criticisms were made by any of the delegates upon the manner in which the affair had been managed. When you can get together 2,300 people and entertain them for four days without a hitch in the running of the machinery, you are striking something unusual in conventions and convention management.

FESTIVITIES AT WACO.

The trip of four hours to Waco gave the travelers a chance to pull themselves together and, in some instances, to get a short nap in preparation for the festivities and sight-seeing to which they were shortly to be introduced. When the four specials pulled into Waco automobiles were in waiting to take them to the Country Club, where a box luncheon was served. As the grounds of the club are shaded by trees the guests had an opportunity to eat their luncheons under their grateful shade. The arrangements were so perfect that the entire party was fed inside of three-quarters of an hour. Dancing followed in the pavilion and then the entire party was taken about town in automobiles. This trip was an eye-opener to the visitors. Some of the residences were as beautiful as those seen in the suburbs of New York, Philadelphia or Boston. There was every indication of wealth and refinement in the architecture of the buildings and in the arrangement of the grounds. The building that attracted the most attention in the business section was a twenty-two-story office structure which had such a metropolitan appearance that it was quite easy for the New Yorkers to imagine, as they entered it, that they were back on Broadway.

In the evening the delegates were entertained at dinner in the Cotton Palace

at the Fair Grounds. The great building was specially decorated for the occasion. Roast spring chicken, banana salad and other good things comprised the menu. There was an abundance of everything, and for the first time at feasts of this kind the guests had the pleasure of sitting down in real chairs when they ate.

After speeches had been made by the Mayor of the city, by President George Coleman and others, the delegates adjourned to another building, where they listened to an entertainment given by a dozen or more darkies from the cotton plantations of Texas. The men played guitars, banjos, a base viol and a cornet. Their singing had the charm that is peculiarly the darky's own. Several of the men had unusually fine voices. It was not at all difficult by closing the eyes to imagine that you were sitting out under the trees while a brilliant moon rode the heavens listening to negroes singing in front of their cabins a short distance away.

Following this part of the entertainment came a genuine darky cake-walk, in which six couples participated. The dance was a complicated affair and in no way resembled the cake-walk to which northerners are accustomed or the vaudeville stage. The figure of the dance was a difficult one and those who participated in it had evidently practised it for many weeks in advance of its presentation. There was no buffoonery and no horse-play, each couple seemingly being impressed by the character of the audience before which they appeared. The couple that won the cake danced with pleasing skill and grace.

At the conclusion of the performance the visitors went to the station, where their trains were awaiting them, and were soon on their way to San Antonio, where they arrived early the next morning.

SAN ANTONIO MONDAY

A reception committee was on hand to bid them welcome, while an excellent band played lively southern tunes for their entertainment. Each of the delegates was given a book of coupons containing tickets good for street car rides and meals at the several hotels of the city during their stay. The Gunter and the St. Anthony proved to be two of the handsomest hotels the visitors had seen during their tour of the State. In some of its features the Hotel St. Anthony reminded one very strongly of the Waldorf.

After breakfast the visitors wandered around the town visiting the quaint old shops and the smart new ones. Nearly everybody went to the "Alamo," the old mission church that played such an important part in the early history of the State and nation. In the afternoon the guests were taken in automobiles for a tour of the city and other nearby points of interest. Four of the oldest mission churches in the United States are located in the suburbs of San Antonio. One of these, San Juan, was erected in 1716, the same year that the church at San Juan Capistrano, in southern California, which I visited many years ago, was erected. At Fort Sam Houston a large attachment of cavalry gave a special drill for the entertainment of the visitors.

San Antonio is one of the most attractive health resorts in the State. Its quaint Spanish appearance, its brilliant sunshine, its beautiful drives and its superior artesian water are attractions that appeal especially to the people of the north. San Antonio is noted for its pretty women and its fine looking men. Located as it is so near to Mexico, it contains among its residents quite a number of wealthy plantation owners from that country. The city is cosmopolitan in character. Here may be found quite a number of English engineers who are engaged in building a railroad to the Gulf of Mexico and thence to the city of Mexico. This project alone calls for the expenditure of forty million dollars. A short distance from the city a great dam cost-



ELMER R. STOLL,
SECRETARY OF THE PITTSBURGH NEWSPAPER PUBLISHERS' ASSOCIATION.

ing six millions of dollars is being erected for irrigation purposes.

Land is cheap, in fact, less than three per cent, of the land in the San Antonio district is under cultivation, and yet nearly all of it is richly fertile and is ready to produce crops of cotton, corn and other grains as soon as it is properly irrigated and cultivated. Undoubtedly the city has a great future before it because it is a natural trading center and a distributing point for merchandise for the great southwestern district by which it is surrounded.

COL. DIEHL AT HOME.

During my stay at San Antonio I called on Col. Chas. S. Diehl, who for thirty years was connected with the Associated Press and who for many years was its assistant general manager. Col. Diehl and Harry Beach, who was identified with the Associated Press in an editorial capacity in Chicago for a long period, are the owners of the San Antonio Light, a progressive and up-to-date afternoon newspaper. When Col. Diehl resigned from the Associated Press to go to Texas some of us who had known him long and well thought he was making a mistake. He had been so long connected with the Associated Press and was such a favorite with the newspapers served by that association throughout the country that it seemed as though he ought to remain with the organization and one of these days become its chief executive. But Col. Diehl is a business man, as well as a newspaper man, and when he saw the unusual opportunity that presented itself in the purchase of the San Antonio Light he was quick to grasp it.

(Continued on page 11.)

STOLL GOES TO PITTSBURGH.

Becomes Secretary of Pittsburgh Newspaper Publishers' Association Effective June 1.

Elmer R. Stoll, formerly associated with his father, John B. Stoll, in the management of the South Bend (Ind.) Times and later Western representative of the Autoplate Company of America, has been appointed secretary of the Pittsburgh Newspaper Publishers' Association. He assumes his new duties June 1.

Mr. Stoll has had an interesting and varied career. He was born in Ligonier, Ind., in 1877, and moved with his parents to South Bend in 1882, at which time his father purchased the Daily Times, which he conducted successfully until August, 1911, when he disposed of his interests.

He began work in his father's office as a paper carrier and sales boy. His first employment was as a web pressman, taking charge of a perfecting press for two years. In 1898 he accepted employment in the advertising department of the Studebaker Corporations, where he served two years.

Later Mr. Stoll became actively identified with the paper, starting as proof-reader and taking up reporting shortly afterwards when sickness reduced the regular force. For a period of seven years he served the Times as police and general reporter and during that time not a scoop was registered against him.

Following this experience he was made advertising manager of the paper and later assumed charge of the circulation. During the last year he was associated with his father he assisted him in the management of the Times.

STRIKE COLLAPSES.

CONDITIONS PRACTICALLY NORMAL AND VICTORY RESTS WITH THE CHICAGO PUBLISHERS.

Circulation Problem, Which Proved Biggest Stumbling Block, Solved by Newspapers Making Combined Deliveries—Plan May Be Tried in Other Cities — Publishers Now Standing Pat and Unions Show Willingness to Arbitrate.

(Special wire to THE EDITOR AND PUBLISHER.)

CHICAGO, May 30.—The newspaper strike in this city has collapsed. The walkout of stereotypers, pressmen, newsboys and delivery wagon drivers, which at its inception badly crippled all of the newspapers published in Chicago, has run its course and victory rests with the publishers. The circulation of the morning and afternoon publications is practically back to normal. The mechanical departments are now thoroughly manned and the men taking the places of the strikers have quickly mastered all of the details of their respective departments.

Since the beginning of the strike the circulation problem has been the one big stumbling block in the way of the publishers. The delivery wagon drivers and newsboys resorted to a reign of terror, which prevented the sale of newspapers on the streets. The publishers' association at first devoted its attention to straightening out the mechanical ends of their plants and allowed the circulation of their papers for a day to go by default. Trained men soon took the places of the stereotypers and pressmen, and the third or fourth day after the beginning of the strike found the mechanical departments in good shape.

The second week found conditions inside the offices practically at normal. The newspapers are now being published in their usual size, and the stereotyping and presswork is up to the standard maintained before the strike.

The publishers in the past few days have turned their attention to the circulation end, and greatly to their surprise have found but little trouble in placing the newspapers on sale in all parts of the city. A departure in newspaper circulation that is liable to attract the attention of other cities has been inaugurated and is meeting with wonderful success.

The plan is a simple one. The publishers have agreed to make a combined delivery of all the newspapers. One set of wagons and automobile trucks is used to deliver all the papers. The rounds of the newspapers is made and the bundles picked up and carried to all the newsstands and distributing corners of the city. The circulation managers of the several papers have each been placed in charge of a certain section of the city. They with their crews work this division in the interest of all papers. At the end of each week, or at stated periods, they meet and the sales of the several newspaper are checked up. Max Annenberg, circulation manager of the Tribune, is in charge of the north division of the city; E. A. Scholz, of the Record-Herald, the northwest division; Ross Welch, of the Examiner, the south division, and D. W. Beardsley, of the Inter-Ocean, the west division.

Each of these men with his circulation crew is thus enabled to devote his entire time to one section of the city, working it in the interest of all the papers, and as a result the circulation of the several publications is actually increasing. Mr. Annenberg, of the Tribune, said to-night: "Ninety per cent. of the old newsboys and newsdealers are already back at work. The other 10 per cent. we refuse to employ. Under the new plan with increased equipment we find that the combined delivery of the newspapers has expedited their distribution."

(Continued on page 11.)

REACHING THE PRESS.

SUFFRAGIST LEADER TELLS CONFERENCE HOW TO GET IN THE NEWS COLUMNS.

"The newspapers are the unselfish exponents of the best things of the communities in which they circulate. They owe a duty to the community, but the community as well owes a duty to the newspapers. We not only owe them moral and financial support, but it is due that we help them obtain the legitimate news that develops within our circles."

This statement was made in Chicago last week by Mrs. Edna Cutter, corresponding secretary of the Kansas City (Mo.) Equal Suffrage Association, in a talk on "Methods of Reaching the Press" made before the Mississippi Valley Equal Suffrage Conference.

"Too often we let it be a one-sided affair and fail to lend our co-operation to this, the greatest civilizing force of the times, or ask unreasonable things.

"Too often also we criticize our paper because of some inaccuracy or the failure to publish some story when we have suppressed the news, or at least done nothing to aid in uncovering it.

"Co-operation is due as much from the citizen as from the publisher.

"Newspapers are prepared amid a constant swirl and rush, and it is unfair to hamper the editor in his task.

"The newspapers are glad to publish anything that is new and interesting. They are the best friends of every progressive movement. But while their business is that of recording the world's daily history, they decline to record prosy events.

"The editor constantly is on the lookout for bright matter. But it must be fresh, live and interesting.

"No subject to-day is fraught with more news possibilities than that of equal suffrage. And our papers will print stories of our affairs if we will make them worth while and aid them in bringing out the bright side.

WON'T ENTHUSE OVER LAVENDER LUNCHEONS.

"No editor will become excited over a report that the Illinois Equal Suffrage officers gave a lavender luncheon in a flower-smothered parlor and listened to five-minute speeches by a dozen workers, who invariably declared, 'I have been a suffragist all my life.'

"To a woman who has attended one of these gatherings the reported enthusiasm would appeal as a matter of real worth. But not so the editor. He probably has been trying to condense to a brief space a lengthy speech in which the president of the city council has accused the mayor of misapplying the truth, or attempting to crowd into a few weighty sentences the fact that the National Dressmakers' Association has decreed that hoop skirts shall be the vogue.

"These are important facts. They are valued by this generation and are not to be confounded in news worth with the recital of the announcement that a number of women gathered under a soft light and consumed a given quantity of tea and cake. The latter is mere repetition of old news. It is to the editor what the market page on the back page is to we women. So the lavender luncheon story goes to the waste basket.

"And the editor in the future will not

depend upon the luncheon story to fill his columns if it continues to tell the same old story that the luncheon stories before it have told. The editor has stuck one more sharp spindle into the luncheon as a news asset, and, let me tell you, if he has much occasion to jab other such duplicates the time is coming when all women's luncheons will have lost their newspaper standing.

WHAT IS NEWS?

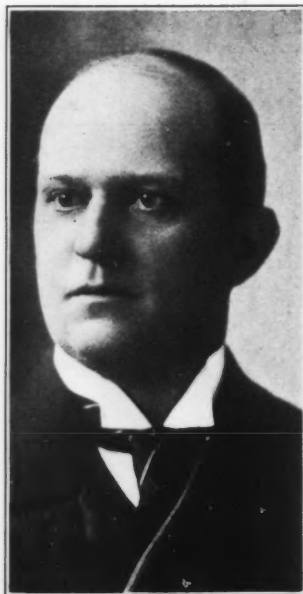
"Now, I want to tell you how we may save the luncheon, along with the numerous train of similar events, from forever being shunted onto the side track. Let us forget, in our story to the busy editor, to tell the commonplace facts about the decorations, or to give the list of 'prominent persons present.' Instead let us watch eagerly for that elusive, fascinating, readable thing that we ourselves always devour with avidity and that is the glory of all good newspaper men. I refer to the feature—the human-interest feature.

"If Mrs. Genevieve Carlotta Van Armstrong, of Kensington Park road, leader in our social set, slips quietly into the center of the room at the height of the entertainment and suddenly changes the afternoon's program by declaring that hereafter the club is to eliminate all tea drinking and the ladies are to take turns distributing suffrage literature from a car in the packing house district at high noon—why that's news."

QUARTER CENTURY AT CAPITAL

Alfred J. Stofer Has Record of Twenty-five Years' Service in Press Galleries.

Alfred J. Stofer, one of the few active Washington correspondents, with a record of twenty-five years continuous service in the press galleries of Congress, was born at Culpeper, Va. During his youthful days he located in St. Louis, and after several years service on



ALFRED J. STOFER.

the old Missouri Republican (now the St. Louis Republic), was detailed to represent that paper at Washington, being at that time one of the youngest men ever sent to the nation's capital to represent a newspaper in so large a city, as most of the correspondents during that period were men of more advanced years—many of them being considerably past middle age.

For the past fifteen years Mr. Stofer's journalistic connections have been almost entirely with Southern newspapers, a field to which he has paid special attention, and one in which the newspapers are making rapid strides. He now represents the Baltimore Even-

ing Sun, Montgomery (Ala.) Advertiser and other Southern papers.

Mr. Stofer has an unusually large number of acquaintances among public men. For twenty-three years he has been a member of the Gridiron Club—that lively organization which newspaper men organized in Washington in 1885 for the purpose of giving a few dinners each season, and which have been attended by many hundreds of distinguished men of this country with a large percentage from other lands.

CHICAGO NEWS.

COUNTRY EDITORS CLAMORING FOR SEATS AT REPUBLICAN CONVENTION.

(Special Correspondence.)

CHICAGO, May 30.—Col. H. O. New, chairman in charge of the Republican National Convention arrangements, is being swamped with requests from country editors to be permitted to serve as assistant sergeant-at-arms. Some time ago Colonel New gave out a rather facetious interview in which he said the only way the country newspaper men could be taken care of would be to let them in as assistants to the sergeants-at-arms, as the 428 press seats go to the metropolitan papers. He has now heard from his interview in the form of several bags of mail. They are willing to serve as sergeants-at-arms if they can get in by this route. So the laugh is finally on the colonel.

With every seat in the house filled, the Press Club Saturday night produced at the Auditorium the first annual show in its history. That the production was a success was attested by the howls of delight from the audience that came in almost every part of the performance. Of the three parts in which the program was divided the third, which was devoted to a travesty on the leading political leaders of the country, seemed to draw the greatest appreciation. The first part of the show, "A Night at the Press Club," showed the prominent members in their characteristic doings. The all-star olio, which comprised the second part, was a collection of the best vaudeville acts now appearing in the city. A particular feature of this part was the coincident work on the stage of Chicago's cartoonists.

Mr. and Mrs. John Lee Mahin are not going to stay abroad as long as they had expected.

Hugh Keough, known throughout the country as "Hek," of the Chicago Tribune, a brilliant sporting writer, underwent a serious operation the other day at the Lakeside Hospital. A fibroid tumor which had attained the size of a baseball was removed from his neck.

Walter J. Miller, advertising manager of the Kuppenheimer Company, has purchased from E. L. Roberts the latter's home on Longwood boulevard, at Tracey, near One Hundredth street. The consideration is understood to have been about \$20,000.

Wilbur D. Nesbit, the well-known writer, has been elected president of the Forty Club.

PUBLISHERS AT WAR.

Advertising Shot to Pieces in Vancouver, Says Carter, of the Sun.

Judson H. Carter, formerly business manager of the Tacoma (Wash.) Tribune, has been appointed business manager of the Vancouver (B. C.) Sun. According to Mr. Carter the newspaper situation in that city is peculiar. He says among other things:

"The salaries in some of the departments are low and the price of space is lower than elsewhere on the Coast, and the cost of living and everything else is higher than elsewhere. There has been a very strenuous war between the owners of local newspaper properties, with the result that advertising rates have been all shot to pieces. It is said that some page ads have been accepted by rival newspaper owners at \$10 a page."

HANDBILLS IN NEWSPAPERS.

Dealer Fined for Inserting Replicas of "Ad" Pages in Newspapers.

In a decision handed down last week Magistrate Freschi found against Samuel Horowitz, a local newsdealer, and fined him \$1 for inserting handbills in the Sunday editions of some of the New York newspapers on January 28. Horowitz had previously been convicted of this offense, but his counsel and the district attorney handed up briefs and the magistrate took the matter under further consideration.

The circulars closely imitated the advertising pages in the newspapers, and were inserted by Horowitz at his stand at Ninth avenue and Forty-second street. He was paid 15 cents a hundred for this distribution by the store which had the circulars printed.

One of the contentions of the defense was that the handbills were not thrown on the streets, but the magistrate said that this is not necessary to constitute a violation of the ordinance.

The Evening Post

PORTLAND, ME.

"The People's Paper"

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

Maine's only Penny Paper

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

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

People Who Think Read

THE TRIBUNE

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

Increase in May

In May The New York Times published more than 840,000 lines of advertising, a gain of more than 100,000 lines compared with May, 1911—a tribute to the volume and character of the circulation of The Times.

BOSTON TRAVELER

83,448

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

J. C. WILBERDING CO.
NEW YORK

SCHOOL FOR LEARNING.

Big Convention at Dallas So Characterized by Well-Known Special Agency Man—Marks New Era Looking to General Betterment of the Business—Make Advertising Worth While Was the Keynote.

By Charles T. Logan, of the S. C. Beckwith Special Agency.

The advertising convention at Dallas was such an overwhelming success that those who attended it were taken off their feet in several ways. Every Easterner was greatly surprised at the quality, size and hustle of Dallas, and those who had previously formed opinions of an indifferent people had to change their minds at what they saw in Dallas and other points of Texas. I visited every big city in the State, and one of the things to impress me very greatly was the fact that there are no idlers there. The smallest number of the loafing class is visible on the streets. It looks as though every person in Texas had something to do.

Of the convention, no man can use too extravagant language to portray its overwhelming success. It was more than an advertising convention, because it was a school of learning. It was far from the usual junket. It was a business meeting pure and simple, and I am satisfied in my own mind that its effects will be more far reaching than any heretofore put forth by American advertising interests.

SMARTEST WITS IN BUSINESS THERE.

The ensemble of the convention was remarkable. It was an affair of the smartest wits in American business and the proceedings of the convention itself and of the departmental sessions fairly bristled with brilliancy and business sense. It was an occasion that brought out the best there is in every line of action connected with the advertising business. The biggest compliment that came out of the convention, in my opinion, was the selection of what the leaders chose to call the Dallas plan. The Dallas plan meant simply that there was a great convention of the biggest brains in the country and that it was managed by the Dallas people in so satisfactory a manner that when the convention adjourned they made a resolution that future conventions should be held on the Dallas plan. This, of course, was because the Dallas plan seemed to indicate that it was the last word so far as proving a system from which could be deduced greater benefits to advertising as a business and as a science.

I attended nearly all of the big convention meetings and many of the departmental sessions, and I do not hesitate to say that I learned more about advertising than I ever dreamed there was in it, and I have been some years on the carpet. I am satisfied that the far-reaching effects of this convention will be lasting.

There was the greatest incentive among the members present to think out the best things to say that would elevate the advertising business.

Perhaps the most important thing noticeable, and it was everywhere visible, was the tendency to talk about and work for the elevation of advertising standards. This meant the raising of the tone of all kinds of advertising and the

CONVENTION MADE ADVERTISING HISTORY.

By George W. Coleman, President of the Associated Advertising Clubs of America.

NEW ORLEANS, May 28.—The Dallas convention of the Associated Advertising Clubs equalled the Boston convention in every essential matter and exceeded it in many directions. The most enthusiastic promises for the Texas meeting were all more than fulfilled.

Even the attendance at Dallas outstripped the record made at Boston, and this was true viewed from any angle. A larger percentage of the clubs were represented. There were more accredited delegates. The best-known men in the business were present in larger numbers, and all this was realized in the face of the great distance of Dallas from the advertising centers of the country.

In enthusiasm and in substantial accomplishment there was nothing left to be desired. The Sunday services put the whole convention at the very outset on the highest possible plane. Every one was deeply impressed by the character and ability that marked the men attending the convention. It was plainly manifest on every hand that the association was entering the constructive period in its history.

The social side of the convention was of the greatest importance. The reception Tuesday night in Dallas was one of the most brilliant and elaborate functions ever witnessed in the Southwest and seldom exceeded anywhere. It did as much in its own way to elevate and dignify advertising in the public mind as the memorable services on Sunday did in their way. There was a constant succession of similar events.

In hospitality six of the most enterprising cities in Texas simply vied with each other in extending courtesies and in making the members of the convention welcome. It is doubtful if such a record as they made will be equalled for many years to come. We were simply overwhelmed with kindness galore.

That thousand-mile trip through the heart of Texas, with fine special trains moving with the precision of clock work, gayed the men from the North and East especially a vision of the possibilities in the Southwest, such as they will never forget. It was as much of a revelation to hundreds of them as a trip through fairyland.

The Dallas convention has made advertising history of the first importance.

elimination of anything that suggested fakism. Wherever one went the cry was: Make advertising worth while.

THE THREE BISHOPS.

As a process of increasing business some of the most wonderful talks were given by the leading minds of the country, and while there were a great number of important men who were real factors in the convention, the three bishops were undoubtedly W. C. Freeman, of the Evening Mail; George W. Coleman, president of the Associated Advertising Clubs of America, and Mr. Schemmerhorn, of the Detroit Times.

Whenever W. C. Freeman opened his mouth he had something to say, and he was very closely questioned by many of the leading advertising managers of the best papers from all over. The effect of Mr. Freeman's talks before the convention were most marked and he should felicitate himself upon his triumphs, for they were many.

Of Mr. Coleman's genius as a presiding officer too much cannot be said. I should characterize him as a business statesman. He is a remarkable man and never spoke without saying something that people could understand and appreciate. His great work in traveling 32,000 miles last year in behalf of the advertising organization was evidence to the convention that his heart was in the cause, and it was a fitting tribute to his loyal labors when he was chosen again to direct the forces for another year. Mr. Coleman developed the further fact that his co-workers in the advertising field had for him a most affectionate regard.

As to Mr. Schemmerhorn's attitude before the convention, he was another man whose ideas were fixed. His every utterance was for the purification of advertising. He also possesses a keen wit and an abounding humor in his speeches, together with a most sensible amount of horse sense mixed with very charming sentiment. I have rarely heard any man's speeches anywhere at any time received with such universal enthusiasm as were all of those made by Mr. Schemmerhorn.

There wasn't any department of advertising that was mentioned or discussed at the convention that was not made better by what took place there. It made everybody feel that so far as advertising as a science and business was concerned that it was just entering a new era for its general betterment and enlargement.

I am pleased to pay the convention this tribute and also to add in conclusion that Dallas simply overwhelmed everybody with its cordial hospitality.

CLUBS AND ASSOCIATIONS.

The North Carolina editors will meet in convention at the Atlantic Hotel, Morehead City, N. C., the popular Carolina seaside resort, on July 23, 24 to 25. Morehead City is this year sustaining its old reputation as a convention center.

John T. Galbraith has been elected president of the Southern Illinois Editorial Association. Some new members were present at the meet at East St. Louis, May 24 and 25. The sessions ended with a boat ride to Alton, Mo.

The Oklahoma Press Association held its twenty-first annual meeting at Muskogee, Okla. The delegates went to Tablequah, on May 26, where a barbecue was enjoyed. George Smith was elected president.

The Arkansas Press Association held its fortieth annual session at Hope, Ark., last week. J. H. Hand of Yellville was elected president; T. E. Wood, Marianna, first vice-president; V. A. Beason, Morrilton, second vice-president; Claude Mann, Malvern, third vice-president; W. F. Turner, Atkins, financial secretary; Earle W. Hodges, Little Rock, was re-elected corresponding secretary; T. L. Pound, recording secretary; W. W. Folsom, Hope, historian; A. G. Flowers, Fayetteville, orator; Mrs. Jack Bernhardt, Arkansas City, poet.

BALTIMORE JUBILANT.

BUSINESS MEN OF THE CITY DELIGHTED OVER SECURING AD CLUB CONVENTION.

The business men and citizens of Baltimore, who so ably seconded the efforts of the Baltimore Advertising Club to secure the convention for that city next year, are jubilant over the victory scored against San Francisco and Toronto.

The happiest man in Baltimore when the result was announced was Mayor James H. Preston, who declared that steps would be taken early next year to make the associated Advertising Club convention for 1913 the most important in the history of this country. "It should be made an international affair and leading men from all parts of the world should be invited to attend."

Mayor Preston kept himself fully informed concerning the doings and activities of the Baltimore delegates attending the convention.

John D. Raines of the Baltimore Club, before leaving Dallas, said:

"The Baltimore convention will be distinctly educational. The delegate to Baltimore will get his money's worth in educational work with plenty of entertainment thrown in. But we want to make the Baltimore convention memorable for the characteristic of its educational work.

"We have already been promised a delegation of 100 from England. That means that an English chapter will be organized in Baltimore.

Concerning the fight made for the convention, the Baltimore Star said editorially:

"The scope and magnitude of the campaign which has thus been crowned with success dwarfed anything of a similar nature ever engineered from this city, and showed clearly the value of expert advertising men in any movement for the city's benefit.

"Who but the 'ad men' would have thought of using whole-page advertisements in the newspapers of the convention city to tell their colleagues from elsewhere just what advantages Baltimore enjoys as a meeting place over other contestants for the honor? Who else, while conducting their campaign at a distant convention, would have carried big cards in their home papers urging a telegraphic avalanche to aid the effort?

"Just as advertising is the biggest business of the day, so the 'ad men' have the broadest and clearest comprehension of the real value of advertising. It was advertising that got the convention, and the use of this powerful weapon by the Baltimore contingent shows how much confidence the 'ad men' have in their own wares."

1911—BIG YEAR

GERMAN DAILY GAZETTE
Philadelphia, Pa.

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

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

Total 5,121,866 Lines

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

The Evening Wisconsin.

MILWAUKEE

The daily average circulation for 1911 was 44,706 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 & VIRTUE
Peoples Gas Building, Chicago

FOR THE BETTERMENT OF ADVERTISING.

BY PAUL BLOCK.

You asked me what I thought of the recent meeting of the Associated Advertising Clubs at Dallas.

I had two of my staff with me, and the fact that I have decided that I would try and have nearly all of our men present at the next year's meeting in Baltimore is evidence of my belief in the good accomplished at these conventions.

To have heard the intelligent men who were there, speak on every subject and every phase of advertising. To see the displays made by newspaper publishers, magazine publishers and others, was certainly a help to those who are in this profession.

It was especially noticeable how unanimous the feeling was against illegitimate advertising copy, and I have no doubt the day will come when through the work of the Associated Advertising Clubs no more illegitimate copy will appear in any publication—no illegitimate circulation claims will be made, and even the general advertising agents as well as the publishers' representatives will eliminate the petty jealousies which seems to exist between them now, and will work hand in hand for the betterment, improvement and increase of advertising.

EDITORIALS BY AD MEN.

To give "ad" men a chance to show what they could do as editorial writers the Dallas (Tex.) Times-Herald turned its editorial pages over to leading visiting advertising agents for the four days of the late convention. What with lay sermons and the management of the editorials the ad men were in control of pretty much everything in Dallas.

Some of those who wrote signed editorials and their subjects were: John Lee Mahin, "Advertising is Organized Salesmanship"; Geo. W. Coleman, "Advertising Is Expanding"; P. S. Florea, secretary A. A. C. of A., "Organized Advertising"; W. C. Freeman, "Advertising—Greatest of All Motive Powers"; H. S. Houston, "Honesty and Efficiency"; H. G. Longhurst, of San Francisco, "The Value of Good Copy"; E. S. Eberly, of American Press Association, "The Pictures in the Newspapers"; L. E. Pratt, "The New Spirit of Advertising"; Mac Martin, "Advertising"; Mac Martin, "Advertising Men Who Help Their Fellows"; H. Walter Hegstra, "Educating the Solicitors"; A. G. Cheney, "The Dallas Ad League's Slogan ('More and Better Advertising in Dallas')"; and G. D. Meckel, treasurer A. A. C. of A., "Honesty in Advertising." Gerald B. Wadsworth, "Education the Principal Work"; S. R. McKelvie, "The Publishers' Organization"; W. W. Hudson (Waverly Company), "Work for the Dallas Convention"; O. R. McDonald, of the Mitchell Adv. Agency, "The Study of the Market"; W. B. Cherry, "Honest Advertising and Advertising Honesty."

Reporter Upheld in Keeping Secret.

A question involving newspaper men and the inviolability of a confidence was definitely settled in Milwaukee when a local circuit judge refused to require a reporter to testify as to the source of his information regarding a news article.

Women Edit Ithaca Daily.

Sixteen pages of well written local news, carefully edited telegraph "copy" and slangy sporting matter, gathered and "made up" by members of the Women's Federation, formed the afternoon edition of the Ithaca Daily News last week.

Prominent women of the city and university were in charge of the so-called "suffragist extra," and they kept their sister members of the federation busy covering assignments over at police headquarters, the city offices and at the university.

When the edition was off the press the fair editors, reporters and copy-readers took them out into the streets and sold them to friends and foes.

Edgar Phipps, a newspaper man residing in Kankakee, Ill., was committed to the local insane hospital last week by Judge A. W. Deselm. Phipps is 38 years of age, has taken a college degree and has been engaged on newspapers in different parts of the country.

BIG ADVERTISING PLUM.

Nebraska Republican Newspapers Will Divide Spoils Amounting to \$50,000.

Spoils amounting to more than \$50,000 are soon to be dealt out among the Republican newspapers of Nebraska by Governor Aldrich. Harry G. Thomas, of Harvard, secretary of the State printing commission, figured out that the cost of the legal publication of the constitutional amendments, which are to be the means of the distribution of the big purse, and has found that it will total \$50,232.

The cost of the different amendments apportioned to a county basis is as follows: Initiative and referendum, \$161; increase of salary for legislators, \$77; State board of control, \$91; biennial elections, \$84; municipal charters, \$133; total, \$546.

Under the law the amendments must be published in at least one newspaper of the ninety-two counties of the State for thirteen consecutive weeks preceding the general election. The designation of the lucky papers will soon be announced by the governor, following a conference with his political advisers.

BRIEF ITEMS OF NEWS.

The Griffin (Ga.) News is to be changed from a morning paper to an afternoon issue in the near future.

Plans for the proposed national newspaper conference to be held at the University of Wisconsin July 29 to Aug. 5, 1912, are rapidly taking shape. Editors of national prominence have been invited to address the conference.

The Leader Printing Co., of Cleveland, O., has reduced its capital stock from \$1,500,000 to \$10,000.

Promoted to Business Manager.

J. J. Bernstein, for ten years advertising manager of the Massillon (O.) Independent, has been made business manager of that publication. Mr. Bernstein, who is thirty-three years old, began his career at the age of thirteen, when a printer's "devil" in the office of Echoes, a society journal published by former Vice-Consul to Hong Kong, China, Edwin Wildman. Following the suspension of that publication he was employed in the advertising department of the New York Journal. He went to Massillon ten years ago, where he became advertising manager of the Independent, an evening daily controlled by R. P. Skinner, United States Consul at Hamburg, Germany.

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY
Weekly articles on

**Chess, Bridge,
Auction Bridge**

Exclusive rights given. No contract.

HOW MUCH DID YOU LOSE LAST YEAR?

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

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

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

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

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

PUBLISHERS' SPECIALTY COMPANY

Newspaper Auditors and Systematizers

716 Chestnut Street

PHILADELPHIA

The Clover Leaf publications are contracting for a year's supply of paper, 10,000 tons, to cost approximately \$425,000.

"S' Matter, Pop?"

The Best Comic Strip
Now Running

Furnished in 7 or 8
column size

New York World Syndicate

Room 1104 Pulitzer Building
NEW YORK

GET

Today's News
Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

The Wm. L. Betts Co.

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

Newspaper
Contest Experts



The Special Service Co.

Composed of Men and Women of Newspaper
Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

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.

"Abe Martin"

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

The Adams Newspaper Service
Peoples Gas Building, Chicago.

The New Strip Comic
SCOOP THE CUB
REPORTER

THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

NEW YORK HERALD SYNDICATE.

Special Services of all Kinds for Newspapers

Herald Square
New York City
Address:
Canadian Branch
Desbarats Bldg., Montreal

DAILY BEST MEDIUM.

Nearest Approach to Ideal Declares Joseph Appel, Publicity Director for Wanamaker Stores—Retail Advertising, Most Important of All Publicity, Not Given Proper Consideration—Expenditure in United States Last Year \$682,000,000.

Address by Joseph H. Appel, director of publicity of the John Wanamaker stores. Read before the Retail Division of the Associated Advertising Clubs of America, Dallas Convention, 1.

At a recent gathering of advertising men in New York City Arthur Brisbane, the \$100,000-a-year Hearst editor, said: "I expect to live to see the million-dollar advertising writer—the man who will make for himself a million dollars a year by writing advertisements. He will make a million for himself, because he will earn many times a million for his employer."

Note that the reference is not to the man who pays out a million for the publication of advertisements, but to the man who is paid a million dollars a year for writing them.

Brisbane likes to talk in big figures. He is a big man and he does big things. He also has imagination.

But the day of big figures in advertising is already here—for publishers, at least, if not for advertising writers. We are fast approaching a yearly expenditure in the United States of a billion dollars—a thousand million—in advertising.

ANNUAL ADVERTISING EXPENDITURE.

The Business Bourse of New York City, after a year's investigation, estimates that in the United States the annual expenditure for advertising now reaches \$682,000,000.

These figures show the tremendous importance of the business in which we are engaged. Surely they must make us pause in our work and question whether we are expending this vast amount of money carefully, wisely, judiciously and efficiently. For advertising must produce and not consume wealth. And waste in careless and inefficient advertising brings losses not only to the business world, but to each member of society. In economics advertising is justified only by facilitating distribution and thus lowering prices of commodities. Once it adds to the cost of living it will have outlived its usefulness.

As chairman of the retail division of the Associated Advertising Clubs, I wish to present to this convention in a fair way the importance of retail advertising. I believe in all forms of publicity when honest, helpful to the public and in good taste. Advertising by manufacturers and wholesalers, largely done in magazines, has its own able exponents and champions, and needs no defense at my hands. But retail advertising is so much taken for granted that it has never obtained the attention or study that it deserves. Yet, to my mind, it is the most important of all publicity. So I will speak my mind freely and frankly, confident that I will not be misunderstood.

Analyzing our annual advertising expenditure in the United States of \$682,000,000, we find that \$270,000,000 is expended in the 20,000 newspapers of the country, \$80,000,000 in the 3,500 magazines published in the United States, and the balance in other mediums and ways.

Taking into account these other forms of advertising, such as direct mail circulation, bill posting, novelties, street cars, signs of all kinds, trade papers, demonstrations and sampling, programs, and miscellaneous farm and mail-order papers, and placing each in its proper class, it is estimated by another reliable source that the total annual retail advertising in

THE AD-MAN IS NOW ON THE MAP.

(Special Dispatch to THE EDITOR AND PUBLISHER.)

NEW ORLEANS, May 28.—The Dallas convention settled the fact for good and all that the Association of Advertising Clubs is an organization with a serious purpose; that its work must attract publishers, manufacturers, municipalities and merchants at all future conventions.

It has been thought by many that these annual conventions were merely junketing trips for a lively bunch of advertising men. Never was a greater mistake made.

I believe that the Associated Advertising Clubs, as they will develop from now on, will have more influence in Congress and in State legislatures on matters affecting business than any other organization in the country. I believe that the old opinion that the advertising man is merely the representative of a publisher is changing rapidly to the opinion that the advertising man is about as big a man as there is in any publication or mercantile shop.

He is on the map—put there more conspicuously at Dallas than ever before, and his work from now on will be recognized as vital to the success of any business. The type of men engaged in advertising work puts them in a class by themselves. They do more for the development of business on sound and sane lines than any other body of men.

I predict that at Baltimore next year there will be publication and commercial interests represented by big men, who will be able to learn a lot from the work of the Associated Advertising Clubs.

WILLIAM C. FREEMAN.

the United States is \$410,000,000, and the total annual manufacturing and wholesale advertising in the United States is \$272,000,000.

RETAIL ADVERTISING NOT GIVEN PROPER CONSIDERATION.

This comparison shows that the advertising expenditure of retailers largely exceeds that of manufacturers and wholesalers, yet the retail advertising secures little attention in this national association of advertising clubs, as, indeed, it gets little attention in any meeting of advertisers.

Why is this so?

Is it because the agency man, who largely prepares and places the advertising copy of manufacturers and wholesalers is more progressive than the retail advertiser who often prepares his own copy?

Is it because the retail advertising manager, where he exists in a store, is not a free agent and does not speak out because he is afraid of his master, the retail merchant?

Is it because the retail merchant himself, except in a few notable instances, is not alive to the importance of scientific and efficient advertising?

Is it because results come so easily in retail advertising in the newspapers that merchants do not yet appreciate how much larger the results would be were the advertising better done?

Is it because newspaper owners and publishers are more sure of holding their advertising patronage than the magazine owners?

Whatever the cause, two facts remain: First—Retail advertising is not getting its due consideration from this and other advertising bodies.

Second—This condition is the fault largely of the retail advertisers themselves.

Considering all its weaknesses and errors, and even eliminating its money proponderance, I believe that the most important advertising in the world being put out to-day is that of the retail advertisers in the daily newspapers.

MOST PRODUCTIVE ADVERTISING.

Judging it by results, it is the most productive. Judging it by the information it gives to the shopping public it is the most important. Judging it by its helpfulness to the public in shopping, it is the most welcome. Judging it by its manners, it shows great interest and red blood, although not so much culture as it should. Judging it by its art, it falls down in comparison with magazine advertising, largely because prepared and printed in a hurry and because of inferior paper and speed presses used by the mediums it employs. Judged by its morals and by its honesty, I am sorry to say it has not yet reached the heights of magazine copy; but in this respect vast strides have recently been made and they will continue to be made.

The manufacturer can make only as the merchant sells. The merchant can sell only as the people buy. Distribution is the vital part of business. Distribution is largest in the densest centers of population. Advertising, therefore, should begin with the retail merchant in the newspapers that circulate in the densest population.

The United States census of 1900 shows that the urban population of our country is growing at the rate of 34.9 per cent.

In ten years. In the same period the rural population increased only 11.1 per cent. If this ratio continues, by 1950 two-thirds of our population will be in the cities and towns.

In fifteen cities alone, counting their suburbs within a radius of ten miles, is now living twenty per cent. of the total population of the United States, and over one-third of the total number of manufacturing wage-earners.

The number of people engaged in the distribution of merchandise, which is the business of the retail merchant, is rapidly growing. In 1870 only 3.2 per cent. of the entire population of the United States was engaged in distribution, while in 1900 6.2 per cent. was so engaged, and the 1910 figures, not yet available, will show a larger percentage. In 1870 thirty-one people were served by each distributor; to-day there is one distributor for each fifteen people. If this same ratio of increase were to continue, in 1976 there would actually be one distributor for each producer.

Of course, the ideal condition of living would be one consumer for each producer. And this condition probably prevailed in Adam's time in primitive barter and exchange when one man caught the game for food while another fashioned the skins of beasts into garments and then the two exchanged their products. But to-day in the complex condition of society the distributor is a necessary and vital link between the producer and consumer.

THE IDEAL MEDIUM.

The ideal medium in which to advertise would be that in which every reader is an assured purchaser of the product advertised. The nearest approach to this ideal for the advertising of products of general consumption is the daily newspaper, because it offers concentrated circulation in the most fertile selling field—in centers where population is thickest and money most plentiful. In such centers will be found in highest proportion the four essential elements of a sale—the goods to be sold, the dealer to sell them, the customer to buy them, and the money to buy them with.

Merchants in the cities and towns, therefore, who use the daily newspapers reach the largest percentage of money-spending people in the most direct and efficient way.

Manufacturers and wholesale distributors who wish to advertise their trademark goods can reach the same buying classes in the same direct and efficient way by using the same daily newspapers, thus supplementing the selling efforts of the dealers who handle their goods.

SUCH A THING AS TOO MUCH ADVERTISING.

Some years ago I called attention to the enormous waste in the advertising of the day and warned advertisers that the law of diminishing returns would apply to their business if the waste continued. There is such a thing as too much advertising, just as we know there is such a thing as over-production of merchandise or over-expansion of business. There is also enormously wasteful advertising because of wrong mediums chosen, imperfect distribution of the products advertised, ineffective or exaggerated copy used in the advertising, or for other reasons that students of this new science are rapidly learning. Instead of urging the blind use of large advertising copy in periodicals of wide circulation, regardless of the distribution of the merchant,

advertising counselors should advise careful and discriminating use first of such mediums as reach the largest centers of both distribution and consumption of the article advertised. After this—and only after this—should come the expansion into fields not so thickly populated or where the product is not yet so widely distributed.

The retailer is the natural advertiser. Direct to him come the purchasers, buying at first hand. Face to face with him these purchasers ask questions concerning the goods for sale. Of him they ask a guaranty of the goods, if they are not as represented back to him come both the goods and the wrathful purchasers. So far as the customer is concerned the dealer is the only other party to the sale.

Manufacturers of trade-mark goods now stand back of the dealer, but the dealer is the one who meets the customer, who lives and is known in the customer's community, and who must make good every transaction or lose the good will and patronage of his public.

RETAILER THE NATURAL ADVERTISER.

The retail dealer then is the natural advertiser, because he is closest to the consumer. He knows what the people want to know about merchandise. He is always on the ground, has his ear to the ground, and can give to the public the best advertising information.

Retail advertising is born of the people, is for the people and is used by the people—as their guide in every-day buying.

Retail advertising reflects the needs and desires of the people and gives them their daily market reports and quotations on necessities and luxuries.

Magazine advertising is a great aid to business, of course, but we could wipe out of existence all advertising of manufacturers and wholesalers and the world would go on in the even tenor of its way. But eliminate for a day the retail advertising in the daily newspapers and the world—the feminine world, at least—would be in despair.

It is estimated there are a million merchants in the United States. The great majority of them advertise in the newspapers. They advertise, day in and day out, to the people in their home towns and cities, for the purpose of distributing the wealth of manufactured products which our great country produces.

THE FUNCTION OF ADVERTISING.

The retail merchant is the man "between"—between the producer and the consumer. Upon his free and continued distribution of natural and manufactured products depends the prosperity of the world. When the merchant is prosperous the producer is prosperous and the consumer is prosperous; when the merchant falls into ill times a pall comes over the land. The merchant's function, and the function of advertising in our economic system, absolutely agree—their only excuse for being is to sell goods, to distribute the world's products, to be the helping hand between the man who makes and the man who uses.

Advertising clubs and associated advertising clubs should therefore begin their good work by upholding and developing the advertising of the retail merchant. Such advertising should have first consideration in all advertising councils and conventions. After the advertising problems of retail merchants are disposed of, and only then, should the advertising of manufacturers and wholesalers be considered, for the latter is plainly secondary to the former.

Price of Paper Goes Up.

The increasing cost of wood pulp is given as the reason for the immediate advance in the price of paper contemplated by Wisconsin paper manufacturers, notices of which have been sent out.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

99 merchants out of every 100 in San Diego use the **San Diego Sun** for the bulk of their advertising.

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 per cent. discount on yearly contracts
Classified, 1 cent per word

New York, Saturday, June 1, 1912

TENDENCIES.

Two of the notable developments of the past week are the establishment by the Chicago publishers of a combination delivery in Chicago by wagon and motor truck and the combined advertising convention number issued in Houston by the Evening Chronicle and the Morning Post, two properties under distinct and separate ownership.

The Houston, Post Chronicle, convention number indicates that it remained for Texas to produce brother publishers big enough to bury any personal differences that might have existed—due perhaps solely to misunderstandings or misinformation supplied by overzealous workers who at times seem more anxious to engender strife than promote amicable relations—and to pull a big, strong stroke together for the good of the profession and the upbuilding of their city and State before the eyes of the visiting advertising delegations. This evidences a united constituency, one in purpose and enterprise, to further the interests of the people, the city and State.

In Chicago the publishers have accomplished by goodnatured co-operation, through the local branch of the A. N. P. A., under the presidency of Victor F. Lawson and the secretaryship of H. N. Cary, a combination delivery, which outsiders have been urging for years. Heretofore this plan has failed because of petty jealousy and personal ambition of some of the publishers who seemed imbued with the insane idea that through an exclusive organization delivering papers to downtown corners, newsdealers, carriers and newsboys they might "beat the other fellow" out and sell more papers by being first on the ground. The publishers have come to appreciate that such increased circulation is not worth what it costs. The plan adopted will result in a saving of a couple of hundred thousand dollars a year, to put it conservatively, and improve distribution facilities materially.

A new day is dawning in daily jour-

nalism. The trend is undoubtedly toward increased tolerance and less selfishness. The "get together" spirit is taking a firm hold.

We hope to assist in ushering in that better day, when publishers may strive mightily in business and eat and drink as friends, and when it will not be necessary for the chairman of the standing committee to say:

"I find the unions in the trade well organized wherever I go, but regret to state that it is sometimes necessary for me to introduce one publisher to a brother publisher in his own town."

GENERAL OTIS' LETTER.

Reading between the lines of the letter from General Otis to a Chicago publisher, as printed elsewhere in this issue, it is evident that the General has sounded a new note. The way the news vendors for the publishers were received by the public in many sections of the city surprised and shocked him. Evidently he has never had to contend with such a constituency as the west and north-west sides present.

Who is to blame for such conditions of rowdiness and ruffianism. Surely the union men represent but a small percentage of the population affected. It would seem that the publishers themselves are to blame. Had they educated their constituencies as General Otis has his they would have their communities standing back of them at such a time, demanding the enforcement of the law and making short work of the law-breakers.

Publishers have space for press agents, pages for the baseball magnates and the politicians, but through fear or cupidity neglect their own interests in this all-important matter.

A. G. Lincoln, circulation manager of the St. Louis Post-Dispatch, speaking the other day of the circulation achievement in maintaining the Post-Dispatch's figures above 300,000 Sundays, said: "That's a fine compliment you pay me. It is a great achievement, but your compliments, I believe, should go to the editors, to whom most of the credit is due for the success of the Post-Dispatch."

New things come to every newspaper man each day. The devil seldom or never breaks loose more than once in just the same fashion. The editor, who is an editor, must be alive. He must be alert and he must get facts or find an asylum in other and less strenuous fields.

With all the many requirements to be met by newspaper workers it would seem that their pay would be commensurate. Unfortunately, however, this is not always so. Most of those who read these lines will know from personal experience how true this is. It has remained, however, for one of our Western contemporaries to put this matter into concrete form when it printed the following paragraph:

"Thieves broke into the home of a

local editor the other night and stole \$70.42. Thus were the accumulations of many long years of incessant toil swept away in a single night."

To the man who would be a journalist, even this, with all its earmarks of truth, will not be an absolute deterrent.

The new spirit in advertising is clearly manifested in a large display advertisement printed some days ago in the columns of the Chicago Tribune. A portion of the copy reads:

"The growth of advertising in the columns of the New York Evening Mail is due primarily to the fact that advertisers are showing greater appreciation of the value of newspapers as advertising media. The home newspaper of the community puts advertisers in closer touch with the people in that community than any other form of publicity. Be it known also that the Evening Mail's advertising policy stands for the development of advertising for all good newspapers."

SOME GOOD LUCK WISHES TO JAMES W. BROWN FROM GEN- EROUS FRIENDS.

George A. Newman, former owner of the Louisville Herald: "Glad to know that you have made a start for yourself and sincerely trust that your venture will be a winning one, as you have the intelligence, business ability and energy to make a big success."

J. C. Shaffer, present owner of the Louisville Herald, editor of the Chicago Evening Post and Indiana Star League of Newspapers: "I offer you my hearty congratulations in getting so good a publication, and I hope you may not only win success as a publisher, but make a large financial profit out of your new enterprise."

Philip Dillon, former managing editor of THE EDITOR AND PUBLISHER: "I have believed for ten years that THE EDITOR AND PUBLISHER would become the great representative organ of the great representative profession. I congratulate you because you have been given this splendid work to do. I feel that you will win."

James M. Lee, New York University: "If you run THE EDITOR AND PUBLISHER as well as you spoke to my students you are bound to make the paper the most successful in the field."

W. R. Orr, publisher of the Detroit Saturday Night: "I notice the splendid issue that you have just gotten out, and feel considerable pride in it from a newspaper publisher's standpoint. I feel confident that the time has arrived when we ought to have a real, live, regular newspaper trade journal like yours, and I believe you are going to put it across just the same as we put Saturday Night over, and I think you know how to do it. Being at it early and late, and knowing when and how to do things is the main fundamental for the success of your proposition, and I know you are fully equipped in every particular to put this proposition fairly and squarely on its feet."

Edward Armstrong, circulation manager of the Duluth Herald: "My copy of your convention number reached me this morning, and I want to take the earliest opportunity to congratulate you on it. It is a very brilliant edition in all respects, and you are apparently setting quite a pace for yourself. The standard shown in this issue is bound to put you up on top in your field."

R. W. Brown, president of the Southern Publishers' Association: "Congrat-

ulations upon your splendid publication—it is classy and deserves to prosper."

Newspapers was the subject of discussion at a meeting of the First Church of Christ, Scientist, Dean street and New York avenue, Brooklyn, last week. Various speakers showed newspapers to occupy a field as mere spreaders of news, as a means of education, as a means of bringing about the universal brotherhood of man, as a moulder of character, especially in the young, and as a means of bringing out all that is noble and good in mankind—and from each of these it was pointed out that the standards and aims of journalism must be raised to a higher plane than now.

Duck Editors.

The editors of the Lucky Bag, the Naval Academy annual, are accustomed to publish jokes at the expense of their comrades. On May 26 the midshipmen, following a custom of many years' standing, ducked these same editors as a reward for the gibes the midshipmen had been obliged to endure. Many of the ducked editors were in full uniform, and thus handicapped had to swim for it.

Goldsmith Was There.

When the late Franklin Fyles first visited London, he told his traveling companion, as they rose from breakfast the first morning that he would have to be gone most of the day. "I've got to see a doctor and a lawyer, to whom I have cards of introduction," he explained, "and there are a couple of dramatic critics here who've written me to call as soon as I reached town. Then I'm going to hunt up Goldsmith's grave down in Temple Gardens—I'd rather see that than other one thing in all England."

A few minutes past 10 Mr. Fyles walked into the hotel again, and, to his friend's surprised look, merely said: "Doctor and lawyer and critics all out. Only man at home was Oliver."

Judging From Results.

There used to be a police judge in a Kentucky town who liked a toddy before his dinner. In the same town a newcomer started a distillery whose product before long was famous for its fire and its potency.

One day, after court adjourned, the old judge was sipping a toddy at his favorite bar when a friend came in.

"Judge," said his friend, "did you ever try any of the new whisky they're making down the street here?"

"No," said the judge, "but I reckon seems a matter of only a few days. I've tried everybody that did try it."

ONWARD, BUSINESS SOLDIERS.

BY PAUL BLOCK.

In this strenuous business life,
In endeavors and in strife,
We have sometimes won the day
Not the conscientious way.
We have often cleared the path,
Thinking naught of aftermath
Just for temporary gain—
Our conscience pleaded but in vain.
Usually we found a fact
Which we claimed excused our act.
But at heart we always knew
'Twas not just the thing to do,
So in sober thoughts to-day
Let us to each other say
That as Admet we will lead
This endeavor to drop greed—
That as advertising men
True as steel must be our pen
And the words this pen must write,
Telling truths and spreading light—
That as publishers we'll show
Old mistakes we'll soon outgrow,
Only will our columns fit
Advs for the legitimate—
Then, and only then may we
Members of the A. A. C.
Hope for permanent success
And with it also happiness.

The Boston Typographical Union and the Newsboys' Union at a joint meeting held at Boston on May 26 passed resolutions protesting against the proposed coinage of half cents on the ground that the minting of a unit of coinage such as would be represented by the half cent would greatly reduce if not eliminate entirely the net earnings of such men as newsdealers and newsboys.

PERSONALS.

William Allan White, of the Emporia Gazette, has been elected National Committeeman by the Progressives of Kansas.

George Thompson, publisher of the St. Paul Pioneer Press-Dispatch, and H. V. Jones, editor of the Minneapolis Journal, have been selected as Presidential electors by the Republican State convention of Minnesota.

Mrs. Oliver S. Hershman, wife of Colonel Hershman, of Pittsburgh, editor and publisher of the Pittsburgh Press, has opened her summer home at Deal Beach, N. J., for the season.

Mel Uhl, president of the Omaha Daily News, returned last week from southern California, where he spent the winter with Mrs. Uhl and Master George Uhl. Upon their return Mr. and Mrs. Uhl were tendered a complimentary banquet by employes of all departments of the News.

L. Penrose, of the Minneapolis Daily News, is enjoying a vacation at Mound, Minnetonka, learning how to say "permit me to introduce my wife" without blushing. Just married.

Miss Katherine Leckie, late of Chicago, where she was in charge of the woman's page of the Scripps-McRae newspapers, has been appointed managing editor of the Housekeeper of the Collier string of publications. She succeeds Bruce Barton, who joined the Vogue forces.

L. A. Hornstein, advertising manager of the Mergenthaler Linotype Co., is slated for a talk before the trade composition branch of the machine composition section of the Ben Franklin Club of America at its national convention and cost congress, to be held at the Cleveland Athletic Club, Cleveland, O., on Friday, June 21.

Fred B. Pitney, of the staff of the New York Tribune, sailed for Europe on the Kaiser Wilhelm II, on May 28. He will work for his paper in London during the summer. Prior to his departure his friends and fellow workers on the Tribune entertained him at dinner at Girard's Cafe in William street. William Lawton Curtin, the ship news reporter of the paper, made a short speech in presenting Mr. Pitney with a cane and umbrella, the gift of his friends on the Tribune. Mr. Pitney and Ogden M. Reid, the managing editor, also spoke.

Arthur L. Frances, editor of the Portland (Mich.) Observer, was married to Miss Ruth Lockwood at Lansing on May 25. Mr. Lockwood accepts the recent dictum of Judge Goodnow, of the Chicago Court of Domestic Relations, that a wife is a necessity and not a luxury.

Col. E. L. Markey, of Battle Creek, Mich., general sales manager of the Duplex Printing Press Co., of that city, is one of Michigan's thirty Democratic delegates to the Baltimore convention, to be held at the Monumental City on June 11, 12 and 13.

Warren Worth Bailey, president of the Johnstown (Pa.) Democrat, is a candidate for the Congressional nomination on the Democratic ticket. If he captures it he will represent the Nineteenth district.

Congressman William S. Vare, former well-known newspaper man, was the guest of the newspaper men of Philadelphia last week at a dinner given in his honor at the Pen and Pencil Club. Seldom, even from his friends and neighbors, has this popular leader listened to such a shower of compliments as was poured upon him by the many friends who had gathered to celebrate his recent election.

Edward A. Foley, formerly a well-known newspaper man of Shamokin, Pa., is now on the staff of the Philadelphia North American.

John M. Deponai, the managing editor of the Baltimore Star, has joined the Lyceum forces and is now lecturing on "The Modern Newspaper and How It Is Made." He gave this lecture at St. Mark's Lutheran Church in Baltimore recently.

Edwin M. Waterbury, city editor of the Evening Leader, of Corning, N. Y., was married to Miss Florence F. Ashcraft at the home of the bride's parents in Coudersport, Pa., on May 31. The newlyweds will reside in Corning.

Thomas Coates, editor of the Richmond Hill Record, and Mrs. Coates sailed for Europe on the Lusitania on Wednesday, May 29. They expect to be away about six weeks. Henry Coates, a brother of the traveling editor, will have editorial control of the Record until the return home of Mr. and Mrs. Thomas Coates.

Clarence W. Higgins, political editor of the St. Paul Daily News, expects to receive on June 9 a beautifully embossed and other-wise pleasingly decorated diploma entitling the holder to practise law.

Bart B. Howard, for many years managing editor of the Joplin (Mo.) Globe, and one of the leading newspaper men of the West, has resigned from the Globe to become an editorial writer on the St. Louis Republic.

E. W. Howe, former editor of the Atchison Globe, and the other heirs of the Henry Howe estate, have received an offer of settlement in the suit now pending for the possession of 100 acres of valuable land adjoining Oklahoma City, upon which the erection of the State's new capitol was contemplated. If the offer is accepted the litigants will receive half the estate. If the offer is rejected and the litigation continues, the capitol will in all probability not be built on the controverted land. The State is prepared to negotiate for the land only upon the conclusion of litigation.

Bert Heal, formerly of the Salt Lake Herald-Republican, has joined the staff of the Ogden (Utah) Examiner. A. W. Hadley, whose former place on the Morning Examiner is now being filled by Mr. Heal, is doing special features for the Examiner.

"Miss Spokane" at Ad Club Luncheon.

Marguerite Motie, the official "Miss Spokane," wearing her robes of buckskin and attended by six maids of honor, presided at the Spokane Ad Club's luncheon, May 29, in connection with the four days' festivities incidental to the formal opening of the new \$500,000 home of the Spokane Chamber of Commerce.

LESTER WITH TACOMA TRIBUNE.

Well-Known Western Newspaperman Succeeds Judson H. Carter.

S. L. Lester, who recently succeeded Judson H. Carter as business manager of the Tacoma (Wash.) Daily Tribune, is a native of southern Michigan and began his newspaper career on the Michigan Christian Herald, a weekly published in Detroit by the Rev. L. H. Trowbridge.

Later he entered the daily field and was identified with Detroit newspapers in various capacities for seven years. Following two years spent in the mountains of the west Mr. Lester again resumed newspaper work, going to Spokane, where he remained five years. He then went to Tacoma, where he has been located for the past six years.

Mr. Lester is well-known in the western field, and his many friends predict that he will win fresh laurels in his new connection.

Canadian Press Meets Next Month.

The fifty-fourth annual meeting of the Canadian Press Association will be held in the Chateau Laurier, Ottawa, June 6 and 7. The program, as arranged, is comprehensive in character and covers every department of newspaper work. Special attention will be given to editorial problems, and some of the foremost editors in Canada will take part in the discussions. The largest attendance in the history of the association is expected.

PAUL, FIRST CITY BOOSTER.

According to Chancellor Elmer E. Brown, of New York University, there is nothing new in the modern movement to advertise municipalities. In a recent address in Cincinnati Chancellor Brown called the attention of his audience to the fact that Paul of Tarsus was the first "live wire" in the city publicity movement. When the chancellor was asked to produce his proofs he smiled confidently and reached to a Bible on the speaker's table. Then he explained:

"When Paul asked to be heard by the Chief Captain at Jerusalem, he said: 'I am a man which am a Jew of Tarsus * * * a citizen of no mean city.' The words won for him his hearing, and they have reflected honor on the city of Tarsus through all the Christian centuries."

The Smallest Paper.

The smallest newspaper in the United States is said to be the Chesterfield (Ill.) News. It is a single sheet, 5x8 inches, with reading matter on one side and advertising on the other.

\$2,000 CASH

balance deferred, secures half interest in prosperous weekly newspaper and job printing business within 25 miles of New York City. Purchaser to take charge in news, business or mechanical department. One competent in mechanical department preferred. Well equipped property doing a business of \$18,000 annually. Promises to pay 10 per cent. on the investment and salaries. Proposition D. P.

G. M. PALMER
Newspaper Broker
277 Broadway New York

WANTED AN EDITOR AND
Manager for evening paper and job printing plant in a prosperous manufacturing city in southern Ohio. Address W. L. Tobey, Hamilton, O.

FOR SALE

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

LINTYPE MACHINES
All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.
RICH & McLEAN, New York.
51 Cliff St.

FOR SALE.
One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M204. Both in good condition. **SYDNEY POST PUBLISHING CO., Sydney, N. S. Canada.**

FOR SALE—NEW NO. 4 MODEL
Linotype, complete with motor, four magazines; 8, 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. 10th St., Philadelphia, Pa.**

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

THOROUGHLY TRAINED

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

AN ADVERTISING MANAGER

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

EXPERIENCED WRITER,

An expert book compiler, solicits writing feature articles, compiling books and abridgment work. References from compiler of Government works. Age 38. Address **ALVA SNYDER, 440 K St., N. W., Washington, D. C.**

HELP WANTED

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

CIRCULATION GETTER,

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

POSITIONS OPEN.

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

MISCELLANEOUS

OLD-ESTABLISHED PLANT FOR SALE.

Well equipped newspaper and general printing plant in southern central Michigan, consisting of three cylinders, two platens, wire stretchers, Dexter news and job folder, large power cutter, standard linotype, electric motors, etc. Established over 70 years. Two well established specialties with large margin of profit. Daily and weekly newspapers with circulation over 1,700. County seat of prosperous agricultural county of 75,000 people. Output of plant \$30,000 annually. Give ability to make the deal in first letter. Address "Well Equipped," care THE EDITOR AND PUBLISHER.

IN THE MARKET.

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

HALF INTEREST IN

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

DAILY NEWS.

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

EASTERN REPRESENTATIVE

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

AD MEN TOUR TEXAS

(Continued from page 3.)

Col. Diehl is an enthusiastic San Antonio now and one cannot talk with him five minutes without catching some of his splendid enthusiasm for the city and for the State.

The Light has a fine modern plant; its advertising has doubled within the year and its circulation is up to 18,000 copies daily and its Sunday edition to 19,000.

Col. Diehl entertained me at the new Trevis Club at luncheon. This new club house has all the appointments of a first class city club, including a magnificent plunge bath, fed by artesian water. On invitation of Col. Diehl to accompany him with some of my friends on a trip around the city in an automobile, I gladly accepted and made up a party consisting of Herbert S. Houston, of World's Work; F. C. Hoyt, advertising manager of the Outlook, and Gerald B. Wadsworth, president of the Eastern division of the A. A. C. of A.

GUESTS OF THE EXPRESS.

In the evening the visiting delegates were the guests of the San Antonio Express at a genuine Mexican dinner served on the lawn in the rear of the Hotel Gunter. Here tables were spread for 1,500 people and when all were seated, shortly after 8 o'clock, the scene that presented itself was most picturesque. The grounds were illuminated by strings of electric lights, and the branches of a great tree were wound with red, white and blue bunting and from their tips sparkled electric lamps. The tables were decorated also with bunting. On an elevated platform a band from Fort Sam Houston and a Mexican orchestra discoursed sweet music during the dinner. Many of the visitors had never before had an opportunity to taste of typical Mexican dishes. Hence the feast was a novelty to the most of them and was greatly enjoyed. Among the dishes served were hot tamales, chilli con carne and others, the names of which I do not know how to spell.

Four Mexican women dressed in white sat upon an elevated platform and made and baked little thin cakes composed of Indian meal coarsely ground. These were eaten hot with butter. After the dinner was over a troupe of Mexican singers and dancers, specially imported from the City of Mexico for the occasion, gave an entertainment, consisting of singing and dancing. The members were of the distinctly typical Mexican type. The women were very pretty and the men clad in their tight breeches and bespangled coats looked as if they had just stepped out of a Spanish picture. The entertainment, which was decidedly novel and attractive, was in some respects the most novel given for the benefit of the visitors in any of the cities we have visited.

F. G. HUNTRESS HOST.

F. G. Huntress, general manager of the San Antonio Express, is entitled to great praise for the admirable manner in which the dinner and entertainment features were presented. Not less than \$2,000 was expended by this enterprising newspaper on this occasion. At the close of the evening addresses were made by President George W. Coleman, E. J. Shay, president of the Baltimore Ad Club, and others.

It was a delighted but tired crowd of visitors that climbed aboard the Pullman specials at 11 o'clock and went to bed. Hundreds of the citizens of San Antonio were at the depot to bid them good-bye and good luck.

ARRIVAL AT GALVESTON.

A fresh breeze blowing directly from the Gulf of Mexico swept through the car Sunday morning as the special trains rolled into the station at Galveston, the next city of entertainment. The New Yorkers were especially grateful for the change in temperature from the baking heat of the interior cities to the cool wind of the gulf. The prospect of a plunge in the surf quickened their movements in dressing, so that by the time

the train had crossed the great \$7,000,000 causeway connecting the mainland with Galveston, which was opened for the first time the day before, with great ceremony, they were ready to alight from the cars and take the trolleys and automobiles through the streets of the city to the Hotel Galvez on the beach, where the most of them had breakfast.

Later in the forenoon the entire party was taken on a boat ride down the harbor of Galveston.

GUESTS OF GALVESTON NEWS.

Many of the New York delegates were guests of the Galveston News on the revenue cutter Windom. The opportunity thus afforded for inspecting the magnificent harbor of Galveston was greatly enjoyed. The Government has spent millions and millions of dollars in converting it into one of the finest harbors on the American coast. Stone jetties have been built out into the sea for many miles. As we passed down the bay members of the reception committee pointed out for our benefit the principal objects of interest. One of these was the great terminal far down the bay, from which the product of the Texas oil fields is shipped to all parts of the world. There are thirty-two lines of steamships connecting Galveston with foreign and domestic ports, and when the Panama Canal is at length completed it will have many more. It is at present the most important Southern shipping point in the United States. More cotton is sent out of Galveston than from any other port in the world.

On their return to the city the delegates had the rest of the day to themselves. Many of them, including myself, embraced the opportunity to take a plunge in the surf. The bathing facilities are abundant and very complete. Fully 3,000 people were in the water at one time during the day. Personally, I was much disappointed with my swim. The water is too warm for us New Yorkers, who are accustomed to the cold waters of the Northern resorts. There was absolutely no reaction on coming out of the water. The effect was enervating rather than refreshing. The only redeeming feature of the bath was that it was cleansing. During the afternoon the five-mile seawall, which was erected by the Government several years ago, was the favorite promenade of thousands of people, who came from all parts of Texas to enjoy the pleasures of the beach. After the sun had gone down the scene was flooded with moonlight.

The Hotel Galvez is probably the most beautiful and perfectly appointed hotel in all Texas. A portion of the lobby reminded the New York delegates very strongly of the Waldorf-Astoria "Teacock Alley." The hotel was erected at a cost of over a million dollars by the citizens of Galveston, who hope that in time Galveston will become a great summer and winter resort for the entire continent.

THE STAY AT HOUSTON.

Although Houston, the next city we were to visit is only two hours and a half ride from Galveston, the most of the party preferred to sleep on board the train rather than to remain at the hotels in the city. At 5 o'clock this morning our trains took their departure for this city, where we arrived about 7 o'clock. Each of the visitors was provided with a book of coupons for meals during their stay in Houston, for the theaters and other places of entertainment and for automobile and car rides. Here we were again welcomed by the music of a brass band and made to feel that the people of Texas are mighty glad to welcome us to their State and to the city of Houston.

After breakfast a general mass meeting was held at the Majestic Theater at which addresses of welcome were given by H. Baldwin Rice, mayor of the city of Houston, and by Joe H. Eagle, President Geo. W. Coleman responded in behalf of the visiting delegates. The afternoon was given over to sightseeing, and in the evening the delegates took their departure, some for Dallas, from which point they will start for home in the morning, and others for New Orleans, where they will take the Southern Pa-

cific steamship Creole for New York. Houston's welcome and entertainment have been of a most generous character. Her citizens vied with those of other cities we have visited in making the delegates feel at home. In no city has a greater effort been made to impress the visitors with the genuineness of Texas hospitality.

CHRONICLE-POST NUMBER.

One of the pleasing features of the visit to Houston was the publication by the Post and the Chronicle of a combined convention number. This, I believe, is the first time rival newspapers, the one a morning and the other an afternoon newspaper, have issued a joint paper. It is certainly an indication of the amicable relations that exist between these two great newspapers of Texas and one that should serve as a lesson to newspapers in other parts of the country.

Our trip through the heart of Texas has been very much like that of a cheering circus with the clowns left out. Everywhere we have been greeted by the music of brass bands, a parade has been given and an entertainment of some sort to which the leading citizens of the town have been invited has taken place; and at night, when we have gone to the station to board our trains, our departure has been witnessed by hundreds and even thousands of people.

No body of men ever came into Texas and received such attention and such hospitality as has been accorded the delegates to the Ad Men's convention. The latching has been out in every city, and if a man did not have an enjoyable time it was his own fault. Compliments have been rained upon the delegates from all sides—compliments on the fine appearance of the body, on their conduct and upon their willingness to listen to the enthusiastic encomiums upon the cities they have visited. The barber who shaved me at the Oriental Hotel said it was "the finest bunch of men" he had ever seen. The cigar stand attendant said, "We have had many conventions in Dallas, but not one of them can compare with this splendid-looking body of men." It makes me rather proud to think that I have had the opportunity of getting acquainted with Texas under such splendid auspices.

One of the pleasant incidents on the trip from Dallas to Waco was the presentation to Sam Leigh and David D. Lee, the two men who have engineered the trip of the New Yorkers to Dallas in all its details, of two beautiful silver baskets as a token of the appreciation of the New York delegates for their work. Although Mr. Leigh has borne the brunt of the battle in that he had been at work on the detail of the trip for weeks before we started, he has been amply seconded by Mr. Lee, who has been just as untiring in doing his part of the work. The inscription upon the silver piece given to Mr. Leigh reads as follows:

"Presented by the New York Delegation, Eighth Annual Convention, A. A. C. of A., May 19-23, 1912, to Samuel E. Leigh in grateful recognition of his unflinching thoughtfulness for the delegation's welfare." On Mr. Lee's piece of silver the inscription was the same, with the exception of the substitution of his own name in place of Mr. Leigh's.

One of the incidents of the Dallas convention to which I have not yet referred was the parade of the New York delegates on Wednesday evening of last week. Other delegations had made demonstrations, and the New Yorker's concluded that it was time for them to show their strength. Twenty-one automobiles were engaged for the occasion, and, loaded with New York delegates and headed by a brass band, the procession made its way up and down the streets of the city and finally stopped at the Convention Hall, where a meeting was being held. Leaving their automobiles, the delegation entered the building and, marching down the aisles, took their seats in the audience. Everywhere the New Yorkers were greeted with cheers, and the impression left upon the people of Dallas was most gratifying.

FRANK LE ROY BLANCHARD.

WOULD TAX PRINT PAPER.

Senate Would Place Duty of \$2 a Ton on Imported Product.

A duty of \$2 a ton on print paper coming from any part of the world, including Canada, was made a feature of the steel bill by the Senate on May 29. The action was entirely unexpected. It was accomplished by a vote of 37 to 27.

Under existing law a duty of \$3.75 is imposed on print paper coming from all nations except Canada. There has been much complaint from countries with which the United States has favored nation treaties. They have appealed to the President for the same treatment as is accorded Canada. There has been much discussion by administration officials as to how to find a way out of the difficulty. As the present bill stands the duty on print paper from all parts of the world except Canada is reduced from \$3.75 to \$2 a ton. On such paper coming from Canada the duty is increased to \$2 a ton.

It is understood that the House probably will refuse to accept the provision. In any event, it is expected the President will veto the measure if laid before him.

LUCK COVERED THIS STORY.

How Seattle Post-Intelligencer Secured Pictures of Big Accident.

A peculiar bit of newspaper luck was that by which the Seattle Post-Intelligencer covered a story of an accident last Sunday, complete with pictures.

About 11 o'clock in the morning a gangplank, crowded with people, which was stretched from the steamer Flyer to the dock, fell, dumping its human cargo into the cold waters of the Seattle Harbor. Two deaths and many injuries resulted. There was but the usual small force of men on the Sunday shift, and Ed Lounsbury, who was on the city desk, had his troubles covering the story. The staff photographer hurried to the scene, but there were no news pictures to be obtained, as the bodies had all been moved to neighboring hospitals.

Early in the evening a man walked into the office and handed the city editor a roll of films. They were developed and proved to be remarkable pictures of the accident. One, which was enlarged and run on the first page was a clear picture taken directly as the slip fell. The mass of struggling men, women and children hanging to boards, poles and other floating objects were easily discernible in the lifelike picture.

The man afterward explained the remarkable photograph. He had just stepped off the boat which the crowd was leaving. Another incoming boat attracted his attention, and he paused to take a picture of it. Then the crash came, and he turned the camera toward the scene and snapped the bulb.

Conducting Joint Contest.

The Tacoma News and Ledger are conducting a joint advertising and circulation boosting campaign. It has been very successful so far, over a hundred candidates endeavoring to win one of the eight Shetland ponies. The winner is determined by votes, which are obtained by subscriptions and advertising.

The success of Detroit Saturday Night is both an illustration and a tribute to the culture and morality of the people of Detroit.

DETROIT SATURDAY NIGHT

after a five years' campaign, occupies its own building with its own composing rooms and press rooms—the complete newspaper establishment. Last form closes Thursday afternoon preceding date of publication.

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

ADS AID ROOSEVELT.

NEWSPAPER PUBLICITY BIG FACTOR IN EX-PRESIDENT'S CAMPAIGN FOR NOMINATION.

The following editorial, under the caption "Reaching the People," was printed in a recent issue of the Boston Daily Advertiser:

Whatever criticism any Republicans may have to make, in the past few weeks regarding the campaigning methods of ex-President Roosevelt, there is one thing that may be said without any possibility of dispute in any quarter. The ex-President's campaign managers have been far more successful in reaching the voters than his opponents have been.

President Taft and Senator LaFollette have depended upon the old-fashioned methods, mainly. They have put themselves to great personal inconvenience, in order to reach all the voters, as far as possible. They have made public addresses, in places so small that usually they would never be included in any tour of "spellbinders" in a national campaign. And, it must be added, the speeches have been made in many instances to audiences which would have been considered discouragingly small, in the old days when the "spellbinder" was the great factor in securing political results.

Colonel Roosevelt has also made stump speaking tours, but his managers were shrewd enough at the very outset to see that these tours, by themselves, could not secure the results they wanted. Consequently they entered upon such a systematic campaign of newspaper advertising as was never previously seen, outside of the business and industrial world. No patent medicine, no new brand of biscuit, no health food, was ever advertised more persistently, in the same length of time, as Colonel Roosevelt has been, in those States where he has made his main contests. In this the Roosevelt managers have but followed the lead of all successful business campaigners, who have demonstrated by their own experience that there is no other form of reaching the public ear comparable with the directness of appeal of the newspaper advertisement.

The results of the Roosevelt campaigns in those States where this line of policy has been followed, demonstrated conclusively the soundness of the reasoning. The outcome indicates that the day of the political spellbinder is almost at an end, and that the man who wants to reach the voters, in these days of direct voting, must do as every other successful publicity agent now does—advertise continuously and prominently.

The adoption of direct voting, therefore, is certain to change political methods of campaigning, as well as political methods of elections. If anybody were to propose to a successful business man, today, that he could reach the public as well by employing canvassers to go through the districts to be covered, he would treat the proposition as a joke. He would say that the best selling agent in his employ, while he might deal successfully with storekeepers, could not hope to get in touch with the general public as successfully as his advertising agent constantly does. All other methods of getting in touch with the "ultimate consumer" have been tried in turn and discarded by the great corporations which have all the people for their patrons. They have found that persistent advertising alone is the one certain method of gaining and keeping the public ear.

Colonel Roosevelt did not begin this campaign of advertising in time enough to secure all the results he now desires. But it is beyond question that he has blazed the way which successful candidates for public office will follow, here-

EDUCATION—DALLAS THE FIRST GRADE

By JAMES SCHERMERHORN,
Publisher The Detroit Times.

Dallas looked upon the linking of advertising and religion in the series of Sunday lay sermons that preceded the opening of the eighth annual convention. Advertising integrity seems to be fixedly out of the agitation stage; the ethical note was steadily dominant in all of the departmental sessions.

Hospitality was of Texas amplitude, as unstinted and radiant as the sunlight out of her unflinched skies. Outdoor festivals predominated and they were of a distinctively southwestern spirit and flavor. In fact, entertainment and competition for the next convention encroached so seriously upon the sessions that a definite step was taken toward confining the play to evenings in future conventions and selecting the convention city by vote of directors; also a stricter test of eligibility to membership was proposed. This really projects the greatest achievement of the 1912 convention into the future, for the provision for a more serious use of the assembling of the advertising men fits well into the educational and cultural cycle upon which the Associated Advertising Clubs of America now seem to be entering.

President Coleman's continuance in office is another logical phase of the present order, as he is both educator and organizer of the best New England type. Dallas lacked nothing of convention hospitality or equipment, and it added—the very superabundance of its consideration for the enjoyment of its guests—inspiration for more constructive and less showy foregatherings in the future.

after, in those States where direct voting has been adopted for the settlement of political nominations and elections. Followed along the lines which he has adopted this plan of campaign calls for a fat purse; but even at that, the cost is small enough, compared with the returns it insures. It is considered remarkable when the President or the ex-President draws a crowd of 10,000 people to hear him; but the political advertisement often addresses crowds of 25,000 or 50,000, steadily, insistently.

The success of the Roosevelt plan of campaign, in those States where it has been tried, is certain to be noted by ambitious politicians, and it is now certain that the political advertisement will play a far more important part, in those campaigns that are to be settled by direct voting, than ever before.

STRIKE COLLAPSES.

(Continued from page 3.)

"The reign of terror inaugurated by the delivery wagon drivers and newsboys has been overcome and the circulation of the Chicago newspapers is practically back at normal. The strike has served to show the publishers where they have been working at cross-purposes for years and whereby they lost a great deal of money. The maintenance of separate barns with their countless employes has been a drain which is now checked. In other words, the new arrangement will cut the cost of delivering newspapers in half. It will also prove of great benefit to the public as the papers will be delivered with greater promptness and regularity."

"Of course," continued Mr. Annenberg, "the several circulation departments will keep out solicitors and do all in their power to boost their circulation of the individual newspaper. The present arrangement effects only the distribution and not the acquiring or maintaining of circulation."

As to the advertising situation, the newspapers are now handling their usual run of advertisements, and, in fact, the last week has shown a decided picking up in this department.

The publishers are more than determined that in the future they will not submit to imposition by the unions which came so unexpectedly and without apparent cause in the present strike. President Freeland of the International Stereotypers' Union has revoked the charter of the Chicago local and is trying to organize a new local. The publishers, however, will insist that they retain the right to reject any men of this union who took a conspicuous and unjustifiable part in the present strike.

PUBLISHERS STANDING PAT.

Now, however, the publishers are standing pat with their present force of employes, and it looks as if it would be

a long time, if ever, before the mechanical forces in the press and stereotyping rooms are again unionized.

F. F. Straube, president of the local stereotypers' union, which suffered revocation of its charter, said to-night: "We are still willing to arbitrate our differences. Of course none of our men have been re-employed, as the publishers have refused to deal with them except as individuals."

President Pence, of the local pressmen's union, also declared that his union was willing to arbitrate all differences, a striking change from his attitude at the time of the walkout. At that time the publishers pleaded to have the entire matter submitted to arbitration, but without notice the pressmen in the Hearst publications walked out and temporarily succeeded in tying up those papers. The publishers' association, of which Mr. Hearst is a member, was necessarily compelled to act in unison with him, and it was thought the matter would be easily adjusted. On top of the pressmen's strike, however, came the defection of the stereotypers, delivery drivers and newsboys, who demanded that the publishers surrender to the striking pressmen. This was refused and the fight was on.

PUBLIC PURCHASING PAPERS.

As far as the Chicago reading public is concerned it has quickly returned to its usual practise of purchasing papers on the street, and the strike may now be said to have ended so far as the publishers are concerned.

A. M. Lawrence, publisher of the Chicago Examiner, said to-night: "Of course the strike hurt us for the time being, but our mechanical department is now running smoothly, and our circulation is about where it was when the strike was begun."

James Keely, vice-president and general manager of the Tribune company, said: "To-day our circulation was practically as good as ever. We got out a twenty-four-page paper, typographically perfect and with a more than usually heavy run of advertising. It contained all of the news, and no one by looking at that paper would have known that we have passed through a strike."

The same conditions are true of the

Inter-Ocean, published by George Wheeler Hinman, and the Record-Herald, managed by J. S. Seymour. Both papers claim to have returned to their normal circulation, and are carrying, if anything, an increased amount of advertising, and are typographically up to their former standard. All of the papers are getting out the usual number of editions. What has been said of the morning papers applies equally to the afternoon publications, which have apparently overcome every inconvenience caused by the strike.

As far as the newsboys' union is concerned, if one ever existed, no one seems to know anything about it now. A large number of the old boys are back at their corners and many newcomers are selling papers. The delivery wagon drivers' union under the new scheme of distribution has practically dropped from sight and is not to be reckoned with.

W. A. B.

NORRISTOWN TIMES IMPROVES.

Secures Leased Wire Service and Will Get Out Up-to-date Newspaper.

The Norristown (Pa.) Times, beginning May 27, will carry a full leased wire telegraph report. In this respect the Times will be a pioneer in Norristown, none of the three evening papers in that city having used a telegraph service of any kind heretofore. J. J. McGinley, editor and manager of the Norristown Times, believes that the public-spirited citizens and advertisers of his community will endorse his enterprise in getting out a thoroughly up-to-date, illustrated evening newspaper. To that end he has made arrangement to take on the leased wire and illustration service of the National News Association.

Mr. McGinley, who has already made remarkable progress in building up the Times property, has recently added to his equipment a No. 8 Mergenthaler linotype, which gives him a total of five linotypes. He also recently installed a complete stereotyping outfit. When his leased wire starts he will put on a sporting edition, and he has every reason to believe that increased circulation and increased advertising patronage will soon repay his large additional expense.

LIBERTY OF PRESS.

(Continued from page 2.)

distinct benefit to the publishers themselves, with infinite enhancement of the honor and independence of the profession, and with transcendent benefit to the entire country, to the service of which journalism owes a superior duty.

In other words, monopolistic, aggressive, militant, despotic and lawless trades unionism is not yet "the whole thing" in this country, and must not be permitted to become so. I take it for granted that the victorious Chicago publishers have the nerve, sagacity and staying qualities to refuse to relinquish what they have won in a labor war made upon them without warrant and prosecuted without adequate justification.

With good wishes, I am,

Very truly yours,

HARRISON GRAY OTIS.

A deal was closed Monday by which J. Carl Jessen disposes of his interest in the Kewanna (Ind.) Herald, the Van Trump Co., of Rochester, being the purchasers.

In Pittsburgh

THE POST

First in Quality of Circulation for 70 Years

Is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

Remember The Post is the only Democratic paper in Pittsburgh, and this is surely a democratic year.

E. M. SCHOLZ, General Manager

CONE, LORENZEN & WOODMAN

Special Representatives

NEW YORK

ATLANTA

CHICAGO

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

WOULD AID PRESS.

Kansas University Offers to Help Printer-Editors of the State by Placing five Per Cent. of Kansas Newspapers Said to Be Mortgaged—Reason for This Condition.

(Special Correspondence.)

LEAVENWORTH, Kansas, May 25.—That the printer-editors of the State should call on the University of Kansas for co-operation in installing the cost system in divorcing the printing plant from the newspaper, and in matters of typography, was the novel idea advanced by Prof. Merle Thorpe, of the Kansas University's department of journalism, in a speech here before the First District Editorial Association. The association passed resolutions asking the university to place experts in these lines at the disposal of the editors of the State.

Already, it was pointed out, a half hundred industries, professions and callings are getting assistance from the big State institutions, and Professor Thorpe remarked that it was high time the editor-publishers quit glorying in the haphazard method of conducting their papers and allow science and system to be applied to their work.

The university at present is trading its monotype product used in the University Daily Kansan to State editors for their old metal, pound for pound, and the speaker suggested that there were other ways in which the university and editors could co-operate. Mr. Thorpe spoke, in part, as follows:

COUNTRY EDITOR A HYBRID.

The country editor is a hybrid. He is at once a professional man and a business man. He deals in public service work that is not equalled by pastor, doctor or lawyer. He unconsciously establishes lines of thinking and conduct for thousands from week to week, and yet, he is said to the disgrace of the profession, he is obliged seven hours out of the eight to solicit job-work, set up letter heads and kick a press, in order to be allowed to minister to the social, civic and intellectual needs of his community. He must be a business man primarily in order to wield the power of the press or the sheriff, who is no respecter of the palladium of our liberties, will come along and shut off the power. Mr. Neal has just told you that he has figures to show that 85 per cent. of the newspapers in Kansas are mortgaged. The figures seem pretty high, but I know that there is not a calling or industry in the State that is doing more for the money or getting less in return, material and otherwise, than the country newspaper.

There are several reasons for this condition: the principal one, and the one with which we are concerned just now, is that the newspaper is the by-product of a job printing plant. The ideal plan would be to let the newspaper and the printing plant, each stand on its own bottom: each pay its own way, and when a community fails to support its paper, suspend publication.

Is there anything along this line that the university could do for the newspapers of the State? Suppose we should ask the university to allow us to call on it for advice and personal help in establishing our papers and printing offices on such a systematic basis. I know the regents would be eager to co-operate by providing an expert, say in cost-finding, or typography, and, as is the custom in a score of other departments, allow us to

call on him for advice and personal help in advancing the publishing interests of the State.

For years a score of callings and professions have received daily this help from the university and the State Agricultural College. If your orchard is in bad shape, both university and college stand ready to send out an expert to tell you what to do. Orchards and farms are important, but are they more important as social factors than the press of the State?

It is high time that we editor-publishers are getting on the bandwagon. There will always be some who will say "no one can help me; my situation is a peculiar one." But I have noticed that the highly successful men in other "peculiar situations" are those who keep their ears and eyes open.

Here is a story of one Kansas editor who says he profited by keeping his ears open. I had the pleasure of sitting opposite Elmer T. Peterson, of the Cimarron



PROF. MERLE THORPE.

ron Jacksonian, at the State Editorial Association banquet last month. We were discussing the various ways in which industries of the State were utilizing the by-products of the university and I suggested that it was a shame for the University Daily Kansan to throw 100 pounds of good new type in the metal pot each day when so many State editors needed a fresh body face. Mr. Peterson said he had 100 pounds of old type he was selling at eight cents a pound in order to get some new type at fifty cents a pound.

We struck up a bargain. He sent us his metal; and this week we returned him 100 pounds of new type in three fonts from our monotype that would gladden the heart of the most blasé printer among you. It cost him a student's time in distribution and packing at twenty cents an hour, and the freight. It cost the university nothing; it was in such accord with the general policy of the university that it was regarded as part of the day's work.

RIP LEGEND REVISED.

By George Ade.

Written for the Joint Dinner of the Associated Press and the National Newspaper Publishers' Association Dinner.

On the Morning after his return from the Catskills he might have been seen entering the City Room of the Falling Water Sentinel.

"An Item for the Paper," said the Old Subscriber, as he handed to Simon Le-gree, Jr., the following, carefully written in Pencil on both sides of the Paper:

"R. Van Winkle, Esq., dropped in on ye editor yesterday. He has been absent from our midst for about twenty years. Welcome home, Rip."

"What is this Junk?" asked the City Editor, in a low Newfoundland tone.

"A Squib for the Personal and Society Column," replied the Visitor. "I will now give a Good Cigar to each of the Typos, in accordance with time-honored Custom, and be on my Way."

"There ain't no such thing as a Personal Column any more and the only surviving Typo of the Old School is about to be exhibited in Bronx Park," was the prompt rejoinder.

"And the old Jour?" asked Mr. Van Winkle anxiously. "How about the old Jour who came into Town on the Brake Beams and pan-handled his way through the Chapel, merely exhibiting a Stick as the Magic Talisman? I mean the one who used to set Horace Greeley's Stuff and who recited Burns every time he got Pickled."

"Sir, you are referring to the Stone Age of Newspaper Publishing," replied the college-bred Chief of the Department. "And when I say Stone Age, I don't mean Mel. Your Memory is reverting to that Period in which every Organ was owned by a Campaign Committee and the Editorial Desk, instead of being a Mahogany Affair, supporting a Bunch of Wood Violets and a signed Photograph of Mary Garden, was a Deal Table with a Spattered Exchange spread out on it. The Reader no longer writes Pieces for the Paper except by arrangement with the Business Office. Your only Chance to break into this Sheet is to write a Letter commending the Editorial Stand taken by the Sacred White Cow up in the Corner Room."

"Do you mean to say that all of the Old Boys have gone from the Composing Room?" asked Mr. Van Winkle, gasping.

"They have gone and so has the Composing Room," was the Reply. "Our Mergenthaler Plant is in charge of a Lady who graduated from the Boston Piano Conservatory."

"Surely some old Friend is still on the Job," said the returned Wanderer. "For instance, the Office Towel?"

"We now use the Sanitary Paper kind. Also the Individual Drinking Cup."

"Does the Editor still make his own Rollers out of New Orleans Molasses and Glue?" asked Mr. Van Winkle, timidly.

"Great Heavens! You are harking back to the Days of Thurlow Weed and George H. Prentice. Besides, there isn't any such Animal as an Editor any more. The most obscure Publication has at least eight Editors, but the real Mogul of the Outfit is the one who has charge of the Comical Pictures."

"But surely you cannot get out a Paper unless you have a battle-scarred

Veteran to run the Editorial Page," suggested Mr. Van Winkle. "I mean a regular Whoop-Dinger who uses a Soft Pencil and carries the Honorary Title of Colonel. He always sits facing the Door so as to get the first Shot. He smokes a Corn-Cob Pipe and, if I remember correctly, he wears a good deal (Continued on page 15.)

THE NEWS

BUFFALO, N. Y.

Circulation for April, 1912

101,076

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

EDWARD H. BUTLER, Editor and Prop'r

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

THE DEMOCRAT

Nashville, Tenn.

carries more local advertising than any other Nashville newspaper

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

THE Mexican Herald

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

Sole Foreign Representative.

The S. C. Beckwith Special Agency
NEW YORK ST. LOUIS CHICAGO

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

The News Scimitar

OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in 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 HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

THE NEW YORK EVENING JOURNAL

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

The Circulation of THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

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

TWENTY YEARS WITH FIRM.

Flynn, of Beckwith Agency, Rounds Out Two Decades of Active Service.

Thomas F. Flynn, secretary of the S. C. Beckwith Special Agency, completed twenty consecutive years of active service with that firm on May 23, 1912. Mr. Flynn has virtually grown up with the business, entering the firm as an office boy when fourteen years old, in 1892. As the business grew his duties increased in proportion. He has filled positions as bookkeeper, general office manager and solicitor in regular order. In point of years of service he is the oldest active worker in one of the oldest and best-known special agencies now doing business. Fourteen years on the inside, handling practically every important detail of the business, in connection with twelve years of almost daily association with the founder of the agency, S. C. Beckwith, than whom there was no greater advertising solicitor, furnished an equipment for outside work that few solicitors have had the good fortune to acquire.

His thorough knowledge of the Beckwith papers and newspaper conditions in general in the various cities is the result of personal investigation and constant, steady attention to the work in hand.

No greater tribute can be paid to him than that of one of his competitors: "For dependency and confidence in any statement that he might make when discussing newspapers and advertising conditions there is not a more reliable man in the entire special agency field."

Capper Buys Another Farm Paper.

Arthur Capper, publisher of the Topeka Daily Capital and other publications, has purchased the Lincoln (Neb.) Weekly Star from the Star Publishing Co., of Lincoln. For the past two years the Weekly Star has been conducted as an agricultural paper, and Mr. Capper will move it to Omaha and consolidate it with his Nebraska Farm Journal. The consolidation adds 7,500 new Nebraska farmers' names to the Journal's list.

Buys Fast Auto Delivery Truck.

F. W. Worcester, general manager of the Memphis News-Scimitar, writes THE EDITOR AND PUBLISHER: "We have found it necessary to purchase a new White auto delivery truck that will make fifty miles an hour in order to catch our mails, because of the large increased addition to our circulation within the past four months, which amounts to very close to 10,000 additional, or a total of 42,000 paid circulation. Besides this auto truck we have two fine horses and wagons for the same purpose. Our beautiful delivery truck has created a sensation in Memphis."

Omaha pressmen are negotiating a new scale with the newspaper publishers.

The annual business meeting of the Long Island Press Association was held to-day at Garden City, L. I. Technical papers were read by various members.

PARAGOULD, Ark.—Clyde W. Taylor editor of the Paragould Democrat, will change the name of his paper to the Arkansas Herald and make it a union labor paper.



THOMAS FLYNN.

JAP EDITOR VISITS NEW YORK.

Tsurujiro Yoshitake, of the Osaka Daily News, of Japan, who is now in this country, recently visited the Herald and other plants with Yoshihiro Yamakawa, the New York correspondent for the News, with the idea of adopting American newspaper methods to Japanese needs. Both gentlemen were greatly impressed with the various mechanical departments of the Herald. Mr. Yamakawa stated after the visit that the Daily News had all the departments in use at the Herald office except that of the stereotyping.

Mr. Tsurujiro addressed the advertising staff of the New York Times on May 21, speaking in Japanese. His remarks were translated by the American correspondent of the News.

"The advertising field in Japan," said Mr. Tsurujiro, "has been running ahead of the commercial field in the last ten years, due to the enterprise and ability of the Japanese advertising agencies. There are too many advertising agents and not enough business to supply their demands. Small local newspapers are springing up all over the Japanese Empire and the activity of their business representatives is very great, one of the results being rate cutting, which causes considerable annoyance to the local merchants, and is not pleasing to the big newspapers whose territory is invaded by the smaller sheets. The competition between the big and the small papers in Japan is so keen that it injures the advertising business as a whole, for some out-of-town merchants refrain from publishing their announcements in the



Photograph by N. Y. Herald.

TSURUJIRO YOSHITAKE.

big newspapers in order to avoid the annoyance of being solicited by agents of their local periodicals. The advertising rate in the Osaka Mainichi Shimbun is 32 cents an agate line. Advertising agents receive 10 per cent. commission. The paper is twenty-five years old and has about 300,000 circulation."

Mr. Tsurujiro said that typewriters were not used in Japan because the characters were too numerous.

WILL ISSUE CHICAGO EDITION.

Christian Science Monitor Will Cover Republican National Convention.

Special Chicago editions of the Boston Christian Science Monitor will be issued during the week of the Republican convention.

A newspaper printing plant, installed especially for the occasion, is being put in place at 1413 Michigan avenue.

This is directly back of the Coliseum, where the convention is to be held. Those in charge believe that this proximity will assist materially in handling the news of the gathering.

According to present plans, two editions of the paper will be issued on each of the six days of the convention. One will be on the streets at noon and the second edition about 3 o'clock. The paper will be of the usual size and appearance of the Monitor.

While the regular Boston editions of the paper will be printed as usual, Alexander Dodds, the managing editor, will come to Chicago to be in charge of the convention editions. He will bring with him an editorial staff, supplemented by representatives of the Monitor now in Chicago.

August Diez, editor-in-chief of the Westliche (Mo.) Post, was married recently to Miss Mary Alma Peschke.

Here is the Real Thing

In four months I have built up the **Chronicle** newspaper and the job plant of the **Chronicle** Publishing Company from a moribund institution into the most active agency in this section.

The **Chronicle** is the only one cent paper in Middlesex county of over ——— and growing fast.

It is a paper of from 8 to 12 pages, with a suburban edition at 1 p. m. and the city edition at 3 p. m.

It has live special cartoon and news features, has a Saturday afternoon Comic Colored Cover, and its news increase has added to its subscription lists upwards of 1,000 subscribers in the past month. The Comic Cover will add another thousand. It has just been introduced.

I have been managing both ends and a growing job department, of three good sized jobbers and a Miele.

I am looking for as active a man as I am to join in building up the property. He should come with something like \$10,000 to get the best results. We could make money fast.

The merchants are live and good advertisers. We are lifting all the job work in open competition and making it pay.

Perth Amboy has a deep sea harbor and its custom receipts rate about fourth in the United States.

Perth Amboy has grown from 9,000 in 1890 to 17,000 in 1900, and over 32,000 in 1912, and is pushing ahead without a boom. It has monster manufacturing plants, and a peaceable force of foreign labor.

I have caught the people and am winning. With two people and some money with what I have to put in, and keen, intelligent work we ought to have the **Chronicle** in every home in this part of Middlesex county and in Monmouth county.

Our working field to-day, covered in part, has a solid English reading population of 60,000.

I want an answer, for I am now perfecting a reorganization that is aimed to lift the company clear of debt.

WILBUR G. MILLER

PRESIDENT AND GENERAL MANAGER

Press Clippings

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

BURRELLE

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

TIPS FOR BUSINESS MANAGERS.

The Malin Advertising Agency, 125 Moore street, Chicago, is making contracts for 5,000 lines, to be used within one year, with middle west papers, for the Henderson Motor Company, Indianapolis, Ind.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is sending out orders for two lines, thirty times, and 168 lines, three times, to eastern papers for the Hudson Navigation Company, New York.

The Cowen Company, John Hancock building, Boston, Mass., is placing orders for 14,000 lines, one year, with Pacific Coast and middle west paper, for the P. Lorillard Company, Jersey City, N. J.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is sending out orders for six inches, forty times, to Missisippi papers, for the Brown Wells Company, Hazlehurst, Miss.

Hicks Advertising Service, 132 Nassau street, New York, is placing orders for twelve lines, thirteen times, with eastern and southwestern papers, for the advertising of Ayvad's Water Wings, Hoboken, N. J.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders for nineteen lines, fifteen times, with eastern papers, for the Pine Groves Springs Hotel, Lake Spofford, N. H. This agency is also placing eight-line orders, thirty times, with eastern papers, for the Ruxmere Hotel, Stamford, N. Y.

Dean J. Barnes, 180 St. Nicholas avenue, New York, is asking rates from a large list of newspapers for B. Priestley & Co., 100 Fifth avenue, New York.

The Blackman-Ross Company, 10 East Thirty-third street, New York, is making contracts with a few selected papers in Memphis, New Haven, Wheeling and Rockford for Hogson Brothers, Single Contract Method, 7 East Forty-fourth street, New York.

Walter H. Blaker, 41 Park Row, New York, is placing some orders with New York City papers for the present for the Ex-Lax Manufacturing Company, 182 Lafayette street, New York.

The Dauby Company, 9 Murray street, New York, is again placing two-inch orders, three times, with some Pacific Coast papers for John Bing & Co., Toys, 381 Fourth avenue, New York.

The Dorland Advertising Agency, Atlantic City, N. J., and 303 Fifth avenue, New York, is sending out orders for twenty lines, six times, to some western papers, for the Sagamore Hotel, Long Lake, N. Y. This agency is also placing orders for ninety-four lines, ten times, with large Sunday papers, for the advertising of Lake George, N. Y., combination.

H. H. Levey, Marbridge building, New York, is placing thirty-line orders, fourteen times, with papers on cash and exchange basis, for the Thousand Island House, Alexandria Bay, N. Y.

The National Products Company, Indestructo Trunks, Mishawaka, Ind., is placing orders in cities where salesman will call.

The Frank Presbrey Company, 456 Fourth avenue, New York, is placing extra copy subjects to results of Indianapolis race, for the Michelin Tire Company, Milltown, N. J. This company is

also placing orders with Philadelphia papers for an experimental campaign for the Michigan Condensed Milk Company, Star Brand Milk, 44 Hudson street, New York. It is reported that this company will place new orders early in June for the Union Metallic Cartridge Company, U. M. C. Cartridges, 290 Broadway, New York.

Irving Rosenbaum, 17 Madison avenue, New York, is again placing new orders to run the balance of this year, for H. Plantin & Son, Blairs English Gout and Rheumatic Pills, 93 Henry street, Brooklyn, N. Y.

Staples & Staples, Inc., Richmond, Va., are making contracts for 14,000 lines, with some southern papers, for Richardson & Co., Old North State Tobacco, Reidsville, N. C.

The Syer Advertising Agency, Battle Creek, Mich., will place the advertising of the Solace Remedy Company, Battle Creek, Mich.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is sending out orders for sixteen lines, t. f., to some eastern papers, for the Central Railroad of New Jersey. This company is also placing 192 lines, eight times, with some western papers, for the Rub-N-More Company.

M. Wineburgh & Co., 576 Fifth avenue, New York, is placing orders with some New York City and New Jersey papers, for the Omega Chemical Company, Birts Head Wash, 576 Fifth avenue, New York.

The Beers Advertising Agency, Cuba 37, Altos, Havana, Cuba, is placing orders for four inches, s. c., with Spanish papers, for the Bennet Medical College.

Carpenter & Coreoran, 26 Cortlandt street, New York, desiring to complete their files, request newspapers outside of New York City to send their latest rate cards.

Hertel Syndicating Ad Talks.

John F. Hertel, advertising manager of the Memphis News-Scimitar, has prepared a series of thirty-nine talks on advertising and merchandising, which the Memphis News-Scimitar is using and which he is syndicating to daily newspapers. Mr. Hertel has contracted with eighty-one of the larger papers for his talks and thirty of the smaller newspapers. He says he has only just begun.

Affiliated Ad Club Meeting.

The affiliated advertising clubs of Cleveland, Buffalo and Rochester will hold their seventh annual meeting with the Adcraft Club of Detroit, June 8, 9 and 10. Arthur Brisbane will address the organizations on June 8 on advertising from an editor's standpoint. Walter Dill Scott, of the Northwestern University, will also be among the speakers. Friday and Saturday will be devoted to business entirely, and Sunday will witness the close of the program with a special entertainment on the river, the steamer Promise having been chartered for the visitors and members of local clubs.

Indianapolis to Be Advertised.

J. I. Cole has appealed to ten automobile manufacturers of Indianapolis to subscribe \$5,000 each to a fund of \$50,000 for the purpose of exploiting Indianapolis as an automobile center. Mr. Cole suggests that the money be spent in national advertising in newspapers, asserting that "there is not a single Indianapolis built car which cannot endure the utmost publicity." He also states that he expects Indianapolis to depose Detroit as the head of the automobile manufacturing industry.

Oklahoma Publications Merge.

Manly P. Updike, editor and publisher of the Oklahoma Bulletin, a semi-monthly commercial and development-news publication at Muskogee, Okla., has taken over the Wide West, a monthly magazine devoted to exploiting Oklahoma's various resources.

ROLL OF HONOR

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

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

Proven Circulation vs. Claimed Circulation

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

NEW ORLEANS DAILY STATES

WE DID NOT EVADE THE EXAMINATION

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

S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis

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

ALBERTA.	
HERALD	Calgary
BRITISH COLUMBIA.	
WORLD	Vancouver
ONTARIO.	
FREE PRESS	London
QUEBEC.	
LA PATRIE	Montreal
LA PRESSE (Ave. Cir. for 1911, 104,197).	Montreal
TRADE PAPERS.	
NEW YORK.	
RETAIL BAKER.....	New York

AD FIELD PERSONALS.

S. O. Linderman, of the Linderman Advertising Co., of Dayton, O., has added to the receipts of his company by winning one of the cash prizes offered by the Toasted Corn Flakes Co. for advertisements submitted in an advertising contest just closed.

E. Glemore Davis has resigned as director of publicity for Detroit's Cadillac, to be succeeded by C. A. Hughes, formerly a newspaper man and recently with the J. Walter Thompson Agency.

W. H. Miller, advertising manager of the New York Edison Co., has been made chairman of the publicity committee of the Hotel and Business Men's League, a merger of two organizations that have started in with a determination to boost New York and secure for it a proper recognition as the best convention and summer resort city on the continent. The movement has the support of the strongest financial and commercial interests of the city.

Ray Camp, of the Minneapolis Daily News' advertising staff, is spending a long summer vacation disguised as a mine boss in Alaska.

Chas. Ravett has resigned from the Lotos Advertising Co. to enter the foreign language newspaper field in the employ of Alexander Wolksy, at 150 Nassau street, New York.

Hal K. Edwards, circulation and want ad manager, has been appointed business manager of the St. Paul Daily News. Mr. Edwards will assume his new duties immediately. Harry Olsen will succeed Mr. Edwards as want ad manager.

R. H. McKinney, representing the J. P. McKinney Special Agency, 334 Fifth avenue, is making a tour of the Middle Western States in the interest of the papers represented and has gone as far West as St. Paul, Minneapolis and Kansas City, covering all the intermediate cities.

RIP LEGEND REVISED.

(Continued from page 12.)

of Dandruff on his Frock Coat. His Duty is to lash the Other Party and then spray Vitriol on the Wounds. Surely, if you have abolished him, Journalism has ceased to be."

The City Editor replied as follows: "As nearly as I can follow your Raving you are now stirring up the Silurian Strata. In the first place, the Editorial Page has become a Catch-Basin for Chit-Chat and highly carbonated Miscellany. To the Police Reporter it is a By-Word and a Hissing. The regular bench-working Denouncer has left the Daily and gone over to the 10-cent Magazine. The infuriated Reader no longer drops in to shoot up the Editor. He sues for \$100,000 Damages and the Case is compromised 32 years later by his Grandchildren paying the Costs. As for lambasting the Other Party, the latest Spring Style in Progressive Journalism is for each free and independent Journal to wallop the undesirable Leaders in the Party to which it was semi-attached before it became free and independent. Most of the influential Republican Space Writers demand a downward Revision while the Big Guns of the Democratic Press are scared stiff for fear their own Platform will go into Effect. You can't tell by reading the little Stingers about T. R. which is which and they don't know themselves,

so they are printing long Articles on how to cook in Paper Bags."

"Journalism has become merely a Business," suggested the Old-Timer. "If you don't think so try to get an A. P. Franchise and start One," was the Reply.

Rip Van Winkle was sorrowfully finding his way back to the Street when the Staff Neurologist intercepted him, examined him carefully and demonstrated by a Chart in the Morning Issue that the Yarn about sleeping for 20 years was a Psycho-Bozozzie Delusion caused by a transmogrification of the sub-lunar Nerve Tissues. They warned Mr. Van Winkle that if he pulled the Fake again they would put Burns on the Case.

During the remainder of his Life the discredited Hero of Fiction sat around the Temperance Billiard Halls bemoaning the Decline of Journalism.

MORAL: If you want to keep up with the Game, you must be at the Office every Day.

Ad Club Plans Theatre Night.

Tuesday evening, June 4, will be Ad Men's Night at Keith's Theater, Toledo.

The Advertising Men's Club has arranged with the theater management for a share of the proceeds from the sale of tickets for performances on that day. An especially fine bill is to be presented and extra features will be arranged. Tickets will be sold by Ad Club members. The club will get nothing from tickets bought at the box office. Money received by the club will be spent in entertaining delegates to the big convention of ad men soon to be held in Toledo.

Georgia Editors Pass Up Boston Trip.

The dates of the meeting of the Georgia Weekly Press Association have been changed from June 12 to July 16 and 17, and the plans for a boat trip to Baltimore and Boston have been abandoned.

Good Net Earning Properties

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

HARWELL, CANNON & MCCARTHY

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

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

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

Barnhart Bros. & Spindler

Type Founders

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,908—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Publishers' Representatives


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

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

SEND FOR SAMPLE

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

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. 6900-4 Beekman

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

Why pay your local druggist 20 to 25 cents a pound for Gum Arabic when our price is 14 cents a pound?

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

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

TEXAS BENEFITED.

STATE WILL DERIVE MUCH PUBLICITY FROM RECENT AD CONVENTION.

(Special wire to THE EDITOR AND PUBLISHER.)

HOUSTON, Tex., May 28.—The entertainment of the ad men yesterday was to us one of the most important and pleasant civic events in Houston's history. We were very much gratified with the evident pleasure with which the entertainment we provided was received. I think the visit of the ad men to Texas will do us incalculable benefit, in that this wonderful body of men has had confirmed by personal observation the stories they have heard of the marvelous industrial development of this section, and that through these men the State as a whole and the cities that were visited will receive directly and indirectly a vast deal of publicity confirming their own representations. I think the ad men themselves will be benefited in that they will understand Texas and Texas people better, and will appreciate that the reputation its people in years gone as uncounted and its industries as unsound was erroneous, and that the State to-day is progressing, aggressive and the "big opportunity" of the present generation.—W. J. Halstead, business manager Houston Chronicle.

(Special wire to THE EDITOR AND PUBLISHER.)

HOUSTON, Tex., May 29.—The recent convention of ad men in Texas and their recent tour of this State has been a further long step toward the ultimate goal of teaching Texans the true uses for and correct methods in the advertising and toward placing it upon the high and legitimate plane which was only a dream until the ad men had organized. Texans of all callings have benefited, for the Texas papers have given freely of their space in telling of the great work done and sought to be done by the advertisers.—Harry T. Warner, managing editor Houston Post.

(Special wire to THE EDITOR AND PUBLISHER.)

NEW ORLEANS, May 29.—The recent advertisers' convention in Dallas, Tex., and the visit of many of the most prominent ad men to New Orleans immediately following the adjournment of the convention will in my humble opinion have a most wholesome effect upon the general bearing of newspaper work. The visit of the ad men to New Orleans had an extremely exhilarating effect, and the personal character of those who came, as well as their national reputations and the things they did and said while here, left a fine flavor in the minds and mouths of those who were fortunate enough to be in any manner connected with their visit to our delightful city. While there was a buoyancy that was bubbling at the beginning of the ad men's entertainment here the ending was characterized by a hospitality that was marked, and meaning in its significance came again.—Harry McEnerny, Pica-yune.

Valuable Newspaper Catalogue.

The twenty-second annual edition of the Newspaper Catalogue, as published by the Danby Co., of this city, has just been issued. It contains 786 closely printed pages and is bound in red cloth. A list of all periodicals published in this country and in Canada is included.

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

MARKS NEW ERA IN TRADE.

Enterprise of The Editor and Publisher Commended in South.

(Special wire to THE EDITOR AND PUBLISHER.)

NEW ORLEANS, May 28.—Last week's issue received here by express a corker. Distribute here and on steamship tomorrow. Exceedingly gratified the way the paper has been received everywhere. I have sent more dispatches of considerable length than any other newspaper correspondent or news association. No trade paper has ever sent dispatches of such length.

It marks new era in our particular field of trade journalism. We have been complimented on all sides on our enterprise and the admirable paper we are getting out.

I have never seen such hospitality extended to any convention, no matter what it represented, as has been showered upon the ad men during the past week. We have had the best that Texas can offer at our command. It has been one triumphal tour all along the line. Fort Worth gave us a grand reception. Waco poured out her money lavishly for our entertainment, old San Antonio gave us perhaps the most enjoyable day of the trip. Entertainments at Galveston and Houston great.

Visited all the newspaper offices here. Handsomely received. We sail for New York in morning will be glad to get home. Greatest gathering of ad men ever held, and I believe it has accomplished a world of good for newspaper advertising.

FRANK LEROY BLANCHARD.

CONVENTION WORTH WHILE.

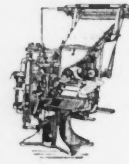
A. W. Ellis, of the A. W. Ellis Advertising Agency of Boston, in an interview given to a representative of the Dallas News said:

"After three days at this Dallas convention we cannot help feeling that the business of advertising is fast taking its proper place in the commercial world. This year will cement together the men actually engaged in advertising with a social cement, mixed with honest intent, which is bound to eliminate the mental reservation which often works mischief when the pure, cold business relation only exists. If nothing else has been done, this convention has been worth while, because an actual committee has been appointed to formulate plans to bring about a national association for the advertising agents, out of which will grow results a thousand fold for the good of publisher, advertiser and consumer."

REPORTER MAKES BEST EDITOR.

Discussing the "Editorial Page" before the Texas Press Association last week John R. Lunsford, managing editor of the San Antonio Express, said among other things:

"There is no better training experience for an editor than first to have been a reporter, a reporter of facts, not exaggerations and distortions, not guesses and surmises. A reporter must learn accurately the facts, and he must present them to the readers of his paper exactly as they are; his work must be free from affectation and it must be so clearly and directly set forth that there can be not the least doubt of any part or detail of it. If, together with a complete and accurate statement of the facts that constitute his story, the reporter can put into it a vein of real human interest or feeling or of humor, he has turned out a piece of work that neither he nor his editor need be ashamed of. Reporters who turn out work of this character are the reporters who rise to the places of editors, where practical knowledge of newspaper work combined with wide information resulting from long personal contact and familiarity with men and women in all walks of life, with politicians, preachers, society leaders, lawyers, gamblers, peace officers and even criminals, add to his value as an editor."



27,000 LINOTYPES

Are in use throughout the world.

14,000 LINOTYPES

Are in use in the United States.

3,000 PRINTING OFFICES

In the United States are operating a single Linotype successfully and profitably.

2,000 PRINTING OFFICES

In the United States are using two or more Linotypes each.

1,333 LINOTYPES

Were sold by us from April 1, 1911, to April 1, 1912.

143 LINOTYPES

were shipped from our factory during the month of April.

These figures are convincing evidence that

The Linotype Way is the Only Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

OBITUARY NOTES.

Dr. Chester H. Rowell, founder and chief owner of the Fresno (Cal.) Republican, died on May 23. Dr. Rowell was a regent of the California State University.

Todd Russell, a writer on outdoor sports and the son of the late William Hepburn Russell, of Boston, died on May 21, at Albuquerque, N. M.

William Leonard Davis, a brother of Joseph Pulitzer's widow, and some time vice-president of the Press Publishing Co., died at Tucson, Ariz., on May 25.

Erich Leopold Bertram, night city editor of the New Yorker Staats-Zeitung, died on May 27. His death at the German Hospital, Brooklyn, was directly due to appendicitis. He was born March 17, 1874. A widow survives him.

J. Frank McDowell, founder of several early day Kansas newspapers and an aggressive editorial champion of populism is dead at his home in Arkansas. His first journalistic venture was the Workingman's Journal, the pioneer newspaper in Columbus, O. Mr. McDowell is credited with having founded more newspapers than any other man in Kansas.

R. M. Reynolds, editor of the Crawford County News, of Roberta, Ga., died on May 25. He was a member of the Masonic fraternity.

Cornelia T. Soper, wife of George J. Soper, who wrote under the name of June Atberton and Sereno, died on Sunday, May 26, at her home in Brooklyn. For several years Mrs. Soper was editor of the Scranton Republican, and later the Scranton Truth and Diocesan

Record. She was born in Poughkeepsie, N. Y.

James Clarence Donovan, well known in New York newspaper circles, died on May 27. He had during recent years covered the Criminal Court Building in Manhattan for a local news agency.

William H. Eggleston, formerly one of the best known newspaper correspondents in the Middle West and more recently identified with the Cincinnati post office, died of dropsy in a charity ward of the Cincinnati City Hospital, on May 26. He was 65 years old. In 1911 he was convicted of embezzling \$1,200 of the postal funds in his charge as assistant superintendent of the money-order division. For this he received a sentence of two years in Ft. Leavenworth (Kan.) Prison, but was pardoned before his term expired. At one time he served under Murat Halstead.

Newspaper Man Guilty of Forgery.

William E. Cope, a former Brooklyn newspaper man, pleaded guilty of petty larceny before Judge Fawcett, sitting in the County Court, last week. His crime consisted in forging a check on the Citizens' Trust Co. for \$34.50 on July 25, 1910.

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