

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## CHICAGO MERGER PLAN

### REPORT THAT RECORD-HERALD REORGANIZATION WILL TAKE IN INTER-OCEAN.

**Victor F. Lawson Said to Have Made Offer of His \$3,000,000 Stock to Put Record-Herald Property on Feet—Would Retire from Control—Bondholders Consider Amalgamation of the Two Newspapers.**

The consolidation of the Chicago Record-Herald and the Inter-Ocean is the next step in the direction of clearing up the difficulties of both papers, according to current report in Chicago. The Record-Herald Company, virtually controlled by Victor F. Lawson, who holds \$3,000,000 of the stock, has failed to meet the interest of \$40,000 due on its bonds.

It is asserted that Mr. Lawson has made an offer of his stock to the other 35 stockholders if they would devise a way to place the property on its feet and relieve him of further responsibility. The Chicago Inter-Ocean has been in the hands of receivers for some time and the property is to be sold at public auction on Tuesday next.

#### BONDHOLDERS CONSIDER PLANS.

Plans for the reorganization of the Chicago Record-Herald and the passing of the control of the newspaper, it is said, will be announced next Wednesday by the bondholders of the company. At a meeting of the bondholders on Thursday, a committee made up of Charles L. Hutchinson, A. A. Sprague, 3d, and Walter L. Wilson announced that reorganization plans were being considered. Mr. Lawson, who, it is said, expressed his intention of retiring from control of the newspaper at once, announced that he would take no action until the committee had prepared its report.

For two weeks the Record-Herald bondholders have been considering several plans, one of which is said to include the purchase of the Inter-Ocean and the consolidation of the two newspapers. George Wheeler Hinman, former publisher of the Inter-Ocean, said he had heard of the amalgamation plans, but refused to discuss them.

#### STRENGTH OF RUMORS.

The fact that new plans for the Record-Herald will be announced one day after the Inter-Ocean sale is scheduled to take place gave strength to the consolidation rumors, although members of the committee refused to discuss that phase of the matter.

H. H. Kohlsaas, one of the Record-Herald bondholders and at present publisher and receiver for the Inter-Ocean, did not attend the meeting. Mr. Hutchinson said that Mr. Lawson would not retire from control of the Record-Herald until the committee was ready to report.

#### Chicago Inter-Ocean Sale on May 5.

The sale of the Chicago Inter-Ocean property, which was to have been held on Tuesday in the Federal Court of Chicago, was postponed to May 5. The delay was granted on request of the Lake Superior Paper Company, complainant against the newspaper in receivership proceedings.

The Kennewick (Wash.) Reporter and the Courier have been consolidated. A. R. Gardner will have editorial charge of the merged papers.

Resolution adopted by the American Newspaper Publishers' Association in convention at New York last week.

"Whereas, Violations of the so-called Bourne Newspaper Law constitute a grave injury to those publishers who comply strictly with all its terms, and

"Whereas, No violation of this law has so far been prosecuted, therefore, be it

"Resolved, That the A. N. P. A. urgently request the constituted authorities of the Federal Government to rigidly enforce all the provisions of this law."

## MIDDLETOWN (CONN.) SUN SOLD.

### Connecticut Calendar Company, New Owners, Will Change It to Morning Daily.

The Middletown (Conn.) Sun, an evening newspaper, has been purchased by the Connecticut Calendar Company, of Meriden. The new owners intend to change the paper into a morning edition at an early date, and the name, also, will probably be changed.

The paper has been published for the past seven years. Major T. M. Russell has been the permanent receiver of the daily during the past few months, and Richard F. Dossin, its general manager. Mr. Dossin, who is an officer of the Connecticut Calendar Company, will continue in the office of general manager of the newspaper.

Under the new management the paper will cater not only to the people of Middletown, but also those in Portland and Cromwell, and the executive news field down the Connecticut river to Saybrook.

## \$565,000 Mortgage on N. Y. Sun Plot.

The New York Sun has obtained a mortgage of \$565,000 from the Mutual Life Insurance Company on its property at the southeast corner of Nassau and Frankfort streets. It evidently indicates an early removal of the newspaper from its old quarters. A short time ago it was stated that the new site would be the former Hallenbeck printing building, at the southeast corner of Pearl and Park streets, opposite the new Court House center.

## Sport Publisher Leaves Million.

The will of Charles C. Spink, one of the wealthiest of sporting editors and publisher of the Sporting News, St. Louis, was filed in that city Saturday. It leaves virtually his entire estate of about a million dollars to his wife, Marie, and to his son, John George Taylor Spink, and his two daughters. Mr. Spink made a bequest of \$5,000 to his brother, Fred W. Spink, of Chicago, but gave nothing to his brother, Al Spink, of St. Louis, with whom he had not been on friendly terms. Mr. Spink died last week, following an attack of acute indigestion.

## Montreal's New Daily Starts May 5.

The Montreal Journal of Commerce, a new financial evening daily, of which the Hon. W. S. Fielding is to be editor, will begin publication May 5. The publishing company has been incorporated at Ottawa with an authorized capital of \$500,000. The paper will sell at two cents a copy.

## Minot Optic and Reporter Merge.

The Minot (N. D.) Optic and the Reporter were consolidated May 1, and the combined publications are now under the management of C. A. Johnson, formerly twice a candidate for Governor of North Dakota on the Republican ticket. It is reported that Mr. Johnson will convert the paper into a socialistic publication. The Minot Independent, a weekly, will soon be converted into a daily.

## Stay in Hearst Injunction.

The permanent injunction obtained on March 24 by William Randolph Hearst, by which the New York Central Railroad was restrained from using soft coal in its locomotives along Riverside Drive and from using that portion of its tracks between Seventy-second and Eighty-sixth streets as a switching station, will not be enforced, at least until June, according to a decision handed down on April 24 by the Appellate Division of the Supreme Court. The Appellate Division granted a stay of the injunction to the railroad which will remain in effect until the June term of the court.

## Blease Jails Columbia Record Editor.

James M. Moore, editor of the Columbia (S. C.) Record, is under bond of \$5,000 to await trial on a charge of "wilfully and maliciously originating, uttering, circulating and publishing certain false statements concerning Governor Cole L. Blease. The articles published in the Record concerned the proposed encampment of the National Guard.

## Fletcher Stops Vera Cruz Paper.

La Union, a Mexican newspaper in Vera Cruz, has suspended publication by orders from Admiral Fletcher. Scurrilous attacks upon General Maas, formerly military commander of the coast city for Huerta, caused Admiral Fletcher to suspend its publication. Word of this action was received by Secretary of the Navy Daniels early Tuesday.

## O'Connor Buys Hutchinson Gazette.

The Hutchinson (Kans.) Gazette, a Democratic daily, was sold at sheriff's sale to J. R. O'Connor, last week. Democratic politicians who were stockholders are understood to have lost heavily.

## New Associated Press Members.

The following papers have been elected to membership in the Associated Press: The Enid (Okla.) Eagle, Salem (O.) News, Marysville (Cal.) Appeal, Casper (Wyo.) Press, Juneau (Alaska) Dispatch, Everett (Wash.) Tribune and Livingston (Mont.) Enterprise.

## WASHINGTON TOPICS.

### STRENUOUS LIFE OF NEWSPAPER MEN WHO HANDLE WAR NEWS AT CAPITAL.

**Correspondents Obtain Aid in Covering Mexican Situation—Charles C. Hart a Candidate for Congress—War Extras at the Capital—Col. Johnston, of Texas, Gives Views on Present Crisis—Cummins on Munsey**  
(Special Correspondence.)

WASHINGTON, April 29.—Owing to the strenuous work of the Washington correspondent in having to cover the White House, the Executive Departments and Congress at all hours of the night in addition to a full day's work, many of the newspapers have sent men from the home offices to assist in handling the war news.

J. D. Whitney, of the New York Evening Post, is here assisting Edward G. Lowry, chief of the Washington office. W. F. Keohan, of the New York Tribune, has temporarily joined the staff of his paper here. Others here now are James Montague, of the New York American; Allyn Ireland, of the New York World; C. E. B. Moir and R. R. Berman, of the New York Press, and C. C. Lyon, of the Columbus office of the United Press.

L. C. Probert, of the Associated Press, sailed April 23d on the Moro Castle for Vera Cruz, Mexico. During his absence Grafton S. Wilcox, chief of the capitol staff, is in charge of the desk at the main office.

#### FREED GOES TO DALLAS.

Sam I. Freed, who was recently transferred from the New York to the Washington office of the United Press on account of the war rush, has been sent to Dallas, Tex., to take charge of the new United Press bureau recently opened there. This is the eleventh city that Mr. Freed has worked in for the U. P. Harry B. Hunt, who is stationed here for Scripps Ohio papers has been temporarily transferred to the local bureau of the United Press.

Charles C. Hart, of the Spokane Spokesman Review and Spokane Chronicle, and secretary of the National Press Club, is a candidate for Congress in his home state of Washington. To Mr. Hart is given the credit for securing a concession from the Post Office Department through a decision of Postmaster General Burleson to admit ready prints, generally called "patent insides," to the privileges of the parcels post at the rates of postage prevailing in that branch of the service. As "patent insides" have not enjoyed mail privileges previous to this order, country publishers have been greatly benefited through the efforts of Mr. Hart.

#### FLOOD OF WAR EXTRAS.

War extras have been flooding Washington since the threatened hostilities with Mexico began. Hardly an hour of the day or early night passes but that the newsboys' cry of an extra paper can be heard. All of the local papers have issued extras. The Times has recently been issuing what is called the "War Night Extra," putting it on the streets at 9:30. The public has appreciated the efforts of the papers to give them the latest news and have patronized the newsboys generously.

Senator Cummins, of Iowa, evidently holds Frank A. Munsey, owner of the Munsey publications, in the highest esteem. In a recent speech on the floor of the Senate he said: "In the last issue of Munsey's Magazine there is an article

by Mr. Frank A. Munsey himself. Mr. Munsey is a man of great wealth and great energy. His prominence in literature, finance and politics gives his declarations an unusual significance."

That it is time to act vigorously in the Mexican crisis is the opinion of Col. R. M. Johnston, editor of the Houston Post, and former United States Senator from the Lone Star State, who is at the Raleigh. Col. Johnston declared that the preponderance of sentiment among the people of Texas was with the President in his patient desire to avoid war, but that the time had come when the waiting policy had to be abandoned.

"In a manner, I believe the campaign will be similar to that in the Philippines," said Col. Johnston; "everyone must deplore the necessity of sending our men to a conflict that will, in all probability, result in the loss of many lives, but we must maintain our national honor. The greatest fear I have is that foreign complications may arise that will make the situation more serious. I earnestly pray that it may not happen."

#### VILLARD DEFENDS THE A. P.

##### Takes Part in Discussion on "The Press" Before Typical Cooper Union Audience.

The subject of "The Press" came up for enthusiastic discussion at the last season meeting of the People's Institute, in Cooper Union, Tuesday night. A typical east side audience of more than 800 persons heard speakers treat the subject from every angle of its effectiveness. The Associated Press came in for a large share of the discussion.

Dr. Frederic C. Howe, president of the Institute, was chairman of the meeting, and first introduced Will Irwin, the writer. Mr. Irwin made the point that the newspaper of to-day, because of the big interests represented in the advertising columns, was not as free as it was fifty years ago. He sketched the history of newspaper development in this country.

Oswald Garrison Villard, owner of the New York Evening Post, the next speaker, said he was glad to have an opportunity to talk in the hall where the Associated Press had been assailed only a few weeks ago.

"Never were more misleading statements made, I believe, than on that occasion," said Mr. Villard. "The Associated Press is not, as many people think, a money-making corporation. There is no stock in the Associated Press; it declares no dividends, and it makes no money for anybody. There are certain bondholders who sign a waiver of interest in the news sent out by the association and there are nearly 900 newspapers, expressing all kinds of views, politics and beliefs."

Mr. Villard said the charge that the Associated Press was a monopoly was ridiculous. It could not suppress news, he said, because the news editors of its nine hundred member papers were watching it. If there were defects in the news service given it was chargeable to the papers themselves and not to the organization.

The people themselves, he said, were responsible for the kind of news and papers they got, since every time they bought a paper they cast a vote in favor of it.

"The remedy for bad conditions is in the hands of the public," he continued. "You can put any paper out of business by not buying it and supporting clean papers, which seek to do their duty by the public."

Mr. Villard was succeeded by Theodore Schrader, an apostle of free speech, who reiterated the various charges that have been made against the A. P.

#### Editor Killed in Auto Accident.

Charles E. Garnett, editor of the Ovid (N. Y.) Independent Gazette, was killed at Interlaken, April 23, when his automobile struck a telephone pole.

GOWANDA, N. Y.—The Enterprise has made its appearance. It is published by the Enterprise Company, composed of Burt and Donald D. Dalrymple.

## TO CENSOR WAR NEWS.

### GOVERNMENT PREPARES STRICT REGULATIONS FOR NEWSPAPER CORRESPONDENTS.

#### Must Furnish \$2,000 Bond for Good Conduct, Deposit \$1,000 as Drawing Account and Take Military Oath of Loyalty—Press Photographers and Moving Picture Men Barred—Close Watch on Field Reports at Source.

Profiting by its experience during the Spanish war, the War Department at Washington has prepared regulations concerning newspaper correspondents with the army in the field. In order to control the presence of newspaper men at the front, with regard to the clear recognition of the great public function which the press has to perform and the necessity that there shall not be an abuse of publication which might help the enemy, it has been decided to require more elaborate credentials than in any previous war in which this country has been engaged.

The newspaper man who desires to be a correspondent with the army must deposit a certified check for \$1,000, against which he may draw for subsistence supplies at the commissary or for any part of his equipment, such as blankets, tents, saddles, bridles, clothes and similar available articles. He must also provide a bond in the sum of \$2,000 for his good conduct, which in the case of forfeiture may be transferred to any character the Secretary of War may designate.

#### MUST TAKE MILITARY OATH.

The correspondent will also take a military oath of loyalty in the usual form. He must agree to abide by all the regulations laid down for his guidance. Only one correspondent from a newspaper will be permitted to accompany the same field army. Men who have adventure rather than actual service as active journalists in mind will not be received. All who ask to go will be required to show that they are really newspaper men and have had experience.

Foreign correspondents must show that they have seen service in the field with an army, and must present credentials from high officers of the army with which they have been in the field, and letters in each case from their respective diplomatic representatives in the United States. No photographers for the press will be allowed with the army. There will be an official army photographer, whose films will be sent to Washington promptly and prints will be furnished to the press at a slight cost.

#### MOVING PICTURE MEN BARRED.

Moving picture men will also be barred. Regular correspondents will be allowed to carry small hand-film cameras, but their films must in all cases be censored, the films being sent to Washington to be developed and passed upon.

It is proposed to have a commissioned officer of the army act as censor in Washington and another to act as censor with the army in the field. All letters and despatches must be submitted to the censor at the field headquarters of each army and receive the stamp of approval.

The regulations forbid that the correspondent may send the names of regiments or commanders, the disposition of troops, the state of the army's transport, the number of sick, the extent of losses in any engagement, or any other matter which the censor may reject. The commanding general may, however, relax the administration of the regulations when military necessity does not require such strictness.

The correspondents on being duly licensed has the status of a non-commissioned officer so far as privileges are concerned. His pass gives him transportation over all military railways, and he is entitled to draw rations and is allowed tentage. A cook for the correspondents' mess is supplied. The army wires are open to his use when not occupied by official despatches. Every correspondent must wear olive drab

garb for the field, with a white arm band two and a half inches wide, bearing the letter C in red on the left arm. His messenger, if he has one, must also wear olive drab, and a band with the letter M in red.

Once started as a war correspondent no one may leave the army without the permission of the War Department. If despatches are distorted in the office of publication, or language or expressions are used conveying a hidden meaning which would tend to mislead or deceive the censor, such an act will be held to be a violation of the regulations, punishable by forfeiture of privileges and the bond filed with the War Department. Correspondents are to be subject to all medical regulations of the army.

No officer or enlisted man in the army will be permitted to act as correspondent for any publication without the consent of the Secretary of War and the majority of war correspondents attached to the army with which such an officer or enlisted man may be serving.

No censor may write anything for publication about the war while he is acting as censor.

## NO C. P. FRANCHISE FOR NEWS.

### Ontario and Quebec Shareholders Object to New Montreal Daily.

The proprietors of the Montreal Daily Mail were refused a franchise to publish the Montreal Evening News by the Ontario and Toronto shareholders of the Canadian Press, Ltd., at a meeting in Toronto Tuesday.

Vigorous protest was entered against this decision by Messrs. Nichols and MacNab, of the Mail, who described the evening newspaper present situation in Montreal as intolerable, because it was under the control of a monopoly, of which Sir Hugh Graham was the leading spirit.

It was to meet the emphatic call of the public against this condition that the Daily Mail had decided to publish an evening paper, they added, and they announced they had already taken action to test The Canadian Press decision in the courts, on the allegation of breach of anti-trust law.

In any event, they declared, the Evening News would be published immediately, though it would cost \$50,000 a year more to do this without the franchise.

### Taking Advantage of Clean-up Week.

The New Haven (Conn.) Journal-Courier, in a recent issue, used the local clean-up and paint-up campaign that was being conducted during that week by the citizens of New Haven as a basis for a special section with appropriate headings and photographs. It secured large copy from practically all the paint, wall paper and hardware stores in New Haven. The business manager, E. R. Smith, and the advertising manager, E. T. Carrington, both are among those who believe that merchants will support newspapers that show a disposition to help their advertisers get the best results.

## GOV. FIELDER AT PRESS CLUB.

### Urges That President Wilson Receive the Hearty Support of All.

Governor James F. Fielder, who succeeded Woodrow Wilson in New Jersey's gubernatorial chair, was the guest of the New York Press Club at luncheon on Thursday, April 23.

"The sympathy and kindly feelings of the whole American people should go out to President Wilson," said Governor Fielder. "It is a condition, not a theory, that now confronts us, and it is the duty of every American citizen, regardless of whether or not he agrees with the President's course, to uphold his hands in his efforts to see that the honor of the American rights are sustained."

Senator Charles O'Connor Hennessy, of Bergen County, N. J., at one time city editor of the Daily News, also spoke.

## CHICAGO HAPPENINGS.

### Many Extras About Mexican War—Editorial Office on N. E. A. Train—Address on Press and Medicine—Waterloo's Last Book—Cartoonist Outcault Sues American Press Association for \$250,000—Personals.

(Special Correspondence.)

CHICAGO, April 29.—The Chicago dailies, especially the evening papers, are making a big thing out of the war. Many extras are being issued and some papers are sending extras great distances to large cities which have their own dailies, relying on their sensational make-up, numerous pictures and fuller details to sell papers.

The special train of the National Editorial Association bound for the convention at Houston had a car fitted up as an editorial office for use of the writers who had to grind out copy en route.

The Press Club took the initiative in starting a patriotic campaign for the display of the American flag last week.

#### THE PRESS AND MEDICINE.

Dr. F. R. Green, executive secretary of the American Medical Association, addressed the Press Writer's Club last week, Friday evening, on the subject, "The Press and Medicine."

Herbert C. Durand, for several years city editor of the Daily News, is seriously ill at his mother's home.

The last work of the late Stanley Waterloo, once a prominent Chicago daily newspaper editor and writer, has just been published by Doubleday, Page & Co., New York. It is entitled "A Son of the Ages," and is the reincarnational story of a man from the day of the missing link to that of Caesar's conquest of Gaul. There are fourteen chapters, which are so many short stories written with simplicity and strength.

All the papers are boasting of how they scooped their rivals on war news. The Staats Zeitung, for instance, claims to have been the only morning paper to print the adoption of the Mexican resolution in the Senate in its regular edition of April 22.

#### DEATH OF C. R. JOHNSON.

Charles R. Johnson, formerly assistant auditor of the Record-Herald, died last week at his mother's home, aged 32 years.

James M. Vittie, who was tried last week for recently assaulting Albert G. D. Mercer, business manager of the Club Fellow and Washington Mirror, was found not guilty by a jury.

Suit for \$250,000 damages has been filed here by Richard F. Outcault, cartoonist and president of the Outcault Advertising Company, against the American Press Association. It is charged that the association copied several of his drawings and used them for advertising purposes.

## HERALD'S WAR PICTURES.

### They Are the First Received in New York From Vera Cruz.

The New York Herald on Wednesday printed the first pictures received in the city of Vera Cruz showing actual battle scenes. They were forwarded by Hamilton Peltz, the Herald's correspondent in Vera Cruz, who, in addition to sending to that paper accurate and graphic dispatches, found time to secure striking pictures of events in the Mexican city that is at present the center of news interest.

Mr. Peltz is a well seasoned and experienced journalist. He has been with the Herald for more than twenty years, during which time he has filled nearly every responsible position on the paper.

Mr. Peltz reported the Cuban uprising, the blowing up of the Maine, served in the Spanish-American war as correspondent and has handled many big assignments in his long experience. It was but natural that he should score so heavily on this one.

The Western New York plant at Warsaw was recently damaged by water and fire to the extent of \$500.



# NATIONAL EDITORIAL CONVENTION

**Annual Meeting At Houston Brings Out a Large Attendance—Visitors Receive a Hearty Welcome From State and City Officials—George E. Hosmer, of Ft. Morgan (Colo.) Herald, Elected President—San Francisco to Entertain Association Next Year.**

HOUSTON, TEX., April 25.—The National Editorial Association, the largest organization of editors in the United States, held its annual convention here on Thursday, Friday and Saturday of last week. At the conclusion of the sessions the delegates left on an eight-day tour of the Lone Star State. San Francisco was chosen as the convention city for 1915.

Texas never does anything by halves, and hence the welcome extended to the editors who came by special trains from New York, Chicago and other centers was of the heartiest character. The progress of these trains through the South was marked by displays of hospitality that made the Northerners sit up and take notice.

When the trains pulled into the station at Houston they were met by a delegation of Texas newspaper men, headed by a brass band, and escorted to their several hotels.

**VISITORS WELCOMED.**

Thursday morning the first of the sessions was held. Addresses of welcome were made by Lieutenant-Governor Will H. Mayes, and Mayor Campbell, of Houston. In the course of his remarks the Lieutenant Governor said:

"I feel that I am welcoming a band of brethren, men and women, who have traveled the same paths," said Lieutenant Governor Mayes, extending the welcome on behalf of the State of Texas, taking the place of Governor O. B. Colquitt, who wired his regrets that owing to disturbed conditions in Mexico he did not feel it advisable to leave the State capital.

"We have met the same adversities," said the Lieutenant Governor. "I feel that two years as president of the National Editorial Association was the highest honor ever conferred or that ever could be conferred upon me. You are mistaken if you think we are for war with Mexico down here in Texas. We are more for peace than for war. We believe President Wilson has been right in his attitude toward Mexico. We are proud of his courage now, that when he feels the time has come to strike he is ready to act.

**HOUSTON ONE GATEWAY.**

"You rode 32 hours through Texas to reach the gateway of Texas—Houston. You will find there are many other gateways in your swing around the circle in Texas. But Houston is some city. Recently Mayor Campbell was in New Orleans. He was asked the population of Houston. He replied:

"It was 125,000 when I left, but I've been gone five days, and I'm expecting a telegram at any moment saying it is 150,000." Texas sunshine is not apparent to-day, for Texas is shedding tears of joy that the editors of the nation are within her borders."

Lee J. Rountree spoke on behalf of the Texas Press Association, and Judd Mortimer Lewis, of the Houston Post, on behalf of the state press at large.

B. B. Herbert, father of the National Editorial Association, responded to the welcome extended by Texas on behalf of the association. He told of some of the reasons that had led to the organization of the national body. In 1885 Father Herbert was president of the Minnesota Editorial Association and he conceived the idea that a national organization could do a great work. He called a meeting for the editors of the country at New Orleans, the National Editorial Association was formed and Father Herbert was elected its first president. Father Herbert is now the editor of the National Printer-Journalist at Chicago and is fully as active as

when he was editing a newspaper, 29 years ago, at Red Wing, Minn.

**OSWALD MAKES GOOD IMPRESSION.**

J. Clyde Oswald, president of the Na-



THE DISTINGUISHED EDITOR OF THE BROOKLYN EAGLE.

tional Editorial Association, made an excellent impression in the few remarks he made at the opening of the session.

He told the members that they had come to Texas to "do business" with subjects of vital interest to newspaperdom. He believed that newspapers and politics were one and inseparable, but that the newspaper should be entirely independent of the politician.

Reports of the several committees occupied the attention of the convention during the greater part of the day. A. L. Shuman, of the Fort Worth Star-Telegram, chairman of the Small Town Ad Committee, said among other things:

**PROGRESS OF AD CLUBS.**

"I wish to make the statement that in no branch of the great work now being done by the Associated Advertising Clubs of America has the progress been so pronounced and constructive as has been the great strides made by the ad clubs in the smaller cities and towns. I want to make it clear to my hearers that, in my judgment, the majority of cities in this State should be classified among the 'small towns,' as defined by the course of study laid down by the educational committee of our national body. The reason for this lies in the fact that there are few national advertisers among the membership of the ad clubs of the State of Texas—consequently the bulk of advertising done by our membership is local, comparatively speaking.

**GETTING TO BUSINESS.**

"It has been my observation that, constructively speaking, the advertising clubs of the country have made immeasurably greater progress since the Baltimore convention in June, 1913, than was made in the advertising world in the five or ten years previous. The cause for this fact is a result of the serious and really businesslike acts of the great body of advertising men in attendance upon the 1913 convention.

"And right here let me say that it was clearly demonstrated at the Baltimore convention that the Associated Advertising Clubs of America have at last

any excuse for a man in the country newspaper business to be hard up.

"Since I have been in the business I know there is no excuse to be hard up," said Mr. Shippey. "The country game is not always a big game, but it is soul satisfying and if the country editors put out the right kind of newspapers they can make them win."

**FOR COUNTRY PUBLISHERS.**

Arthur A. Hay, president of the Country Publishers of America, an organization with between 500 and 600 members, made a strong plea for his organization and the question of the National Editorial Association supporting the interests of the country publishers has been taken up in committee.

The objects of the association, Mr. Hay explained, was "to get clean foreign advertising for the country newspapers without taking the cut-throat prices offered by the agencies."

J. E. Phelan, of the Bridgeport and Waterbury (Conn.) Heralds, spoke on "Cashing in on Honest Advertising." Mr. Phelan told of the expenses of the two Heralds in cleaning up their ad columns.

**FRIDAY'S SESSION.**

Portions of the Friday morning session of the National Editorial Association leaned toward revolutionary methods of newspaper work, it being suggested that after the schools of journalism became more influential it would be policy to have laws enacted requiring that each newspaper editor pass an examination both as to ability and as to his moral character. The suggestion itself came in a paper read by Father Herbert, from Prof. Merle Thorpe, of the University of Kansas, one of the leaders in the school of journalism.

H. M. Nimmo, editor of Saturday Night, Detroit, Mich., was inclined to take serious issue with Prof. Thorpe, not directly, but in a general way.

**AFTER CIRCULATION LIARS.**

Professor Thorpe in the course of his paper said:

"Only recently the editor of one of the biggest newspapers of the country assured me his paper was his own private business. That he had evolved it and that he had put his money into it. Yet the ink is hardly dry on the law requiring that publication of actual newspaper ownership be made.

"They are now getting after the circulation liars and others. Recently a committee composed of clergymen and others, all friends of the newspapers, asked some leading questions concerning the newspapers.

"Is the news of crimes and salacious news carried by the newspapers any more qualified, or is the newspaper editor any more qualified in giving it to the public, than is the druggist who sells opium and other drugs to dope fiends?"

"Why should not the States look into the qualifications of the editor, as well as the qualifications of the doctor, the lawyer and the barber?"

"For the public good and the public safety the editor should show some qualifications as the physician who looks after the bodily ills of the people. Why should not telegraphic news be bought and sold on the public market? Why should not the newspaper be held responsible for fraud the same as any other salesman?"

Professor Thorpe advocated a fair play bureau, the same as has been established by the New York World, where the readers of the paper can voice their complaints and obtain corrections of errors. He advocated a bureau of this character in each of the States, saying that the unscrupulous newspapers would soon be forced to recognize the rights of the people.

The afternoon session's program was supplied entirely by women. Their addresses were fully as interesting as those delivered by the men at the earlier sessions, and were heartily applauded. The paper prepared by Miss Caroline A. Huling, of the Progress Literary Bureau, Chicago, who was unable to be present, was read by Miss Harve P. Nelson, of Greenville, Texas.

**AFTERNOON SESSION.**

At the afternoon session John W. Philip, of Dallas, advocated newspaper support for a federal business commission similar to the Interstate Commerce Commission. Lee Shippey, of the Hogginsville (Mo.) Jeffersonian, furnished a half hour of wholesome humor as a variation of the more serious subjects of the convention.

Mr. Shippey does not believe there is

(Continued on page 966.)

## NEWSPAPER WOMEN OF AMERICA

**Margaret Mason, Who Puts the Punch Into Her Widely Read Fashion Letters, Has Introduced a New Wrinkle in Her Syndicate Work, Causing Guesses as to Her Identity.**

By A. C. Haeselbarth.

Inasmuch as even some of the editors who use and praise the letters of Margaret Mason, a special writer on the staff of the United Press Associations, have expressed doubt as to whether this gifted contributor is a man or a woman perhaps it is up to THE EDITOR AND PUBLISHER to settle the question.



"MARGARET MASON."

Margaret Mason is the nom de plume of Mrs. Margaret Rohe Howard, wife of Roy W. Howard, president of the concern which syndicates her work.

Margaret Mason is in a class by herself as a fashion writer when it comes to putting the punch into fashion notes, and yet presenting such intelligent pictures of the latest fads and fancies in women's dress that even a mere man can form some idea of what a woman so rigged looks like.

### PAYS EDITORIAL TRIBUTE.

The Ann Arbor (Mich.), Daily Times News, in a recent issue paid a column editorial tribute to the Margaret Mason work, saying in part:

"Margaret Mason, man or woman, is one of those scores of persons unknown to fame who, for the daily edification of the American public, brings forth classicse that because of the ephemeral character which is inherent in newspaperdom, are denied that appreciation which should be their just due. Once in a decade it happens that a gifted newspaper writer pulls up stakes and transplants his allegiance to a more lasting form of literature, when he is frequently praised unto the heavens for work the quality of which is mediocre, compared with that which he did under the pressure of the speed that the 20th century newspaper exacts.

"The most remarkable thing about the modern press, is neither the linotypes nor the giant machines that print and fold thousands of papers in a very few minutes, but the high standard of the brain product that furnishes its warp and woof.

"Margaret Mason's weekly letters are delightful word pictures of good natured travesty on the follies of the day. Dame Fashion furnishes the theme, but

to him who reads with his mind as wide open as his eyes, is unfolded in these articles wit which seizes upon an eagle eye that which escapes the notice of the deep thinker, eliciting truths which are in vain sought for with any severe effort.

"Granted that Margaret Mason is guilty of that levity which may bar her (or him) from the Parnassus of the literati, here is a fecundity of ideas modeled or tinkered, if that will appease the highbrows, into humor, the purport of which reveals much hard sense, despite the seeming abandon to caprice.

"Larger even than the checks of a corporation president are the checks of the coat suits now being much affected for street wear," says this writer, coining a comparative which is alike picturesque, waggish, and yet strikingly true.

"Nothing is probably more remote from Margaret Mason's mind than to consider these weekly pen caricatures of Dame Fashion's latest follies in any other light than "pot boilers" or, at best, as hack work. Possibly Margaret Mason, if given a free hand, would prefer to write erudite essays on why the world doth move, which would very likely fall as flat as a pancake.

### HER CLEVER VERSE.

As though to refute the calumny that no woman possesses a sense of humor the Margaret Mason articles are frequently prefaced with clever verses. Here, for instance, is one of her poetic flights:

The tootsies of the modern maid  
Have often in the past,  
Because of too much tangoing,  
Been cased in plaster cast,  
But now they've cast the dust aside  
Of plaster cast foot gear  
And as a model outcome they  
In bronze each one appear.

After this effusion she proceeds to lead her "Fads and Fashions" column with this paragraph:

New York, April 3.—Yea, verily; if lovely woman wants to put her best foot foremost this season she must see to it that it be shod in bronze. Though the idol of fashion has clay feet, yet they are sure to be bronze coated. Indeed it were almost better to wear a black eye than a black shoe so if you want the stamp of sartorial approval you must do your own stamping in bronze hoots.

"When I first came to New York from Lawrence, Kansas, to break into the newspaper game," said Mrs Howard in reply to my inquiry as to her newspaper ideas and methods, "I used to retire to the privacy of my hall bedroom and bring forth gems of thought in the absolute quiet of uninterrupted concentration. Nowadays I'm lucky if I can dash off a short epigram without having to bring up panting in the midst of a split infinitive to answer a small son's perpetual queries or pick up a small daughter before I can pick up a train of thought. I used to strive for short-snappy statements, terse, broken sentences. Now I experience no difficulty in getting them broken.

### SOME PERSONAL COMMENT.

"The only thing really serious about women's fashions is getting the money to keep up with them. Yet most newspaper fashion stuff is treated as ser-

iously as the ailments of a rich relation. Men follow sports. Women follow fashions. Editors insist on having sports written in a breezy humorous style, because being men, they know the subject and how they want it treated. But the average editor, being married, has long since ceased to believe that there can be anything funny in fashions.

"I figured if I could so write fashions as to cause a smile to blossom on the copy desk where formerly a cuss word grew I would have justified my adopting a profession to which I am twice wedded, the second time by marriage to a newspaperman.

"If I can tuck a laugh between the latest thing in basques and the newest cut of skirts I feel I haven't written in vain, though I write of vanities (provided of course I get my weekly check regularly)."

It may be added that Margaret Rohe Howard is a sister to the equally talented Miss Alice Rohe, of the New York Evening Mail.

### CHANGES IN INTEREST.

KERNERSVILLE, N. C.—F. A. Slate, for six years editor and owner of the News, has sold that paper to local investors who have organized a stock company to continue the publication of the newspaper. William M. Porter is the new business manager and Frank Korner is the present editor. Mr. Slate, who has been Mayor of Kernersville for two years, will remove to Lincolnton, where he has purchased the Times.

SHABBONA, Ill.—A. W. Hubbard has bought the Express of W. H. Ray, who has been editor of that paper for the past 38 years.

KENSAL, N. D.—J. B. Howard, publisher of the McHenry Tribune, has bought the Journal of John Dudley.

OCHEYEDAN, Ia.—Cecil Adams, a newspaper man at Danburg, has bought the Press.

WALTON, N. Y.—A. C. Wyer has bought the Chronicle from H. N. Gardner, who has owned the paper about four years. Mr. Wyer also owns the Delaware Express.

WESSINGTON SPRINGS, S. D.—Rev. D. E. Ambrose, formerly pastor of the Blue Rapids Baptist Church, who, with his son Ralph, has been publishing the Jerauld County Review, has now purchased the plant, and he and his son will control the publication.

OXFORD, MISS.—G. G. Hurst and W. M. Robertson, owners and publishers of the Lafayette County Press, have sold the plant, good will, etc., to State Senator Lee M. Russell, of this city.

NEWPORT, TENN.—The Times has become the property of John Holt and R. H. Sexton, and will be converted into a Republican paper. T. H. Campbell is the retiring editor.

### Brooklyn Times in New Home.

The Brooklyn Daily Times is now installed in its new home at Flatbush and Fourth avenue. It now issues a baseball edition and has installed a Star Baseball Player on the front of its building which daily attracts great crowds as every move of the game is shown as soon as made.

*If local advertisers ever wake up to the opportunity in local newspapers they will use three to ten times the space they now use. Local advertising today is where national advertising was twenty-five years ago.*  
R. H. WALDO.

### NEW CATHOLIC WEEKLY.

To Be Established in Cleveland by Messrs. Anson and Cull.

Sam B. Anson, city editor of the Cleveland News, and Edward J. Cull, former circulation manager of the Cleveland Press and other Scripps papers, are contemplating the establishment of the new Catholic weekly in the next few weeks. Mr. Anson will be editor of the publication and Mr. Cull will be business manager.

Messrs. Anson and Cull are understood to be contemplating a Catholic weekly that will be more essentially a Catholic newspaper than journal. Extensive arrangements are being made for the organization of a corps of correspondents covering every important Catholic community in the diocese. Another innovation in the Cleveland Catholic field will be a special correspondent in Rome, serving the new paper exclusively. The new paper will make its initial appearance June 15, it is expected.

### A NEWSPAPER IN SHORTHAND.

A Queer newspaper is The Kamloops Wawa, printed in shorthand by a tribe of Indians in British Columbia. It was established by a French missionary, Le Jeune, a few years ago. He found the natives superstitious, ignorant, and unable to write their language. He learned their vocabulary, and began to write it in shorthand signs representing all the sounds the Indians use in speaking.

Le Jeune first explained his system to an intelligent Indian lad who took to it intuitively, and in a few months thoroughly learned the art of writing his language in shorthand, and began to teach his friends. The new "talk language" created widespread interest, and the Indians, young and old, were soon engaged in practising it. After about 500 had mastered the system, parts of the Bible were translated by the missionary, and finally The Kamloops Wawa was started. It was printed on a mimeograph at first, but Le Jeune succeeded in having type made, and it is now printed on a press. It has sixteen pages, and contains all the news of the tribe and of the church the missionary built in the main village. Over 2,000 Indians have learned to read this unique newspaper.

### Dry Goods Economist Staff Dines.

A dinner at which covers were laid for 85 was given to the staff of the Dry Goods Economist, New York, recently at the Hotel Imperial. The speakers included H. M. Swetlauff, vice president of the United Publisher's corporation; R. E. Fowler, advertising manager for Prinz-Biederman Co. of Cleveland; Roy F. Soule, editor of the Hardware Age and C. G. Phillips, president of the Dry Goods Economist.

### Brooklyn Editor Gets Public Office.

Thomas P. Peters, Republican, and former editor of the Brooklyn Daily Times, has been appointed an Assistant District Attorney by District Attorney Cropsey, in Brooklyn. He will take the place of George H. Folwell, who was made a city magistrate to succeed John F. Hyland, recently appointed county judge by Governor Glynn. Mr. Peters is forty-five years old. He was graduated from the Brooklyn Polytechnic Institute, Columbia College and the Brooklyn Law School, and was a Presidential elector on the Republican ticket in 1904.

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**PANAMA EXPOSITION.**

**GEORGE HOUGH PERRY TAKES EXCEPTION TO MR. SCHREINER'S CRITICISMS.**

**Declares Service Offered Newspapers Is Not a "Scheme to Steal Advertising Space" from Unwary Publishers—Californians Have Put Up \$21,000,000 for the Fair and Do Not Expect a Penny of Money Back.**

Panama-Pacific Exposition, 1915.  
San Francisco, Cal., April 7, 1914.

**THE EDITOR AND PUBLISHER:**

You can imagine with what interest I read the article by Captain Schreiner in your issue of April 4th, relating to the Exposition tour contest plan offered to American and Canadian newspapers. Captain Schreiner evidently intended to be fair, but from my viewpoint his article is most illogical and one-sided. This, entirely aside from the fact that he got his figures all wrong, probably comes of a hasty reading of our offer. There are one or two things about this offer which it seems to me you ought to print, as a mere matter of justice.

First—Our service is not a "scheme to steal advertising space" from unwary publishers. It was suggested to me by the very large number of requests we were receiving from newspapers all over the country who were planning to run Exposition tour contests, and who wanted cuts and advertising matter for that purpose. It occurred to me that if we were going to supply this matter at all, I would give them something scientific and effective, so I engaged the most experienced circulation man I could find and went to it.

**CASH RETURNS TO NEWSPAPERS.**

Second—Actual figures in our possession show that the newspaper which runs our service gets a cash return for the advertising space used, always five times greater, and in some cases, twelve times greater, than it would get if it sold the same space at card rates. This is not a guess, nor a piece of selling talk; the figures are based on actual experience, and can be confirmed by twenty or thirty papers. So please do not talk about "stealing" or "giving" space.

Third—You would not think of criticizing a paper which ran such a contest on its own hook, or bought a contest service from any one of the professional contest managers or contest companies. In fact, Exposition contest schemes are being sold to newspapers to-day at a price fifteen to twenty times greater than we ask. Why then do you warn the newspapers against running a better plan, sold at a less price by the Exposition itself?

**IS PLAN PROFITABLE?**

The only answer to this question seems to be that the Exposition gets some advertising out of it. What if it does? Strictly as a business proposition, the only question should be whether the plan is profitable to the newspaper. If it is, the fact that the Exposition also gets some benefit should be merely an added reason for running it.

Fourth—You apparently protest against any free advertising for the Exposition on the ground that the Exposition is a private commercial enterprise, run for somebody's profit, or for the advantage of San Francisco or California. Nothing could be further from the fact. The Exposition is the official national celebration of a national achievement. Half a dozen cities strove for the honor of holding it. The United States Congress gave that honor to San Francisco. It was then up to Californians to carry out the task entrusted to them, in a way to reflect credit on themselves, on the nation, and on the event celebrated. To do this they taxed themselves in one way or another about twenty-one million dollars.

**THE NATION'S EXPOSITION.**

Nobody expects to see a penny of this money back again. Some hotels, restaurants and cigar dealers will undoubtedly find their business increased, but I assure you that this is not the reason why California has undergone such sacrifices, or why the Exposition management is working day and night, absolutely without compensation. California has put up this money as a donation to a great national duty. It is being expended by the best and cleanest organization that I have ever seen, to build an Exposition that will be the wonder of the world. That is the only reward that Californians expect or will get.

As for "advertising California," the truth is that the Exposition gains more in an advertising way from the fact that it is held in California, than California will gain in an advertising way by having the Exposition here.

**ITS EDUCATIONAL PURPOSE.**

Fifth—The true purpose of this Exposition is as a great educational and economic influence; a factor in bringing the nations closer together; an influence toward the extension of commerce, a stimulus of interest in the higher concepts of happiness and a factor in the furtherance of international peace. It needs advertising, because it cannot have these effects unless people come to see it, but you cannot figure its advertising as you would a commercial enterprise, run for profit. A point which you evidently fail to consider is the extremely small cash value which a visitor has for the Exposition. On the average, we can expect each visitor to enter the gates perhaps five times. That means two dollars and a half in gate money. Add to that, a small percentage on whatever money that visitor may spend in the Concession District, say one dollar or more. That means that each visitor is worth only three and a half dollars, gross, to the Exposition. The actual cash value of our contest-service is just about one hundred times greater to the newspaper that runs it than it could possibly be to the Exposition. Figure it yourself.

But I do not like to argue this matter as a business proposition, although all the figures emphasize that the newspapers will get more out of it than the Exposition. The reason for running the service, better even than the profit to be gained, is that this great national enterprise deserves the support of the na-

tion's newspapers. I am glad to say that it is getting such support. Up to this writing, requests have been received for our service faster than we can comfortably take care of them, and our problem is going to be rather, what editors to give it to in competing territory, than anything else. The net result of the A. N. P. A. bulletin and your own article, has been a flood of inquiries and requests and just one lone cancellation. American newspaper publishers are pretty shrewd individuals, and their appreciation of a good thing is as hearty as their reluctance to see a competitor get it.

I have today approved the plans of the building which the Exposition is going to erect for the accommodation and entertainment of newspaper men. I hope to entertain THE EDITOR OF THE EDITOR AND PUBLISHER in it, together with thousands of other editors, the happiest of whom will be those broadminded men who, by giving the Exposition sympathy and support, have not only promoted a national enterprise, but have also made some good money for themselves.

GEORGE HOUGH PERRY,  
Director, Division of Exploitation.

**NATIONAL EDITORS.**

(Continued from page 963.)

Her subject was "The Value of the Woman's Page."

"The average woman's page is a sad reflection on the intelligence of women in general, since it embodies the idea that of the masculine editor relative to what is desirable for their instruction and delectation," declared Miss Huling in part. "We, who write for bread and butter, with an occasional piece of cake, well understand that our articles must be pleasing to the men higher up, else the women in charge of the page cannot purchase them.

"That women are interested in commercial agency reports, those relating to markets, crops and the like, cannot be realized, but the vital importance of such things are comprehended by many women. Advertising pages also are closely scanned by women since the most of us must make \$1 do the work of five; and we are deeply interested in new inventions that make life easier for all persons.

"We would gladly dispense with the hideous illustrations that portray the monstrosities now so fashionable that are foisted upon American women by Poiret, Redfern and some other male fashion makers who like to bring cash to their own coffers and contumely upon blind followers of an absurd vogue. The horrible pictures on the fashion pages of the newspapers help to popularize them, and the men are responsible."

Miss Huling urged that the women be given something on their page that would be instructive. She advocated co-operation with women's clubs and suggested that articles dealing in an interesting, but educational way, on commercial problems, such as banking and marketing, would be more appreciated by the women in general than pages upon pages of beauty hints.

"JOURNALISM IN THE FAR NORTH."  
"Journalism in the Far North" was the subject of the address by Mrs. Mary E. Hart, of Alaska, president of the Alaska Cruise Club, of San Francisco, Cal.

Mrs. Lee J. Rountree, of the Georgetown, Texas, Commercial, in an address on "The Editor's Wife," said that she had been everything from the devil to the editorial writer. She told of her many amusing and sometimes dramatic experiences in such an entertaining way that her hearers applauded her remarks enthusiastically.

Another speaker was Mrs. R. C. Cummings, of Houston, who delivered an address on woman suffrage.

One of the incidents of the afternoon was the distribution of 500 bags of pecan nuts grown on the farm of Lieutenant Governor Will M. Mayes, near Brownwood.

The delegates put in another busy day on Saturday. Excellent papers were

read by E. R. Purcell, of Broken Bow, Neb., on the "Building and Holding of the Country Weekly Circulation"; by Roy A. Stacey, of the Adair (Tex.) News, on "Building Up a Weekly in a Small Town"; by A. C. Baldwin, of the Austin (Tex.) Tribune, on "Making a Weekly Pay at Fifty Cents Per Year," and by Herman Roe, of Northfield (Minn.) Times, on "What Constitutes a Remunerative Advertising Rate."

At the business session in the afternoon, auditing committee reported that the receipts for the year ending April 25 had been \$1,059.05 and the disbursements \$1,229.19, leaving a deficit of \$170.17, which will be made up at once. The more than usual expenses of the year were due to a publicity campaign carried on to increase the membership. Resolutions were adopted extending to Texas and Texas people the grateful thanks of the association for their unbounded hospitality.

**FAVOR ADAIR BILL.**

A second resolution was offered placing the association on record as unqualifiedly in favor of the Adair bill now pending in the United States Congress relative to granting interstate transportation by railroads in exchange for

(Continued on page 978.)

**How The Evening Post**

is doing what it is doing about the dolings of women.

As an illustration, take its club news. By merely following the plainly visible lines of women's interests, The New York Evening Post developed a club department which has made that paper the dependence of local club women. The New York City Federation, which numbers 80,000 women, uses The Evening Post as its bulletin board; as its historical record, as its means of keeping in touch with State and National Club organizations.

**ESPECIALLY SATURDAYS.** Surely these women readers should command the attention of advertisers.

**The Globe**

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending March 31, 1914

146,669



**IN WESTERN PENNSYLVANIA**

You will make no mistake by using

**The Johnstown Leader**

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

118 East 28th Street New York City

**The Jewish Morning Journal**

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 96,345 the year ending Dec. 31, 1913, was

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more **HELP WANTED ADS.**

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago

**Classified Advertising is a Gold Mine**

Make the people say: "'OUR PAPER' carries the best classified in town."

Large volume of classified advertising popularizes a newspaper with the people

Is your classified advertising unprofitable? It can be made very profitable

**THE BASIL L. SMITH SYSTEM**

Builds permanent and classified advertising mediums

This system is used now by many of the best classified mediums of the country

WRITE FOR PARTICULARS

Philadelphia Address. **BASIL L. SMITH, Haverford, Pa.**



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(Successors to Payne & Young)



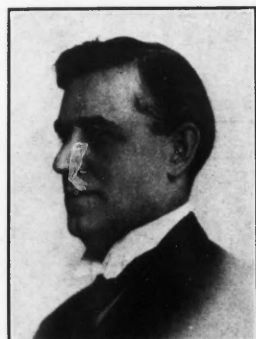
F. H. TOBEY  
Manager New York Office



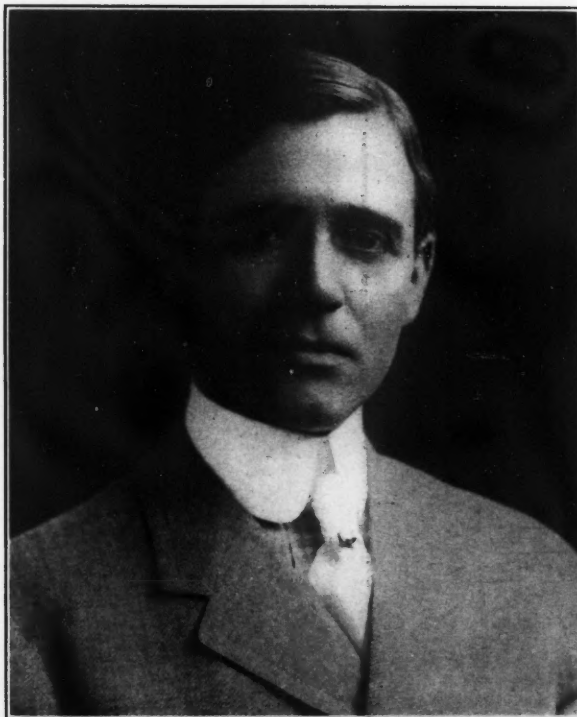
GEORGE HENRY PAYNE  
Vice-Pres. and Asst. Manager  
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E. W. PRESTON  
Manager Boston Office



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G. A. MURPHY

## Newspaper Special Representative and Service Agency

NEW YORK  
Fifth Avenue Building

CHICAGO  
Marquette Building

BOSTON  
Publicity Building

**LIGHT ON LIBEL LAW.**

**Judge Shafer, of Pittsburgh, Makes Plain Just What Libel Is and How Newspaper Men May Avoid Getting Into Trouble—Truth of a Statement Defense in an Action.**

The law of libel, as it affects Pennsylvania newspapers, was the subject of a talk by Judge D. Shafer, of the Common Pleas Court, of Allegheny County, before an audience made up of the students of journalism and business law in the University of Pittsburgh, active Pittsburgh newspaper men, and others, delivered recently in Pittsburgh. T. R. Williams, instructor in journalism, presided.

"Libel, as applied to newspaper publishing, is anything which tends to injure an individual, firm, association or corporate body by subjecting such to the ridicule, hatred or contempt of the public, or to disrepute," said the speaker. "It is possible to be guilty of libel by means of writing, printing, cartoons, or even signs. An act to be construed as libelous must be made public in some manner, and must be such as will be readily understood, in its injurious sense, by 'the man in the street.' Technically, every person having anything to do with the publishing or circulating of a libel is liable, in the eyes of the law, from the man actually originating the libel to the 'newsie' selling the paper containing it. Practically speaking, the responsible owner or publisher of the newspaper is held liable."

**DIFFERENCES BETWEEN SLANDER AND LIBEL.**

Judge Shafer explained that slander and libel are kindred terms in law; "slander" being applied to defamatory words spoken, and "libel" to such words published. Libel is regarded as the more serious offense because of its wider circulation and more permanent form. Slandorous words, however, are not necessarily libelous when published, and spoken words, which would be libelous if published, would not necessarily be slanderous.

"Libel is subject to either action at law, or prosecution, or both," Judge Shafer continued. "An action is a proceeding begun by one or more persons against another, demanding the payment of money because of some alleged injury suffered by the plaintiff. A prosecution is a proceeding, brought in the name of the commonwealth, charging the commission of a crime, and upon conviction may mean fine or imprisonment, or both.

"A person against whom a libel has been committed may bring action against all concerned, and may obtain judgment against all, but it is possible to collect only once for the one offense, and it is, therefore, the practice to bring suit only against the publisher of the guilty newspaper. The law holds the publisher responsible, whether the libel is published with or without his knowledge, and even if it is alleged to have been committed against his direct orders.

"Under the old law it was no defence to establish the truth of the libel; in fact it was a maxim that 'the greater the truth the worse the libel,' on the principle that it injures a man more to state that he is dishonest when that is the fact, though it may not be generally known, than if he is scrupulously honest and generally known to be so. Under present laws it is a good defence in an action for libel to prove truth; but it is extremely dangerous to plead 'truth' as a defence and then fail to establish truth."

**PRIVILEGED COMMUNICATIONS.**

Newspaper men should know what the law is as to privileged communications, Judge Shafer said. In this category are included the proceedings of any public body, public documents or reports, and other things proper to be made known to the public. It is safe to publish these things. Such publication is not actionable, and many other things are not actionable if published in a reasonably accurate manner, from proper motives, and in the belief that it is true.

"Comments are dangerous," the speaker went on, "because it is always possible to stray from the facts. You have the right to make comments when reporting court proceedings, but they must be based strictly upon the evidence. In one libel case some years ago, exceptions had been filed in court when the executors of an estate were making their report. Among other things it was alleged that certain notes that had been paid out of the estate were forgeries. A newspaper published sensational accounts of the case, in which it stated that the executors were charged with having forged the notes in question, and in glaring headlines said they were accused of having 'robbed the estate.' As a matter of fact, no such allegations were made in court, and such comments were entirely unjustifiable.

"The law allows much latitude in commenting upon the public acts of public officers, but it is possible to go too far, and it is not proper to probe into the private lives of public men and publish things that might injure them.

**REPORTER'S FUN COSTS MONEY.**

"In a case in the Allegheny County courts some years ago a reporter for a local paper tried to obtain an interview with a well-known Pittsburgh lawyer, who was a member of the city council. The lawyer refused to talk, remarking facetiously that he did not make it a practice to talk unless paid for it. The reporter wrote what he considered a 'funny' account of the interview, which was published, in which he asked the question, 'Who pays Mr. B. for all the fine speeches he delivers in council, for which the public pays nothing?' The lawyer entered suit for libel and won."

Judge Shafer summed up the situation by saying that it should be the aim of a newspaper publisher to print the news, free from libel, and thus keep his money and stay out of jail, and said that if all newspaper writers and editors studied the law of libel well they could reduce the possibility of libel suits to the minimum.

Mr. Williams in his remarks pointed out the many possibilities of printing libelous statements in newspapers, because of the many hands through which the news passes and the necessity of haste, but added that neither the courts nor practical newspaper men considered these things to be good excuses.

JOHN F. DUFFY.

**DUDLEY BECOMES A PUBLISHER**

**Advertising Agent Takes Over the Griffin (Ga.) Daily News.**

Winfield W. Dudley, formerly head of the advertisers' service and promotion department of the Atlanta Constitution, has become the editor and publisher of the Griffin (Ga.) Daily News.

Mr. Dudley has been active in newspaper and magazine work in the United States for sixteen years. He has been editor of papers in Fort Smith, Ark., and Alton, Ill., and reporter, city editor, Sunday editor, telegraph editor and correspondent in the field for Denver, St. Louis and Chicago papers, including several years of work for The Chicago Tribune. For three years he was in the Chicago office of the United States associations, during which time he "scooped" the world with Judge Landis' decision fining the Standard Oil Company \$29,000,000, and was first to the wires with the indictment of the great packers of the stock yards.

More recently Mr. Dudley has been a partner of Herbert Kaufman in the advertising agency business.

**Mayor Stops Huerta Newspaper.**

El Guarda del Bravo, a Mexican newspaper published at Laredo, Tex., in the interests of the Huerta government, was suspended Saturday by order of District Judge Mullally and Mayor McComb. For months Prisciliano Aldama, publisher, has been printing veiled attacks on the American government which have been disregarded, but on Saturday he published a bitter attack on the American government as responsible for Mexico's troubles.

**AWARDS IN LINOTYPE CONTEST.**

**Printers From Every Part of Country Competed for Prizes.**

Most surprising of all the results of the recent linotype competition in the Mergenthaler offices in the Tribune Building, New York, was the demonstration of the adaptability of these machines, especially those with multiple magazines, to intricate composition which a few years ago could only have been set by hand. This was shown by a glance at the exhibit.

The competitions of linotype quality and versatility which closed on March 20 were a great success from every point of view. Large towns and offices in smaller towns in large numbers sent their specimens. Canada and even Honolulu had their entries.

All were carefully arranged on long tables in a large room in the Tribune Building and separated under the various class headings. All marks of identification had been eliminated. Every detail received minute attention from the judges, and after the awards were made there remained no question as to their absolute fairness.

Judges were E. E. Bartlett, J. Horace McFarland, W. J. Hartman, A. W. Finlay and James M. Lyne. They were unanimous in awarding the first and second prizes.

The winners follow:

**CLASS A—BOOKS AND CATALOGUES.**

First prize, No. 32, Britton Printing Company, Cleveland, Ohio; second prize, No. 19, Lent & Graff, New York City; third prize, No. 11, A. E. Morse Printing Company, St. Joseph, Mich.; honorable mention, No. 21, Price, Lee & Adkins, New Haven, Conn.

**CLASS B—MISCELLANEOUS JOB WORK.**

First prize, No. 55, E. M. Uzzell, Raleigh, N. C.; second prize, No. 57, Honolulu Star Bulletin, Honolulu, Hawaii; third prize, No. 50, Arizona Daily Star, Tucson, Ariz.; honorable mention, No. 25, Telegraph Printing Company, Harrisburg, Pa.

**CLASS C—MAGAZINES AND TRADE JOURNALS.**

First prize, No. 17, DeVinne Press, New York City; second prize, No. 3, Southgate Press, Boston, Mass.; third prize, No. 23, F. A. Munsey Company, New York City; honorable mention, No. 14, Lent & Graff, New York City.

**CLASS D—TARIFF AND TABULAR.**

First prize, No. 26, Barclay Printing Company, Cincinnati, Ohio; second prize, No. 33, Cramer Printing Company, Crafton, Pa.; third prize, No. 34, Burt-Haywood Company, Lafayette, Ind.; honorable mention, No. 21, Telegraph Printing Company, Harrisburg, Pa.

**SPECIAL PRIZE.**

Winner, No. 19, De Vinne Press, New York City; honorable mention (A), No. 18, De Vinne Press, New York City; honorable mention (B), No. 5, Messenger Job Print, Owensboro, Ky.

To all who have worked upon the specimens submitted, as shown by the entry blanks, the Mergenthaler Linotype Company will within a short time send a suitable souvenir.

**NEW INCORPORATIONS.**

**LORAIN, O.**—The Times-Herald Publishing Company, newspaper printers and publishers. Capital, \$25,000. Incorporators, C. A. Rowley, Millicent Rowley, Laura Rowley, Edith W. Watkins and Florence B. Watkins.

**SPRINGFIELD, MO.**—Independent Publishing Company. Capital, \$6,000. Incorporators, E. F. James, J. W. Rose and A. M. McKeel.

**SAN JOSE, CAL.**—Sokol Publishing Company; to issue a Slavonian newspaper. Capital, \$10,000. Incorporators, J. A. Chargin, A. P. Lepesh, M. Pasetta, Victor Vojvodich, B. K. Scar, D. F. Andricevich and T. Matutinovich.

**"It Pays to Advertise"—a Play.**

Cohan and Harris produced a new three-act farce, entitled "It Pays to Advertise," in Atlantic City, Monday night. The play is by Roi Cooper Meigrue and Walter Hackett, who have constructed their story around the adventures of a young man whose father, a rich soap manufacturer, by threatening to disinherit, coerce him into entering upon a business career. The hero conceives the idea of promoting a new brand of soap and "bucking" the trust, of which his father is the president, and is so successful, owing to an aggressive advertising campaign, that a demand is created, which the young man, owing to a lack of ready money, cannot supply.

**College Girls Edit Paper at Wisconsin.**

The young women students interested in journalism at the University of Wisconsin edited a 32-page edition of the Daily Cardinal, the college paper, recently under the direction of Miss Mary Young, a student in the course in journalism at Wisconsin, whose home is at Alpena, Mich. The girls solicited considerable advertising for this special number and wrote and edited all of the paper except one page, "The Men's Page," which they permitted the young men on the regular staff of the Cardinal to prepare. The boys got up this men's page in imitation of the usual "Women's Page" in the Cardinal, which has the distinction of being the only "Women's Page" in any college daily in this country. The page, which is written by girls in the course in journalism at Wisconsin, is devoted daily to the news and interests of the 1,200 young women at the university.

**Women's Ad League Dinner.**

The League of Advertising Women gave their last dinner of the season at the Hotel Prince George last week. It was Mail-Order Night, and all those present participated in the discussion which made the evening one of the most interesting of the year. In May, the League will elect its new officers for the coming year.

**Masonic Home Journal**  
**LOUISVILLE, KY.**

has the largest circulation of any Masonic publication in the world.  
**50,000 Copies per issue**

The first and the fifteenth of each month.

The Masonic Home Journal was established in 1883, thirty-one years ago, and has a high per capita purchasing power to which general advertisers can profitably appeal.

**THE DISPLAY RATES**

1 inch, 1 time, - - -	3.00 per inch
1 " 6 " - - -	2.75 "
1 " 12 " - - -	2.50 "
1 " 24 " - - -	2.25 "

Special position, 20% extra.  
Reading Notices, 30c. per line.

Sample Copies and further details on request

**D. B. G. ROSE**

**EDITOR AND GENERAL MANAGER**  
1117 World Building, New York

We are looking for an Eastern Advertising Representative

**246,118 Readers**  
**Who Discriminate**

The average net paid circulation of The New York Times, Daily and Sunday, was 246,118 in the half year ended on April 1.

That is a vast number of readers, when one realizes that they are not haphazard readers attracted by the sensational, or the trivial, or the silly in journalism.

All of the 246,118 want the best presentation of straight news—and they know that what they want is in

**The New York Times**

**THE NEW ORLEANS ITEM**

**As They Told It to Uncle Sam**  
**3D U. S. P. O. STATEMENT**

The New Orleans Item.....	53,901
The Daily States.....	32,532
The Times-Democrat.....	25,242
The Picayune.....	20,837

That's why The Item, every week in the year carried more paid advertising of any and all kinds.

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





NEW HOME OF THE FORT WORTH (TEX.) RECORD.

**FORT WORTH RECORD'S HOME.**

**New Five-Story Building Equipped for Every Convenience and Comfort.**

One of the latest and thoroughly equipped buildings to be erected in the southwest is that now occupied by the Fort Worth (Tex.) Record. It stands on a site one hundred feet square, has five stories and basement and is constructed of reinforced concrete and brick. It was designed especially for occupancy of the Fort Worth Record and every detail was planned and executed with a view to comfort, convenience, ventilation, sanitation and equipped for most expeditious dispatch.

The windows take up more than twice the space of the rest of the walls, insuring perfect lighting and ventilation, while inside the building is constructed with a view to easy and thorough cleaning.

In the basement is located the press, mailing and file rooms, heating plant and generator for the vacuum cleaner, from which tubes lead to each department. Sidewalk elevators are used for conveying the raw products and material into, and the finished products from the building.

On the ground floor the business offices, including the advertising and circulation departments, are located, all well lighted and comfortably furnished.

On the upper floors are the editorial, reportorial, telegraph, news and stereotyping departments, as well as the composing room and quarters for the photo-engravers, staff photographers and art editors. There is a well-appointed roof garden on top of the building. In the editorial, reportorial and news departments the floors are hard oiled, and in connection with the office of the society editor, which is handsomely furnished, is a large room in which women's clubs and similar organizations are invited to meet whenever they desire.

In the composing room is a complete battery of linotypes, and under and around these the floor is covered with sheet steel, and each machine is equipped with individual motor.

**Oppose Increase in Postal Rates.**

The Union Printers' League of New Jersey at its quarterly meeting in Jersey City Sunday passed a resolution opposing the proposed increase of postal rates on magazines and other periodicals. At a banquet in the evening the speakers were Cornelius Ford, Public Printer of the United States; J. W. Hays, secretary-treasurer of the International Typographical Union; Marsden

G. Scott, president of Big Six, and President Elmer Thossell, of the Union Printers' League. Mr. Ford said the Government Printing Office is now 100 per cent. union.

**"ACCURACY FIRST" AS A SLOGAN**

**Prof. W. G. Bleyer Suggests That Papers Adopt It in Their Offices.**

Prof. Willard G. Bleyer, chairman of the Course in Journalism at the University of Wisconsin, in Madison, advocates "Accuracy First," as a slogan for newspapers just as "Safety First" is being used as a slogan in other fields.

Prof. Bleyer does not wish to imply by the emphasis he is placing on "Accuracy First" that newspapers have not been accurate in the past, any more than "Safety First" implies that well regulated railroads and industrial plants have failed to consider safety as a prime requisite to good service; but just as "Safety First" calls attention strongly to the importance of exercising due precaution, so the posting of "Accuracy First" signs in newspaper offices would call the attention, particularly of the younger members of the staff, to the necessity of making every effort to get the facts correctly. Prof. Bleyer regards the recent establishment of accuracy bureaus by the New York World, the Philadelphia Ledger, the Minneapolis Tribune and the Sacramento Bee as pointing the way to a campaign of this kind.

**The Big Store Changes Name.**

An order granting the application of J. B. Greenhut, president of the Greenhut-Siegel Cooper Company, to change the name of that concern to J. B. Greenhut Company, Inc., has been signed by Supreme Court Justice Veron M. Davis. "The Big Store," is authorized by the order to assume its new name on or after May 18, 1914. A certified copy of the order must be filed with the Secretary of State, and the Court further directed that a copy be published once a week for four successive weeks in The New York Times and the New York Evening Sun.

The twenty-eighth annual convention of the United Typothetae and Franklin Clubs of America will be held at the Waldorf-Astoria, New York, Oct. 6, 7 and 8. An unusually attractive program will be presented.

The Rochester (N. Y.) Herald Company has increased its capital stock from \$100,000 to \$245,000.

**3000 Miniature Lamps**

National Quality Mazda sparkled  
in the

**ARGUS Miniature Electric Signs**

that were the advertising features of the Graphic Arts Exposition in New York. Argus Signs are made in Hoboken, N. J., by

**HARVEY DESCHERE & CO.**  
1503 Garden Street, Hoboken, N. J.

**TWO HOE SEXTUPLE PRESSES  
FOR SALE**

In good condition; cylinder capacity, 200 revolutions per minute; will print twenty-four thousand 24 page papers per hour. These presses can be seen in operation any time. Reason for selling—to make room for new press of increased capacity. Price and terms on application.

**NEW YORK HERALD**

**Get Busy With Our  
New Mexican War  
Maps and War Atlas**

All new maps, new pictures, history of whole Mexican trouble. Portraits of leaders, warships and armies. Pocket maps or war maps all sizes.

War atlas handy size eleven by fifteen inches only. Up to the minute Mexican map pictures and history in print. Tell us what you want and we will quote prices. Wire your order and be first in the field.

**S. Blake Willsden  
and Company**

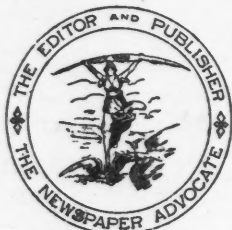
1606 Heyworth Building Chicago

# 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., Suite 1117, World Building, New York City. Private Branch Exchange Telephones, 4330-4331  
Cookman. Issued every Saturday. Subscription, \$2.00 per year  
Canadian, \$2.50; Foreign, \$3.00.



The Journalist, Established 1884; The Editor and Publisher, 1901, James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor, George P. Leffler, Business Manager.

Western Office: 601 Hartford Bldg, Chicago, A. R. Keator, Manager Telephone, Randolph 6065

New York, Saturday, May 2, 1914

*One of the reasons why the newspapers have been so long in coming into their own with reference to the amount of national advertising to which they are justly entitled is because the national advertiser has been reluctant to appear in the company that characterized the advertising columns of many newspapers.*

*If the newspapers of the United States realized how important a reason this has been and still is, more of them will clean up their advertising columns and admit thereto only honest advertising of every class.*

*When the newspapers do this, when they tell the truth about their circulation, when they have but one advertising rate for all, then we shall see the last obstacle removed and a flood of national advertising toward newspapers will result.—W. H. FIELD, Business Manager Chicago Tribune.*

### ENFORCE THE PUBLICITY LAW.

The action of the American Newspaper Publishers' Association in passing a resolution urging the government to enforce the publicity law requiring newspapers to make semi-annual statements in regard to their circulation, has the approval not only of the members of that organization but of a majority of the newspaper publishers throughout the United States.

From the date of its enactment THE EDITOR AND PUBLISHER has contended that the law would be an absolute failure unless those who deliberately violated its provisions were brought to book by those responsible for carrying out its provisions. We have argued early and late that while the statute compels newspaper publishers to furnish the public certain information about its business that is not required of the publishers of magazines, and to that extent discriminates against them, nevertheless, because it renders a valuable service to the thousands of advertisers who spend millions annually in such mediums, it should receive the approval of all honest men.

It has been a matter of some remark that although a few publishers have rendered false circulation statements to the government and, in some instances, have even refused to comply with its provisions, no attempt has been made to punish them. Whether the officials charged with its enforcement, influenced by political reasons, have been afraid of arousing the enmity of the press, or whether they have been waiting to find out if a majority of the newspapers wanted them to act, remains a question.

If, however, any of the government officials have read the opinions on the subject expressed by thirty or forty of the leading publishers of the country in

these columns, they certainly should have no doubt upon the latter point.

Now that the members of the A. N. P. A. have placed themselves formally on record as being in favor of the enforcement of the law, there should be no further delay by the Washington authorities. If they will only do their duty during the next few months the chances are that ere long the circulation statements made to the government will be regarded as absolutely reliable, and newspaper advertising will become more popular than ever, because it will be based upon facts, and not upon fiction, as has been the case in many instances heretofore.

THE EDITOR AND PUBLISHER has received many compliments for its A. N. P. A. and Associated Press convention issues. The cartoons by Starrett, which liberally adorned its pages, were greatly admired by the publishers thus portrayed, and by their friends and admirers everywhere. The reports of the two conventions were fuller and more accurate than those published by any of its distinguished contemporaries. We have a few copies of these editions on hand subject to the orders of those who may desire them to circulate among their friends and acquaintances.

### ABANDONING THE ONE-CENT FIELD.

The Winnipeg (Manitoba) Free Press and the Winnipeg Tribune, the two leading newspapers of that city, have advanced their city subscription rates, and in doing so presented cogent reasons for the act. In a page advertisement they call attention to the increased cost of providing an up-to-date newspaper, especially in Winnipeg. Publishers in that city pay \$10 a ton more for white paper than the publishers in Minneapolis and St. Paul.

The cost of general cable and telegraph news services is two and one-half times what the Toronto and Montreal newspapers pay. The extra cost is occasioned by the maintenance of a leased wire between Winnipeg and New York.

And yet until a week or two ago the daily newspapers of Winnipeg were sold at \$3 a year, delivered by carrier. The new rate is \$5. Statistics show that the average subscription rate per week for the leading U. S. dailies is 13½ cents, while even under the new rate the Winnipeg papers are sold at 10 cents a week.

Few publishers realize the immense difference a cent a copy makes in their revenues. Take, for example, the London Times, which recently reduced its price from 4 to 2 cents per copy. Its circulation is said not to exceed 60,000 copies a day. On that basis the reduction in price imposes upon the publishers of the Times an annual loss of \$374,000. To offset this loss its advertising revenues must be increased either by securing a much greater volume of advertising or by advancing the rates. Whether this can be done is an open question.

It is a noticeable fact that few newspapers have reduced their retail or subscription price during the last two years. On the contrary, the tendency has been the other way. The Chicago American has increased its subscription rate to 10 cents a week. The distributing agents of the New York newspapers have advanced the rate for newspapers delivered to subscribers living in the Bronx to 15 cents a week. The Vancouver newspapers' city subscription rates have been placed on a 10-cent-per-week basis.

The one cent newspaper will always be with us, but, according to present indications, in fewer numbers than heretofore. Newspapers must produce reasonable returns for the capital and brains invested in them, or they soon go into bankruptcy. The newspapers producing the largest revenues are not the one cent newspapers.

A. W. Shaw, editor of System, in a recent article in that magazine, advocated the establishing of a government bureau of business practice. Mr. Shaw is perfectly right in his contention that such a bureau would be of inestimable value to manufacturers, wholesalers and others engaged in commercial enterprises. It would collect data, supply information in regard to trade conditions, and help to solve the all important questions of production and distribu-

tion. Private corporations are now endeavoring to do this work but naturally they labor under the disadvantage of limited staffs and heavy expenses. Through its consuls, its commercial and other agents the Government would be able to assemble statistical and other information at a minimum cost. By solving the problems of waste in manufacturing and marketing the bureau would find the only permanent way of reducing the high cost of living.

### ALONG THE ROW.

WAR HEROES.

The war correspondents are rushing on to Mexico. It is to be hoped that they will not have to suffer such terrible hardships as they did in the Spanish-American conflict, when for days at a time they could not procure a cigarette.

A GENTLE HINT.

Over in Brooklyn, reporters who work all day have to cover night assignments. Such as Board of Trade meetings and gatherings of Tax Payers' and Citizens' Alliances. Each of these festive organizations have two or three hundred members, and each feels that he must make a speech at the meeting. In consequence of this, reporters are kept out until one or two a. m., and have to write their stories before going to bed, for copy must be in at 8 a. m. This has led to the formation of "The Martyrs' Club," which sends to a long winded speaker a card reading as follows:

"WE HAVE WITH US TONIGHT A MAN YOU ALL KNOW."

I AM A MEMBER  
OF THE  
MARTYRS' CLUB  
NEWSPAPER WRITERS

Please keep your speech down to five minute limit

I would like to get home in time for Breakfast  
....., of the.....

The card usually accomplishes its mission.

SAD FALL.

How sad it is when one doth think  
He should be sent to Vera Cruz,  
To find that he has been assigned  
To cover Harlem police news.

### DEFENDS WHISKY AND BEER ADS.

Byron Times, Cal.  
April 13, 1914.

THE EDITOR AND PUBLISHER:

Replying to your valued inquiry of April 8th regarding the necessity for publishers to clean up their advertising columns, would say that any reliable publisher will naturally have to use his own judgment as to what is best and what not presentable for his readers.

I find the liquor advertisements as a rule are cleanly and intelligently written. They tell about the merits of their own products, and are much cleaner and more educational than a great many medicine and patent ads which I would not accept at any price. I would not carry an offensive reading liquor ad, but have no objections at all to those of whiskey and beer concerns doing a reputable business.

The trouble with most newspapers, especially weekly papers, is that they are run on a shoe string, and the poor editor or owner has his nose to the grindstone most of the time, so he feels that he must take whatever advertising he can secure. This is the best and quickest method of killing his paper, for it carries no influence.

A newspaper to be a success must be independent and fearless. Make up your mind when you are right or wrong, and if right, go to the hat. Results are pretty sure to follow. This is my personal experience, and I am never happy unless I am fighting for some worthy cause, be it for the liquor interests or otherwise, and I have yet to record a losing fight. Every week of my paper's existence, which is now eight years old, shows gaining strength. I never make but one advertising rate, sell no preferred positions and make it a rule to run and edit my own paper.

HARRY HAMMOND,  
Editor and Publisher.

### Says Government Report Is Useless.

THE TROY RECORD.

Troy, N. Y., April 4, 1914.

THE EDITOR AND PUBLISHER:

I have your letter of the 3rd inst., in which you ask me to send you our Government report for publication in THE EDITOR & PUBLISHER. I do not send our Government report to advertisers or advertising agencies, unless I am requested to do so. The Government report to my mind is absolutely useless to the buyer of advertising space, for the reason that the unscrupulous publisher would make an untruthful report to the Government just as quick as he would to the advertiser as long as there is no provision in the law to check up the report and enforce punishment in case of a false report being filed.

D. B. PLUM,  
Editor and Publisher.



**PERSONALS.**

A. C. Weiss, owner of the Duluth Herald, has recovered his health after a serious operation he underwent at Rochester, Minn., which was followed by a relapse.

James Schermerhorn, editor of the Detroit Times, will be the principal speaker at the dinner of the New York Press Association on May 8.

N. C. Roberts, editor and publisher of the Fort Madison (Ia.) Evening Democrat, has taken up his duties as postmaster of that city succeeding T. P. Hollowell. He held the same position under President Cleveland, from 1893 to 1897.

E. H. O'Hara, editor, and James E. Doyle, managing editor, of the Syracuse Herald, were tendered a dinner last week on the occasion of their return from vacations spent in the West Indies and Florida. A series of travesty stunts between courses added to the pleasure of the evening.

George M. Bradt, editor and publisher of the Havana (Cuba) Post, is ill in a hotel in Chattanooga, Tenn.

John W. Jacks, editor of the Montgomery (Mo.) Standard, is a candidate for the democratic nomination for state senator in the Tenth senatorial district.

Hofrat Horst Weber, owner of the Leipziger Illustrirte Zeitung, and president of the Periodical Publishers' Association of Germany, was in New York last week and attended the Printing and Graphic Arts Exposition at the Grand Central Palace.

Jacob A. Riis, well known former New York newspaper man, is still seriously ill at a sanitarium in Battle Creek Mich. His condition is considered alarming. Mr. Riis went to the sanitarium following a collapse at New Orleans while on a lecture tour. He is a sufferer from an organic heart trouble.

Ernest Thompson Seton and Dan Beard, the two best known "boys' men" in the United States, have accepted positions as the associate editors of Boys Life, the Boy Scouts' official monthly magazine.

Harry R. McCartney has become business manager of the Carlisle (Pa.) Evening Herald.

**GENERAL STAFF PERSONALS.**

The many friends of L. A. Horstine, publicity manager of the Mergenthaler Linotype Company, who sailed for Europe last week, will be glad to learn that his health is very much improved.

E. R. Masters has retired as associate editor of the Liberty Journal, of Beatrice (Neb.), and has been succeeded by Miss Kate F. Michael, with Fred S. Hassler, of Pawnee City as assistant.

Michael O'Mara, recently with the Jackson (Ky.) Times, has taken a position as city editor of the Winchester (Ky.) Sun, to succeed Joe A. Jackson.

Charles J. Doyle, for the past four years on the staff of the Sharon (Pa.) Telegraph, has resigned to become telegraph editor of the Pittsburgh Gazette-Times.

Charles Sarver has resigned as managing editor of the Boston Journal. Mr. Shaw of the Boston Herald has succeeded him.

Neil D. McGinn, for the past two years with the Atlanta Constitution, has become joint manager, with A. A. Mayerstein, of the LaFayette (Ind.) Courier.

John S. Matchette has resigned as secretary of the Catsaunqua Town Council to become editor of the Catsaunqua (a.) Dispatch. He succeeds Edmund Randall, who has been in charge of the paper since 1870.

F. J. Splitstone, managing editor of Leslie's Weekly, who was arrested by Federal soldiers in Mexico, and for whom fears were expressed, is safe in Mexico City. John A. Sleicher, editor of the publication, received a telegram to that effect from Mr. Splitstone Tuesday.

Paul Davis, war correspondent of the Los Angeles Times, and Halliday Witherspoon, of the Boston Herald, are both missing in Mexico. Mr. Davis is reported to have been arrested at Saltillo.

Fred I. Cook has been added to the circulation staff of the Scranton (Pa.) Tribune Republican and Truth. Saul Rubinow, of the Scranton Daily News, has joined the news staff, and Harry Goldman, the advertising department of the two papers.

Oscar S. Stein, formerly of the Cleveland Leader and News, has taken charge of the promotion department of the Pittsburgh Post and Sun.

Earle S. Holman, a journalism student at the University of Wisconsin, has joined the staff of the Antigo (Wis.) Journal.

Miss Blanch Aubrv, society editor of the Lansing (Mich.) State-Journal, has resigned. She is succeeded by Miss Pauline Royce of Lansing.

Stewart H. Ankeney, a former student of journalism at the University of Wisconsin, who recently has been associate editor of the Engineering Record, New York, has just been appointed to take charge of the publicity work of the Greater Dayton Association of Dayton, O.

**IN NEW YORK TOWN.**

Charles M. Lincoln, managing editor of the World, has recovered after a long siege of illness and is expected to soon resume his duties on the paper.

Alleyne Ireland, of the World editorial staff, is doing war duty of the paper at El Paso.

Wilbur F. Fanley, of the Times, has written a four act play, which was recently produced at St. Johns, N. B.

Carter Childs, legislative reporter of the Brooklyn Eagle, has been appointed secretary of the Department of Bridges by Commissioner Kracke. The salary is \$3,000 per year.

T. B. Tomlinson, of the World telegraph, is seriously ill with pneumonia at his home in this city.

Jacob G. Carpenter, of the advertising staff of the Brooklyn Eagle, recently completed forty years of service, in honor of which his associates congratulated him and presented him with a testimonial of their friendship.

**WASHINGTON PERSONALS.**

Sam Freed, who has done organization work for the United Press in Philadelphia, Trenton, New Haven, St. Louis, Cleveland, Detroit and Pittsburgh, is assisting in the Washing Bureau during the Mexican crisis.

Col. Alden F. Blethen, editor and owner of the Seattle Times, has just paid his annual trip to the East, stopping in Washington long enough to see his daughter married to Dr. Tom Mesday.

Lawrence Todd, who has been covering the House for the International

News, has been transferred to the Senate side in place of George Masshart, who resigned to join the Cincinnati Enquirer staff here.

Dispatches sent from Mexico by Joseph Annin, of the Herald; Wingrove Bathon, of the Washington Star, and Charles M. Maigue, of the Washington Times, are being read here with great interest at this time as these newspaper men are known personally to thousands of Washingtonians.

Robert Dougan is chief of the capitol staff of the Associated Press, while Grafton S. Wilcox holds down the desk in place of L. C. Probert, who has sailed for Vera Cruz to represent his association.

L. V. Tovin, managing editor of the Lincoln (Neb.) Star, is here for a short stay on his way home from attending the Associated Press meeting in New York.

Charles W. Metzlar, formerly of the Philadelphia Star and Pittsburgh Leader, died suddenly in this city, Monday.

G. S. Lyon, editorial writer of the Washington Star, is writing some interesting letters to his paper from European capitals.

Charles S. Smith, recently of Nashville, and formerly of the Associated Press, has rejoined the A. P. forces.

E. J. Sutton, special writer and photographer of the Washington Post, is contributing some interesting news features to his paper.

M. N. Stiles, of the New York office of the A. P., and Ed. G. Rotter, of this city, are recent additions to the Associated Press staff.

**Tests a Relay of City Editors.**

The Brooklyn Standard Union is trying out a relay system of city editors. Former City Editor Bosshard has been made managing editor and the city desk is now filled by various members of the staff for two or three days at a time. A. E. Shufelt, Joe Early and James Mulhane have all done their bit, and the returns are not all in yet. No matter what the emergency may be, the paper will always have a stock of city editors on hand.

**MISCELLANEOUS**

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUSINESS. 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

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

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

**BOOST YOUR CIRCULATION.** My special circulation campaigns will bring thousands of subscribers on merits of your paper. The kind that stay and pay. Terms reasonable. W. Clement Moore, Circulation Specialist, New Egypt, N. J.

**BUSINESS OPPORTUNITY**

A LARGE eastern printing business can be purchased for \$300,000, one-third cash down. Net profits for last three years will justify this price. The reason for selling does not affect the value of the property. Address BOX "D1237," Editor and Publisher.

**HIGH-GRADE NEWSPAPER PROPERTIES** bought and sold. G. E. BARROWS, 141 Broadway, New York City.

**ADVERTISING MEDIA**

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

**\$30,000 CASH**

paid out as dividends in past eight months by leading newspaper property of thriving city of 50,000. Property, including real estate, can be acquired for \$325,000 by a successful publisher. \$100,000 cash necessary. Balance can be deferred with the property as security. Proposition J. F.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**Half Interest Wanted**

\$15,000 cash in hand for first payment on half interest in prosperous daily newspaper property. Capable Business Manager with record of big results to his credit, desires to become associated with competent Editor owning other half interest.

**Harwell, Cannon & McCarthy**

Newspaper and Magazine Properties  
TIMES BUILDING (Bway. and 42d St.)  
NEW YORK CITY

**SITUATIONS WANTED**

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

**EDITOR,** on any desk, or business office manager, at liberty for position. Middle age, experienced. WYCKOFF, 72 Isabella Avenue, Newark, N. J.

**EDITORIAL MANAGER**—Any publisher wishing an alert, active editor, one able to illuminate and popularize a daily paper for \$50 a week, write "D 1236," care The Editor and Publisher

**REPORTER,** interviewer, Special Writer and Editorial Assistant, is open to engagement on class or trade paper or magazine. Is specially experienced on arts, crafts, manufactures and technical subjects. Speaks French, Italian, German and Spanish as well as English. Is specially good on investigations and research work. "LEONARD," Box 24, Editor and Publisher.

**DO YOU REALLY WANT BUSINESS?**  
The writer, who has had seventeen years of actual experience closing contracts with large advertisers, is open for any good proposition, either large newspaper or Trade paper. To the Publisher who is willing to pay what those kind of services are worth will be only too glad to demonstrate that I can deliver the goods. Address D 1194, care of the Editor and Publisher.

**CIRCULATION MANAGER**

at liberty for position. Thoroughly competent, having had sixteen years' successful experience in all branches of circulation work on big city papers. Middle age. Best of references furnished. Personal interview if desired. Write D 1239, Care of The Editor and Publisher.

**EDITOR AND MANAGER.**

First-class managing editor, familiar with every branch of editorial and news in New York. Open for engagement. Prefers city of 50,000 or more inhabitants, with non-paying, moribund newspaper property, which needs vitalizing by up-to-date methods, and winning friends. Apply D 1240, care The Editor and Publisher.

**FOR SALE**

**GOSS,** Three Deck, seven Col. Straight Line Perfecting Press, with Color attachment and Stereotype Equipment, 4 to 24 pages latest model, practically new, great bargain. The Typesetting Machinery Company, 1243 S. State Street, Chicago.

**FOR SALE:** 50 cents on the dollar. Daily and weekly newspaper, Nowata, Oklahoma, Live city of 5,000; big country population; daily circulation 1,000; weekly, 1,200. Politics—democratic. Terms: half cash. Owners now in oil business. Would consider live, experienced man taking an interest and running paper on salary. A real bargain. Address W. P. HENRY, Tulsa, Oklahoma.

**Villa Expels Sun Correspondent.**

E. V. Stoddard, the New York Sun correspondent, who was with Villa's army, has been expelled from Mexico by Gov. Chao, of Chihuahua. No explanation regarding this action was vouchsafed. It was entirely unexpected.

**PRESS AGENT STUNTS.**

**Sam Lederer Tells Chicago Ad Men of Some Notable Achievements in This Line of Work—Some Wonderful Discoveries.**

Sam Lederer, the theatrical manager, of Chicago, told the members of the Chicago Advertising Association some surprising facts in regard to press agentism. He gave them several chapters from his own experiences, all of which went to show that a nervy, original and imaginative press agent can get cords of advertising from the newspapers without paying out a cent. Read what Mr. Lederer says:

"No amount of advertising and no quality of advertising ever devised by the cleverest advertising men could make a play that does not please, a success. If that were the case, there would be no failures, for there is not a theatrical producer in the United States who would put a limit on his advertising appropriation, if advertising could make his plays go. The only man who can do that is the fellow who pays his money at the box office, and goes out and tells his neighbor that the play is good. Without his co-operation any play is doomed to failure.

"As a former newspaper man, I believe in advertising, but I believe in advertising that doesn't cost anything.

Therefore, when I was doing the press work for the Majestic Theatre last summer, I found great satisfaction in the fact that the Chicago Sunday papers printed a column first-page story to the effect that a thousand dollar bill had been found in the lobby of the Majestic Theatre, and that it was suspected that this particular thousand dollar bill was one of the bills which had been stolen from the United States Treasury in the \$174,000 mystery.

"I was equally delighted to see in the papers a story to the effect that Mr. Charles E. Kohl was planning to present to the Chicago Art Institute a phonograph record of Sarah Bernhardt's voice, and that the record was to be made on a gold cylinder and opened a hundred years hence.

"Mr. Kohl once decided it would be a good idea to change the name of his entertainment from vaudeville to something else. He declared the word 'vaudeville' was being dragged down by every cabaret performance on view in the restaurants and saloons. I induced him to offer a prize of \$100 for a new word, and after the papers published the announcement he received letters from every part of the United States with suggestions of new names. When he had accumulated several thousand letters I asked him who would get the \$100. 'Well,' replied Mr. Kohl, in his diplomatic way, 'we got the publicity, didn't we? Forget about the hundred.'

**HIS WONDERFUL DISCOVERY.**

"One of the actresses in The Million was Miss Helen Luttrell. I discovered for her an uncle who had acquired a fortune in the mines of the Ozark Mountains, and had decide to make her his heiress to a million dollars. With a part of this money I decided Miss Luttrell was to build an Actors' Home in Chicago. In order to get the papers to take this story, I had a prominent architect draw the plans for the home, and finally succeeded in having them published.

"However, it cannot be emphasized too strongly that I am a believer in newspaper advertising space. Like Mr. Brady, of New York, I believe that \$50 invested in newspaper space is worth \$5,000 wasted in billboards and other blatant form of exploitation."

**UNCONSCIOUS HUMOR.**

Sioux City Tribune: "Wanted, a young man of small capital and ability."

Hortonsville News: "Susie Bump slipped on an icy spot Sunday and fell."

Rogers Daily Post: "On account of moving, will sell one good cow giving milk and some corn."

Beloit Daily News: "For sale—twenty chickens, stone color, guaranteed to lay fresh eggs."

Connecticut paper: "Wanted—A steady respectable young man to look after garden and care for cow who has a good voice and is accustomed to sing in the choir."—Boston Transcript.

COLD SPRINGS, TEX.—M. P. Daniel has purchased the San Jacinto Times, published here. P. H. Le Sueur will be associated with him in the management of the paper.

**CHICAGO'S NEW TYPE FOUNDRY.**

**Barnhart Brothers & Spindler Now Occupy One of the Largest in the Country.**

So quietly has it been done that few even in Chicago know that within the last six months there has been erected in that city one of the largest type foundries in the world. Not only is it big—it is built probably with more attention to efficiency, convenience and better sanitary, health and "safety first" appliances than almost any other plant in the city. This is the great foundry of Barnhart Brothers & Spindler, located on the northwest corner of Throop and Monroe streets.

The ground plan is 200x236 feet, containing about 46,000 square feet. Its south exposure fronts the pretty little breathing spot known as Jefferson Park. The construction of the building is solid and substantial, and although practically indestructible by fire, it is nevertheless supplied throughout with the latest sprinkler system.

It is two stories and basement and contains over 100,000 square feet of space, housing the many departments of a complete type foundry and factory for the manufacture of printers' supplies.

In the basement are located a complete electrical equipment, gas producing machines, engines, boilers and great metal kettles having a capacity of 10,000 pounds.

On the first floor are located the electric welded chase department, the lead slug and metal furniture and steel furniture departments and the shipping and stock rooms.

The type foundry occupies the second floor. Automatic type-casting machines, each driven by its own electric motor, fill one great room. In an adjoining room are the hand and steam casting machines and finishing apparatus. The brass rule and galley plant, the matrix making, type designing, engraving and fitting departments are also located on this floor.

The commodious and convenient executive offices are on the south or Monroe street front of the building. Here the president, W. H. French, occupies a room between that of the treasurer and general superintendent, C. R. Murray, and that of E. W. Conable, the secretary. Back of and connecting with Mr. Murray's room are offices for the booking and billing of orders, the purchasing department and superintendent's office, in charge of A. C. Becker.

Each floor is lighted by large windows on all four sides, and the second story has in addition a saw-tooth roof that gives the steady, strong everywhere-sought north light.

A sample item of the health provisions that abound in the building is the installation of heat coils below the glass saw-tooth roofs, so that the cold air descending in winter may be properly tempered before it reaches the workers, and the circulation of metal dust with the heated air may be minimized.

HIGH SPRINGS, Fla.—An eight-page newspaper called the Journal, has begun publication here.

**Good Cuts For Newspapers**

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

**Atlas Engraving Company**  
205 West 40th Street New York

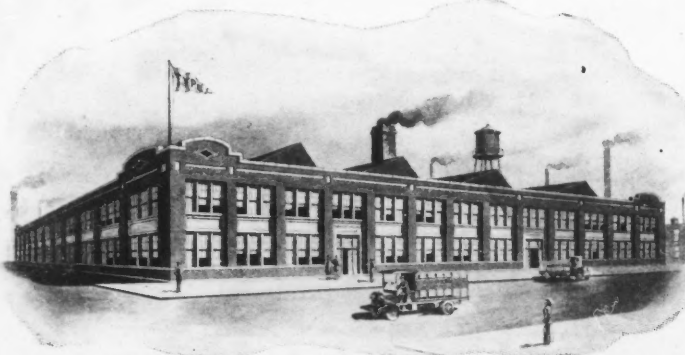
**AT HOBOKEN, N. J.**  
**THE HUDSON OBSERVER**  
operates two

**Scott Four Tiered Quadruple Presses**  
AND FOR OVER FIFTEEN YEARS  
have not missed an edition

You Can Depend on a Scott  
**WALTER SCOTT & CO.**  
Plainfield, N. J.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed  
**F. E. OKIE CO.**  
PHILADELPHIA, PA.



BARNHART BROTHERS & SPINDLER NEW BUILDING.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

**American Newspaper Exchange**  
Rand McNally Building, Chicago

**HENRY A. WISE WOOD**  
AND  
**BENJAMIN WOOD**  
INC.

**Newspaper Engineers**

SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPEL PLANTS

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.  
1 Madison Avenue, New York City, U. S. A.

We can increase your business—if you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

**BURRELLE**

60-62 Warren Street, New York City  
Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

The motto written on our banner is—RESULTS COUNT.

218 West 42nd Street New York

**Canadian Press Clippings**

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

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. 4900-4 Beekman



**New Jersey's**  
**Leading 7 Day Paper**  
**Trenton Times**  
 More circulation than corresponding period in 1913  
 U. S. Report, 23,985 Paid  
 and 200,000 more lines of display advertising  
**Kelly-Smith Co.**  
 CHICAGO NEW YORK  
 Lytton Bldg. 220 Fifth Ave.

*An advertising channel that should not be neglected*  
**THE NATION**  
 THE NATION is an unusual weekly publication, founded in 1865, devoted to the discussion of current events and politics. Science and art are ably treated. It stands pre-eminent in the literary field.  
 Readers interested in such topics would naturally be a high class clientele—an audience well worth your appeal.  
**THE NATION**  
 20 VESEY STREET NEW YORK

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.  
 Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.  
 If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.  
**CATHOLIC PRINTING CO.**  
 Dubuque, Iowa

**Buffalo News**  
**EDWARD H. BUTLER**  
 Editor and Publisher  
 "The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."  
 Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

If your Product or Proposition is Worthy, tell about it in the  
**NEW YORK TRIBUNE**  
 and be fully assured of Satisfactory Response.

**Zurich Editor Jailed for Fraud.**  
 Friedrich Lutz, the proprietor and editor of a technical newspaper called the Commerce of the Continent Beyond the Seas, published at Zurich, Switzerland, has been sentenced at Geneva to a year's imprisonment on a charge of defrauding the public by claiming a larger circulation in Europe and America than he had. Lutz's defense was that he knew of no newspaper on the continent which published its real circulation, and that he had followed the usual practice.

**NEWS MEN ORGANIZE.**

**Out of Town Agents Form an Association With M. Milstone, of Washington, As President—Principal Object to Secure and Provide Co-operation Between Publishers and Dealers and Advance Interests.**  
 Remarkable as it may seem, yet it is true, the out-of-town newspaper business has advanced so rapidly within the past few years that it recently appeared a necessity to the business to organize a protective organization. Such an association, known as "The Out-of-Town Newsdealers' Association," has been organized of which M. Milstone, of Washington, D. C., is president, and I. I. Meyrowitz, Washington, D. C., is secretary and treasurer.



M. MILSTONE

As the name implies, only dealers who handle out-of-town papers are eligible. The objects of the association are to secure and provide co-operation and united effort in all matters relating to the improvement of conditions in the out-of-town newspaper business, including:

- (a) The exchange of information.
- (b) The adjustment of grievances between members or between members and publishers.
- (c) The co-operation of members in the management of all matters in which they are interested.
- (d) The adjustment of accounts between members and publishers.
- (e) The establishment of trade regulations.
- (f) The handling of disputes between members and publishers.
- (g) The making, on behalf of members, of agreements with other organizations, and the performance of such agreements when made on behalf of the association.
- (h) The establishment of improved working conditions in the business, economy in the conduct of the business of the members, elimination of unfair or improper practices in the business, and
- (i) Generally, in all matters tending to the uplift or improvement of the business in all its dealings, social and moral aspects; for instance:
  1. The association shall endeavor to see that the newspapers will be properly represented on the stands of all members.
  2. Also, that should a convention, mass meeting or other gatherings take place in a town in which there are members the association shall, wherever practicable, give the newspapers free representation.
  3. It shall be the association's aim to keep a strict and accurate record of all fly-by-night dealers, should any come under its observation, and keep its members and the publishers informed as to these dealers, where they are operating, and all other information relative to them, at the command of the association.

4. Further, it shall be the association's aim to command such a position in the newspaper field that it will be able, in time to come, to guarantee the accounts of all members. This will probably be the hardest task and will unquestionably take considerable time.

5. And numerous other matters which may come to the attention of the association.

It is believed to be only a question of time before every out-of-town newspaper dealer in the country will seek admittance to the association.

Among those who have already signified their intention of joining are the World News Co., with branches in Atlanta, Baltimore, Charleston, S. C., Chattanooga, Tenn., Duluth, Minn., Jacksonville, Fla., Kansas City, Little Rock, Memphis, Minneapolis, New Orleans, St. Paul, and San Antonio, Tex.; the De Lave News Agency, of Birmingham, Ala.; Keefe Bros., Butte, Mont.; Fountain News Co., Cincinnati, O.; H. Dveirin, Denver, Colo.; Widom News Co., Denver; Fort Pitt News Co., Hot Springs, Ark., and Pittsburgh; C. J. Lindsay, and Yoma News Co., of Indianapolis, also of Kansas City; Kahn Bros., Omaha, Neb.; Quaker News Co., of Philadelphia, Pa.; S. Krell, of St. Louis; Childs News Agency, San Diego, Cal., and Columbia News Agency, Washington, D. C.

The headquarters of the association are in Washington, D. C.

**August Miggael, Old Editor, Dead.**

August Miggael, founder of the Freie Blaetter of Albany, of which he had been the editor and publisher for 50 years, is dead at his home in Albany. Mr. Miggael was born in Boerthen, Germany, on June 12, 1823. On his arrival in America in 1849 he found work in a printing shop in Vesey street, but soon identified himself with the Schnellpost, of which Karl Heinzen, the most noted exponent of radicalism of his day, was the editor. About that time the Schnellpost was the storm center of politics, and when it was forced to discontinue publication Mr. Miggael bought the plant and began the publication of the Demokratiker Volk-erbund. The name of the paper was changed to the Deutsche Zeitung, but the venture failed.

**OBITUARY NOTES.**

**JOSEPH EDWIN JEWETT**, publisher of pamphlets and poetry, died at his home in Brooklyn, on Saturday. Mr. Jewett was born in Lisbon, Conn., in 1833, and at one time owned a book store at 77 Bible House, and was also connected with the Christian Herald.

**HERBERT C. DURAND**, assistant news editor of the Chicago Daily News, died in Chicago April 27, after an illness of several months. He was widely known in newspaper circles.

**THOMAS J. BARRATT**, 73 years old, chairman of A. & F. Pears, Limited, soap manufacturers, died at Margate Monday. He was a pioneer in extensive advertising.

**HENRY A. GUYON**, newspaper telegrapher, died at Yonkers Monday in his 55th year. He learned telegraphy 35 years ago and had worked in various newspaper offices in New York City. While editing the Asbury Park Journal he wrote for various metropolitan newspapers.

**GEORGE F. BAER**, president of the Philadelphia and Reading Railway Company, who died at Philadelphia, Sunday night, aged 72, began his career as a printer's apprentice on the Somerset (Pa.) Democrat, working there for two years. In 1861 he and his brother Henry acquired control of the paper, which they ran for several years.

**FERDINAND SEINECKE**, well known in German-American journalistic circles, and president of the German Press Club of New York, died of Bright's disease on Sunday. At the time of his death he was an assistant editor in the cable department of the New Yorker Staats-Zeitung. He had former connections with Cincinnati and New Orleans papers and was well known there.

**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

**THE EVENING MAIL**  
 New York  
**IT** is no task at all for the newspaper the people believe in to produce results for advertisers. Send for the "\$100.00-in-results-to-one-advertiser" proofs that **THE NEW YORK EVENING MAIL** can send you.  
 Average net paid circulation for year ending March 31st  
 Exclusive of Saturdays 133,312  
 Including Saturdays 130,364

There is no Duplication or Substitution in  
**Pittsburg Leader**  
**Circulation**  
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.  
**VERREE & CONKLIN**  
 Foreign Representatives  
**Steger Building, Chicago**  
**Brunswick Bldg., New York**

*We are ready to prove that only through these two papers can you reach their readers.*  
**THE PITTSBURGH POST**  
 (Morning)  
**THE PITTSBURGH SUN**  
 (Afternoon)  
**CONE, LORENZEN & WOODMAN**  
 Foreign Representatives  
 New York, Kansas City, Chicago

**Get the Best Always**  
**The Pittsburg Dispatch**  
 Greater Pittsburg's Greatest Newspaper  
**WALLACE G. BROOKE**, Brunswick Building, New York  
**HORACE M. FORD**, People's Gas Building, Chicago  
**H. C. ROOK**, Real Estate Trust Building, Philadelphia

**THE PEORIA JOURNAL**  
 Is the only newspaper in Peoria which opens its books to the A. A. A.  
**THE LARGEST NET PAID Circulation**  
**H. M. PINDELL**, Prop.  
**CHARLES H. EDDY**, Representative  
 1 Madison Avenue, NEW YORK

## TORONTO AD CONVENTION PROGRAM

Partial List of Topics To Be Discussed at the Largest Gathering of Advertising Men Ever Held, and the Speakers—Lay Sermons at the Churches—General and Departmental Sessions June 21 to 25.

The Program Committee of the Associate Advertising Clubs of America has presented to the executive committee its preliminary report of arrangements for the tenth annual meeting of the association at Toronto, June 21 to 25. The Program Committee is composed of Jno. K. Allen, advertising manager Christian Science Monitor, Boston, chairman; James M. Dunlap, Dunlap-Ward Advertising Company, Chicago; and C. W. McDiarmid, Toronto. The plans for the convention pertaining to the general sessions, general ad-

### AFTERNOON MASS MEETING

AT MASSEE HALL, 3:30 P. M.  
William Woodhead, of San Francisco; president of the Associated Advertising Clubs of America, presiding.  
Address by Dr. John A. Macdonald, managing editor of the Toronto Globe.  
Address by Hon. W. S. Fielding, of Montreal.  
Music.

### MONDAY, JUNE 22

GENERAL SESSION, 10:30 A. M.  
Transportation Building.  
President William Woodhead presiding.  
Calling the convention to order by the president.  
Formal opening of the convention by mes-

### TUESDAY AFTERNOON

DEPARTMENTAL SESSIONS, 2:00 P. M.  
ADVERTISING AGENTS  
Chairman: William H. Johns, New York.  
Address: "The Advertiser and the Advertising Agency," by George W. Hopkins, of Kansas City, Mo.; vice president of the Loose-Wiles Biscuit Company.  
Address: "Possible Improvements of Relationship Between Agencies and Publishers," by James M. Dunlap, of Chicago, Dunlap-Ward Advertising Agency; president Advertising Association of Chicago.  
Address: "Improvements in Agency Practice," by Percy C. Burton, of London, Eng.  
Address: "The Newer Standards," by M. E. Gould, of New York; of M. P. Gould Company, advertising agents.  
Address: "What the Truth Seal Means to the Advertising Agents," by R. R. Shuman, of Chicago; president Shuman-Booth Company.  
General discussion led by Henry B. Humphrey, of Boston; H. B. Humphrey Co.  
GENERAL ADVERTISERS.  
Chairman: O. C. Harn, of New York.  
Address: "The Consumer's Interest in Advertising," by Prof. Paul T. Oberington, of Cambridge, Mass.; Harvard Graduate School of Business Research.

Address: "Eliminating False and Misleading Advertising," by J. J. O'Neill, of Manchester, Eng., advertising department of the Guardian.

### WEDNESDAY MORNING

#### ADVERTISING AGENTS 9:30 A. M.

Chairman: William H. Johns, of New York.  
Address: "An Eventful Year in Advertising Agency History," by Major E. P. Critchfield, of Chicago; the Taylor-Critchfield Company.  
Address: By Joseph H. Finn, of Chicago, the Nicols-Finn Advertising Agency.  
Address: "The Analysis of Industries as They Develop Business," by Charles Coolidge Parlin, of Boston; chief of the research department of the Curtis Publishing Company.  
Address: "How the Educational Work Trains Better Advertising Agents."  
General discussion: Led by Richard A. Foley, of Philadelphia; the Richard A. Foley Advertising Agency.

#### GENERAL ADVERTISERS 9:30 A. M.

Chairman: O. C. Harn, of New York.  
Address: "Advertising—A Science or an



TRANSPORTATION BUILDING, TORONTO, IN WHICH GENERAL SESSIONS WILL BE HELD.

vertisers, advertising agents and newspapers, follow:

### SUNDAY, JUNE 21

#### LAY SERMONS, 11:00 A. M.

Lay Sermons by advertising men will be preached in the following churches at the morning service:

Bloor Street Baptist Church, Bloor and North Streets. Speaker: Andrew N. Fox, of Chicago; advertising manager of the Benjamin Electric Company.

Bond Street Congregational Church, Bond and Gerrard Streets. Speaker: Charles Stelzle, of New York; consulting sociologist.

Broadway Tabernacle Methodist Church, College Street and Spadina Avenue. Speaker: Norman Hapgood, of New York; editor of Harper's Weekly.

Jarvis Street Baptist Church, Jarvis and Gerrard Streets. Speaker: Joseph H. Appel, of New York; director of publicity, John Wanamaker.

Metropolitan Methodist Church, Queen and Church Streets. Speaker: Herbert N. Casson, of New York; H. K. McCann Co.

Old St. Andrew's Presbyterian Church, Jarvis and Carlton Streets. Speaker: W. B. Morris, of Minneapolis; advertising manager of the Northwestern Knitting Company.

St. Paul's Anglican Church. Speaker: Peter MacFarlane, of New York; special contributor to Collier's Weekly.

Sherbourne Street Methodist Church, Sherbourne and Carlton Streets. Speaker: Frank LeRoy Blanchard, of New York; editor of THE EDITOR AND PUBLISHER.

Parkdale Baptist Church, Queen Street, W., and Callendar Street. Speaker: Robert Adamson, of New York; fire commissioner.

### J. G. Bennett's Big Hotel Bill.

James Gordon Bennett's hotel bill at Cairo is said to have amounted to nearly \$1,000 a day, as the management kept open especially for him. When the Herald proprietor was able to leave for Beaulieu the entire staff was dismissed and the hotel closed. Mr. Bennett's recovery is regarded as almost miraculous. His physicians had given him up.

sages from H. I. M. The King of England, and His Excellency, The President of the United States.

Singing of the national hymns of Great Britain and of the United States by the entire audience, led by the band.

Invocation.

Addresses of welcome:  
On behalf of H. R. H., the Duke of Connaught, by Sir John Gibson, Governor of Ontario.

On behalf of the Province of Ontario, by Sir James Whitney, Premier.

On behalf of the City of Toronto, by His Worship, Mayor Hocken.

On behalf of the Toronto Ad Club, by William G. Rook, President.

Response on behalf of the Associated Advertising Clubs of America, by William Woodhead, president, followed immediately by the president's address.

Reports of officers:  
By the secretary, P. S. Florea, of Indianapolis, Ind.

By the treasurer, T. W. LeQuatte, of Des Moines, Ia.

New business: Introduction of the report of the National Commission with new Constitution and By-Laws, by W. H. Ingersoll, of New York.

#### GENERAL SESSION, 2:00 P. M.

President William Woodhead presiding.

Awarding the Dallas Ladies' Trophy.

Awarding the Boston Mileage Banner.

Awarding the Baltimore Truth Trophy.

Contest for Printers' Ink Cup. Awarding Advertising and Selling's prize of \$1,000 for the best contribution on some phase of advertising and selling. Reading of the prize essay.

Report of the Committee on Credentials.

New business: Consideration and adoption of the new Constitution.

Announcement of members of the Nomination Board.

#### MONDAY AFTERNOON.

Motor trip around the city.

#### MONDAY EVENING, 8:30 P. M.

Moonlight excursion on the steamers "Chippewa" and "Corona." There will be a band and an orchestra and a programme of entertainment on each steamer.

Address: "Mail Pieces in Advertising and Selling," by Charles W. Hoyt, of New Haven, Conn.; advertising and sales management.

Address: "Correlating of Advertising and Sales," by V. L. Price, of St. Louis; chairman of the Executive Committee of the National Candy Company.

Address: "The Underlying Principle of Truth as the Real Reason for American Advertising Success," by W. A. Shryer, of Detroit; American Collection Service.

Address: "Fighting the Confidence-Destroying Competition of the Faker," by A. M. Candee, of Milwaukee; advertising manager of the National Enameling & Stamping Company.

#### NEWSPAPERS.

Chairman: Jason Rogers, publisher of New York Globe.

Address: "The True Functions of a Daily Newspaper," by Elbert H. Baker, of Cleveland; president and general manager Plain Dealer.

Address: "Improving and Safe-Guarding Relations Between Advertising Agents and Newspapers; Standardizing Newspaper Practice," by John M. Imrie, of Toronto, secretary of the Canadian Press Association.

Address: "How the Worst Advertising May Be Made the Best," by Victor Leonard, of New York; advertising manager of the Standard Milling Company.

Address: "Something More Than Solicitation," by M. J. Hutchinson, of Regina, Saskatchewan; advertising, manager of the Leader.

Address: "Clean Pages the Best Policy," by E. L. Clifford, of Minneapolis; advertising manager of the Journal.

#### TUESDAY EVENING

Chairman: Jason Rogers, of New York.

Address: "How Can the Efficiency of Newspaper Advertising be Increased?" by Wareham Smith, of London, Eng.; of Associated Newspapers, Ltd.

Address: "Advertising Advertising: with Particular Reference to Work in this Direction by the Canadian Press Association," by William Findlay, of Ottawa, Ont.; manager of the Free Press.

Address: "Treating Advertising Columns by Application of Editorial Rules," by Marshall Ballard, of the New Orleans Item.

Address: "Improving the Physical Appearance of a Newspaper" illustrated by the stereopticon, by Will Bradley, of New York; of Will Bradley's Studios.

Art?" by C. H. Weller, of Iowa City, Ia.; president of Associated Advertising Clubs of Iowa.

Address: "World Publicity as the Englishman Sees It," by Charles F. Higbam, of London, Eng.; of Charles F. Higbam, Ltd.

Address: "Advertising the Resources of a Country," by W. J. White, of Ottawa, Can.; Inspector of U. S. Agencies, Immigration Bureau, Department of the Interior, of the Dominion of Canada.

Address: "Trade Marks in Business Development," by Clowry Chapman, of New York; trade mark specialist.

Address: "How the Educational Work Trains Better Men for Service to the General Advertisers."

#### NEWSPAPERS, 9:30 A. M.

Chairman: Jason Rogers, of New York.

Address: "The New Ad Man—The Advertising Counsellor. How He Will Increase the Efficiency of Newspaper Advertising," by William C. Freeman, of New York; advertising counsellor of the Globe.

Address: "Developing Interest in Advertising Through the News Columns," by A. L. Shuman, of Fort Worth, Tex.; advertising manager of the Telegram.

Address: "Co-operation with Advertisers to Increase Results," by Frank D. Webb, of Baltimore, Md.; advertising manager the News.

Address: "How National Advertisers Can Use Newspapers Effectively," by Dan A. Carroll, of New York; the Six Point League.

Address: "Facts About Trade Territories Which Advertising Agents Ought to Know," by Elton G. Pratt, of New York; the J. Walter Thompson Company.

Address: "How the Educational Work Trains Better Advertising Men for the Newspapers."

#### TRADE AND TECHNICAL PUBLICATIONS

Chairman: W. H. Ukers, of New York.

Address: "The Service Triangle: How the Manufacturer, the Dealer and the Trade Paper Can Serve the Other Two, to the End or Bigger and Better Business for All," by O. P. Byrbee, of Chicago, Ill.; President of Byrbee Publishing Company.

Address: "How the Educational Work Trains Better Trade and Technical Advertising Men."

(Continued on page 975.)



## EXHIBITS AT PALACE. ASSOCIATED PRESS BOND VOTE. PRESS ASSOCIATIONS

### Some of Those That Were Specially Attractive to the Visiting Newspaper Publishers During the Convention.

The exhibit of the Powers Photo Engraving Company, 154 Nassau Street, and the Powers Reproduction Corporation, 304 West 42d Street, New York, at the Second National Printing, Publishing, Lithographing, Paper, Advertising, Stationery and Allied Trades Exposition at Grand Central Palace, which closed Saturday, was interesting, instructive and unique.

The Powers Photo Engraving Company, which does the illustrating for most of the metropolitan newspapers, maintained a war bulletin as part of the exhibit, giving the current news of the Mexican situation, together with large reproductions of every illustration that appeared in the city newspapers during the week of the exposition. This novel feature was appreciated by the throng of daily visitors, who took advantage of the opportunity to keep in touch with the latest war news.

#### SHOW NEW PROCESS.

Both companies also gave complete information concerning their newly patented method of double depth etching, which enables them to produce engravings more deeply etched than hertofore possible, without sacrificing any part of the printing surface. The New York newspapers have been receiving the advantage of this new invention with the work made by the Powers Photo Engraving Company, but the representatives of newspapers located outside of the city were very much pleased to obtain information about the new invention.

It was interesting to note that a large number of photo engravers who visited the show called at the Powers Booth to learn about the new method of etching. Some of the reproductions exhibited at the Powers Booth printed on blotting and antique paper stock from engravings made with the use of this new method showed the surprising results possible from the use of Powers printing plates.

#### MILLER SAW EXHIBIT.

Among the interesting exhibits at the exposition of the Graphic Arts in the Grand Central Palace week before last that of the Miller Saw Trimmer Company was among the most useful and meritorious. It was of such simple construction and so precise in its performance that even persons unfamiliar with the printing art stopped to watch its operation and to admire. Its advantage over other trimmers is that it insures a perfect joint top and bottom by giving a clearance of .0005 inch at the centre. It turns out twelve six-point miters at every cut. The Miller Saw Trimmer Company is a Pittsburgh concern. Its product gives no composing room any excuse for clining still to obsolete tools.

Each addition to the inventions of Henry A. Wise Wood has met a cordial reception and filled a gap in the publishing business that was waiting already with open arms. This explains the immediate popularity of the autoplates. At the exposition the company showed only the semi-autoplate, the latest and most up-to-date of its improvements. This was enough to hold the sightseers, whether expert in the needs of a newspaper establishment, or strolling about from curiosity. It was fully equipped with the new model foundry, including the semi-autoplate matrix roller, and the dry matrix. The machine is built for the smaller dailies, and about fifty offices are equipped with them. The maker is the Autoplate Company of America.

#### "Farmer" John O'Donnell Dead at 84

"Farmer" John O'Donnell, editor, writer and civic worker, and for more than 50 years one of the picturesque figures of Long Island life, died Sunday night at his home in Jamaica, aged 84 years. He was born in Manhattan. In 1868 he established the Jamaica Standard, which he edited for 25 years.

### Recent Results Show No Control of Election of Board of Directors.

There has been some discussion as to the effect of the bondholding vote upon the election of directors of the Associated Press, and the claim has been made that those members who vote upon bonds control the election of the board. At the annual meeting this year the inspectors of election were asked to report what the result of the vote would be if members cast their ballots singly, eliminating all votes upon bonds.



Photo by Powers Eng. Co.

#### POWERS' EXHIBIT AT GRAND CENTRAL PALACE.

The inspectors reported that if the bond vote had been wholly disregarded the same candidates would have been elected. Eliminating the vote upon bonds, the result was as follows: Frank B. Noyes, 400; W. L. McLean, 369; Adolph S. Ochs, 294; W. Y. Morgan, 287; A. C. Weiss, 273; R. M. Johnston, 265; C. D. Morris, 166; A. C. Kessinger, 113; G. B. Dealey, 108.

The vote including the bond vote resulted as follows: W. L. McLean, 3,831; Frank B. Noyes, 3,776; A. C. Weiss, 3,585; Adolph S. Ochs, 2,947; W. Y. Morgan, 2,702; R. M. Johnston, 2,559; C. D. Morris, 1,835; G. B. Dealey, 1,228; A. C. Kessinger, 577; scattering, 38.

#### Represents Them in the East.

In a story headed "Sykes Enters Henkel Firm," a list was given of the papers represented by the Henkel Agency in the West. It was added that a number of those papers were also represented by the New York office and Mr. Sykes in the East. The names were not given. It may be mentioned, to avoid possible misunderstanding, that Franklin P. Alcorn, New York, represents the following papers (mentioned) in the East: The Waterbury (Conn.) American, Boise (Ida.) Capital-News, Joliet (Ill.) Herald, Elkhart (Ind.) Truth, Marion (Ind.) Chronicle, Adrian (Mich.) Telegram, and Port Huron (Mich.) Times-Herald.

#### Plan Motion Picture Newspaper.

In view of the rapid growth of the motion picture industry and to standardize the relations between the producers and the 25,000,000 of daily patrons of such entertainments throughout the United States and Canada, a new publication is projected in connection with cinematographic art. The scope of the publication will include both countries,

The International Labor Press Association, at its annual meeting in St. Louis, recently, went on record as opposing nation-wide prohibition. Forty-one representatives of labor publications in the United States and Canada attended the meeting. Charles W. Fear, of Joplin, was re-elected president of the association. Other officers chosen are: Frank Duffy, of Indianapolis, Ind.; J. Stewart, of Cedar Rapids; Frank Keough, of Rochester; Michael Goldsmith, of Cleveland, O.; M. Conley, of

people. The election of officers for next year resulted in the selection of Hilton R. Greer, president; Miss Ida M. Farrell, Glazier, secretary. Plainview was chosen as the meeting place for the next annual convention.

The Southern Iowa Editorial Association met at Grinnell, last week, and carried out a highly interesting program. Among the speakers and subjects were: "Observation of Results of Local Advertising," D. A. Hopkins; "Advertising," B. J. Ricker; "The Retail Advertiser," Art Oppenheimer; "The Value of Personal Acquaintance," A. L. Anderson, Albia Union; "Farm Advertising," Edwin C. Lane, Clarinda Journal; "What he People Want in a Newspaper," Ham Robinson, Colfax Clipper; "The Local Editor," Chal Sturgeon, Eddyville Tribune; "The Modern Newspaper," Elmer E. Johnston, Iowa City Citizen.

#### Denver Papers Appeal to Press.

An appeal to the press of the country has been sent out by the Rocky Mountain News of Denver, calling attention to alleged attacks on the freedom of the press by "special interests." It reads: "The Colorado Fuel & Iron Company has sued the Rocky Mountain News, the Denver Times, John C. Shaffer, and the managing editors of his papers, for \$500,000 damages because they printed news of the massacre of women and children at Ludlow and because they refused to doctor their news on demand of a special committee of the Chamber of Commerce. We take the position that this is a fight for the freedom of the press against special interests, and we have appealed in an editorial to-day to the press of the country to watch this case closely."

#### Miss Margaret Wilson an Editor.

Miss Margaret Woodrow Wilson, the President's eldest daughter, will be one of the editors of a new magazine to be launched in June for promoting the use of public school houses as centers of co-operative enterprise and recreation, forums of common counsel and as public polling places. Among the many prominent people who are to be associated with Miss Wilson in this work are Herbert Quick, editor of the Farm and Fireside; Frank P. Stockbridge, managing editor of Popular Mechanics, and Miss Zona Gale, the authoress.

## TORONTO PROGRAM

(Continued from page 974.)

### WEDNESDAY AFTERNOON

GENERAL SESSION, 1:30 P. M.

#### Transportation Building

President William Woodhead presiding. General Report of the Vigilance Committee, Harry D. Robbins, of New York, chairman. General report of the educational committee, Herbert S. Houston, of New York, chairman. Reports of Sub-Committees: Lecture Courses: Lowellly E. Pratt, of New York. Study Courses: Prof. Paul T. Cherington, of Cambridge, Mass. Small Town Club Work: O. R. McDonald, Des Moines, Ia. Schools and Colleges: Harry Tipper, of New York. Club Libraries: John Renfrew, of Los Angeles, Cal. Educating the Public: A. G. Newmyer, of New Orleans.

### THURSDAY AFTERNOON

GENERAL SESSION, 2:00 P. M.

#### Transportation Building

President William Woodhead presiding. Report and recommendations of the National Commission. Addresses by foreign delegates: On behalf of Great Britain. On behalf of Germany. On behalf of France, etc. Announcement by Executive Committee of name of next convention city. Reading of the "Standards of Practice," adopted by each department, and their adoption as a whole by The Associated Advertising Clubs of America. Election of officers. Pledges of fealty to the new administration. Singing of the ode to "Truth." Benediction by Rev. William E. Barton, D. D., of Oak Park, Ill.; editor of the Advance. Adjournment. Meeting of the Newly-Elected National Commission.

Dubuque, Ia.; Frank Ritz, of Cincinnati, O., vice-presidents; B. E. Wandersee, of Springfield, Ill., secretary and treasurer. The meeting next year will be held in Philadelphia.

Formal organization of the Associated Press Goodfellowship Club of Michigan, the plan for which was outlined at a dinner a year ago, was effected at an executive meeting and dinner in Detroit, last week (Sunday). The club is designed to obtain more perfect co-operation among the members of the news and operating departments of the institution in this state, and is in line with a movement throughout the country. Those elected officers are: President, D. J. Wilkie, Detroit; vice-president, B. C. Wilson, correspondent of the Associated Press, Detroit; secretary-treasurer, H. L. Roshon, Port Huron; honorary vice-presidents and board of directors: J. C. Laing, Saginaw News; E. C. Bridgeman, Jackson Patriot; E. M. Chamberlain, Battle Creek; J. J. Richards, Western Union Telegraph Company, Detroit; F. J. Boldrick, traffic department representative of the Associated Press, Detroit.

The Kentucky Press Association is to meet at Dawson Springs on June 8 to 12. The program follows: "Relation of Press and Rural Development," Harry Giovanoli, Lexington; "The Public School and Country Press," Paul M. Moore, Earlington; "Public Roads and Public Press," Robert J. McBryde; "How the Press Can Develop Agriculture," Harry McCarty, Nicholasville; "State Press," Arch Pool, Louisville; "Money End of Newspaper Business," C. S. Clark, Cincinnati; "Practical Side of Newspaper Round Table."

What was pronounced by all present to be the best meeting of the Panhandle Press Association came to a close in Amarillo, Tex., last week, the meeting being attended by about fifty out-of-town

**ELEPHANTS FOR BOSTON ZOO.**

**Boston Post Raises \$6,700 By Popular Subscription to Purchase Three of Them.**

The Boston Post is just carrying to a successful climax a unique and effective circulation feature. It is the purchase of three clever performing elephants for the Boston Zoo, chiefly by the pennies, nickels and dimes of the children of Boston and New England.

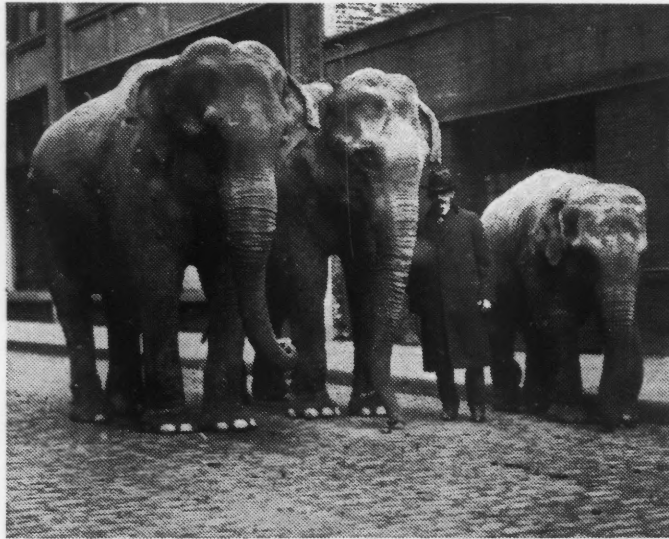
When the Post announced one morning a few weeks ago that it had an option on three elephants which could be purchased for the very low price of \$6,000, tremendous enthusiasm was created among the little folks of far and near.

Five hundred dollars from the Post started the campaign with a rush, and immediately letters with contributions began literally to pour in.

A little over a month from the beginning of the campaign, the total sum received was far in excess of the amount sought for. Not only has the \$6,000 been raised, but nearly \$700 more, which will be expended for the equipment used by the elephants in their tricks, howdahs for the children to ride in, and special comforts for the big pets.

Highly pleased with the campaign of the children, Mayor Curley, of Boston, notified the Post that the city would support the elephants for the rest of their lives after once they had been purchased. He also announced that he would build a new elephant house at Franklin Park, where Millie, Waddy and Tony—for those are their names—could live in peace and happiness.

Probably never before in newspaperdom has there been such a whirlwind child-campaign. The sentimental side of the scheme caught on at once, and the



BOSTON POST READERS' GIFT TO BOSTON ZOO.

serious manner in which the boys and girls of all New England went to work "to get those elephants" was an inspiration.

While of course the children of Boston were the chief aggressors, little folks all over New England were equally enthusiastic, and contributions were even received from Canada, the West, and the South. Scattering sums also came in from England, Scotland and Belgium.

It was surprising to note the ingenious methods used by the boys and girls in raising money for the fund. Some held elephant parties; others, shows in cellars and attics; still others conducted collecting expeditions in their neighborhoods.

The grown-ups came to their aid splendidly.

Contributions obtained for "taking castor oil," "being good," "wiping the dishes," "finding grandpa's slippers" and the like, emphasized the earnestness of the little ones in their anxiety to help. Each child wanted to feel a personal share in the ownership of these elephants. The tip of Tony's tail, eyewinkers and even toe nails were in great demand!

The tens of thousands of child letters, each written with laborious care, from various homes of New England, showed how the plan had worked its way into the hearts of all the people.

The continued pouring in of small sums amounting to over \$700, after the necessary \$6,000 had been raised, only goes to show the mighty impetus the campaign sustained.

The elephants are to be presented by the Boston Post to the city of Boston after their exhibition season is over—the latter part of May or the first of June—and it will be a great occasion.

**Invests in a Dramatic Company.**

Earle R. Pitt, of the Pitt-McElwain News Bureau, and for several years on the staff of the State Journal, Lansing, Mich., as feature writer, has left the permanent employ of that publication and has purchased a half interest in Number Three Show, of the Kelly-Brennen Dramatic Company. Mr. Pitt will do advance work for the company, but will continue to do features for the State Journal, Detroit News and the publication taking the Pitt-McElwain news features.

**Czar's Newspaper All His Own.**

The Czar of Russia has a newspaper all his own. It is specially printed each morning for the Emperor of all the Russians and his secretary. This official paper is the most exclusive newspaper in the world. It is strictly limited in its circulation to the two copies printed, and presents a striking contrast with the papers whose circulation approaches the million mark.

**PAPER BEATS SALESMEN.**

**Minneapolis Tribune Makes a Record for Bringing Buyers.**

Just what one powerful newspaper can do is shown by the results of advertising a dry goods store exclusively in the Minneapolis Tribune. The big high-grade store of William A. French & Co. decided to retire from the retail department in order to devote itself exclusively to the decorative branch of its business. Mr. French selected the Tribune as the sole medium for his announcements. The result justified his judgment. The sale was opened with a waiting crowd at the doors of the best people in Minneapolis. Automobiles followed one another all day so that night brought a complete success. As a result the coffers of William A. French & Co. are bulging with bank checks and the beautiful homes of Minneapolis have been made still more attractive by the rich furnishings which the store supplied. Naturally the Tribune boasts that it is the best salesman in its neighborhood.

ADA, O.—The Record, owned by Andrew Welch for 30 years, has been sold to Harry Bestal, a member of the state Board of moving picture censors, who takes immediate charge.

**Newspaper Correspondents**

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

**National Association Newspaper Correspondents**

Germania Savings Bank Building  
PITTSBURGH, PA.

**MOST CONVENIENT**

News matrix service in the market—saves time, patience, money.  
Central Press Association, Cleveland

As a newspaper man you know the telling effect of the

**Human Interest Story**

SKETCHES FROM LIFE are pen pictures of life as it really is—"chock" full of "heart throb" and "kick."

It is a daily feature of six three column mats per week—and the cost?—Well it's attractively low.

**World Color Printing Co.**

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE

**UNITED PRESS**

FOR

**Afternoon Papers**

General Offices, World Bldg., New York

**Pony Reports**

BY TELEPHONE

**Day or Night**

All the news up to press time.

For rates and details write to  
**International News Service**  
200 WILLIAM ST., NEW YORK CITY

**Have You Seen the Proots?**

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
41 Park Row New York City

**PAGE MATS**

We make up in various lengths ranging from 20 to 22 inches, matching individual headlines—also date and folio.

**The International Syndicate**  
Baltimore, Md.

**Central News of America**

Complete Foreign and Domestic News Service.

HIGH QUALITY

For Both Morning and Evening Newspapers

FULL LEASED WIRE REPORT

Special Reports by Wire or Telephone.

If you desire an exclusive story of any kind send us your order and it will receive prompt attention.

Our charge will be reasonable.

MAY WE QUERY YOU?

Address All Communications

**CENTRAL NEWS OF AMERICA**  
26 Beaver Street, New York

**John B. Gallagher & Co.**

Feature  
Industrial Trade  
Editions

**Tulane-Newcomb Building**  
NEW ORLEANS, U. S. A.



"I'll boost your circulation of 'er timer. Write my boss"—says Sat's "LITTLE BEAR."

**The R. W. Satterfield Cartoon Service**  
Caxton Bldg. Cleveland, O.

**PREPARE for SUMMER**

VITAL INTEREST Editorials and Features on Season's Activities. Just like you would write them.

For the Editor who Believes in Himself and in his Town

**BRUCE W. ULSH**  
Prestige Builder Wabash, Indiana



**THE same high standards** that prevail in the news columns of the Shaffer newspapers also govern their advertising columns.

**THE CHICAGO EVENING POST**  
(Evening Daily)

"The Star League" **INDIANAPOLIS STAR**  
(Morning Daily and Sunday)  
**TERRE HAUTE STAR**  
(Morning Daily and Sunday)  
**MUNCIE STAR**  
(Morning Daily and Sunday)

**THE ROCKY MOUNTAIN NEWS**  
(Morning Daily and Sunday)

**THE DENVER TIMES**  
(Evening Daily)

**THE LOUISVILLE HERALD**  
(Morning Daily and Sunday)

**The Shaffer Group**  
Clean Newspapers

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

Circulation for last six months of 1913—  
**Daily, 67,080 Sunday, 86,877**  
**47,000—In Seattle—50,000**

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During March, 1914, The Times gained 2,587 inches, leading nearest paper by 25,906 inches. The foreign advertising gained 468 inches. The next paper lost 2,768 inches, including foreign loss of 466 inches.

The Times led both other evening papers combined by 1,954 inches.

Buy the best and you will be content

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

**Los Angeles Examiner**

Sells at 5c. per copy or \$9.00 a year

Circulation **1** Week Days, 69,560 Net  
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

**M. D. HUNTON** **W. H. WILSON**  
220 Fifth Ave., New York Hearst Bldg., Chicago

**The Florida Metropolis**  
FLORIDA'S GREATEST NEWSPAPER  
**JACKSONVILLE, FLA.**

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

G. A. McCLELLAN, Pres.

**YOU MUST USE THE**  
**LOS ANGELES**  
**EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - **150,000**

**SHIELD'S OTHER SIDE.**

**W. T. Anderson Protests Against Indiscriminate Exclusion of Liquor and Patent Medicine Advertising—Thinks that Manufacturers of Latter Preparations Are Responsible for Present Attitude of the Publishers.**

[The following impromptu talk was made by W. T. Anderson, of the Macon Telegraph, at the Southern Newspaper Publishers' Convention in Atlanta recently.]

I have listened with a good deal of interest to what the numerous managing editors have had to say in reference to cleaning up the advertising columns of their respective publications. Their re-



W. T. ANDERSON.

marks seem to consist of a wholesale denunciation of whiskey, beer and patent medicine advertising.

We, of the business office, cannot endorse this indiscriminate outburst of virtue. We believe that there are black sheep in every fold, and to throw out advertising because it comes under a certain classification, is intolerable. I am good enough Kentuckian to believe in good whiskey. I know that it contains a medicinal value, and to certain people, it is indispensable, particularly the aged. I believe it is necessary to advertise good whiskey, not to debauch the rising generation, but to educate the youth and inform the aged as to what is best and the best way to use it.

**AS TO PATENT MEDICINES.**

As to patent medicines, there can be no possible excuse for the onslaught made on this industry. There are a great many fake preparations, but the newspapers are probably set against the business as a class, as much by the conscienceless agents, as in any other way. Some of the demands of these agencies upon newspapers are nothing less than highway robberies taking advantage of any technicality to cheat the paper out of what it has justly earned. For the promotion of good will and the preservation of the business, I think it is just as important for a patent medicine manufacturer to see that his goods are advertised by a high class agency as to have a meritorious article.

Now, when we find the condition such that newspaper publishers are throwing out all patent medicine advertising, we must believe there is something more to it than just a desire to clean up. I believe it is as much a desire to get rid of the petty bickerings and conscienceless robberies as any other cause. I would not think of throwing out all patent medicine advertising any more than I would consider throwing out all dry goods advertising, because some dry goods merchant had misrepresented some of his merchandise.

**MADE HIS OWN TEST.**

I believe in calling names and dates, and in regard to this patent medicine controversy I wish to say that I was once a happy beneficiary of a patent

compound. In early youth I contracted poison-oak and was unable to get any kind of relief for it. It ran its course through seven years. After I had been free of it for two or three years I contracted another case. In reading an advertisement of Dr. Hobb's Sparagus Kidney Pills, the theory set forth in that advertisement as to cleansing and filtering the blood through the kidneys appealed to me, and suffering as I was with poison-oak, I determined to try the remedy. I did so with splendid results. Within four days every trace of the poison-oak had been eliminated from my body and I have never had a return of it.

It is a great pleasure (and I say it with much gratitude) to be able to say that I have never had a physician attend me. I have cured all of my other ills so far by the use of Warner's Safe Pills. They are represented as purely vegetable and harmless. They are very efficacious, and if used intelligently, I believe they will keep off half the ordinary ills.

These are personal experiences of mine, and I believe they justify my defense of the patent medicine industry. It is my firm belief that all classes of advertising should be censored. The newspaper columns should be just as clean, from an advertising standpoint, as they should be from an editorial and news standpoint, but there is no classification in any department that should be denounced and ostracized. It is just as much a newspaper's duty to keep the public correctly informed on commercial news as it is to publish society or political information.

I urge that we be clean in all departments, but for God's sake be sane.

**NEW AD INCORPORATIONS.**

**NEW YORK, N. Y.**—Bloch Advertising Service, Manhattan. Capital, \$10,000. Merwin S. C. Bloch, Lottie G. Bloch and Irving A. Heyman, incorporators.

**CINCINNATI, O.**—The Margelet Advertising Company. Capital, \$10,000, carrying on a general advertising business, designing and printing, etc. Incorporators, William Roegge, A. W. Wargelet, Adolph Hark, Theodore G. Pfitzer and George F. Eylich, Jr.

**CHICAGO, ILL.**—Shuman Advertising Company. Capital stock, \$20,000, advertising agency, general advertising business. R. R. Shuman, H. M. Byall and Charles Martin, incorporators.

**LOS ANGELES, CAL.**—The Moore Advertising Company, D. W. Moore, president; Wilbur D. Baker, secretary and treasurer.

**NEW YORK, N. Y.**—Hudson Special Agency. Capital, \$10,000. C. Frelloehr, J. T. Sturdevant and M. De Witt, incorporators.

**CHICAGO, ILL.**—MacAvoy, Krog & Co. Capital, \$30,000, general advertising and publishing business. Incorporators, E. W. MacAvoy, C. E. Becker and Bernard Krog.

**LOUISVILLE, KY.**—The Highway Advertising Company has been incorporated with a capital of \$25,000. The following are the incorporators: Brooks C. Reibert and O. Lloyd Taylor, of Louisville, and William Brooks Taylor, of Betheny, W. Va. The indebtedness is limited to \$15,000.

**Supreme Court News Reporters Dine**

The annual dinner of the Supreme Court news reporters was held Saturday night at the Savoy Hotel. There was a liberal representation of the members of the Bar and Bench present, and topics of interest to the profession, and the next Constitutional convention, were discussed. A light entertainment followed the dinner. Among the speakers and guests were Alton B. Parker, George W. Wickersham, one-time Attorney General; Edgar M. Cullen, Edward E. McCall, Samuel Untermeyer and Justices Weeks, Ford and Dugro, of the Supreme Court; George Gordon Battle, Thomas F. Smith, Henry W. Taft, Martin W. Littleton, Abram I. Elkus, and a number of well known newspaper men.

**R. J. BIDWELL CO.**

Pacific Coast Representative of

- Los Angeles Times**
- Portland Oregonian**
- Seattle Post-Intelligencer**
- Spokane Spokesman-Review**
- Portland Telegram**
- Chicago Tribune**
- St. Louis Globe-Democrat**
- Kansas City Star**
- Omaha Bee**
- Denver News**
- Salt Lake Herald-Republican**

**742 Market Street**  
**SAN FRANCISCO**

(From Statements to Federal Gov't)

**PAID Circulation of Omaha's Evening Papers :**

**Daily News 72,693**  
**Second Paper 26,547**  
**Third Paper 19,642**

→ **Head and Shoulders Above All** ←

**The Omaha Daily News**

"Covers Nebraska Like a Blanket"

**C. D. BERTOLET** **Boyce Bldg., Chicago**  
**New York Rep.** **Kansas City Rep.**  
**A. K. HAMMOND** **O. G. DAVIES**  
**366 Fifth Ave.** **306 Gumbel Bldg.**

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**

IN  
**WASHINGTON**

**C. T. BRAINARD, President.**

Representatives:  
**J. C. WILBERDING,** **A. R. KEATOR,**  
**Brunswick Bldg.,** **601 Hartford Bldg.,**  
**NEW YORK.** **CHICAGO.**

**The Detroit Saturday Night**

is printed on super-calendered paper and justly suited to half-tone work, providing the best results to advertisers. The first form closes Wednesday morning, and the last form closes Thursday afternoon, preceding date of publication.

We do not accept whiskey, beer or cigarette advertising.

We do not accept patent medicine advertising.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper. We guarantee the reliability of every advertisement appearing in our columns.

Foreign Advertising Representatives:  
**GEO. H. ALCORN** **F. STANLEY KELLEY**  
**Tribune Bldg.** **Peoples Gas Bldg.**  
**New York City** **Chicago, Ill.**

**THE NEW HAVEN**  
**Times-Leader**

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
**New York Chicago St. Louis**

TIPS FOR THE AD MANAGER.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is handling the advertising account of John Power & Son, Ltd., "Powers Three Swallow Irish Whiskey," Dublin, Ireland.

J. Walter Thompson Company, Lytton Building, Chicago, Ill., is making 500 l. 1 yr. contracts with Mississippi papers for the Davis Milling Company, "Fiddle and Bow Flour," St. Joseph, Mo. This agency is also placing 4 in. 44t. orders with a few papers in Mississippi and Texas for C. J. Moffett Medicine Company, St. Louis, Mo.

Cowen Company, 50 Union Square, New York City, is renewing orders with a list of Eastern papers for the New England Lines, Boston, Mass.

Hirschler Advertising Agency, 128 Union Street, Cincinnati, O., is making 5,000 l. 1-yr. contracts with a few Southern papers for the Old Springs Distilling Company, Greenbrier, Nelson Co., Ky.

Alfred M. Stockman Advertising Agency, 20 Vasey Street, New York City, is issuing 45 l. d. e. 1 t. order to some Pennsylvania papers for the Vermilux Company, 220 West 42nd Street, New York City.

The Wyckoff Advertising Company, 25 East 20th Street, New York City, is in charge of the advertising account of the Antoine Chris Company, "Chris Olive Oil," 20 Platt Street, New York City.

Lord & Thomas, Ballers Building, Chicago, Ill., are sending out to a selected list of papers 200 l. 2 t. orders for Brunswick-Balke-Collender Co., of the same city.

W. W. Sharpe & Company, 99 Nassau Street, New York City, are forwarding 15 l. daily for two months orders to Eastern papers for the Anchor Line S. S. Company, 21 State Street, New York City.

Sherman & Bryan, 79 Fifth Avenue, New York City, are renewing copy to run May 1st for the Regal Shoe Company.

Blackman-Ross Company, 95 Madison Avenue, New York City, is placing orders on contracts, copy to start May 1st, for the H. O. Company, "Force," Buffalo, N. Y. This company is also placing orders for the present only with Detroit and Indianapolis papers for the Vacuum Oil Company, "Gargoyle Mohiloll," Rochester, N. Y.

Van Cleve Company, 1790 Broadway, New York City, is issuing repeat orders generally for the U. S. Tire Company, "Nobby Tires," 1790 Broadway, New York City.

Wood, Putnam & Wood Company, 111 Devonshire Street, Boston, Mass., is renewing classified advertising generally for McLean, Black & Company, of the same city.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is putting forth 5 l. 26 t. orders with a few selected papers for the Brighton Hotel, Ocean City, N. J.

Johnson Advertising Corporation, Steger Building, Chicago, Ill., is making 2,000 l. contracts with a selected list of Western papers for the Canadian Pacific R. R. Company of Chicago, Ill., and Montreal, Can.

John H. Rennard Company, Wheeling, W. Va., is forwarding 1,100 l. orders to Ohio papers for the Marietta Paint and Color Company, Marietta, O.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is sending out 10,000 l. contracts to some Western papers for the Transcontinental Townsite Company, Ltd., Grand Trunk Pacific Railway, Sterling Bank Building, Winnipeg, Canada.

It is reported that Hugh McAtamney & Company, Woolworth Building, New York City, will shortly place orders with out-of-town newspapers for the Liquid Chocolate Company, Woolworth Building, New York City. They are also placing orders generally for Rector's Restaurant, Broadway, 48th Street and Seventh Avenue, New York City.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

Blackman-Ross Company, 95 Madison Avenue, New York City, is issuing 24 in. 3 t., 10 in. 6 t. and 5 in. 18 t. orders with a selected list of papers in thirty of the Metropolitan cities for the American Express Company, "American Express Travelers' Cheques," New York City.

Dunlap-Ward Advertising Company, 123 W. Madison Street, Chicago, Ill., is handling orders with some Western papers for the Federal Rubber Company, Milwaukee, Wis.

H. D. Stewart Company, 119 West Madison Street, Chicago, Ill., is forwarding orders to a selected list of Western papers for the Diamond Food Company, "La Cure's Minute Soups."

Frank Presbrey Company, 456 Fourth Avenue, New York City, is issuing orders on a trade basis for the Biltmore Hotel, Madison Avenue, New York City. It is also placing orders with a selected list of large Eastern papers for the New York, Ontario & Western Railway, Grand Central Station, New York City.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is making 1,200 l. orders with a list of weekly papers for Coca-Cola, Atlanta, Ga.

Wm. D. McJunkin Advertising Agency, 35 So. Dearborn Street, Chicago, Ill., is handling the advertising account of the Thompson Malted Food Company, "Hemo Tonic," Waukesha, Wis.

Bloomington-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is issuing orders to a large list of papers east of the Mississippi for the Zee Zee Tire & Rubber Company, "Zee Zee-Climate Tire," Philadelphia, Pa., and Trenton, N. J. It is also placing 2 in. 2t. a. w. for one year contracts with a list of 60 newspapers in various states for Dr. Brown Medical Company, Tenth and Arch Streets, Philadelphia, Pa.

M. P. Gould Company, 120 West 32nd Street, New York City, is sending out orders to Pennsylvania papers for Johnson & Johnson, "Synol Liquid Soap," New Brunswick, N. J. This agency also places the advertising of Capeharts Makinown Methods, 450 Fourth Avenue, New York City, in other states.

NATIONAL EDITORS

(Continued from page 966.)

newspaper advertising; and it was further resolved that the present law prohibiting newspapers and railroads from entering into such contracts is in restraint of trade and an injustice to both parties, and the Adair law is entirely within the ethics of common law and the rights of free citizenship. This resolution was unanimously adopted, as was another resolution recommending that the legislative and stamped envelope committees be consolidated into one committee under the name of the legislative committee and that the committee be composed of seven members.

Immediately upon the adoption of this last resolution, Lieutenant Governor Will H. Hayes moved that President Oswald be empowered to name the committee. The motion carried. The committee was appointed as follows: Will H. Hayes, chairman; J. B. Sherrill, A. D. Moffatt, Sheridan Ploughe, H. A. Casto, Captain Sheehan and Edward Albright. Lieutenant Governor Hayes asked that a meeting of the committee be held as soon as the afternoon session of the association had ended.

The following officers for the ensuing year were elected:

George E. Hosmer, Fort Morgau, Colo., Herald, president. Lee J. Rountree, Georgetown, Texas, Commercial, vice-president.

George Schlosser, Sioux Falls, S. D., Press, secretary.

W. R. Hodges, Sleepy Eye, Minn., Herald-Dispatch, treasurer.

EXECUTIVE COMMITTEE. John Clyde Oswald, the American Printer, New York.

Frank Roderus, American Sugar Industry, Chicago.

H. C. Hotaling, Mapleton, Minn., Enterprise.

Tom Perkins, McKinney, Texas, Courier-Gazette.

William Glenn, Kansas. Homer Harwood, Michigan.

California captured the convention for next year, the date and city to be determined by the executive committee.

In the evening the Houston Chamber of Commerce gave a complimentary banquet to the editors and their wives at the Rice Hotel.

ROLL OF HONOR

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

Table with columns for state names (ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, CANADA, BRITISH COLUMBIA, ONTARIO, QUEBEC) and corresponding newspaper titles and circulation data.

Police Captain Bars Newspapers. Police lieutenants have been forbidden to read newspapers during their spare time on desk duty by Captain Cooley, of the Third Precinct, Yonkers, N. Y. He says he has no objection to their reading the bible or good magazines, but, in an oral order which he issued, the captain declares he is going to draw the line at newspapers, as the kind usually found in the station house are "the yellow ones."



**AD FIELD PERSONALS.**

Gifford Wood is the new advertising manager for Bloomingdale Brothers, succeeding Philip Wolf, who is now advertising manager for A. D. Matthews & Sons, Brooklyn. Mr. Wood has served on the advertising staff of R. H. Macy & Co. and was for a time of the special service bureau of the Dry Goods Economist.

Walter W. Manning has resigned as advertising director of the McClure Publications, Inc., and will succeed Thomas Balmer as the advertising director of Woman's World, New York. Mr. Manning was formerly advertising manager of the Ladies' World.

J. E. Cosgriff, for ten years with the National Printing & Engraving Company of Chicago, and subsequently with the Allen Advertising Agency and Frank Seaman, Inc., of New York, has joined the art department of the Charles W. Hoyt Agency of this city.

Davenport Fithian has established an advertising service in Chicago and will specialize on advertising for manufacturers and wholesalers. He was formerly sales manager for the Parker Pen Company, Janesville, Wis.

L. E. Olwell, for the last two years or more, advertising manager of the National Cash Register Company, Dayton, O., has joined the Chalmers Motor Company. At one time Mr. Olwell was with the J. Walter Thompson Company, where he handled several motor car accounts.

Munson Hunt, formerly advertising manager for Smith Gray & Company, has joined the staff of the Haberdasher.

Herbert N. Casson, of the H. K. McCann Advertising Agency, New York, recently delivered an address before the Nottingham, England, Progress Club.

Earnest E. Calkins, of Calkins & Holden, recently delivered an address before the Graphic Arts Club on "What Has Art to Do With Advertising?"

Robert H. Newcomb has been appointed advertising agent of the Boston & Maine Railroad.

R. T. Hodgkins has been made assistant general sales manager of the Studebaker Corporation at Detroit, Mich. He was formerly with the Yale & Towne Mfg. Co. of this city.

W. S. Pettit has joined the Williams & Cunningham Advertising Agency of Chicago. At one time Mr. Pettit was advertising manager of the Studebaker Corporation.

Charles Miller has joined forces with the Rhodes-Burford House Furnishing Company, which operates a chain of eleven stores in Louisville and other cities. He was formerly advertising manager of the Louisville (Ky.) Herald.

**O'KEEFE HEADS PILGRIMS.**

**Succeeds Carroll J. Swan, Who Receives a Novel Testimonial.**

Major P. F. O'Keefe, head of the advertising agency bearing his name, was elected president of the Pilgrim Publicity Association at the annual meeting held at Young's Hotel, Boston, April 22.

Carroll J. Swan, the retiring president, who has served in the office for the past two years, received a unique gift in recognition of the good work he has done for the association. As H. Wesley Curtis made a happy speech "at" Mr. Swan, a member started to unwind a ribbon of one dollar bills pasted together which extended completely around the hall.

The other officers elected were: First Vice-President, Warner H. Bell; Second

Vice-President, H. Dwight Cushing; Secretary, W. R. Hadsell; Treasurer, Charles B. Marble; Directors, Arthur J. Bean, Henry L. Goodman, W. J. Hynes, E. B. Brown and Charles G. Wood.

George W. Coleman was presented with a certificate in recognition of his work in uplifting the standard of advertising.

Fred W. Briggs gave an illustrated lecture on "The St. Lawrence Valley" and other places of interest which will be visited by the 150 members who intend to go to the Toronto Convention.

**Canadian Press Ad Campaign.**

The Canadian Press Association's third campaign for advertising advertising, will open June 1 and conclude on Sept. 15. The advertisements, which will be run by several hundred newspapers, will be three columns wide and use in his talent. After working for Monday, Tuesday, Wednesday and Thursday. They will fall under two heads, hot weather advertising and general advertising. Of the former there will be thirteen news ads, which will be run twice, their object being to stimulate the use of newspaper space during the heated term. Of the second class there will be seventeen ads, which will be repeated once, their purpose being to direct the attention of daily newspaper readers to the value of reading newspaper advertisements for economic reasons and the purchase of advertised goods.

**Change on Washington Times.**

Gardiner F. Johnson has been appointed advertising manager of the Washington Times. Mr. Johnson succeeds E. C. Rogers, who has resigned to accept the position of business manager of the Washington Herald, the new accession of the S. S. McClure syndicate. Mr. Johnson is well known in the Washington advertising field, and was formerly connected with The Post, but for the last five years has been with the Times. Allan Dawson will look after the business end of the paper.

Clyde Glenn announces that he has purchased the interest of L. D. Reagin in the Glenn-Reagin Co., and that hereafter the business will be conducted under the name of the Clyde Glenn Advertising Agency.

**LIVE AD CLUB NEWS.**

The annual spring dinner of the Rochester Ad Club was held last week at the Powers Hotel and was attended by a great number of the members and their friends. President Harry C. Goodwin presided and introduced three speakers of the evening, George Weinman, advertising and sales manager of Lord & Taylor, New York; S. Roland Hall, advertising manager Alpha Cement Company, and C. Arthur Spaulding, commercial manager of the New York Telephone Company of Buffalo. Mr. Weinman argued that the adoption of a trade-mark by the manufacturer and its adoption by the retailer were evidences of good faith toward the public. Through the featuring by the retailer of the manufacturer's trade-mark, he said the manufacturer is able to increase largely his sales, thereby permitting him to improve the quality and reduce the price. Mr. Hall, in his "confessions" as a teacher of advertising, paid high tribute to the daily press, in contrast to the "waste" in national advertising—"localizing publicity," he termed the policy he advocated. The daily newspaper owed it, he said, to the honest advertiser to raise its own standards.

Honest dealers must take up the fight for clean advertising, declared Lewis H. Clement, of Toledo, in the course of an address before the joint meeting of the Dayton Advertising Club and the Retail Merchants' Bureau last week. The newspapers, he continued, are willing and ready to do their share in carrying on the fight for clean advertising, but they need the co-operation and support of the honest merchants, in order that

**Directory of Advertisers Aids.****Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago

**ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Chemical Bldg., St. Louis.

**BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

**CARPENTER-SCHEERER-SULLIVAN SP. AGENCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago

**CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bldg., New York

**KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065.

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

**O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
Tel. Beekman 3636

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

**PUTNAM & RANDALL,**  
45 W. 34th St., New York  
Tel. Murray Hill 1377

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

**Advertising Agents**

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

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

**BRICKA, GEORGE W., Adv. Agent**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.

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

**HOWLAND, H. S. ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573

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

**GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.

**THE BEERS ADV. AGENCY**  
Lat. Am. Of., 37 Cuba St.,  
Havana, Cuba  
N. Y. Office, 1111 Flatiron Bldg.

**THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

**TIMES LOSES COPYRIGHT SUIT.**

**Supreme Court Denies Writ in Alleged Infringement By New York Sun.**

The United States Supreme Court has denied the petition of the New York Times for a writ of certiorari to the Circuit Court of Appeals ordering a review of the proceedings in the dismissal, on demurrer, of the Times' complaint in its suit to restrain the New York Sun from infringing the former's copyright of Amundsen's South Pole story.

The demurrer was dismissed on the ground that suit for injunction had been begun before the formality of registering the copyright had been completed. The forms issued by the register of copyrights bore a notice that the date of the execution of the copyrighting affidavit must be subsequent to the date of publication. Since this action was begun the blanks have been changed.

According to the courts which have passed on the case, the Times' error was in applying for an injunction before the required affidavit, of a subsequent date, had been attached to the copyright application.

The decision does not affect the validity of the copyright or prevent suit for damages for infringement.

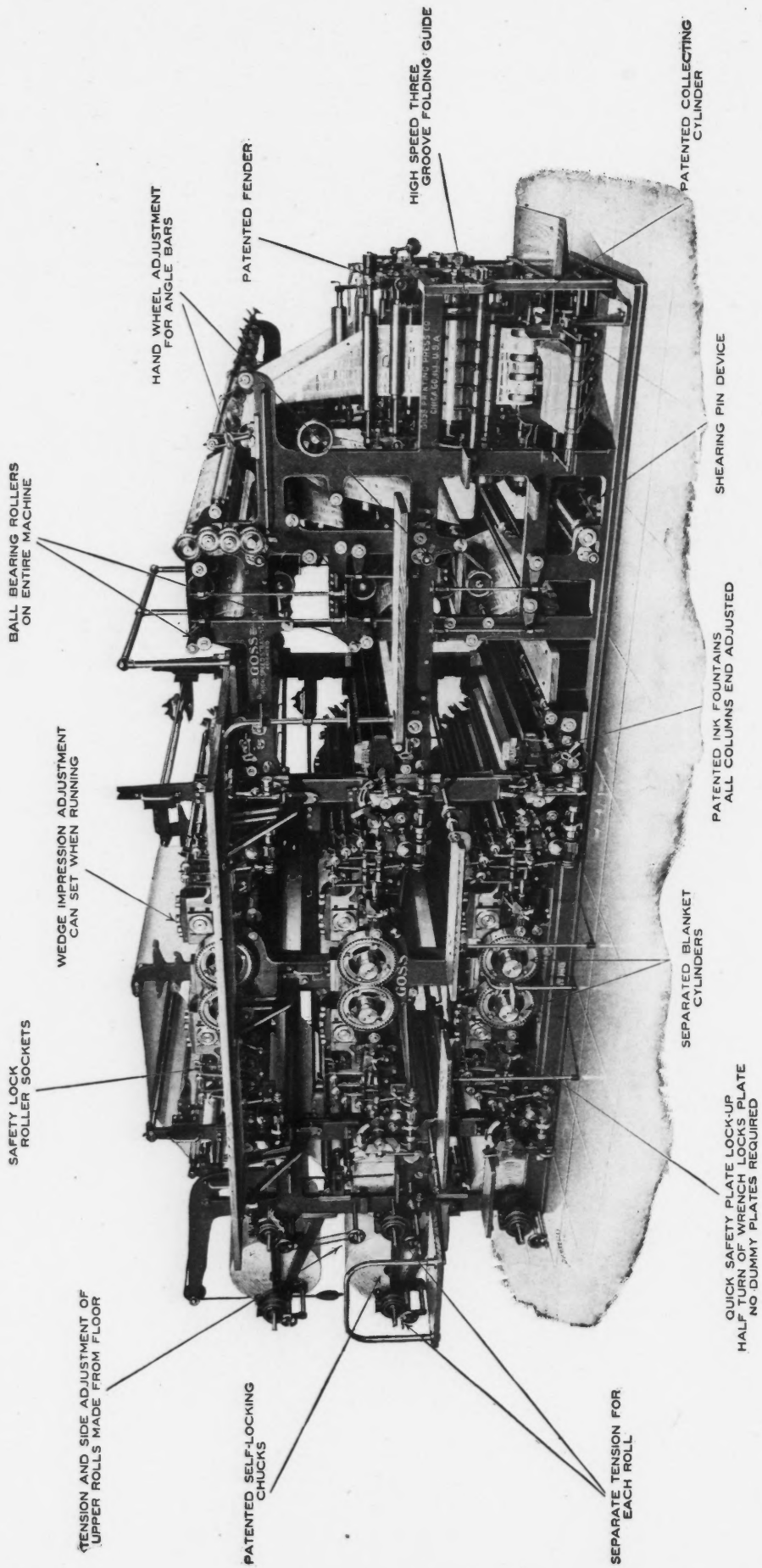
they may succeed. "Clean your own door-step and fight the fake ad business fearlessly and consistently," was his advice. Orville Harrington, ad manager of the Dayton News, declared that the remedy for fake advertising was in the hands of the local merchants themselves.

Julius Schneider, advertising counsel for the Chicago Tribune, was the speaker at the luncheon of the Kansas City (Mo.) Advertising Club last week. His address was devoted largely to department store advertising. "You should select your mediums and prepare your copy with great care," he told the merchants. "You should always take into consideration the kind of people reached by a certain medium and write your copy to appeal to such people. Otherwise your advertising appropriation is likely to be wasted."

Captain William P. Whitlock, of the Zoo, was the speaker before the Cincinnati Ad Men's Club at McAlpin's store weekly luncheon. Captain Whitlock took for his subject "The Zoo as an Advertising Asset to Cincinnati." He told of the many thousands who were attracted to Cincinnati solely for a visit to the greatest zoological garden in the West. Several short talks on advertising were heard by members of the association in round-table fashion.

# GOSS PRESSES EFFICIENCY

## THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE  
METROPOLITAN BUILDING  
No. 1 MADISON AVE.

### THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS  
16TH STREET AND ASHLAND AVENUE  
CHICAGO, ILL.



