

2 1913

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 12, No. 46

NEW YORK, MAY 3, 1913

10 Cents a Copy

CENT POSTAGE FIGHT.

GREAT PRESSURE BROUGHT TO BEAR UPON CONGRESS TO REDUCE MAIL RATE.

If Advocates of Measure Are Successful, Second Class Rate Will Probably Be Increased—Need of Active Opposition on the Part of Newspaper and Magazine Publishers—How Capital Democrats Stand.
(Special Correspondence.)

WASHINGTON, May 1.—Newspaper publishers may not be aware of the rapid progress that is being made in the direction of one-cent postage for first class mail and an increase of rates on second class mail. The one-cent postage advocates have been very busy, petitions have been pouring in on members of the House and Senators, and hearings have been given to them by the Postmaster General and the Third Assistant Postmaster General, who has charge of such matters in the Post Office Department.

The important point is that every argument for one-cent postage is coupled with one to increase the rate on second class matter. In fact, the main reason given for increasing the second class rate is that one-cent letter postage may be secured.

No one can tell what may happen when the real contest arises in Congress, but it is quite likely from the feeling expressed that there will be a flat increase on second class, if any is made, and it will include newspapers as well as magazines. That will be according to the report of the Hughes Commission, which recommended an increase of from one cent to two cents per pound for second class mail. The commission, of which Associate Justice Hughes was chairman, was named by President Taft, who was very much interested in securing an increase of rates on second class mail.

The last great fight in Congress over a proposed increase of second class rates was directed wholly against the magazines and periodicals, and upon the advertising which they carried. The newspapers were exempt from an increase in the proposed amendment to the Post Office Appropriation bill at that time, while the sheets carrying advertising in the magazines were to pay four times the amount now charged. But the Hughes Commission did not make any discrimination, proposing a flat increase on all second class matter.

While efforts are being made to prepare some sort of an amendment which will make second class mail pay according to the distance it is carried, or by some other means to exempt the newspapers from any increase while the periodicals shall pay more, nothing has been or can be formulated to establish a just line of demarcation between publications. It was a serious question, when the last proposition was pending to increase the rate on periodicals, to determine what was a periodical. How to draw the line between what is a newspaper and a periodical is rather difficult when weekly and semi-weekly publications are considered.

The periodical press is somewhat alive to what is going on in the matter of one-cent postage for first class mail and the possible increase on second class mail as a result, but the newspapers throughout the country seem to have no idea of how far the movement has progressed.

There was a supposition, owing to the attitude of the Democrats, or many of the leaders, when the last attempt was



ERNEST A. SCHOLZ,
NEW BUSINESS MANAGER OF THE CHICAGO RECORD-HERALD.

WASHINGTON TOPICS.

HOW RECONCILIATION OF SECRETARY BRYAN AND SPEAKER CLARK WAS EFFECTED.

President Wilson and the Correspondents Have Their Pictures Taken—New Press Representatives in Washington—The Newspaper Cabinet Sessions Prove a Great Success—Other Events at Capital.
(Special Correspondence.)

The reconciliation of Secretary of State Bryan and Speaker Clark bordered on the miraculous, in the opinion of some people who attended the Baltimore convention, and it was brought about by a newspaper man, Ira E. Bennett, editor of the Washington Post, and Washington correspondent of the San Francisco Call, was the real hero.

If this big Bennett stroke of diplomacy, and accomplishment extraordinary, had come a few weeks earlier it is very likely he would have been offered the ambassadorship to the Court of St. James and, very likely too, would have declined it, inasmuch as he is very happily situated here, and has a high regard for his profession.

To bring the premier of the Cabinet and the Speaker of the House together at a little private dinner and there, in the presence of a dozen mutual friends, get them to sink the hatchet beneath the sod was not a trivial task. Mr. Bennett, aided by his California friend, Theodore A. Bell, met that task and handled it, managed it, and overcame it.

The country at large, and Democrats particularly, owe Mr. Bennett and Mr. Bell a rising vote of thanks.

MR. BENNETT'S LUNCHEON.

The luncheon took place in a private room at the New Willard Hotel. Covers were laid for fourteen, and, in addition to the host of the occasion, Ira E. Bennett, of the Washington Post; Mr. Bell, Mr. Clark, and Col. Bryan, those present were Vice-President Marshall, Secretary of the Interior Lane, Senator Kern, of Indiana; Senator O'Gorman, of New York; Representative Charles R. Crisp, of Georgia; Joseph P. Tumulty, secretary to the President; John E. Osborne, Assistant Secretary of State; Dudley Field Malone, Third Assistant Secretary of State; Thomas F. Logan, of Washington, and L. L. James, of Alaska.

President Wilson's "newspaper cabinet" was photographed, with the President, last Monday, at the White House. Capt. Jack Wheeler, of the White House Secret Service staff, also took a moving picture of the President and the newspaper men as they posed for the official photographer.

Thirty-two Washington correspondents figure in the picture, together with Joseph P. Tumulty, secretary to the President; Rudolph Forster, executive clerk, and Thomas W. Brahaney, chief clerk of the White House offices, and James D. Preston, of Senate gallery.

NEWSPAPER CABINET MEETINGS.

The "newspaper cabinet sessions," as the bi-weekly meetings of the newspaper men with the President have come to be known, are proving most successful. Every Monday morning at 10 o'clock and every Thursday afternoon at 3, the President meets the correspondents in his private office and faces a running fire of questions concerning the news of his administration. Many of the questions touch vital problems of administration policy, but the President is exceedingly frank, and

made to increase the rates on magazines, that the Democratic party is against such an increase. But the talk among Democrats shows such is not the case. The two leading members of the Post Office Committee in the House, who will have more to do with shaping postal legislation than all others, and who will be conferees on any bill that is passed, are earnestly in favor of increasing second class rates. Many Democratic members of the Senate committee favor an increase, but whether they would favor adopting the Hughes rate of two cents on all second class cannot now be assumed.

Hearst Man Buys Harper's Bazaar.

Harper & Brothers announced on Thursday, through Col. George Harvey, head of the firm, that Harper's Bazaar, one of the oldest publications for women in the country, had been sold to George von Utassy. In making this announcement a representative of the firm said that the growing business of Harper & Brothers necessitated their giving up this purely specialized branch of their many publications. Mr. von Utassy is secretary of the company which publishes Hearst's magazine, but it could not be learned whether Mr. Hearst was personally interested in the purchase of the periodical.

George F. Houlihan Not Drowned.

(Special Correspondence.)

CLEVELAND, O., April 29.—The report to the effect that George F. Houlihan, treasurer of the United Contest Co., of this city, was drowned in the flood near Greensburg, Ind., is denied by Frank Hicks, general manager of that company. Mr. Houlihan was a member of a rescue party in a district where martial law prevailed and was not heard of for seven days by his friends. He is now conducting a contest on the Greensburg (Ind.) Review.

Dr. Williams's Bill Becomes a Law.

Governor Sulzer signed, last week, a bill drafted at his instance through the suggestion of Dr. Talcott Williams, director of the Pulitzer School of Journalism, making it a misdemeanor for an employer to compel a woman applicant for a position to submit to a physical examination by a male doctor. The bill provides that whenever an employer shall require a physical examination by a physician as a condition of employment, a female applicant shall be entitled to examination by a woman.

Fire at Carlisle, Pa., destroyed the press room of the Herald last week, causing a loss of \$10,000.

when he feels that a question concerns a matter that should remain secret, he says so.

Representative L'Engle, of Florida, who previous to his election to the House of Representatives was a newspaper man, believes in free publicity. He has introduced a resolution which reads:

"All representatives of the press who are granted the privilege of reporting debates and proceedings in the House shall also have the privilege of reporting all proceedings of all committees of the House and shall have at all times access to all committee rooms when committees are considering public business."

Senator Ashurst, of Arizona, has introduced a similar resolution in the Senate.

Many changes are noted in the list of correspondents contained in the new Congressional Directory, the first to be issued for the Sixty-third Congress. There have been many additions to the Washington bureaus since the last directory was issued, in January. The names of Grafton S. Wilcox and Robert Dougan have been added to the list of the Associated Press. W. B. Metcalf has joined the staff of the Baltimore Evening Sun, and the name of Harold E. West appears for the first time as a member of the Baltimore Morning Sun's bureau.

The Arizona Republican is now represented by O. K. Davis, who also represents the Manchester (N. H.) Leader and Topeka Capital. R. Eddy Mathews has joined the Christian Science Monitor bureau, and the name of Edward G. Rotter appears for the first time as representative of the Boston Journal. William P. Kennedy, the city editor of the Washington Times, appears in the directory as correspondent of the Chicago Daily Journal, as does the name of Oliver P. Newman for the Des Moines News. Winfield Jones is now the accredited correspondent of the El Paso Daily Herald and the New Orleans Picayune.

KERN RETURNS TO FIELD.

Charles A. Cotterill and George A. Mosshart are now the representatives of the National News on the Senate side of the Capitol. William C. Park has joined the staff of the Newark News since January, and George Garner has succeeded Carl A. Downing as correspondent for the New York Press. The Oil City (Pa.) Derrick is now represented by Charles E. Kern, who for many years was a member of the Associated Press staff, and retired voluntarily several years ago to enter into business. G. Gould Lincoln has succeeded John B. Smallwood as the Senate representative of the Washington Star, Mr. Smallwood having been appointed city editor of the Star.

The Perth Amboy News and the Passaic Herald are represented by S. M. Christie. In the list of correspondents will also be found the names of the new members of the Standing Committee of Washington Correspondents, who are as follows: Richard V. Oulahan, chief of the New York Times Bureau, chairman; William T. Brigham, Boston Transcript, secretary; LeRoy T. Vernon, Chicago Daily News; John Corrigan, Jr., Atlanta Constitution, and George E. Miller, Detroit News.

YOUNG SIEBOLD KILLED.

Martin Seibold, the twenty-two year old son of the political writer of the New York World, accidentally shot and killed himself at the home of a friend in this city while playing with a loaded revolver last Monday evening. Young Seibold was an actor and had recently played in "The Return of Peter Grimm." Mr. Seibold, Sr., hastened here upon hearing the news of his son's tragic death and made the arrangements for the funeral, which was held Tuesday. The funeral, which was held on Tuesday.

A large number of the young man's friends from New York and elsewhere were present or sent flowers.



IRA A. BENNETT,
WHO BROUGHT ABOUT THE RECONCILIATION
BETWEEN BRYAN AND CLARK.

DANIEL'S LOSS \$100,000.

Will Rebuild His News and Observer Plant at Raleigh at Once.

Joseph Daniels, Secretary of the Navy, who returned to Raleigh, N. C., on Friday, announced that the rebuilding of the plant of the News and Observer, which was destroyed by fire on Thursday night, will begin at once.

Although Mr. Daniels lost \$100,000, he will not form a stock company, as suggested by State officials. He said that his political interests take second place to his newspaper schemes, and he will reconstruct his plant and organization alone.

Many subscriptions, paying for the papers for several years, have been received. Nearly all of the records of the News and Observer have been saved.

NATIONAL PRESS ASSOCIATION.

Educational Section to Hold Special Sessions June 17 and 19.

The second annual meeting of the Educational Section of the National Press Association will be held June 17 and 19 in Colorado Springs, Col.

Prof. Charles Dillon of the department of industrial journalism of the Kansas Agricultural College, who is chairman of the section, has arranged the following program:

Tuesday, June 17—"Accuracy in Newspapers," by Fred Marvin, editor of the Pueblo Leader; "Liberty of the Press," by Judge Smith McPherson of the United States District Court of Southern Iowa.

Thursday, June 19—"Dignity of Journalism," by Prof. Merle Thorpe of the department of journalism of the University of Kansas; "What Newspapers Can Do," by George H. Perry, director of exploitation of the Panama-Pacific Exposition; "The Unhappy Humorist," by Irwin S. Cobb, of the World.

Ask \$50,000 for Newsboys' Home.

Directors of the Newsboys' Home Club are trying to raise \$50,000 to remodel the building at Second avenue and Eleventh street and install new equipment. The club has done much good, and its friends want to improve the building, which for many years was occupied by the New York Historical Society. The officers of the club are: William Shillaber, Jr., the Globe, president; Ralph Pulitzer, the World, and Ogden Mills Reid, the Tribune, vice-presidents; Hector H. Havemeyer, secretary, and Frank Gulden, treasurer. They, with William J. Pattison, the Post, form the Executive Committee.

CHICAGO NEWS NOTES.

Glenn Retaliates by Suit Against Lawrence—Judge Declines to Hear Libel Suit—More About the Press Club "Scoop"—Woman's World Company Insolvent—J. J. Rockwell a Director in Crosby Ad Agency.
(Special Correspondence.)

CHICAGO, April 30.—John M. Glenn, publisher of the Manufacturers' News and secretary of the Illinois Manufacturers' Association, has filed a suit for \$100,000 against Andrew M. Lawrence, publisher of the Chicago Examiner, and his attorney, Royd D. Keehn, in the Superior Court. Glenn was arrested recently on two warrants for criminal libel on charges preferred by Andrew M. Lawrence.

Publishers, editors and reporters of Chicago daily papers were summoned to appear before the April Grand Jury last week in connection with an investigation of the purchase of \$1,000,000 worth of voting machines by the local election commissioners.

DECLINES TO HEAR CHARGES.

Judge Richard E. Burke last week declined to hear the libel charges against John M. Glenn, secretary of the Illinois Manufacturers' Association and publisher of the Manufacturers' News, preferred by Andrew M. Lawrence, publisher of the Chicago Examiner. The court gave as his reason the fact that approximately 200 persons are in the county jail awaiting trial.

A petition asking that the Woman's World Publishing Co., 107 South Clinton street, be declared insolvent was filed in the United States District Court. Judge Carpenter appointed Curtis P. Brady, general manager of the concern, receiver. In the petition it is alleged that, although the Woman's World Publishing Co. by resolution recently acknowledged its insolvency, the company nevertheless has paid some of its debts in full, thereby giving preference to those creditors over the petitioners.

MRS. HOLDEN'S SUIT.

Criticism of a play now running at the Garrick Theater, which was the cause of a controversy between Mrs. Mary Holden, on one side, and Philip Bartholomae, the author, and Leander Richardson, manager of the play, on the other, led to a suit for \$100,000 by Mrs. Holden against the men in the Circuit Court. Mrs. Holden is editor of the Week's Events, a theatrical publication, which contained in its issue of April 13 a criticism of the Bartholomae play. As a result of her criticism Bartholomae and Richardson wrote letters to various hotel managers in the loop and endeavored to stop the circulation of the paper.

A grand jury investigation of the alleged criminal libel of Andrew M. Lawrence by John M. Glenn, secretary of the Illinois Manufacturers' Association, was made by order of State's Attorney Hoyne and no indictment was returned. The action of Mr. Hoyne in taking the matter before a jury arises from the refusal of Judges Burke, Honore and Bretano to sit as examining magistrates, and from a change of venue being taken from Judge Kersten. Mr. Hoyne said that he understood from Chief Justice Harry Olson that all of the Municipal Court judges refused to sit in the case.

CROSBY AGENCY ELECTION.

Following a special stockholders' meeting, the board of directors of the Crosby Advertising Agency accepted the resignation of Harry W. Walker as vice-president and director, and elected Joseph J. Rockwell to the vacancy. At the same time Verne S. Pease, lately editor of the Artisan, Holyoke, Mass., became a member of the Crosby staff.

James O. Monroe, secretary to Secretary of State Wood at Springfield, has announced that he will discontinue the publication of the Northern Illinois Democrat, West Chicago, owing to lack of time to devote to the paper.

George Clifford, of the City Press Association, and Miss Ethel Johnston were married Saturday at the bride's home.

PACIFIC COAST HAPPENINGS.

San Francisco Ad Club Listens to Some Stiring Speeches.

(Special by Wire.)

SAN FRANCISCO, April 30.—A number of out-of-town publishers are registered at the local hotels. The list includes Chester Rowell, editor of the Fresno Republican, and a Bull Moose leader, who is at the Palace; Eben Putnam, of Boston is registered at the Victoria; Charles A. Van Loan, the well-known newspaper and magazine writer, is at the St. Francis.

D. Carcasden, a newspaper man of Chicago, who has mining interests in California, is a guest at the Union Square; G. L. Olds, editor and publisher of a newspaper at Porterville, is at the Argonaut; Frederick O'Brien, editor and publisher of a newspaper at Oxnard, is at the Hotel Argonaut; Ralph W. Bull, a newspaper publisher of Eureka, is stopping at the St. Francis.

Orno Strong, of Tacoma, Wash., aged sixty-one, publisher of the West Coast Trade, the pioneer commercial journal of the Pacific Northwest, died suddenly at Walla Walla, where he was stricken after leaving church services. Mr. Strong came from Michigan in 1888. His son, Dale, is publisher of the West Coast Trade of Spokane.

Michael Williams, of Carmel-by-the-Sea, a writer of short stories, has come to San Francisco to gather material for a series of romances of San Francisco for an eastern magazine.

Miss Helen Thompson, formerly of Stockton, and David Matthews were united in marriage on April 23 at the home of the bride's parents, Mr. and Mrs. William Thompson, at Florence, a suburb of Los Angeles. Mr. Matthews is the Call correspondent in Stockton and advertising manager of the Stockton Record.

"On to Baltimore" was the subject of the discussion at the regular weekly luncheon of the Advertising Association of San Francisco. Several speakers told of their experiences during the Dallas convention and of the benefits derived. C. H. Workman, of "I. X. L. Tamale" fame, enthusiastically related how his eyes had been opened to the possibilities of increased business through coming in contact with and listening to prominent advertising men from all sections of the country. He stated that from an annual output of 36,000 tins his sales during last month had increased to 46,000, which increase he attributed to advertising.

William Woodhead, president of the association, has just returned from an eastern trip, full of Baltimore enthusiasm. Arthur Brunner, chairman of the "On to Baltimore" committee, and Rollin Ayres also addressed the association.

President Longhurst, of the Sacramento Ad Club, was present as an official ambassador from his club. He extended a cordial invitation to the members to attend the annual convention of the Pacific Coast Ad Men, to be held at Sacramento May 19 to 21, inclusive, and promised unusual educational and entertainment features well worth the attendance of every advertising man.

The Cheltenham Agency is placing orders in the East for the New York office of Lash's Bitters. Their advertising on the west coast is placed by the San Francisco office through the Cooper Advertising Co.

The Los Angeles Times' School of Domestic Sciences, conducted by Mrs. Bertha Haffner-Ginger, is a proven success. Each tri-weekly lecture sees the turning away of crowds of interested women unable to secure seating accommodations in the assembly room of the Times building. Almost an entire floor has been fitted up especially for this purpose, and Mrs. Ginger holds the close attention of her audience throughout the entire two hours' discourse on domestic science. Practical application of principles is shown by actual platform demonstrations.

On Thursday, April 24, the Advertising Association of Oakland entertained the San Francisco ad men with an automobile ride and banquet.

JOURNALISM ISSUE.

Some Interesting Facts Concerning the Most Notable Issue of a Professional Journal Devoted to Newspapers and Advertising.

Two things particularly have impressed newspaper men with the "American Journalism Number" of THE EDITOR AND PUBLISHER. One of them is that so much material should have been unearthed in even a preliminary effort, and that so much of it should have been given within the comparatively narrow confines of a single issue. It has been accepted generally that the story of American journalism, if ever told at all, would take volumes, as no doubt it will, but that so much of the data could be condensed into a single number had not been thought possible. From the Strasburger Post, of 1609; the Tijdinghen uyt vele Quartieren, 1630; The Continuation, 1625, and the Boston News-Letter, 1704, to the present day, not to mention cuneiform and hieroglyphic inscriptions of a journalistic character, is a far cry and one of many echoes. That the centuries connected by this development should all find room on the pages of the "American Journalism Number," not in mere chronological treatment, but in a story that deals largely with the human factors themselves has been a pleasant surprise to the readers of THE EDITOR AND PUBLISHER.

REPORT OF CONVENTION.

But this is not the only feature of the "American Journalism Number." For the first time the proceedings of the American Newspapers Publishers Association and the Associated Press have been given proper treatment, and the exclusive stenographic reports of the speeches made at the joint dinner are what may be called a new departure by a professional publication. As much must be said of the page illustration showing the board of directors of the Associated Press—the first picture of its kind ever published. Other articles of note in the issue are the story of the Associated Press, by Melville E. Stone; The Watersonian Creed; The Engineer and the Newspaper, by Henry A. Wise-Wood, and the story of the United Press Associations, by Roy W. Howard.

Typographically, the issue, considering the speed made in its production, has few equals. The photo-engravings used, many of them made from indifferent originals, are the best obtainable, and the same is true of type, paper and presswork. To use a trite expression, no expense has been spared to produce a high-class professional journal in keeping with the dignity of the theme.

SOME SURPRISING FACTS.

Some of the statistical data of the edition should prove of interest. The surface required by the half-tone and line cuts measures approximately 2,000 square inches and is divided among 168 individual illustrations. No less than 33,154 lines of advertising appear in the number. For this 106 contracts were made and 113 separate advertisements were inserted. On the cover appear the actual title-heads of 438 of the more prominent publications in the United States and Canada.

So vast is the field covered by the "American Journalism Number" that the compilation of a special index has become necessary.

The following are a few of the many expressions of appreciation received at this office upon the Journalism Number: S. F. Pearsall, editor of the Nassau County Review, Freeport, N. Y.—I want to tell you how much I appreciated the issue of THE EDITOR AND PUBLISHER of April 26, which I received this morning. I have not seen any paper connected with the newspaper business which would compare with this, and it will be one of the few magazines which we keep on file.

Louis Wiley, business manager of the New York Times—I have read the "American Journalism Number" of THE EDITOR AND PUBLISHER and regard it a valuable contribution to the literature of

newspapers. It represents in a significant and interesting way the great progress that has been accomplished in American journalism in the last quarter of a century. It reflects high credit upon the enterprise and the devotion to the newspaper calling of the publishers of THE EDITOR AND PUBLISHER. I am confident this particular issue will be read in every newspaper office and will be preserved for frequent reference for years to come.

Roy W. Howard, chairman of the Board of Directors of the United Press Associations—I have heard more favorable comment and more expressions of obviously genuine appreciation of your special edition of THE EDITOR AND PUBLISHER, issued in connection with the recent publishers' meeting here, than I have ever known to be accorded a publication of this sort. Really I think you have grounds for being honestly proud of your work on this issue. No man in any way connected with the newspaper game could fail to appreciate it.

Arthur Capper, publisher of the Daily Capital, Topeka, Kan.—It was one of the most complete presentations of this interesting subject that I have ever read. D. D. Moore, general manager New Orleans (La.) Times Democrat—You deserve a lot of credit for the admirable manner in which you presented the work on journalism.

Col. Robert Ewing, publisher of the New Orleans Daily State—Your convention number was one of the most interesting numbers I have ever seen. It was very attractive from a typographical standpoint and well worth preserving for the historical data of many of the leading daily papers of the country it contained.

Percy Lukens, Jr., publishers' representative, New York—You had a dandy paper—the biggest and best ever published.

F. I. Carruthers, business manager the New York World—I want to congratulate you on your great number. It marks a new epoch in trade journalism.

John A. Murray, advertising manager of the Ave Maria—A wonderful issue. How could you accomplish so much in such a brief time?

W. W. Chapin, publisher San Francisco Call—You presented a most wonderful human interest story in your issue on American Journalism. It will be a very valuable one for any newspaper publisher to have on file for reference. It is regrettable that the editor-in-chief's job is disappearing, due

Ryan Walker 150 West 104th Street New York Telephone 3832 Riverside

April 30



Dear E & P I take my hat off to the E & P of April 26th '13 as some publication and then some again. Editorially and from the business point of view it is one of the best things turned out in many a day. ("aphants" History of American Journalism) ought to be issued in pamphlet form as it is of immense value, not only to the editor but to the general public.

Handwritten signature: E. S. Carnes

(Mont.) Gazette—I have never seen so much matter on the history of journalism so ably collated and presented.

Victor H. Hanson, publisher of the News, Birmingham, Ala.—A splendid publication; one that makes a man proud that he is engaged in newspaper work.

Charles H. Taylor, Jr., manager, Globe, Boston, Mass.—From the looks of the cover it certainly must be a very interesting issue. I have not had time to read it as yet. When I am in New York during the publishers' meeting I do not even read my own paper, the Boston Globe.

Louis H. Brush, publisher, East Liverpool (O.) Review—Most remarkable number I have ever seen on American Journalism.

E. S. Carnes, the Blackburne Advertising Agency, Dayton, O.—I am glad that I sent my \$3 in when you offered your bargain on the three years' subscription last December.

Martin Hewson, Brooklyn, N. Y.—I congratulate you and your staff on producing such a magnificent number of your paper as that of April 26, containing "American Journalism," etc., teeming as it is with surprisingly interesting history and data which must have entailed enormous expense and great research. From me there is but one "kick," and that is: Why, oh, why, did you have the caption "Tom Moore" under the cut of the liberator, Daniel O'Connell?

John C. Klein, newspaper writer and editor, New York—Let me congratulate you upon the magnificent number of THE EDITOR AND PUBLISHER of the issue dated April 26. It is the finest thing of the kind I have ever seen. I glanced through a copy at your exhibit in the Printing Trade's Show at the Grand Central Palace last week, but had no time to examine it carefully until my copy reached me last Monday. It surely is a publication worth keeping, and it is equally certain that you have every reason to feel proud of your handiwork.

James S. Vance, business manager of the New Age Magazine—Your last week's issue, the special number for the Publishers' Association, was such a good issue that somebody "hooked" my copy before I had a chance to read it, and I wish you would send me another copy.

J. W. Adams, Daily Newspaper Association—The convention number of THE EDITOR AND PUBLISHER was a big achievement, not only quantitatively but also qualitatively.

Frank Presbrey, president Frank Presbrey Co., New York—I have just been looking over your splendid issue of April 26 and want to congratulate you most heartily upon it. It is one of the most comprehensive publications ever issued in connection with the press and it furnishes a vast amount of most interesting and valuable information. I have put the paper in my library, with a view of retaining it for future reference.

Prof. H. F. Harrington, Ohio State University, School of Journalism—Congratulations and plenty of them for the superb edition of THE EDITOR AND PUBLISHER just before me. Your history of American journalism ought to be widely circulated. It is a fine, scholarly and interesting story, and illustrated to the queen's taste. Why don't you reprint it as a book for colleges of journalism? You are doing a real service to the cause of the new journalism.

Receiver for Trenton True American. (Special by Telegraph.)

TRENTON, N. J., May 2.—Chancellor Walker to-day appointed John A. Montgomery receiver of the "True American Co. The liabilities are \$221,000 and the assets, according to W. H. Gutellius, about the same amount. The company has only \$469 to meet a payroll of \$1,400.

The offices of THE EDITOR AND PUBLISHER are now located on the eleventh floor of the World building. Our telephone number is Beekman 4330. When we are settled in our new quarters the latch string will be out as usual.

to the fact no doubt that the city and country are spreading out and the work of supervision is being divided among department heads. It is now the constructive newspaper—the newspaper of authority, that the people demand. I believe that western metropolitan papers print more world news than the eastern papers on account of the diversified interest it covers. Your paper faithfully represents the growth of this wonderful business.

Frank A. Selah, manager of the United Sunday Newspaper Magazine—It was a fine edition that you published last week. I am going to read every line of it.

L. M. Hornstein, advertising manager of the Mergenthaler Linotype Co., New York—A remarkable example of trade journal enterprise, both from an editorial and advertising viewpoint. It is a phenomenal achievement to produce so well printed and voluminous a publication in the short space of time you had to get it out. We have no doubt that the linotype way must have been a prominent factor in enabling you to secure the results attained.

W. S. Eakins, advertising manager of the S. S. Co., Atlanta, Ga.—It was the most wonderful issue I ever saw on American Journalism. I might further state that of all the trade papers that we receive at our home office in Atlanta, Ga., THE EDITOR AND PUBLISHER is the only trade publication that I have sent to me from my Atlanta address when I am on my trip throughout the country studying conditions and making contracts with the daily newspapers.

Harry J. Prudden, formerly advertising manager of the New York Tribune, and now space buyer for the American Tobacco Co.—It is one of the most interesting editions I ever saw.

Paul Block, publishers' representative, New York and Chicago—A very, very interesting number.

H. Varien, assistant business manager of the New York World—A very remarkable publication in every way. It certainly represents a tremendous amount of work and is in every way a creditable production. It is something that has never been attempted before—something that newspaper men will keep and preserve for reference.

George J. Auer, business manager, Knickerbocker Press—That was certainly a great issue and I don't see how you accomplished so much in such a short space of time.

C. E. Wood, publisher of the Billings

LEADING AMERICAN CARTOONISTS.

Fontaine Fox,

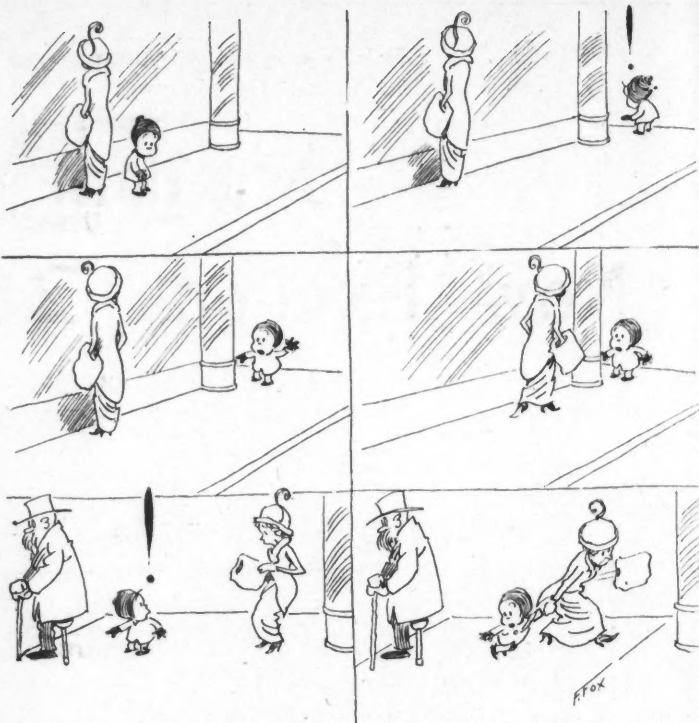
Of the Chicago Evening Post.

One of Chicago's promising cartoonists in the younger set is Fontaine Fox, of the Evening Post. Mr. Fox's forte seems to lie in depicting the humorous adventures of little boys, otherwise known as "kids." One of his series, the adventures of Thos. Edison, Jr., has made such a hit that other newspapers besides the Post are using the pictures. Mr. Fox has a ready wit and a simple method of expression. The humor of his work appeals to old and young alike. It is estimated that more than a million people enjoy Mr. Fox's cartoons daily. There are only a very few

men in the business whose work is more widely distributed. Mr. Fox was born in Louisville, Ky., in 1884. He attended the Indiana University for two years and then left school to begin work on the Louisville Herald. Later he transferred his services to the Louisville Times, and in February, 1910, became the cartoonist of the Chicago Post. In April of this latter year he married Miss Jane Dabney of Kentucky. Mr. Fox is very fond of outdoor life and sports, and is quite enthusiastic over baseball. He rarely ever fails to attend the league games.



FONTAINE FOX.



REMARKABLE DISCOVERIES OF THOMAS EDISON, JR.

INSURGENCY IN JOURNALISM.

Will Irwin Deplores Business Tendency, But Thinks Papers Do Good, Anyhow.

Will Irwin, writer and newspaper man, addressed a large and appreciative Cooper Union audience last week on "Insurgency in Journalism." He deplored what he termed was the tendency of the business office of newspapers to overshadow in influence the editorial departments, and also the great power of the advertisers in newspapers in shaping the policies of many of the papers of this country.

"The power of the press," said Mr. Irwin, "is the power of news, and for good or bad the news columns are twenty times more powerful than are the editorial columns."

Mr. Irwin stated that in the old days the readers of newspapers paid for them. To-day, as a general rule, it was the advertisers who paid for them. The average was \$5 for advertising to \$1 for subscriptions.

"The advertiser or advertisers," he observed, "can, if he or they are strong enough, almost always force any policy he or they want on any newspaper."

Recently he said a large newspaper in Chicago demanded and received \$25,000 worth of advertising for the suppression of a piece of news of importance. He thought the power of advertising was daily shoving the newspapers closer to capitalism.

Mr. Irwin then admitted that newspapers, despite their many faults, did much good.

BIG DINNER TO MARTIN GREEN.

Prominent Men Take Part in Ovation to Star Reporter.

Martin Green, star reporter of the World, and one of the best known and most widely respected newspaper men in the country, was tendered a dinner at Delmonico's last Saturday as a mark of honor to a real reporter. This testimonial to Mr. Green had drawn cooperation from men high in every profession, who have known him during the past twenty years of his successful career as a newspaper man. Financiers, lawyers, physicians, editors, and representatives of other fields were present on this occasion.

Irvin S. Cobb presided as toastmaster, and among the speakers were

Lieutenant-Governor Martin H. Glynn, former United States District Attorney Henry A. Wise, Assistant Secretary of State Dudley F. Malone, Chairman McCall, of the Public Service Commission, Christy Mathewson, Fire Commissioner Johnson and John B. Stanchfield.

Mr. Wise in the course of his speech made known his discovery that newspaper men were made of the same clay as the general run of mortals, and closed with a high personal tribute to Mr. Green. Mr. McCall expressed his respect and admiration for "this fighter in the ranks," as he termed the guest of honor.

Commissioner Johnson, who called himself Mr. Green's Boswell, then read a humorous biography of his hero from the cradle to his present "half-way house to the grave."

Between speeches a chest of silver was presented to Mr. Green as a slight token of admiration from fellow newspaper men.

Changes on New York Tribune.

Harry J. Prudden, advertising manager of the New York Tribune, resigned on May 1 to become connected with the rate department of the Frank Presbrey Co. Mr. Prudden was at one time a member of the Frank Seaman, Inc., staff and later space buyer for the H. E. Lesan Agency. Conde Hamlin, business manager of the Tribune, announces that William C. Freeman, of the Mail, will shortly be associated with the advertising department of that paper.

Thieves broke into the office of the Moline (Ill.) Sunday Press recently and stole \$150 from the office safe.

Increases Capital Stock.

The Curtis Publishing Co., of Philadelphia, has filed a certificate at Harrisburg increasing its capital stock from \$10,000,000 to \$20,000,000. This is the second increase in four months.

Exit the Press Agent.

The president of the Inland Daily Press Association employs a method that will soon make free publicity fiends remove the name of his publication from their mailing lists. He remails their contributions to the senders in a plain sealed envelope, and in lieu of postage the envelope bears the rubber stamped legend: "Why Don't You Pay For It?" The Post Office then sends a card to the addressee announcing that first-class mail is held for postage and asks for a stamp in an envelope which must also be stamped. Congratulations to the president! When the practice becomes general, many press agents will go out of business.

Ground was recently broken for the new home of the Jackson (Miss.) Clarion-Ledger.

The Flint (Mich.) Evening Press has succumbed after a short existence.

An Unparalleled Record for 1912 THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911 During March, 1913, The Herald printed 395,685 agate lines display, a gain over March of last year of 96,456 agate lines.

In the first three months of 1913, The Herald gained 62,400 lines of foreign advertising over the same period of 1912. During March, 1913, The Herald beat The Globe in week-day display by 55,455 agate lines.

During March, 1913, The Herald beat The American in week-day display advertising by 11,253 agate lines.

Nothing better in New England for profitable publicity.

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

There is only ONE SURE WAY to cover

Chester and Delaware County with its 117,000 people, by newspaper advertising, and that is to use the CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates. Chester, Pa.

F. R. NORTHROP, 225 Fifth Ave., New York Representative.

The Net Paid Circulation of the Week-Day Issues of the



Now Exceeds 280,000 Copies

of which more than 233,000 copies are sold in the Metropolitan district (these figures are exclusive of all unsold copies of every description).

During the last twelve months the circulation of the New York Morning American has increased more than that of all the other New York morning newspapers combined.

The net paid City circulation of the New York American (week day issues only) exceeds by at least 25,000 copies the combined circulation of four of the seven New York morning newspapers.

GREATEST QUANTITY OF QUALITY CIRCULATION

The SUNDAY AMERICAN'S average paid circulation in March (deducting all unsold copies) was 793,868.

NOTHING SUCCEEDS LIKE CIRCULATION

NEWSPAPER SALARIES.

Star Men in London Receive Greater Remuneration Than Their American Brothers, According to British Journalist.

American and English newspaper salaries are contrasted in an interesting article contributed to a recent issue of the Newspaper Owner, London. After calling attention to the fact that with the advent of Hearst in New York salaries for good writers jumped to unheard-of figures, the writer continues in part:

In the Hearst-versus-Pulitzer days—if, indeed, this conflict can be said to be yet concluded—the “star” men were drawing salaries the like of which had never until then been paid in America or elsewhere, and have never since been equaled except in the case of Mr. Brisbane, who is credited with drawing a salary of £20,000 per annum. Nowadays in America, no matter what men may say to the contrary (and be it remembered Americans have no objection whatever to outsiders thinking that their salaries are several times greater than they really are) the high-priced men are not so highly priced as the London high-priced men. I can answer certainly for the New York World, Times, Tribune, and American, where the average fair-priced man is on the \$50 (or £10) line and is gradually being disrated even from this figure. The high-priced men are not a cent above the £30 a week line, and everybody knows that there are at least a round dozen of men on the London press who make, some of them, at least this sum, and others very much more.

LONDON VS. NEW YORK.

Beyond Brisbane it is certain that there is no chief editor in New York making £5,000 yearly. On the other hand, there are at least three chief editors in London who touch this sum. Ordinary reporters make, on New York papers, anything from £4 4s. to £12

weekly; and, given the superior rate of house rent and the cost of clothes and some other necessities, this £12 salary corresponds to, say, the English salary which is based on the principle of a competent man's work being worth a guinea a day—roughly, £400 a year. How many managers consider the rectitude of that principle nowadays?

In the days when the Daily Mail began to astonish the natives there were certainly a good many special or “star” men employed at fancy prices, and it was plausibly said that the old-fashioned organs had to raise their prices in order to assure themselves of the loyalty of their best men. However this may have been, it is certain that the alleged rise in salaries all round never really took place, and I pity the “economic” mind that made current the statement that the Daily Mail prices really forced up salaries all round.

SALARIES AT BEGINNERS' EXPENSE.

What happened was this: managers (like Sir Jno. Robinson) were duly tenacious of their best men and accordingly extended their contracts and raised their prices. Who paid for this? The recruit, who was willing to come down from the provinces to “a great Lunnon daily” and work at practically the same price for which he labored in his native town; that is to say, for something like from 33 to 50 per cent. less than was customarily offered in a London office to a newcomer who wasn't just a raw recruit.

And, again, there was practically a statutory price all round for sub-editors. The old London Standard (Mudford style) paid its sub-editors from £6 6s. to £8 8s. on the desk, with an allowance for cab fares which came, I think, to £30 a year. Other papers were almost equally generous. Owners, in order to recoup themselves for the surplus outlay resulting from “hoosted” salaries to the few, extracted their pounds of flesh from the new arrivals, who were willing to accept the very modified terms, and fully fledged sub-editors

were then for the first time asked to work at £4 4s. a week. The result is that reporters and sub-editors in London of to-day, who in 1895, say, would have been making, respectively, £5 5s. and £8 8s. weekly, are working for at least 25 per cent. less than these sums, which still, however, compare favorably with the average \$25 paid to the New York reporter on the “general staff,” as well as to the \$40 paid, as a minimum, to the copyreader or sub-editor.

CANADIAN SALARIES LOWEST.

In Philadelphia, Chicago, and Boston the prices for sub-editors are nearer the \$20 mark, while the reporters vary between \$18 and \$25. I have, however, pointed out before that the American is given far more opportunities of adding to, if not multiplying, his salary, a condition of affairs that does not prevail in England. Canadians have assured me that within just recent times prices have improved much in Canada, but then—it is only fair to record the fact—prices ruled very low up to within some five years ago and any increase since would still leave them the record lowest prices in any type of Anglo-Saxon journalism.

Passaic Editor Dies in Barber Shop.

George P. Rust, proprietor of the Passaic (N. J.) Daily News and a prominent lawyer of that State, died in a barber's chair in Passaic Monday, April 21. He was being shaved, preparatory to taking a train for Jersey City, where he was to have consulted his physician. Mr. Rust was interested in many companies and was the organizer of the People's Bank and Trust Co. and the Hobart Trust Co.

Cunningham Gets Time to Appeal.

Alan Cunningham, of the Philadelphia Public Ledger, who was convicted recently of assault and battery after a shooting affray which resulted in injury to two Italians near his home in Media, Pa., has been granted time in order to have the testimony in the case

transcribed, preliminary to an appeal. The contention of his attorney was that the verdict is contrary to the law and the evidence. Judge Johnson had Mr. Cunningham renew his recognizance in the sum of \$1,000 to appear the first Monday in June.

NEW INCORPORATIONS.

SYRACUSE, N. Y.—Syracuse Press; publishing; capital, \$100,000; incorporated by E. L. Vezina, H. S. Palmer and A. H. Smith.

YONKERS, N. Y.—Record Corporation; printing and publishing; \$15,000; incorporated by Harry M. Malone, Albert Doyle, Arthur F. Driscoll.

NEW YORK, N. Y.—Merit Publishing Co.; general publishing and advertising; \$50,000; incorporated by Herbert S. Elgot, Jacob Rubin and Myron H. Lewis.

NORTH PELHAM, N. Y.—Pulitzer Magazine Co.; general publishing; \$300,000; Walter Pulitzer, George W. Willis, Henry L. Rupert.

DETROIT, Mich.—Polonia Publishing Co.; newspaper; \$30,000; incorporated by John Bigle and F. B. Melin.

BLOOMFIELD, Ind.—Bloomfield News Co.; printing and publishing; \$2,500; incorporated by W. B. Maddock, N. A. Maddock, P. L. Maddock.

INDIANAPOLIS, Ind.—Register Printing and Publishing Co.; \$10,000; incorporated by A. L. Binford, J. W. Ellison and J. F. Aukerbrook.

CHICAGO, Ill.—Woman's Review Publishing Co.; printing and publishing; \$5,000; Emily Heller, Zella Slater Bissell and Harry Arney.

E. & P. in New Quarters.

The offices of THE EDITOR AND PUBLISHER are now located on the eleventh floor of the World building. Our telephone number is Beekman 4330.

The Daily Economist, of Evansville, Ind., which was started about three week ago, has suspended publication.

MONEY SAVING DEVICE.

How the New York Globe Will Reduce the Cost of Operating Its Battery of Linotypes \$1,000 a Month.

David C. Ruth is an enthusiast, likewise superintendent of the mechanical department of the New York Globe. This and the fact that Jason Rogers, the publisher, has given him a free hand in running the plant on an economical basis has resulted in a notable reduction in the power and light bill of that paper. Until Mr. Ruth applied his economy methods the electric current consumed by the Globe plant amounted to \$1,400 per month. Now the average cost is \$400 per month—a saving that the largest industrial plant of any character would not care to overlook.

How Mr. Ruth does it is a story of the application of mechanics and common sense. First of all, Mr. Ruth decided to stop the waste of current on the many linotypes of the plant. The machines had been equipped with individual motors when Mr. Ruth laid out the present plant of the Globe. When not in use the operators were expected to cut off the current, but they failed to

do so. Mr. Ruth discovered that every linotype motor was running waste at least one hour per day. How to overcome this loss was the problem he had to solve. Some means had to be devised to stop the motor automatically whenever the operator was not busy.

DEVICES AUTOMATIC CUT-OFF.

Out of Mr. Ruth's study and experiment a very simple cut-off was born. Within a few days the device will be installed on all the linotypes of the Globe. Then when an operator leaves his seat the motor will stop automatically, thus eliminating its own deterioration and the useless consumption of "juice."

The perfected contrivance is very simple. Under the keyboard of the linotype is suspended a light tin apron, which the operator, in order to work comfortably, must push back with his right knee. As soon as this is done a contact device controlling the motor is actuated. This contrivance consists primarily of three contact arms, held in normal position by springs. The first one of these lights electric lamps of the operator, the second energizes the magnetic field of the motor and the third completes the working circuit. As soon as the operator leaves his seat the apron falls back and in so doing breaks all electric connections, with the result that the motor stops and the light is extinguished. Not alone is the current saved, but the wear and tear on the motor and the linotype mechanisms is prevented.

The device heretofore used in the Globe plant was home-made, but has answered every test to which it could be put. Mr. Ruth has just made arrangements for the manufacture of his invention. Since no modification of either motor or linotype is necessary its installation will be an easy matter. An additional advantage is that the contrivance is not a costly one and will save its cost within a few weeks in current not consumed.

SOME OTHER ECONOMY MEASURES.

But this is not the only effort of Mr. Ruth to make the plant in his charge the most economical in operation. He has installed a system of water economy which saves his employers about three dollars per day in water charges. Considering that the installation of the necessary tanks, piping and pump costs no more than \$1,400 and is good for years, the resulting saving is not a small one. Selecting suitable motors for his Hoe presses, Mr. Ruth has cut down his daily power cost to nine dollars for three of them, though the pace they are going is equal on an average to 31,800 papers per hour for each press.

In the meantime Mr. Ruth's plant has what may be termed the maximum of efficiency. Careful planning of the workshops, and an operation system under which everybody carries a share of responsibility, makes it possible for the Globe to deliver papers inside of six minutes from the time the form of the starter reaches the matrix table.

While Mr. Ruth uses every bit of machinery he can get to make this possible, the performance is nevertheless exceptional. On the electric drying table from two to two and a half minutes are consumed; backing the matrix will take another minute and at least one minute and a half is required to develop the matrix into the finished plate ready for the press.

IS OPPOSED TO ALL WASTE.

Mr. Ruth, to use his own language, is not a mechanical engineer but just a plain printer who has made the study of conserving energy a life hobby. Nothing, he says, hurts him more than to have men run their legs off without accomplishing the thing they are after.

"There is some waste that may in the end be of benefit to somebody," said Mr. Ruth, "but the sort of waste you find in every newspaper plant benefits nobody. To do away with that has been somewhat of an obsession with me."

The Cushing (Okla.) Independent will have a modern brick building and new plant by June 1.

WHAT WILL IT DO?

This is your question. It is the basis upon which you buy equipment. We will answer it.

WESEL SPECIAL COMPOSING ROOM FURNITURE

will meet and satisfactorily fulfill any requirement not covered by standard styles. Departure from common practice is sometimes necessary to develop the quickest, easiest and cheapest way of handling work.

We design and make "out of the ordinary" kinds of Composing Room equipment. The country is dotted with plants where efficiency has been increased by our special work.

F. Wesel Mfg. Company

Printers and Platemakers'
Equipment

New York, 10 Spruce St.

Chicago, 431 So. Dearborn St.

Factory: 70-80 Cranberry St., Brooklyn, N. Y.

THE DAYTON NEWS

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

THE SPRINGFIELD NEWS

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

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

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

News League of Ohio

DESK N. DAYTON, OHIO

New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

Woman's World

Forms Close May 20

FOR

JULY ISSUE

over

2,000,000

Circulation

Is Guaranteed

DODGE ENTERTAINS PUBLISHERS**He Corrects Some Erroneous Impressions Regarding I. P. Co.**

At a luncheon in the University Club last Monday more than fifty of the visiting publishers were entertained by Philip T. Dodge, president of the International Paper Co., who explained several significant facts concerning the relations existing between the publishers and paper manufacturers.

Mr. Dodge said that there was no truth in the report that his company proposes to control the price of news print. Such a move would be impossible because of the many independent mills which have a large tonnage on hand. He advocated that the news print manufacturers be large units, because small manufacturers cannot carry large surplus stocks, which must be drawn upon by publishers during high and low water periods. Mr. Dodge said that his company carries at all times a surplus stock worth \$2,500,000.

Certain tariff legislation, according to the president of the I. P., might be responsible for driving the news print industry to Canada, and if this occurred, he said, the publishers would be at the mercy of the Canadian manufacturers.

DINERS HONOR DR. KILMER.**Newspaper Ad Managers Hear Address by W. C. Freeman.**

Charles Capehart, of Capehart's Methods, 450 Fourth avenue, New York, gave a dinner at the Park Avenue Hotel, on April 30, to a number of leading newspaper advertising managers, in honor of Dr. F. B. Kilmer who is counsellor at law and advertising director of Johnson & Johnson, New Brunswick, N. J.

Dr. Kilmer spoke for about twenty minutes, touching on the subject of

how Johnson & Johnson had accomplished results in their line, how they had marketed their 1,500 different products for the past quarter of a century. He also outlined the course that has been adopted in marketing Synol soap, one of their toilet specialties, which they first put on the market twelve years ago, and which is now going to be extensively advertised in newspapers.

Following Dr. Kilmer's talk, William C. Freeman, of the Evening Mail, delivered a very interesting address on the subject of newspaper advertising, which was received with great applause.

Among those present were: Frank McLaughlin, of the Sun; Franklin Bailey, of the Globe; E. DeWitt, of the Herald; Mr. Hooper, of the American; Mr. Gorman, of the World; Mr. Horner, of the Brooklyn Eagle; Charles Eddy, C. H. Freudenthal, J. Carey and A. C. Peyton.

A Modern City

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

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

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

A Modern Newspaper

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

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

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

PRESS-CHRONICLE CO., Publishers

Paterson, N. J.

Paterson Press—Sunday Chronicle

W. B. BRYANT, General Manager

PAYNE & YOUNG, Foreign Representatives



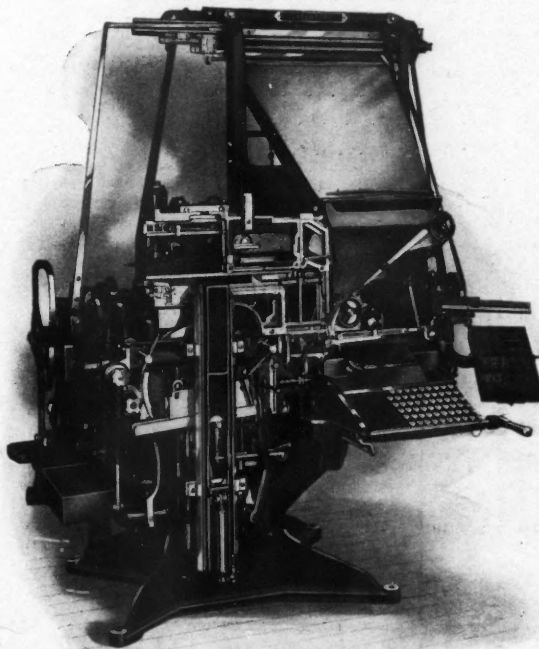
THE first INTER-
TYPE was set
up in the Jour-
nal of Com-
merce, 32 Broadway, New
York, on March 11th. The
news spread like wildfire.
Twenty, thirty, forty pros-
pective purchasers a day
came to see, and all went
away pronouncing the IN-
TERTYPE the simplest,
the speediest and the BEST
composing machine they
had ever seen.

The verdict has been the
same wherever the IN-
TERTYPE has appeared.
The result—the only one
possible from a better
machine at a lower price—ORDERS!!! We expected a great
many, but we have received far more.

Our capacity being limited—only two a day—the situation
has resolved itself into this: Those who can and will anticipate
their needs and order INTERTYPES in advance of their actual
necessities will secure them; others probably will not.

“Fortune favors the foremost.” Those who have INTER-
TYPES are doubly fortunate. Quality increased, cost decreased.
Be one of the foremost.

INTERTYPE



THE ACME OF HIGH QUALITY.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building
New York, N. Y.

Rand-McNally Bldg.
Chicago, Ill.

316 Carondelet St.
New Orleans, La.

86 Third St
San Francisco, Cal.

Advertisers cannot afford to ignore the
LOUISVILLE COURIER-JOURNAL
and
LOUISVILLE TIMES.

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers. The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

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

The Seattle Times
STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 8,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

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

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

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

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

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

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

**To General Advertisers
and Agents**

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

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

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

Rate 30c. per line—\$50 per page.

THE NEW AGE MAGAZINE

1 Madison Avenue New York City

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 284 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

RECORD-HERALD'S MANAGER.

Interesting Facts Concerning Ernest A. Scholz, Head of Business Office.

Ernest A. Scholz, the new business manager of the Chicago Record-Herald, has been identified with that newspaper for many years and has been circulation manager over ten years. He began his career in the newspaper field in the office of the Chicago Daily News and Morning News in 1889, but for a number of years previous to that time was a boy agent for the Daily News in a Chicago suburb. Old-timers at the Daily News tell a story to the effect that when he finished his school work he determined to get a position in the News office, and applied for a job every day until the late Albert G. Beaunisme, then business manager, hired him to get rid of him.

Mr. Scholz, who is well qualified for his new work and added responsibility, will retain the supervision of the circulation department. He has been a familiar figure in Western newspaper circles for years. He was born in Dubuque, Ia., in 1875, and is the eldest of five brothers, four of whom are now in the newspaper business and have filled executive positions. His brother, Emil M. Scholz, is general manager of the Pittsburgh Post and Sun; another brother, Charles G. Scholz, is the circulation manager of the Milwaukee Sentinel, while Theodore Scholz is connected with the Chicago Daily News.

Mr. Scholz was educated in Chicago, is prominent in athletics and one of the crack swimmers of the Illinois Athletic Club. He is of a retiring disposition, resourceful and versatile in his ideas.

The Record-Herald has been well known for its clever circulation plans and clean, aggressive business methods.

International Paper Co. Election.

The stockholders of the International Paper Co. met at Corinth, N. Y., last week and elected the following officers: President, Philip E. Dodge, New York; secretary, Mr. Simmons, New York; directors, Edward F. Murray, C. Dusenberry, Troy; Paul Wadsworth, Albany; Allen Curtis, Glens Falls; N. T. Bryan and Dr. A. C. Kniskern, Mechanicville; Ogden Mills, William D. Russell, Albert H. Morgan, A. M. Burbank, A. Pagen-specher, O. M. Shepard, S. L. Fuller and Chester Lyman, New York. Previous to the election an inspection of the plant was made.

Mr. Hearst's Tin Wedding Dance.

Mr. and Mrs. William Randolph Hearst gave a dance Monday evening at their home, 137 Riverside Drive, in celebration of their tenth wedding anniversary. The dance was followed by supper served at twelve round tables, in the center of each of which was a miniature Maypole. The menus were engraved on a thin scroll of tin, with a photograph of Mr. and Mrs. Hearst at the top of the scroll. The entire service for the supper was in tin. The drawing-rooms were decorated with orchids and spring flowers. About 200 guests were present.

Upton Sinclair Marries Again.

Upton Sinclair, Socialist author and journalist, and Miss Mary C. Kimbrough, daughter of Judge and Mrs. McG. Kimbrough, of Greenwood, Miss., were married at Fredericksburg, Va., on April 21. Mr. Sinclair and his bride are now in New York, but will sail soon for Holland, where the author of "The Jungle" will make his new home. Mr. Sinclair received a divorce from his former wife last year on the ground of her unconventional relations with Harry Kemp, "box car" poet, who was a former friend of the author.

E. & P. in New Quarters.

The offices of THE EDITOR AND PUBLISHER are now located on the eleventh floor of the World building. Our telephone number is Beekman 4330. When we are settled in our new quarters, the latch string will be out as usual.

WEDDING BELLS.

Miss Ella Montz, daughter of Mrs. Joseph Montz, of Lewisburg, Pa., and J. Herbert Walker, associate editor of the Lewisburg Journal, were married recently at the home of the bride's sister, Mrs. J. H. Dauberman, at Sunbury.

Thomas Francis Dunn, publisher and manager of the Dover (Del.) Index, and Miss Kate Shakespeare Haman, also of Dover, were married recently.

Miss Bessie Carver, a former society editor of the Joliet (Ill.) Republican, was united in marriage last week to Reinhardt F. Heiden, of Manhattan.

H. D. Paulson, better known as "Happy," city editor of the Grand Forks (N. D.) Times and one of the most capable and best known newspaper men in the Northwest, was married recently to Miss Irene Finkle. Miss Finkle has been society editor of the Times for six years.

Friends of John R. Kendrick, well-known publisher and member of the Union League, Philadelphia, were surprised to learn that he had taken out a marriage license last week to wed Mrs. Oliva Von S. Waite, of 228 South Broad street.

WASHINGTON PERSONALS.

A son has been born to Mr. and Mrs. D. Hastings MacAdam. Mr. MacAdam is Washington correspondent of the St. Louis Republic.

Earle Martin, managing editor of the Cleveland Press, is sojourning in Washington a few days while on his way to Cleveland from Florida.

Thomas Kirby, formerly of the Times, has been appointed sporting editor of the Washington Post.

Charles P. Norcross, formerly chief of the Washington bureau of the New York American, and now New York advertising agent of the Thomas Cusak Co., of Chicago, visited Washington for a few days this week.

IN NEW YORK CITY.

J. E. Murphy, managing editor of the Press, is recuperating at Atlantic City from a serious attack of pneumonia.

O. O. McIntyre, assistant dramatic editor of the Mail, has resigned to take up magazine and free lance work.

J. M. Loughborough, of the Evening Journal, has joined the staff of the Press.

OBITUARY.

THOMAS O. THOMPSON, well-known newspaper man, died at the Passavant Hospital, Chicago, last week of an apoplectic stroke. He was assistant city editor of the Chicago Times many years ago, and later assistant city editor of the Inter-Ocean. Mr. Thompson was secretary to the elder Carter H. Harrison when he was mayor, and subsequently was president of the County Board of Education. For several years past he had been the owner and editor of the Modern Confectioner.

GUY STEELY, Chicago newspaper writer, novelist and playwright, who died last week at the Lakeside Hospital at Cleveland, O., was buried at Watska, Ill., his native town. Mr. Steely was press representative for Ringling Bros.' circus for a number of years. He died from the effects of an operation for appendicitis.

ARNOLD H. HEINEMANN, sixty-two years old, old-time German newspaper man, died last week in his home, at Chicago. Mr. Heinemann was born in Germany and came to Chicago at the age of forty-nine to take up a journalistic career. He worked as a reporter and editor on the Staats-Zeitung, the Arbeiter-Zeitung and other German papers.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

DETROIT
and hundreds of
MICHIGAN TOWNS
thoroughly covered by

The Detroit News
and
News Tribune

Net Paid Circulation in Excess of

150,000 - week day evening

25,000 - week day morning

112,000 - Sunday

New York:
I. A. KLEIN,
Metropolitan
Tower.

Chicago:
JOHN GLASS,
Peoples Gas
Building.



If You're
Up a Tree

and undecided as to the best field for advertising you'll be amazed at the results you can get from this splendid territory through

The Pittsburgh Post

Every morning and Sunday. Strongest pulling circulation in Pittsburgh and Western Pennsylvania.

EMIL M. SCHOLZ, General Manager.

CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. CHICAGO.

The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune	19,889
Times-Democrat	22,400
States	29,957
Item	44,752

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

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER
400,000
DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

Leads All
Daily AND Sunday
The Omaha Daily News
Daily Average February, - 72,446
Sunday Average February - 44,105
"The Southwest's Greatest Newspaper"
9 cents per line, flat
C. D. BERTOLET,
Mgr. For. Adv. Dept.
New York, 366 Fifth Ave.
J. F. ANTISDEL
S. W. DUBOIS
A. K. HAMMOND
Chicago, 1110 Boyce Bldg.
E. B. SPICER
S. R. ARRIES
E. N. CRAWFORD
E. R. LANDIS
Oscar Davies.
IN KANSAS CITY,

GET THE BEST ALWAYS
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE, Brunswick Bldg., New York
HORACE M. FORD, People's Gas Bldg., Chicago

THE DETROIT TIMES
is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.
Kindly remember it next morning!

PRESS ASSOCIATIONS.

The suggestion made by Lieutenant-Governor W. H. Mayes, of Texas, before the Dallas Press Club recently that it take some interest in schools of journalism has been turned over to a committee which is expected to do more than merely offer resolutions commenting on journalistic education. This committee will get to work securing facts about journalism schools, such as topics of study and all other samples of actual work which may be available. The committee consists of Harry Withers, chairman; Ralph Millett and Edward Eberly.

The St. Louis Press Club was formed last week at a meeting in which fifty newspaper men participated. A temporary organization was created and plans for putting the new club upon a firm basis were launched through the co-operation of the representatives of the various newspapers of the city. William Ledbetter, of the Globe-Democrat, was elected temporary president; Louis May, of the Post Dispatch, secretary; and Roy M. Edmonds, of the Republic, treasurer.

The organization of the Niagara Falls (N. Y.) Press Club has been perfected, and it begins under auspicious circumstances. The honorary charter members include some of the most prominent men in the State and city. Practically most of the men actively engaged in newspaper and publicity work in Niagara Falls are active members of the new association. There is great optimism among the members of the club as to its future.

Philip S. Bates, publisher of the Pacific Northwest, published at Portland, Ore., was elected vice-president of the Pacific Coast Agricultural Publishers' Association at the initial meeting of that body in San Francisco last week. Agricultural publishers are joining in one of the largest organizations of the kind on the Coast, and undoubtedly will bring into their membership all the editors and publishers of trade papers west of the Rocky Mountains. Frank Honeywell is president, A. L. Dixon secretary, and Frank H. Hammet treasurer of the association.

John R. Hornaday was re-elected president at the annual meeting of the Birmingham (Ala.) Newspaper Club, held last week. Other officers for the ensuing year are: W. M. Clemens, vice-president; Jack Earle, secretary, and Leon Friedman, treasurer. It was decided after considerable discussion that owing to the success of the recent affair the gridiron banquet should be made an annual event. A special invitation will be extended to President Wilson to be present at the next dinner and a committee was appointed to go to Washington and present the invitation in person.

The regular meeting of the Dallas (Tex.) Press Club was held at the club's headquarters last Monday, with Lieutenant-Governor Will H. Mayes, editor of the Brownwood Bulletin, as honor guest. The speaker declared that he would sooner be a newspaper man than lieutenant-governor. After telling of some of his experiences as a country editor and reviewing the present conditions of newspaper work in the United States, he advocated the establishment of a school of journalism at the University of Texas. The Press Club appointed a committee to draft a memorial on the subject later.

College Men Favor New York Times.
The returns on the favorite New York newspaper, in the elections held by the senior classes of universities and colleges all over the country, showed a practically unanimous verdict for the Times. The college department of that paper also came in for warm praise.

The new home of the Boone (Ia.) News-Republican was opened to the public last week.

OBITUARY NOTES.

JOSEPH M. DE BOCKI, a newspaper writer on the staff of the New York Tribune, died on April 21 at the Hahnemann Hospital. Born in Austria thirty-three years ago, he came to this country in 1903. He began his newspaper work with the Associated Press, and later reported the Federal courts for the Tribune.

DANIEL J. MCCONNELOUG, a well-known newspaper man, died on April 20 at his home in St. Paul, Minn., from tuberculosis. Mr. McConneloug was born on March 17, 1880. He engaged in newspaper work first in St. Paul, and held positions afterward on leading newspapers in Indianapolis, Chicago, Philadelphia, Boston, Washington and this city.

JOHN L. GARVIN, aged forty-seven, a former well-known newspaper man of Toronto and Montreal, died recently. He came to Ottawa in 1890 as Parliamentary correspondent for the Toronto News, and afterwards represented the Toronto Globe and Montreal Herald. Lately he was with the Ottawa Journal.

W. H. JAMES, aged fifty-seven, editor of the Bucyrus (O.) Forum, died last week following a stroke of apoplexy, which he suffered while at dinner.

JAMES A. PATTEN, formerly the editor of Frank Leslie's Weekly, died on April 19 at Roseville, N. J. He was connected with several newspapers as contributor and wrote the "Lives of Famous Clergymen."

ELI D. ZARING, a well-known newspaper man in Indiana, and who formerly had worked on New York and Washington papers, died on April 17 in a hospital at Indianapolis, following an operation for appendicitis. He was forty years old.

GEORGE P. RICHARDSON, for two years past editor of the Daily Herald of Weatherford, Tex., died on April 11.

JOHN KEIM, one of the oldest advertising agents in New York, died on April 15 at his home, 1515 Third avenue. For twenty-five years Mr. Keim had represented the World, and even when his health failed he continued to attend to his business affairs.

HENRY WILSON, who for forty years was connected with the ship news department of the Herald, died on April 18 at his home in Tompkinsville, S. I., from a complication of diseases. Mr. Wilson, who was seventy-five years old, was born in England and came to this country when sixteen years old. He obtained employment on the Herald a few years later.

MRS. GEORGE W. OCHS, thirty-five years old, wife of the business manager of the Philadelphia Public Ledger, died at her home in Elkins Park Wednesday night.

FRANCIS JOHN DEANE, owner of the Cranbrook (B. C.) Herald, died suddenly in Vancouver April 11. Mr. Deane was born in Madras, India, Aug. 8, 1868. He was educated in England and Bruges, Belgium. He came to America in 1880, and did his first newspaper work at Nanaimo. During the next few years he was a reporter on various papers on the Pacific Coast. He was prominent as a writer of political articles. He was interested at one time in the Province, a monthly magazine, published at Vancouver and which later became the Vancouver Daily Province. He purchased the Kamloops Sentinel and while editing it was elected to the Provincial Legislature. In 1902 he purchased the Nelson Miner, the name of which he changed to the Nelson Daily News. In 1908 he sold out and purchased the Cranbrook Herald. He was prominent in Masonic circles.

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

Largest proved high-class evening circulation.
THE NEW YORK GLOBE
holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

April

THE NEW YORK TIMES published 842,100 lines of advertisements in April, a gain of 56,651 lines compared with April, 1912.

THE NEW YORK TIMES has a net paid daily sale greatly exceeding 200,000 copies, and its net paid daily city sale exceeds the COMBINED daily city sales of five of the seven other New York morning newspapers.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

THE HERALD

HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

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

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

THE EDITOR AND PUBLISHER

AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building; Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, May 3, 1913

THE ATTACKS ON THE ASSOCIATED PRESS.

The Associated Press during the past year has been the subject of many attacks in Congress and elsewhere by men who have tried to make it appear that the organization is a serious menace to the freedom of the press. The colossal ignorance of most of these men is amazing. Senator Works and others of his type labor under the delusion that the Associated Press is a monopoly and that, for some reason or other, it is coloring the news that it sends to the newspapers throughout the United States. The impression is given by these would-be reformers that the Associated Press ought to be curbed and placed under government supervision.

If those who attack the Associated Press would devote a few hours to making inquiries concerning the nature of this organization, they would be spared public ridicule for their ignorance.

The Associated Press, as is well-known to men who are engaged in the newspaper business, is a co-operative institution. Its aim is not to pay dividends or to accumulate a surplus, but rather to gather the news from all over the world and distribute it to its members. Each of the newspapers is obliged to furnish the Association with the news originating in its own city and vicinity. The reports must be accurate and unbiased and are printed by all without question as to their authenticity. Owing to the nature of the organization, composed as it is of newspapers representing every shade of opinion in politics, the news the A. P. furnishes its members must be impartial. There can be no repression of important facts, no coloring of the news, nothing but straightforward, honest statements.

During heated political campaigns a hot-headed member will now and then assert that one party, usually the one to which he is opposed, is being favored in the Associated Press dispatches because more is published concerning it than the others. Such a charge as this is foolish and untrue. The Associated Press is obliged to report the political happenings as they occur without reference to party. Some days there may be a greater volume of news concerning one party than the other, and a few days later the reverse may happen. News is news no matter to what party it relates.

Complaint has been made that the Associated Press is a monopoly because it dominates the news-gather-

ing field and will not supply all newspapers with its service. As it is a co-operative and not a money-making institution it certainly has the right to declare who shall and who shall not belong to its membership. Even commercial houses do not sell goods to all who may want them.

An Associated Press membership has a distinct monetary value which is always taken into consideration in the sale of a paper. These memberships are eagerly sought by publishers because they confer the exclusive right, except in very large cities, to the news service of the Association. If all newspapers were admitted to its privileges these memberships would possess no monetary value whatever.

The Associated Press to-day is undoubtedly the largest news gathering organization in the United States, if not in the world. Through the foreign agencies with which it is allied it is able to cover the entire field at a minimum of expense. At present it costs about three million dollars a year to gather and transmit the news to its members, and all this work is done without monetary profit either to the association or its members except from a news standpoint.

The Associated Press is not the only news organization in the country by any means. The other associations, however, are money-making institutions and are not, therefore, in the same class with the Associated Press. Several of these associations furnish a high class news service at a reasonable price. There is no reason why any newspaper desiring telegraphic or cable news service cannot secure it without being a member of the Associated Press.

ON TO BALTIMORE.

All eyes are now turned toward Baltimore, where will be held, early in June, the great Advertising Club convention. All reports indicate that this will be the greatest gathering of the kind ever held in the United States. It is believed that the attendance will reach the five thousand mark, and possibly more. The number of delegates will probably be around twenty-five hundred, the others being guests, who will have all of the privileges of the convention, but will not, of course, participate in the election of officers.

As the Baltimore Club has been engaged for an entire year in preparing for this great event, and as the club itself is composed of as lively a bunch of men as can be found in any organization in the United States, it goes without saying that there will be no slip-ups during convention week.

The programme, which has been arranged by D. N. Graves, of Boston, is unusually attractive, and will, no doubt, create an immense amount of interest among those who attend the convention.

The entertainment features will not interfere with the serious work, and will be confined entirely to the latter part of the day. One of the faults of the Dallas convention was that there was too much entertainment—too many distractions from the main purpose of the occasion.

Many serious problems are to be taken up on the floor of the convention this year. One of the most important of these will be the advisability of doing away with the divisional organizations. Another will undoubtedly be the adoption of new rules governing the admission of advertising clubs to the national body. Heretofore the requirements have been very elastic. Clubs have been organized in places where there was no possibility of their becoming permanent and successful institutions. It is almost impossible to make a success of a club in a small town except under unusually favorable conditions. The difficulty of securing speakers of the requisite caliber, the disinclination of men to attend the stated meetings when only routine matters are taken up, the uncertainty of financial support—all these prove almost insurmountable obstacles in the task of making a club a success in small cities.

Another important question that will be discussed will be the problem of financing the national organ-

ization. At present its revenues are not sufficiently large to carry on the work in an adequate manner. The association has become so large that much more money must be spent on administration expenses and in backing up the work of the several committees.

President Coleman, and his predecessor, Samuel C. Dobbs, have devoted more time to the duties of their positions than can reasonably be expected of business men engaged in important enterprises. They have spent their own money freely and have drawn upon the treasury of the organization for only a fraction of the amount they have spent. It seems more than probable that provision will have to be made for the engagement of a high-salaried secretary or general manager, whose duty it shall be to visit the clubs in the various parts of the country and give them advice and encouragement. It is not fair to expect any president of the A. A. C. A. to make such great sacrifices of time and money as have the last two presidents.

The educational work of the organization is assuming far greater proportions than anyone, a few years ago, would have supposed possible. The burden of responsibility resting upon the association to spread abroad the principles upon which successful advertising can alone be carried on, is more apparent each year. Much has already been accomplished by volunteers who have given time and effort without recompense, but much more remains to be done. Just how far the association can go in this matter remains to be seen.

The Vigilance Committee's heroic services in behalf of clean advertising have won the commendation of all advertising men. Its work, however, has only just begun. Laws have been adopted in several States providing punishment for dishonest advertisers. Many arrests have been made, and a number of offenders have been sent to jail, but the field is wide and much more must be done.

It is incumbent upon every advertising man who believes in the occupation in which he is engaged; who is desirous of seeing it placed upon a high plane and broaden his own knowledge, to attend the Baltimore convention and lend his voice and presence to the leaders who are striving so valiantly for the cause.

DISCRIMINATION.

BY STRICKLAND GILLILAN.

He'd run their store for years and years
And sold them food that kept them living.
He'd had his times of well-based fears
Lest he must do some debt-forgiving.
They couldn't live without his stuff,
'Twould seem they well might pension him.
All which combine to make it tough—
The papers dasn't mention him.
The reason? It is not surprising.
It would be plain "free advertising."

Another owned a baseball lot
Where games for cold, spot cash were played.
He rolled in money by the pot—
Ten times that store man's dough he made.
Folks didn't need his goods as much
As they had need for beans and bacon.
Yet no reporter got "in Dutch,"
No odds how large a space he'd taken.
To tell about the games and all.
"Free advertising?" No! BASEBALL!

Just why poor Smith who sold them tacks
And brooms and soda and blue gingham,
Who'd trusted them for flour sacks
And never, never tried to sting 'em—
Just why a mention of his joint
Should be more like free business-getting
Than baseball boosting—that's a point
O'er which some publishers are fretting.
There comes a roar—we hear it rising!
"This baseball slush is ADVERTISING!"

PERSONALS.

Arthur Brisbane, editor of the New York Evening Journal, has returned from a vacation on the Pacific Coast.

James Creelman, associate editor of the New York Evening Mail, and former president of the Civil Service Commission, was this week sent a copy of a resolution passed by the trustees of the City Club and placed upon its minutes, expressing the club's appreciation of his splendid work as the former head of the Commission.

Melville E. Stone, general manager of the Associated Press, has gone to Mount Clemens, Mich., for a short rest.

John J. Tischner, editor of the Camden (Pa.) Times, is a likely candidate for the postmastership of that city.

Dr. Edwin E. Slosson, managing editor of the Independent, and lecturer in the Columbia School of Journalism, will be associated with the management of the Civic and Social Tours of Europe for 1913. The party leaves New York June 28, and the return date is Aug. 30.

E. E. Ross, secretary of the West Coast Publishing Co., of New York, a corporation which publishes Peru Today, and the West Coast Leader, at Lima, Peru, is in New York on a month's vacation.

Henry E. Rice, editor of the Xenia (O.) Herald, is making an earnest canvass to become Minister to Switzerland.

Oswald Garrison Villard, editor and owner of the New York Evening Post, plans to sail for Europe May 17.

Thomas W. Johnson, associate editor of the Kansas City (Mo.) Star, with which newspaper he has been connected for twenty-six years, has resigned owing to ill health.

GENERAL STAFF NEWS.

Henry M. Eaton has resigned as managing editor of the Philadelphia Press to become general news editor of the Public Ledger. The members of the Press staff presented him with a silver loving cup as a farewell gift to the "best boss."

Harold V. Wilcox, formerly city editor of the Iron Mountain (Wis.) Tribune, has inherited \$15,000, left by an aunt.

E. T. Johnson has resigned from the Mt. Vernon (N. Y.) Evening News to return to the Bridgeport (Conn.) Standard, where he assumes the City Hall beat.

H. D. Chapman, for several years associated with the Roanoke (Va.) Times and Evening News, has resigned, to become news editor of the Savannah (Ga.) News.

Carl Harriman, for a number of years editorial writer on the Detroit (Mich.) Journal, and more recently literary editor of the Ladies' Home Journal, has become managing editor of that periodical.

Otto Specher, formerly editor of the Norwalk (Wis.) Star, has joined the business department of the Sparta (Wis.) Herald.

Ray Schroeder, editor of a humorous column, entitled "A Few Slugs," in the Joliet (Ill.) News, resigned this week, to become manager of two photo-play theaters at Galesburg, O.

Gerald Murray has left the Joliet (Ill.) Herald to become manager of the Milwaukee (Wis.) Free Press.

Mrs. Katherine Moody Spalding, for years past in charge of the women's page of the Bridgeport (Conn.) Telegram, has resigned to accept a similar

position with the Standard. Miss Anna Eales, formerly society editor of the Standard and more recently assistant to Mrs. Spalding on the Telegram, succeeds her.

David Winton, one of the "old guard" of Bridgeport, Conn., newspapermen and editor of the old Morning Union, has been appointed editor of the Stratford Times and Fairfield Review.

Tom Birchler, city editor of the Joliet (Ill.) News, has resigned, to take charge of the Chicago Heights Signal.

Frank McClure has left the editorial desk of the Joliet (Ill.) Herald, for the managing editorship of the Morris (Ill.) Herald.

Fred Martin has resigned as business manager of the Bay City (Mich.) Tribune and is succeeded by S. O. Burgdorf.

CHICAGO PERSONALS.

John Lee Mahin, president of the Mahin Advertising Agency, addressed the Irish Fellowship Club at its luncheon Saturday at the Hotel La Salle. His subject was "The Potency of the Irish in American Commercial Life."

Ralph Wilder, cartoonist, has left the Record-Herald after a long engagement and will enter commercial work.

John T. McCutcheon, the cartoonist, who was graduated from Purdue University in 1899, went back there last week to tell the students and faculty members about his famous expedition into Africa, where he hunted big game and had some thrilling experiences.

Honor was accorded Wilbur D. Nesbit, the well-known writer and president of the Forty Club in Chicago, when members of that organization at the twenty-sixth annual dinner last week presented him a chest of silver. The feast was held in the Blackstone Hotel and was one of the largest attended banquets ever given by the club.

IN NEW YORK TOWN.

Edward P. Mitchell, editor of the Sun, gave an interesting lecture in Memorial Hall, Bowdoin College, Bowdoin, Me., last Monday, on "The Man of Nippur," under the auspices of the Ibis, a college organization.

Dr. Willis Fletcher Johnson, of the Tribune editorial staff, has been made honorary professor of history of foreign relations at New York University.

T. M. Alexander, for the last two years assistant city editor of the Evening Mail, in charge of the late afternoon editions, next week changes to the city desk of the Tribune. Mr. Alexander is soon to publish two volumes of a treatise on the Greek Theater, following his twelve-volume edition of the "Greek Historians," issued three years ago.

Thomas J. Vivian, cable editor of the American, sailed last Saturday for a three-months' tour of southern France.

James R. Price, sporting editor of the Press for more than fifteen years, and member of the State Boxing Commission, has resigned.

Herbert S. Ardell, of the Brooklyn Daily Eagle, gave a lecture last week in the Bethel Presbyterian Church, East Orange, N. J., on "Illustrating the Modern Newspaper," which proved of great interest to the audience.

James Pooton, Jr., of New York, sailed last Saturday on the "Arcadian" for Southampton, to get interviews with the leading suffragettes. He is looking forward to some interesting practical experiences among the militants.

James Metcalf, formerly Sunday editor of the Press, is now editor of the magazine page of the Mail.

Charles T. Heaslip, formerly re-write man on the Mail and latterly of the Press, has gone to the Middle West to do special work for a big traction line.

Wayland Williams has returned to his desk at the Evening Post after several months' illness.

(Other Personals on Page 8.)

LEGAL NOTICE

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

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

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

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

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

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

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

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

FRANK LEROY BLANCHARD,
Secretary.

New York, April 26, 1913.

BUSINESS OPPORTUNITIES

EDITORIALS,

Sane, vigorous and timely, furnished. Also articles on special topics. Address RELIABLE, care THE EDITOR AND PUBLISHER.

WE INVITE

correspondence by anyone interested in becoming part owner in a growing daily newspaper of 11,500 circulation in Eastern city of over 100,000 population. Good chance for an editor with some money to invest. Principal owner personally manages the business and needs additional capital. Write at once. "BOX D-1014," care THE EDITOR AND PUBLISHER.

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

INTEREST WANTED.

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

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

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

Chicago—New York—Philadelphia, for 20 years the goal of trades' leading journal. Write for rates.

\$40,000 BUYS.

leading evening daily of city of 20,000 population. Modern and complete equipment, including 20-page press and 3 linotypes. Annual volume of receipts over \$55,000, with profit of over \$6,000. \$20,000 cash necessary. Individuals qualified to handle departments may buy interests. Proposition G. C.

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

AUDITOR OR BUSINESS MANAGER.

Are you in need of a man to revise your accounting system and install a perfect cost system. Have had 12 years' experience with one of the largest metropolitan newspapers in the country. If you need an auditor or business manager, write me. Am seeking better opportunities. Address "D, 1018," care THE EDITOR AND PUBLISHER.

CARTOONING.

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

HELP WANTED

WANTED

By May 15, experienced advertising solicitor for permanent position in Central New York city of 20,000. References required. Address "ADVERTISING, D, 1017," care THE EDITOR AND PUBLISHER.

Editorial assistant, business office, circulation and advertising department workers wanted by high grade financial weekly, starting parties who can invest some capital. Rare ground floor chance. Good salaries. Permanent. G. S. Wyckoff, Pub., Newark Investor, 72 Isabella Avenue, Newark, N. J.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

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

DAILY NEWS

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

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

51 Cliff St., New York.

SHORT STORIES WANTED

for Newspapers. THE WINTHROP SYNDICATE, Rand-McNally Building, Chicago.

THREE SYNDICATE FEATURES

THAT WILL INCREASE YOUR CIRCULATION.—\$3 per Calendar Month for Entire List.

(1) "Sermon-Sonnets." Uplifting, practical. One sonnet per week. (2) "Higby Dodd's Pertinent Answer." Formerly published in SATIRE, recently suspended. Over 600 words per week. (3) "Little Jimmy's Essays." Full of wholesome humor. About 300 words per week. All three features for \$3 per calendar month to newspapers in different sections. Free space in the classified columns of THE HAWKINS SYNDICATE BUREAU given to every patron every month. Samples sent without charge.

FREDERICK B. HAWKINS,
Westwood, N. J.

ADD TO YOUR DOLLARS.

System of writing for newspapers explained in booklet written by editor who has made this work pay him a large part of his income. \$1 will bring you full information. DARLING-GWINN NEWS SYSTEM, La Porte, Ind.

182
Columns
Gain
in
April
By the
New
York
Tribune

A PAPER
old in years but
young in spirit.
showing more prog-
ress than any paper
in the country.

Published in the
interest of the
public.

"IT HAS NO
STRINGS ON IT"

AD MEN'S LEAGUE MEETING. HAS MADE HIT WITH CHILDREN.

Election of Officers and Discussion
of Vigilance Methods at Season's
Last Session.

The last meeting of the season of the Ad Men's League of New York was held at the rooms of the Aldine Club on Wednesday evening.

It was the occasion of the annual election of officers. Wm. H. Ingersoll was re-elected president. Geo. C. Hubbs is the new vice-president; R. S. Scarborough, secretary; Wm. Rea, treasurer. The new trustees are H. H. Cooke, John Clyde Oswald and H. D. Robbins.

After the dinner the members listened to Roy Johnson, of Printers' Ink, as the first speaker. The evening had been called "Vigilance Night" by the Program Committee, and Mr. Johnson gave an interesting account of his experiences in connection with the progress of the Printers' Ink statute to prevent fraudulent advertising. The speaker pointed out the provisions of the statute in question did not put the responsibility upon the publisher of the medium in which the offending ad appeared, but that the owner of the goods offered for sale was the person who committed the misdemeanor in publishing the fraudulent ad. The six States which have made the model statute a law are Ohio, North Dakota, Washington, Minnesota, New Jersey and Nebraska.

Samuel Hopkins Adams was the next speaker. He praised the Printers' Ink statute and predicted a wider scope for the bill than the framers had perhaps anticipated. His contention was that, after securing a conviction under the bill in a State in which it was a law, the Fraud Order Department of the Postoffice could be appealed to, and the mail of the offending concern stopped.

Mr. Adams believes that an ad is known by the company it keeps, and he made a strong plea for a more rigid censorship by all mediums. He believes that at present the newspapers are striving harder for righteousness than are the magazines.

He pointed out that the old doctrine of "let the buyer beware" was a poor one applied to the modern mail order business, in which the buyer cannot see the goods at the time of purchase.

George L. Record, of New Jersey, who drafted the Unfair Competition Bill just passed in that State, was the next speaker of the evening.

He marveled at the wonderful growth and influence of commerce. He called attention to the fact that trade exerted a civilizing influence. His grandmother, the speaker said, by diligent application was able to knit one pair of socks in a day, while now a twelve-year-old girl in a modern factory could produce several thousand dozen per day. The productive capacity of the individual had been increased fifty times, on the average, but he deplored the fact that the standard of comfort had not increased in like ratio, and that our increased capacity for producing wealth had not in like degree eliminated poverty.

Monopoly and privilege were the means by which the social inequality was maintained. He compared the slavery of Lincoln's days with the industrial slavery of our own, and held that the "you shall earn, that we may eat" fallacy was dominant in another form to-day.

Of Interest to Publishers.

Lyndon & Hanford Co., advertising agents, of Rochester, N. Y., and New York City, announce the transfer of the accounts of their clients, the Duffy Malt Whiskey Co. and Warner's Safe Remedies Co., of Rochester, N. Y., from their New York office to their Rochester office. Hereafter all contracts, copy, instructions and correspondence referring to these two accounts will be issued from the Rochester office, and all invoices, correspondence and papers should be mailed to that office. The New York office will be continued with G. Harry Sherin as manager. All accounts now handled by the New York office, except the two mentioned above, will continue with the New York office, but all invoices and papers referring to these accounts should be mailed to the Rochester, N. Y., office. After May 1 the Rochester, N. Y., office will be located in the Cutler Building, and the New York office in the Fifth Avenue Building, 200 Fifth avenue.

"Bobbie Bear," by David M. Cory, is the name of a continued story in verse that the Brooklyn Eagle is to run in its children's page in the Sunday issue during the next three or four months. Cory seems to have the knack of turning out interesting tales for children. His "Micky Mick" verses published in the Sun a few weeks ago attracted considerable attention. John Martin's Book in May will run some of his verses, and the New York Tribune has also accepted for publication matter from his pen. Mr. Cory's success as a writer of children's verse is probably largely due to



DAVID M. CORY.

the fact that he first commenced writing for his own boys.

"I find," he said to a representative of THE EDITOR AND PUBLISHER, "that a child's imagination is very practical—he doesn't like things which are too fanciful. For instance he loves to read of animals doing all sorts of stunts, but not the impossible—he simply endows the animals with brains. Stories and verses about animals who are 'doing things' have always been of absorbing interest to my own children."

Famous Newspaper Woman Dead.

Mrs. Elsie Reasoner Ralph, one of the most prominent women who engaged in newspaper work in this country, died Tuesday at Lloyd, Fla. As Elsie Reasoner she was best known, for under that name she wrote until her marriage to Lester Ralph, illustrator. Some of her best work as a writer was done in Cuba during the Spanish-American war, when she was a correspondent for the Associated Press. She was also sent by the Associated Press to Holland in 1900 to write its accounts of the marriage of Queen Wilhelmina.

One Kansas Journalism School Only.

The Kansas State Board of Administration, which has charge of all the educational institutions of the State, has decided that journalism is to be taught at only one of the State educational institutions. Both the State University and the State Agricultural College now have schools of journalism. The board has not yet determined at which school journalism courses are to be dropped. The board has also decided to place the general direction of this one school of journalism and all the educational institution publicity work under one man, with offices at Topeka.

Keator's List of Papers.

A. R. Keator, publishers' representative, Hartford Building, Chicago, announces that after May 1 he will represent in the foreign field, west of Buffalo and Pittsburgh, the following publications: The Beaver Falls (Pa.) Tribune, the Shamokin (Pa.) Daily News, the Greensburg (Pa.) Review and the Butler (Pa.) Eagle.

CHARLES A. SOLOMON, a well-known Grand Army man, politician and newspaper worker, died on April 16 at Portland, Me., after an illness of several weeks of a complication ending in acute Bright's disease.

Albany, N.Y.

There's Much Real Estate Activity in Albany, N. Y.

Albany-town is booming—present population 125,000. Known for years as somewhat of a slow, sleeping town—but not now, thank you! Albany is ALIVE! Albany is building. There's much Real Estate Business.

The Knickerbocker Press carries the bulk of this business—and why? Because it produces best. Here's the volume of Real Estate advertising in the various Albany newspapers during the month of March, 1913:

The Knickerbocker Press. 2,422 ins.
Times-Union 973 "
Journal 524 "
Argus 182 "
There's no question of the supremacy of The Knickerbocker Press.

The Knickerbocker Press
Albany, N. Y.

JOHN N. BRANHAM CO., Representatives

With Its

UNIQUE
NEW
BUILDING

Improved
Equipment
Larger
Circulation

THE
TOPEKA
DAILY
STATE
JOURNAL

is better than ever prepared to give service to the advertiser.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
Tremont Building, BOSTON.

Detroit Saturday Night

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

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

FUNCTIONS OF AN ADVERTISING AGENT.

He Is a Service Counselor for the Advertisers, Using the Agency as a Clearing House to Prevent Waste in Efficiency—
The Machinery Necessary for the Successful Transmutation of Advertising Into Salesmanship.

By FRANK PRESBREY,
President, Frank Presbrey Co.

The term "advertising agency" is a misnomer. The word "agency" does not define the modern, highly developed and carefully perfected organization which has gathered to itself a group of advertising men who represent all shades of experience and talent, and which is organized to give the advertiser the benefit of this combined experience and expert knowledge.

The modern advertising agency, which performs its functions honestly and efficiently, is the necessary link between the man who is spending an advertising appropriation and the vast array of publications that are clamoring for a part of that appropriation. It is not only a necessary link, but it ought to be and is, in most cases, a "buffer," or a bulwark against the influences that would dissipate an appropriation in wrong channels of publicity. The advertising agent is not an agent for the publications, but is a service counselor for the advertiser, and his agency is a clearing house for the advertiser, organized in such a way as to prevent waste and to make the advertising effective and profitable.

RENDERS VALUABLE SERVICE.

In the advertising business it is a condition that confronts us, not a theory. The advertising agent is here. He has made himself an integral part of advertising activity by co-operating with advertising managers and directors of advertising in such a way as to simplify and standardize the practice of advertising. Hence he has helped to make advertising effective. He has supplied the creative and administrative machinery necessary to make advertising yield a profit to the advertiser. Having performed this useful function for the advertiser, it follows as a matter of course that he has made himself valuable to the newspapers and the magazines—for any agency that helps to make advertising profitable for advertisers necessarily renders a valuable service to the publishers.

This accounts for the apparent dual relation of the advertising agency. This dual relation is natural and inevitable. But it does not require any profound thinking to understand that the up-to-date agency is organized fundamentally and primarily to serve the advertiser. The agency is the agent of the advertiser. When it starts in to drum up business for the newspaper or the magazine without regard to the interests of the advertiser it is building on a foundation of shifting sand.

The only way an agent can build up a permanent business and hold a group of satisfied clients is to serve their interests first. He has to be the advertiser's agent whether he receives a commission from the publishers or not. Building up publications at the expense of big advertisers may be profitable for a while; but if it does not sell goods, advertising falls to the ground and away goes the advertising agency.

TRAINED MEN NECESSARY.

Any well-equipped advertising agency having a considerable list of clients must of necessity have a corps of trained men who are competent not only to analyze a product and grasp its selling points, but to put these points on paper in such a way as to produce profitable sales. Does it not appeal to the reason of any intelligent man that an advertiser is far more likely to receive good copy from the efforts of such men, whose minds are kept fresh and keen because of the variety of their work than from one man who writes over and over again upon the same subject?

The agency that is serving many advertisers dealing in a varied line of commodities also groups about it the best

artists who understand the pulling power of the pictorial features of advertising. It is one thing to hand the advertiser some beautiful specimens of expensive art, and quite another thing to furnish him pictures or sketches that have salesmanship in them. The agency gradually gathers about it men who have a talent for putting salesmanship into pictures. They understand the function of the picture in advertising. They are in an atmosphere of advertising and salesmanship.

They have learned that art must go hand in hand with merchandising. They must make pictures that not only attract attention, but must embody some of the selling arguments lying behind the product that is advertised. Such a service as this cannot be secured outside of agencies that are organized for the purpose of making advertising effective.

ACQUIRES SPECIAL TRAINING.

In the same way the modern advertising agency is organized to utilize the most advanced ideas in typography. An up-to-date agency must have printing experts who know how to select type that is adapted to producing the most immediate and the most favorable effects upon the reader. The agency must study to give individuality to a man's advertising through peculiar and appropriate type effects. All kinds of commodities do not call for the same style of typography. The ordinary "print shop" or electrotype foundry is not organized to give such a service as this. It is not in the advertising business.

The advertising agency which is developing a "line of appeal" for all kinds of commodities naturally acquires a knowledge of the trade and of merchandising methods, the value of which to the advertiser is sometimes beyond calculation. And the agency which does not familiarize itself with trade conditions and which spends no money in gathering data from the merchants who are asked to sell the commodities advertised is not a real advertising agency. It is merely a broker in space. An agency that cannot give its client any information about merchandising methods or trade conditions is not in shape to render the advertiser a complete and satisfactory service. It is not in a position to connect advertising with salesmanship.

KNOWLEDGE OF CIRCULATION VALUES.

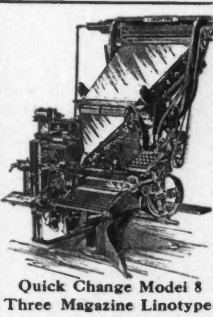
If an agency is honestly engaged in the business of making advertising effective and profitable, it follows as a natural consequence that it must acquire very accurate information as to the circulation and character of the various mediums employed. It ought to know the kind of people who take and read a particular publication and to know the adaptability of that publication for advertising certain kinds of commodities; and, knowing that, it ought to understand the line of appeal that is best calculated to reach the readers of a particular publication. It is not possible for the advertiser to have all this information, and even the most studious advertising manager is not always in a position to know the constant changes that are going on in the circulation of publications or the character of their clientele.

That is the business of a well-directed, well-organized advertising agency. It should make a study of the kind of people who use the products of its advertisers and the publications which are most apt to reach that particular class. Such information as this is beyond the reach and scope of the ordinary organization of advertisers.

The advertising manager is a specialist in the product of the firm with which he is connected. He knows the process

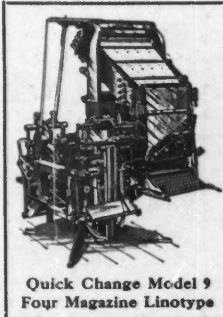
IN FIRST PLACE

Whether in the cities or in the towns, in the news room, the ad alley, or the book and job office, progressive printers everywhere are installing



Quick Change Model 8
Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINTYPES**



Quick Change Model 9
Four Magazine Linotype

Because, after all comparisons, Multiple Magazine Linotypes have proved the best. And the cause of this is their speed, their quality, their flexibility and their versatility.

The Multiple Linotype Way Is the Modern Way

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

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

of manufacture, the methods of selling it, the kind of people who use it, and if he knows his job he ought to be able to develop the "selling arguments" that lie behind that product. It is the business of the advertising agency to take those selling arguments; and, through close and intimate co-operation with the advertising manager, work them up into a campaign of publicity that will help to sell the goods. It is only through this policy that the position of the advertising manager will be strengthened, the value of the agency service increased and the public confidence in advertising permanently established.

COMMISSION PLAN IS BEST.

Recognizing the advertising agent as a necessary factor in the advertising business, the question arises, what is the most practical and satisfactory method of compensating him for his services? No successful advertiser who has attained prominence in the national field has asked for a change. Reputable publications whose circulations have any advertising value are satisfied with the commission plan. This plan of compensating agencies has built up profitable publications and has also made fortunes for advertisers.

The commission plan is the most rational method of compensating agencies

because it is the only plan which presents an equitable adjustment between increased business and increased advertising expense. There is a harmonious balance between sales and advertising. The commission plan furnishes an incentive to agencies to develop a business through advertising. Advertising appropriations are generally based upon the previous year's sales. With a fixed compensation for services, regardless of new business created, the advertiser would soon find himself paying for the services of clerks and artists who have lost sight of the merchandising end of the proposition.

The commission plan not only tends to higher efficiency and greater returns from advertising, but makes the compensation fit the financial risk. Under the present plan an agency must have recognized financial responsibility and the commission plan adjusts the compensation to meet increased responsibility.

The Tacoma (Wash.) Ledger celebrated its thirtieth birthday last week by a special edition containing much historical and descriptive matter.

The Joplin (Mo.) Morning Tribune has suspended publication.

Metal Economy
WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE
Thomas Wildes' Son
METALS
14 Dover Street, New York

BARNHART
Steel Composing Room Furniture
is built like a modern steel building, rigid, durable, fireproof, sanitary—the ultimate answer to the question: How may a composing room be fitted up to turn out the most work for a given expense?
We have an interesting folder describing the most modern composing room in the country—that of the *Times Mirror* of Los Angeles—which we shall be glad to send you. Write for it.
BARNHART BROS. & SPINDLER
St. Louis 168 - 170 - 172 New York
Omaha W. Monroe St. Kansas City
Washington Seattle
St. Paul CHICAGO Dallas
Creators of BARNHART Type Faces

LITERARY CRITICISM FOR THE PRESS.

Professor Matthews, in an Address Before Pulitzer Journalism Students, Declares That the True Critic Must Have Insight, Equipment, Sympathy and Disinterestedness—Book Reviewing for Newspapers an Humble Art.

Professor Brander Matthews spoke to the Columbia School of Journalism on "Literary Criticism for the Newspapers" Monday, April 21. This was the first lecture in a course on "Newspaper Criticism." He said in part:

"In approaching my subject I am reminded of the Irishman who began his translation of the first book of Cæsar: 'All Gaul is quartered in three halves.' I am going to imitate the example of all Gaul and quarter my lecture into three halves. I shall treat, first, 'Criticism,' then 'Literary Criticism,' then 'Literary Criticism for the Newspapers.' 'What is criticism? What does the word mean? It is an interesting fact that it means something entirely different in ordinary speech and in literary criticism. In ordinary speech you assimilate criticism to fault-finding. That is one example of the process of deterioration of words. Another example is the word censure. Censure means a criticism, a weighing in the scales. That is what criticism means, and true criticism is in no sense fault-finding. A distinguished French writer, Flaubert, said criticism was the tenth muse, as kindness was the fourth virtue. Criticism is essentially appreciative, an attempt to find the beauties in things. Mere fault-finding is easy, too easy to be worth while.

WHY GREAT CRITICS ARE RARE.

"Real criticism is difficult. This difficulty is proved by the lack of great critics. In any age the creators are the most numerous. Take Greek drama; we find Aristophanes, Euripides, Aeschylus and Sophocles. Over against these Aristotle is the sole critic. In a notable period of the French drama there are Corneille, Moliere and Racine. There is only the name of Boileau to set beside them. I think down through the ages you will find the same thing true.

"If you examine why it is that great critics are rarer than great creators, you'll see it is due to the fact that the critic needs a fourfold qualification; he needs to have four gifts. Few of us have any one of them to any great degree; in few, indeed, are united all four qualities. They are: 1, insight; 2, equipment; 3, sympathy; 4, disinterestedness.

"When I say, first, insight, I mean the critical faculty itself, the gift for seeing, estimating, understanding. Most persons think that the pre-eminent gift. It is of first importance, but alone it doesn't carry a man far toward his goal. Insight means weighing in the scales, but it implies the application of standards of knowledge. Here comes in the second qualification, equipment. A man needs to know the history of his subject, the range and variety of his field; he needs a knowledge of what has been done by the men of the past, as well as what is being done in the present. The man who is the greatest critic of all ages is Aristotle, yet he is deficient in equipment. He knew and could know only the drama of the Greeks.

ESSENTIAL QUALIFICATIONS.

"The third quality is just as essential as the first two. Douglas Jerrold spoke of a critic who reviewed a book as the East wind reviewed an apple tree. Great critics have always abounded in sympathy. They do not enjoy scolding. The reason Ruskin and Carlyle are not critics is that they scold too much. The true critic lets alone the dramatists and poets he doesn't like. Most of his writing might be entitled 'Essays in Appreciation.' Take Matthew Arnold. I don't think there's a single instance of a negative criticism in all his works. Lowell wrote only one negative essay.

"The fourth quality is disinterestedness. The critic has got to approach his work unbiased, politically, religious-

ly, racially, sectionally. The critic must try to see a thing as it is. That's a rare gift. Dr. Johnson once said, 'So far as I can see, all foreigners are mostly fools.' We can see Johnson did not have it in him to be a great critic.

"There is a great lack of disinterestedness in American criticism in two ways: First, in the way we depreciate our men in comparison to foreigners; and, second, in the way we provincially boast of what is our own.

"If these four qualities are essential, it is no wonder great critics are rare in any art. We all have some sympathy, we all have some insight, but how few of us can keep from looking at an author of our own section more favorably than at an author of another section. Undue sectionalism is common in the South and also in New England. It is found less in the Middle States and in the Middle West. How few of us can attain the large and varied equipment necessary for an adequate appreciation of any art. Has it ever struck you that the freak art of the Cubists could be better understood through a knowledge of the plastic art of the Egyptians?

ART OF LITERARY CRITICISM.

"I have come to the art of literary criticism. I am inclined to think this rather easier, or I might say less difficult than other criticism. The difficulty of the criticism of the fine arts is that a man needs to know the pictures of the world, and they are not here. If he is going to deal with the drama, he needs to have something he can't have—the drama of the past. He can read the plays, but this is inadequate to an appreciation of them. Those of us who are fortunate enough to have seen acted the plays of Aeschylus, Euripides and Sophocles know how the lines toiled over in the schoolroom spring into life on the stage. To judge drama from the printed page is like judging a masterpiece in color from a photograph.

Literary criticism is easier because it has to do with books, and the books are here. We can sit in the library and read them. But here lies the danger. We are likely to forget the close and intimate relation between books and life. The defect of most criticism is that it is too narrowly literary; it is choked with the dust of the library. What an author says shows his relation to life, how he says it shows his relation to art.

"It is good if the critic has some professional acquaintance with the art he has to criticize. Disraeli said, 'You know who the critics are. They are the men who have failed in literature and art.' This, of course, is not true, though some critics have tried their art and have profited by the adventure. The greatest critic of the eighteenth century—Lessing—left more than one play that still lives on the German stage. Sainte-Beuve, in the nineteenth century, tried his hand at poetry, fiction and history, and was better fitted for criticism for having created.

STEVENSON AND JAMES.

"Criticism is enlarged, made more precise, and more useful if the critic has practised what he preaches. That he has aspirations, if not inspiration, is to his advantage and to the advantage of his art. Consider Stevenson. How much more interesting are his gossips on romance because he was a master of narration.

"Consider the criticism of Henry James. He has sympathy, he has disinterestedness, he has a practical knowledge of the field. James is a curious exception among critics, in that he chooses to deal almost entirely with his contemporaries; and so it is extraordinary that his criticism has attained

such excellence. There is a great deal of truth in the saying that criticism of one's contemporaries is not criticism; it is conversation. We need the background of the past in order to get a perspective of the present. We have to get some distance off to see the peaks that rise from the plain.

CRITICISM IN NEWSPAPERS.

"This brings us to literary criticism in the newspapers. Literary criticism in the newspapers necessarily has to deal with the present. It is there, conversation, not criticism. But conversation may be gossip or it may be an intellectual stimulus—the newspaper can choose. Literary criticism in the narrower sense is a contribution to literature; it is a criticism, the author of which is setting himself up as a practitioner along with the creator. Criticism of that sort is literature. The object of literature is to get the best, for the author to express himself. That kind of literary criticism is not suited to journalism. The object of journalism is not to get the best, it is to get the new. Literature is out of place in the newspaper. It is true there have been many journalists who were men of letters. It is true that Kipling's 'Recessional,' a piece of literature, appeared in the London Times fifteen years ago. But if a newspaper were made up entirely of literature, if it printed eternal truths instead of current events, that newspaper would soon cease to pay its contributors.

"Literary criticism in the newspaper has got to deal with the minor authors of the present. When I get a paper for the news, I want to know what is out. Book reviewing is, therefore, a humbler form of literary criticism. Its duty is to report on the facts of the world of books for the benefit of the reader. The book reviewer need not feel that he has any duty to the author except to be honest. I think that the book reviewer is dishonest who picks out all the interesting anecdotes in a book and then says none of the rest of it is worth reading. It is as though he were picking the author's pocket.

ON GIVING AWAY THE PLOT.

"The book reviewer is not honest if he tells the plot and so discounts the interest of the reader. Of course this is not true when you review a book where the main interest is in the characters. If you tell the plot of a story of Conan Doyle or of Wilkie Collins, you've given away the author. I speak feelingly, because in my unreformed days I wrote a novel in which the hero disappeared in the third chapter and did not reappear until the last. A reviewer told the public all he knew of the plot.

"Do we read the criticisms of Matthew Arnold and James Russell Lowell for the sake of the authors criticised, or for the sake of Arnold and Lowell? It is the critic's personality that charms us. This is the first thing the book reviewer has got to take out of the way. It is his duty to report impersonally.

"I think also he misunderstands his duty if he feels in duty bound to rid the world of all humbug, to drive the rascals from the town. The way to deal with a poor book, and certainly the way to deal with an immoral one, is to leave it alone."

E. & P. a Liberal Education.

C. J. Zaiser, publisher of the Moline (Ill.) Mail, is one of the most enthusiastic over THE EDITOR AND PUBLISHER'S special edition.

"The special edition is a wonderful piece of work," said Mr. Zaiser, "but no more so than the regular issues, except in the increased number of pages. Every publisher should read THE EDITOR AND PUBLISHER, as its suggestions and complete news make it possible for the smaller publishers to keep in touch with the leaders and learn what they are doing. The pictures of the big men in the business are especially helpful. I feel as though I know many of these men, although I have never met them. THE EDITOR AND PUBLISHER is a liberal education for all who have to do with newspapers."

PARK, OF RALEIGH TIMES.

Publisher Is Keen Competitor of Secretary Daniels and Boasts Two Wire Services.

John A. Park, publisher and owner of the Raleigh (N. C.) Times, attended the Associated Press Convention last week and is stopping at the Hotel Vanderbilt. His paper has recently added a United Press service to its A. P. facilities, making it the only one in the Carolinas with two wire services. Mr. Park also informs us that he has added a model No. 8 Mergenthaler linotype



JOHN A. PARK.

machine to the mechanical equipment of his plant, and that he is making extensive plans to meet the growth of the paper.

Mr. Park did his first newspaper work under Josephus Daniels, the new Secretary of the Navy and editor of the Raleigh News and Observer. He is a keen competitor of Daniels, but a warm personal friend, also a great admirer of President Wilson and was an ardent worker for him in the recent campaign.

Editor Park was at the head of a movement for commission government for the city of Raleigh and also chairman of a committee that carried the election by a three to one majority. The Times is now among the foremost papers of North Carolina, having the largest local staff and being one of two papers in the State which have a cartoonist.

Personal history: age, twenty-seven; weight, 200; married; native of Raleigh; graduate in engineering from North Carolina A. and M. College and Kensington Institute of London; a direct descendant of John Quincy Adams.

Rowland Ad Agency Changes.

The Rowland Advertising Agency, Inc., New York, announces that its staff was augmented on April 25 and that it has moved from its former quarters, Broadway and Seventy-sixth street, to the United States Rubber Building, Broadway and Fifty-eighth street, New York. Robert W. Sykes, Jr., in charge of the automobile department of the Brooklyn Times and formerly with the S. C. Beckwith special agency, has resigned to assume the office of vice-president of the agency. M. W. Colwell, formerly with the Horseless Age and the Wagner-Field Co., will sever all present business connections to devote his entire time to taking charge of the copy and art departments.

HOW THE A. P. WORKS.

President Noyes in North American Review Article Describes the Purposes and Tells Why the Associated Press Is Not a Monopoly.

Frank B. Noyes, president of the Associated Press, describes the purposes and work of that organization in the current number of the North American Review. He says in part:

"The Associated Press is an association of something over 850 newspapers, operating under a charter of the State of New York as a mutual and co-operative organization for the interchange and collection of news. Under the terms of its charter 'the corporation is not to make a profit nor to make or declare dividends, and is not to engage in the business of selling intelligence nor traffic in the same.'

"The Associated Press is simply a common agent of its members, by which they arrange an interchange of the news that each collects, and is bound by its membership obligation to contribute for the common use of its fellow members and also is the agency through which reports of foreign and certain classes of domestic happenings are collected and distributed to the newspapers served by the organization. The Associated Press is in no wise the master of the newspapers constituting its membership. It is distinctly their servant.

HOW THE SERVICE IS RUN.

"Its board of directors is composed of active newspaper men chosen at annual meetings by the membership.

"Its members are scattered from the Atlantic to the Pacific, from Canada to the Gulf, and represent every possible shade of political belief, religious faith and economic sympathy. It is obvious that the Associated Press can have no partisan bias, no religious affiliation, no capitalistic nor pro-labor trend. Its function is simply to furnish its members with a truthful, clean, comprehensive, non-partisan—and this in its broadest sense—report of the news of the world as expeditiously as is compatible with accuracy and as economically as possible.

"Pepper Talks"

A brand new idea in short newspaper editorials—written by George Matthew Adams. Used in nearly one hundred cities.

"Pepper Talks have taken this community by the scruff of the neck."—Herbert Hunt, The Tacoma News.

Yet, this is but one of our 30 famous short features, including Walt Mason, George Fitch, Abe Martin, Gelett Burgess, Ruth Cameron, etc. Write for samples.

The Adams Newspaper Service
NEW YORK CHICAGO
Fifth Avenue Building Peoples Gas Building

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

All Circulation Contests operated by us during 1913 will be "personally conducted" by Frank Hicks, General Manager of this Company

WIRE



WRITE

"The newspapers composing its membership contribute, first, the news of their localities; and, second, weekly assessments of money aggregating about \$3,000,000 per annum, with which an extensive system of leased wires is maintained (22,000 miles of wire in the daytime and 28,000 at night), bureaus in the principal American cities supplementing and collating the news of local newspapers and bureaus for the original collection of news throughout the world.

"The volume of the news report to members varies greatly, ranging from 500 words daily by telegraph or telephone to papers able to utilize but a small amount of general news matter to more than 50,000 words daily, or thirty-five newspaper columns in the more important cities.

BUREAUS ALL OVER THE WORLD.

"The Associated Press has established regular bureaus of its own in all the great news centers, and now maintains offices and staffs in London, Paris, Berlin, Rome, St. Petersburg, Vienna, Tokio, Peking, Mexico City and Havana, in addition to hundreds of individual correspondents scattered through the world. It is probable that in the foreign news field the extraordinary genius of Melville E. Stone, general manager of the Associated Press, has been most strikingly exhibited.

"Just prior to the Russo-Japanese War Mr. Stone secured from the Czar of Russia the abolition of the censorship. Orders expediting the messages of the Associated Press were issued at his instance by the German, French, Italian and Russian Governments, and it has come to be common for European capitals to get the first news of Continental events through Associated Press reports cabled back from New York.

"It has been the aim of those entrusted with the management of the Associated Press to secure as its representatives both at home and abroad men of high character and attainments, and it may, I think, be fairly assumed that the reputation for accuracy and fairness that its service enjoys is largely to be attributed to an unusual measure of success in this endeavor.

"While the Associated Press is generally held in good esteem, I would not be understood as indicating that it has been exempt from criticism and attack. If in a campaign all the candidates, or their managers or press agents did not accuse the Associated Press of the grossest partisanship as against the particular candidacy in which they were interested, those bearing the responsibilities of the service would feel convinced that something was radically wrong and would look with suspicion on the report themselves.

NO BIAS CAN BE PERMITTED.

"With all this, however, goes a fundamental misunderstanding of the functions of the Associated Press. The individual correspondent or reporter for a given newspaper or a small group of newspapers having a common bias may be permitted to indulge in partisanship or in propaganda. This is absolutely not to be permitted in the Associated Press. No bias of any sort can be allowed. Our function is to supply our members with news, not views; with news as it happens—not as we may want it to happen. Intensely as its management may sympathize with any movement, no propaganda in its behalf can be tolerated.

"Very jealously indeed does the membership guard against their agency going outside its allotted duties and argus-eyed is the censorship of every handler of our 'copy.' It is not, naturally, to be claimed that no mistakes are made. They are made and will be made. But in the very nature of the business, with the heart so worn upon the sleeve, detection very swiftly follows, and the mistakes are few and far between.

"Another cause of frequent misapprehension is in the general tendency of newspaper readers to attribute anything seen in print to the Associated Press.

WHY IT'S NOT A MONOPOLY.

"From time to time some voice is raised denouncing the Associated Press in the same breath both as a monopoly and because it is not a monopoly, and insisting that it become a monopoly by admitting to its membership all desiring its service. From an ethical standpoint only, then, is there anything improper, unsafe or unwise in a group of newspapers, large or small, associating themselves together to do a thing that each must otherwise do separately and of reserving to themselves the right to determine to what extent the membership of such a group shall be enlarged?"

"To compel the Associated Press to assume an entity of its own and to serve all comers would, in my judgment, bring about a condition fraught with the gravest dangers to the freedom of the press and in turn to the freedom of the people. At present about one-third of the daily newspapers of the country are represented by membership in the Associated Press. There are a number of concerns engaged in the collection and sale of general news to non-members of the Associated Press. "If the Associated Press could be held as a common carrier, these news-selling organizations would be wiped out and the Associated Press would, if the end sought for was accomplished, become a real monopoly and the incentive for cooperation no longer existing, it would naturally drift into a concern for pecuniary profit, in private ownership and subject to private control.

DANGER TOO GRAVE TO EXIST.

"Because the danger would be so grave it will not come, but for another reason also, a very basic reason—there can be no monopoly in news. The day that it becomes apparent that a monopoly in collecting and distributing news exists, that day, in some way, by some method, individual newspapers or groups of newspapers will take up the work of establishing a service for themselves, independent of outside control. The news of the world is open to him who will go for it. Any one willing to expend the energy, the time, and the money to approach it may dip from the well of truth.

"The news service of the Associated Press does not consist of its leased wires or its offices. Its soul is in the personal service of human men, of men with eyes to see, with ears to hear, with hands to write, and with brains to understand; of men who are proud when they succeed, humiliated when they fail and resentful when maligned. And as to-day men labor and die in order that the members of the Associated Press may lay before their readers a fair picture of the world's happenings, so always will these and other men serve nobly and die bravely that the world may have tidings."

Governor Hatfield Arrests Editors.

Governor Hatfield of West Virginia on Tuesday followed up his successful settlement of the coal strike by causing the confiscation of the Labor Argus, a Socialist publication at Charleston, and the arrest of its editors, Frederick Merriek and John Ramsey, on charges of inciting riot. During the riots in Paint Creek and Cabin Creeks the Argus published editorials that the officials strongly resented. Its chief editor and owner, Charles H. Boswell, was arrested on Feb. 10.

DAILY

**Scoop, the Cub Reporter
Wellman's Komik Kolum
Single Comics
1 and 2 col. Puzzles
Weather Reports
Embroidery Patterns
Line Fashions
Half-tone Fashions
Barbara Boyd
Portraits**

Check Service of Interest and let us tell you more about it.

The International Syndicate
BALTIMORE

It is a fact that
Without exception

**THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS**

are those put out by

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

The very best

New Daily Comic
on the market
**"AH YES!
OUR HAPPY HOME"**

By GEORGE McMANUS

Write for details

International News Service
200 William St., New York City

Do You Know Why?

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

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

FINANCIAL NEWS

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

THE BEST MATRICES

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



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

ON BARGAIN SALES.

J. K. Groom Attacks Harry Drummond's Statement that They Educate People to Keep Away from Goods at Regular Prices.

J. K. Groom, of the Aurora (Ill.) Beacon, disagrees with some of the views of H. R. Drummond, whose articles on advertising appeared in THE EDITOR AND PUBLISHER several weeks ago. In a letter Mr. Groom, in discussing Mr. Drummond's statement about "educating people to keep away from regular goods at regular prices," says:

"It is not likely that retailers will ever give up the plan of advertising at bargain prices their surplus stock at the end of a season, because it is good



J. K. GROOM.

merchandizing. Nor is it likely they will give up entirely offering bargains on one or a few articles for the purpose of drawing the crowds to their stores.

"Mr. Drummond's sweeping denunciation of bargain offerings will not stand in the light of facts, because people do get bargains in many cases. There are instances, to be sure, when they do not, but then that takes us back to the old statement that all men are liars. I contend that a bargain offer is not necessarily an untruthful statement.

AS TO HABITUAL LYING.

"An habitual liar gets reputation fast enough without publishing his untruths. A merchant who habitually falsifies in his advertising finally gets the reputation of not making good and his store is gradually deserted. I have known men to advertise their business to death by the prevarication method.

"I don't know much about haberdashery, but I have always had a kind of a hunch that the percentage of profit on neckties is abnormally large, because the losses on goods that go out of style are great. I don't believe Mr. Drummond's fifty per cent. profit surmise covers more than half of the nominal profit—that is, profit on the sales of new and stylish goods. But allowing that he is right, I can't well believe that a big firm like the one mentioned would pocket a loss of \$360 while cleaning up its surplus stock rather than take the larger loss of not selling them at all. Even at that, the nominal loss of \$360 on this 5,420 ties may leave an actual profit on the season's business, while the loss of \$3,341 (Drummond's estimate of their cost) would make an actual loss for the whole season.

"Again I say it's good business to close out the surplus season's stock at the end of the season regardless of what the invoice says they cost. I read in the Chicago Tribune not long ago

an article in which the merchant said in so many words that clearing sales made his store pay after he had reached the verge of failure.

WHAT THEY MIGHT DO.

"If they would say 'bought to sell at' (a given price) instead of using the words 'value' or 'worth,' many an advertiser would be telling the absolute truth. It's only by such a method that the merchant is able to 'make an average profit on everything he sells.'

"One of our local druggists advertised that he would give a Hahway cigar lighter, which sells everywhere for \$1, with \$1.25 purchase of any brand of the 'National' line of cigars. This is along the line Mr. Drummond condemns. Now we know that the advertiser made good every promise. I hardly think it contributed to 'trading down to price,' because it was only for one day and was not reasonable any more than any other day. It did have the effect of directing considerable extra trade to the store that day and the sales of other goods more than made good the losses on the free goods. Beside the losses of that day are taken from the advertising appropriation. It's a part of the advertising plan. Perhaps if done too often it would result in the 'trading down' idea, but not otherwise. If he gave away something every Saturday with sales, people might wait until Saturday to trade.

"However, I used to know a candy manufacturer in a down state town of 7,000 population, who every Saturday made a half-price offer on some one kind of candy, changing the kind each week. He did that for years. If it educated people to trade down to price, he never discovered it. While he did sell abnormal quantities of the advertised kind each Saturday, he believed it stimulated trade on the regular-priced kinds not only on Saturday, but every day in the week.

"CLEAN-UP" CAMPAIGNS.

"At first when this 'clean up' campaign began, I believed in the sincerity of every writer on the subject, but of late I have come to think some of it is inspired by certain magazines, or, at least, seized upon by them to discredit newspapers and check the tendency of manufacturers to look favorably upon our claims.

"Right now I have on a pair of shoes I have worn for sixteen months. They were advertised as Edwin Clapp six dollar shoes for \$3.50. They are branded Edwin Clapp and I am inclined to believe they are six dollar shoes, for no \$3.50 shoe would ever have stood such wear as these. I walk from eight to ten miles every week-day of my life.

"I have just been talking with a department store manager of a good many years' experience. He says that conditions have a lot to do with bargain advertising. In good times, when money is plentiful, people buy what they want and they want the best. In hard times they buy the cheapest things they can get. In the former case a bargain offer does not affect the sale of quality goods; in the latter case, from necessity they buy the bargains.

"Some years ago to demonstrate to an investigation committee that the big State street stores actually did dispose of some things at a loss, a Chicago firm advertised 1,000 silver dollars at ninety cents each and actually sold them.

SALES AT A PINCH.

"I know a firm that pulled off a sale some years ago, right at the height of the season, in which it sold about everything in the store at invoice or less. The merchant told me that he had to have a large sum by a certain date and he made the prices so low that competitors would not compete. The advertising moved the goods and saved his financial 'bacon.'

"My wife says she seldom can get in Chicago anything that is a bargain as compared with Aurora prices. That's not necessarily because the big State street store has not reduced prices, but

because their regular prices are higher than in our local stores.

"The big city stores are prone to take larger profits than seem reasonable, but by so doing they make a fair profit even after cutting the price. Of course, to a discriminating buyer, who knows what such things cost at wholesale, the advertising is misleading or fraudulent.

"If any fraud is practised it is along the line of too great profit at first. But even then perhaps the heavy expense of doing business in the metropolis may make even these greater prices necessary.

"At that I am in favor of cleaning up, but I will have to see better evidence than any that has come to my knowledge yet before I believe that every man who offers a good bargain is a liar, or that bargain offers very materially affect the sale of articles of quality when the latter is fairly priced."

NEW PUBLICATIONS.

Racine, Wis.—A new publication will be started soon by F. H. Schultz and Leslie M. Fowler. The new paper will be independent of any political party, but will favor progressive measures in both State and local matters.

Pierre, S. D.—Winner, Tripp County, is going to have a newspaper. The Journal Publishing Co. has been incorporated in the office of the Secretary of State, with a capital stock of \$2,000, by Charles W. Owen, of Carter, Martin K. Nolan and others.

Somerset, Ky.—Word comes from Russell Springs, in Russell County, that I. M. Tuller will start a new paper.

Jackson, Miss.—Lieut.-Gov. T. G. Bilbo, who is about to become a newspaper backer and promoter, is on the ground looking after the launching of the issue.

Gleason, Tenn.—The Herald, a weekly paper published by Cayce & Turner at Martin, Tenn., and edited and managed by M. E. Fanning, assistant cashier of the Bank of Gleason, has made its initial bow.

Topeka, Kan.—W. S. Berwick, editor of the WaKeeney Daily News, is the editor and manager of the new Democratic daily to be started the last of May. Mr. Berwick is in Topeka getting things in shape for the first issue.

Clearmont, Mo.—The Ledger, which suspended publication a few weeks ago, is to be re-established and edited by J. T. Boyd.

Tarpon, Ia.—It is expected that the plant of the new paper, The Progressive, will be installed in a few days. E. L. Zimmerman, owner, will also be editor. F. J. Zimmerman will have charge of the business.

Little Rock, Ark.—The first charter issued to a stock promoting company under the new "blue sky" law was to the local corporation which proposes to establish a new daily paper, and which is capitalized at \$100,000. The sale of stock has been going on for some time and about \$60,000 worth has been disposed of.

Byron Times As a Byron Booster.

The Byron (Cal.) Times has developed a clever means of advertising itself and the city of which it is a very influential member. The first page of each issue printed is in two colors and the initial letters of each big story when read across the page make up some word of special significance to the town and the people of it. A recent issue received at this office had the word "boost" lettered across the page, each letter being the initial of the first paragraph of five stories on that page.

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

Stamford's industrial population earns four million dollars a year. Its residential population includes many very wealthy families.

New York Representative, O'Flaherty's New York Suburban List, 150 Nassau St. New York City.

TWO MIDDLE STATES WEEKLIES

We offer the following:

\$12,500

\$5,000 cash, balance terms; exceptional equipment, including No. 5 linotype; gross business, \$15,000. Leading paper.

\$13,000

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

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

A Publisher Writes:

"You are certainly opening the eyes of the public on Circulation Examinations!"

Yes, Mr. Publisher; and what's more, I have proof of everything I say.

Try me on Proof!

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

Press Clippings

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

BURRELLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street - Tel. 4800-4 Beekman

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

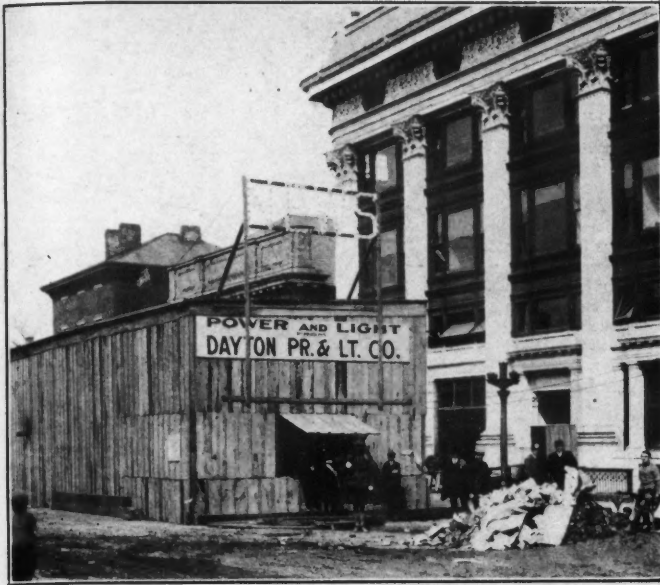
NOTICE

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

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

YOU MUST USE THE LOS ANGELES EXAMINER

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



TEMPORARY PRESS ROOM OF DAYTON NEWS AFTER FLOOD.

DAYTON NEWS ENTERPRISE. AD EXHIBIT AT BALTIMORE.

Three-Deck Press Erected in Street of Stricken City. Preparations Being Made to Present the Best Display Ever Made.

The Dayton News staff showed characteristic enterprise, just as the flood began receding from the stricken city. There was practically no break in the printing of the paper.

The National Cash Register Company plant was utilized until April 4. As soon as it was realized that his own plant would be out of commission for some days, Governor James M. Cox, publisher of the News, secured a 3-deck press in Columbus, which was sent to Dayton by special train, with a crew of men under the direction of Robert Wolfe, publisher of the Columbus Dispatch. In two days this press was erected in Fourth street at the side of the News building, the erection of a building to house it preceding at the same time the press was being put together. When it is known that most of this work was done in a steady rain, the heroic feature of the undertaking will be better understood. The first paper was printed on this press April 4, and full distribution was soon resumed.

During this period the linotype machines were operated with gasoline burners, while the steam tables of the stereotyping department were supplied with steam from a traction engine placed in the alley four stories below.

Though working under a great handicap, the News supplied its usual quota of readers with a complete newspaper each day. But one issue was missed entirely during the flood—that of Wednesday, March 26. On the morning of the 25th a four column extra was issued from the proof press, although swiftly rising water prevented its distribution, with the exception of a few copies. On Thursday, the 27th, the Springfield News published a Dayton News and distributed it in the "dry" territory.

Merchants' Association Moves.

The Merchants' Association of New York moved into its new headquarters in the Woolworth building, 233 Broadway, its old offices on Lafayette street having been outgrown. The new headquarters occupy the greater part of the ninth floor of the Woolworth building, and they afford ample accommodations for the many activities of the association. Organized in the heart of the wholesale dry goods district in 1898, the association has grown until it now has upward of 3,300 members. Among them are numbered not only leading merchants and manufacturers of the city, but also the representative firms, corporations and individuals in practically every field of business.

Preparations Being Made to Present the Best Display Ever Made.

One of the most interesting and instructive features of the ninth annual convention of the Associated Advertising Clubs of America, to be held in Baltimore in the week of June 8, will be the exhibit of advertising. It will occupy over 20,000 square feet of wall space and considerable floor space. Included in the exhibit will be an extensive display of advertising as employed by business concerns of the various nations of the world. There will be shown not less than three national advertising campaigns, exemplifying the various forms of publicity, together with a display of each class of mediums employed. The educational committee will distribute among other advertisers sample advertisements used by members of the several advertising clubs.

Each class of medium will have two booths, which will line both sides of the great armory building in which the convention will be held. This exhibit will in no wise be a business show in which individual concerns can put exhibits at will or purchase space. The selection of advertising will be made from the very best offered for the different classes of display. Prizes will be given for the best ads in the several classes of display advertising. Exhibits will be selected for their educational value only and not for the promotion of any one manufacturer or producer.

Preparations are going forward to make this convention international in all respects, and not the least interesting will be the deliberations participated in by representatives of great commercial interests from foreign countries, which deliberations will have in view the best methods by which international trade may be promoted through commercial publicity.

The committee on foreign representation at Baltimore is in receipt of many hundreds of communications from trade organizations, advertising clubs, importing and exporting concerns and newspapers from every quarter of the world, asking for information as to the program of the convention. Many of these letters have already pledged the sending of representatives.

Pittsburgh Post's Baseball Extra.

When the Pirates opened the home games in Pittsburgh the Pittsburgh Post issued on April 18 a baseball extra, which included an extra ten-page green sheet section, the largest sporting section ever published in that city. It made a big hit.

**CIVIC CENTRE
LOCATE YOUR OFFICE
HERE**



HOME OF AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION; United Press Association; Newspaper Enterprise Association; Daily Newspaper Association; Scripps McRae League; N. Y. Photo-Engravers' Union No. 1; H. L. Roberts Stitching Machines; Typographical Union No. 6; Duplex Printing Press Co.; Universal Syndicate; Eastern Brass and Wood Type Co.; Mail-O'm-Eter Co.; United Sunday Magazine; Newspaper and Mail Deliverers' Union No. 9463; Stereotypers' Union No. 1; Central Union Label Council; International Typesetting Machine Co.; Lanston Monotype Machine Co.; Brooklyn Daily Eagle; Croatian Printing and Pub. Co.; H. C. Voth Multigraphing Machines; The Editor and Publisher and Journalist; Tucker Feeder Co.; Cartwright Auto Press Co.; H. C. Cushing, Jr., publisher of The Central Station; H. W. Fairfax, Advertising; Philadelphia Press; Baltimore American; Boston Globe; Pittsburgh Dispatch; Associated Publishers' Syndicate; Chicago Inter-Ocean; Philadelphia Record; Cleveland Plain Dealer; S.S. Schroff, representing Louisville Times, St. Louis Times, Baltimore News, Toledo Blade, Minneapolis Journal; New Orleans States, Montreal Star, Montreal Standard, Toronto Telegram; M. J. Pike, representing the New Orleans Times-Democrat and others.

Best advertised and located building on Manhattan Island; always open, best service and rent no higher than other high-class buildings. The leading arteries of travel to all Boroughs and New Jersey land passengers at our door, or within five minutes' walk of same. We give our tenants as reference, for they know. Plans and prices on application.

**PULITZER BUILDING ASSEMBLY HALL,
SEATING 350, AND PULITZER BUILDING
ASSEMBLY ROOM, SEATING 75,
BOTH TO RENT DAY OR NIGHT**

PULITZER (WORLD) BUILDING

53-63 PARK ROW

E. A. PRATT, Supt.

Telephone 4000 Beekman

TIPS FOR THE AD MANAGER.

D'Arcy Advertising Co., Inc., Fullerton building, St. Louis, Mo., is renewing contracts for the Coca Cola Co., Atlanta, Ga.

Morse International Agency, Inc., Dodd-Mead building, New York City, is placing generally 5 l. reading notices 60 t. for the Horsford's Acid Phosphate Co.

Wyckoff Advertising Co., Inc., 25 East Twenty-sixth street, New York, is forwarding 15 t. copy to Sunday papers in a few cities for the Kulux Co. (C. S. Clark).

Williams & Cunningham, Heyworth building, Chicago, Ill., are sending out 5,000 l. one year contracts to Georgian papers for Inglehart Bros., Evansville, Ind.

Lord & Thomas, Mallers Building, Chicago, are issuing 100 l. 13 t. orders to a few selected cities for the Grand Trunk Railway System.

George Batten Co., Fourth Avenue building, New York City, is making 10,000 l. one year contracts with a few cities for the McCallum Hosiery. It is also placing additional orders for the Clicquot Club Co., "Clicquot Ginger Ale."

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is renewing contracts for the Chichester Co.

Collier's Weekly, 416 West Thirtieth street, New York City, is placing orders with a selected list of papers.

Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is contracting 1,000 l. one year orders with Pacific Coast papers for the Federal Rubber Co.

H. K. McCann Co., 11 Broadway, New York City, is making contracts for the Standard Oil Co., "Polarine."

Birch, Field & Co., 110 West Fortieth street, New York City, are asking for rates.

Stack Advertising Agency, Heyworth building, Chicago, is placing 10,000 l. one year orders with Southern papers for the Schlitz Brewing Co.

The Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is issuing orders to a selected list of papers for ToKalon Manufacturing Co., "Magnesurate Compound."

The Dorland Advertising Agency, 303 Fifth avenue, New York City, is handling the advertising for J. Simon & Co., Paris, France, "Creme Simon." Maurice Levy being their United States agent.

The Clague Agency, Chicago, Ill., is placing 6,000 l. one year contracts with Kentucky papers for the Pabst Brewing Co.

Dauchy Co., 9 Murray street, New York City, is issuing three month orders for Allen S. Olmsted, LeRoy, N. Y.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, are contracting the advertising for the Globe Pharmacy Co., Chicago.

The Bakersfield (Cal.) Californian recently closed a most successful subscription contest in the San Joaquin Valley, by which 1,360 subscribers were secured, according to publisher Alfred Harrell.

EXPOSITION A BIG SUCCESS.

Good Business and Great Crowd Marked First Annual Show at New York.

A success from every standpoint is the way exhibitors and visitors alike have characterized the first National Printing, Publishing, Advertising and Allied Trades Exposition, held in the new Grand Central Palace last week. More than one hundred and twenty-five firms, representing every kind of machinery used in the printing industry and allied trades, were numbered among the exhibitors. The attendance up to the time THE EDITOR AND PUBLISHER goes to press is estimated at more than two hundred thousand.

From a business standpoint the show proved well worth while, practically every exhibitor on the floor reporting numerous bonafide sales during the week.

Out-of-town newspaper publishers who had visited the exposition during the course of the week, as well as large employing printers, have commented at length upon the educational value of the exhibit. In fact, many of the printers were so impressed with this feature of the show that they presented their entire staffs with tickets for the exhibition in order that they might see the many and varied types of presses and other machinery in operation.

A majority of the members of the American Newspaper Publishers' Association, who were in the city attending the annual convention of that body, visited the show during the course of the week and found much to interest as well as instruct. They divided their attention largely between the exhibits of the Mergenthaler Linotype Co., the Lanston Monotype, the Auto Plate Co. of America, the Goss Printing Press Co., the R. H. Hoe Co., the Wood Flong Co., Bingham Bros. Printers' Rollers, the Duplex Co., Printing Press Co., the National Bulletin Co., the International Syndicate, the New York Globe and THE EDITOR AND PUBLISHER. The latter booth, which was provided with telephones, typewriters and every facility for the transaction of business and correspondence, proved a favorite lounging place for visiting publishers.

The Mergenthaler space just opposite to the main entrance of the exhibition floor was at all times a center of attraction for visitors of every class. The company showed two machines, a Model 8 and a Model 9, the former the property of the Nassau (N. H.) Telegraph and the latter the property of the printing department of the Boston Public Library. Both machines were kept in practically continuous operation during the exposition, and a large sales force was kept busy answering questions and explaining the merits of the machines. The exhibit was in charge of L. A. Hornstein, advertising manager of the company, assisted by Messrs. Slate, Savony, Parks, Archer and Gumett, of the sales staff.

E. A. Pratt who, whether asleep or awake, is always boosting the Pulitzer building as the one desirable office site in New York, furnished each of his tenants who were exhibitors at the show (and there were many of them) with a uniformed page and errand boy free of charge.

New Advertising Agency at Akron.

Howard J. Halcomb, a well-known newspaper man, and E. J. Hemington, formerly advertising manager of the Goodyear Rubber Co., have opened a national and retail advertising agency in Akron, O. The new concern will be known as the Hemington Advertising Agency, and already has obtained several important national accounts. Mr. Hemington will be the active head of the new agency.

The exposition will be held again next year at the Grand Central Palace, from April 18 to 25. Foreign exhibits will be added, and all three floors of the Palace, instead of only the ground floor, will be used.

ROLL OF HONOR

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

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339... Phoenix	GLOBE Joplin
CALIFORNIA.	POST-DISPATCH St. Louis
ENTERPRISE Chico	MONTANA.
RECORD Los Angeles	MINER Butte
TRIBUNE Los Angeles	NEBRASKA
<small>Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.</small>	FREIE PRESSE (Cir. 128,384).... Lincoln
INDEPENDENT Santa Barbara	NEW JERSEY.
BULLETIN San Francisco	PRESS Asbury Park
CALL San Francisco	JOURNAL Elizabeth
ORCHARD AND FARM IRRIGATION San Francisco	COURIER-NEWS Plainfield
<small>The leading Farm Journal of the Pacific Coast and the Irrigated States.</small>	NEW MEXICO.
RECORD Stockton	MORNING JOURNAL..... Albuquerque
<small>Only newspaper in Stockton that will tell its circulation.</small>	NEW YORK.
FLORIDA.	KNICKERBOCKER PRESS..... Albany
METROPOLIS Jacksonville	BUFFALO EVENING NEWS.... Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	EVENING MAIL..... New York
CONSTITUTION Atlanta	STANDARD PRESS..... Troy
CHRONICLE Augusta	OHIO.
LEDGER Columbus	PLAIN DEALER..... Cleveland
ILLINOIS.	<small>Circulation for March, 1913.</small>
POLISH DAILY ZGODA..... Chicago	Daily 110,365
SKANDINAVEN Chicago	Sunday 143,525
HERALD Joliet	VINDICATOR Youngstown
NEWS Joliet	PENNSYLVANIA.
HERALD-TRANSCRIPT Peoria	TIMES Chester
JOURNAL Peoria	DAILY DEMOCRAT..... Johnstown
STAR (Circulation 21,589)..... Peoria	DISPATCH Pittsburgh
INDIANA.	PRESS Pittsburgh
LEADER-TRIBUNE Marion	GERMAN GAZETTE..... Philadelphia
THE AVE MARIA..... Notre Dame	TIMES-LEADER Wilkes-Barre
IOWA.	GAZETTE York
REGISTER & LEADER..... Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL..... Dubuque	DAILY MAIL..... Anderson
KANSAS.	THE STATE..... Columbia
CAPITAL Topeka	<small>(Cir. July, 1912, S. 20,986; D. 20,956)</small>
KENTUCKY.	TENNESSEE.
COURIER-JOURNAL Louisville	NEWS-SCIMITAR Memphis
TIMES Louisville	BANNER Nashville
LOUISIANA.	TEXAS.
DAILY STATES..... New Orleans	STAR-TELEGRAM Fort Worth
ITEM New Orleans	<small>Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small>
TIMES-DEMOCRAT New Orleans	CHRONICLE Houston
MARYLAND.	WASHINGTON.
THE SUN..... Baltimore	POST-INTELLIGENCER Seattle
<small>has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</small>	WISCONSIN.
MICHIGAN.	EVENING WISCONSIN..... Milwaukee
PATRIOT (Morning)..... Jackson	CANADA.
<small>Daily (Except Monday)</small>	ALBERTA.
<small>Average, Year of 1912</small>	HERALD Calgary
Daily..... 10,569 Sunday..... 11,629	BRITISH COLUMBIA.
MINNESOTA.	WORLD Vancouver
TRIBUNE, Morn. & Eve..... Minneapolis	ONTARIO.
	FREE PRESS..... London
	QUEBEC.
	LA PATRIE..... Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

New Orleans States
32,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces results always.

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

AD FIELD PERSONALS.

W. R. Cummings, for the past three years with the George Batten Agency, and formerly connected with N. Y. Ayer & Son, Philadelphia, has become advertising manager for the Charles Williams' Stores, the new name of the house in New York.

T. Vaughn Stapler is conducting the advertisers' service department of the Philadelphia Record. He was formerly advertising manager of the Sharples Separator Co.

Henry Schott has been elected president of the newly formed Ferry-Hanly-Schott Advertising Agency of Kansas City, Mo.

Truman A. De Wesse, director of publicity for the Shredded Wheat Co., Niagara Falls, N. Y., has written a new book called "The Bend in the Road," published by Harper & Brothers.

George F. Goldsmith, for a number of years advertising manager of the Philadelphia Public Ledger, resigned from that paper May 1.

E. M. Alexander has been made advertising manager of Harper's Bazar, recently purchased by the Hearst interests.

L. Jeff Milbourne has severed his connection with the Green-Daley-Lucas Agency, Baltimore, to become vice-president of the American Advertising Agency, Baltimore, Washington and Richmond.

Board Will Edit A. & S.

Advertising and Selling is to try a new scheme in its editorial department. The editorial direction of the magazine will hereafter be in the hands of an advisory board, consisting of O. C. Harn, Earnest Elmo Calkins, F. P. Seymour, Harry Tipper, Harland J. Wright, George C. Hubbs, Edward M. Baker, W. G. Snow, Philip W. Lennen, S. H. Bullard, Victor Leonard, F. R. Davis, Fred Webster, V. L. Price, Robert Tinsman, Herbert N. Casson and George H. Eberhard, with J. George Frederick as contributing editor and chairman of the board. The array of names indicates that all divisions of advertising will be represented. Mr. Frederick was formerly editor of Printers' Ink, and is at present the general manager of the business house. Robert C. Gilmore is president of Advertising and Selling; J. T. Emery, vice-president, and A. F. Nagel, secretary.

Get-Together Meeting.

The advertising men of New York held a "get-together" meeting on the afternoon and evening of May 2 at Room 408, Fifth Avenue building. On this occasion pictures and plans of the new Advertising building to be erected by the Pennsylvania Railroad Co. were on exhibition, and plans of the Hotel Emerson, Baltimore, upon which were indicated the rooms assigned to those who are to attend the big Ad Club convention in June.

Sues for Use of Picture as an Ad.

Miss Mary L. Kern has brought suit in the Supreme Court for \$25,000 damages against the New York Telephone Company, alleging that it had published her picture as an ad in its periodical, the Telephone Review, and had thereby damaged her reputation. The picture complained of was that of a young woman sitting at a telephone, and underneath was a short advertisement for the telephone company. It is claimed that the picture is one of Miss Kern, that it was published without her consent, that it had injured her reputation and made it awkward for her to continue her occupation. The telephone company denies that the picture is a likeness of Miss Kern.

LIVE AD CLUB NEWS.

Advertising from the viewpoint of a certified public accountant was discussed at the weekly luncheon of the Denver Ad Club by John B. Geijsbeek. The weeding out of the smaller advertising mediums was advocated by a scientific examination of the results from each ad. Examination of these details, declared the speaker, would make possible greater results by ad men.

At the weekly luncheon of the Dallas (Tex.) Ad League, A. B. Francisco, State manager of the Sheldon School of Salesmanship, spoke to about one hundred members on the subject, "Backing Up Your Advertising." He emphasized the importance of store service as an adjunct to advertising in order to obtain the best results. The speaker contrasted the bargain idea with that of giving only first class goods backed up by real store service. The lecture was received with great interest by the ad men.

Advertising, with its ethics, trend and weaknesses, was expounded before the Newark (N. J.) Ad Men's Club by William R. Hotchkin, advertising director of Gimbel Bros., and William C. Freeman, head of the advertising department of the New York Evening Mail. The occasion was the first formal dinner of the recently formed club tendered to the department store heads and newspaper publishers of the city. Carl E. Ackerman, of the A. A. C. of A., was another speaker. Mr. Hotchkin declared that honesty, efficiency and selling power, with the proper enthusiasm for his work, are the assets absolutely essential to the man buying space from newspapers, and that only by the use of those trade virtues can he get the best economic results. Mr. Freeman stated that the solution of economic waste by advertisers lay with the newspaper publishers. His theory was to guarantee the statements which appeared in the papers. "Raise and maintain a high character standard among the ads which appear in the publication," the speaker contended, "and the readers will learn to believe in the integrity of the advertiser, and the result will be a thousand-fold."

A talk on church advertising was given last week before the members of the Utica (N. Y.) Ad Club by Rev. John Snape, of that city. He told of several experiences he had met with during his career, and said he was highly in favor of general advertising of churches under the direction of bodies such as church alliances, at the expense of all the religious institutions in a city. The Ad Club pledged support to any movement to advertise the churches of Utica and a campaign of publicity may result.

The last open dinner of the Rochester (N. Y.) Ad Club was held last week at the Hotel Seneca and will be remembered as the most interesting and entertaining dinner of the year. A true spirit of optimism was rampant. James Schermerhorn, publisher of the Detroit Times, told the story of his efforts to conduct his newspaper "according to the speaker held the guests by the spirit of his story. James Wallen spoke along technical lines, explaining his methods of personifying an alarm clock. Robert Frothingham, advertising manager of Everybody's Magazine, made an impromptu attack upon the man who pays the ad bills but who handicaps his ad manager by petty ideas not related to the issue.

R. E. Fowler, advertising manager of the Printz-Biederman Co., spoke on "Blue Printing Your Market" before the Cleveland Ad Club on Wednesday last. The lecture was illustrated by stereopticon views. Mr. Fowler gave a

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-SCHAEFER SP. AGCY
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.
- GRIFFITH, HARRY C.
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

Advertising Agents

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

Farmer Smith's Enterprise.

The ubiquitous and implacable Farmer Smith, of Cedar Grove, N. J., who knows cats and children so well that they will eat out of his hand, has sent us his "First Annual Banquet" (on paper) and a copy of the magazine in the interest of which it was conceived. The banquet was one of those imaginative affairs that you had rather read about than attend. As an advertisement for Farmer Smith and his magazine—thumb nail size—it was a success. It is reported that Farmer Smith is knocking out \$5,000 a year from the stories he writes about the Cedar Grove Board of Trade, the Cedar Grove Amalgamated Poultry Association, and the wonderful agricultural productions of Cedar Grove farms.

Eugene C. Howe, publishers' representative, has appointed S. M. Goldberg as the Eastern representative of the Appeal to Reason, Girard, Kan.; Coming Nation, Chicago; Modern Brotherhood, Cedar Rapids, Ia., and Clean Politics, Winamac, Ind., with offices at 225 Fifth avenue.

practical demonstration of how he analyzed his selling territory, and pointed out a number of interesting points that might prove of value to the men present. Jay Lee Cross, of the Corday & Cross Co., presided.

The Six Point League Luncheon.

The monthly luncheon of the Six Point League, held at the Masonic Club on April 23, proved to be the most successful as well as interesting luncheon given by the league this season. W. C. Neilly, former advertising manager of the United Drug Co., gave a very interesting talk on the problems that confront a space buyer, and then invited queries from those present. There were a number of publishers present at this luncheon, and they did not hesitate to direct a rapid crossfire of questions at Mr. Neilly, who answered each in turn.

Fire in the building occupied by the Corning (N. Y.) Evening Leader last week, caused \$20,000 loss to the paper. The press and mailing rooms were flooded and much paper was damaged.

(An Editorial from the New York Herald, April 28, 1913)

Good Words For All

THERE is a type of newspaper in this city that follows the rule that you cannot get along unless you belittle your neighbor. Thus we read almost daily in flaming two column announcements that such and such a paper has as great a circulation as the HERALD, and in another "last month we printed 18,000 columns of advertising, nearly as much as the HERALD," but always accompanied with some twist designed in some way to show that the HERALD is inferior in every way and inviting pity and crocodile tears.

The implied compliment the HERALD accepts and it has no complaint to make of the business methods of its neighbors in the one-cent field. For them, as always, it has only kind words. Therefore in the little advertising talk this Monday morning all contemporaries shall be nameless while a great advertising exploit is mentioned. Below is a table of the columns of advertising printed in the SUNDAY HERALD yesterday compared with the corresponding Sunday 1912, together with that in the six other newspapers printed in English, no other names being mentioned:—

	1913, April 27	1912, April 28	Inc.	Dec.
HERALD	450	389½	60½	...
Second paper	392¼	378⅝	13½	...
Third paper	296¼	282⅝	13⅝	...
Fourth paper	252⅝	259⅞	...	7¼
Fifth paper	132⅞	154¾	...	22⅝
Sixth paper	104¼	48⅞	56⅞	...
Seventh paper	89⅞	74⅞	15	...

The above is the record for yesterday. The HERALD not only surpassed its record for a year ago by 60 columns, but it beat the next high paper about 60 columns as well. It beat the third paper about 154 columns, the fourth about 198 columns, the fifth about 318 columns, the sixth about 346 columns and the seventh about 361 columns.

INCREASE ALL ALONG THE LINE

Going further, there are eloquent deductions to be drawn. Practically every class showed an increase. "Wants" went up 1¾ columns, "To Let" 4¾ columns, "Real Estate" 11¾ columns, "Amusements" 1¼ columns, "Board" 2½ columns, "Dry Goods" 17 columns, and "Miscellaneous" 28¾ columns. These are an index showing the state of business.

But there is something else. The increase in automobile advertising was 4¾ columns in the HERALD, and only one other paper showed an increase, and that was ¼ column! The HERALD'S 33½ columns of this class of advertising was more than three times the volume of the newspaper rated in the above table as second to the HERALD. The HERALD had five columns of automobile notices more than had any two other papers in the city combined.

This is a mere recital of facts, with a careful avoidance of pointing out the business defects of any of our neighbors, for it isn't neighborly to throw stones. The paper advertisers use is the paper that is read by those with money to spend.

THE NEW YORK HERALD

