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5 Cents a Copy

ALL RECORDS BROKEN.

BOSTON CONVENTION MOST NOTABLE IN HISTORY OF ASSOCIATED AD CLUBS.

Rousing Welcome Tendered Delegates in Historic Faneuil Hall by State and City Dignitaries—Truth in Advertising Keynote of the Convention—Every Phase of Advertising Discussed at Record Gathering.

(Special to The Editor and Publisher.)
Boston, Mass., Aug. 3.—If you felt the earth rock a little last Tuesday morning do not feel alarmed; it was not an earthquake, but the ad men of the country rocking the Cradle of Liberty at Faneuil Hall, Boston, U. S. A., on the occasion of the opening of the seventh annual convention of the Associated Advertising Clubs of America. There have been times when the walls of this famous old hall have resounded to the sounds of impassionate speeches, of enthusiastic cheers, of spirited and action-compelling songs and of contagious enthusiasm, but it is doubtful whether in all its history they have contained a body of men who made better speeches, who sang with greater heartiness, or who were more enthusiastic or who were doing so much for the up-building and the strengthening of the republic than were assembled upon this occasion.

BOSTON GENEROUSLY HOSPITABLE.

Boston has long had the reputation of being a firm, conservative old town, slow to action, lacking in contagious enthusiasm and just a bit wary of entertaining strangers. She has that reputation no longer, for at last Tuesday's opening session of the ad men's convention she proved conclusively that the citizens of Boston in general, and the members of the Pilgrim Publicity Association in particular, are as open-hearted, generously hospitable and enthusiastic a body of men as ever extended a welcome to the delegates of any convention, anywhere.

When Samuel C. Dobbs, of Atlanta, called the convention to order he faced a crowded auditorium. The historic old hall was filled and running over with advertising talent of the highest order. Before him were seated delegations of advertising men from every corner of the continent. They came from Canada, from Texas, from California and from the centers of population North, South, East and West; they came even from England. Each one of two thousand persons assembled wore bright-hued badges designating the club to which he belonged, or carried pennants, flags or banners bearing the name of the city in which he resides.

A more enthusiastic body of men is rarely seen even in a political convention when a hot fight is on between rival candidates. Each delegation had brought along the best singers it could secure—singers who had committed to memory scores of original songs filled with booster sentiments or humorous allusions to things that only ad men can

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GEORGE W. COLEMAN.

THE NEW PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

ESHELBY HEADS TRIBUNE CO.

Cincinnati Daily Incorporates for \$250,000 and Elects Officers.

The Cincinnati Commercial Tribune will hereafter be conducted by a corporation capitalized at \$250,000. The incorporators are: Province M. Pogue, G. B. Jolly, A. Majoweska, Francis T. Homer and John F. Pogue.

At a meeting of the stockholders, held last Saturday, the following directors were elected: E. O. Eshelby, James Eshelby, E. B. Allen, Province Pogue and Francis T. Homer, who organized by electing the following officers: E. O. Eshelby, president; James Eshelby, treasurer; E. B. Allen, secretary, and J. L. Steele, auditor.

Wisconsin State Journal Sold.

Richard Lloyd Jones, formerly connected with Collier's Weekly, has purchased the controlling interest of Amos P. Wilder and also the interests of several small stockholders in the Madison (Wis.) State Journal. The Journal company is capitalized at \$100,000.

Joliet Herald Has Ninth Fire.

Fire in the Joliet (Ill.) Daily Herald building Sunday, the ninth in seven years, caused damage to the extent of \$10,000.

HEARST TO ENTER ST. LOUIS?

Report That New York Publisher Will Establish Daily in Mound City.

That William R. Hearst plans to establish a newspaper in St. Louis this fall, possibly taking over the St. Louis Star as part of the plan, is a rumor that has gained a wide circulation this week. The report says that even the editor of the new daily has been selected in the person of Foster Coates, of the Boston American.

William R. Hearst is at present in Europe, and inquiry at his offices in this city failed to confirm the rumor.

Receiver for Lewis Properties.

Matt Reynolds was appointed receiver for the publishing, realty and banking enterprises of Edward G. Lewis by Judges Tyer and McPherson, of the United States Circuit Court, at St. Louis Wednesday. The concerns are capitalized at a total of nearly \$6,000,000. Reynolds was required to give \$100,000 bond.

Schenectady (N. Y.) Star Sold.

The Schenectady (N. Y.) Evening Star, established in 1855 and the oldest daily in the city, has been purchased by the Schenectady Daily News.

GENERAL POSTAL INQUIRY.

COMMISSION HOLDS HEARING IN NEW YORK ON SECOND-CLASS RATES.

Hitchcock Presents Department's Reasons For Higher Second-Class Rate—Attorneys for Magazines Conduct Vigorous Cross-Examination—Declare Second-Class Matter Is Charged With Undue Proportion of Expenditure.

Hearings into the question of increasing postal rates on magazines were conducted in New York throughout the week by the commission appointed by President Taft under a resolution adopted by the Sixty-first Congress. The members of the commission are Associate Justice Charles E. Hughes, of the United States Court; President A. Laurence Lowell, of Harvard University, and Harry A. Wheeler, vice-president of the United States Trust Co. of Chicago. The inquiry was conducted in the Federal Building.

There were present for the Postoffice Department Postmaster-General Frank H. Hitchcock, Second Assistant Postmaster-General Joseph Stewart, and Third Assistant Postmaster-General James J. Britt, all of whom made statements of considerable length, setting forth the attitude of the department toward the proposed increased rate for second class mail, which includes newspapers, magazines and other periodical publications.

Among the publications represented were the Review of Reviews, Everybody's, McClure's, Saturday Evening Post, Lady's Home Journal, Country Gentleman, Designer, Delineator, New Idea Woman's Magazine, Literary Digest, Woman's Home Companion, Farm and Fireside, and the American.

The case for the Department was opened by Postmaster-General Hitchcock. He said his study of the postage rate problem had led him to believe that certain fundamental principles of administration, almost new to the Postoffice Department at present, should be closely adhered to.

"During the year 1910 there were carried 4,336,259,861 pieces of second-class matter, newspapers and other periodical publications, averaging 3.33 ounces a piece, or 4.8 pieces to the pound. The cost of handling and carriage was \$80,791,615.03, or a little less than 9 cents a pound, while the postage return was only \$10,007,271.02, leaving a total loss of \$70,784,344.01.

LETTER POSTAGE TOO HIGH.

"The present self-supporting condition of the service is made possible only by the fact that other classes of mail, particularly the first-class, are excessively taxed to make up the loss caused by the inadequate charge on the second-class. This will be better understood when it is noted that although first-class matter comprised during the fiscal year 1910 only 13.4 per cent. of all the revenue-producing domestic mail, it yielded a net profit of \$68,004,156.73, while second-class matter, comprising 65.6 per cent. of all the revenue-

producing domestic mail, yielded but \$10,607,271.02.

FAVORS GRADUAL READJUSTMENT.

Mr. Hitchcock said, however, that he did not believe that the rate for second-class mail should be at once advanced to where it would cover the cost of handling and carriage, although that should be the ultimate end in view.

"For the present," said he, "an increase of only 1 cent a pound is recommended, thus making a flat rate of 2 cents a pound, which should be regarded as merely tentative, however, leaving for future determination such additional increase as may be found necessary to meet the cost.

The hearing for the Postoffice Department closed with an argument by Second Assistant Postmaster-General Britt, who declared that if all the magazines and newspapers were excluded from the second-class rates because of a circulation gained not on the merits of the publications but because of some voting contest or offer of premiums as a bait, not 10 per cent. of all in the country would be undisturbed.

Joseph Stewart, second assistant postmaster-general, and John Britt, third assistant, were vigorously questioned by the attorneys representing the magazines. The lawyers were particularly interested in knowing the approximate percentage of publications forwarded in storage cars from New York news agencies, say to Chicago news distributing concerns and other points and not hauled at all by the Railway Mail Service.

Mr. Stewart estimated that about 50 per cent. of the publications were so handled. But of this 50 per cent. Mr. Stewart thought about 37 per cent. were forwarded either to intermediate or final points of distribution, and that in the end the railway mail service handled 72.81 per cent. of all the publications mailed as second-class matter. About the same percentage, Mr. Stewart said further, represented the second-class matter transported from the point of origin to the points of intermediate and final distribution.

An interesting feature of one of the sessions was the statement made by E. R. Graham, of Chicago, representing the Methodist Book Concern, that if the second-class rate was doubled, as the Postmaster-General proposes, several of the religious publications now conducted by the Methodist Book Concern would be put out of business.

W. S. Shallenberger, a former Second Assistant Postmaster-General, who represented the Interdenominational Publishers, argued for the protection of the Sunday school publications on the ground that they were a public utility, and as for their being news, why, they were as much so as newspapers, and more so than law journals and like publications.

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in
NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

CHICAGO NEWS.

DATE LINE GETS MIXED AND CAUSES TROUBLE AT JOLIET —YOUNGEST EDITOR.

(Special Correspondence.)

CHICAGO, Aug. 3.—The other day, when there was a fire and explosion at Gary, Ind., the Chicago American's telegraph wires got mixed and the explosion was dated with a Joliet headline. The result was that the American issued a Joliet extra and rushed a lot of newsboys to that city, who went up and down the streets yelling about the big Joliet news. The newsboys were arrested.

Probably the youngest editor of any regular magazine is W. W. C. Griffin, aged twelve, of Wheaton, Ill., who publishes the Young American Golfer. The ninth number of the publication has just appeared. It includes several half-tone pictures and a digest of the month's golf news. Griffin does his own printing on an 8 x 12 Gordon press.

Dr. Thomas O'Hagan, editor of the New World, is just now giving a course of lectures on English literature, in connection with the De Paul University Summer School, which is being largely attended. The lectures are given every Friday afternoon at the college theater.

Resolutions protesting against any increase in the postage rates for second class mail matter, and criticizing the ruling of Postmaster General Hitchcock that monthly publications are to be sent by fast freight, were adopted by Typographical Union No. 16 at its meeting Sunday. The resolutions declared that anything that tends unduly to raise the cost of distributing the products of labor reduces the opportunity for employment and becomes a menace to the industry affected. Delegates to the convention of the International Typographical Union were instructed to introduce resolutions protesting against the proposed increase and the method of distributing publications by fast freight instead of by the regular fast mail.

A meeting of editors of labor publications from all parts of the country was held here this week to discuss the change in rates and methods of distribution, and a committee was appointed to go to New York and lay a protest before the Senate commission which is investigating the proposed changes. A national association of labor editors was formed at the conference.

W. P. Ferguson, publisher of the National Prohibitionist, in this city, has filed suit against George Woolsey, editor of the Illinois Banner, at Danville, Ill., charging slander and asking \$25,000. The suit is an outgrowth of charges of irregularity. The Danville editor published a charge that money of the national prohibition committee was squandered, to which the Chicagoan takes exception.

Edward S. Hoover, editor of the Sterling (Ill.) Gazette for the past five years, and a member of the editorial staff of this paper for more than twice as long, will retire on Saturday to take a plunge into a new line of work. He has accepted a position with the Payson Manufacturing Co., of Chicago, and expects to take up his duties there on Monday following. Mr. Hoover has made the change because of an old difficulty with his eyes which has been growing worse by reason of the nature of his work at the desk. In his new work this close application will be largely eliminated, and it is hoped that the trouble will be overcome.

Members of the Chicago Press Writers' Guild had an outing on the Theodore Roosevelt late last week.

BAN ON FALSE ADVERTISING.

Misleading Statements as to Real Estate Punishable in This State.

The amendment introduced by Senator Bayne during the recent session of the New York Legislature, which makes false statements as to the value or description of real estate through newspaper advertising, letter or circular a misdemeanor which may be punished by a fine of \$1,000 or one year's imprisonment, or both, was signed by Governor Dix last week and becomes effective Sept. 1. The amendment reads as follows:

"Any person, firm, corporation or association, or any employe thereof, who, in a newspaper, circular, circular or form letter or any other publication published or circulated in any foreign language in this state, knowingly makes or disseminates any statement or assertion of fact knowing the same to be false, concerning the extent, location, ownership, title or other characteristic, quality or attribute of any real estate located in this State or elsewhere, for the motive or purpose of a sale of such real estate intended to give the appearance of an offer advantageous to the purchaser which is untrue and calculated to mislead, is guilty of a misdemeanor."

HOE STRIKE SETTLED.

Difference Between Men and Company Amicably Adjusted.

The strike of machinists in the plant of R. Hoe & Co., which has been under way since May 1 last, was declared off this week, the men being granted an eight-hour day, to take effect July 1, 1913. The settlement is in the nature of a meeting of both the company and the men.

When the men presented their demands last spring they asked for an eight-hour day, to take effect at once. The company refused, but offered to put it into effect as soon as they could complete work contracted for on a nine-hour basis.

It was reported more than a week ago that on account of labor difficulties the firm would move the plant from New York City. It is said that immediately following the rumor more than fifty cities made an effort to secure the industry.

Cedar Falls, Ia., Record Sold.

The Cedar Falls (Ia.) Daily and Weekly Record, published for eight years by J. W. Jarnagin, has been sold to L. E. Bladine, of Webster City. Possession was given Aug. 1. J. W. Jarnagin has been the editor and publisher of the Record for the past eight years, and now retires from newspaper work after thirty-five years' service.

Newspapermen Expelled.

Francis MacCullagh and Alan Ostler, well-known newspaper men, have been expelled from Agadu, Morocco, by the Khalifa of Agadu on the ground that they were not provided with letters of introduction to him. MacCullagh is an American.

New Nashville Daily Incorporates.

The Democrat Co. has been incorporated to publish a daily morning newspaper in Nashville, Tenn. The authorized capital stock is \$200,000. The incorporators are Nathaniel Baxter, Jr., James C. Bradford, Eugene C. Lewis, Walter O. Parmer and John J. Vertrees.

STAR PROPERTIES RELEASED.

Court Orders Discharge of Receiver for Three Indiana Dailies.

In a decision handed down at Chicago last week, the United States Court of appeals discharges George C. Hett as receiver for the Indianapolis Star, Muncie Star and the Terre Haute Star. The decision reverses the order of Judge A. B. Anderson, of the Indiana district for a sale of the papers.

The newspapers are owned by the Star Publishing Co., in which Daniel G. Reid of New York and John C. Shaffer of Chicago are the controlling stockholders.

The original bill in the litigation was filed in April, 1908, by Daniel G. Reid of New York, who averred that there was overdue him upon a promissory note executed in his favor by the Star Publishing Co. \$221,703; that the Star Publishing Co. had no property subject to execution beyond the value of \$91,100. A receiver was appointed.

In November, 1908, Mr. Reid applied to the court asking that the receiver be discharged. This however, was resisted by George F. McCulloch, original owner of the company.

Mr. Shaffer was admitted as a complainant, and filed a bill setting forth that he had purchased all the securities held by Reid and asked that the receiver be discharged.

TWO MAGAZINES CONSOLIDATE.

National Post and Success Now Issued as One Publication.

The National Post, after making five semi-monthly appearances, has been merged with Success Magazine. The consolidated publication will be known as the Success Magazine and National Post, the August number of which will consist of eighty-four pages. Some of the ideas behind the National Post will be worked out in the new magazine.

Frank E. Morrison, who, as announced last week has taken his old place as advertising manager, has a good grip on the advertising business and will, no doubt, be instrumental in increasing the popularity of Success among business men.

Schmidt Making Schedule Time.

Jager Schmidt, representative of the new Paris illustrated daily, The Excelsior, who is attempting to break all records for a trip around the world, sailed from Yokohama for Vancouver on the Empress Japan Tuesday. Schmidt is keeping up to his schedule, which allows him thirty-nine days for the trip.

Idaho Will Be Exploited.

A vigorous advertising campaign to exploit the State of Idaho throughout the United States is planned by the commercial bodies of the State. The immigration bureau and various boards of county commissioners will be asked to appropriate a large sum for the purpose.

Greatest Field for Publicity

The combined cost of advertising in seven morning newspapers that completely supply a population of 6,848,897 in the metropolitan district of New York is \$2.75 per agate line—less than a cent a line per 20,000 population.

In addition to New York City there are seven cities in the United States with over 500,000 inhabitants each. These seven cities have 26 morning newspapers, with a combined advertising rate of \$5.91. Thus, instead of \$2.75 for each agate line the advertiser pays, for an equal amount of service, in other cities (the combined populations of which nearly equal that of New York) \$5.91 per agate line—or more than double the cost in New York City.

Only three morning newspapers in New York sell a million copies each every seven days to the metropolitan newsdealers. The New York Times is one of them.

"THE GOODS WE SELL"

The Business of a Newspaper Is Made Upstairs in the Editorial Rooms—Advertising Will Come to a Newspaper Established in the Family Circle—The Deadly Menace to Independent Journalism.

Extracts from paper read by Chas. H. Grasty, publisher of the Baltimore Sun, at the seventh annual convention of the Associated Advertising Clubs of America.

1. *The most prosperous paper in the country could be put out of business by 20 retail merchants getting together and withdrawing their advertising.*

2. *No paper can gain, perhaps no paper can maintain, the prestige necessary to make it a first-rate advertising medium without being independent of all those ulterior influences to which journalism is intrinsically subject—among which the advertising influence is at once the most seductive and the most deadly.*

The business of a newspaper is made upstairs in the editorial rooms. While energy and efficiency in the advertising department are essential in developing business, the primary and fundamental work is done by the editors and reporters. The goods you have to sell must be right if the salesmanship is to be effective. Over-keen solicitation does more harm than good over a period of 20 years, and no shorter time ought ever to be considered in determining the lines upon which a newspaper should be conducted. There is no sort of growth, not even that of a walnut tree, in which time is a more essential element. Public confidence is the root of the whole matter. There is no way to get it except by deserving it. That takes time. The weary waiting which confronts the newspaper striver has this great compensation: After he has worked the scheme out, the public will be just as slow to take away the precious gift of his confidence and bestow it on some one else.

NEWSPAPER ADVERTISING DEFINED.

In a recent address I ventured to define newspaper advertising as follows: If you have something to sell, you can go to a job printer and have a lot of bills struck off and distribute them around town. That is advertising in the crude state. Put the same matter in any kind of a newspaper, and that is advertising in a more advanced and effective form. Insert the same copy

The Evening Wisconsin IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 43,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the Association of American Advertisers. Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office, 160 Michigan Ave.
(Robt. J. Virtue, Mgr.)



E. T. MEREDITH,

PUBLISHER OF SUCCESSFUL FARMING OF DES MOINES, IA., WHO CONTRIBUTED \$2,000 TOWARD PAYING THE EXPENSES OF THE IOWA DELEGATES TO THE BOSTON CONVENTION.

in a newspaper that goes into the home, with a hold upon the affections of the family circle, and that is advertising in the highest state. If a newspaper establishes itself in the family circle, the advertising will come to it. It is a matter of economics. A sincere and reliable newspaper that is in touch with real human interests will be read from end to end, advertising and all. Therein lies the secret of the ability of the independent publisher to maintain his independence even in the face of advertisers' demands. If Smith on one corner does not avail of the opportunity for business development afforded by good newspaper advertising, Jones on the other will, and outstrip Smith in the competition.

MENACE OF THE ADVERTISER.

The greatest problem that confronts the daily newspaper is how to maintain the pleasant relations that should and do exist between the ordinary business enterprise and its patrons on the one hand, and on the other to eliminate this relationship entirely where it concerns the larger question of the performance of the public functions which belong to journalism. In the newspaper business alone, of all the various branches of human endeavor, it is necessary thus to carry on two conflicting functions. I think that most thoughtful publishers will agree with me in the opinion that the most deadly menace to independent and truthful journalism lies in the power of the advertiser.

A compact body of advertisers, organized and acting in concert, can, in theory at least, decree the destruction of the average newspaper. The big advertisers are so big, their number is relatively so small and the effect of their leadership on other advertisers so potent that they are apt to arrive at a despotic conception of their right to keep out

news, to have items put in that are not news and some time to dictate editorial policy itself. Against this power the newspaper has the recourse of a protest addressed to its public, but it must reckon on the savage punishment of the advertiser on the one side and the probable indifference of the public on the other.

FREE PUBLICITY HURTS THE READER.

It is only human that advertisers should be prone to press for all kinds of things that they ought not to have. In other lines of business it is usual to take care of the customer in every possible way. Publishers of newspapers would get human pleasure out of doing the like thing for those who directly support them, but newspaper management requires constant mortifying of the flesh. There must be a complete reversal of the usual methods in business. Although a few advertisers apparently determine the success or failure of the paper, it is really the reader who settles its fate.

The advertiser to whom it is worth while to make a study of the matter knows this in his heart of hearts and is unhappy when a newspaper gives him the kind of favors that he fools himself into thinking he wants and that hurt it with the reader. Advertisers are always trying to break into the news columns with matter that is not news. They want their spring and fall openings written up, but are unhappy when they get it because they imagine that the next-door neighbor or the man across the street has got more in quantity or better in quality of the contraband publicity.

SQUARE DEALING WORTH WHILE.

In my opinion, square dealing with the advertising body exerts an influence in building up a paper that extends far beyond the matter of good relations with the advertisers themselves. I have

dwelt at length and with as much force as possible upon the question of confidence. The way a newspaper treats its advertisers come to be known to the general public and furnishes a key to the good faith of the paper throughout its whole policy. It has always seemed to me that only a one-rate paper could occupy a position of influence with its readers. I think that this principle of dealing ought to be carried out to the last detail, not only for its value in itself, but for the reflected light that it throws on the newspaper in every department of its activity.

In developing new energy and new methods in the sale of advertising great care should be exercised to draw the line at over-salesmanship. Every dollar too much of advertising that it sold will cost \$10 eventually. Every advertiser who is talked into using space that is not profitable to him is an enemy earned. No business is worth having unless it pays the advertiser. No business is worth very much unless it leads to more business. No year is successful unless it points to a still more successful year. That is what real progressiveness means.

NEWSPAPER IS BUILT OF TRUST.

I would lie awake nights studying the legitimate interest of the advertiser whose improper interference with the course of the paper I would promptly and hotly resent. The interests of the customer are the interests of the paper. I have taught my solicitors and counter men for years to make the customer's dollar go just as far as possible. Along the same line my rule has been scrupulously to take care of the advertiser who did not take care of himself. This puts a premium on trust as against the policy which I fear is all too general, of taking care of the kicker and thereby putting a premium on distrust.

A newspaper is built of trust. The impalpable, intangible, invisible thing—Confidence—the confidence of the reader, the confidence of the advertiser, is the solid rock upon which the newspaper properly is founded. Newspapers change hands at the price of millions of dollars. It is impossible to crowd a million dollars' worth of machinery into a newspaper plant. The thing that fetches the big money is the trust, the confidence, the esteem which constitute newspaper good will. There is something very delicate and subtle in the processes which the human mind and the human heart go through in giving the kind of acceptance to a newspaper that is necessary to make it a great advertising medium.

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 80,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette
Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers from March 1 to March 31, 1911:

First Newspaper.....	404,495 Lines
GAZETTE.....	382,119 "
Third Newspaper.....	348,740 "
Fourth Newspaper.....	289,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

The German Gazette Publishing Co.
PHILADELPHIA

A PLEA FOR TRUTH.

Greater Need for Accuracy Upon the Part of Both Newspaper and Advertiser—Truth More of a Stranger Than Fiction in Some Ad Advertising Columns—Zone Between Truth and Falsehood.

Extracts from an address on "Newspapers and Their Advertisers," delivered by James Schermerhorn, publisher of the Detroit Times, at the seventh annual convention of the Associated Advertising Clubs of America.

In this open forum to-day the circulation-wise advertisers are asking the newspapers, "What are we paying you for?"

It is a privileged question to which the newspapers may rejoin: "What sort of stuff are we taking pay for?"

To both of which questions there can be but one answer, if newspapers and advertisers have the correct version of mutuality.

That answer, whether it relates to the quantity of circulation or the quality of the copy must be the truth.

The publisher who sells anything less than the truth to the buyer of circulation, sells his honor in the bargain.

The advertiser who puts anything but the truth into the newspaper space he contracts for, barter away his good name and the publisher's, too.

The trustful reader pays, but Peter and Paul rob each other.

The advertiser is for truth mightily part of the time. He makes the publisher swear on the Book when he declares his circulation.

"WHERE IGNORANCE IS BIZ."

The newspapers have no association to insist upon guaranteed copy. They send forth no representatives to verify statements. They demand no affidavits. Where ignorance is biz, 'tis folly to be wis.

The American newspapers no longer regard it as editorial cleverness to exploit a lot of things that are not so.

They do not fall back upon the couplet—

"I cannot say how the truth may be,
I tell the table as 'twere told to me."

Accuracy is the subscription department's best adding machine.

But with the growth of newsgathering efficiency and the evidence of ethical emphasis upon every side, the advertising columns of too many newspapers disclose the truth as more of a stranger than fiction.

That publisher must be like a man riding backwards in a Detroit automobile and never seeing a thing until he has passed it, who does not look upon commercial honesty as quite as thoroughly up to the minute as an auto-plate machine.

I believe this is the place and the time to come with a plea for an ethical test of advertising. Splendidly your president has sought the past two years to give to the advertising craft the dignity and tone of a profession. If you are to become a profession you must here and



JOHN M. IMRIE,

PERMANENT SECRETARY OF THE CANADIAN PRESS ASSOCIATION.

now formulate a code. That code need spell but one word, Truth, and a lot of other worthy things shall be added unto you.

THE TWILIGHT ZONE.

If the truth, the whole truth and nothing but the truth is too drastic—if it sounds like asking you to sell all that you have and give to the poor in order to gain eternal life—this is the time to establish a twilight zone between the day of truth and the night of falsehood.

But be brave and be explicit, brethren. If you cannot stand the daylight come out courageously for twilight.

Shall the cut-off rule or the curtailed "ads." continue to mark the passing of day into the gloaming?

Or shall we adopt the cut-out rule and print nothing that we shrink from assuming full responsibility for?

Would we say by word of mouth to the homes that welcome the newspaper's daily visits: "Allow us to present our highly-esteemed friend and patron, but bear in mind he is separated from us by a double dash?"

Or to our banker: "We are pleased to present a customer who is entitled to your most favorable consideration—a-d-v?"

If you declare for reasonable restraint of honesty, it would be well to settle the number of readers who are poisoned by a nostrum or fleeced by a wildcat investment proposition, before the perversion may be said to be unreasonable.

If you fix a twilight zone, let it also be fixed how many times the Sch felts and Burrs must be thrown out of the mails and thrust into dungeons before their copy passes out of the gloaming into the dusk.

THE "RULE OF REASON."

In the witching hour when the reign of truth gives way to the "rule of reason," let it be understood how long a certain grandmotherly curist must lie a-moldering in the grave before communications in answer to newspaper advertisements will fail to reach her.

The selling of intoxicants is restricted by law. This is a form of consumption that by universal agreement does not call for stimulation. The man in the white apron behind the bar cannot sell to habitual drunkards or minors or after hours.

But the newspaper co-operates in front of the bar, at all hours, by inviting the children in their homes and the inebriates in their gold cures to have a drink.

Who is on the truth's side of this liquor question—public sentiment that limits the sale of intoxicants or newspapers that promote it?

China is wiping out the opium habit by stopping the cultivation of the poppy. You can correct dishonest advertising by cutting off the copy.

Could anything be more simple?

TRUTH AT THE DOOR.

Truth stands at the door and knocks; let the advertiser open unto her, and she will bring him honor and glory forevermore; or, at least, respectability.

Truth has tried other doors. Opportunity may knock but once, but truth can show you a severe case of abrasion of the knuckles.

Truth has pounded upon the prosperous publisher's door, but the impatient rap has been drowned in the roar of the octopus. Some publishers whose presses do not run so long and so loud have heard the knock. They give space

CANADIAN PRESS SECRETARY.

John M. Imrie Will Have Charge of Central Bureau at Toronto.

John M. Imrie, editor and manager of the Printer and Publisher, published by the MacLean Printing Co., of Toronto, Can., has been appointed permanent secretary of the Canadian Press Association, with offices in Toronto. Mr. Imrie accepted the position on the understanding that he should spend half of his time in the work of the association while retaining his connection with the Printer and Publisher, Canada's leading trade paper devoted to the publishing industry.

Offices have been secured in the Lumsden Building, at the corner of Yonge and Adelaide streets, which will serve as headquarters for the publishers of Canada. A bureau of information will be maintained, and complete data as to the cost of equipment and business methods used in the publishing and printing business will be kept on file.

Before assuming his duties as secretary on Aug. 15 next, Mr. Imrie, accompanied by J. H. Cranston, treasurer of the Canadian Press Association, will go to the Canadian west and attend the annual meeting of the Western Canada Press Association, to be held in Regina on Aug. 3 and 4, acting as delegates from the Canadian Association.

Mobile Register Enlarging Plant.

Work has been commenced on a fire-proof annex to the building occupied by the Mobile Register. The addition is made necessary to house the new Hoe sextuple press and other machinery recently purchased by the Register. The new annex measures twenty-five by forty feet and is three stories high. The entire third floor, which is on a level with the composing room floor, will be given over to the linotype machines. The stereotyping machinery will be on the second floor. All present machines in this department will be discarded and entirely new equipment put in. The ground floor will be specially constructed of concrete, with a four-foot water-tight pit for the reception of the new press. The new structure will give the Register a total floor space of 14,160 square feet.

Advertising in Colombia.

Vice-Consul General Charles H. Small, of Bogota, learns that the entire amount of money spent in Colombia for advertising amounts to about \$400,000 gold per year. The greater portion is spent in the newspapers, the balance in posters and outdoor advertising.

The Outlook is Good.

Walter Scott & Co., printing press manufacturers, Plainfield, N. J., report that their plant is in full operation and from the number and character of orders received during the past sixty days the outlook for the summer and fall is good.

Are you using an up-to-date service of

NEWS PHOTOGRAPHS

We can serve you more promptly, and with a wider range of subjects, than any other service. We cover, up to the minute,

General News, Sports, Foreign—Everything

that is worth illustrating, either in newspaper or magazine. For particulars and samples write to

International News Service
800 William St., New York City.
(Please mention this paper.)

ANNOUNCEMENT

We control exclusively the work of Homer Davenport. The publication of the great new feature

DAVENPORT'S Who's Who in Public Life

commences August 6th in leading newspapers throughout the United States. The first in the series is President Taft.

Edward Marshall is no longer connected with this syndicate.

HOMER DAVENPORT SYNDICATE
133 East 16th Street NEW YORK

DAILY AS A MEDIUM.

Has No Equal for Prompt and Effective Publicity—Combined Daily Newspaper Circulation Means a National Audience in the True Sense of the Word—Newspaper the Hub of the World.

Extracts from an address on "Daily Newspaper Advertising," by Louis Wiley, President of the Daily Newspaper Club of America, and Chairman Newspaper Division Annual Convention of the Associated Advertising Club of America.

The newspaper is the start of nearly every man's daily work. The reading of the morning newspaper is preliminary to the ordinary business of the day, and may be said to give it inspiration. Just as an acquaintance with classic literature fits a man for academic pursuits, so does the reading of the world's daily history make him ready for the practical and concrete labors of modern enterprise. The newspaper office is the hub of the world. It sends into every department of life men who were brought up within its walls. Reporters and editors have become railroad officers, statesmen, bankers, mayors, and even presidents of this great republic.

NEWSPAPERS HAVE HIGH STANDARD.

The high character of the modern daily newspaper has had a good effect on the advertiser. There was a time when any man who had merchandise for sale, and who chose the public prints to induce readers to accept his offerings, thought it necessary to indulge in extravagant and hyperbolic language to attract buyers. The examples set by Barnum was followed by merchants and the vendors of patent medicines. Persons of primitive intelligence may have accepted the high-flown verbiage as truth and suffered accordingly, but to-day the readers of a newspaper conducted in the interest of the public are repelled instead of attracted by sensational language.

The newspapers of this country, having set up a high standard of ethics for their own government, demand in the interest of their readers that what advertisers offer shall bear the trade-mark of genuineness. Side by side with intelligence gathered from all parts of the world appear the announcements of reputable merchants, bankers and brokers, insurance offices and the great corporations. No better method of reaching the multitude has ever presented itself than the daily newspaper, and no newspaper publisher should permit his columns to be used to deceive his patrons. Only children and bucolic intellects respond to the propositions of palmists, financial tipsters, quack medicine vendors and the rest of the horde that thrives on the credulity of the ignorant and weak-minded.

DANGER OF OBJECTIONABLE ADVERTISING.

The ideal, the real, newspaper does not permit these schemers to sully its columns. Newspapers as well as magazines are learning what a great responsibility rests upon them, and are coming to realize that they destroy the value of their

The Los Angeles RECORD

guarantees 10,000 more city circulation daily than the daily Los Angeles Examiner. The Record offers a half page ad free to the first advertiser who can prove this is not so.



Mr. Advertiser:

To cover San Antonio and Southwest Texas, you must use THE SAN ANTONIO EXPRESS to get results. THE SAN ANTONIO EXPRESS, with quantity and quality of circulation, assures you a successful campaign.

The Volume Test

Large volume of advertising comes only through successful advertising. You would not place your advertising in a paper unless you were certain that it would prove a paying proposition. You would not keep it there unless it did pay. THE SAN ANTONIO EXPRESS carries more advertising than any paper in Texas, which means that it is the result getting—the most powerful paper in the STATE AND IN ITS FIELD—SOUTHWEST TEXAS, IT STANDS ALONE, AT THE TOP. Here is the record for the first six months of 1911:

Total Advertising

SAN ANTONIO EXPRESS,	3,816,758 agate lines
Houston Post,	3,604,169 agate lines
Dallas News,	2,680,279 agate lines

Classified Advertising

SAN ANTONIO EXPRESS,	862,267 agate lines
Dallas News,	796,334 agate lines
Houston Post,	780,551 agate lines

Write for rates, circulation statements and list of advertisers who use THE EXPRESS.

Address,

SAN ANTONIO EXPRESS
San Antonio, Texas

THE JOHN BUDD COMPANY
New York Chicago St. Louis

property if they allow disingenuous, misleading and objectionable advertising to appear side by side with the assertion of high principles in governmental, social and economic progress.

The desire, nay, the anxiety, on the part of manufacturers and merchants to bring their wares before the public by means of the daily newspapers is keen and is growing as the advantage of advertising becomes more manifest. The capital for every enterprise should include funds necessary for advertising—it is as necessary indeed as that part of the capital devoted to rent, stock and fixtures. If the retailer looks for a speedy return, a return which can be consummated only with the assistance of the daily newspaper, he must be provided with sufficient money to place his advertisement so that the purchasing public can easily and quickly appreciate the value of his goods. The seller cannot afford to await the issue of the monthly magazine or the leisure of those who read it. He looks to the disposal of his stock several times over before the possible patron has read the pretty stories and turned over page after page of the bunched advertisements of the magazine.

MAGAZINES GOOD MEDIUMS.

I do not wish to be understood, however, as charging that magazines are not desirable advertising mediums. They are, and so are many other forms of publicity. Magazine advertising pages

have many advantages and have been employed with success in popularizing many a meritorious product. Our contention is, however, that for prompt, effective and economical publicity the American daily newspaper has no equal. Sometimes the daily newspaper can be used to advantage in supplementing magazine advertising and sometimes the magazine can be used to advantage in supplementing newspaper advertising. But I repeat in this distinguished presence that the daily newspaper is pre-eminently the medium for advertising purposes.

REACH NATIONAL AUDIENCE.

The newspapers have as their audience all classes. They are daily and, as a rule, carefully read by business and professional men who have, in the main, little inclination and less time for magazine reading. Of the intelligent mechanic and artisan class the same is true, though perhaps to a less degree. The large army of the less intelligent workmen read little else than the daily newspaper.

Here, then, we have an audience almost as varied and as inclusive as the population itself—a true national audience.

There has been a long-continued and widespread belief that to reach this national audience a publication with a national circulation is the effective medium—in other words, the magazine. Before analyzing the asserted efficiency

of this medium it is well to emphasize the truth that the newspaper is the national medium par excellence. Far more so than the magazine, for it reaches localities and is a regular and eagerly sought visitor in households where the magazine rarely enters. Not any one newspaper, of course, but the newspaper combined daily circulation of which absolutely dwarfs a whole year's magazine circulation.

JOINS VAN CLEVE FORCES.

Robert John of the McCrum-Howell Company Returns to Agency Work.

Robert John, of the McCrum-Howell Co., and president of the Richmond Sales Co., a McCrum-Howell Co. enterprise, will hereafter be connected with the Van Cleve Co., advertising, 250 Fifth avenue, New York City.

Mr. John's business experience has been unique in that it has been almost equally divided between advertising and the responsibilities of executive work. Prior to his connection with the McCrum-Howell Co. Mr. John was the resident head of the copy department of Lord & Thomas, of New York.

While with the McCrum-Howell Co. Mr. John successfully reorganized a number of the plants of the company. He also acted in advisory capacity to the selling organization and was president of the Richmond Sales Co., selling agents for the McCrum-Howell Co. He was largely instrumental in bringing about the combination of the McCrum-Howell Co. with the American Air Cleaning Co., the Arnold Suction Cleaner Co., the Vacuum Cleaner Co. and the Sanitary Devices Co., together with the acquisition of the Kenney, Lotz, Matchette, Faddatz, Schmitz and other patents.

In addition to this rich experience, Mr. John has in the past seventeen years been successful not only in agency work, but in both the editorial and business departments of metropolitan newspaper and national periodical publishing.

The present change is made because Mr. John's liking for the agency work and his peculiar fitness for it. He will continue to act in an advisory capacity for the selling and advertising departments of the McCrum-Howell Co.

Old Iowa Papers Consolidate.

The Carroll (Ia.) Sentinel has been absorbed by the Carroll Times and the Carroll Herald. The Sentinel and Herald are the two oldest papers in the county, the former named having been established at Glidden in 1875 by Isaac Russell and later moved to Carroll. The Herald was established in 1868 at Old Carrolltown, then county seat of Carroll county. The Times was established fifteen years ago, with the late Hugh O'Hara as its editor. The Herald was purchased last January from Mr. Hungerford by Saul & Son.

THE EUREKA HERALD
OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200 DAILY; AND GROWING LIKE A WEEB

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD
EUREKA, CALIFORNIA

A. K. Snow, Editor and General Manager.
S. G. LINDENSTEIN, INC.
Special Representative, New York & Chicago

HUMAN INTEREST COPY.

Advertising That Says Something and Means It Will Pay—Old Fashioned Business Card Has Stepped Aside for Intelligent Appeal—Printed Lie Gives Way to Printed Truth—Newspaper Rates Discredited.

Extract from address on "Clean Advertising" delivered by William C. Freeman, Advertising Manager of the New York Evening Mail, before the Associated Advertising Clubs of America.

Newspaper advertising and I have been pals for over twenty-six years. My faith in it is greater to-day than it ever was. My respect for its wonderful power increases every year.

Twenty-six years ago I represented a daily newspaper that had less than 1,000 circulation, in a small town. I felt that that little newspaper had selling power so I persuaded the merchants to let me try to put some human interest in their advertising copy.

My efforts as an advertisement writer were very crude, but I insisted upon one thing—namely: that whatever copy I wrote should represent exactly the merchandise offered. As crude as the copy was it was interesting to the people because it talked their talk; they understood it.

THE ROAD TO PROSPERITY.

Merchants who had used white space just to help out the proprietor of the newspaper (a common occurrence in small communities) used it without any idea that what they said in that space would bring them much, if any business—began to realize, after experimenting with the new kind of advertising, that advertising—the kind that said something and meant it—paid.

That little newspaper with its small circulation interested a thousand families in that community in the stores that advertised in its columns, and that thousand families, through their purchases, started many of the merchants in that community on the road to prosperity.

I have learned that whenever merchants realize that their advertising must be human—must be full of interest—must be instructive—must be impelling—they then begin to get maximum results from it.

Newspaper advertising never fails if the copy embodies these four important points.

We newspaper men must urge the advertisers in our respective communities to put human interest in their copy—to make their advertisements so attractive that the readers of newspapers will read the advertisements with the same interest that they read the news of the day.

IN MEXICO CITY

the advertiser only has to use
THE MEXICAN HERALD
(Only English Newspaper)
EL HERALDO MEXICANO
(Leading Afternoon Spanish Newspaper)
THE S. C. BECKWITH SPECIAL AGENCY
(Sole Representatives)
NEW YORK Tribune Bldg. KANSAS CITY Reliance Bldg. CHICAGO Tribune Bldg.

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

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

THE PASSING OF FAKE ADVERTISING.

However, I have seen advertising in the newspapers greatly improve. I have passed through the period when the standing business card has stepped aside for the space that is filled with an intelligent appeal to the public; I have noticed the passing of the advertising fakir; I have seen the printed lie give way to the printed truth; I have seen character take the place of pretense; I have seen decency take the place of indecency; I have seen advertising finally recognized as one of the greatest business factors of the age.

I have witnessed an improvement in the type of men engaged in the advertising business. I have witnessed publishers change from mere grabbers of money through the printing of deceptive reading notices and fake and unreliable advertisements, to men who ask themselves now—"Have we a moral right to print this advertisement?"—and, answering their own question, say—"No, we have not the moral right to print this advertisement," so they do not print it.

HOW TO IMPROVE ADVERTISING.

Newspaper advertising has improved greatly, but there is still room for greater improvement. Let me briefly outline how it may be improved:

First—Newspapers make the mistake of not always employing the highest grade of representatives—men of ability—men of resourcefulness—men of character—men of tact—men of persistence—men who are paid well enough to always look prosperous.

Second—Newspaper publishers do not always impress their representatives with the fact that their chief function should be to go out and develop advertising for all newspapers, not always for their own particular publications.

TALK GENERAL PUBLICITY.

The chief trouble lies in the fact that newspaper representatives talk their own publications first and try to point out to advertisers the mistakes they make by using the other fellows' publications.

Have you ever heard of representatives of the great weekly and monthly publications talking anything to a prospective advertiser except the great value of general publicity? Don't they always interest a prospective advertiser in a general campaign first and in their own publications second?

Do not newspaper representatives who do not talk general newspaper advertising in its broad sense hinder the development of newspaper advertising, particularly among the manufacturers of the country?

Is not this one of the reasons—if not the great reason—why the newspapers have not shared more liberally in the general publicity of the manufacturers of the country?

KEEP AD. COLUMNS CLEAN.

Third—There are too many newspapers that are careless about accepting a great many advertisements that are offered them. They do not inquire into the stability or character of the business that is advertised.

Should not the advertising columns of all newspapers be kept clean? Should they not be edited with the same skill as the news columns of a clean newspaper are? Should they not always contain reliable announcements from reliable business concerns?

What has made the great weekly and monthly publications so powerful and so prosperous? Have they not standardized, in the matter of integrity, their advertising pages? Have they not created confidence in the minds of their readers that only trustworthy advertise-

ments are accepted and printed by them?

NEWSPAPER RATES DISCREDITED.

Fourth—Newspaper advertising rates are pretty generally discredited by the better class of general advertisers and by the better class of advertising agencies. Newspapers, as a whole, have the reputation of selling their space at bargain prices. Here and there, of course, there are some notable exceptions—newspapers that are doing what the great weekly and monthly publications did a long time ago—namely, made their rates uniform—their discounts uniform—their commissions uniform and then they let the whole world know about them.

The knowledge that newspaper rates can be stretched to meet any emergency has hurt the development of newspaper advertising in the general field. It has kept advertising agencies from advising their clients to use newspapers. What advertiser or agent wants to feel compelled to bargain with a publisher in order to get a right rate for the business he wants to place? Who knows, after he has bargained, when he has really struck the bottom rate?

RATE CONCESSIONS WEAKEN.

Doesn't a newspaper that makes concessions in its rates always weaken itself in the opinion of the advertising agency as well as in the opinion of the advertiser?

We newspaper men must do all we can to correct this unfavorable impression as to the stability of our rates and the only way we can correct it is to get every newspaper to stand by its rate card—to create confidence in the integrity of that rate card. It should not ever be possible for an advertising agency to write to a newspaper as follows:

"We are about to place another appropriation for Mr. Blank and hope to be able to use your columns, provided we can mutually agree about the matter of price and location." Then follows a description of the space to be used—the position wanted—the number of insertions per week, and this concluding paragraph:

"For this service, if finally ordered by us, we can pay you so-and-so much."

Now, if this advertising agency knew definitely that newspaper rates were fixed, it would not waste any of its time in sending out such a letter.

ADVANTAGE OF STANDARD RATE.

It would write to the newspaper telling what it wanted; it would consult the rate card as to what it would have to pay for the space wanted, and then it would send in the order. But agencies do not have faith in newspaper rates because they have bargained before and got concessions.

The good newspaper that is straight in its advertising rates gets the same kind of a letter that is sent to the newspaper that isn't straight which makes the straight newspaper sore—and rightly so. The agencies should have enough discrimination to separate the wheat from the chaff—the newspaper with its straight rates, from the newspaper with its bargain rates.

An agency recently offered a price to my newspaper which is just half the price it charges for the service the

agency wants. Such a condition should not exist. Such a condition must not exist if the newspapers are to develop a greater volume of general advertising.

DIFFERENTIAL RATE BAD THING.

Fifth—A differential rate on what newspapers term general advertising and local advertising also militates against a more rapid development of newspaper advertising in the general field.

Some newspapers charge a very much higher rate for general publicity than they do for local advertising. They operate on a different basis. For instance, the local rate may be ten cents a line subject to contract discounts and the general rate may be fifteen cents a line subject to contract discounts.

This is a fault that also must be corrected before the newspapers will get their share of general publicity.

If a newspaper is worth fifteen cents a line to the general advertiser it should be worth that much to the local advertiser—as a matter of fact, the general advertiser has less chance of getting adequate results from his advertising than the local advertiser because the local advertiser is constantly reminding the people in his community of their everyday needs, while the general advertiser offers to them some special article.

A differential rate is a bad thing. The basic rate on which all discounts are allowed should be the same to both general and local advertiser, and whenever discounts are offered to general or local advertisers they should be printed on the card and should be rigidly adhered to, and until that time comes there will not be as fast a development of general publicity as there should be.

We Have Lost a Subscriber.

(From the Ashton (Idaho) Enterprise.)

Ashton's only real fossilized moss-back citizen who has an office not far from the Enterprise, and occasionally dabbles in real estate, came in the last of the week and ordered his paper stopped because we did not give him enough free advertising and mention his name every time he sold a horse or a \$100 city lot. Said "business man" has spent with us \$21.45 in the five years we have been here and thinks he should have about \$1 worth of free advertising each week as an inducement to take the paper regularly. We could not see it his way and so had to cut his name off the list. Some kind friend, please loan him your Enterprise this week so that he may see how badly we feel. He also threatened to establish another newspaper in Ashton, "If it costs me \$100, by heavens."

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES
Set matter, per inch.....10¢
Plate Matter, per inch.....15¢
Matrices at Plate rate.....15¢

No Special Representatives

R. W. HERBERT, President.

THE GENERAL AGENT.

Calling Likened to Pilot Who Takes Steamship Through Treacherous Passage to the Sea—Must Know His Chart Well to Guide Business Ship to Open Waters of Success.

[Extracts from address of Frank Presbrey, chairman General Advertising Agents' Section at the convention of the Associated Advertising Clubs of America.]

My entree into advertising work antedated the so-called modern period of advertising as we understand it to-day. I refer to that not because it has the least importance in itself, but simply to emphasize the fact that modern advertising in all that these words signify has been a development of relatively a few years only.

In the day of those splendid old pioneers of the business, Bates, Pettin-gill, Rowell, Morse, Dodd and their contemporaries, the business of a general advertising agent was to buy space at the lowest possible point, and sell it at the highest figure obtainable. When the time to settle with the publishers came around the majority of publishers were lucky if they got much except type, ink, or pages in some newspaper directory. I doubt whether even those among the earlier agents, who were seriously intent on dealing honestly with their customers or clients, even in their wildest dreams of the future of the business thought of service as it is known to-day among the highest class of agents.

A DIGNIFIED PROFESSION.

There is no question but that the work of the general agent which twenty years ago was purely and simply a brokerage business has developed into a profession, as dignified, as important and worthy of as much thought and study as that of the law, medicine or science.

It is unfortunate that the advertising profession has no text books. Because it has none, no diplomas can be given to indicate that the student has at last mastered the rudiments. But, after all, text books are but the primers of knowledge, the stepping stones to the broader paths paved and made smooth by experience, mature observation and study, so we have lost but little.

The most successful men in advertising, as in all other walks in life, are those who learn by studious attention to the problems put before them daily, and who build upon the experience of the past. I have often thought that we as general agents are much in the same position of the pilot who is employed to take a steamship loaded with a precious cargo down through a treacherous passage and out into the broad open sea of prosperity. No pilot is infallible, but if he knows his chart and studies his compass, takes heed of the winds and the draught of his ship and marks his course so as to take advantage of all the favoring currents he is not likely to meet disaster.

GENERAL AGENT A PILOT.

So it is with a general advertising agent entrusted to pilot a business through the tortuous river of merchandising out into the sea of success. He must needs know his chart well. He must know where the reefs of failure hug close to the shoals of competition and where the shallow waters of imitation make out into the stream from the sand bars of indifference. If he does not know these things, he is almost certain to wreck the ship entrusted to his care, and cause serious loss, and what is of far more importance to all of us, create a lack of confidence in advertising.

I believe that we who are in attendance at this, the largest and most im-

"SUPREME IN ITS CLASS"

The Globe
AND **Commercial Advertiser**, 1852
NEW YORK'S GREATEST NEWSPAPER.

Largest High Class Evening Circulation in New York City

The Globe is the only daily newspaper in New York City that has submitted to audits by **THE ASSOCIATION OF AMERICAN ADVERTISERS** and **N. W. AYER & SONS** of PHILA.

The result of these examinations will be announced later and will be furnished to any advertiser or agent desiring them.

Advertising space in The Globe represents a definite value both regarding quality and quantity.

The only New York paper to which you can apply the yardstick.

important gathering of general agents ever held, will fall far short of our opportunities and, may I add, our duty if we do not take back with us an even more definitely fixed determination to do all in our power, within the limits of our opportunities and ability to maintain our profession on the highest plane of intelligence, honesty and thoughtful service to the interests of our clients. We must not forget that the position we occupy in relation to our client is one of trust, and we serve our own interests best by serving our clients first.

ADVERTISING SERIOUS WORK.

Let us dignify our work here with our best endeavors and thought so that we may profit by our coming. Advertising is serious work. I have no sympathy with those who refer to it is the "advertising game." I fear I could not content myself with the thought that the complex problems of building up a new enterprise or saving one which was slipping into the quagmire of failure, was anything but a serious undertaking, much less a "game." If this convention did nothing but strike that word from

the lexicon of our business, it could be said to have accomplished much toward adding to the dignity of our work, and of engaging the esteem of many who, because of the frequent and illconceived use of the word, have looked askance at advertising and advertising men.

NEED FOR ORGANIZATION.

I think I voice the sentiment of many of those present when I say that one of the most important things to be done here is to effect a national organization.

We, as general advertising agents, should have an organization, nation-wide in its membership, and so equipped for united and forceful work that it will not only be beneficial to the business in general, but will enable us to regulate many abuses from which we all suffer.

We represent a volume of annual expenditures amounting to far more than a hundred million dollars. Every line of business except ours has its national organization. The newspapers have their A. N. A. P., the magazines their Quoin Club, and yet when it comes to co-operation work or reforms we have no organization to represent or protect our interests, and are obliged to go it alone, each on his own initiative, and single handed.

NEW PUBLICATIONS.

A Sunday morning paper is promised for Allentown, Pa., beginning September 3. It will be published by Charles F. Berkemeyer, former publisher of the South Bethlehem Globe and the Allentown Star. The new venture will be called the Allentown Bulletin.

The Spectator will make its initial bow at Ozark, Ark., on August 7. R. H. Burrow is the editor and proprietor.

The Bayside Watchman, a new weekly publication, has made its appearance at Flushing, N. Y. William A. Hanft, Jr., and Leon S. Case are the publishers. Mr. Hanft was the editor of the Flushing High School Folio last year and won the Thomas medal for general excellence in scholarship. Mr. Case is a printer by trade, but has been reporting for a number of years on the Brooklyn Eagle and the Flushing Journal.

Received 10,000 Postal Cards.

When S. Norvell, editor of the Hardware Reporter, of St. Louis, sailed for Europe a few weeks ago he requested his friends, through the Gimlet, a house organ of which he is also editor, to write him care of Brown, Shipley & Co., of London. Much to his surprise, he received, soon after his arrival in England, over ten thousand postal cards "from every nook and corner of the United States," as he puts it. Norvell did not know he had so many friends in the whole world.

Booster Stories in New Zealand.

Australia newspapers and the Herald, Auckland, New Zealand, find that Des Moines "booster" stories make good "copy" for their publication. They have written to the Greater Des Moines committee requesting that Wealth be sent to them regularly so that they might reprint more stories about the City of Certainties. They enclosed a clipping showing how they had used extracts from one story in Wealth to tell about American methods of inducing immigration as practised by Des Moines.

Henkel Adds Two to List.

F. W. Henkel, special representative, People's Gas Building, Chicago, has added the Brooklyn Times and the Hoboken (N. J.) Observer to his list.

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

J. B. SHALE, Editor FRANK L. BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

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

THE JOURNALIST Established 1884.

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line
Classified, 1 cent per word

Reading Notices, 25 cents per agate line
Liberal discount for time contracts.

NEW YORK, SATURDAY, AUGUST 5, 1911

WHAT GOOD DID IT DO?

Now that the convention is over and the delegates and visitors have left for their homes or on vacations along the New England Coast or among her hills, it is well to sit down and consider this question: "What did it amount to, anyway?"

Everybody had a good time. If they didn't it was not the fault of the Pilgrim Publicity Association, who planned the convention and carried it out so successfully; it was not the fault of the Associated Advertising Clubs of America, whose daily sessions were the strong attraction of the week; and it was not the fault of Boston, whose citizens gave them a hospitable welcome and did much to make their stay enjoyable. In fact, it was no one's fault but their own.

Now as to the program. The speakers were nearly all of high caliber, and their subjects possessed timely interest. If all the addresses and discussions were printed they would fill a large volume—a volume that would accurately represent the best thought of the advertising world.

It was, of course, physically impossible for a person to listen to all the speeches, but he could, by a dexterous use of a taxicab or even the street cars, hear the most of those that specially interested him. The arrangement of the departmental sessions was admirable. The agents, the advertising managers, the technical, the daily newspaper, the novelty and billboard men had an opportunity to discuss their own problems by themselves and without loss of time.

It was the opinion of the most experienced advertising men who were in attendance during the week that the delegate who did not carry back home a lot of new and practical ideas, and who did not take a greater pride in the fact that he was engaged in the advertising business, must indeed be a chump of the highest class.

One of the most helpful things about the whole convention was the tremendous enthusiasm which was aroused among the delegates. For the first time representatives of all parts of the country were able to get together upon common ground and thresh out matters of vital importance to the business. The Eastern men found that their Western

brothers did not wear their trousers tucked into the tops of their boots or carry guns in their belts, and the Western and Southern brothers were surprised to discover that New Yorkers were as gentle mannered a crowd as ever drank at a soda fountain.

The entire advertising world will be distinctly benefited by the good work done at Boston.

There are some newspapers whose editor's bite like acid, sting like horns, or cut like whips. Their owners seemingly forget that acid burns and destroys, horns irritate and poison, and whips influence often to violence. The use of acids or stings or whips in editorial matter is occasionally necessary, but to habitually employ them is destructive of the good will of the public. The mission of the press is not to destroy, but to build up; not to needlessly arouse people to anger, but to stimulate them in a healthy and helpful way. It's not smart to say cutting things about men or women, or public bodies, unless the occasion demands it. People prefer sugar to vinegar as a steady diet. The paper that pulls is the one that if it cannot offer a panacea does not offer poison.

Municipal Advertising.

(From the Lowell Mail.)

Many cities in the West and South are spending money freely in advertising themselves and find that it pays. They have thereby secured profitable industries and increased the value of this territory. In some cases the cities have been at it for a long time and keep at it, and Seattle and Tacoma are specially prominent in this publicity work. The latter overdid it when it padded its census count, but that has been corrected. There is no question that municipal advertising is legitimate and beneficial. But the best publicity a town can secure for itself is that its affairs are well managed, its administration in honest and competent hands, its taxes reasonable, and the revenue prudently expended. A city which can so proclaim itself has the very finest kind of advertising.

The News Publishing Co., of Hilliard, Wash., has brought suit against the city, asking for a temporary restraining order to enjoin the city officials from paying money to the Hilliard Bystander for official advertisements.

QUALITY CIRCULATION.

What It Means from Standpoint of Chas. Fee, of La Presse, Montreal.

The following terse and very interesting comments on "Quality Talk" as applied to newspaper circulation were made recently by Chas. Fee, of the advertising department of La Presse, Montreal, in the course of a chat with a representative of THE EDITOR AND PUBLISHER:

"If you ordered 200 axes and only got 150, you'd refuse to pay for the other fifty; why not the same thing in advertising?"

"High-class, honest newspapers sell their advertising space at standard rates, based upon guaranteed circulation, while the other kind takes refuge in various subterfuges.

"The familiar 'quality talk' is a handy tree for some solicitors to dodge behind when circulation figures are under discussion; and presuming that you have heard the 'other fellow's' side of the story, I want to tell you exactly what quality in circulation means, from where I sit.

"The man with the quality talk up his sleeve very likely tried to impress upon your mind the fact that his paper only circulated among the better classes of society, and maybe convinced you that he was telling the truth. But what of it? What did he mean by the better classes, and what good would that be from an advertising viewpoint?"

"In this country there is no very great class distinction. Here we nearly all work for a living and are therefore interested in getting our money's worth when we buy anything. Newspapers go to the masses, rather than the classes.

"The very wealthy, or so-called 'better classes' have their own pet stores and are not influenced to any great extent by advertising. It's the well-to-do middle classes and working people who keep the stores running now-a-days—people who have made or are making their way in the world and realize the value of buying to the best advantage.

"Quality circulation means that the papers go to people who read them and who have incomes large enough to enable them to live in comfort and enjoy a few luxuries besides, and they don't have to belong to the 'four hundred' to do this.

"Next time you have to look into the matter of circulation don't allow this 'quality talk' to get your mind away from the real big question, 'What is your sworn circulation?'

"When you've satisfied yourself on this score, then look over the advertising the paper carries and find out how long the prominent firms have been using its columns. See that the increase in both advertising and circulation has been steady and not boosted up by schemes that make a good showing just about the time statements are made up.

"If you look after these details, the quality will look after itself."

New Process for Making Wood Pulp.

The Fibre License Co. was organized last week at Norwich, Conn., for the purpose of engaging in a new process of manufacturing wood pulp, the invention of a Hartford man. It is claimed that the new process is superior to the two other methods now in use and that both spruce and yellow pine can be pulped satisfactorily. Robert W. Perkins is president of the company, which has a capital of \$50,000.

Beginning September 1, the American Magazine will be published at plant of the Crowell Publishing Company at Springfield, O.

MEMBERSHIP GROWING.

National Ad Managers Now Have One Hundred and Five Enrolled.

The Association of National Advertising Managers announces the following new members:

H. T. Benham, advertising manager, E. C. Atkins & Co., Indianapolis, Ind. Sheffield saws, automatic filing room machinery and machine knives.

W. M. Canaday, advertising manager, The Hoosier Manufacturing Co., New Castle, Ind. Hoosier kitchen cabinets.

Truman A. DeWeese, director of publicity, The Shredded Wheat Co., Niagara Falls, N. Y.

L. E. Kingman, advertising manager, Florence Manufacturing Co., Florence, Mass. Pro-phy-lac-tic brushes and specialties, toilet brushes of various kinds.

M. C. Meigs, advertising manager, J. I. Case Threshing Machine Co., Racine, Wis. Threshing machinery, traction and skid engines, road building machinery, husker shredders, automobiles, aeroplanes.

L. E. Olwell, advertising manager, The National Cash Register Co., Dayton, O. Cash registers.

H. Tipper, manager advertising division, The Texas Co., 17 Battery place, New York. Motor products, roofing, refined oils, lubricating oils, etc., gasoline.

The association has a membership now of 105.

E. LeRoy Pelletier, advertising manager, The Studebaker Corporation, E-M-F factories, Detroit, Mich., is now the representative of that firm in this association, instead of Henry Knott.

By the election of O. C. Harn to the presidency a vacancy on the board of directors was automatically made, as Mr. Harn still had a year to serve. To fill this vacancy the board has elected W. G. Snow, advertising manager, International Silver Co., Meriden, Conn.

New Members of A. A. C. of A.

Twenty-three new advertising clubs were admitted to membership on Friday afternoon. The list includes the following: Anderson (S. C.) Ad Club, Columbus (S. C.) Ad Club, Cheraw (S. C.) Ad Club, Clinton (S. C.) Ad Club, South Carolina Ad Club, Advertising Club of Columbus, O., Florence (S. C.) Ad Club, Georgetown (S. C.) Ad Club, Laurens (S. C.) Ad Club, Lexington (Ky.) Ad Club, McKinney (Tex.) Ad Club, Memphis (Tenn.) Ad Club, Publicity (S. C.) Bureau, Newberry (S. C.) Ad Club, Orangeburg (S. C.) Ad Club, Sumpter (S. C.) Ad Club, Winston-Salem (S. C.) Ad Club, Nebraska Publishers (Lincoln, Neb.), Darlington (S. C.) Ad Club, Greenwood (S. C.) Ad Club, Union (S. C.) Ad Club, Spartanburg (S. C.) Ad Club, Summerville (S. C.) Ad Club.

The remarkable showing of the South Carolina clubs in this list is due to the hustling propensities and hard work done by A. W. McKeand, of the Charleston Publicity Bureau, who has been devoting considerable time to the organization of new clubs throughout the State of South Carolina. Mr. McKeand believes he can do no more effective work for the cause of advertising or for the State than by getting the business men together for action in these associations.

The Sellersville (Pa.) Poultry Item will open its new building on Sept. 20. The structure is said to be the largest in the world devoted exclusively to the poultry publication business.

PERSONAL.

Col. Leslie G. Niblack, publisher of the Guthrie Leader, motored from Guthrie to Colorado Springs, Col., last week, making the distance of 700 miles in two and a half days without a puncture or lifting the hood of his engine.

Robert Adamson, secretary to Mayor Gaynor, and former member of the New York World staff, sailed for Europe Wednesday with Mrs. Adamson for a month's vacation.

Frank Greer, former editor of the Guthrie (Okla.) State Capital, and widely known in political circles of the State, was married at Enid, Okla., last week to Mrs. Laura Deigh Hanson, teacher of elocution at the Oklahoma Christian University.

Charles A. Hahnel, advertising manager of the Elmira (N. Y.) Star-Gazette, sailed for Europe Wednesday on the Mauretania. He will visit his father at Lightcliffs, near Manchester, England.

Henry J. Schmidt, proprietor of the Nashville (Ill.) Journal and Illinois Volkstblatt, has been appointed commissioner of the Southern Illinois Penitentiary by Governor Deenan.

Miss Florence Rosenthal, a well-known Toledo newspaper woman, and secretary of the Writers' Club of that city, was quietly married in Detroit last week to Maurice Leon Kalen, of LaSalle, Ill. The bride has been society editor of the Toledo Blade for a number of years.

D. M. Harris, editor of the Missouri Valley (Ia.) Times, celebrated his ninetieth birthday recently. He is said to be the oldest man in Iowa actively engaged in newspaper work. He established the Times in 1848.

Burr Blackburn, for many years connected with the Birmingham (Ala.) Age Herald, has resigned to accept a position in the claim department of the Tennessee Coal, Iron & Railroad Co.

Raymond Allen, associate editor of the Salisbury (Md.) Corner and Miss Nettie May Young were married at the home of the bride in that city last week.

F. B. Vogel, Jr., editor and general manager of the International Railway Journal of Philadelphia, is spending the summer with his family at Atlantic City.

Harry S. Quine, managing editor of the Akron (O.) Times, was recently elected State commander of the United Spanish War Veterans.

George Blardone, marine editor of the Tampa (Fla.) Times for several years, has resigned and will make his future home in California.

Chas. McLean, for thirteen years editor of the Dubuque (Ia.) Times-Journal, retired from the desk last week.

Joseph Sheridan, for the past eight years connected with the Binghamton (N. Y.) Evening Herald, has accepted a position as manager of the Binghamtonian and Democratic News.

John N. Neely, for some years editor of the Fayetteville (Ark.) Daily, and a member of the board of trustees of the State University, has purchased the

Washington Hotel, the leading hostelry in the city, and will conduct it in the future.

Colonel John H. Dreher, of the staff of the Seattle (Wash.) Times, and Miss May Prosser, of that city, will be married Wednesday, August 9.

OBITUARY NOTES.

James Harper, formerly a member of the publishing firm of Harper Brothers, New York City, died suddenly at Montclair, N. J., last week. He was sixty-four years old and leaves a widow and two children. He retired from Harper Brothers twelve years ago.

Wirt G. McCarty, editor of the Tulsa (Okla.) Post, died in that city last week of typhoid fever. He was thirty-one years old. Mr. McCarty founded the Post in 1910, having been previously connected with the Denver Times and the Denver Post. He also started the official paper of the University of Kansas.

William Dawson, correspondent for the New York Herald at Englewood, N. J., and formerly connected with the New York Trade Record, died at his home in Englewood last week from tuberculosis. Aside from his newspaper work, he contributed much to the magazines.

James P. Bell, correspondent for the Richmond (Va.) Dispatch with the Confederate army during the Civil War, died at Lynchburg, Va., last week. He was eighty-one years old.

William T. Howard, for many years owner and editor of the Natick (Mass.) Citizen, died last week after a short illness. He was forty-six years old. He had been in the newspaper business in Natick for more than a quarter of a century and was correspondent for the Associated Press for a number of years.

Thomas H. Clarke, a member of the editorial staff of the Nashville (Tenn.) Banner, died last week after an illness of several weeks. He was born in Guatemala. He became connected with the Banner in 1880.

Charles Antoine Chomel, editor and publisher of the Catholic Record at Indianapolis, Ind., and former publisher of several Indiana papers, died in that city last week. He was eighty-five years old and was born in France.

C. J. Smith's Estate.

The will of the late Charles J. Smith, editor of two insurance papers, who died in New York, two weeks ago, which was filed on Tuesday, disposes of \$40,000 personality, which is to be divided between his daughters, Minnie E. Smith and Nellie W. Heilman, both of Manhattan.

Democratic Editors Re-elect Officers.

The Democratic Editors' Association of Maryland, in joint session with the Maryland Press Association at Love Point recently, re-elected the old officers for the ensuing year. Those returned to office were J. M. Street, of Belair, president; John W. Avirett, of Cumberland, vice-president; W. J. Price, Jr., of Centreville, secretary and treasurer. It was the first time both organizations met at the same time and place, and the experiment will probably be repeated next year.

An automobile reliability contest will be conducted by the Oklahoma City Daily Oklahoman on Sept. 1.

CLUBS AND ASSOCIATIONS.

Members of the Connecticut Editorial Association and their families, to the number of forty, held their annual outing at Stony Creek last week. Dinner at the Three Elms House and a trolley ride along the shore to Saybrook and return were special features. Charles H. Scholey, editor of the Guilford Shore Line Times, conducted the party.

The annual tour of the Arkansas Press Association, which ended at Hot Springs last week, was voted the most successful ever held. The party was royally welcomed in every town visited during the six days' trip, and the tour proved profitable as well as interesting.

The Western Michigan Press Club will meet at Cadillac Sept. 12 and 13.

The Northern Indiana Editorial Association will hold its midsummer meeting at Mishawaka Aug. 10 and 11. The editors will be the guests of the Mishawaka Business Men's Association.

The twenty-fifth annual meeting of the Washington State Press Association will be held on Grays Harbor, August 3, 4 and 5.

Cartoonists Reference Book.

The American Cartoonists' Club, the largest organization of newspaper cartoonists, artists and writers in the West, is now at working compiling an important work of reference for newspaper libraries, which is to include the photographs, biographies and sketches of those men who are performing sufficient work in the upbuilding of the Pacific Coast to make a record of their achievements of possible value to the public.

The National Home Story Publishing Co., of Chicago, has increased its capital stock from \$1,000 to \$50,000.

\$60,000 cash
buys western daily newspaper property which has annual business of over \$100,000. Property can also be acquired at a higher total price for \$30,000 cash, balance deferred. Well equipped. A growing proposition worthy of serious consideration. Proposition B C.
C. M. PALMER
Newspaper Broker, 277 Broadway, N. Y.

ADVERTISING MEDIA

ILLINOIS.

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

NEW YORK.

THE BUFFALO EVENING NEWS
is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON

THE SEATTLE TIMES
The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
CIRCULATION—DAILY, 84,741; SUNDAY, 84,203.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

PRESSMAN WANTS POSITION.
WANTED: Position as Duplex pressman, twenty years' experience as erector and pressman for Duplex Company. Would accept reasonable salary. Can do outside work on ads. and news. Address A. P. Warner, 118 E. Main St., Battle Creek, Michigan.

SPORTING EDITOR
with long experience in East, desires to locate in Middle West. He is familiar with every branch of this department, and can deliver the goods. Address "SPORTING EDITOR," care THE EDITOR AND PUBLISHER.

EXPERIENCED BUSINESS
and advertising manager now in charge advertising of daily in city of over 200,000 desires to make change for personal reasons. Has made good on two dailies, owners of both will tell how he doubled advertising net earnings first year. Best references gladly furnished. Knows each department thoroughly. Address F. J. B., care EDITOR AND PUBLISHER.

POSITION WANTED
as advertising or business manager of good daily by young man of experience and proven ability. Investigation invited. Address "MATHEWS," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER
with practical insight of all departments of modern newspaper, 12 years as circulation manager, is open for position. Wide experience in circulation building, contests, schemes, premiums, blank forms, systems, etc. Address "CIRCULATION," care THE EDITOR AND PUBLISHER.

HELP WANTED.

WANTED—MAN WHO
can handle local news, write some editorial and edit telegraph news. No boozers need write. State experience and salary expected. THE DAILY NEWS, McKeesport, Pa.

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

BUS. OPPORTUNITIES

AN EXPERIENCED
advertising man, well acquainted in foreign field who can control two good papers, would consider buying interest with some live special agent who has good list. References exchanged, if desired. Address C. E. M., care EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS.
Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

FOR SALE

LINOTYPE BARGAINS.
Several Linotype Bargains. Fine condition. Low price. WILLIAM B. BOYD, 1328 Broadway, New York City.

SHORT-STORY WRITING
A course of forty lessons in the history, form, structure, and writing of the Short-Story taught by J. Berg Esenwein, Editor, Esenwein's Magazine.
250-page catalogue free. Write to-day.
THE HOME CORRESPONDENCE SCHOOL
67 Besse Place, Springfield, Mass.

Portraits of Beautiful Women

A new service just established. We want to send you one good portrait of a beautiful woman each day (except Sundays and holidays) with text to make it timely as well as decorative. Of course you can have this feature as a part of our Daily Illustrated News Service at a proportionately less rate. Make your woman's page good to look at.
BAIN NEWS SERVICE, 32 Union Square, N. Y. City

Do You Want to Own a Newspaper?

Write to
H. F. HENRICHS
Newspaper Broker LITCHFIELD, ILL.
Large list; confidential service; state your requirements; give references.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Taylor-Critchfield Company, Brooks building, Chicago, is sending out orders to a selected list of papers for the H. J. Heinz Company, Heinz Food Products, 1062 Main A street, Pittsburg, Pa.

The William D. McJunkin Advertising Agency, 167 Dearborn street, Chicago, is making contracts for 2,000 lines or more for the Excelsior Supply Company, Chicago.

Lord & Thomas, Trude building, Chicago, are placing orders for one inch thirteen times in western papers for the J. P. Allen Medicine Company.

Paul Gelpe & Son, 227 Decatur street, New Orleans, La., are sending out orders for seventy-two inches to a selected list of papers direct.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are placing orders for seventy lines d. e. with a selected list of papers for Harper & Brothers, Franklin square, New York.

The Morse Advertising Agency, 35 Milwaukee avenue, West, Detroit, Mich., is making contracts with a selected list of papers for the advertising of the Diamond Power Specialty Company, Detroit, Mich.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is sending out orders for 1,400 lines for the Warren Motor Company.

Wendell P. Colton, 220 Broadway, New York, is placing orders for twenty-eight lines d. e. fifty-six times for the United Fruit Company.

The W. C. Van Loon Agency, Fifth and Vine streets, Cincinnati, O., is making contracts with a selected list of papers for the advertising of the American Products Company, Cincinnati.

The Guenther-Bradford Company, 109 Randolph street, Chicago, is sending out orders to a selected list of papers for Dr. J. E. Cannaday.

The Thompson-Koch Advertising Agency, Cincinnati, O., is making contracts for 20,000 lines with western papers for the Neuralgylne Company, Pape Diapiesia.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for fifty-six lines four times with southern papers for the Frontier Asthma Company.

Dauchy & Company, 9 Murray street, New York, is sending out removal or-

ders for the Hiscox Chemical Company, Parker's Hair Balsam, Patchogue, L. I.

Louis V. Urmy, 41 Park Row, New York, is placing some advertising for the New York Ostrich Feather Company, 513 Broadway, New York.

The Louis Lewis Advertising Agency, 220 Broadway, New York, is making up a list of daily papers for the Huyler's Chocolate advertising.

The Walter Baker Company, Ltd., 55 Broad street, Boston, Mass., is making renewals and new contracts for the advertising of Baker's Chocolate and Cocoa.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is sending out orders for 1,050 lines two times for the advertising of the Hotel Knickerbocker, New York.

CONVENTION NOTES.

(Special Correspondence.)

BOSTON, Aug. 3.—The special train bringing the Iowa delegates to the Boston convention stopped late one night for a few minutes at a little village in Western New York. It so happened that a siren whistle, which the party carried for advertising purposes, was automatically making itself heard in piercing tones. Its awful screeches tore great holes in the atmosphere and made people think that seventeen devils had escaped from Hades and were howling with joy over their new-found liberty. A local policeman rushed up to one of the delegates who was standing on the car step and cried out:

"I say, you will have to quit making that noise. You'll wake up the hull town."

"Is that so!" exclaimed the Iowan. "Why, your people have been sleeping so long that it's about time we woke them up so that they will turn over and sleep on the other side."

The Fort Worth Advertising Men's Club is the third largest ad club in the United States. It has now 300 members, although a year ago, when the convention was held at Omaha, it had only 120 members. The gain the past year has been 113 per cent., a record of which the Texans have reason to be mighty proud. The president of the club is Ernest Andrews and the secretary is A. L. Shuman, of the Fort Worth Star-Telegram. Under these two wide-awake business men the club has made its influence in the ad field felt throughout the State.

T. W. Le Quatte, publisher of Successful Farming, and president of the Des Moines (Ia.) Ad Men's Club, told me that notwithstanding the present stagnation in business his advertising patronage was larger than a year ago. His receipts for last month exceeded those of the corresponding month of 1910 by several thousand dollars. Mr. Le Quatte thought that one reason why he was carrying more advertising was because general advertisers appreciate more than ever before the great value of agricultural publications in reaching the farm population.

No trade, professional, fraternal or religious convention ever received so much attention from the newspapers in the city in which it was held as was given the Ad Club Convention by the Boston dailies this week. Every paper in town devoted from three to a dozen

ROLL OF HONOR

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

ALABAMA. ITEM Mobile ARIZONA. GAZETTE Phoenix CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco FLORIDA. METROPOLIS Jacksonville GEORGIA. ATLANTA JOURNAL Atlanta (Cir. 53,163) CHRONICLE Augusta HERALD Augusta LEDGER Columbus ILLINOIS. POLISH DAILY ZGODA Chicago SCANDINAVIAN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria INDIANA. NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame IOWA. EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque KANSAS. CAPITAL Topeka KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville LOUISIANA. ITEM New Orleans TIMES DEMOCRAT New Orleans MAINE. JOURNAL Lewiston MARYLAND. THE SUN .. Paid for in Cash Cir. ... Baltimore Morn. and Eve. 111,561 Sun., 60,702 MICHIGAN. PATRIOT. (1910) D. 10,720; S. 11,619. Jackson MINNESOTA. TRIBUNE.....Morn. and Eve.....Minneapolis MISSOURI. DAILY AND SUNDAY GLOBE. Joplin POST-DISPATCH..... St. Louis MONTANA. MINER Butte NEBRASKA. FREE PRESSE .. (Cir. 142,440) .. Lincoln NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield NEW MEXICO. MORNING JOURNAL ..Albuquerque NEW YORK. BUFFALO EVENING NEWS ..Buffalo BOLLETINO DELLA SARA ... New York LESLIE'S WEEKLY (Cir. 340,000) New York MESSENGER OF THE SACRED HEART..New York RECORD Troy	NORTH DAKOTA. NORMANDE .. (Cir. 9,450) .. Grand Forks OHIO. PLAIN DEALERCleveland (June D. 98,288—S. 126,408) VINDICATOR Youngstown PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES LEADER Wilkes-Barre GAZETTE York SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D. 16,272—S. 16,811) TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville TEXAS. RECORD.....Fort Worth CHRONICLE Houston TIMES-HERALD Waco WASHINGTON. POST-INTELLIGENCER..... Seattle WISCONSIN. EVENING WISCONSIN... Milwaukee SENTINEL Milwaukee CANADA ALBERTA. HERALD Calgary BRITISH COLUMBIA. WORLD Vancouver ONTARIO. EXAMINER Peterborough FREE PRESS London QUEBEC. LA PRESSE Cir. June, 1911, 104,002 Montreal
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columns a day to the convention report. The Munsey publications issued each day a special four-page paper called the "Convention Daily," devoted exclusively to the convention proceedings. Tuesday's issue carried a half-page map of the city of Boston, a guide to various places of amusement, a list of the delegates who had registered on Monday, a list of hotels, a list of clubs represented

(Continued on page 16.)

THE New Orleans Item

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

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

Another Increase.

THE DAILY STATES has received another increase in its circulation by the closing of The Daily News, a small evening paper which had been published for some years in New Orleans. THE STATES arranged to take over the subscribers and this addition places its circulation around the 30,000 mark.

Our challenge to all competitors for a showdown on circulation remains unanswered—there is a very good reason. THE DAILY STATES is first in circulation and carries more local business than any other paper in the City of New Orleans.

Foreign Advertisers Please Note
DAILY STATES, NEW ORLEANS, LA.
 The S. C. Beckwith Special Agency
 Sole Agents—Foreign Advertising
 New York Chicago Kansas City

ALL RECORDS BROKEN

(Continued from page 1.)

appreciate. The delegates were feeling so good that they couldn't keep quiet and every few minutes burst forth into songs or cheers.

DISTINGUISHED GUESTS ON STAGE.

On the stage were seated some of the distinguished guests. There was Lafe Young, big, sturdy and as rugged as an old oak. There was Governor Foss, keen-eyed and alert; President George W. Coleman, president of the Pilgrim Publicity Association of Boston, thoughtful, aggressive, and possessing an energetic personality, and President Dobbs, of the Associated Advertising Clubs of America, energetic, and radiating enthusiasm and good cheer like a red hot base burner on a cold winter's night.

The principal speeches of welcome were delivered by Governor Foss, Acting Mayor Collins of Boston and George W. Coleman, and the responses by President Dobbs, Lafe Young, of Des Moines; Joe Mitchell Chapple, of the National Magazine, and Clarence Onsey, of Fort Worth, Texas.

The speeches were all good, too, for they were the kind that made you feel that life was worth living and that you were mighty glad that you were engaged in the advertising business. They contained no spread eagles and no flapping.

GOV. FOSS EXTENDS WELCOME.

Governor Foss in welcoming the delegates on behalf of the commonwealth said in part:

"You are acting in full accord with the tendency of all modern business when you come together to confer and to lay broader plans for the development of your work and your profession; and on behalf of the Commonwealth I desire to extend to you a cordial greeting and of pleasure that you have chosen Massachusetts for your conference. I speak of your work as a profession because a highly specialized vocation which demands such a broad foundation of expert knowledge and skill is, in my judgment, a profession.

"I am glad that the advertising fraternity has taken, year by year, a higher and broader view of its work and that this work is, therefore, universally recognized to-day as calling for the sterling qualities of candor, sincerity and truth. Advertising could never have become the mighty force that it is to-day if it had not become purified through the far-seeing and businesslike efforts that your profession has made toward this end. And the result is that the duly accredited advertising man holds the respect and confidence of manufacturers and merchants everywhere.

"When we speak of publicity we speak of the most powerful force that acts to-day in the world of business. I shall not limit that statement to private business alone. It is just as true of public business and public affairs as it is of a shop, a factory or a mill.

"The American people form by all odds the best educated and most open-minded public in the world. All they want is the truth, and when they get that they act, clearly, logically and sometimes with surprising speed. The public wants to know. It wants to know the facts. It wants the facts about a kind of shoe or a brand of flour. It wants to know the kind of stuff that goes into a suit of clothes or a package of crackers. And that isn't the end.

"This public wants to know just exactly what facts enter into every public affair. It insists on knowing exactly what actuates a Congress of a Cabinet officer in the course of action that is given out from the Capitol or from the departments. The one thing above all others that the public demands is publicity. It has learned to be very sceptical about any event that occurs in the dark.

PRESS A SEARCHLIGHT.

"It wants the searchlight of the press turned all the time upon everything that affects its health, its comfort, its safety or its prosperity. The time has long since gone by when the public or any small section of it is to be long kept in the dark. It wants to know exactly what is going on, all the time, everywhere, in all lines. And it is this irresistible public demand which has called into being the great force called publicity.

"Recognizing this popular demand, and knowing the justice of it, I resolved, when I became governor, to give the greatest possible measure of publicity to all matters passing through the executive office. So strongly have I felt that this was the right thing to do that I have probably carried the principle to a greater extent than others might have thought consistent with the traditions of the State House. Even when vacancies in the membership of the Superior Court have occurred I have let in full publicity upon the names and credentials of all who were suggested for the appointment.

PUBLICITY A NECESSITY.

"I have followed this course from the conviction that publicity is absolutely necessary to-day and that all conventionalities and traditions which are opposed to it must give way to this 'spirit of the times.'

"Against this force there is continually waged a bitter warfare by those who work in the dark. The manufacturer of an impure food product fights against publicity. The politician enlisted in the support of some monopolistic trust fight against it. Every influence and every power that is hostile to the public is enlisted against true publicity.

"Gentlemen, with your united hold upon the avenues of business publicity you are confronted with a great opportunity and a tremendous responsibility. The forces with which you work are fundamental; the results you produce are far-reaching. It rests with you to maintain and built up the dignity and the constructive force of your publicity; to co-operate with the publishers of newspapers and periodicals everywhere, with the simple aim of making the printing press in America the greatest and the truest force in business and public affairs."

COLEMAN CHEERED.

President Coleman of the local organization received a rousing reception when introduced by President Dobbs. "Never before," said Mr. Coleman, "was such a galaxy of advertising stars gathered together as we find here. I want to tell you now that your welcome to Boston is unbounded. A year ago you gave us the convention, at Omaha,

when you had little acquaintance with us. We have carried out ninety-five per cent. of the program that we had prepared a year ago, and in place of the missing five per cent. we have substituted ten per cent. of things that we had not thought of then.

"We have but one fear, and that is that some of the delegates may get lost in our crooked streets. In some of them you can see just where the dog headed the cow off."

PRESIDENT DOBBS REPLIES.

In replying to the address of welcome President Dobbs said:

"For nearly three centuries we of the South and the West have come to you when our purses were empty. From you we have received the fundamentals of our western civilization. And in your halls of learning our forefathers obtained their education, and their sons and sons' sons come back to old Harvard, and Yale, and Brown and Dartmouth, that they may be taught the wisdom of men.

"It is quite fitting that we should come to-day to set in motion one of the world's greatest educational influences—clean, truthful, honest publicity.

"The password into the ranks of the twelve months has been education. The motto nailed upon our walls to-day is education upward, believing that the surest and best way to make men better is to have them think better, for when a man thinks along high lines so shall he live.

"Your hearty welcome to-day stands as a fitting refutation of the idea that the cordiality of the East is a whit less fervent than that of the South, and the good fellowship of the North is of a less warmer type than that of the West. And we all say with one accord, 'It is good to be here.'

MEN WITH A MISSION.

"We are men with a mission. For two years and more we have steadfastly held to a purpose. That purpose is to educate the advertisers of this country that there is but one kind of advertising that will be permanently profitable, and that is honest, truthful advertising. And at the same time we are endeavoring to teach the American people the believeableness of advertising and forever stamp out the stigma of untruth, which is so often applied to advertising, and banish from the minds of the people the thought that an advertisement of a corporation or firm is in any degree less reliable than its signed statement."

In the course of his remarks President Dobbs said that during the past year he had visited thirty-two clubs and made fifty-two speeches in the interest of good advertising, and had traveled 20,000 miles.

YOUNG WARMLY GREETED.

Perhaps the most enthusiastically received speech of the session was that of Former Senator Lafayette Young, because it was facetious and witty and kept everybody laughing. As he belonged to the Iowa delegation he did not hesitate to poke fun at it. He said that the club had been practising for weeks on a number of stunts that they believed would just paralyze the convention when they were sprung. But when they arrived in Boston they found other clubs had also originated stunts that "put it all over" them, and they were in much the same position as the negro who said that he went to war singing "Veni Vidi Vici" and came back singing "Vice Versa."

Mr. Young said that ninety per cent. of the school marm's spend most of their time teaching things that people already know, and that advertising men spend their time teaching people what

they ought to know—where to buy right-ly. This advertising work, however, must be kept up always, just the same.

To illustrate his point of "keeping everlastingly at it," Mr. Young said: "It is necessary to keep up this advertising; if it were not, then Massachusetts might take down the signs at her railroad crossings, 'Railroad Crossing—Look Out for the Locomotive,' after the people had seen them for a day. But she can't. They must be kept up because so many people read and forget. They must be informed again and again."

During the session the glee clubs of the Pilgrims and several other organizations rendered a number of catchy, up-to-the-minute songs, and an excellent band played several excellent suggestions.

BOSTON POST LUNCHEON.

As the delegates left the hall to accept the hospitality of E. A. Grozier, of the Boston Post, at luncheon, at Tremont Temple, one of them said:

"I never saw so much enthusiasm and good nature in any convention, and I have attended many, as I have seen here to-day. The ad men are, I believe, thoroughly united for the first time, and bound together as they are by ties of good fellowship and community of interest, the association will become a mighty power for the upbuilding of the country."

The delegates, headed by a band, marched through the crooked streets of Boston to Tremont Temple, where a generous lunch had been set forth at the instance of Col. Grozier. There were plenty of good things to eat and a generous supply of punch and other harmless drinks.

FIRST BUSINESS SESSION.

The afternoon session, the first business session of the convention, was held in Ford Hall, a handsome auditorium near the State House. Fully 1,200 to 1,500 delegates were in attendance. One of the features of the afternoon program was the arrival of the Atlanta delegation, whose steamship had lost so much time en route that the members did not reach town in time to attend the morning session. The big straw hats and yellow banners of the Georgians made them conspicuous objects of interest as they marched to the hall, where they received a hearty welcome.

REPORT OF PRESIDENT DOBBS.

President Dobbs in his annual report spoke in part as follows:

Those clubs that have taken up in a serious manner the work planned by the educational committee have had a most wonderful year, and it is to be regretted that so many, or even any, of the clubs that failed to avail themselves of this opportunity. In almost every instance the clubs that have not progressed either physically or intellectually during the past convention year have been those that did not appreciate the importance of this educational work, and in consequence neglected to take it up. The officials of these clubs have failed

The Motion Picture Story Magazine

A unique Magazine of large National circulation covering a field not reached by the other monthlies.

General advertisers can not afford to over look the field covered by this Magazine.

The M. P. Publishing Co.
26 Court St., Brooklyn, N. Y.

DON'T READ SATIRE

Edited by WALTER PULTIZER
(Out Sept. 15th)

UNLESS YOU ARE CLEVER

SATIRE—A weekly publication, exclusively for clever readers.

SATIRE—Something entirely different from all other publications, for the clever advertiser.

SATIRE—An opportunity for the clever writer.

The guaranteed circulation of SATIRE will be 50,000 weekly for the first week only, after that its sales will advance by leaps and bounds, for there are at least 20,000,000 people in the land clever enough to appreciate a really clever paper.

PULTIZER PUBLISHING COMPANY
1358 Broadway New York City

to feed their flocks and the sheep have wandered off into other pastures.

Gentlemen, this is no social organization; the club's units are not organized for that purpose, and you cannot hold serious-minded, thinking men, men worth while in any organization unless you give them something upon which they can feed—something that they can stick their teeth into, if you please—something that they can take into their every-day life and into their business—something that will help them to become clever thinkers, more efficient advertising men and better business men.

And to those clubs that are drifting along unprofitable or semi-social lines, I say, either change your methods or change your name.

REPORT OF EDUCATIONAL COMMITTEE.

H. S. Herbert Houston, chairman of the educational committee, in his annual report, spoke in part as follows:

This convention, stimulating as it will be, helpful as it will be, lasts only four days. How about the other 361 days of the year that we will be writing advertising, placing advertising, buying advertising and publishing advertising? The answer we gave to that question at Omaha last year was the educational committee that should prepare and conduct an educational course. That educational course stands for the other 361 days.

What was the educational course, and what has it accomplished? I think I should embody in this report, for the information of many who have not been familiar with what the clubs have sought to do in their educational work, an outline of the course which the committee adopted. It was divided into ten subjects, each requiring three papers for its discussion and an entire meeting for its presentation. The subjects chosen were: Why This Club Exists; The Moral Essentials of Good Advertising; Formulating a Plan of Campaign; The Practical Use of Science in Advertising; What This Club Can Get from the 1911 Convention; Who Pays for the Advertising; Advertising Mediums—Basic and Supplementary; The Retailer and Nationally Advertised Goods; The New Application of Advertising; Advertising Successes and the Reasons for Them.

The work has been taken up by about one-third of the clubs, a fact which the committee feels is not to the credit of the clubs; still it is only fair to say that it was not possible to have the course ready until December last year, and at that time a number of clubs were already committed to other programs.

But while it has been somewhat disappointing that a large majority of the clubs did not see the advantage of the educational course and pursue it, it is most cheering to report to the convention that the clubs that did take up the course speak in most enthusiastic terms of the interest it arouses and the definite service it rendered to all of their members.

Bert M. Moses, president of the As-

sociation of American Advertisers, spoke in part as follows:

HONESTY THE WATCHWORD.

A code of ethics for advertising that all could espouse and observe might consist of one single word:

HONESTY.

To this might be added the Golden Rule, but anything further would be worthless ballast.

If advertisers themselves should eliminate all falsehoods and exaggeration and bombast and fustian from their advertising, and thus create and establish absolute confidence on the part of the public in printed announcements, the sales following would astound and amaze.

A small ad would then do infinitely more than a large ad does to-day.

Catalogues could be cut down to many less pages.

The imitation typewritten personal letter would go the way of other discarded things, because it is deception.

If publishers would open their books to advertisers there would be no further use for the word "liar" in the lexicon of the man downstairs in the business office.

If all questionable and disreputable advertising were forever eliminated from the sign boards, the street cars, the bill boards and the newspapers, advertising would come into its own.

If honesty were to be strictly observed by the agent, by the advertiser, by the buyer, by the seller, what an altogether beautiful thing this profession of advertising would be!

You may make a code of ethics as long as a transcontinental railroad, but I tell you the one word "honesty" covers the subject better and is something we can all understand.

Will all-round honesty in advertising ever prevail?

I am hopeful, but not confident.

WEDNESDAY'S SESSION.

Wednesday was devoted entirely to departmental sessions, which were held in halls in different parts of the city. The complete program of these meetings was printed in these columns last week. The list included sessions for the national advertising managers, daily newspapers, periodicals, general advertising agents, outdoor advertising, agricultural publications, printing, engraving and business literature; technical, trade and class publications; municipal and State publicity, retail advertising and novelty advertising.

The twenty-two hundred or more delegates and guests were pretty evenly divided up among them. The largest gatherings were those devoted to the advertising agents, the advertising managers and the daily newspapers.

It is impossible at this time to give a complete report of the departmental meetings. They were all interesting and worthy of an extended notice, but space limitations prevent THE EDITOR AND PUBLISHER from reproducing them.

The afternoon was devoted to sight-seeing. Three hundred automobiles took a large number of the delegates for a trip along the north and south shores. Another large party visited the country estate of Thomas Lawson and inspected his stables, dairy and farm. Joe Mitchell Chappel was the conductor of two hundred or more delegates on a trip to Lexington over the route taken by Paul Revere on his famous ride. Incidentally the party visited the handsome new home of the National Magazine, where each received a copy of "Heart Throbs" as a souvenir of the occasion. Earlier in the day special cars took a large number of ladies on a trip to Harvard College and Cambridge.

In the evening the Atlanta delegation invited the delegates and guests to a watermelon feast on the green in Copley Square. An entire carload of this delicious fruit or vegetable had been brought north by the Georgians for the occasion. They had been on ice for three days and were in perfect condition when the attack on their juicy sweetness began soon after 8 o'clock. Fully a dozen darkeys were kept busy for two hours cutting up the long melons into quarters.

In speaking of the melons, which were deliciously sweet, one of the Atlanta men said:

"These are what are known as rattlesnake melons, and are grown nowhere else. They have one peculiarity: Anyone who drinks a lot of booze after eating a generous quantity of the fruit will become deathly sick and in many instances loses his life. As a prohibition argument they are simply great."

THURSDAY'S SESSION.

Notwithstanding the great watermelon cutting of Wednesday night, when a thousand or more big juicy melons were consumed, the delegates were on hand ready for business at Ford Hall at ten o'clock Thursday morning. All of the seats on the main floor were filled, and a large number of those in the gallery were also occupied. Quite a number of new faces were seen in the audience. These belonged to delegates who had just arrived in town.

The morning was devoted to a general session of the convention. The speakers were the Rev. George Wood Anderson, D.D., of St. Louis, who delivered an address on "Advertising and Human Nature," and aroused his hearers to a high pitch of enthusiasm; Charles F. Jenkins, of Philadelphia, who spoke on "Advertising and Rural Standards of Living"; Harriet Chalmers Adams, of Washington, whose subject was "Advertising and Export Trade in Relation to Latin America," and O. J. Gude, of New York, who made a few remarks.

At the conclusion of the morning sessions the members of the Advertising News League of New York had a group picture taken on the State House grounds.

In the afternoon a public mass meeting was held at the Boston Opera House, which was attended by a crowd that filled every part of the great auditorium. While the delegates occupied a large part of the house, fully as many of the citizens of Boston improved the opportunity to be present and see the ad men at close range. In point of interest and enthusiasm the meeting was probably one of the most enjoyable of the convention. Music was furnished by Teel's Band, the Boston Quintette and the P. P. A. Glee Club.

The addresses were delivered as follows: "Advertising and Public Morals," by Rabbi Charles Fleischer, of Boston; "Advertising and Daily Bread," by Helen Mar Shaw-Thompson, of Chicago, and "Advertising and Civic Advancement," by Prof Charles Zuehl, of Boston.

At six o'clock the delegates took a special train for the Lynnway Club, Point of Pines, where an old-fashioned New England clambake was served.

The Lee County Press Association was organized at Dixon, Ill., last week with thirty members. W. L. Frye was elected president, Ernest Moore, treasurer, and Earl Holdridge, secretary.

The Troy (Kan.) Republican has suspended publication.

"THE CLUB AT LARGE."

Latest Comer in the Field Launched with John I. Romer as President.

The latest advertising club to be organized had its birth on Monday, when "The Club at Large" was formed at Boston in connection with the ad convention. The constitution of the A. A. C. of A. provided for its institution from the beginning, but no attempt was made to start it until recently.

The object of the new club is to assemble in organized form those men engaged in the advertising business as buyers, sellers or producers of advertising who reside in places that are too small to warrant the formation of a local association, and also those who for one reason or another cannot join the regular clubs.

The Club at Large starts out with a membership of fifty. John I. Romer, editor of Printer's Ink, New York, was elected president at Monday's meeting, and P. S. Florea, of Indianapolis, was chosen secretary. The remaining officers will be elected the latter part of the week and a constitution and by-laws adopted.

"I have believed for some time," said President Romer to a representative of THE EDITOR AND PUBLISHER, "that such a club as we have now formed would be a valuable help in our present organization, as it will include quite a number of live advertising men who reside in small places where there are no advertising clubs.

"Such a club would be exceedingly helpful in developing advertising talent and in aiding those already in the business to a better understanding of the entire subject. Meetings will be held from time to time at some central point at which the various problems encountered in business practice will be discussed. The influence of the club will widen and deepen, and through its aid other new associations will be established."

Unique "Uneeda" Ad.

A unique series of advertisements will shortly be placed in the newspapers by the National Biscuit Co., exploiting the already familiar Uneeda Biscuit. A total of 869 inches will be used. One hundred and ten inches of this amount will be used at one time. The 110 inch-space will be composed of three advertisements which spell the word Uneeda. The first of the three ads will be composed of the letters "UN"; the second will be composed of the letters "EE," and the third of the letters "DA." They will occupy forty inches, thirty inches and forty inches, respectively. These three advertisements will be inserted in one issue in such a manner that "UN" appears on one page, "EE" on the page immediately following and "DA" on the page immediately following "EE." The appropriation will be placed by N. W. Ayer & Son, of Philadelphia.

We have

Something New

for large city newspapers.

We conduct all kinds of circulation campaigns for both large and small newspapers.

ASK US

THE UNITED CONTEST COMPANY

(Incorporated)

"NOT THE CHEAPEST, BUT THE BEST"

811 Citizen Building Cleveland, Ohio

New York City, Feb. 3, 1909.

Messrs. Thomas Wildes' Son,

14 Dover Street, New York City.

Gentlemen: We have been using your "OXODIO" for a long time, and have always found it to be all you claim for it. For the purpose of cleaning Monotype metal when re-melting, without in the least deteriorating the original product, we find it the best of anything we have ever tried.

Wishing you the success you certainly deserve, we are,

Yours very truly,
Redfield Bros., Inc.
Per F. W. Clough



THE ROSTER OF DELEGATES.

List of Delegates, Members of Clubs and Guests Who Were Registered at the Convention Headquarters.

A

Adams, J. W., New York City, Daily Newspaper Club.
 Armstrong, Collin, New York, Collin Armstrong Ad. Co.
 Antisdel, J. F., New York City, Pub. Rep.
 Andrews, E. H., Waterloo, Ia.
 Akers, B. H., Des Moines, Ia., Staff Rep. Daily Capital.
 Arant, W. S., Des Moines, Ia., Mgr. Arant Sample Shoe Co.
 Adams, James Warren, New York City.
 Ash, Theodore E., New York City, Munsey Magazines.
 Alfred, F. W., Providence.
 Allen, I. L., Dallas, Sec. & Treas. Brown Cracker & Candy Co.
 Andrews, R. H., New Haven, Conn.
 Andrews, E., Ft. Worth, Texas, 1304 Main St.
 Ayres, Rollin C., San Francisco, Cal.
 Ashbrooke, John T., New York, N. Y., Butterick Trio.
 Alexander, James S., New York, N. Y., Butterick Trio.
 Antesdel, James F., New York, N. Y.
 Armstrong, Collin, New York, N. Y.
 Andrews, Barrett, New York, N. Y., Vogue.
 Argenter, Emil C., Randolph, Neb.
 Allen, Ino, K., Boston, Mass.
 Adler, Mark S., Rochester, N. Y.
 Allen, Frank A., Des Moines, Ia.
 Allen, J. B., Toronto, Canada.
 Atwell, William H., Dallas, Tex., United States District Attorney.
 Ally, E. V., New Bedford, Mass.
 Andrew, John A., Boston, Mass.
 Alexander, Bert, Cincinnati, O.
 Alexander, A. A., Dayton, Ohio.
 Anderson, George Wood, St. Louis, Mo.
 Anderson, Herbert W., Atlanta, Ga.
 Allen, Elmer H., Shirley, Mass.
 Allen, J. Roy, New York City, Siegfried As.
 Andrews, E., Chicago, Ill., Chicago Adv. Co.
 association.
 Allen, Arthur S., Chicago, Ill., Chicago Adv. Association.
 Allen, H. W., Portland, Me.
 Albee, C. B., Boston, Mass.

B

Boice, Robert A., New York, American Magazine.
 Bromfield, P. B., New York City, Bromfield Agency.
 Blynn, Lloyd Ross, Philadelphia.
 Block, Paul, New York City, Pub. Rep.
 Balener, Thos., Chicago, Woman's World.
 Balch, A. C., New York City, J. B. Lippincott Co.
 Bonebrake, B. O. M., Des Moines, Adv. Mgr. Dodd & Struthers.
 Beachly, H. H., Lincoln, Neb.
 Barber, A. G., Lincoln, Neb.
 Brown, W. C., New York City.
 Burrell, R. L., Rochester, N. Y.
 Birchett, J. A., Richmond, Va.
 Brastow, Lewis L., Plainville, Conn.
 Basham, Thos. E., Louisville, Ky.
 Bigelow, Herbert H., Louisville, Ky.
 Blanchard, Frank L., New York City, Editor & Publisher Co.
 Brackett, W. H., New York City.
 Britton, A. F., New York City.
 Blaine, E. R., Cincinnati, O.
 Barrett, Fred L., Des Moines, Ia.
 Buck, Wesley V., Des Moines, Ia.
 Budlong, Edwin C., Des Moines, Ia.
 Riscoes, Eugene E., Baltimore, Md.
 Breslin, Harry M., St. Paul, Minn.
 Bird, W. L., Baltimore, Md.
 Bailey, A. W., St. Paul, Minn.
 Baldwin, R. W., Baltimore, Md.
 Blackaller, Arthur, Baltimore, Md.
 Brown, Seth, Chicago, Ill.
 Bauer, Emil, Chattanooga, Tenn.
 Bellets, Arno A., Montreal, Can.
 Bateman, Thos. H., Hamilton, O.
 Bander, Isadore H., Providence, R. I.
 Roland, Chas. C., St. Louis, Mo.
 Rayson, G. H., Cedar Rapids, Ia.
 Blake, John S., St. Louis, Mo.
 Burbridge, Jas. D., Jacksonville, Fla.

C

Cleland, H. E., New York, N. Y.
 Cross, J. Frederick, Jr., New York, N. Y., Everybody's.
 Churchill, Charles C., New York, N. Y., McCall's Magazine.
 Chapman, John W., Yorkshire, England.
 Carrington, Edmund, New York, N. Y., Butterick Trio.
 Crall, H. E., New York, N. Y.
 Clark, George H., Syracuse, N. Y.
 Collins, P. V., Minneapolis, Minn.
 Chamberlain, Roy V., Syracuse, N. Y.
 Clary, F. Ware, Syracuse, N. Y.
 Clancy, G. A., Buffalo, N. Y.
 Chapple, Harry, Waterloo, Ia.
 Christian, A. A., Philadelphia, Pa.
 Carter, John B., Topeka, Kan.
 Cholmeley-Jones, Nigel, New York, N. Y., Current Literature.
 Charles, H. H., New York, N. Y.
 Costello, George, Garden City, N. Y., Double-Day & Co.
 Carrington, C. H., New York, N. Y., Metropolitan Magazine.
 Chapman, N., New York, N. Y.
 Cole, H. M., Boston, Mass.
 Clague, Stanley, Chicago, Ill.
 Conley, E., Omaha, Neb.
 Croft, Geo., Atlanta, Ga.
 Clemens, W. M., Memphis, Tenn.
 Callahan, Francis H., Boston, Mass.
 Chapple, Will, Boston, Mass.
 Carroll, Philip W., Boston, Mass.
 Crowley, Augustus F., Boston, Mass.
 Coulters, H. W., Kansas City, Mo.
 Cruikshank, A., Atlanta, Ga.
 Cone, E. H., Atlanta, Ga.
 Copelstey, L. M., Charleston, S. C.
 Cabanis, C. B., Norfolk, Neb.
 Clifford, A. M., New York, N. Y.
 Colman, C. B., New York, N. Y.
 Cuthbert, Frank, Hot Springs, Ark.
 Cox, Ernest W., 199 St. Botolph street, Boston.
 Culepper, J. F., Macon, Ga.
 Christopher, Joseph, 1140 Columbus avenue, City.
 Colton, Wendell P., New York.
 Corwin, H. J., Lowell, Mass.
 Cerlon, Rufus H., Boston, Mass.
 Cummings, G. E., New York City, Rep. Club of N. Y.
 Clapp, Edwin J., N. Y. University School of Commerce.
 Cummings, K. M., Dickinson, S., New York, N. Y.
 Crawford, William R., New York, N. Y.
 Cassan, Joseph E., Toronto, Canada.
 Coney, Herbert D., Boston, Mass.
 Coddington, H. P., Philadelphia, Pa.
 Campbell, Philip, Toronto, Canada.
 Charter, J. Remington, New York, N. Y.
 Cornell, Robert H., Houston, Texas, Chronicle.
 Carroll, D., New York City.
 Cannon, T. J., Oklahoma City, Okla.
 Coldidge, W. W., Fall River, Mass.
 Coleman, F. C., New York, N. Y., Butterick Trio.

D

Dots, W. L., New York City, Geo. L. Dyer Company.
 Davis, Samuel C., Atlanta, Ga., Pres. Asso. Ad Clubs.
 Dobbs, S. C., Jr., Atlanta, Ga.
 Dahney, W. T., Richmond, Va.
 Dunkelberg, R. A., Waterloo, Ia.
 Dunkelberg, George H., Rockland, Ia.
 Drake, Wm., J., Louisville, Ky.
 Dye, Willoughby, Macedonia, Ia.
 Davis, Paul, Waterloo, Ia.
 Davis, C. R., Waterloo, Ia.
 Davis, Ben, Salt Lake City, Utah.
 Daws, Grosvenor G., Washington, D. C.
 Deems, R. B., New York City.
 Dirnold, G. H., St. Louis, Mo.
 Dignum, Harold, Baltimore, Md.
 Dowling, R. M., New York City.
 Downie, C., Sanderson, Tex.
 Davis, C. L., Arlington, Tex.
 D'Avey, W. C., St. Louis.
 Dobbs, C. M., New Haven, Conn.
 Durr, Emil, Milwaukee, Wis.
 Darling, C., Winnipeg, Manitoba.
 Danby, Robert J., New York, N. Y.
 Dobbs, W. L., New York, N. Y.
 Dwyer, Timothy F., Providence, R. I.
 Davis, J. Frank, San Antonio, Tex., 229 E. Houston street.
 De Mornzin, A., Cincinnati, O.
 Draper, J. Louis, Chicago, Ill.
 Davis, Fred R., Schenectady, N. Y.
 Dort, Ralph B., Albany, N. Y.
 Disque, Robert W., Syracuse, N. Y.
 Davis, Fred R., Schenectady, N. Y.
 Diago, Harry W., Indianapolis, Ind.
 De Puy, Clarence C., Syracuse, N. Y.
 Dahney, W. T., Richmond, Va.
 Durr, Emil, Milwaukee, Wis.
 Doelle, Fred H., Jr., New York, N. Y.
 Denney, W. N., New York, N. Y.
 Dumars, J. E., New York, N. Y., Ladies' World.
 Duncan, A. C., Tale Rock, Neb.
 Davis, Wm. J., Atlanta, Ga.
 Dennis, J. E., Hartford, Conn.
 Davies, M. M., Atlanta, Ga.
 Downing, Louis L., New York, N. Y.
 Dakin, C. A., Atlanta, Ga.
 Densmore, R. M., Cleveland, Ohio.
 Daldowski, F., Milwaukee, Wis., Milwaukee Advertising Club.
 Dailey, David W., Phila., Pa., The Poor Richards Club.
 De Rimus, H. W., New York.
 Downer, W. E., The Batterson Stores, Muscatine, Iowa.
 De Veau, Louis B., New York City, Rep. Club of N. Y.
 D'arden, C. W., Mittineague, Mass.
 De Grouchy, Edward W., Boston, Mass.
 Dowd, F. M., Boston, Mass.
 Dugan, W. F., Boston, Mass.
 Daniels, Grover B., Boston, Mass.
 Decelles, J. Omer, Montreal, Canada.
 Defelbaugh, Edger, Chicago, Ill.
 Darling, Nels, Oklahoma City, Okla.

E

Elliott, George M., New York City, Electrical World.
 Erickson, A. W., New York A. W. Erickson Adv. Ag'y.
 Emery, J. T., New York City, Advertising and Selling.
 Ernst, Edward R., Jackson, Mich.
 Eldred, W. M., Des Moines, Ia., Mgr. Des Moines Division, Mitchell Adv. Agency.
 Evans, John, Des Moines, Ia., Mgr. Des Moines Coliseum.
 Ellis, Chas. E., Baltimore, Md.
 Edelen, F. F., Baltimore, Md.
 Ellis, Frank T., Baltimore, Md.
 Eastman, C. H., St. Louis, Mo.
 Eversole, S. D., St. Louis, Mo.
 Emery, W. R., Chicago, Ill.
 Ellis, C. E., Baltimore.
 Eldridge, Heman, Worcester, Mass.
 Elliott, C. S., St. Louis, Mo.
 Elliott, C. P., New York, N. Y.
 Elock, Thomas R., Jr., Philadelphia, Pa.
 Elliott, William, Toronto, Canada.
 Eadie, A. R., New York, N. Y.
 Elliott, Geo. G., New York, N. Y.
 Eckberg, A. H., Jamestown, N. Y.
 English, W. C., Boston, Mass.
 Edwards, H. O., Toronto, Canada.
 Evans, David G., New York, N. Y., Curtis Publishing Co.
 Evans, Lyman W., Boston, Mass.

F

Frazer, John A., New York City, American Magazine.
 Florea, P. S., Indianapolis, Ind., Sec. Asso. Ad Clubs.
 Floyd, B. W.
 Farrington, Frank, Delhi, N. Y.
 Freeman, R. S., Richmond, Va., Freeman Adv. Agency.
 Fassett, Dr. Charles W., St. Joseph, Mo.
 Floyd, F. H., Spokane, Wash.
 Fink, Abraham J., Baltimore, Md.
 Fenwick, K. S., Quebec, Can.
 Farnham, H. J., Newark, N. J.
 Fisher, C. L., St. Louis, Mo.
 Fairman, Leroy, New York City.
 Farwell, Lewis W., San Francisco, Cal.
 Finch, William L., Cincinnati, O.
 Flugel, Frederick E., Cedar Rapids.
 Fanning, J. C., Ft. Worth.
 Ford, H. W., Detroit, Mich.
 Fairchild, Charles C., New York, N. Y., Abbott & Briggs.
 Fritts, A. B., Worcester, Mass.
 Floyd, R. Wentworth, New York, N. Y., Woman's World.
 Frederick, J. George, New York, N. Y.
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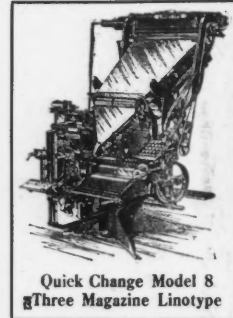
(Continued from page 10.)

at the convention, the day's program, several photographs of prominent ad men and some clever cartoons by Sid Green.

The Boston Herald on Tuesday printed a special convention number, containing four pages of live stuff embellished with portraits of prominent delegates, sketches and cartoons by Haydon Jones, special articles on the history of the Pilgrim Publicity Association, the Associated Advertising Clubs of America, etc. The number was gotten up under the direction of M. L. Berkowitz, one of the brightest journalists of the Hub, who was formerly connected with the New York American.

The Globe's convention reports were full, accurate and well written. Some of its cartoons were mighty clever. The Post, the Transcript, the Traveler, the Record and the American were all generous in their contribution of space to the convention. The American issued a special convention number on Tuesday that attracted much attention.

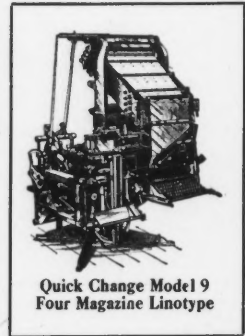
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The Atlanta delegation, containing some fifty or more members, made quite an impression on their arrival in Boston because of the immense straw hats that topped their heads. If a man should wear one of these hats on Broadway, in New York, he would cause as much excitement as a circus. The Atlanta crowd was full of ginger, but as singers of ditties at Ford Hall on Tuesday they were not a harmonious success.

Baltimore sent a live bunch of hustling young men to the convention. Their long yellow banner, carried by a dozen delegates, was the most startling thing in the color line seen on Washington street during the week.

The delegation making the best show in a street parade was the Texan. The train in which the ad men traveled to Albany, where they took a Hudson River boat for New York, was a duplicate of the New York Central's "20th Century Limited." Everything that a man could want to eat, drink or smoke was provided for their comfort. The train made numerous stops on the way, at each of which the white-hatted Texans sallied forth and whooped it up for the Lone Star State.

They were a fine-looking body of men, and all along the route were greeted by cheers and the waving of handkerchiefs.

Six flags, representing the history of Texas under as many rulers, Spanish, French, Mexican, Texan, Confederate and United States, were carried in the procession.

When each delegate or guest registered at headquarters he received a big envelope containing a Pilgrim Publicity Association badge—which, by the way, was one of the handsomest, though simple, badges I ever saw—a copy of "Boston," a guide book by Edwin M. Bacon, presented by the Boston Herald; a book of convention songs, a package of souvenir postal cards, a stranger's directory, presented by the Boston Transcript; a beautifully printed booklet containing a complete program of all the sessions for the week and lists of officers, a book of coupons or tickets for all the entertainments and functions arranged for the benefit of the visitors, two necktie scarf pins from the Gillette safety razor people, and invitations to visit several manufacturing plants. In addition to these gifts, the delegate also received a copy of George French's "New England," a handsomely illustrated volume of 431 pages, presented by the Boston Chamber of Commerce, and a pair of silk-woven Boston garters, the gift of the manufacturers. It made quite a formidable package of souvenirs to carry away.

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