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PUBLICITY LAW VALID. SUPREME COURT UPHOLDS ACT REQUIRING OWNERSHIP AND CIRCULATION STATEMENT.

Opinion Read by Chief Justice White Declares It a Proper Exercise of Right of Congress to Regulate Admission to Mails—No Censorship of Press—All Paid Matter Must Now Be Marked "Advertisement."

(Special Correspondence.)
WASHINGTON, June 12.—The "newspaper publicity law" was held to be constitutional Tuesday by the Supreme Court of the United States. Not only was the section requiring publicity as to the editors, managers, owners and security holders and daily circulation pronounced to be valid, but the court also upheld the section requiring paid-for editorial and reading matter to be marked "advertisement."

The court in an opinion announced by Chief Justice White adopted the interpretation of the law advanced by former Solicitor-General Bullitt to the effect that the act merely imposed conditions on the enjoyment of the valuable "privileges" of the cheap second class mail rates and did not seek to deny newspapers and magazines the use of the mails as a whole, or to regulate the press. In view of the time-honored discriminations given newspaper mail over letter mail, the court said the newspapers and magazines could not be heard to object to the imposition of proper conditions for admission to the favored class. Finally the court held that the conditions were proper as affording benefits to the public, which put up the money used to extend to the publishers cheap rates.

The legality of the publicity law was questioned by many newspapers. The particular section attacked was to bar every newspapers and periodical from the mails unless the editors or owners filed with the postal authorities semi-annual sworn statements giving the names of the editors, owners, stockholders and bondholders and the average daily circulation, and thereafter immediately published the statement. It also forbade, under penalty of a fine, the publication of paid for articles without marking them "advertisement."

A bitter fight was made against the law. The Journal of Commerce and Commercial Bulletin of New York led. It sought to have the United States District Court for Southern New York enjoin the Postmaster-General from enforcing the act on the ground that it was unconstitutional. The objection then raised was that the law abridged the freedom of the press by seeking to regulate the newspaper business. The government defended the law as a regulation of the use of second class mail privilege.

The New York court sustained the validity of the law in this case, as it did in that brought by the Lewis Publishing Company of New York.

It is said that the law affects more than 25,000 publications in the United States. Chief Justice White interpreted the objectionable regulation as being not a restriction of the freedom of the press, but merely as affixing additional conditions for admission of newspapers to the special privilege of the second class mails.

In the course of his opinion he said: "Was the provision intended simply to supplement the existing legislation rel-

Baltimore Convention Unprecedented Success

ative to a second class mail matters, or was it enacted as an exertion of legislative power to regulate the press to curtail its freedom, and under the assumption that there was a right to compel obedience to the command of legislation having that object in view to deprive one who refused to obey of all right to use the mail service?"

"When the question is thus defined, its solution is free from difficulty, since by its terms the provision only regulates second class mail, and the exclusion from the mails for which it provides is not an exclusion from the mails generally, but only from the right to participate in and enjoy the privileges accorded by the second class classification."

The court declared further that the requirement that newspapers should disclose their true owners was in line with the "great public purpose" which induced Congress to continue in favor of the publishers of newspapers, at vast public expense, the low postal rate as well as

That It Will Mark Beginning of New Era in Advertising Is Unanimous Opinion of Vast Crowd Attending—Discussion of Problems and Methods Unusually Far-reaching and Instructive.—Full Report of Transactions.

other privileges accorded by the second class mail classification."

To emphasize this the court quoted from the report of the Senate committee, stating that the intent of the legislation was "to secure to the public in the dissemination of knowledge of current events" by means of newspapers, the names not only of the apparent, but of what might prove to be the real and substantial owners of the publications, and to enable the public to know whether matter which was published was what it purported to be or was in substance a "paid advertisement."

WOODHEAD, PRESIDENT

Walter B. Cherry Is Vice-President and T. W. Le Quatte Treasurer, P. S. Florea Remaining Secretary—Toronto Next Convention City—Baltimore Treated Delegates and Visitors in Royal Fashion—Exposition Best of Its Kind Ever Seen—Many Sessions Brought Advertisers, Agent and Publisher in Harmonious Contact—Felicitous Effects Sure to Follow Great Get-Together Just Closed.

(Editorial Correspondence.)

BALTIMORE, June 13.—The election of William Woodhead as president of the Associated Advertising Clubs of America, and the choosing of Toronto as the scene of the Tenth Annual Convention of the organization, closed this afternoon what is considered to be in many respects the most successful meeting of the A. A. C. A. yet held.

The amount of business transacted and its unusual quality will make the Ninth Annual Convention a mile stone not only in the advertising world but also in newspaperdom. The men who came to Baltimore had each a real mission and the courage of conviction, and plain talk was the rule. To be sure, not all of the expressions heard pleased everybody, but TRUTH being in all cases the thing aimed at no feelings were permanently hurt. The spirit of tolerance, so much in evidence, was positive evidence that men had come to learn and to counsel. There is no doubt that both inclinations were amply gratified.

At the afternoon session William Woodhead was chosen president, Walter B. Cherry was elected vice-president, and T. W. Le Quatte, treasurer. P. S. Florea was continued as secretary. Toronto was decided upon as the next convention city.

Delegates and visitors, highly satisfied, though rather tired and anxious to seek home and rest after a very strenuous week, went to the depots in droves to catch the outgoing trains. There was much handshaking with friends and acquaintances made and expressions of hope that at Toronto one would meet again seemed to be the feature of all conversation.

CIRCULATION MANAGERS' CONVENTION

Sidney J. Long Is Elected President—Steamer Noronic, on Trip on Great Lakes, to Be Place of Next Gathering—Hon. David J. Lewis Makes Plea for Better Parcel Post.

(Editorial Correspondence.)

CINCINNATI, O., June 12.—The fifteenth annual convention of the International Circulation Managers' Association, held this week at the Sinton, Cincinnati, was brought to a close to-day with the election, amidst great enthusiasm, of the following officers: President, Sidney J. Long, circulation manager of the Wichita (Kan.) Eagle; first vice-president, A. E. Mackinnon, the New York World, and second vice-president, A. E. Chevrier, circulation manager of La Patrie, Montreal. The board of directors for the coming year consists of J. A. Matthews, Daily Oklahoman; I. U. Sears, Davenport (Ia.) Times; J. H. Miller, Pittsburgh Chronicle-Telegraph. Morris Levy, of the Cincinnati Post, said that the earnest and sincerity of purpose shown by Mr. Long, the new president, in all deliberations had won the enthusiastic approval of the members, who elected him by acclamation.

It was decided to continue the Official Bulletin as formerly and not to farm out the privilege to anyone. All trade papers were voted thanks by the association for the assistance rendered during the year.

The committee on awards for the best printing exhibit gave the first prize to the Portland Oregonian, second prize to the Toledo Blade and third prize to the Cleveland Plain-Dealer. George Mundy, of the Philadelphia Inquirer, and John M. Schmidt, of the Indianapolis News, were elected a committee to confer with similar committees of the American Newspaper Publishers' Association and Associated Advertising Clubs of America on the subject of uniform circulation statements. The unique program for next year's convention, arranged by A. E. Mackinnon, won the sympathy of the assembled delegates, who unanimously adopted it.

A vote of thanks was tendered the Cincinnati members for the splendid entertainments provided, which were all that could be desired and in no way interfered with the earnest work of the conventionites. H. E. First, Cincinnati Enquirer, headed the local committee, composed of Charles H. Motz, Times-

Star, vice-chairman; Frank Saxton, Commercial Tribune, secretary, and Morris Levy, Post, treasurer. The committee was ably assisted by Mesdames H. E. First, C. H. Motz, J. A. Sherlin, George Fries, R. T. Spalding, Noel Creek and the Misses F. M. Saxton and Sadie Levy.

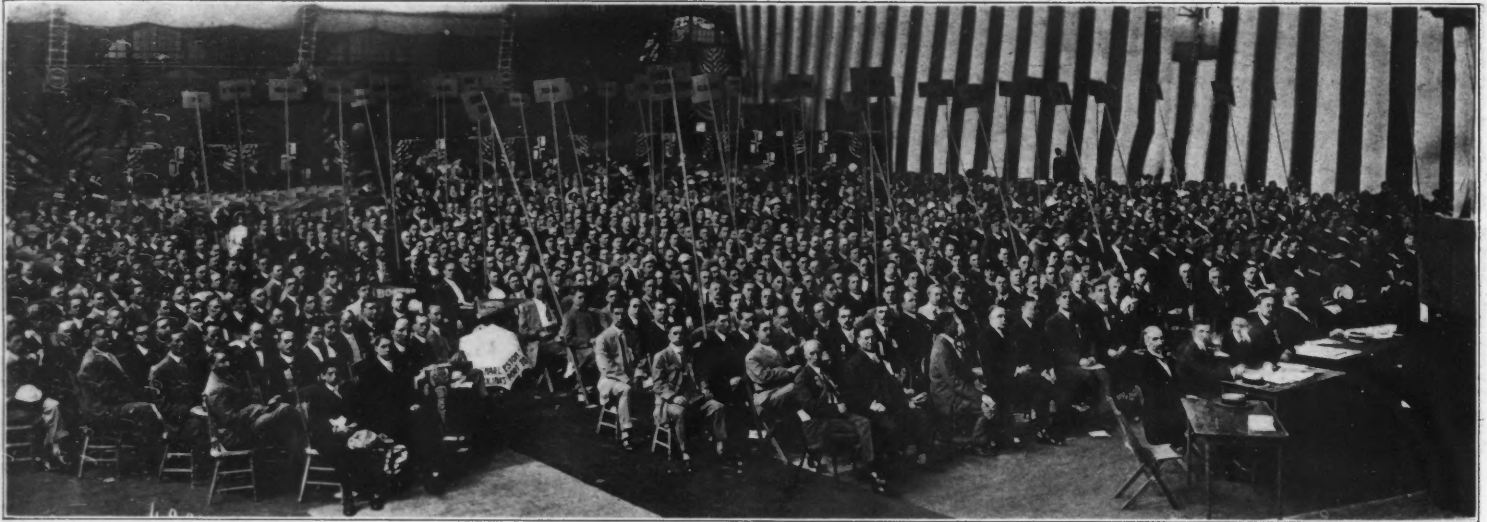
The entertainment program included an evening at Chester Park, a buffet luncheon, a visit to the Zoo, auto trips, Boosters' luncheon, moonlight ride on the Ohio, old-time southern dinner at the Coney Island club house, Cincinnati and Boston ball game, etc.

In accepting the proposition of A. E. Mackinnon, of the New York World, to hold its 1914 convention on the new steamer Noronic, of the Northern Navigation Co., the International Circulation Managers' Association will go on record as the originators of a plan that is sure to find favor with national bodies that have suffered and sweltered in hot convention halls around the country.

The party will rendezvous at Detroit and embark at Sarnia, Ont. The itinerary will include the sail through Lake Huron, past Macinac Island and up the St. Mary's River, to Sault Ste. Marie, where the first stop will be made to enable the members to inspect the largest fresh water locks in the world. Proceeding, they will cross to the northern shore of Lake Superior, where a day will be spent at the twin cities of Port Arthur and Fort William, Ont. Getting out of there the boat will head for Duluth, Minn., the farthest point reached, and after another day there the homeward journey will commence.

The boat has an observation saloon on the upper deck 140 feet long by 38 feet wide; and, as the name implies, it is an observation room in every sense, for every bit of available space is devoted to deep glass windows that give an unobstructed view of the lake and river scenery. It is in this room that the sessions will be held when not in port, and it's a safe bet that there will be a full attendance at every meeting.

(Continued on page 8.)



MONDAY MORNING, 9 O'CLOCK—INITIAL SESSION OF A. A. C. OF A. ABOUT TO BE CALLED TO ORDER.

Photo by Holmes, Baltimore.

SUNDAY IN BALTIMORE.

(Editorial Correspondence.)

BALTIMORE, June 8.—When I looked out of my window at the Hotel Emerson soon after our arrival from New York last evening, I saw in the near distance among the many electric light displays on the roofs of the buildings far below, the great seal of the Associated Advertising Clubs of America flashing forth in all its brilliant glory. The keynote of the seal, as every member knows, is TRUTH, and that word shone out bright and clear above all the mottoes and advertising signs that gleamed about it.

To me that word indicates the new spirit of advertising. It is the slogan of the advertising host that is assembling here for to-morrow's convention. It is the watchword that is being repeated over and over again in every hamlet, town and city where publicity media are employed to sell goods or to influence people.

The Associated Advertising Clubs of America could not have selected for its motto a better word than "truth," and as it burned itself upon the dark background of the evening sky, its appropriateness impressed itself upon the minds of the crowds in the streets who saw it.

DELEGATIONS GET HEARTY WELCOME.

Baltimore gave the arriving delegates a hearty welcome when they arrived in their special trains. No matter how small the number, members of the local ad club were on hand to shake them by the hand and escort them to their hotel.

The Eastern division delegation arrived in two trains at about 6:30 o'clock. The trip down from New York had been uneventful. The weather was hot and many of the ad men took off their coats and vests and made themselves as comfortable as possible.

There was much disappointment when it was found that there were no dining cars on the trains. The notices sent out to members had stated that a diner would be attached to each train and many of the delegates boarded the trains with the expectation of eating their lunch en route.

APOLLINARIS AND GRAPE JUICE.

Unfortunately, through some one's blunder, the diners were not provided and the buffets, one on each train, proved wholly inadequate to provide even sandwiches for the hungry crowd.

But although the ad men could get little or nothing to eat, there was plenty to drink, plenty of Apollinaris and Welch's Grape Juice being provided by their agents. William Jennings Bryan's opinion of the refreshing character of grape juice was endorsed by everybody on board the trains.

When the New Yorkers arrived in Baltimore a brass band and a goodly sized section of the Advertising Club of Baltimore was at the station to receive them. The women of the party were sent to the hotels in carriages and

street cars, while the men fell in behind the Baltimore delegation and marched through the streets to the Hotel Emerson where they were housed during the week. They were still several blocks from the hotel when a shower sifted rain drops upon their new straw hats and spring suits. However, no one ran to cover and the ranks were unbroken when the procession was finally swallowed up by the Emerson.

FILL PULPITS OF BALTIMORE.

This morning every Protestant pulpit in the city were occupied by an advertising man who preached a lay sermon. The churches were all well filled, some being crowded to the doors. Dr. J. S. MacDonald, editor of the Toronto Globe, one of the most eloquent speakers in Canada, drew a capacity house, and delivered what many declared to be one of the ablest and most eloquent addresses to which they had ever listened.

In the afternoon, George W. Coleman spoke to an audience of 10,000 people in Druid Park.

Introducing George W. Coleman, president of the A. A. C. A., to the vast throng that had assembled in Druid Park, William C. Freeman, former advertising manager of the New York Mail, said:

"The Sunny South—the land of sentiment and hospitality—whose people are generous in thought and deed, gave the services of one of her ablest young men,

of inspiring personality, in order that this great advertising movement should receive the proper impetus.

"Sam Dobbs, of Georgia—he is the silver tongue—visited clubs all over America, and is largely responsible for organizing this association on a business basis.

"It became an institution, so much so that when two years ago we landed in Boston all of the people of staid old New England knew that our convention there was something more than a mere tea party.

GAVE AD MEN STANDING.

"That convention put advertising on the map as it had never been put there before. It gave it greater dignity and character. It gave the men engaged in advertising work a professional standing on a par with ministers, doctors, educators, scientists, statesmen. People discovered that the advertising profession represented brains, integrity and resourcefulness, and that the men, collectively, were a real power for the physical and moral good of the country.

"We went to Dallas, Tex., last year with a New Englander as president. There was a delightful mingling of Southern sentiment and loyalty with New England ruggedness of character and broadness of view—in that Southwestern metropolis.

PRESIDENT AND LOVED LEADER.

"Now we come to fine, old, historic Baltimore, with that New Englander still as president of the association—the real master mind. He is here on this platform—take a good look at him. You see an earnest, sincere man, who has made many personal sacrifices these two years in order that the seeds of honest business might take deep root in all parts of this great country.

"He has succeeded wonderfully well. He has been able to give a greater moral uplift to the business world, and he has been able to do it because he is himself a strong, broad, honest man.

"No great cause ever had an abler leader. I know you will be glad to hear his message this afternoon.

"I have the honor to introduce to you Mr. George W. Coleman, our president and greatly loved leader."

PRESIDENT COLEMAN'S ADDRESS

Mr. Coleman delivered what is considered by many the best address he ever made, speaking on "Getting Together Essential to Democracy," he said in part:

"Even the most thoughtless and heedless among us are now startled by the rapid accumulation of untoward events in the life of our times. There is a drift in the tide of human affairs the world over that signifies impending changes of the gravest import. While the oldest empire of the world, with its teeming millions of yellow men, is assuming the role of democracy, the greatest republic in the world, with its ninety millions of free people, is asking with ever more insistence whether democracy in government can survive alongside of autocracy in industry, commerce and finance. Every day, in one form or another, the question is raised. The answer may be a strike or a lockout, a crusade against white slavery, an expose of organized arson, a denouement of wholesale political corruption, or a cry of 'Peace, peace,' where there is no peace. The march of unhappy events continues with quickened pace.

SPIRIT OF CO-OPERATION.

"The bright side of the picture is found in the growing tendency of the great forces that direct and inspire our civilization, to come together in a friendly spirit of co-operation, compare notes, get at the facts and work together for the preservation and modern application of the great fundamental principles upon which happiness and prosperity depend.

"No better illustration of this fact could be afforded than the remarkable event which happened in Baltimore this morning. Until a year ago, at our convention in Dallas, Tex., such a thing as an advertising man preaching a lay-sermon in a pulpit, Sunday morning, had never been heard of. It happened in thirty of the leading churches of this city to-day. And again an advertising



Courtesy Baltimore American.

'TIS ADS THAT MAKE THE WORLD GO ROUND.

man is given the ear of a great city, of a Sunday afternoon, and asked to preach the gospel of getting together as the only salvation for American democracy.

MUTUAL UNDERSTANDING NEEDED.

"I am happy that I do not have to come to you with any finely-spun theory, but can justify the faith that is in me by a record of practical accomplishment. The great difficulty of our times is the separation of the people into classes that have drifted farther and farther apart, until mutual understanding and friendly co-operation seem almost impossible. The bitterness between those who have and those who have not grows apace. Employer and employee are divided into two armed camps.

"The prosperous native of several generations of American ancestry often loathes the poor and outlandish foreigner who has just landed. The churchman despises and is despised by the man who acknowledges no religion. In all these respects and many others there is a great company of insiders and an even greater crowd of outsiders. Our effort at the Ford Hall meetings in Boston is to reach the outsiders of all classes, religiously, economically, politically and socially, and to bring them together.

"There is growing up in this country also another increasing class which might be reckoned as outsiders from an economic point of view. We are told that nine-tenths of the people of this country already own less than one-tenth of its wealth, and that one-tenth of the people own nine-tenths of the wealth. There is reason to believe also that this concentration of property in the hands of the few still continues unchecked. Thus we see there is a large class of people in our population who find themselves outside of the privilege of accumulated property and who are manifestly treated as outsiders by those who hold large possessions.

DISCONTENT IS BRED.

"There are growing up in our midst to-day great classes of people imbued with a thorough-going social, industrial and political discontent. They are against the present order of things in society, in business and in government. In other words, they are unorthodox in their social, industrial and political faiths and frankly recognize themselves as outsiders and opponents to the prevailing order.

"To show that these people who are on the outside do not take themselves



WILLIAM WOODHEAD,

NEW PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

too seriously and really do constitute a threatening element to the peace and order of our times, let me draw your attention to statements bearing on these questions from some of the greatest men of the country. Woodrow Wilson three years ago, at Pittsburgh, when still president of Princeton University, and never dreaming then of being even a candidate for the presidency of the United States, said to a company of his alumni, speaking of this country: "It she loses her self-possession, America will stagger, like France, through fields of blood before she again finds peace and prosperity under the leadership of men who understand her."

HAVE CLASSES AND GROUPS.

"One great danger in our present-day democracy is the pitiful way in which the different classes are separated from each other. We are all divided up into different groups, according to race, religion, politics, social position, economic standing and oftentimes with bitter hatreds engendered between us, and there is no place where we can all get together to talk over in a friendly spirit our mutual interests and concerns.

"A democracy cannot long exist under these conditions. We can survive the disadvantages of conflicting races and religions only when there is a homogeneity of standards and ideals among us. Such a condition cannot be maintained when people do not freely mingle together. The public school is the only institution in our American life to-day which does approximately bring together the rich and the poor, the favored and the unfavored, the Jew and the Gentile, the Catholic and the Prot-

estant; but unfortunately about ninety per cent. of the children do not remain in the schools above the age of fourteen. All the rest of their lives are separated, more or less, according to their various classifications. That all kinds of people in adult life, with varying interests and clashing prejudices, can be brought together in harmonious fellowship is proved by the success of the Ford Hall meetings and other similar gatherings."

WILSON GREET'S CONVENTION

By a relay of runners, President Wilson sent the following message of good will to the A. A. C. A. Convention on Monday:

THE WHITE HOUSE,
WASHINGTON.

June 7, 1913.

My Dear Mr. Coleman:

Allow me to avail myself of this occasion of the great meeting of the Associated Advertising Clubs of America to send my warm greetings to the convention and to express my hope that your sessions may give a fresh impulse to the work upon which your organization is engaged. Your slogan, "Truth in Advertising," ought to win to you, if lived up to, the support and admiration of the business community.

Sincerely yours,

(Signed) WOODROW WILSON.

Mr. George W. Coleman, President, Associated Advertising Clubs of America, Baltimore, Md.

AD MEN TAKE PULPITS.

Baltimore Congregations Hear Their Views on Many Subjects Coupling Life and Advertising—That Modern Advertisers Strive for Truth Burden of Many of Their Sermons—Advertising as an Ethical Force.

That truth in advertising is absolutely essential, and that the good advertisement has so wide a field as to include even matters of religion, was the burden of over a score of lay sermons delivered at Baltimore, last Sunday, by delegates to the A. A. C. A. convention. Below will be found excerpts from many of the sermons, and the name of the church in which they were heard:

HERBERT N. CASSON.

H. K. McCann Co., New York City.
Brantley Baptist Church.

"The spirit of modern American business is not the spirit of greed. It is not the spirit of mere money mastery. It is not the brute instinct by which men learn only to have and to hold. Actually, altruism has become the most practical thing in the world. Actually, business men are finding out that it pays best to do right and to deal justly with their neighbors. They are offering money back to buyers who are dissatisfied. In fact, you can find in this every-day advertisement of any every-day newspaper evidences that the spirit of Christianity is now dominating the business world to an extent which was never dreamed of by the saints and prophets of the past."

GERALD STANLEY LEE.

Congregational Minister, Northampton, Mass.
Franklin Square Baptist Church.

"The advertising man acts on the principle that everything that people do not do or do not buy that they ought to do or buy, they would do or buy if the matter could be properly brought to their attention. Many of us who call ourselves Christians fall below the advertising man's standard in our faith in human nature."

CLOWRY CHAPMAN.

Advertising Expert, New York City.
Seventh Baptist Church.

"Advertising has come to influence us in our daily round, and in many particulars has revolutionized habits, tastes and surroundings. Just follow a day in its course. On jumping out of bed, a man of the time is in pajamas instead of in the corresponding apparel of the last century—thanks to advertising. In the bathroom he encounters a flesh brush, sponges, soap and towels, a razor, talcum, dental cream and a toothbrush, military brushes and a nail file—well advertised articles probably, every one of them."

CHARLES G. WOOD.

Editor of New Bedford, Mass., Times.
Eastaw Street Methodist Episcopal Church.
"Confidence is the sustaining structure"



Courtesy of Baltimore Sun.
"BILL" FREEMAN PROMPTING HIMSELF.



Courtesy of Baltimore Sun.
PRESIDENT COLEMAN IN ACTION.

of modern business. And truth is the life blood which flows through the heart of confidence. Truth is the soul of confidence. A man who possesses the confidence of his fellowmen is rich. His light is shining, but its radiance will not extend far unless he is true to himself, and faithful to his trust."

HENRY BROCKBANK.

Atlas Flour Mills, Milwaukee, Wis.
Madison Square Church.

"Advertising is the universal interpreter of business. Every day it sets to print the surplus and needs of mankind. It is the great connecting link between the producer and the consumer. It tells the story of all good things of the earth and where they are to be found. Advertising is the sap of the business tree, assimilating the products of industry and distributing them among the millions of consuming leaves. It creates the desires and stimulates the demands which turn the wheels of our factories over faster and faster. No other method of business is like unto advertising, for it is done altogether in the open and in the sunshine."

THOMAS DREIER.

Thomas Dreier Service, Cambridge, Mass.
North Avenue Baptist Church.

"The greatest plant is the home. Its business is to produce for the world the most precious product in the universe—the bodies and brains of men and women. Men may speak of the greatness of railroads and steamship lines, of factories and buildings of steel, of mines and farms, of schools and churches, of canals that connect the oceans, and of irrigation on projects which reclaim the deserts from the dominion of the sun. But the home looms above all these like a giant above the shoulders of a child."

WILBUR D. NESBITT.

Advertising Expert, Chicago, Ill.
Mt. Vernon Place M. E. Church.

"Civilization, in some of its fundamentals, is the ability to do the hard work in an easier way. Sometimes it is the lazy man who makes the short cut, sometimes it is the man in a hurry who goes across lots to catch his train, but most of the bias paths across the field of time have been worn by the trudging feet of the workers, the hewers of weed and the drawers of water—whether it be in the tasks of industry, art, science or any other kind of labor. For anything that pays—whether the payment be to man or to mankind, whether the reward come to the door or to posterity, is work."

S. ROLAND HALL.

School of Advertising, Scranton, Pa.
Central M. E. Church, South.

"Advertising has played an important part in this change in the manner of people's living. Advertising means informing. Advertising is business news. People are a great deal closer together than they were twenty-five or fifty years ago. To-day a trip from New England to Texas isn't as much of a trip as one from Boston to New York before the Civil War. Bringing people closer together has necessarily meant a better acquaintance with each other's products."

H. B. COWAN.

Publisher, Petersboro, Ontario, Can.
St. John's Emmanuel M. E. Church, South.

"This gospel of love is recreating and reclaiming the world more rapidly to-day than ever before. The barriers of ignorance, of prejudice, of suspicion, of isolation, of distance, of class, sectional and international jealousies that have separated men and nations for generations are crumbling on all sides before the new upwelling of love with its realization of man brotherhood to man. That is so apparent in the hearts of men in this new day and generation. The printing press, the telegraph, the telephone, the cablegram, our system of international postal facilities, our rail and steamship service, our national and international organizations for the promotion of Christian and secular purposes, are drawing the nations of the world into closer and closer relationship."

G. C. HUBBS.

United States Fire Co., New York City.
Brown Memorial Presbyterian Church.

"It is not possible for this generation to estimate its prodigious contribution to the science of living, the science of health, the science of commerce, or the science of physical, mental or spiritual efficiency. But the largeness of our life to-day as compared with former times is not nearly so important as is the comparative quality of our commercial dealings. Happily, we have not grown so rapidly as to have outgrown our moral sensitiveness. We have not been so carried away with the lust of new-found



WALTER B. CHERRY,
NEWLY ELECTED VICE-PRESIDENT OF A. A. C. A.

gold or the pride of our unparalleled achievements, that we have forgotten that honesty and morality are as essential to substantial commercial progress as they are to personal character."

ROBERT NEWTON LYNCH.

State Development Board of California.
Fourth Presbyterian Church.

"This business of advertising is not only legitimate but is a great instrument with moral and spiritual character. Advertising is not to be confined to commerce; it touches every sphere of life. Advertising is agreeable to the course of nature which calls for expression from every child of nature. The very plants and trees must express themselves in blossom and fruit and through all the realm of animal and human kind, self expression is the mandatory law."

JOHN RENFREW.

Home Builder Magazine, Los Angeles, Cal.
Lafayette Square Presbyterian Church.

"It is no mere coincidence that the Associated Advertising Clubs of America should have emblazoned upon their banner the immortal word Truth. It is one of those facts which transpire—call it Providence, psychic phenomena, or as you will, you find such influences manifesting themselves in the affairs of men all down through history."

H. E. GROFFMAN.

Cluett, Peabody & Co., New Orleans, La.
St. Paul's Reformed Church.

"If you have a good thing, no matter what it is, religion or business, a sermon or a practical invention that is serviceable or good, it is your duty to advertise it, to let your fellowman know about it and advise him where he can get the best returns for his money; the most complete satisfaction for his mind and heart. The world would be a dreary place in many ways if it were not for the advertiser."

W. J. ELDRIDGE.

Hardwick & Magee Co., Philadelphia, Pa.
Bishop Cummings' Mem. Ref. Episcopal Church.

"Advertising is not a new phase of business activity. It has existed in some form for ages. Publicity was monopolized largely by the rulers of the ancient

world. In Egypt we find the Pharaohs chiseling their deeds of valor in the imperishable stone and their records remain to this day—a species of advertising which, at least, possessed the merit of permanency. The kings of Babylonia and other Eastern countries adopted similar methods of preserving a record of their valor, and recent science has assigned to a much more remote period inscriptions of the Neolithic age, which may be placed in the same class."

G. GROSVENOR DAWE.

Chamber of Commerce of the United States.
First Independent Christ Unitarian Church.

"What is the greatest cohesive power in society? What's it that enables us who have come up from the cave dweller and his suspicious attitude toward those who lived near him to a condition where we by the thousands and the millions live together in a good average peacefulness and relationship? The great cohesive power of civilization is confidence. Without mutual confidence among the millions of our people we should to-morrow morning be a million fretful, irritable individuals."

FRED E. JOHNSTON.

First Vice-President of A. A. C. A.
Harlem Avenue Christian Church.

"The business man of to-day, the live wire of publicity, is the man of nerve and vim, rising up in fiery bubbles and foam and overflowing in ardency and energy. You will find my words true ere this convention comes to an end. Don't you wish that some of the men and some of the officers in all the churches in Baltimore had some of this surplus steam to blow off? A hundred such men in this fair city of yours, scattered throughout your beautiful churches, would raise the religious fervor and spiritual zeal to the highest point of temperature the Church of God has ever known. It would mean a second Pentecost for Maryland, My Maryland."

DAVID GIBSON.

David Gibson Co., Cleveland, O.
Associate Congregational Church.

"Now, of those of us who are intellectual and moral leaders to make people better, we must change their thinking.

This is done by getting them to eat better food, wear better clothes, live in a better house amid better furnishings, and by surrounding themselves, generally with the more efficient utensils of life. We find that the spiritual development of a man often begins with a good suit of clothes and a decent place to work and live rather than the other way around."

W. H. JOHNS.

George Batten Co., New York City.
Friends Meeting House.

"Faith means action. There is no such thing as dormant faith. In the eleventh chapter of Hebrews, with which we are all so familiar, this thought is thoroughly emphasized. Here, too, we find the best possible definition of the word itself. As our most studious translators phrase it, 'Now, faith is assurance—or giving substance to things hoped for—a conviction or test of things not seen, and then follow reference after reference to great events in Hebrew history, beginning with the creation of the world, proving that faith had been the motive power of progress through all time.'

EMERSON P. HARRIS.

Harris-Dibble Co., New York City.
Second Lutheran Church.

"To advertise is to advert or turn towards, and advertising is essentially the great force for turning the minds of men and women toward a given object. That it may be put to trivial or unworthy purposes does not reflect upon its merits any more than the transportation of harmful products reflects upon the railroad, or that the fraudulent use of the mails discredits our indispensable postal convenience."

J. FRANK DAVIS.

President Advertisers' Association, San Antonio, Tex.
St. Paul's Lutheran Church.

"Business America has come to the parting of the ways and a great company has already passed the fork in the road and is marching in solid phalanx down the street that is called Straight. There is a new spirit abroad in the land, or rather a spirit nearly 2,000 years old, that is just becoming understood and practiced. If there is anything worth while in the principles of religion and morality it is worth while for everyday use."

DOUGLAS N. GRAVES.

Boston, Mass.
Westminster Presbyterian Church.

"The lords of finance and industry have taken unto themselves the earnings of thousands, and if the conscience pricked distributed a niggardly fraction of these stealings in so-called philanthropy, a philanthropy which brands the giver as the possessor of ill-gotten gains and scorches away the dignity and shrivels up the self-respect of those who accept such largesses. The earnings of the people have been sluiced into the gorged hoppers of those who were already suffocating with fatty degeneration of the heart. Ninety and nine have toiled without adequate return and without hope, in order that one might grow fat and flabby and monstrous in the grossness of his wealth. Greed, selfish, hateful, merciless, criminal greed of wealth is the tidal wave that has swept humanity off its feet."

World Reporter Killed in Wreck.

George T. Humes, for the last nine years a reporter on the New York World, died at the Stamford Hospital yesterday, as the result of injuries received in the wreck of the Springfield express of the New York, New Haven & Hartford Railroad near Stamford, Conn., Thursday afternoon. He was born in St. Louis thirty-four ago and came to New York with his family in 1897, entering the typewriting business under his father. After a few months he joined the staff of the New York Evening Journal. He later became connected with the editorial staff of the New York Press and in 1904 joined the World. Mr. Humes was on his way back from a vacation trip to the country home of his parents at Pine Orchard, Conn.

The Middle West Advertising Agency has been launched by J. J. Stokes and B. Herter, experienced advertising men.

The Palo (Mich.) Post has suspended publication.

The Clinton (Ill.) Morning Journal has become an evening paper.

Scenes Familiar to A.A.C. of A. Delegates in Quaint and Charming Baltimore



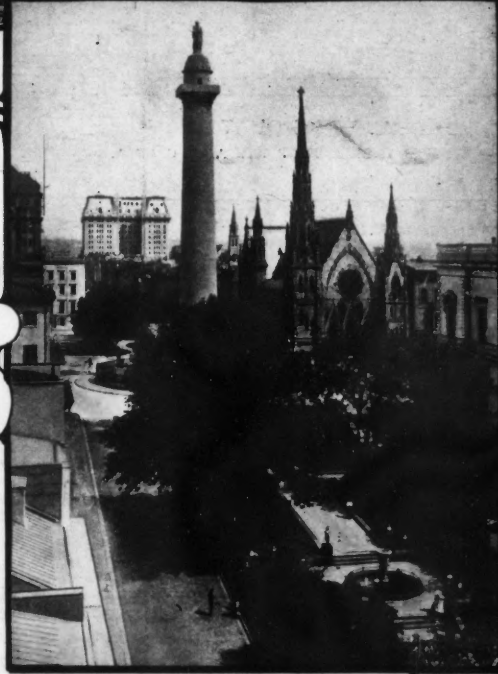
CITY HALL.



HOTEL STAFFORD.



NORTH POINT MEMORIAL



THE WASHINGTON MONUMENT.



JOHN HOPKINS UNIVERSITY.



BALTIMORE'S RETAIL SHOPPING DISTRICT.



HOTEL BELVEDERE

Photos by Hughes Co Baltimore.

MONDAY MORNING SESSION.*(Editorial Correspondence.)*

BALTIMORE, June 9.—If the members of the Associated Advertising Clubs of America had had the weather made to order, it could not have been better than on Monday, when the ninth annual session convened in the Fifth Regiment Armory. The sky was as clear as if swept by butterflies' wings and the temperature was so cool and bracing that light overcoats were not uncomfortable in the early hours of the day.

Baltimore never looked more attractive to the eyes of her own citizens as on this beautiful June morning. The business streets were gay, flags and bunting and banners of yellow and black, the colors of the Advertising Club of Baltimore, were hung from the walls of the business buildings, or waved gracefully in the breeze from ropes stretched across the streets at frequent intervals. Its stars and stripes and shields, painted in various colors, were fastened above the entrances to stores and shops.

BALTIMORE SEES BRIGHT PICTURE.

The city was en fete. The throngs of delegates clad in picturesque uniforms or wearing upon their breasts rare colored badges, who had been pouring into the city by special trains and steamboats since Saturday, gave an unusually bright appearance to the human tide that swept through her thoroughfares. Every hotel was a center of intense activity. The lobbies were aglow with club banners, pennants and insignia of various kinds. Bands of music marching along the streets brought to the windows of the buildings, clubs, office workers and operators who waved their handkerchiefs to the passing ad men.

The opening session was scheduled for nine o'clock, but when that hour arrived not more than a hundred people were in the great convention hall. The Boston Pilgrims, under the leadership of Carroll J. Swan, were the only Ad Club members on hand ready for business.

HALL DIVIDED IN TWO PARTS.

While the delegates were assembling, the early visitor had a chance to look about the armory and note the preparations that had been made for the accommodation of the convention. A great curtain of broad red and white stripes divided the great hall into two parts—that on the right being set aside for the session of the convention, and that on the left for the advertising exhibit and lunch counters.

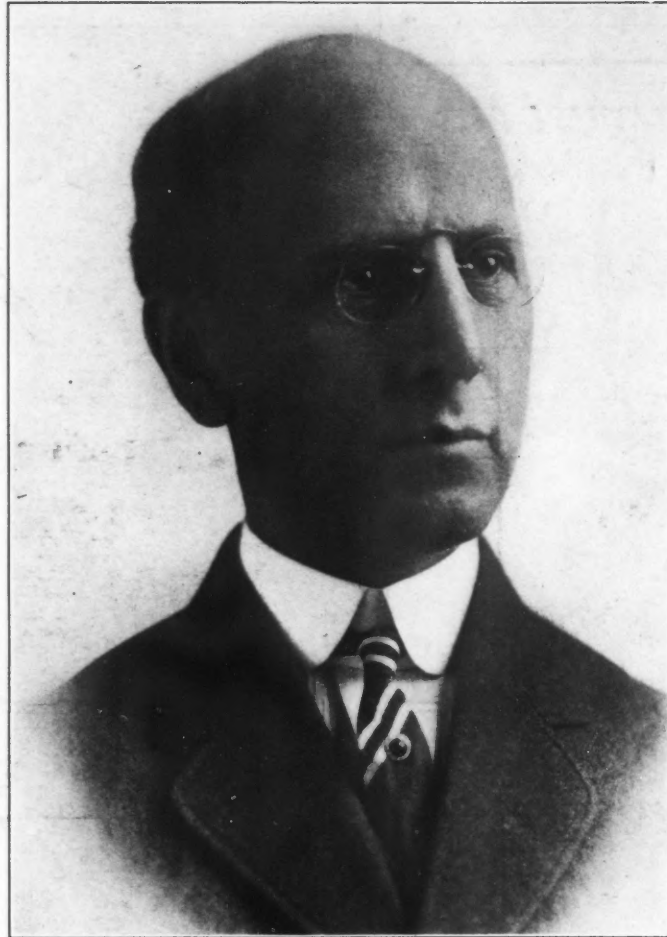
It is not an easy matter to convert a large bare drill room into an artistically arranged and beautifully decorated hall suitable for a convention. That the Baltimore Club was successful in doing this in the present instance is proof of the good taste and industry of the members.

The walls of the building were completely covered with yellow and black bunting, while the roof beams were shut out of sight by a ceiling of yellow. Boxes for the women, the wives and families of the visitors, were arranged along the rear and one of the sides. The general effect of the decorations was well pleasing to the eye.

CONVENTION IS CALLED TO ORDER.

It was 9:35 o'clock when President George W. Coleman, of Boston, called the convention to order. There were not more than six hundred delegates and visitors present at the time, but before the morning session was ended there were fully 2,500 persons in the hall. The military band, stationed in the gallery, that had been playing popular airs while the crowd was assembling, was glad to have a breathing spell.

President Coleman, in his opening remarks, said that the convention marked the beginning of the third important epoch in the history of the Associated Advertising Clubs of America. The first epoch, represented by the first five or six years of the association's existence was the formative period; the next three years was the development period, and now the association is entering upon the constructive period.

**T. W. LE QUATTE,**

ELECTED TREASURER OF THE A. A. C. OF A.

OPENING SESSION, MONDAY.*(Editorial Correspondence.)*

BALTIMORE, June 9.—There is no doubt that this was the biggest day in the history of the Associated Advertising Clubs of America. The formal opening of its Ninth annual convention, which took place this morning in the Fifth Regiment Armory, made it that. Delegates crowded the hall early and a few minutes after nine o'clock, the time set for the opening of the convention, George W. Coleman, president, succeeded in restoring order. In his introductory remarks, happily selected, President Coleman said:

"We are going to break another precedent here to-day in having a layman deliver the invocation. I have pleasure in presenting James Schermerhorn, publisher of the Detroit Times."

Mr. Schermerhorn then delivered the following petition:

Almighty God, Maker of heaven and earth, abide with this multitude of business men, who wait before Thee as a sign and token of their desire to do their work in true relationship with Heaven and with Earth. We stand here as ambassadors of the winged word, knowing that by our words we shall be justified and by our words we shall be condemned. We cannot escape stewardship; boys flying kites haul in their white-winged birds, but we cannot do that way when we are flying words.

We thank Thee for the gift of another day. May we accept it as a fresh and unsullied page out of Thine own book and commit to it the record of our craftsmanship in the spirit of the Godlike men of old who dedicated tablet and scroll to life and light and liberty. Give us to go manfully about our tasks, upborne by the spirit of service that seeks recompense only as the fruitage of good faith and diligence—a spirit that imparts majesty to every mission, dignity to every task, glory to every achievement. May the meditations of our heart and the ministry of our proclaimed messages to the world, be acceptable in Thy sight, O Lord, our strength and our Redeemer. Amen.

After the invocation a song, "Hail the Truth," dedicated to the Associated Advertising Clubs of America, the words written by Walter S. Hamburger, and the music by Clara G. Groppel, was sung by the assembly, Herbert S. Smock, assisted by a quartette of brass, leading.

MARYLAND'S GOVERNOR PLEASES.

Governor Philip Goldborough made an excellent impression upon the con-

vention in his address of welcome. His voice could be plainly heard in all parts of the hall. He spoke earnestly and sincerely and made the visitors feel that they were, indeed, welcome to the State and to its chief city. Gov. Goldsborough particularly pleased his hearers when he said:

"This is the greatest body of great men that has ever convened in Maryland."

"He was glad, he said, to welcome such an intelligently critical body of men because it was within their province to point out the business shortcomings of her citizens and to suggest methods of improvement.

"Advertising has no license to do wrong," he continued. "It has boundless opportunity to do good. You advertising men are not satisfied to make two blades of grass grow where one grew before, for you want four."

MAYOR WELCOMES A. A. C. A.

Mayor James H. Preston was heartily greeted when he stepped forward to welcome the visitors to Baltimore. After alluding to the fact that Baltimore had become a convention city, and as such had entertained the National Democratic hosts, labor organizations, musical festivals and grand opera companies, he told of the achievements of Baltimore, and what is now being done to make it a pearl among cities.

SHAY AND JOHNSTON SPEAK.

President E. J. Shay, of the Baltimore Club, welcomed the visitors on behalf of the local club. That he was a favorite with the delegates was shown by the hearty applause they bestowed upon him.

The response for the A. A. C. A. was delivered by Frederick E. Johnston, vice-president of the organization. Mr. Johnston made a hit with the audience when he said:

"Since we have met your women we do not wonder at the nobility of your men."

President Coleman in submitting his annual report said:

PRESIDENT COLEMAN'S REPORT.

This is our ninth annual convention and we are now acting out the closing pages of the history of our eighth year. It all dates back to Chicago in 1905. Seven other chapters were successively closed at St. Louis, Cincinnati, Kansas City, Louisville, Omaha, Boston and Dallas. How very few there are who have a memory of all these events. Many of those who were enthusiastic at the start have been lost to view on the way, and very many others have come in at the seventh, eighth and ninth hours. Now we are a great host and are on the march to the Promised Land of Honest and Efficient Advertising. We have pitched our camp in Baltimore for a few days that we may measure our strength, take our reinforcements, bring our equipment up to the mark, get a fresh vision of our calling and march on to glorious victories.

It has gone well with us the last twelve months. The emphasis has been placed deliberately on efficiency of organization rather than on increase of numbers. We have been weeding out the unfit and replacing them with a sturdier stock. More clubs have been dropped from the roll than in any other year, but their numbers have been more than made good by clubs that have been organized under healthier conditions. Our roll of more than 135 clubs, with an individual national registration of over 10,000 paying members, is the soundest and most compact material for organization we have had, although a good deal of trimming and pruning still remains to be done.

COMMISSIONS MAKE PROGRESS.

Last year, at Dallas, we appointed four Commissions to plan constructive improvements in our methods of work. Some very substantial progress has been made. Under the direction of the Publication Commission, S. DeWitt Clough, chairman, our monthly publication, *The Voice*, has become Associated Advertising, and under the editorship of Thomas Drier, the advertising management of Frank E. Morrison, and the business management of Secretary Florca, the magazine is gaining recognition, power and revenue to a remarkable degree. Conducted on these same lines another year, it will become a big asset in the Associated Advertising Club work.

The Commission on Individual and Club Membership, T. W. LeQuatte, chairman, and the Commission on Divisional Organization, R. Winston Harvey, chairman, both have very important recommendations to make to this convention, the decisions on which will have a vital bearing on all our future work. They have studied their respective problems most assiduously and will submit their conclusions to the wisdom of the delegates.

URNS OVER CASH BALANCE.

The Finance Commission, Paul Black, chairman, did not meet with great success in its work, but our financial outlook nevertheless has begun to take on a rosier hue. For the first time in our history the retiring administration will turn over to its successor a very substantial cash balance closely approaching three thousand dollars. And the registration fee introduced at the convention for the first time will further add very material revenues to the treasury of the next administration. Additional methods for increasing our resources have been suggested to the incoming Executive Committee. All these means of income added to the increasing profits from Associated Advertising will go a long way toward putting the Association on an adequate and self-respecting financial basis.

We recommend still further a system of sustaining memberships with very substantial annual dues for worthy and prosperous concerns who are vitally interested in advertising and who would have no other way of expressing their substantial interest in the great work the Associated Clubs are doing for the cause of advertising.

We do not think that business men whose annual figures for advertising expenditure and income run into a billion dollars a year can afford to let this organization be held back in its great work for the lack of proper financial support. So we are recommending to our successors in office a definite method that will open the way for the men, who are helping through no other channel, to meet their fair obligations in this regard. And in the meantime we have started off the new administration with enough ready money to enable them to begin to do things at once.

So much for our four new Commissions recommended in my report of a year ago. Now a few words as to our four vital Standing Committees.

WORK OF STANDING COMMITTEES.

Herbert S. Houston, chairman of the Educational Committee, will give you a full account of the best year this committee has yet had. It culminated in the very successful publication of a great book on "Advertising as a Business Force," by Prof. Paul T. Cherington. This publication at once took high rank both for its intrinsic worth and as a popular seller. Thus it becomes a great adjunct to the work of this committee both along educational and financial lines.

Under the leadership of Harry D. Robbins the Vigilance Committee has in one year gained national recognition. His report will reveal to you an immense amount of work splendidly accomplished. Not the least of the labors of this committee through its subordinate branches, has been its battle for the Printers' Ink law against fraudulent advertising, which has, up to date, been written on the statute books of six sovereign States.

The General Publicity Committee, under Mr. Richard H. Waldo's chairmanship has again completely outdone itself. The generous contributions of advertising space for the Baltimore Convention given by the Newspaper, the Magazine, the Street Car, the Billboard, the Trade Publications and the Painted Sign interests exceed anything that has ever been done before. And the arrangements for post-convention publicity are more far-reaching

(Continued on page 10.)

America's Largest Market for
 PRINTING INK · SOAP
 PLAYING CARDS · TANNERY
 WHISKEY · MACHINE TOOLS
 LAUNDRY MACHINERY

\$33,000,000.
 Are paid yearly
 in Wages in
 Cincinnati
 alone

Cincinnati

**A
 City
 of
 500,000
 People**

Cincinnati, Ohio

Supported by environs inhabited by 2,000,000 people.

It is America's largest Printing Ink, Tannery, Playing Card, Whisky, Soap, Laundry Machinery and Machine Tool market.

It is the trading center of the Ohio Valley, embracing Southern Ohio, Eastern Indiana, Kentucky, West Virginia and Western Pennsylvania.

\$33,000,000 are paid yearly in wages in Cincinnati alone.

This, in short, means that Cincinnati is a good market.

The Cincinnati Enquirer

is one of the FEW newspapers that sell for FIVE CENTS A COPY DAILY.

That means that it reaches the CLASS of people who can afford the best.

It has a large DAILY and SUNDAY circulation, about one half of which is local, and the other half distributed over the Ohio Valley, reaching the BEST people, people who can AFFORD to go to Cincinnati to shop, and who DO go to Cincinnati to shop.

In fact, the per capita purchasing power of Enquirer readers is away above par.

The DAILY rate is 20c. per agate line, with discounts for space, 2,500 lines 14c.; 5,000 lines 12c.

The Sunday rate is 25c. per line flat. Position, Daily or Sunday, 25% extra.

Write us or consult your agent

THE CINCINNATI ENQUIRER

New York Office
 Metropolitan Tower
 I. A. Klein, Manager

Chicago Office
 Peoples Gas Building
 John Glass, Manager

CIRCULATION MANAGERS.

(Continued from page 1.)

The members and their families will be the guests of the transportation company during the trip, and between now and June the program committees will have provided an attractive list of papers and shore events to while away the six days scheduled to be spent on board, that will in itself make a record-breaking attendance positive.

The circulators were welcomed by Mayor Hunt, W. C. Culkins, Chamber of Commerce secretary; Howard Saxby, publisher of Saxby's Monthly; Joseph Garrison, managing editor of the Times-Star; W. F. Wiley, managing editor of the Cincinnati Enquirer, and Clyde M. Reed, superintendent Fifth Division Railway Mail Service. Mr. Saxby made a clever little speech, saying:

"The circulation manager is the pulse of the press. The normal beating of the pulse in adults lies between seventy and eighty. I am sorry to say that in the circulation department of some of our newspapers we have a very irregular pulse, and these beats lie between 100 and 135 times a minute—but the public is the doctor, and you cannot fool the family physician. There is a large diurnal rotation in the pulse rate. It is highest at noon, which is a boast for the afternoon papers. It is a steadier in the morning, which speaks volumes for the reliability of the morning sheet; age increases the pulse, so the longer a publication lives the bigger the circulation."

Joseph Garrison told a good story and said:

"I am glad to add a somewhat belated, but none the less expressive, word of welcome to you from the editors of the Cincinnati newspapers. It is and always has been my firm conviction that a Congressman or other public man seizes with joy the opportunity of making a public statement of his belief and conviction, but it is worse than cruelty to animals to compel a newspaper editor to make a speech.

CIRCULATOR IS EDITOR'S CONSCIENCE.
"I have always regarded the circulation manager as the active conscience of the editor; and sometimes, where the individual conscience becomes somewhat passive, it is brought into full activity through the reminder of the circulating manager.

"In the office of the Times-Star we believe to have exemplified the effect of team work, because we have worked together there with results we now feel and which are fairly successful. We believe that team work is productive of the only kind of results that count, that without this we could not make half the progress we do.

EDITORIAL DEPARTMENT SUPERFLUOUS.
"There are two great co-ordinated departments on a newspaper—the circulation department and the advertising department. The circulation department makes the commodity which the advertising department sells, thereby affording the newspaper the luxury and the superfluity of an editorial department.

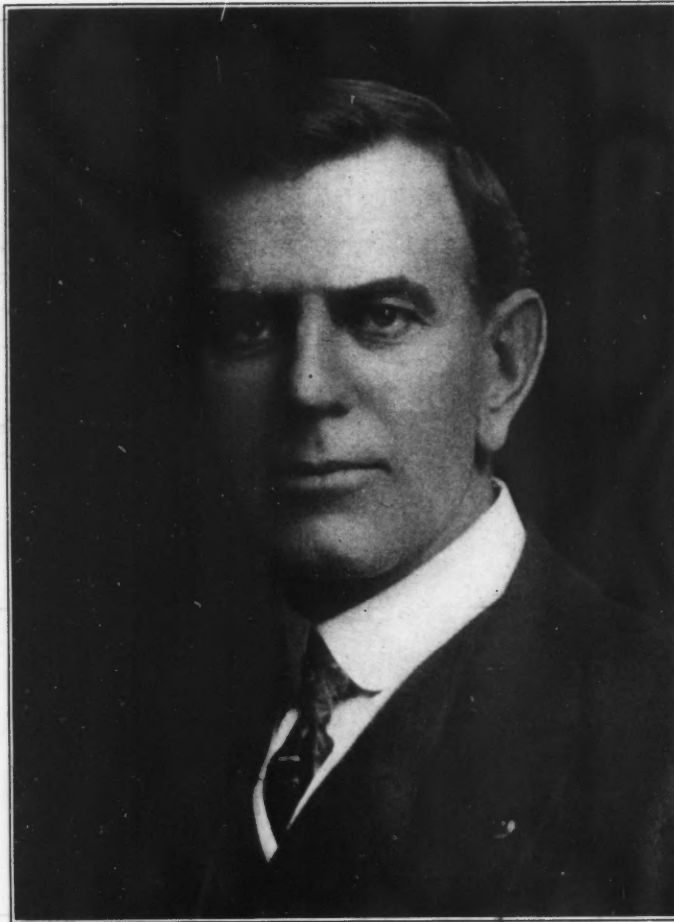
"I regard it as rather significant that at the time when the Advertising Clubs of America are meeting in Baltimore, and the International Circulation Managers' Association is meeting in Cincinnati, that the Supreme Court of the United States should pass upon the Barnhart bill, claiming that it is constitutional.

"They favor an admirable parole law in Indiana through the operation of which a convict for good behavior is allowed to leave the penitentiary on condition that he reports to the judge who sentenced him at stated intervals until the expiration of his term of imprisonment.

"It seems to be the opinion of the Supreme Court of the United States that you, gentlemen, upon condition that twice a year you report to the government of the United States that you are behaving and that you are not lying, and that you are not going to run away, are to be permitted to avail yourselves of second class mail privileges."

LEWIS ADDRESS BECOMES FEATURE.

Undoubtedly the big feature of the



SIDNEY D. LONG,

ELECTED PRESIDENT OF THE INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION.

convention was the address on parcel post by the Hon. D. J. Lewis, of Maryland, the father of the parcel post, who talked for more than an hour emphasizing the needs of the service and showing how the newspaper men aid in its extension and the lowering of rates. He was given close attention and agreed to supply a copy of his address to any newspaper man who would request it. The address is printed in part elsewhere in this issue. Every newspaper man in America should read it. Address the Congressman, at Washington.

The association went on record for truthful and honest circulation statements and the extension of the parcel post. The convention unanimously approved the following telegrams, which were signed by the president, W. J. Little; the vice-president, S. J. Long; the second vice-president, A. G. Mackinnon, and the secretary and treasurer, J. R. Taylor:

The President, Washington, D. C.:

WHEREAS, The newspapers of the country as the people's forum and the consumers and producing farmers of the country are vitally interested in the development of the present parcel post service into a general parcel post, whereby farm products may be directly marketed from the farm to the kitchen at greatly reduced prices, and in improved quality, and whereby other retail products may be directly marketed from the producer to the consumer, and

WHEREAS, Under the parcel post law such general parcel post can be provided by administrative order, raising the weight limit, simplifying zones and lowering the rates to be not less than the cost of service, and

WHEREAS, Development of such a system is of momentous consequences to all classes; now, therefore, be it

RESOLVED, That the International Circulation Managers' Association most earnestly petitions President Wilson to give his personal consideration to the initiation of a general parcel post adequately raising the weight limit and reducing the rate to within the cost of service.

MESSAGE TO A. A. C. A. CONVENTION.

To the Associated Advertising Clubs of America, in session at Baltimore, Md., the following message was sent:

The International Circulation Managers' Association, in convention at Cincinnati, sends greetings and assurance that, irrespective of any judicial decisions, we are with you to the end in every legitimate effort tending to bring about honesty in all circulation statements and advertisements. We aim for the truth.

Later the convention adopted the following resolution and forwarded it: Associated Advertising Clubs of America:

BE IT RESOLVED, By the International Circulation Managers' Association, in convention, that a uniform system be adopted for the compiling of circulation reports; such reports shall end with the calendar year; and it is further

RESOLVED, That a form of report, giving all necessary information, be formulated in conference between members of the American Newspaper Publishers' Association, the International Circulation Managers' Association and the Advertising Clubs of America that such report when formulated be adopted as a standard for advertisers and advertising agencies, that the co-operation of advertisers be earnestly requested and a committee be appointed to this effect.

WANTS BETTER PARCEL POST.

Congressman Explains Defects of Present Arrangement.

Editorial Correspondence.)

CINCINNATI, O., June 12.—Addressing the circulation managers on certain defects of the existing parcel post laws and regulations, Congressman D. J. Lasis, Sixth District of Maryland, and father of the parcel post, advised the raising of the present weight maximum of eleven pounds to one hundred pounds in order that the gulf now existing in transportation be bridged. He said:

The government reports for the year 1910 show that after the farmer had used for his own purposes such of his crop as he found necessary, there was left a surplus, which, if sold at the farm, would realize some six billion dollars, a sum equal to about one-half the value of all the railroad property in the United States. When that six billion dollars of product reaches the consumers of the country the price would have mounted to thirteen billions of dollars, a sum of about equal in value to the entire value of the railroads of this country.

All of these farm products we use on our tables as consumers, with rare exceptions, are produced in retail quantities, sizes small enough to suit consumers "retail" or occasional needs. Eggs are counted one by one, and are marketed in dozens; sausage is sold link by link; dressed chickens, one by one; butter, roll by roll; hams, one by one. Indeed, all of the farm products, with rare exceptions, are purchased in these small forms when we buy them from the retailer from whom we now procure them.

MUCH HANDLING OF FOODSTUFFS.

In the absence of any method of retail transportation to carry them from the farm direct

to the kitchen in the city, as letters are now carried from the farm to the kitchen, the buying collector goes out to the farm and buys up these retail forms and converts them into wholesale forms. That is one commercial transaction, with its attendant elements of expense, of insurance, of loss or profit, of rent, one act of transportation—a broken act. This buyer turns them over to the wholesaler, another commercial transaction to which there attaches a like expense to that just named. The wholesaler converts them into other wholesale units and turns them over to the retailer in the towns and cities, a third commercial transaction which has an extensive expense attached to it.

Finally the retail trade gets them, and reconverts them into their original retail forms and lets the consumer have them at a price that is double, at a small that cannot be expressed in numerical terms.

RETAIL TRANSPORTATION IS SOLUTION.

It is suggested that if we had a retail transportation system there would be no reason why the consumer should not procure these retail farm products direct from the producer, and be the first purchaser instead of the third or fourth, and also get the article at its original instead of its accumulated smell.

Now that, I suggest, gentlemen, is the function of the parcel post. I can readily see, as representing a family of five, what my relation would be to the farmer: I should have a standing order with him to send me once a week through the postal van so much butter, so many eggs, sausage when in season, and a ham when I needed it; and he would simply put them in proper packing and send them to Lewis, his customer, through the postal van, putting a C.O.D. on it if I were a stranger to him, to secure the purchase price and the postage.

Under these circumstances the relation of the great advertising mediums of the country, the press, will attach to the subject in a way that I need not describe to you. The farmer will have to let the market know that he is in the farming business and the kind of products that he is willing to sell to town and city consumers.

MAKING RURAL DELIVERY USEFUL.

We had in the United States two million miles of rural delivery organization up until the first of the year, traveling empty both ways mostly, but now perhaps carrying some articles in a very picayunish fashion from the towns to the farms, but still running empty from the farms back to the towns. Over that two million miles of rural routes a daily schedule is kept. The government is paying the expense of maintaining the system, this year amounting to some forty seven million dollars, with only about seven million dollars returns in postage to meet the charge. The proposition is that a weight limit and a system of rates be instituted that will enable the farmer to ship his retail products direct from the farm to the consumer in the towns and cities; and in the performance of that great function I need not say, gentlemen of the press, that the circulation managers and the advertising institutions and your papers will be called upon to perform a very important service.

We have no retail transportation in the United States so far as railways are concerned; they are engaged in the wholesale business, in commercial business; and by that I mean that their minimum rate is 100 pounds. Their charge for 100 pounds, even where the weight is less than ten or twelve pounds; indeed, they have a good practical reason for treating the matter in that way.

WEIGHT MINIMUMS DETRIMENTAL.
But the ultimate consumer rarely wants 100 pounds of anything; certainly not of butter, or eggs, or sausage; and so when you come to think of it, it is extremely rare that the ultimate purchaser goes to the freight depot for anything.

Express rates in the United States, stated in terms of tons, are some sixteen times as high as the freight rate. In other words, the ratio of the freight to the express charge is sixteen to one.

Now the good old Democratic party got over that ratio, but the express companies in this country never will. In a few years you will find that they will have passed from the field of transportation and their function will be performed either wholly by the post office, or partly by the post office and the balance by the railroads of the country.

EXPRESS COMPANY A PARASITE.
The express company is a parasite. I use that term, of course, as a descriptive term. The express companies do not own the railroads and therefore are not in complete control of the conditions underlying their existence and must accept such terms and such means as the railroads feel disposed to offer. They cannot control the railroads. An express official is making a rate, let us say from Washington to Baltimore on a five-pound package. He puts down, for instance, six cents for overhead charges, general expense. He puts down five cents for collection and delivery; that is eleven cents. Then he adds two cents for profit to the express company and this makes thirteen cents.

How is it to be paid? Well, the railroads and the express companies define their relations by means of a contract, and that contract substantially provides that the railroads shall get one-half of each specific rate that is imposed and collected by the express company. So the express ratemaker must add to this thirteen cents twelve cents to pay the railroad under the contract; not twelve cents to pay it for the physical carriage of the goods and apportioned expense of carrying a small shipment, but twelve cents to meet the convention between them. That twelve cents for a five-pound package between Washington and Baltimore means \$1.42 per ton mile; whereas on a 100-pound express package carried over the same railroad by the same express company, securing the same attention from all of these engaged in its transportation, pays

(Continued on page 26.)

THE BOSTON GLOBE

3,749,647 Lines of Advertising

During the five months ending May 31 the Boston Globe printed 3,749,647 lines of advertising. This was a gain for the Globe of 140,607 lines over the same period in 1912, and was 675,909 lines more than appeared in any other Boston newspaper.

The following figures explain themselves. The total lines of advertising in the four Boston newspapers having Daily and Sunday editions for the five months ending May 31 was:

1. The Boston Globe 3,749,647 Lines
(Showing a Gain of 140,607 Lines Over 1912)
2. The Boston Post 3,073,738 Lines
3. The Boston American 2,520,070 Lines
4. The Boston Herald 2,039,100 Lines

(The above totals include all kinds of advertising, from that of the big department stores to the smallest want advertisement.)

WANT ADVERTISERS KNOW! In Boston They Use The Globe

Want advertisers know what they get in return for the money they expend in advertising. They trace results. In Boston they use the Globe. The following totals are of interest. During the five months ending May 31, the want advertisement totals were as follows:

1. The Globe 218,956 Want Advts
2. Second Paper 67,992 Want Advts
- Globe's Lead 150,964 Want Advts

During the five months the Globe gained 7,947 want advertisements over the same five months of 1912.

In the five months ending May 31, 1913, the Boston Globe printed a total of 300,392 lines of automobile advertising. Of this total, 170,094 lines were display and 130,290 lines were printed in the classified pages, a large amount of it being display and paid for at the regular automobile display rate.

The second paper, during the five months, printed 183,610 lines. Of this total 170,745 lines were display and 12,865 lines appeared on the classified page.

Boston's Best Mediums—The Daily and Sunday Globe

In placing your advertising in New England remember that

(1) The Daily Globe, a two-cent newspaper, is circulated in the homes of Boston and surrounding territory, among the people who answer advertisements and who have the money with which to respond to them.

(2) The Sunday Globe is known as one of the best advertising mediums in the world. Circulated in the homes of the substantial and well-to-do people of Boston and New England, it brings phenomenal results.

(3) To get the trade of the best clientele in New England, be sure to advertise liberally in the Boston Daily and Sunday Globe.

PRESIDENT COLEMAN'S REPORT.

(Continued from page 6.)

than anything that was ever planned before.
PROGRAM COMMITTEE LAUDED.

The work of the Program Committee speaks for itself. Douglas N. Graves, its chairman, knows how to make a national program. He has put infinite pains into it, sparing himself not at all. Better than almost anything else, this Baltimore program marks the progress this Association has been making. More than that, it furnishes an ideal for us to work toward. You don't realize how fast we are growing until you compare one year's program with another.

These eight chairmen, Houston, Waldo, Graves, Robbins, Clough, LeQuatte, Harvey and Block, together with their associates, have put this organization under a great debt of gratitude because of the generous and unselfish service they have rendered the past year. The work they have done, taken all together and in conjunction with the labors of the Executive Committee, has given the Association a year of unprecedented success along the most substantial and permanent lines.

SECRETARY FLOREA COMPLIMENTED.

Secretary Florea is finishing his fourth year as the Secretary of this organization. He has borne the brunt of the work at headquarters ever since the Louisville Convention. He has superintended the official details of four conventions Omaha Boston, Dallas and Baltimore. He has seen our membership more than quadruple and our organization machinery grow proportionately. From its inception he has been the business manager (and for three years the editor) of our monthly publication. He has been in the midst of all the fights that have been waged during this period over offices and the convention city. He stands before us all to-day with the respect and esteem of every man in the Association. He is always on the job, he never makes mistakes and he never lets you know that you do. The "powers that be" were good to us when they picked out P. S. Florea for the Secretary of this Association.

During the year our organization has grown a bit toward its ideal of a wider international relationship, having taken into its fellowship the Thirty Club of London, England. With our right hand stretching across the Atlantic and our left hand greeting our fellow members in Honolulu, and our optics making goo-goo eyes at Toronto for 1914, we are in a fair way, with delegates at Baltimore from eight or ten foreign countries, to expand our organization into a world's fellowship of advertising clubs.

BALTIMORE CONVENTION SUCCESS.

There have been some who were skeptics as to Baltimore's ability to give this convention its proper setting, just as there were those who thought that Dallas never could give the Association a convention of power and prestige. These pessimists will be put to rout here in a few days, just as their predecessors were at Dallas. Let it be remembered in measuring Baltimore's success that she has undertaken far more than any previous convention city, because of the rapid growth of our work.

The Baltimore Convention is larger by far in numbers, two-thirds longer in time, and faces a standard of perfection in every feature which has been pushed higher and higher with each succeeding year. Contrast all this with Baltimore's inexperience as a city of advertising and then compare it with what she has done. If it is not "All hats off to Baltimore" then I do not know my crowd.

A big gain has been made in our work this year through the elimination of convention-city politics. This conserves for the serious work of the organization a lot of energy and money which has hitherto been diverted into channels of a more or less questionable virtue. With this elimination of a fault we have taken on a great virtue. The alliance with the churches whereby our convention practically opens on a Sunday morning, with a series of lay sermons by advertising men, has done more for our cause than any of us can yet fully understand.

NEW SEAL IS ADOPTED.

During the year the Association has adopted a new seal with the word TRUTH as its most striking feature. At present its use is being restricted entirely to Advertising Club purposes. It is used on all our stationery and literature and has been put into buttons and pins for our members to wear. It is beginning to have a value as representing the confidence and trust of the Associated Clubs, especially in connection with the work of the Vigilance Committee. Some day it may become a great power and a valuable asset for the Association.

Although future presidents of this Association may not be called upon to travel as much as have the last two executives, and in time the President's desk work may also be greatly minimized through a larger staff of paid employees, we believe that no future president should be permitted to meet all the expenses incident to his office as has been done for the last four years as a matter of necessity on account of insufficient funds. The present administration has therefore recommended to the incoming Executive Committee that the President be granted a monthly allowance toward his expenses. We have also urged that as soon as our finances warrant it a permanent field secretary be brought into the work. With these changes the convention will not be so limited in the choice of men eligible for the presidency and we shall run less of a risk of breaking down our presidents with overwork.

ADVERTISING BUILDING PLANNED.

One very interesting development in the work of the clubs during the last year has been the planning and building of three modern office buildings devoted exclusively to advertising interests. Chicago came first with a sixteen-story advertising building which has become the home of the Chicago Advertising Association. Then Boston broke ground for her publicity house, an eight-story building in the heart of the city, which will house the

GLIMPSSES OF THE CONVENTION CITY



NORTH BALTIMORE



BALTIMORE HARBOR

SKETCHES BY VERNON HOWE BAILY.

Copyright Norman T. A. Munder & Co.

Pilgrim Publicity Association. And now New York is to have a three-million-dollar advertising building to be erected by the Pennsylvania Railroad Realty Company, with headquarters therein for all the advertising clubs of New York City. It may not be long before there will be a string of these advertising buildings in all the large cities clear around the country. The advertising clubs are responsible for them.

All in all, we can be well content with what our year's work has brought forth, although we would have liked to accomplish a great deal more. We have held the gains of the preceding year and added something substantial in several directions. We can turn over to our successors an organization untroubled by factions and cliques and free from any schism, enjoying the good will and hearty co-operation of all the leaders and the rank and file in every section of the country. More than ever we have the support and confidence of the bigger men in the advertising business, and in advertising circles everywhere it is coming to be recognized that this Association is exerting a powerful influence for good in the advertising business. And best of all, advertising is gaining prestige in the public mind every year. Even our sourdest critics cannot but admit that advertising and advertising men have been given a new dignity and standing in the public estimation through the continent-wide activities of the advertising clubs and particularly through the work of this Association.

APPRECIATES SUPPORT GIVEN.

And for myself, let me say a word or two in closing. I am uproariously glad that the time draweth nigh when I can unload the burdens and responsibilities of this position onto other shoulders. The activities of the presidency during the past two years have been both a great joy and a heavy burden. The close fellowship which hundreds of advertising men all over the country has been a rich privilege. The kindness shown me on every hand and the recognition accorded me everywhere as your representative have been overwhelming. I am deeply thankful that it has been given to me to have so large a

share in so great a movement at such an auspicious time.

My associates on the Executive Committee, as well as the committee chairmen, have rendered the most valiant service and have held up the hands of the President at every turn throughout the year. They have been a solid comfort to me, especially at times when the burdens seemed too great to bear. We must realize that the task of leadership in this Association has been growing bigger and heavier with each succeeding year. It is incumbent upon us to meet the situation by drafting into the service the biggest and finest men among us. And, on the other hand, let the best men we have understand that there is no better use they can make of their great strength and their fine talents than to serve the cause that this Association represents, especially at a time when every stroke counts for ten, so vital are these formative days. Presidents, officers and chairmen may come and go, but the work must be carried on more vigorously and more intelligently with every succeeding year.

Respectfully submitted,

GEORGE W. COLEMAN,
President.

Secretary Florea's annual report was then read.

The report of the treasurer, S. D. Mekeel, showed that its total receipts of the year had been \$26,938.48 and the disbursements \$24,269.33, leaving a balance in the treasury of \$2,669.15.

TORONTO URGES HER CLAIM.

The nominations for the next convention city being in order, Mayor Hocken, of Toronto, presented the claims of that city. He said that he went to the Dallas convention last year as the representative of the then Mayor to help the Toronto Club, of which he was a member, capture the convention for Toronto.

Unfortunately for Toronto, he said, Baltimore captured the prize. After he returned home the Toronto people elected him Mayor in order that he might be more efficient in his efforts to bring the convention to Toronto in 1914. It was a significant fact, he argued, that the citizens of Toronto had to go to the Ad Club for its Mayor.

Toronto, declared the speaker, has a population of 470,000, and in many respects will compare with Baltimore. It is the advertising center of Canada, which contains one-seventh of all the advertising clubs in America. The fact that 200,000 persons from the United States go to Canada every year to take advantage of business openings in that country shows that it has great commercial and agricultural possibilities.

Toronto is building a 250-foot wide boulevard around the city; it is spending \$20,000,000 to improve its transportation facilities, and it is making other improvements that will make the city one of the finest on the Continent.

Richard H. Walsh, of New York, seconded the nomination of Toronto in a forcible address.

NOMINATIONS FOR OFFICE MADE.

Before taking up the nominations for the presidency of the association, President Coleman read a letter for Herbert S. Houston, addressed to Richard H. Waldo, in which he declared that the best interests of the organization would be conserved in the election of William Woodhead, of San Francisco, as the next president.

James Schermerhorn then formally presented Mr. Woodhead's name and St. Elmo Lewis seconded the nomination. Rollin C. Ayers, of San Francisco, also spoke in appreciation of Mr. Woodhead; James N. Dunlap, president of the Chicago Ad Club, presented the name of Herbert S. Houston, and F. L. E. Gauss seconded the nomination.

Walter B. Cherry was nominated for the vice-presidency, P. S. Florea for secretary, and W. W. Cloud, of Baltimore, for treasurer. For the latter position President Shay placed T. W. LeQuatte, of Des Moines.

The committee then adjourned. The Baltimore Club provided an excellent lunch for the visitors in the room adjoining the convention hall, so that it was not necessary for any of them to leave the building before the afternoon session began.

MONDAY AFTERNOON SESSION.

At this session President Coleman announced that a runner bearing a message from the President of the United States was passing relay and would be due at the hall about 3.30 o'clock.

After Douglas N. Graves, chairman of the National Program Committee, had stated the purpose and scope of the Baltimore convention, there followed a symposium of ten ten-minute talks defining the true relationship between the different departments of advertising, and telling in what respect these departments failed to co-operate for their own greatest efficiency and for the best interests of advertising as a whole.

The first speaker of the symposium was William Shaw, publisher of the Christian Endeavor World. In behalf of retail advertising the speaker was F. Irving Fletcher, advertising manager of Saks & Co., New York. "The newspaper," he said, "can help the advertiser by telling the truth about its circulation. The retail advertiser must tell the truth about his goods. The newspaper should police its advertising columns. It should edit its advertising columns, as well as its news columns. The newspaper should limit its space to large advertisers, so that it may cease to be a rag bag of conflicting type points. This will justify an advance in the newspapers' rates. The quality of an advertisement is of more importance than its quantity. The newspaper should wipe out the bargain sale. More efficiency is gained by the cherry-tree route than the Ananias route."

"SERVICE" IS SLOGAN TO-DAY.

Stanley Clague, of Chicago, talked for the advertising agents. "In the first year not over \$10,000 was spent through the

Woman's World Announcements

Woman's World

Forms Close July 20th for September Issue

In this issue will appear the beginning of a new Serial, "The Lawbreakers," by Jacques Futrelle—the last novel written by this famous author (this we bought from his estate shortly after his death on the Titanic, and have kept it in our vaults until this time); "The Poor Little Rich Girl," a remarkable story of this unusual play, by Burns Mantle; "Hints on the Art of Living," by Dr. Frank Crane; "Confidential Talks with Girls," by Maude Radford Warren, and the usual interesting short stories by the best authors.

Over 2,000,000 Circulation Guaranteed

WOMAN'S WORLD MAGAZINE COMPANY, Inc.

107 South Clinton Street Chicago, Ill. 326 Old South Bldg. Boston, Mass. 200 Fifth Avenue New York, N.Y.

Woman's World Magazine Company, Inc., has Purchased the Woman's World

The WOMAN'S WORLD is the dominating influence in the small town field, not only in the best homes but with the dealers as well, and it is the purpose of the publishers that the magazine maintain this position. The circulation is guaranteed to exceed two million a month.

It is edited and published for the sixty-five million people who live in small towns and on farms. Its unequaled subscription list and the thousands of letters received from its readers prove that it accomplishes the purpose of the publishers by giving its readers an interesting, uplifting home magazine for the whole family.

The business and financial standing of the owners of the capital stock (\$1,500,000) are a sufficient guarantee of the character and financial stability of this company.

The various departments of the magazine will be under the same able management as heretofore.

Woman's World Magazine Company, Inc.
CURTIS P. BRADY, General Manager

GEORGE E. NELSON,
President.
JOHN H. SMYTHE,
Secretary.

JOHN R. MILLER,
Vice-President.
CURTIS P. BRADY,
Treasurer.

DIRECTORS

JOHN C. LUKE,
Pres. West Virginia Pulp & Paper Co.
ADAM K. LUKE,
Treasurer West Virginia Pulp & Paper Co.
WM. A. LUKE,
West Virginia Pulp & Paper Co.
JOHN R. MILLER,
Western Mgr., West Virginia Pulp & Paper Co.
GEORGE E. NELSON, THOMAS BALMER, CURTIS P. BRADY
Attorney. Advertising Director. General Manager.

HERBERT KAUFMAN,
Editor.
THOMAS BALMER,
Advertising Director.

HERBERT LANE,
Director of Circulation
A. J. WELLS,
Eastern Adv. Mgr.

I. A. LESHER,
Western Adv. Mgr.

advertising agent; in the past year more than \$100,000 has been spent, and billions of business affected thereby. In 1872 nineteen agents met in the Astor House, New York, the first meeting of the Associated Advertising Agents. The problems they had are our problems. Eighteen years later came the awakening that the ad man was not the agent of the publisher, but of the advertiser. 'Service first' is the slogan of to-day."

For magazines the speaker was A. C. G. Hammersfahr, advertising manager of Collier's, Chicago. He said the greatest need of the magazine is duty to consumer by eliminating dishonest advertising, and the agent should co-operate to this end. Every good advertisement builds confidence in advertising; the reverse destroys that confidence. The publisher owes to the consumer that, "If you see it in my magazine, it's true." He owes to the advertiser to tell the truth about circulation and to make his advertising pay. We need fewer solicitors, bigger men familiar with the advertising problems. We must learn that putting business into our columns that does not belong there is a boomerang. What is true in the true ethics of magazine advertising is equally true as applied to newspapers.

NOT TO BULLY TRADE PAPERS.

During the delivery of the symposium of talks Herbert S. Houston, of New York, came into the hall and was introduced. The substance of his talk was that New York wants nothing but that which will best subserve the interest of the association. New York came to this convention seeking only the greatest good of the organization. He thanked Chicago for its having placed his name before the convention for president of the association. He reiterated the sentiment expressed in his letter and asked Chicago to withdraw his name as a candidate for president. Mr. Dunlap, of Chicago, made a graceful withdrawal of Mr. Houston's name.

The next speaker of the symposium was Mason Britton, manager of the Hill Publishing Co., of New York, in behalf of the trade and technical press. The business press saves time and increases efficiency by eliminating that which does not particularly interest the reader interested in a certain line of business. The highest percentage of business circulation books is found among the business publications. Advertising agents should stop trying to bully the trade publications. Too much ability cannot be concentrated on service and copy.

The spokesman for the general advertisers was O. C. Harn, advertising manager of the National Lead Co., of New York. The speaker emphasized the necessity of truth and circulation statements, as well as advertising. He proposed a bureau of audits for publications. This bureau will want to know quality, as well as quantity, of circulation, and adaptability to business constituency.

PRESIDENT WILSON SENDS MESSAGE.

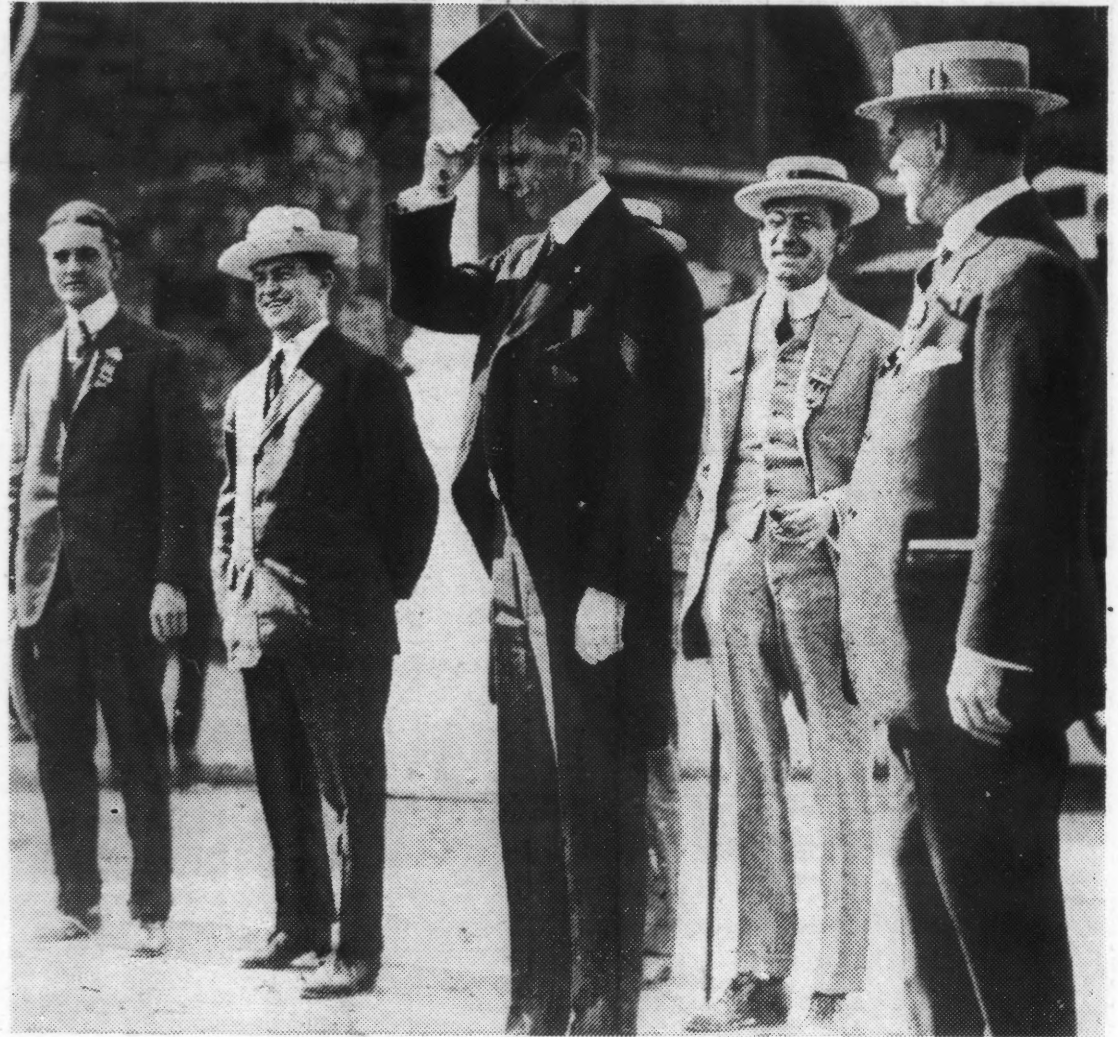
The agency system is wrong, and the manner in which the agent is paid, viz., in proportion to the amount of money he spends for advertising.

At 4:20 p. m. just as Mr. Harn finished, Frank Ruth, the runner, came running down the central aisle, bearing a message from President Woodrow Wilson to President Coleman, of the Associated Advertising Clubs of America. Three cheers were given for the Marathon runner. Three for President Wilson, and three for President Coleman.

The symposium was resumed by the introduction of Donald Ross, president of the Protective Co., of New York, who spoke on "The Needs of Outdoor Advertising." "The publisher who does not understand and co-operate with the outdoor advertiser must go into the discard," was one of the significant statements made by Mr. Ross.

OBJECTS TO THIRD DEGREE.

The theme of James Keelev, general manager of the Chicago Tribune, was "Lies and Liars." His subject was "For Newspapers." It is deplorable that



Courtesy of Baltimore American.

NOTABLES AT A. A. C. OF A. CONVENTION, BALTIMORE.

LEFT TO RIGHT: W. W. CLOUD, EDWARD J. SHAY, GOVERNOR PHILIPS, LEE GOLDSBOROUGH, AND GEO. W. COLEMAN, EXTREME RIGHT

newspapers must be subjected to the "Third Degree" on questions of circulation, humiliating position, due to the historic untruthfulness of publishers. The untruthful publishers are just as guilty of swindling as the jeweler who would sell a brass watch for gold, and the speaker hoped to see the day when both types of swindlers shall occupy adjoining cells. Insist on how circulation is distributed and where it goes.

Mr. Keeley was followed by Theodore Gerlach, of Gerlach & Barklow, Joliet, Ill., who spoke for "Specialty Advertising." The specialty manufacturer should study how to sell service first, then merchandise. He related how a bank had purchased some thousands of a specialty and, not knowing how to distribute it effectually, stored the goods in the basement for two years. An agent of the company discovered this fact, got busy and within twenty-four hours had so distributed the goods as to make the bank the talk of the town and, incidentally, obtain good advertising for the specialty firm.

For agricultural publications the speaker was T. W. La Quatte, of Successful Farmer, and one of the leading figures at the convention.

TRACES HISTORY OF AGENCY.

Development a Matter of Three Distinct Epochs.

One of the most interesting addresses heard at the Baltimore convention was that of Stanley Clague, of the Clague Advertising Co., of Philadelphia. Speaking at the Monday afternoon general session, Mr. Clague said in part:

"I think I am safe in saying that in the birth year of the advertising agency pro-

cession not over \$20,000 worth of business was placed with newspapers and magazines.

I think I am also safe in saying that during the current year considerably over \$100,000,000 have been expended by the advertising agents of America alone, and that many billions of dollars of commerce have been influenced in one direction or another by the thousands of followers of this pioneer agent who either direct or have a part in the direction of the advertising agency as we know it to-day.

THREE SIGNIFICANT MILESTONES.

Let us just point out to you a few of the milestones and the significance of the development each one marks.

I have shown you the birthplace. At that time, Volney B. Palmer fully believed the name of advertising agent, which he assumed fully covered the meaning of this service.

He was an agent—whether the agent of the publisher or the advertiser he did not know, and the profound problem has been discussed pro and con ever since, without a powerful mind ever having been discovered who would solve the riddle.

The one thing he did know was that he bought space at the lowest price from the publisher and sold it to the advertiser at the highest figure an elastic conscience would permit.

This marks milestone No. 1.

MEETING IN ASTOR HOUSE.

Now pass over nineteen years. Go back in imagination to the 16th of April, 1873.

On that day I was celebrating the first anniversary of my birth, and I don't think I worried very much as to whether

the advertising agents represented the publisher or the advertiser.

But the advertising agents were worrying in the famous old Astor House in City Hall Square, New York, now being torn down while we are here assembled, nineteen followers of the pioneer agent of Boston were assembled to discuss the problems of their new profession.

There may have been more than nineteen agents born in these nineteen years, and I think there were—but only nineteen had learned to believe in the word "associated."

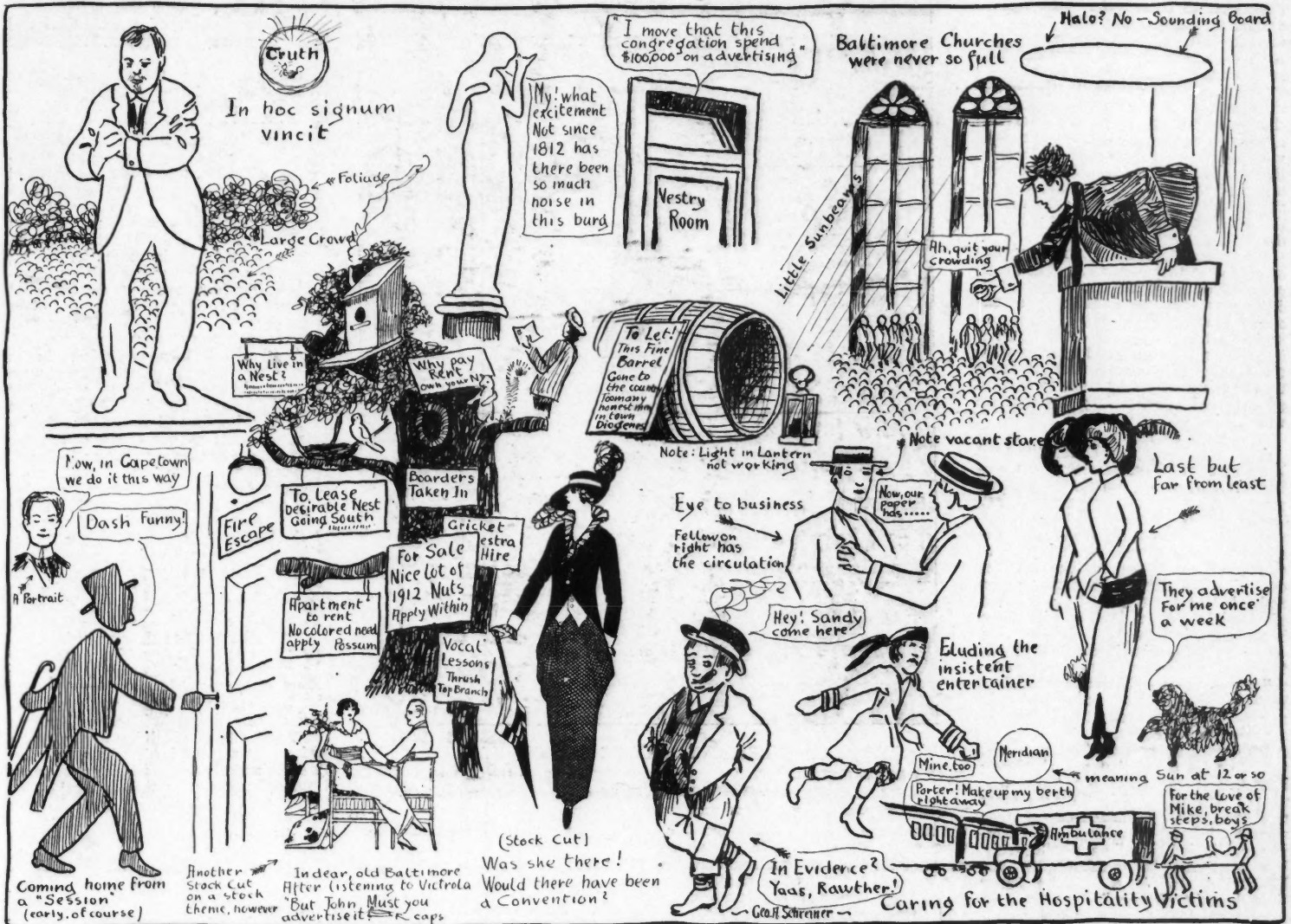
This meeting is the first assembly of the associated advertising men on record, and I am proud of the fact that they were advertising agents. I think if they could see this wonderful gathering that they too would be proud of the record they established.

A DIFFERENCE IN PURPOSE.

The only difference between their meeting and ours was that their aim was how could they further their own interests while we to-day as advertising agents are chiefly concerned with the thought of how to promote the prosperity of our clients for therein is the solution of the problem of our own advancement.

The record of the "wherefore and whereas's" they have left to us, and the memory of the men who remember this meeting (and I talked with one of them only a few weeks ago), seem to show that the problem of the advertising agents, who were assembled at that gathering, were similar to what we have now—except that they differ in this most important particular, we to-day are ap-

ODDS AND ENDS NOT COVERED IN THE GENERAL REPORT OF THE BALTIMORE CONVENTION



proaching their solution from an entirely different angle.

If they had then approached the solution of the problem they had to confront from the angle of how best to conserve the interest of their clients, another decade would have been saved, but it is necessary for me as historian to record that it was not until eighteen years later that there came the real awakening among advertising agents.

BENEFICIAL EVOLUTION.

About sixteen years ago the advertising agent began to realize that he was not essentially the "agent" of the publisher, but that he was the "agent" of the advertiser, and therefore in effect a much better agent for the publisher.

Twelve years ago the full effect of this new thought began to make its real impress on the work of the agents.

And this naturally took him away back from advertising into that greater problem merchandising.

For after all advertising is only the hand maiden to merchandising. Every real constructive advertising agent has to-day this truth nailed to the mast head of his business—Service first. The next milestone is Baltimore 1913.

VALUE OF FARM PUBLICATIONS. Papers of This Class Said to Refuse Over Million Annually.

T. W. Le Quatte, advertising manager Successful Farming, Des Moines, Ia., read a paper on "Needs and Problems of Agricultural Publications." He said, in part:

A farm is a factory where the raw products of earth and air and water are changed into food and raiment for the

nation. We have more than six million such factories in this country, and they are valued at four thousand million dollars.

These farm factories are managed and operated by human beings whose homes are a part of the farm factory.

The first great problem of the agricultural press has been to gain from manufacturers and advertising men a recognition of this second proposition that human beings live on farms and operate them.

The farm papers discovered the farm and the farm family. They were already established on terms of business intimacy with the farm factory. They proceeded to establish themselves on terms of social intimacy with the farm family in the farm home.

REFUSE MUCH GOOD MONEY.

The agricultural publications of the United States are contributing considerably more than a million dollars every year to the cause of honest advertising in that they are refusing more than a million dollars worth of copy that they formerly would have accepted. Like the bread cast upon the waters, this contribution has returned to the publishers of agricultural papers many fold in clean, honest, legitimate, high grade advertising.

There is no natural antagonism between the farm paper and the mediums used to reach city people any more than there is antagonism between bread and meat on the bill of fare. In many lines their united co-operation with the manufacturer and the retailer are absolutely necessary to the success of the campaign.

If this convention shall bring about

mutual understandings and general co-operation that will result in complete advertising campaigns on merchandise that is sold to both city people and country people, it will have done much to establish the reputation of the Associated Advertising Clubs for developing efficiency in advertising in keeping with its record for developing honesty in advertising.

WANTS CIRCULATION BUREAU.

Would Aid Advertiser to Sidestep the Usual Mistakes.

Dealing with the subject, "What the General Advertiser Asks," O. C. Harn, advertising manager of the National Lead Co., of New York, said in part:

Advertisers were chagrined a few years ago to learn that a western publication which had been claiming 128,000 circulation had actually 63,000 paid subscribers. An eastern publication's figures went down from 280,000 to 185,000 under investigation. A certain trade paper which had boasted 20,000 subscribers was found by the purchaser to have just seventy-five.

As national advertisers we ask help in getting at exactly what quantity of circulation we are buying. Unsupported statements of publishers are not enough; they must be verified. Those publishers whose word you would take most readily admit this. For a perfect audit of all publications is the only method of giving the honest publisher his just deserts in competition with the dishonest one.

WANTS CIRCULATION BUREAU.

We ask everyone's co-operation in the plan recently put forward by the Association of National Advertising Man-

agers for a central circulation bureau made up of representatives of publishers, agents and advertisers. It has already been approved by most of the organizations interested and only needs the co-operation of all to solve this long-mooted question.

What we ask of publishers as to quantity of circulation we ask also of the sellers of street car space and outdoor display space and of the distributor of miscellaneous advertising matter in so far as similar information can be given.

Having learned the quantity of circulation we want to know how well it is adapted to our purpose. A few "space sellers" still exist on modern publications. At least these publications bear 1913 date lines. But the real modern publisher's representative does not sell space. He thinks in campaigns, breathes service and sells.

Opportunity must be assayed as well as weighed. In one art silver may be a precious metal; in another an adulterant. For one purpose one medium's circulation may be ideal; for another purpose very wasteful.

Outside evidences often enable us to avoid mistakes. We can tell tennis balls from milk chocolate without great trouble and the same simple effort enables us to avoid the Homely Ladies' Journal for advertising heavy mining machinery. But often only inside information from the publisher will keep us from going wrong.

We can guess at the fact that the readers of the Good Housewife are women. But they may all be white women, while the face cream we are selling may be darkened especially for southern "mammies."

MAKING ADVERTISING CLEAN.

Wants Publishers to Take Stand Against Fraudulent Ads.

Insisting that it is the duty of the newspaper to protect the public against fraudulent advertising, A. G. Hammesfar, advertising manager of Collier's Weekly at Chicago, expressed himself in part as follows:

The publisher, the agent, the advertiser, all owe a duty to the consumer. The publisher, the agent, the advertiser, all owe things to each other. The needs and problems of magazine advertising lie in these relations. All advertising must, after all, and above all, do two things: It must profit the consumer to do what the advertising urges him to do. It must pay the advertiser.

A responsibility lies upon every one of us to see that this is so. The greatest need of magazine advertising relating to the consumer is this: The consumer must be protected. By protecting the consumer I mean simply honesty in advertising. We won't spend a minute of this time arguing that we ought to be honest. We ought not to have to take any of our time arguing that we will be honest.

DUTY OF THE PUBLISHER.

The magazines have blazed the trail in eliminating fraudulent and misleading advertising. It isn't all eliminated yet. We owe it to our readers—first, last and all the time—to have no fraudulent advertising in our columns. The advertiser owes the simple duty or honesty—the agent owes it—the publisher owes it—all three of us together can make it that there shall be not a line of fraudulent or misleading advertising in the magazines by this time next year.

The publisher should act individually to see that his own hands are clean; collectively, to see that other publishers keep their hands clean, and to make the rest of them get clean; to support the agencies that keep their hands clean, and to make the rest of them clean up; to help advertisers that are absolutely honest, and to freeze out those who aren't. At least, to make them use other mediums than the magazines if they want to defraud or mislead the American public, individually and collectively. We must not be satisfied with any Pharisical attitude of "We're better than the other fellows."

ADVERTISING SHOULD BE CLEAN.

The advertising agent can help individually, by refusing to handle any account which profits by defrauding or misleading the public; by refusing as much as possible to do business with any magazine which allows advertisers to defraud the public, and, as much as possible, bringing individual pressure on publishers for higher standards; by improving their own copy, and eliminating everything that does or might mislead; collectively, by helping other agents to keep their hands clean, and making some others clean up; by strengthening the publications that carry honest advertising and nothing else, and frowning on those that don't; individually and collectively, by influencing honest advertising movements and legislation.

The advertiser can help individually, by clean hands; by refusing to advertise in magazines that aren't "clean"; by refusing to employ advertising agents who are profiting by dishonest accounts; collectively, by co-operating with other advertisers, the best agencies, the best publishers; to eliminate dishonesty in advertising, including legislation.

Every good advertisement builds confidence in all advertising; every bad advertisement helps destroy confidence in all advertising.

ADVERTISER AND CONFIDENCE.

James Keeley Thinks Position of Publisher Highly Incongruous.

James Keeley, of the Chicago Tribune, speaking before the convention, declared that "the troubles that exist between advertiser and publisher, the handicaps that prevent harmonious dealings between the man who publishes and



EX-PRESIDENT GEORGE W. COLEMAN,
WHO HAS JUST TERMINATED A YEAR'S SUCCESSFUL LEADERSHIP OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

the man who advertises, are based on what might euphoniously be called one standard for editorial honor and another for business." Stripped of politeness of phraseology, the trouble or problem, he said, "was really based on lying."

That is the root of it, he continued, plain and affidavit lying, and with the lie there goes, necessarily, hand in hand, secrecy, subterfuge, lack of co-operation and trouble—trouble for the honest publisher and trouble for the advertiser who cannot distinguish between the statement of the honest publisher and

the statement of the dishonest publisher. It is a strange commentary—yes, an astonishing commentary on the ethics of one of the greatest industries in the world—that its business integrity is at so low an ebb that newspapers, before they can market their merchandise, have to submit to the third degree to have established which, if any of them, are telling the truth about what they have to sell.

ADVERTISER SHOULD HAVE CONFIDENCE.
What would your tailor say, if when you purchase a suit of clothes you

should insist on submitting to a chemical analysis the cloth of which the suit is to be constructed? What would a jeweler think, a reputable jeweler, if a customer insisted on testing with acid and file the article that he was buying? What would any reputable merchant say if his goods were analyzed, tested and otherwise inspected before they were purchased?

And yet this is the situation in the publication field to-day, and this situation, humiliating as it is to the honest publisher, and distressing and troublesome to the advertiser, is due largely, yes, wholly, to the newspapers themselves. The circulation liar is not as old as Gutenberg types, but he is not much younger. He is not, I am glad to say, as numerous as he was years ago, but he is just as perniciously active as ever, and his influence is more devastating than at any time past. His performances, however, are not condoned as generally as they were in the days gone by.

EDITOR'S POSITION NOT LOGICAL.

As time rolled on, advertisers began to insist on knowing what they were buying. If they paid for all wool, they did not want shoddy. As a result various schemes and methods were devised for finding out if the editor, the man who is supposed to act as leader of public thought, guardian of public morals, exposé of crookedness and prophet of reform, was telling the truth. Think of the irony of the situation. And when I think of it I do not blame the advertiser for accepting with a grain of salt any publisher's statement, and I also have a certain amount of sympathy for the advertiser who resents editorial criticism of the veracity of his statements when he knows that the profession rapping him over the knuckles contains in its ranks some of the finest long and short distance falsifiers on earth.

These men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses as is the cheap swindler who palms off a brass watch on a farmer under the pretension that it is gold. One of these days I hope to see this guilt made equal under the law. If an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser should occupy an adjoining cell.

SHOULD GIVE CO-OPERATION.

I believe the service of a paper to the advertiser should not begin and end with the publication of his advertisement, just as I believe that the duty of a paper to its readers does not start and end with the publication simply of the news of the world. We get approximately 7,000 letters a week from readers asking advice on all conceivable topics. When we receive seven, seventy or seven hundred letters a week from advertisers asking information and advice as to the problems that confront them, I shall feel that we are fulfilling our destiny.

Remove the clouds of suspicion, extend the helping hand one to the other, fight with instead of against each other and our joint troubles will largely vanish. The closer we get together the better it will be for all of us.

RELIGIOUS PRESS IS WORTHY.

Wants Advertisers and Agents to Know Its Character.

Making a strong plea for the religious press, William Shaw, publisher of the Christian Endeavor World, said in part:

What the religious press most needs is a clear understanding of its character and mission by advertisers and agents. Carlyle said, "Of a man or of a nation we inquire first of all what religion they had, then we know the kind of things they will do." Hon. William J. Bryan, in introducing Dr. J. A. Macdonald to a Washington audience, said: "There is another reason why I am glad to make this my first appearance since the acceptance of the portfolio of State. It is because this is a religious occasion; and I know of no foundation upon which a moral code can be built except religion."

The religious press is the exponent of
(Continued on page 16.)

Hail the Truth!

Dedicated to the Associated Advertising Clubs of America

Words by Walter S. Hamburger

Music by Clara C. Groppel

Musical notation with lyrics:
Hail the Truth! The dawn is breaking—Driving Errors' gloom a-way,
Gone the night of child-ish falsehoods—Gone the mists of tricks and lies,
Hail the Truth! from ev-ery na-tion Men have come, o'er land and sea—

Musical notation with lyrics:
Hearts a-flame, her hosts triumphant—Greet the blessed light of day!
Broth-er, clear-eyed, fac-es frat-her-ly—Un-a-fraid to meet his eyes,
Me' in joy-ful cel-e-bra-tion—Of her glor-ious vic-to-ry!

ON EVERYBODY'S LIPS IN BALTIMORE.

CANADA NEWS BUDGET.

Montreal Daily Mail to Be Launched in August—M. E. Nichols, President and Business Manager of Publishing Company—Rumors as to Actual Owners—Montreal Witness and Herald Change Ownership.

(Special Correspondence.)

OTTAWA, June 9.—Newspaper developments in Montreal are getting much attention. The new English morning daily to be started in August will be the sole competitor of the old Montreal Gazette printed in the English language in the Canadian metropolis. It will be called the Daily Mail. M. E. Nichols, for the last eight years managing director of the Winnipeg Telegram, owned by Hon. Robert Rogers, Minister of Public Works in the Dominion Cabinet, will be president and business manager of the Daily Mail. The vice-president and editor will be Brenton A. McNab, for many years managing editor of the Montreal Star, the leading English evening paper of Montreal, which is owned by Sir Hugh Graham.

It is persistently reported among members of the Parliamentary Press Gallery here and in newspaper circles in Montreal that the Montreal Daily Mail will use the composing and press departments of the Montreal Star, and this has given rise to a rumor that Sir Hugh Graham is the real owner of the new morning paper and that it is to be simply a morning edition of the Star. This Sir Hugh and Mr. McNab, his old editor, have denied, as has also Lord Northcliffe, owner of the London Times and the London Daily Mail, a similar rumor that he would be the real owner of the new paper.

The Montreal Gazette has had the English morning field all to itself for many years. Mr. Nichols made a reputation for himself in Winnipeg, where he not only made the Telegram a huge business success, but also made it a real newspaper of the first class. He is a half-brother of Hon. W. T. White, Minister of Finance, and it is confidently expected that he will make the Daily Mail a success. Mr. McNab has a libel suit pending against the Hon. Sam Hughes, Minister of Militia, which will probably be fully reported in early issues of the Daily Mail.

The Montreal Witness and the Montreal Herald, both evening papers, have changed hands recently. The Herald is now in control of D. Lorne McGibbon and his financial associates. Mr. Robert, of the Montreal Tramways Co., and Sir Frederick Borden, late Minister of Militia in the Laurier government, are said to be the new owners of the Witness.

E. E. Cinq-Mars, for many years representative in the Parliamentary Press Gallery of La Presse, Montreal, has been appointed King's Printer for the Province of Quebec. It is a coveted appointment and carries with it about \$365,000 of patronage yearly, and certainly some influence.

The members of the Parliamentary Press Gallery for the session of Parliament just closed were:

H. W. Anderson, Toronto Globe; John Bassett, Montreal Gazette; W. B. Berry, New York Sun, Wall Street Journal, Journal of Commerce, Boston American and other American papers; P. E. Bilkey, Mail and Empire, Toronto; J. A. Brousseau, Le Temps, Ottawa; C. L. Bishop, Montreal Star; Albert Carle, L'Action Sociale, Quebec; F. A. Carman, Montreal Star; Rene Chevassu, Le Canada, Montreal; E. E. Cinq-Mars, Le Presse, Montreal; H. E. M. Chisholm, Manitoba Free Press, Winnipeg; Fred Cook, Calgary Herald; S. W. Dafee, Western Associated Press and Montreal Witness; J. A. Rortier, La Patrie, Montreal; A. R. Ford, Winnipeg Telegram and London Times; E. W. Grange, Toronto Globe; A. B. Hannay, Montreal Herald; S. Howard, Toronto Star; C. F. Hamilton, Toronto News and London Morning Post; Maurice Joy, Montreal Star; T. W. King, Toronto World; Newton Kendall, Ottawa Journal; John Kidman, Montreal Gazette; Fred Landon, London (Ont.) Free Press; R. M. Macleod, Ottawa Citizen and Reuter's Agency; T. Passingham, London Daily Telegraph; H. F. S. Paisley, Regina Leader; G. Pelletier, LeDevoir, Montreal; Grattan O'Leary, Ottawa Journal; I. E. Robertson, Toronto Telegram; W. A. Wallis, Mail and Empire; Hanbury Williams, Canadian News Bureau; V. Fask, Ottawa Free Press; Andy Clark, Toronto Globe, and H. F. Garsby, Toronto Star.

A Good Thing Already Here

The attention of Publishers and of Advertisers is respectfully called to the audit maintained for their benefit by the

American Newspaper Annual and Directory

Here are some of the distinctive features: The audits are made by a man with long experience as a publisher and with unique acquaintance with the circulation methods of the leading publications of the country.

The audits are all made for a uniform period of nine months—covering the lean and the fat of the year—and because of this they are fair to all publishers and to all advertisers.

The audits are all made in conformity with the American Newspaper Annual and Directory's definition of circulation, namely,

"CIRCULATION: The average number of complete copies of all regular issues for a given period, exclusive of left over, unsold, returned, file, sample, exchange and advertisers' copies."

The results of each audit are printed in the only book that describes all the publications in the country carrying advertising, and they are in this way made available to all space buyers everywhere.

Anyone will admit that the matter of circulation is most important; anyone with experience with many publications will admit that it is also complex. While discussion is going on as to what publishers ought to do and what publishers must do, attention is invited to what a number of publishers have already done at their own expense, in order to supply exact circulation figures in the buying and selling of advertising space.

The 1913 issue of the American Newspaper Annual and Directory contains the result of audits made of the following publications:

Akron, Ohio	Beacon Journal	Daily	16,000	New York, N. Y.	Globe and Com. Advr.	Daily	132,991
Albany, N. Y.	Knickerbocker Press	Daily	23,958	New York, N. Y.	Leslie's Illustrated Weekly	Weekly	332,050
Albany, N. Y.	Knickerbocker Press	Sunday	18,760	New York, N. Y.	Life	Weekly	131,548
Boston, Mass.	American	Daily	359,876	New York, N. Y.	People's Home Journal	Monthly	897,028
Boston, Mass.	American	Sunday	332,169	Oakland, Cal.	Tribune	Daily	36,754
Canton, Ohio	Today's Magazine	Monthly	726,946	Oakland, Cal.	Tribune	Sunday	38,235
Chicago, Ill.	Boyce's Weeklies	Weekly	972,069	Philadelphia, Pa.	Bulletin	Daily	282,348
Chicago, Ill.	Woman's World	Monthly	2,027,595	Philadelphia, Pa.	Record	Daily	162,316
Denver, Colo.	Rocky Mountain News	Daily	26,182	Philadelphia, Pa.	Record	Sunday	124,387
Denver, Colo.	Rocky Mountain News	Sunday	51,644	Portland, Ore.	Oregonian	Daily	50,840
Hartford, Conn.	Times	Daily	20,958	Portland, Ore.	Oregonian	Sunday	60,392
Houston, Texas	Post	Daily	21,984	Portland, Ore.	Telegram	Daily	32,915
Houston, Texas	Post	Sunday	31,605	St. Paul, Minn.	Dispatch-Pioneer Press	Daily	112,111
Kansas City, Mo.	Packer	Weekly	33,433	St. Paul, Minn.	Dispatch-Pioneer Press	Sunday	60,153
Kansas City, Mo.	Star	Daily	353,336	St. Paul, Minn.	Farmer's Dispatch	Weekly	103,311
Kansas City, Mo.	Star	Sunday	174,537	Salt Lake City, Utah	Herald-Republican	Daily	16,086
Kansas City, Mo.	Star	Weekly	272,384	Salt Lake City, Utah	Herald-Republican	Sunday	28,318
Los Angeles, Cal.	Examiner	Daily	54,543	San Antonio, Tex.	Express	Daily	16,670
Los Angeles, Cal.	Examiner	Sunday	107,663	San Antonio, Tex.	Express	Sunday	23,913
Memphis, Tenn.	Commercial Appeal	Daily	55,906	San Antonio, Tex.	Light	Daily	15,923
Memphis, Tenn.	Commercial Appeal	Sunday	85,936	San Antonio, Tex.	Light	Sunday	17,903
Memphis, Tenn.	News Scimitar	Daily	40,333	Seattle, Wash.	Times	Daily	63,923
Mobile, Ala.	Register	Daily	14,402	Seattle, Wash.	Times	Sunday	81,993
Mobile, Ala.	Register	Sunday	17,679	Tacoma, Wash.	Ledger	Daily	20,034
Montreal, Can.	Family Herald and Weekly Star	Weekly	163,439	Tacoma, Wash.	Ledger	Sunday	26,967
Montreal, Can.	Star	Daily	90,725	Tacoma, Wash.	News	Daily	19,897
New Orleans, La.	Times-Democrat	Daily	20,129	Toledo, Ohio.	Blade	Daily	41,086
New Orleans, La.	Times-Democrat	Sunday	34,252	Vancouver, B. C.	Province	Daily	29,481
New York, N. Y.	Associated. Sunday Magazines	Weekly	1,414,843	Washington, D. C.	Star	Daily	63,502
				Washington, D. C.	Star	Sunday	49,776

N. W. AYER & SON, Publishers, Philadelphia

MONDAY AFTERNOON SESSION.

(Continued from page 14.)

certain ideals and standards of living. In the very nature of the case it cannot compete in circulation and popularity with publications whose one aim is to interest and entertain. To compare them is as unfair as to compare the church with the theater or moving-picture show, or to expect it to yield the profits of a department store. And yet the church is so important in its influence that it is absolutely essential to the success of these other enterprises. Whatever your personal relation to the church may be, you would not live or invest in property in a community without a church.

RELIGIOUS PRESS IMPORTANT.

Blot out religion, and where would our civilization be? Strip the world of its influence, and with it would go everything else that is worth while. The telephone and telegraph follow the trail of the missionary. You don't need a biscuit until religion has prepared the way. The great popular periodicals, with their immense circulation, are founded on the widespread culture and intelligence of the people, and these are the product of religion.

Why don't Africa and China and India have a Saturday Evening Post, a Ladies' Home Journal, Everybody's Magazine, a Delineator, etc.? They will have them when the church and the religious press, which is the voice of the church, have done their work. Who puts clothes on the backs, furniture in the homes, proper food on the tables and books and periodicals in the hands of heathen and pagan nations? The representatives of the churches, the constituency of the religious press. Talk about business promotion—the greatest promoters of legitimate business at home and abroad are the representatives of religion.

In presenting the claims of the religious press I am not pleading for charity, but for the recognition of values that cannot be computed in dollars. The unique position of the religious press is shown by the fact that the suspension of a little religious paper with less than 10,000 circulation will excite more comment than the failure of Success, Hampton's and The Circle combined, with a circulation of a million.

In speaking of the "Purposes and Scope of Baltimore Convention," Douglas Graves, of Boston, Mass., chairman of the program committee, said in part:

This statement, which I am to make to you, of the purposes and scope of this convention is the combined expression of the members of the program committee, which includes William H. Ingersoll, president of the New York Advertising Men's League, and Edward J. Shay, president of the Advertising Club of Baltimore. To me has fallen the honor of presenting it to you.

Less than a decade ago a few enthusiastic disciples of advertising gathered in Chicago and there promulgated the idea of association among the advertising clubs of America.

Those were men of vision, for at that time there were not more than two advertising clubs in this whole country, and advertising men were then wont to smile slyly in one another's faces as they thought of the hocus-pocus of advertising.

For four years this association lived next door to failure and disorganization, and then one happy day at Louisville Sam Dobbs was elected its president and forthwith it began to take on strength, purpose and dignity.

These annual conventions have each, when held, been fairly representative of the strength and purposes of the organization, and of the standards of advertising then in vogue. Their lack of definite purpose until lately may be judged from the fact that not until the convention at Boston, less than two years ago, was it possible to prepare and carry through a program which had any real and serious purpose behind it.

Advertising has heretofore been a more or less speculative and hap-hazard force, and these conventions have been an evidence and reflector of this. But a more definite understanding of the

methods, value and importance of advertising has now been arrived at, and it has seemed, therefore, to the men who are responsible for this Baltimore program, that the time has now come for these conventions to assume broader purposes and a greater scope, that they should no longer be merely a reflection of the business of advertising as it is, but that they themselves should become the light.

PAGEANT A SPLENDID AFFAIR.

This evening the great advertising pageant took place—a pageant which not only brought out the entire population of Baltimore, but drew to the city thousands of people from the surrounding cities. The police arrangements were all that could be desired. Ropes were stretched along the street side of the sidewalks to keep the crowd back while the procession was passing. There was no breaking through the cordons, no trouble or disturbance of any kind.

The pageant did not get under way until 8.30, although it was scheduled to be under way at 7.15.

CROWD LARGE; FLOATS IMPRESSIVE.

The streets of Baltimore never contained more people at one time than they did to-night when the procession, headed by a file of mounted police, started on its march through Baltimore avenue. For miles the sidewalks were packed with men, women and children, the windows bulged with them, and clusters of adventuresome boys hung from the branches of the trees in the residential section. The brilliant decorations, the sparkling electric lights, the gay dresses of the women, the melodious crashing of the bands, the staccato music of the drum and fife corps, the picturesque costumes of the paraders, the big advertising floats—all conspired to make the scene one of unusual attraction.

It is impossible within the space at my disposal to any more than indicate the character of the pageant and some of its salient features. Prominent among the displays of natural advertisers were the Gold Dust Twins, the Twenty-Mule Team Borax outfit, Welch's Grape Juice, Coca Cola, Webster's Dictionary, Ayer's Directory, Premier Automobile Co.'s prairie schooner, the Dutch Boy of the National Lead Co., and Phill's Chlorides.

Two of the local floats were as large as good-sized houses. One of these—that of Henry Sonneborn & Co., clothing manufacturers—was 32 by 12 by 16 feet, and was an exact reproduction of its factory building.

PARTICIPANTS SHOW VARIETY.

There were chariots driven by pretty women, a Joan of Arc on horseback, Indians in war paint and feathers, animated To-tem poles from Seattle, Pilgrims in their quaint costumes from Boston, broncho busters and cowboys from Texas, a herd of wild mustangs from Fort Worth, ridden by members of the Ad Club, a band of Uncle Sam's from Syracuse, orange-clad citizens from Los Angeles. The members of the Ad Men's League of New York, in their green and white lettered hats, and wearing dark coats and white trousers, made a good appearance, and were much applauded.

The women who participated in the parade were unusually pretty. Indeed, one of the New Yorkers declared they were the handsomest he had seen in Baltimore.

There were many halts in the moving of the parade, and it was late in arriving at the grand stand in the Royal Circle. The last float turned the corner at about 11.30 o'clock.

BALTIMOREANS REPRESS EMOTION.

One thing in connection with the crowd interested me very much, and that was its attitude toward the spectacle. There was little applause, no great expression of enthusiasm, no effervescence of animal spirits. A New-York crowd on a similar occasion would have been far more demonstrative and even hilarious. They would have greeted the striking features of the parade with hearty applause and shouts of "Ah!" Being an old and conservative city, of

course, you couldn't expect her people to be quite so demonstrative as democratic New Yorkers.

And yet the spectators were greatly pleased by what they saw. If they did not explode in hand-clapping, shouting or the jingling of bells, they were nevertheless appreciative, for complimentary remarks were heard on all sides. "We have never seen anything like it before. It was just wonderful," said a dignified, round-faced Baltimorean who almost shouted when one of the artistic floats rolled by.

It was nearly two o'clock in the morning before the streets were quiet, and even then one occasionally could hear the singing of some tardy roysterers or catch the music of a belated brass band on its way home.



CHARLES C. GREEN.

TUESDAY MORNING SESSION.

(Editorial Correspondence.)

BALTIMORE, June 10.—There were many sore feet and tired legs among the delegates this morning as the result of last night's advertising parade. When a man is not accustomed to walk more than an hour at a time without sitting down, it is something of a hardship for him to be on his feet five or six hours picking his way over round and sharp pointed cobble stones.

But the ad men are game to the backbone and there was hardly one of them missing from the eight o'clock breakfast table. They had to be up early, because the departmental meetings in which they were specially interested were scheduled to begin at 9 o'clock. These meetings were well attended. In some instances the rooms were not large enough to contain all who wanted to be present; much interest centered in the Newspaper, General Advertising Agents and General Advertisers sessions.

The speakers were all on hand, the papers read were brief and to the point, and the discussions that followed their presentation were lively and profitable. Reports of their addresses will be found elsewhere in this issue.

RICHARDS REPLIES TO PRESIDENT WILSON.

During the session of the newspaper section, Joseph A. Richards, of New York, arose and read an open letter to President Wilson in which he resented the alleged statement made by the latter to the effect that misleading advertisements were being used to mislead the judgment of public opinion. Mr. Richards conducted the advertising campaign of the sugar men in their efforts to defeat that section of the tariff that applies to sugar.

The speaker said he resented the President's statement because he was himself engaged in an honorable profession which was pledged to oppose misleading or fraudulent advertising. The advertising to which the President had referred had been prepared and placed

by his office. The statements contained in the several ads was absolutely true, ascending to his own belief.

The attack on the President created quite a rumpus, but the delegates quieted down after a while and the routine business was taken up again.

TO HAVE BUILDING IN 'FRISCO.

It was announced at the afternoon session that steps were being taken to provide an advertising building at the Panama-Pacific Exposition in 1915. The initiative in the matter was taken at the meeting of the Poster Advertising Section which held a meeting in the forenoon. Barney Link, of the American Bill Posting Association of Chicago, pledged his organization to raise a considerable sum of money for the building. The proposition met with general approval. Mr. Link, on behalf of his association, pledged \$20,000 for the proposed building.

In response to an invitation extended to the visiting delegates, a large number of them attended a reception given by Mayor and Mrs. Preston at their home late in the afternoon. In the evening a general business session was held at the armory, which was largely attended. The speakers were C. W. Post, of Postum cereal fame; Milo C. Jones, of the Jones Dairy Farm, Ft. Atkinson, Wisconsin; and Geo. W. Hopkins, general advertising and sales manager of the Loose-Wiles Biscuit Co.

ASSEMBLED AT MIDNIGHT DINNER.

A rather unusual feature of Tuesday evening was a banquet at the Belvedere Hotel, given by the Advertising Club of Baltimore, to the foreign delegates, and the officers of the A. A. C. A., which started at 11 o'clock and was not over until nearly 3 o'clock Wednesday morning. The speeches were wholly informal and the entertainment, which was interspersed with entertainment features, contained many surprises of an agreeable character.

The best surprise of all was introduced by the first speaker, who was introduced as Alexander Ferguson, publisher of the Morning Chronicle, at Glasgow, Scotland. Mr. Ferguson, who was distinctly Scotch in appearance and speech, told of the pleasure he had received in visiting America and in studying the advertising methods employed in this country. He said there was a kindly feeling between Scotland and the United States because of business relationship and blood ties, and that he had been commissioned, on behalf of his countrymen, to extend to the Association of Advertising Clubs of America, an invitation to hold one of their conventions in his native country.

Mr. Ferguson's address was exceedingly interesting. His criticisms of some American methods of advertising, particularly those concerning billboards, were quite warmly applauded, although it was noticed that a number of the diners, who are especially interested in the billboard advertising, looked rather uncomfortable.

When Mr. Ferguson took his seat, he was warmly applauded and it was not until someone leaned over and pulled off his whiskers that the guests discovered that they had been very cleverly hoaxed, as there stood revealed before them John Daniels, one of the members of the Pilgrim Publicity Association of Boston. It was the unanimous opinion that Mr. Daniels was the cleverest impersonator they had ever seen.

NEWSPAPER SESSION.

In calling Tuesday newspaper departmental session to order, A. G. Newmyer, business manager of the New Orleans (La.) Item, said:

It is the earnest desire of the Associated Advertising Clubs of America to make a constructive history in Baltimore, and it is the hope of your chairman that this Newspaper Departmental Conference will send out a message of greater importance to all advertising than that resulting from any similar gathering ever held anywhere.

The Baltimore convention has been arranged along different, broader and more purposeful lines than any other convention of advertising interests. We are attempting to set a precedent; to make this convention a

really national influence in the advertising affairs of this country.

Heretofore the departmental meetings at our national conventions have been devoted to the interests and problems peculiar to each of these departments. This year they are designed to cover a broader purpose. They are each a cog in a wheel, and it is designed that each of these departmental meetings shall do its part in co-operation with others to secure a national expression upon advertising problems, ethics and policies.

MR. KEELEY'S ADDRESS DISCUSSED.
The purpose, then, of this departmental meeting is to formulate a definite message, broad enough to be worthy of consideration by all the different departments of advertising in conference.

Yesterday James Keeley, general manager of the Chicago Tribune, addressed the convention on the subject of "Newspapers." It has been arranged to discuss in this conference the most vital points of Mr. Keeley's remarks.

Before adjournment this conference will select a committee of three to confer with committees of similar size and purpose from each of the other eleven departments which are meeting this morning. This joint committee of, say, forty will meet to-morrow to condense, correlate and give cohesion to the needs and problems of their various departments of advertising and to finally discuss their solution. So let us to-day confine our discussions to a definite consideration of the biggest things in our work; let us carry a message to the joint committee big enough to come from this powerful branch of advertising.

RIGHT SORT OF PROMOTION.

Should Keep Making of Sales Constantly in View.

Discussing the promotion department of the newspaper, Arthur Pleasants, of Baltimore, said in part:

"Time was when newspapers deemed it beneath their dignity to even solicit, but that day is past. Enlightened self-interest has led the newspapers to go further than merely soliciting, and to support arguments as to why the advertisers should be in their columns, with suggestions as to how he can use his space. And so we find, not merely the aggressive selling of space, but an effort to render assistance, or at least the appearance of assistance, to the advertiser. I say the appearance of assistance because, truly, few newspaper copy departments go beyond what they think will please the advertiser rather than what will bring him business.

"To render real assistance to the advertiser the newspaper promotional department must know something of the diversified merchandising problems, and it takes the combination of an analytical mind and broad advertising experience to grasp the highly essential differences of not only the various lines of business but of the different character of trade; and furthermore, it takes a strong dominating personality and an overmastering conviction of right to tell the advertiser the real truth and gain him over to use the right methods. Solicitors can hardly be blamed for catering to their prospects' whims rather than analyzing their needs and painstakingly leading advertisers' minds to the ultimate right.

PRONE TO DO WRONG THING.
"I find by my own personal experience that the hardest work of the conscientious and capable advertising man is keeping advertisers from doing the wrong thing. So I can readily recognize the difficulty that confronts the promotion department in an effort to lead the advertiser to the right use of space. The newspaper promotional departments are helping advertisers to advertise; but are they helping the advertisers? It is not impossible that the mere getting the non-advertisers to advertise may in time prove beneficial and teach some to advertise right.

The newspaper promotion department has increased business by the column, but have they increased business for the advertisers. Enlightened self-interest if truly enlightened, goes further than coaxing dollars from the advertiser by apparent assistance. If truly enlightened it goes to the length of real assistance, and such assistance requires more than a clever expression and an illustration pleasing to the prospect—the main efforts of most newspapers' promotion departments.

INTELLIGENT PROMOTION.
"Enlightened self-interest will look to what the advertiser is to get and how he can get it—surely and safely. By safely I mean helping the advertiser to get the kind of business he can reason-

You want to reach the families of Brooklyn who have money to spend.

Pick your locality—Greenpoint, Bushwick, East New York, Park Slope, St. Mark's, South Brooklyn, the "Heights", Stuyvesant, Bedford, Prospect Park, Flatbush, Bay Ridge, or any other home district—and the "BROOKLYN STANDARD UNION" will prove to you that it is "Brooklyn's Foremost Medium of Publicity" in every one of these fine sections.

Ask us to prove it.

ably expect to hold. To increase business is easy—all too easy. But to increase business profitably and along lines that are sound is different—and not by any means easy.

"To aid the advertiser to get new business of the worth-while sort through the newspaper's assistance is, I assert, the true vocation of the promotion department."

"FOREIGN REPRESENTATIVE"

Budd Says Term Solicit Has Several Unkindly Synonyms.

Speaking on the "Help Which the Newspaper Can Give to Its Foreign Representative to Encourage More Intelligent Soliciting of Advertising," John Budd, of New York, the well-known newspaper representative, said in part: I rebel against that word "solicit."

I am not enthusiastic over the title, "foreign representative."

"Soliciting" smacks of seeking favor or charity. Webster's definition of the word is kindly, but the list of synonyms given reads as follows: "Beseech, ask, request, crave, supplicate, entreat, beg, implore, importune."

"Foreign" literally means of another country. At the best as here used, it implies a remote relationship.

The inadvertent but perhaps quite natural use of both terms in stating the subject assigned to me hints from whence we came and perhaps may indicate where we now stand. I seize upon the thoughts they suggest to enlarge a little on whither we ought to go and how we should travel.

A newspaper, from the advertising standpoint, sells two things: space and

circulation. Space as here meant is not difficult to define; circulation is another matter entirely. It is subject to numerous specifications and qualifications.

Quantity is the most tangible and definite of them. Some materialistic fellows think or act as if it was the only one. They are playing reasonably safe, because quantity of circulation, that is, large quantity, is usually the token of public approval which of course is quite naturally accompanied by public confidence and respect. I admit exceptions.

LOCAL FIELD PERMITS SENSING.

In its local field the newspaper is dealing with a class of advertisers whose opportunities for constant observation in many instances inclines them to regard a critical analysis, the weighing of facts and figures, as a tiresome and unnecessary task. They insist on sensing things; some take the instinct route advisedly, openly saying that they admit that facts and figures may appear to be against them, but they feel "so and so."

Often the local advertising man is a solicitor purely; his method is to beseech, supplicate, implore and importune. Occasionally he takes a step in advance and assumes the role of an expert adviser and benefactor, a genius in the latter-day art and learned in the mysterious science of business publicity. He has hundreds of undisputable arguments and thousands of convincing illustrations—numbers of them right at home.

He has, even though he may not recognize it or utilize it to the greatest advantage, this condition in his favor. The field in which his publication circulates comprises 100 per cent. of the market or territory of the local man on whom he is working. If his particular

newspaper, as may be true in a city having several good newspapers, actually represents twenty-five per cent. of the publicity opportunity of that advertiser, he, figuratively speaking at least, has a good grip on his buttonhole. If, as frequently happens, the newspaper is a predominating one, the figure may be eighty per cent. or ninety per cent. of the advertiser's publicity outlet, and in that event you may be sure Mr. Advertiser knows it without being told, and realizing that his success or failure depends entirely on that one community, that he survives or perishes as he fights his battle in that one field, the local newspaper man's task becomes one largely of overcoming indifference, penuriousness or perhaps some personal prejudice. I cite these figures and the local conditions only to draw a comparison.

PURSUED BY GRUESOME SPECTERS.

The general advertiser, if his field of operation is national, is confronted by no such situation. That city or that community, unless it is one of the half dozen largest in the country, represents only one or two per cent. of his market, frequently but a fraction of one per cent.

No specter of empty store, idle clerks, bankruptcy and the pitying glances of friends and neighbors awakes him in the night if he misses his opportunity in that burg. He can pass it up entirely if conditions are distasteful or unprofitable and forget it with no fear of a perceptible purse reminder.

He is day by day more closely approaching the practise of buying his publicity mediums at least, just as he buys any other product that is used in his business. In one way or another he expects to be confronted with a definite, even though somewhat intangible thing that can be sized up with some reasonable certainty. Beseeching, supplication, importunity, solicitation, is becoming less and less effective and more and more annoying to him. He expects to be confronted by a salesman with honest-wares to dispose of. He is in the market for a certain commodity, but he has developed a "show me" quality that even Missouri would designate as a triple, concentrated extract.

The inability or the unwillingness, at any rate the failure of the newspapers of the land, to put that great commodity, once one of their by-products not often their very meal ticket and always an important item, into concrete shape, gave other publicity spreaders their opportunity. They buried their petty jealousies, their rivalries, for the common cause, and the national advertisers of the country, flattered and easily convinced, rewarded them handsomely.

Mr. Budd concluded his address with a close analysis of the foreign field

PROMOTION SERVICE NEEDED.

Reliable Data on Field of Great Value to Advertisers.

On promotion work in advertising on the part of newspapers, Charles C. Green, manager of the promotion department of the Philadelphia North American, said in part:

In starting any new advertising campaign something more than good copy, extensive circulation and fair rates is necessary to secure the best possible returns for the advertiser. In many cases there is a large amount of waste through lack of proper knowledge of merchandising conditions and local distribution.

The business of a promotion department is to know all selling conditions.

To eliminate this waste and to secure the highest efficiency in every advertising campaign a promotion department, well equipped to furnish information and to assist in proper distribution of approved advertising articles, is an essential part of the present-day newspaper.

It is the work of the promotion department to analyze the tremendous field for national advertisers. Complete data and information must be at hand to efficiently aid the advertiser. The next essential thing is the development of national advertisers by interesting them in the personal requirements of

these millions of people of which I have just told you.

WORK ASSURES CAMPAIGN'S SUCCESS.

The newspaper having such information and extending co-operation with reputable agents and advertisers seldom has to worry when lists are made up. They are taken into plans well in advance, and preliminary promotion work is done that practically insures the success of the campaign before a line of advertising appears.

With the proper promotion plan, assuming the article has merit, almost any campaign will finance itself. Honest newspapers bring results; so do honest goods. No newspaper can fool the public any more than an advertiser can fool the consumers.

METHODS THAT SHOULD BE USED.

A promotion department offers the most practical and profitable selling assistance to advertisers and advertising agencies by:

1. Scientific analysis of local conditions and peculiarities of the trade.

2. Preliminary investigations showing competitive conditions, methods, dealers' opinions and movement of popular brands.

3. "First-hand" dealer and consumer information which is helpful in preparing or soliciting a campaign.

4. New ideas, objections and sales conditions as they apply to national accounts locally.

5. Re-advertising the advertiser's advertising.

6. When the campaign is ready, introductory work, such as advance notification to the dealers of the advertising, is valuable in introducing merchandise, securing co-operation, window displays, etc.

7. After the campaign is well launched, further investigation as to the movement of the merchandise and feeling the pulse of the trade locates any weak spots, which can be corrected, and insures a higher efficiency in the final analysis of results.

PAVING THE WAY FOR THE AD.

Describing in detail some successful methods applied, Mr. Green said:

One newspaper sent advance proofs of a special page to all out-of-town distributors and news agents of the paper. They were delivered in person to the store in each town selling the special advertised line.

One metropolitan newspaper issued a trade journal and mailed it to every dealer in the circulation radius. Each manufacturer contracting for a regular campaign in the newspaper was entitled to announcement in this trade journal. Forty-three advertisers took advantage of this opportunity, and were well pleased with the results.

Mailing cards, reproducing a few of the campaign ads, with a good merchandising talk as to the value of linking up the store with the advertiser by placing the card in the window or otherwise displaying it, have proved effective.

Getting the dealer's attention and respect for nationally advertised goods and presenting him with a guide to show what goods are advertised is a strong feature for the publication that extends this co-operation.

WASTE OF EFFORT PREVENTED.

Preliminary investigation reports that deal with competitive lines with sales figures, dealers' interviews as to the movement of the goods, are part of the effective work of a good promotion department. Many unconsidered factors are brought forth by such analysis.

Distribution troubles are located and remedied, permitting much higher efficiency in results.

An introduction of the foreign advertiser to the local merchants through the promotion department of a live newspaper gives the national advertiser the benefit of the local confidence already established between the newspaper and the merchant.

Too many advertisers overlook the local merchandising conditions, and thus find themselves working under a handicap that grievously mars their sales totals.

The most popular misconception of a promotion department is regarding the

actual sale of merchandise to dealers. There are many reasons why a newspaper should not assume the role of a salesman and actually SELL merchandise to dealers. Such effort must be held in reserve, due to the frequent abuse and lack of good faith on the part of some advertisers.

SAYS QUALITY SHOULD COUNT.

Attestators Heroic Crew—Totality God of Affidavit Makers.

That quality should be a *desideratum* to the space buyer was one of the arguments of James Schermerhorn, publisher of the Detroit Times, made in his address. Mr. Schermerhorn took several good-natured flings at the "attestator," and said in part:

"I quote the topic just as Chairman Newmyer gave it to me by telegraph. I consider it impossible to make circulation statements more purposeful. I seriously question if we want to make them more purposeful.

"Their purposefulness is too painfully apparent now. To paraphrase Tennyson's 'Locksley Hall'—

Yet I doubt not through the ages one increasing purpose runs,
And the circulation is bulging to bring home the buns.

"Lord Byron wrote 'The Lament of Tasso.' What couldn't his genius do with the lament of a dying circulation inflator. 'So many to do; so few done.'

"Leaves have their time to fall, tides ebb and flow, steel common advances and recedes, the corn crop fluctuates, but daily newspaper circulations—according to the self-vaunting comparative tables with which publishers waste the space of the trade papers—never do a thing but flourish like the cedars of Lebanon. That is, until the cedars of Lebanon had to be cut down to furnish white paper for these booming sheets.

ATTESTATORS HEROIC CREW.

"They are simply heroic, these forward-looking attestators of circulation. They are like the brave drummer boy who didn't know how to beat a retreat. As to beating an advertiser, that's another story.

"The only worthy purpose that can impel a publisher to put out a circulation statement is to describe the goods he has to sell.

"If he doesn't do this with explicit honesty—no matter what his competitors may be suspected of doing—he is trying to get money under false pretenses, and all of his professed editorial righteousnesses become as filthy rags.

"It would be quite as becoming to sandbag the advertiser while he is motoring in the suburbs or to break into his cash-box under cover of darkness.

STATEMENTS SHOULD BE TRUE.

"This part of the topic is so elementary there is no room for discussion. That a person who is calling upon the public to observe the moralities and decencies of life should be a crook himself is not debatable. The least laudable thing a circulation statement can do is to purpose to give the exact truth about the commodity it seeks to commend to the buyer.

"I agree heartily with Mr. Keeley that the publisher should be compelled to do this as a condition of being admitted to the mails—the postal department having already declared against lotteries and other forms of chicanery.

"If we are going to make circulation statements more meaningful, more intelligible, we have got to clean up on the false god of the affidavit-makers, Totality. I presume we have made a fetish of net press runs because it is the worship of the indolent.

GETTING AT THE KARATS.

"All is not gold that glitters; you've got to get the number of karats. So many pounds of wheat, wool or sugar mean nothing unless you know the grade. The 'Merry Widow' is not so musical or merry when it passes from Company No. 1 to Company No. 2. You can choose between first-class and second-class in selecting your steamship and railway accommodations; and one star is above another in glory,

"But as between one thousand of one

newspaper's circulation and one thousand of another newspaper's circulation, there appears to be no variableness or shadow of difference.

"Look through any newspaper annual and you will find only two kinds of circulation, that that is sworn to and that that isn't sworn to. Not a hint as to the circulation that is sworn at, which the advertisers surely should know about.

MERELY NEEDS AN AUDIENCE.

"Sad the lot of a publisher who approaches an advertiser with the suggestion that possibly a conscientiously conducted medium has the basis of a more effective appeal to the reader than a newspaper of larger circulation that regularly runs stuff that the public knows is not deserving of confidence. The answer is that circulation is the Alpha and Omega of space-buying.

"The gentleman who places the advertising for a safety razor dismissed a solicitor for a clean medium loftily with the dictum, 'All I want is an audience.'

"The fixing of relative circulation values by this convention would be an act of injustice to those newspapers that are committed to a more worthy purposeful and meaningful exhibit of their circulation policy, etc., and it would shake out of their lethargy those buyers of space who make obeisance to the clicking counters on the newspaper folders and close their eyes to character as a factor in advertising effectiveness."

THE CIRCULATION AFFIDAVIT.

Advertiser Has No Right to Doubt Honesty of Publisher.

Replying to the address made by James Keeley, of the Chicago Tribune, Louis Wiley, business manager of the New York Times, said in part as follows:

The commanding position of the publisher of the Chicago Tribune, his high character, brilliant achievements and consummate ability, give importance and value to his address to-day. With his condemnation of false statements of newspaper circulation there can of course be no disagreement. His denunciation of reckless and misleading reports by publishers is equally applicable to dishonest statements of any kind. I regret, however, the unwarranted severity of Mr. Keeley's attack upon a reputable business, a business as honestly conducted as any other in this broad land. The standard of ethics in the newspaper calling is as high as that in any other.

The advertiser is amply protected. There are statutes punishing as a crime a false statement of circulation. It is clearly misrepresentation and thievery to falsify circulation figures, and if an advertiser has been deceived as to the circulation of a newspaper he can secure full redress in the courts.

ASSOCIATION'S DEMAND RESISTED.

The difficulty is, most advertisers give little or no valuation to circulation figures, and consequently are unwilling to go to the pains of investigation.

The recent demands of an advertisers' association to newspaper publishers to submit to an examination of their books and pressrooms for verification of their circulation statements, or, upon refusal, forfeit advertising orders, have not met with encouragement from many self-respecting newspaper publishers.

That association is composed of gentlemen who show no willingness whatever to contract for advertising on a circulation basis—that is, so much per thousand copies circulation, and yet they demand circulation statements. Why? To satisfy their curiosity, I suppose.

NEWSPAPER PUBLISHERS ARE HONEST.

The sneer at the affidavit of the newspaper publisher is almost as old as the time-honored mother-in-law joke. The newspaper business is not conducted by men who prey upon advertisers, who deceive them as to their circulation and victimize them in advertising charges. The newspaper publishers of the country

are, in the main, self-respecting and high-minded, jealous of the honor of their calling.

As the circulation figures when obtained have no bearing on the rate, a verified statement of circulation simply becomes a certificate of character, and a reputable newspaper is justified in resenting such a suggestion.

Has the newspaper business reached such a state of degradation that it should quietly submit to this attitude upon the part of advertisers?

USE OF CIRCULATION STATEMENT.

When the Times announces that it has over two hundred thousand circulation it leaves an ample margin. It becomes responsible to its advertisers to give them at least a two hundred thousand net paid daily sale. If its circulation should fall short of this figure the advertisers might have a just claim against the Times.

To what use is a circulation statement put by an advertiser? He doesn't pay for newspaper circulation according to quality or quantity. The advertising rate is fixed by the newspaper and it is unfortunately much lower than it should be according to service rendered. A newspaper may increase its circulation from twenty-five thousand copies to a quarter of a million copies, and the advertiser is inclined to resist an advance in advertising rate.

The attempt to establish a comparison of advertising rates on the per thousand circulation basis has thus far been futile. We might as well say all textile fabrics are worth six cents a yard, whether cotton, wool, linen or silk. The quality of the news and editorial matter and the resultant quality of readers is a co-ordinate factor with the quality of circulation in establishing the value of advertising space. The number of copies printed and circulated is by no means the only standard of exchange.

CASE NOT ALL ONE-SIDED.

One of the most important factors in the great growth of industry and commerce in the United States in the last quarter of the century is the opportunity afforded manufacturers and merchants to advertise their goods in the columns of newspapers. Advertisers have not been defrauded by the rates charged them for newspaper advertising, but hundreds of newspapers have been wrecked and fortunes have been spent in the effort to print newspapers, with the prevailing advertising rates.

The daily newspaper in the smaller city, as a rule, maintains remunerative rates for advertising space. The large daily newspapers of the country put too low a valuation upon their space. The New York Herald charges five cents a line for situation wanted advertisements and the New York World twelve cents a line for help wanted advertisements. These rates do not pay for the paper and ink employed in producing the advertisement. It would be impossible for a daily newspaper to exist in a small town at the advertising rate of the Chicago Tribune in proportion to the circulation. A rate fixed upon this basis in a small daily newspaper would not pay the cost of typesetting.

ON GOLD-BRICK CIRCULATION.

Says Advertisers Should Insist on Verified Statement.

Jason Rogers, publisher of the New York Globe, speaking on false circulation statements, minced no words on the peculiar conception of business ethics held by publishers persisting in "gold-bricking" the advertisers which circulation they do not have. He said:

"Somehow I see no normal difference between the old-fashioned crook with the gilded brick, who takes money under false pretenses, and the newspaper publisher who gets an advertising rate based upon a misrepresentation, deliberate or implied, as to the quantity of his circulation.

"This matter of accurate verification of circulation should be a vital question with all of use. The strange thing about the whole matter is that so many hard-

headed business men, who exercise great caution in nearly all other business matters, will stand for the bunk of crooked publishers when it comes to buying advertising space. The only possible excuse for it that occurs to me is that they like to 'shop' or 'dicker' on rates, and they seem to know that the average publisher, who has no standing on the circulation question, usually has two or three prices when it comes to quoting rates.

AVOID UNKNOWN CIRCULATIONS.

"The remedy, in my opinion, is very simple and lies distinctly within the power of the advertiser. There is no danger of involving the stern regulations of anti-trust laws should the advertiser refuse to do business with any publication that will not stand for the verification of its circulation. There is a sufficiently large percentage of safe and sound newspapers in the United States and Canada that frankly state and prove circulations for any advertiser to do business. It would seem to me far better for the advertiser to suffer a temporary inconvenience in his selection of mediums than to be gold-bricked by a number of publishers who will not respond to modern conditions.

"I am firmly convinced that only through the concerted action of a large body of advertisers insisting on a 'right to verify' circulation claims as a condition of every contract shall we ever smoke out the crooks in the business.

GETTING CLEAN BILL OF HEALTH.

"The details of how to make audits showing actual conditions is, I think, best left to accountants. Neither the Association of American Advertisers nor the Data Company will furnish a clean bill of health unless they have been given access to all books, records and cash for a full year of the newspaper under examination. This is as it should be. By repeated examinations, year after year, supplemented by inquiry among local advertisers and newsdealers, advertisers should be able to secure sufficient data upon which to base their campaigns. The idea of designating a number of sectional accountants to work in harmony with sectional committees, with examinations to be made at the expense of the newspaper being examined, is a good one which should meet with the approval of honest publishers, provided the fees are held down to a reasonable figure.

GLOBE FOR KNOWN CIRCULATION.

"Three years ago, when I took charge of the New York Globe, only one other New York evening newspaper, The World, stood for an A. A. A. examination. For three years The Globe and The World have stood side by side for 'known circulation.' Only one other newspaper, The Mail, has stood for partial examinations covering the baseball season—six months in each of two years. Any examination covering less than a full year is of doubtful value. Do you fully realize what this means? Out of twenty-four daily newspapers printed in the English language in New York City and Brooklyn, only three, The Globe, The Morning World and The Evening World, give the advertiser definite and provable information regarding what he buys for his advertising dollar. Out of 57 daily publications, including foreign language journals, published in New York City and Brooklyn, only three newspapers, The Globe and The World (morning and evening) sell advertising as a commodity.

HONESTY ALWAYS PAYS EVERYBODY.

"It pays in real dividends to be frank and honest alike with advertisers and readers, as has been proved by the success of such newspapers as The New York World, The Philadelphia Bulletin, The Chicago Daily News, The Kansas City Star, The Indianapolis News, The Washington Star and others too numerous to mention. In New York the paper that frankly states its circulation gives its numerous competitors information upon which to build up most interesting fabrics of imagination. But in spite of this fact, in the long run honesty regarding circulation wins the recognition it deserves. The newspaper which de-

clines to open its books either does so through a mistaken notion that such information is confidential and too sacred to get past the head office boy or because its published claims will not stand up under an audit. In the majority of cases you may bank upon the publisher being afraid of the real facts.

FAVORS CIRCULATION BOARDS.

Would Curb All Publishers Who Persistently Exaggerate.

Many valuable suggestions were offered in an address made by George J. Auer, business manager of the Albany Knickerbocker Press. Mr. Auer dealt with the subject, "What Newspapers Must Do to Make Circulation Statements Purposeful," saying in part:

"The day of merely furnishing newspaper circulation statements was a step in the right direction. But it was exceedingly little more than a step. I well recall the circulation statement furnished by a certain newspaper publisher to a newspaper directory. Fifteen thousand copies daily was the circulation given and printed in the directory. Yet it was a matter of general knowledge in the local field that the publication had less than 3,500 circulation. However, boldly in the newspaper directory were printed the figures—15,000. We will all concede what a tremendous handicap this is to the publisher who truthfully presents his circulation figures. Were the honest publisher's circulation totals to be discounted in the same measure as that of his less careful brother publisher?

"True enough, the directory publisher, when advised of the marked discrepancy, demanded an opportunity to investigate the newspaper's circulation. This being refused, quite naturally the newspaper to-day is listed without circulation figures whatsoever. And still the publisher of this newspaper without the rating is unquestionably a gentleman of very high standing, and for one to question his veracity, I know, would be considered absolutely absurd.

RECKLESS WITH CIRCULATION STATEMENTS

"A still further step was the investigation of circulation. Here, too, are deficiencies. I know of a city where the publisher of a daily newspaper asserts that his publication has 10,000 more in circulation than the combined circulation of all the rest of the daily papers in that town. He tends to give weight to this claim of his by an offer of \$5,000 in case this is not true. According to authorized examinations by recognized auditors, two out of the three remaining newspapers in that very same city can prove, and do, that they have themselves combined 5,000 more than the actual circulation of the newspaper which daily publishes this \$5,000 offer on its first page.

PERSISTS IN FALSIFICATION.

"Yet, while this newspaper, which makes these utterly false claims, has been generally discredited in regard to the statement of its excess circulation, it continues to refuse to pay the money, and continues to print the circulation falsification rather than admit the untruth of their statement. And yet the publisher of this newspaper is also unquestionably a man of high ideals, highly respected and honored and of known integrity.

"How few are the cities of this country that can boast of not having a single newspaper that does not exaggerate its circulation? Think of the publisher, who in a recent circulation investigation found the actuary unable to properly account for a least a daily average of nine thousand copies. Later this publisher managed to show this circulation as cash street sales. This, gentlemen, in a town where more than 4,000 street sales is absolutely impossible.

USING PERSONAL EQUATION.

"And why is all this possible? First and foremost, gentlemen, in my estimation, because in many of the medium sized towns—and these are greatly in the majority in this country of ours—

the local advertiser has not been educated as to what he really is buying when he buys advertising. He for the most part, doesn't realize that he is buying circulation. Understand, gentlemen, not that I am underestimating the intelligence of the local advertiser; but too many of him really pay little or no attention as to the accuracy of circulation claims. And when a circulation fight or squabble is on, all too often he laughs and says "Pretty fine how the Post got back at the Clarion last night. Some fellow, that M. Jones."

"It has been suggested to me that there be established circulation boards made up of representatives of various newspapers, representatives of retail interests, wholesale interests, advertising agents, etc. This board in its respective city to conduct investigations of circulations. I would suggest that this be done, if possible, by registered accountants under the direction of this board."

FIXING OF SPACE QUALITY.

Advertiser Is Entitled to Know Columns He Is Buying.

That the advertiser is entitled to know what sort of newspaper space he is buying was the argument of an address made by Fleming Newbold, business manager of the Washington Evening Star. Mr. Newbold said in part:

When the newspapers generally take the advertisers into their confidence regarding circulation and all the elements in connection with it, greater results to the newspapers and advertisers will follow. There is a growing spirit among newspapers to do this and for the publishers in the different cities to all pull together for a better understanding.

The illegitimate is being eliminated and newspaper publishers are appealing to their advertising patrons to be in good company with other clean and wholesome advertising that is appearing in their columns. The general advertiser is invited to make his announcements along with the great retail stores that print the first news of the bargains in the daily newspapers.

NEWSPAPER ADVERTISING PROFITABLE.

The merchandising world is studying more carefully than ever the subject of advertising, and the value of newspaper advertising is reflected in its phenomenal growth. In just the proportion that this study is increased will newspaper advertising increase. It is not the easiest means to distribute a large appropriation through the newspapers, but if thoroughly studied and worked out it stands alone for profitable results.

The advertiser must carefully consider the field and his product. After determining the field, the medium must be selected. It is therefore up to the newspapers and to their unquestioned advantage that the fullest information be of easy access.

The Association of American Advertisers is examining into the circulation books and reports of the newspaper offices of the country. They are going deep into the subject for their members as far as auditing is concerned. It should be a fixed principle with newspapers that a man who buys advertising has a perfect right not only to know the mere figures but all about circulation.

In determining the value of a newspaper as an advertising medium, of course the figures are of the first importance. The total net figures of the bona fide circulation are the figures to start with. The gross press count, the net press count, the returns, etc., mean nothing except for purposes of auditing.

CHARACTER TO BE CONSIDERED.

There is such a wide variety of newspapers and such a difference in readers that the value of any circulation to an advertiser cannot be possibly determined by the mere figures alone. The character of a newspaper is the composite of those who produce and manage it, and the advertising that appears in its columns carries in a measure whatever influence the paper has with its readers. In considering a paper as an advertising

medium, the editorial independence and local standing of the newspaper should be of prime importance to the advertiser.

The care and thoroughness with which a paper is read also enters into the estimate of its value to a great extent. The paper may be read casually by the people who buy it, or it may be a paper that is delivered into the home or carried into the home and there read by the entire family. This, of course, to the vast majority of advertisers is the circulation most sought, because it is the circulation of the most unquestioned value.

MAKING STATEMENTS PURPOSEFUL.

I have been requested to suggest an effective means of making newspaper circulation statements more purposeful. In this connection I would recommend that the newspaper division of the Associated Advertising Clubs of America prepare a form and furnish it to the local advertising clubs in order that they might prepare a comprehensive statement about the newspapers in the different cities, showing how thoroughly each particular city is covered, and have such statements sent direct to the manufacturer through the local dealers or retail merchants' association. This would force the manufacturers of nationally distributed goods to pay more attention to creating a direct demand for their goods upon the local stores. Furnishing the forms from this association would insure uniformity and carry some authority. A committee of the local advertising clubs in each city could invite the different newspapers to co-operate in furnishing the circulation data, etc., to present to the manufacturer.

FARM PAPER HAS OWN SPHERE.

Its Advertising a Necessity to Those Who Read It.

Pointing to the value of the agricultural press as an advertising media, Arthur Capper, of the Capper publications, Topeka, Kans., and chairman of the Agricultural Division of the convention, said in part:

"The agricultural press occupies a unique position in the publishing world—unique in that the farm paper, while primarily a technical trade journal, is at the same time an intimate family magazine.

"This peculiar condition is not the result of an attempt on the part of the agricultural editor to 'cover the earth,' but is a perfectly natural condition rising from the nature of farm life and farm work. On the well-regulated farm everybody works; every member of the household has some part in the operation of the farm and consequently is interested in the journal which deals with farm life.

"There are few lines of general business which can afford to ignore entirely the agricultural press, especially in these latter days, when the farmer's buying capacity has so greatly increased and his tastes and desires have kept pace with his increased income.

ADVERTISING IS NECESSITY.

"But this wide range of appeal is not the only distinctive feature of the agricultural press. The average reader is not conscious of his need of the advertising in his magazine. He looks upon it as something extraneous, and often regards it as an impertinence. Not so with the farmer and his farm paper. To him the advertising is a necessity and he knows it. He reads and studies it and acts upon it.

"The farmer does not pass a hardware store, or an implement house, or a tailoring shop twice a day as he goes to and from work. The farmer's family does not see the department store windows every day or once a week. The advertising columns of their favorite farm papers are almost their sole means of 'shopping.' It is through the advertising columns that they keep in touch with the great merchandising world, and they are just as eager to get the good things of life—those things which will help them in their daily work, or which make life worth living, as the manufacturer and merchant are eager to sell them.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building,
New York City. Telephone, 4320 Beekman. Issued every
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THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 83 Park Row (in front of Doheln Cafe); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, June 14, 1913

THE BALTIMORE CONVENTION.

To read the report of the Baltimore convention without being struck by the unanimity of purpose and pursuit of high ideal would be equivalent to admitting that there had been terrible discrimination shown when the allotment of grey matter was made. To be sure, there were differences of opinion as to what seemed best, but the divergence of view and action involved had the same motive. In searching for the better some of the men who were heard in the Fifth Regiment Armory had been led into byways. But most of them were led back into the right road at the various sessions. In this, after all, lies the great value of conventions such as this.

In general the view is held that advertising is a very sordid affair, and that the men connected with it are, necessarily, contaminated. The lofty ideals disclosed during the week at Baltimore should do much to correct this erroneous impression. On all sides was shown the greatest willingness to be of service, of honest service, of efficient service, of service fair to all concerned. Surely no other body of men could hope to set itself a higher goal.

As the result of this, clean advertising has been brought so much nearer. The day when the quack and fraud will find it impossible to get space in publications seems to be closer than has been supposed. Not alone are clean advertisers averse to being in such company, but the agents and publishers have shown that they are anything but proud of connections that will not stand the penetrating light of truth. In such a scheme justice must become an all permeating quality, and for this reason the question of circulation statements, so much in evidence at the meetings, was bound to get attention. It is too early to say what will result in this direction. But there can be no doubt that an understanding in this matter between publisher and advertiser has been brought nearer. One is almost inclined to believe that the time is not far off when advertising space will be bought like any other commodity—with fixed prices and known quantities.

It seems appropriate under the circumstances to appreciate what the Associated Advertising Clubs of America have done under the leadership of George W. Coleman and his able lieutenants. May the same good fortune attend the efforts of Mr. Woodhead, and those that are to co-operate with him. The field in which he is to labor is a wide one and he will need all the encouragement he can get.

THE CINCINNATI CONVENTION.

The circulation managers who met at Cincinnati have gone home, wiser, but not sadder, men. Their convention was one of the most successful they have held. Over a hundred members put in appearance for the purpose of learning what the other fellow had done in improving upon the known methods of newspaper distribution. Essentially a business in which attention to the minutest details is almost the only guard against failure, the retailing of the daily newspaper is apt to tax the capacity of the biggest man. It is not a line in which men have heretofore won all the appreciation they should have been given. There has been a tendency to overlook the fine executive abilities the circulation manager must have in addition to being a genius in organization work.

But the circulator is coming into his own, it seems. On many papers he has become a sort of advisor to the gentleman who directs policy and that sort of thing. When a new twist in policy does not please, the circulation manager learns of it in a manner that leaves no doubt as to intentions. That the editor should be grateful for the seasonable tips that spring from this is, at present, perhaps, more a hope than a fact. But as was shown by the Cincinnati convention, there are at least some editors who are not too haughty to confer with the circulation manager.

Many innovations in circulation departments are likely to follow the sessions just ended. Never have better addresses on the various problems of newspaper circulation been heard. The member attending had every opportunity to get "wise" to all the latest wrinkles, becoming the beneficiary of an educational effort that would be non-existent were it not for the International Circulation Managers Association.

The organization has made a happy choice in the officers elected. The successful year just ended is bound to be followed by one equally good.

STARTING A NEWSPAPER.

Many persons have wished to start papers. When they read that Horace Greeley founded the Tribune with a cash capital of less than ten dollars and the owner of the Herald was at first unable to provide a better editorial desk than a plank laid on the top of two barrels they are confirmed in their belief that it is not a difficult thing to start such papers.

The question of ability, fitness, financial preparedness and many other things that come in are too often not considered. The patent insides make a strong appeal to ambitious, would-be publishers since these are already edited and printed. All that remains to be done with such papers is to fill up the outsides, which can frequently be done with clipped matter, boiler plate or with original material.

The growing power of the press also serves to inspire certain persons with a desire to seize upon and to wield the power that goes with a newspaper. Those of us who are publishers know the difficulties of producing a paying proposition. It is easy to print 1,000 or 50,000 copies of a newspaper, but when the newly fledged publisher tries to sell his new paper he finds a world full of indifferent people.

His contact with advertisers is likely to be even more discouraging. They are skeptics, the most of whom are from Missouri. They have to be shown that the ad they are invited to insert is going to produce returns before they will risk a single cent of their appropriations.

The starting of a new paper in these days is not so easy as it often appears before it is tried. The Saturday Evening Post, now so successful, when first acquired by Mr. Curtis, was a frost. It is Joubtful if any other man than Cyrus H. K. Curtis could have put it on its feet and made it pay and pay so well. William Randolph Hearst expended thousands, and perhaps millions, before his New York newspapers began to show an excess of income over expense. The idea that a new paper can be started and made to pay by the advertisers without capital on the part of the publisher is so remotely possible of accomplishment as to be

negligible. The Newsletter tried to do this, but gave over the attempt after one issue. The Shopper's Index followed along similar lines. It got out one issue also and then died. The moral is so plain that we will not even try to point it out.

HOW TO SQUELCH THE PRESS AGENT.

Hillsdale (Mich.) Daily, June 9, 1913.

EDITOR AND PUBLISHER,

Gentlemen: Every day I am more and more surprised at the number of newspapers seemingly willing to print the free advertising matter sent out by the smooth press agents of the country. For years past I have dropped all such matter in the waste basket, but have never been able to head off the deluge that comes daily to the Hillsdale Daily, as it no doubt comes to thousands of other newspapers throughout the country.

However, I think a method of getting rid of these troublesome press agents was recently suggested by Albert M. Snook, ex-president and present chairman of the executive committee of the Inland Daily Press Association. At our last meeting at Chicago he urged each member to get a rubber stamp which would read

WHY DON'T YOU PAY FOR IT?

This stamp would cost but a few cents, and when each piece of free advertising is received the publisher should use the stamp on the envelope and enclose it in a plain envelope addressed to the party sending the free advertisement.

Do not stamp the envelope as the post office has blanks and will notify the party to whom the envelope is addressed that a first class letter calling for postage is being held. If the postage is sent the letter will be forwarded. After paying postage on a lot of these letters and opening up the mail to find boldly stamped thereon these words, "WHY DON'T YOU PAY FOR IT?" it strikes me the grist of free advertising will grow much lighter.

With your large circulation I trust you will be kind enough to give the suggestion of Mr. Snook wide publicity and to editorially urge your readers to follow this plan.

D. W. GRANDON,

Manager The Hillsdale Daily.

The editor of the Hartford Courant takes exception to the statement made in the American Journalism number that the Connecticut Gazette is the oldest paper in the State. The Gazette, he says, is not on the exchange list of the Courant, and if any one knows where it is located he would like to be told. The Hartford Courant, he asserts, is the oldest paper in Connecticut and the oldest in the country of continuous publication under the same name and in the same place.

From One of the "Star Men"

"I consider the special number of The Editor and Publisher, carrying the history of printing and of American journalism, the most valuable document of the kind that has ever engaged my attention. It is not only interesting and instructive, but fascinating. The newspaper worker who fails to provide himself with this edition and study it is neglecting an opportunity to make of himself a more useful and competent member of his profession."

MARTIN GREEN,
New York World.

PERSONALS.

St. Clair McKelway, editor of the Brooklyn Eagle, received the degree of Doctor of Laws from New York University last week.

Henry L. Stoddard, editor of the New York Evening Mail, has been appointed by Governor Sulzer special commissioner in an investigation of the management and affairs of the Palisades Interstate Commissioners.

Charles Edward Russell, editor of the Coming Nation and well-known newspaper man, is the Socialist nominee for Mayor of New York.

Charles Neumeyer, editor of the Louisville (Ky.) Anzeiger, after forty years' absence from his native home in Germany, sailed from New York on Saturday for a three months' trip to the Fatherland.

Charles M. Clear, editor of the Roseville (Cal.) Register, is a likely candidate for appointment as consul at Berlin or Vienna.

I. L. Stone, president and active manager of the Duplex Printing Co., Battle Creek, Mich., has made a gift of \$50,000 to the Y. W. C. A. of that city to build a new home.

GENERAL STAFF NEWS.

William C. Morris has resigned as cartoonist of the Spokane (Wash.) Spokesman-Review, with which publication he has been associated for nearly ten years. The resignation will take effect July 7. Mr. Morris has made no plans for the future as yet, but expects to leave for the East during the summer. No successor to Mr. Morris has been appointed.

George L. Anderson, editor of the Avondale (Pa.) Herald, who was operated upon for appendicitis last week, is reported doing well.

W. J. Finkhouser, for many years secretary and business manager of the Fort Worth (Tex.) Record, resigned from that paper to engage in another field.

Walter Millard succeeds Jacob Klahr as editor of the Columbus (O.) Socialist.

Milton B. Ochs, for three years business manager of the Philadelphia Public Ledger, and previously publisher of the Nashville (Tenn.) American, has resigned.

Edward R. Anker, a member of the Associated Press staff at Albany, has been appointed land and tax clerk in the Attorney General's office.

Robert Carlton Brown, author of the "Adventures of Christopher Pool," a novel of detective ilk, has novelized the Edison Co.'s picture play, "What Happened to Mary," which also ran in story form in the Ladies' World.

Powell P. Glass, managing editor of the Lynchburg (Va.) News, eldest son of Congressman Carter Glass, who was operated for appendicitis last week, is improving.

Charles H. Meiers, until recently connected with the various newspapers of Denver, is now doing free-lance work in southern California, making his headquarters in Los Angeles.

Howard C. Kegley, of Pasadena, Cal., who is covering the Southwest this year for several of the big agricultural publications, is overseeing improvements on his ranch at Sawtelle just now. While there he is handling the editorial end of the Sawtelle Enterprise and doing special correspondence for the Los Angeles Times.

Paul McLean, Iowa State editor of the Sioux City Tribune, has resigned to

become editor of the Ames Intelligencer.

Henry Jucker, of the Macomb (Ill.) Daily Bystander, has become connected with the Canton (O.) Daily Ledger.

WASHINGTON PERSONALS.

C. L. Lombardy, president of Galveston and Dallas News Publishing Co., has been a visitor to Washington for the last week.

F. K. Noyes, special feature writer, has just completed a monograph for the Bureau of Education, containing a selected list of Government publications suitable for teaching material for elementary and secondary schools.

E. B. Doran, assistant managing editor of the Dallas (Tex.) News, is here for several days.

John J. Underwood, dedicated his book, "Alaska, an Empire in the Making," to the National Press Club.

John Elfreth Watkins, syndicate writer, has returned to his desk after an illness of two months.

W. J. Showalter, of the Haskins Syndicate, has just returned from an extended trip to the Panama Canal Zone.

Robert F. Rose, formerly of the Helena (Mont.) Independent, has been appointed one of the trade advisers of the State Department.

Major J. J. Dickinson, well-known newspaper man, has been appointed Government Commissioner to the Panama-Pacific Exposition at San Francisco, at a salary of \$4,500 a year. Major Dickinson was at one time a member of the Washington Bureau of the New York American.

Mrs. Ida McGlone Gibson, of Chicago, editor of the Woman's Department, N. E. A., was an interested visitor at the Monday morning meeting of the Washington correspondents with the President.

Oscar Hewitt, of the Chicago Tribune, has been doing special work in Washington for the last week.

W. A. DuPrey, publicity agent of the Navy League, will shortly have off the press, his book, entitled "Uncle Sam, Wonder Worker."

IN NEW YORK TOWN.

James Dafter, of the Press copy desk, has gone to Chicago.

Charles S. Trimmer, of the Mail staff, begins a two weeks' vacation in a catboat at Great South Bay.

Wilson Burke, Fred Browne and Lindsay McKenna are early vacationers on the Evening World staff.

Eugene Doane, formerly head of the Tribune telegraph desk, is now assistant night editor. He is succeeded at the telegraph desk by James T. Grady.

Robert Rohde, of the Evening World, has joined the editorial staff of the Press.

J. H. Platt has become assistant dramatic editor of the Mail.

Amos B. Stillman, for the last forty-three years on the Sun, has been retired on a pension for life. Immediately after the close of the Civil War "Deacon" Stillman was a compositor on the Times, where he always put the editorials of the late Henry B. Raymond into type. Following this he was connected with the Hartford Courant for a short time.

Henry A. Wiltbank comes from the City of Brotherly Love to join the staff of the Tribune.

WEDDING BELLS.

Nathaniel Green, editor of the Valley Enterprise at Milford, O., and Miss Hazel Tice were married at Newport, Ky., recently.

The engagement of Miss Ruth Somerville, of Manistee, Mich., to Dudley A. Siddall, State editor of the Grand Rapids (Mich.) Evening Press., has been announced.

A journalistic romance culminated last week in the marriage of Miss Edith McDonough, former society editor of a Sacramento (Cal.) newspaper, and Kenneth Hosmer Campbell, who is now connected with the telegraph department of the Sacramento Bee and formerly city editor of the Daily News of San Francisco.

The marriage of Andrew G. Shoener, editor of the Trevorton (Pa.) Times, and Miss Emma Fritz took place in that city last week.

Kenneth MacGowan, assistant dramatic editor of the Boston Transcript, was married at Cambridge on Monday to Miss Edna Behre.

The marriage of Miss Zillah Bagley and William Evjue, managing editor of the Wisconsin State Journal, took place in Madison last week.

MET BRIDE ON WORLD TOUR.

Mr. Pillsbury Arranged for Wedding When 1,500 Miles at Sea.

R. W. Pillsbury, proprietor of the Manchester (N. H.) Union, returned on the steamer Cincinnati from Europe last week with his bride, whom he met while making a tour of the world on the Cleveland and whom he married at Yokohama a few months ago after arrangements for the marriage had been made by wireless when the steamer was 1,500 miles from that port.

Mr. Pillsbury's bride was Mrs. H. C. Valentine, of Trenton, N. J., a widow. The Cleveland left San Francisco last February. Mr. Pillsbury began courting at once. When the steamer arrived at Hongkong they announced their engagement. Before reaching Yokohama Mr. Pillsbury sent a wireless requesting that a Presbyterian minister be got. When the big liner arrived there the Rev. S. H. Devine was on the pier and married the pair.

Wrote Obituary Before Operation.

Washington H. Bixler, who for more than twenty years was managing editor of the Easton (Pa.) Daily Express, retiring a few years ago, died in the Easton Hospital May 26, after submitting to an operation for appendicitis. He was eighty years old. Informed that he must enter the hospital, Mr. Bixler at once wrote out notes for the newspapers for his obituary. Entering the newspaper field as a young man, he became a war correspondent with McClellan's command during the Civil War.

A White House Half-Holiday.

It was a perfect Saturday afternoon in Washington, and some of the newspaper correspondents at the White House wanted to go away and play golf. So they asked Joseph P. Tumulty, the President's secretary: "What's the President going to do this afternoon, Mr. Secretary?" "I think he's going to the Horse Show." "Can we find out?" Tumulty called the White House usher on the telephone, and asked: "Hoover, what is the President going to do this afternoon? Is he going to the Horse Show?" "I don't know, but I think he is." "Ask him, will you? And tell him the newspaper men want the afternoon and hope he will stay home." After a couple of minutes, Hoover called back: "The President was going to the Horse Show, but says for the boys to go ahead and take the afternoon; he'll stay at home. And he did. And that wasn't the only time, either.—N. Y. Evening Post.

\$10,000 CASH

and the services of two experienced newspaper men available for employment in a daily newspaper property. New England locations preferred. Proposition G. R.

Newspaper properties of all sizes and many locations available.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

SITUATION WANTED.

I am desirous of connecting with a high-class Agricultural or General Publication. Have had broad advertising and selling experience; am a capable writer and good talker. More about me on request. Address "D-1036," care THE EDITOR AND PUBLISHER.

MR. BUSINESS MANAGER:

Dispensing with formalities, I'm a tall, lanky and more or less awkward sort of an individual. Otherwise a Circulation Manager.

If the ratio of your paper's success is in proportion to your ability to increase the subscription lists, not one—while the fellow on top is getting one—but two new new subs to his one, and you want the man who can do it—here's my application.

My present record shows a 300% gain in four years.

For further particulars as to character and ability, address "A. R. T.," care THE EDITOR AND PUBLISHER.

Have satisfactory reason for desiring change and can furnish A1 credentials.

EDITORIAL WRITERS

aren't picked up every day. Better have the name of a successful man on your list of eligibles. I'm not out of a job, but I am out for a better one when you have it. Address "F. H.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

ROUTING MACHINE.

Wanted—Second-hand—for use in stereotyping department, daily newspaper, size of page 2 1/2 ins. long by 1 3/4 ins. wide. Address "CASH," care THE EDITOR AND PUBLISHER.

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

BUSINESS OPPORTUNITIES

IMMEDIATE SALE.

Best equipped weekly newspaper plant in Northwestern Ohio; established over 30 years, never before offered for sale. Democratic in heavy Democratic county, largest circulation and bona fide proposition. Must be sold to close estate. Quick bargain. Invoices \$10,000, will sell \$5,000 cash, \$2,500 on time; price includes two-story building and lot on which plant stands. No agents need apply as the proposition will not be hawked on the market. Address "BOX 207," Fremont, Ohio.

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

\$3.00 YEARLY, BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

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

CRUSADE FOR TRUTH IN ADVERTISING.

Work of the Vigilance Committee in Forcing Dishonest Advertisers Out of Business and Creating Greater Public Faith in Ads—Beneficent Laws in Twelve States—Plans for Coming Year.

How effectively the Vigilance Committee is fighting the dishonest advertiser, and the need and enforcement of honest advertising laws, were brought out at the Tuesday afternoon general session in the report read by Chairman Harry D. Robbins, and addresses made by several members of the committee, whose practical work during the past year has done so much for clean ads and a high standard of truth.

Mr. Robbins, whose report was entitled "Since Dallas," said in part as follows:

A review of the season's activities causes four distinct lines of achievement to stand out.

First, organization of the movement. The United States and Canada were divided into territories which were assigned to different members of the National Committee, each member being directly responsible for his territory and the clubs included therein.

Next we set about the organizing of local committees, and at this time there are in active operation sixty local committees, stretching from Portland, Me., to San Francisco; from Portland, Ore., to Jacksonville, Fla.; from San Antonio, Texas, to Toronto, Can. The Eastern Division was the only division to organize an active committee.

The second achievement is in the matter of legislation. At the beginning of the season, we lined up behind the Printers' Ink Model Statute drawn by Harry D. Nims, attorney for the New York committee. We endorsed this statute to all clubs and urged its introduction in the various States.

Whereas, Last fall only three States, New York, Massachusetts and Oregon, had serviceable laws, on truth in advertising, during the season the Model Statute in more or less perfect form was introduced in the legislatures of no less than twenty-six other States and enacted into law, to date, in twelve States.

The States in which bills were introduced are Maine, New Hampshire, Connecticut, Rhode Island, Pennsylvania, New Jersey, West Virginia, South Carolina, Michigan, Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Colorado, Idaho, Missouri, North Dakota, South Dakota, Oklahoma, Nebraska, Kansas, Utah, Washington and California. In addition, a bill was introduced into the House at Washington and an amendment to the New York State law at Albany.

The fourteen States in which we now have honest advertising laws, signed by the respective Governors in the order named, are: New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, North Dakota, Colorado, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana, Illinois and Michigan.

In addition, city ordinances similar to the Model Statute were passed in Seattle, Portland, Ore.; Wichita, Kan.; Los Angeles, Cal.; North Yakima, Wash., and possibly two or three other cities.

It is also worthy of note that Denmark enacted a law forbidding merchants more than two clearance sales a year and penalizing merchants who falsely describe their goods in advertising or otherwise.

During the year the committee presented a memorandum to President Wilson and is preparing a model law to be urged in Canada.

The end is not yet. Bills are still pending in some States and will doubtless be introduced this month in Georgia, Louisiana and Florida.

The third notable achievement was the committee's illustrated lecture by Karl E. Murchey, of Detroit, which made its appearance in February. Sixteen sets of lantern slides were distributed among members of the National Committee,

making it possible for every club in the country to hear the lecture and see the exhibits. To date it has been delivered before fifty-seven advertising clubs and some twenty other organizations.

This lecture dealt with facts and drove the blunt truths home in no uncertain manner. Concerning it may be quoted one of the proverbs, "He that walketh uprightly walketh surely but he that perverteth his ways shall be known."

The fourth achievement was more general in character and more detailed in its application. I refer to the educational and corrective phases of the campaign.

By means of the lectures and talks before the clubs, the distribution of booklets and other literature, the publication of articles, the writing of thousands of letters, and the personal work of national and local committee members, advertising men, business men and the public have been made acquainted to some extent with our work. Numerous offenders have been dealt with and abuses corrected, while the whole movement has been given point, purpose and direction and kept within constructive limits.

Our activities have encouraged the American Medical Association and the County Medical Societies to renewed efforts resulting in a number of court cases.

The Post Office Department has continued active in its prosecutions of mail frauds. One day last November it arrested 175 medical fakirs in various parts of the country.

The other day, in Portland, Ore., Fred Smithson was arrested for fraudulent advertising in the newspapers, making six indictments at that point this year. The only case as yet brought to trial resulted in a conviction.

At Seattle the local committee obtained a conviction under their new ordinance which proved a powerful aid in the local campaign. Fake sale signs were cleared off the streets and the Seattle Post-Intelligencer tossed all the fake advertising out of its columns and joined the ranks of clean newspapers.

The Los Angeles Committee caused thirteen arrests. Seven were fined and six are awaiting trial.

The Minneapolis Committee was a star performer. One of the indicted was H. L. Gilmore, who advertised a \$25 suit for \$12, whereas the original price was \$17. The Minneapolis Committee also closed the fake Paris labels out of town and practically out of the State.

Seven miles away in St. Paul, the "Town Criers" have been patrolling the advertising field with their accustomed vigor.

In Wichita, Kans., B. H. Milligan, a piano sales promoter, and the Bidwell Piano Co., were each fined \$300 for deceptive advertising.

The Memphis Committee compelled a merchant to forget all about the railroad wreck he was advertising as an excuse for selling shoddy goods at high prices. The Memphis News-Scimitar decided to throw all their fake advertising to the four winds.

The Atlanta Committee came to the front by driving out several frauds.

The Pittsburgh Committee is deserving of special mention for its militant work, while some Pittsburgh papers, not all, are entitled to gold medals.

The Rochester Committee, co-operating with the New York Committee, caused the voluntary withdrawal from Rochester of the International Decorating Co., A. S. Treiber, Manager, advertising home work transferring patterns.

Right here in Baltimore, A. B. Young was convicted of fraudulent use of the mails in connection with selling Potomac Refining Co.'s stock.

Over in New York the Advertising Men's League Committee maintained its pace. About \$2,500 has been expended to date by the League in its vigilance work. This season 130 cases were considered, of which seventy were referred to counsel. Of these ten were recommended for prosecution by the attorney, Mr. Nims. To date, four cases have been scheduled for trial, but only one has actually been tried, owing to the congestion of the courts. The Fourteenth Street Store was charged with selling an agent of the Committee an "Arctic Seal" fur coat reduced from \$67.50 to \$47.50 which in reality, as the evidence proved, was not seal but rabbit. The Court reserved decision, which was handed down June 6 in our favor. We won our first case.

Most of you these past few months have been reading more or less about fake furs and fake Paris labels. Both situations are at last being properly dealt with very largely as a result of our co-operation.

National advertisers have not been neglected. We have investigated a number of them. Dozens of newspapers are represented here in

this convention which have carried and may still be carrying the large ads of the Mall Order School of Denver wherein reference is made to a lucrative mail order business the advertiser, Walt C. Cunningham, built up in a short time. What was it? The Marjorie Hamilton Obesity Institute, which the last I heard was in trouble with the postal authorities on the charge of using the mails fraudulently. The Marjorie Hamilton concern sent our Committee a check last fall which we promptly returned with our compliments.

Whereas a year ago we had no active National Committee, but a half dozen local committees, serviceable laws in only three States, and few members experienced in this work; to-day we have a well organized national movement; laws in fourteen States, many men experienced in the work and enthusiastic support in every direction outside the ranks of the fakirs and those who publish their fakes. Their support, enthusiastic or otherwise, is neither expected or desired. All we ask of them is that they cease longer to depreciate your work and mine, cease longer to soil the fair white mantle of advertising purity, but instead, take up some other line of business more suited to their misplaced talents. To some of them we would recommend a consideration of the opportunities in China and the South Sea Islands since the United States and Canada no longer afford a fertile and congenial field for their perverted abilities.

Shall we, the honest advertisers of America, representing nearly ninety-nine per cent. of the three-quarters of a billion dollars or more spent annually in America for publicity, longer permit from fifty per cent. to seventy-five per cent. depreciation in normal earning power of our expenditures by reason of the deceptions of the few parasites who feed so adroitly on the confidence we have inspired?

No, a thousand times, no. We recognize our rights, our duty to our customers, our opportunity for public service that is at the same time of personal advantage in proportion to our advertising interests, and we emphatically say to the fakirs, you must go. No longer will we tolerate your wicked imaginations, your lying statements, your mischievous devices, your shoddy and harmful products. You are in a hopeless minority and you must go, that truth in advertising may reign triumphant throughout our land, giving us a fair measure of return for our advertising expenditures, thereby making for greater economy in operation and lower prices, benefiting the whole people and establishing advertising from coast to coast as a standard of absolute dependability.

PLANS FOR NEXT YEAR'S WORK.

Nation-wide Crusade for the Truth in Advertising.

Louis H. Clement, of Toledo, O., told of the plans for "Next Year's Work," and made a plea for effective co-operation in the "mighty battle for truth in advertising." His address is in part as follows:

"In our social development we have not yet reached the point where by law we sufficiently protect the mentally weak from the mentally strong and unscrupulous. We have long ago passed laws defending the physically weak from the physically strong. Assault and rape are punishable offenses. But by adroit persuasion, consent may be obtained even though carefully worded misrepresentation be used, the law gives no redress and offers little if any protection.

"It is because of this condition that the establishment of the vigilance committee was made necessary. It is because of this condition that 'Printers' Ink' model statute was drawn and the energy and power of the vigilance committee exercised to secure its enactment. It is now a law in more than a dozen States, and it is your duty to lend your aid to the vigilance committee in seeing that this law does not become a dead law.

"And, my friends, the newspapers have a duty to perform in this great work of education, and I ask that on

behalf of the vigilance committee—on behalf of this great association, and in the name of 'Truth'—that mighty power for which we stand—that they give us their co-operation in this great work.

"The newspapers might do for their advertising columns, if they will, the same that they do for their news and editorial columns—be certain that no misrepresentation or false statements appear—and it is their duty—and I say to you newspaper men who are within the sound of my voice, as well as those who may read what I say here, that it is your duty to lend your support to the cause of honest advertising.

"My friends, we are engaged in a world-wide battle which should arouse all the valor and all the courage and all the enthusiasm which has ever been expended in the cause of right, truth and justice.

"Let us imbibe some of the spirit of the old crusaders—let us be filled with the enthusiasm of valor of these knights of old, who clad in coarse raiment, eating of plain food, and supported by the pilgrim staff, went forth in the cause of right—bearing before them the cross and consecrating themselves to that vow 'In this sign we shall conquer,' and I point, my friends, to that magic word emblazoned on the escutcheon which we honor, that all powerful word—truth—and ask you to forget selfish interests, and thinking only of the great cause in which we are enlisted, dedicate your head, your tongue, and your pen to this mighty battle for truth in advertising.

PUBLIC CONSCIENCE ACTIVE.

Secretary Redfield Addresses Convention on Subject.

The following letter from William C. Redfield, Secretary of Department of Commerce, was read by J. M. Hopkins, of Printers' Ink, New York, at the general session last Tuesday afternoon. The letter was addressed to John Irving Rowler, but was intended to be read at the convention.

Department of Commerce,
Office of the Secretary,
WASHINGTON, May 28, 1913.

Editor of Printers' Ink:
Dear Sir—I venture to think that they do not read the signs of the times aright who fail to see that there is an aroused public conscience which demands a lot of things which are novel from those who attempt to serve the public. In saying this, I do not merely mean those who hold public office, but also those who serve the public from a private position.

For example, the public conscience, as reflected through the press seems to me clearly to call for high business standards, or perhaps I would better say, seems to me to demand that the business world shall deal with the public with a real sense of being servants of that public. Sometimes it seems as if the public were saying to the corporations, "You are our creation; you exist by virtue of the law we make, and you exist primarily to serve us and only secondarily to enrich yourselves. We are glad to have you prosper if so be your prosperity grows out of service."

Whether this is extreme or moderate, I do not now say. It does seem to me that this is an ideal clearly emerging in the public thought.

To a greater or less extent it seems to me that this is true of all business. It certainly seems true of lawmakers and of public officers. The demand is for service, and appreciation and reward seem to be based on it. This condition, if it be rightly judged, has its reflection in higher ideals on the part of public men. I have the pleasure of knowing many who are active in municipal, State and national affairs, and have known many during the past years. Unless I judge them wrongly as a whole, they seem to be inspired as never before with the desire to do service to justify the dignities given by them rendering honorable labor for the public weal in return.

So, also to bring the matter more in your own line of work, it seems to me that the public thought requires more to-day of the advertiser than ever. Not only must his work be clear and vivid, presenting, whether by word or illustration, a real picture to the mind of the reader, but it is not true that there is a demand for truth and honor in advertising, such as the members of the craft recognize as a novel and powerful force in their work? Let it be known, for example, that a great house will not shade the truth in an advertisement. Is it not a mighty force in its favor? Let it be known of a great periodical that its columns are clear of all save decent and truthful advertising, and has it not exceptional weight in the minds of men?

I venture to think, therefore, that the great trade in which you hold so prominent a part is on the crest of a rising tide of the mightiest force we know—the force of public opinion, and a public opinion which is not hasty or rash in its conclusions along moral lines but quite enlightened, thanks to an able press and equitably determined that what it knows to be right shall be wrought into fact.

CHICAGO HAPPENINGS.

Ad Association Takes Possession of Quarters in New Advertising Building—Reorganization of Johnson Agency—Another Libel Suit Against Examiner—No Further Credit to Leven Advertising Agency

(Special Correspondence.)
CHICAGO, June 11.—The Chicago Advertising Association has at last taken possession of its elegant quarters in the new Advertising building just completed, on West Madison street near Clark. Members who attended the annual convention at Baltimore left Saturday morning on a special Pennsylvania line train. A moving picture play and other diversions were on the program to kill time while on the train.

The Johnson Advertising Agency has taken on new life and new blood, Bernard J. Mullaney, a former city official, and Charles F. W. Nichols, former business manager of the American and founder of the Nichols-Finn Advertising Agency, having joined J. F. Ryan, the head of the Johnson Agency. Mr. Ryan will be president and general manager; Nichols, vice-president and secretary, and Mullaney, treasurer.

EXAMINER LIBEL SUIT.
The Examiner and Editor Andrew Lawrence have again been sued for \$100,000 damages for libel, this time by Judge Cooper, who was roasted by the Examiner recently for his court work.

Creditors of the Leven Advertising Agency held a meeting the other day and refused to extend it further credit. They also appointed a committee to hunt for concealed assets.

R. R. Shuman, of the Shuman-Booth Advertising Co., gave an address on "Practical Advertisers and Advertising" before the Hawkeye Fellowship Club last week.

Guy Wyrick, five years old, son of Basil Wyrick, night manager for the Associated Press, was fatally prostrated in a fire that damaged the apartment house the family lived in last week. He was so overcome by smoke he never recovered consciousness, although the pulmonar was used on him for six hours.

PIERCE WINS FIRST HONORS.
President Guy Pierce won the chief honors in the first monthly tournament of the Western Advertising Golfers' Association, played last week over the Hinsdale links. He won in the nine-hole final from Lloyd Maxwell by three up and one to play. Pierce defeated C. W. Wallis in the first round and in the semi-finals he won from E. W. Chandler. The latter won the R. T. Stanton trophy for best gross total in three tournaments.

H. L. Saylor, general manager of the City News Bureau and widely known as a writer of boys' stories, was stricken with apoplexy late Friday night while visiting friends in Indianapolis and died soon afterward at a hospital. He had done newspaper work since 1888 and was one of the founders of the City News Bureau. He was fifty years old and leaves a widow and two children.

The formal opening of the new home of the American Artisan and Hardware Record in the Karpen building, Michigan boulevard and Eldridge place, took place Saturday afternoon.

Local scribes are sore over an order given by Charles W. Murphy, owner of the "Cubs" National League ball nine, that the players must not talk to reporters. The reporters in turn vow not to mention Murphy in their stories.

Ruebel-Tyler Co. Incorporates.

The Ruebel-Tyler Advertising Co., St. Louis, has filed articles of incorporation to continue the business of the Ruebel-Papin Publicity Shop. F. D. Papin, former junior member of the firm, retires. Offices will be 719-20-21 Victoria building. The capital stock is \$5,000, of which fifty per cent. is subscribed and paid up. D. A. Ruebel is president; Fred Armstrong, Jr., vice-president, and S. R. Tyler, secretary and treasurer.

PACIFIC COAST NEWS NOTES.

(Special by Wire.)
SAN FRANCISCO, June 11.—Attorneys for J. C. Westenberg, editor of the Public Eye, a San Francisco weekly newspaper devoted to the suppression of the white slave traffic, who was convicted in Oakland on a charge of criminal libel preferred by Chief of Police Peterson, filed an application for a writ of habeas corpus yesterday. Westenberg was sentenced to serve sixty days in jail.

H. A. Archer, a New York newspaper man, who assisted the district attorney in getting evidence in the Becker case, is registered at the Manx.

H. R. Judah, Jr., editor of a Santa Cruz paper, and George F. Russell, a well-known newspaper man of Chico, are at the Argonaut.

After running the New Era, Benicia's oldest newspaper, for one week, C. E. Gardner has been dispossessed by Mayor W. L. Crooks, president of the People's Bank, acting by order of the Superior Court. The doors of the newspaper were closed by G. E. Garrett, the publisher, and he assumed control. The bank, which holds a mortgage on the plant, began foreclosure proceedings and the court's order was put into effect after the weekly issue of the paper appeared with editorials attacking the churches of Benicia. Gardner retains the subscription list, asserting that he still owns the business and goodwill of the paper.

Mrs. Erminia Healy, wife of Timothy A. Healy, news editor of the Post, died last night after an illness of several months. Mrs. Healy prior to her marriage a few years ago was a newspaper woman and served faithfully and well on various papers around the bay. Mrs. Healy was a native of California.

Mrs. Catherine A. Coburn, sister of the late Harvey W. Scott, former editor of the Portland Oregonian and herself an editorial writer on the newspaper, is dead from a paralytic stroke suffered several weeks ago.

BRAZILIAN EDITOR A GUEST.

Officials and Newspaper Men at Luncheon with Dr. Rodrigues.

Dr. J. Carlos Rodrigues, editor and proprietor of the Journal do Commercio, the leading newspaper of Rio de Janeiro, was the guest of honor at a luncheon given Sunday in the Pan-American building, Washington, by John Barrett, director-general of the Pan-American Union. Journalism in South America and the part it has played in the development of the country was the principal subject of discussion.

Dr. Rodrigues is visiting this country at the request of Dr. Lauro Muller, the Brazilian Minister of Foreign Affairs. The guests included Thomas Nelson Page; Theodore W. Noyes, editor of the Washington Star; Ira E. Bennett, editor of the Washington Post; Frank T. Codrington, editor of the Washington Herald; F. A. Walker, editor of the Washington Times; Stephen Bonsal, Arthur J. Dodge, chairman, Board of Governors, National Press Club; Arthur Willert, of the London Times; J. C. Hemphill, of the Philadelphia Ledger; Sumner M. Curtis, of the Chicago Record-Herald; Robert H. Patchin, of the New York Herald; David S. Barry, of the New York Commercial; Harry L. Dunlap, of the New York World; Elmer Murphy, of the New York Tribune; Dudley Harmon, of the New York Sun; Theodore H. Tiller, vice-president, National Press Club; Austin Cunningham, secretary, National Press Club; Henry L. Sweinhart, of the Associated Press.

Joseph Pulitzer's English Estate.

The estate in England of the late Joseph Pulitzer was probated in London on Monday at \$11,310. Ralph Pulitzer, of the World, says that he believes his father's estate in England consisted of a small account in the bank of Morgan, Grenfell & Co., and possibly of a few appurtenances of Mr. Pulitzer's yacht.

SIX-POINT LEAGUE MEETING.

M. D. Hunton Elected President at Annual Gathering.

The annual meeting of the Six Point League was held on June 5. It was attended by a large majority of the members, and the officers elected for the ensuing year are: President, M. D. Hunton; vice-president, Herman G. Halstead; treasurer, Frank R. Northrup; secretary, Louis Gilman. The following executive committee was elected to serve for the ensuing year: J. P. McKinney, Chas. H. Eddy, I. A. Klein, T. E. Conklin, Geo. Katz, F. St. John, Richard and John Budd.

The following special representatives joined the Six Point League during the year and were elected to membership: Sam DuBois, Carpenter-Sheerer Special Agency; A. K. Hammond, the N. M. Sheffield Special Agency; Hasbrook & Story, Howard C. Story and Geo. M. Burback. The membership of the Six Point League now totals forty-one.

The Six Point League maintained headquarters at the Hotel Emerson during the convention of the Associated Advertising Clubs of America at Baltimore.

NEW PUBLICATIONS.

TEXLINE, Tex.—The Enterprise is a new paper recently launched by H. L. Johnson as editor and proprietor.

JELICO, Tenn.—A number of business men in this city have organized to publish a semi-weekly newspaper.

ENID, Okla.—J. Y. Callahan is laying plans to start a live Democratic daily paper within the next few weeks.

HOLLAND, Mich.—Plans are being formulated for launching a Dutch Socialist paper, the only one of its kind in the United States. The Holland organization will make an effort to obtain the co-operation of the Dutch Socialists of New York, Chicago and other parts of the country in the venture.

TARPON SPRINGS, Fla.—The Progressive is a four-page new paper, attractively arranged and neatly printed. E. L. Zimmerman is the editor, and F. J. Zimmerman, business manager, of the new enterprise.

TAMPA, Fla.—P. E. Cold, an enterprising young cartoonist who recently came here from Key West, plans to start a new paper, to be called the Latin-American Cartoon Monthly.

Scott Sentenced to Prison Term.

Alexander Scott, editor of the Passaic (N. J.) Weekly Issue, was sentenced last week at Paterson to serve an indeterminate prison term of not less than a year nor more than fifteen years and to pay a fine of \$250 for "inciting hostility against the Government." Scott announced that he would appeal, and arrangements were made for his release on bail. Scott was sentenced under an act passed in this State immediately after the death of President McKinley. This makes it a crime to hold up to ridicule any department of the Government, municipal, State or federal.

Senor Gomez Praises Reporters.

Ex-President Gomez took advantage recently of the friction between the new administration and the newspaper reporters to give out a statement which was very flattering to the newspaper men. Reporters representing all the papers paid a visit Sunday morning to the former President at his country seat near Havana to express their gratitude for his compliments. Senor Gomez replied in warm praise of the reporters. He entertained them at luncheon.

Canton News in Temporary Quarters.

The Canton (O.) Daily News, the plant of which was destroyed by fire last week, is now being printed at the plant of the Repository. The big press on which the paper was printed is the only part of the mechanical equipment not rendered worthless. The News is established in temporary quarters. The loss is estimated at \$60,000.

CHANGES IN INTEREST.

CORUNNA, Mich.—L. N. Shearndy, owner of the Independent, has purchased the Journal from Frank L. Johnson, and will consolidate them as the News.

ARNEGARD, N. Dak.—The Inland Call has been sold by E. A. Minton to H. O. Folkestad.

PUEBLO, Colo.—T. M. Devine, B. B. Browne and J. A. Barclay, sole owners of the capital stock of the Chieftain Publishing and Holding Co., which for more than two years past has managed, controlled and published the Chieftain, have sold their entire holdings to George T. Haubrich, Fred R. Marvin and William R. Wright, who are now in sole control of the company.

FROST, Tex.—The Star, owned and edited by Mrs. R. J. Hatcher, has been bought by Miss Janie Hyer, who has been postmistress for several years.

CALDWELL, Kan.—C. F. McIntire, owner of the Advance, has purchased D. T. Armstrong's interest in the Anthony Republican, and will succeed the latter as editor and business manager of that paper. The Advance has been placed in charge of A. C. Fisher.

Shoppers' Index, a Fashion Forecast.

The Shoppers' Index, a weekly publication, made its first and, for the present, last appearance on May 17. It was heralded as a "complete official forecast for the week, classified and indexed, showing the news of fifty leading stores, and the views of the best fashion authorities in all departments at a glance." The initial number was a creditable production in every respect. It was neatly printed and illustrated on good paper, contained the combined work of fifty editors, each responsible for a department, and gave as complete an index of the week's "doings" in the shops as could be desired by the most fastidious shopper. The advertising department fully sustained the merits of the editorial section. The Index was gotten out by the Forecast Publishing Co., Ernest M. Strong, president, and Henry D. Hooper, business manager. William G. Bowdoin was the editor-in-chief; Adelaide Evans, managing editor, and Eleanor Eames, news editor of the periodical.

South Bend News and Times Merged.

The South Bend (Ind.) Times, for over twenty years one of the leading Democratic newspapers of the State, disappeared from view with the issue of last Saturday, and its place has been taken by the News-Times. The old and familiar heading also vanished, and the new heading is in a plain black letter. Hereafter the News-Times will be one newspaper with morning and afternoon editions. The News-Times made the following announcement in its afternoon edition: "To-day sees the final step in the amalgamation of the morning News and afternoon Times into one newspaper, the News-Times, with a morning and evening edition. The combining of the names completes the union that began with the taking over of the times by the News-Times Publishing Co. in the fall of 1911."

State Drops Editor's Assault Case.

Attorneys for the State of Missouri have dismissed the case against Van Davis, charged with assault with intent to kill. Davis, who is editor of the Huntsville Times, and John G. Hamilton, editor of the Huntsville Herald, engaged in a duel in the post office here August 4, 1912. Each of the principals and a bystander, Perly Gunn, were wounded. The case against Hamilton was also dismissed several months ago.

Union City Editor Killed by Train.

Frank B. McClean, editor of the Union City (Pa.) Times, was instantly killed, and several others of his party badly injured, early Saturday morning when their automobile was struck and crushed near Cory by a freight train on the Pennsylvania railroad. The glare of a headlight of a train on a sidetrack is said to have obscured all vision of the approaching train on the main track.

WEDNESDAY MORNING SESSION.

BALTIMORE, June 11.—When President Coleman let fall the gavel Wednesday morning it was evident that the toil and stress, the expenditure of vital energy, had already begun to tell on the delegates. About 300 were in the seats, with a long perspective of vacant chairs in the background. These were taken, however, as the forenoon wore on, and by 10:30 o'clock the great hall was two-thirds or more filled.

The session was devoted to a symposium of a dozen ten-minute talks and papers, addresses by buyers of advertising, as to the value of various advertising media, from the point of view of the purchaser of advertising.

At the conclusion of the symposium a telegram from Judge Peter S. Grosscup was read expressing his regret because of inability to be at the convention for his scheduled address in the afternoon.

WANT CONVENTION IN LONDON.

A cable message to President Coleman from President Higham, of the Thirty Club, London, suggesting "London, 1916," for that year's convention of the Associated Advertising Clubs.

Before adjournment President Coleman introduced to the convention Hon. Robert E. Lee, secretary to Mayor James H. Preston, of Baltimore, and secretary of the Star Spangled Banner Centennial to be held in Baltimore in September of next year. Mr. Lee in a splendid talk, breathing the spirit of patriotic enthusiasm, found warm response in the convention, and submitted the following resolution, which was unanimously adopted with cheers:

Whereas, Plans are maturing in Baltimore City, the historic spot where Key's immortal lyric, "The Star-Spangled Banner" was written, to mark the centennial of its birth by a national celebration, which shall commemorate the song and the events which inspired its production: The strategic battle of North Point, the gallant defense of Fort M'Henry—the events which were the turning points in the war of 1812, and figured pre-eminently in the ultimate achievement of our national independence, and the century of peace and prosperity the nation has enjoyed.

Whereas, The Associated Advertising Clubs of America, now in session in this city, is keenly alive to the blessings and benefits which have arisen from the successful defense of Baltimore, its gift of the national anthem to the Republic, and the patriotic responsibilities involved, therefore be it

Resolved, That we most heartily indorse the proposition to hold such a National Centennial Celebration, and be it further

Resolved, That the president and other officers are hereby authorized and directed to take appropriate steps to enlist the interest and co-operation, not only among the membership of this organization, but among all elements of our people in every section of our city, State and nation.

TROPHY IS WORK OF ART.

On the platform was exhibited the "Baltimore Trophy," a silver globe about two feet in diameter, showing across the Western hemisphere of continents outlined in silver repousse the word "Truth," a replica of the insignia of the Associated Advertising Clubs of America. This trophy will be awarded to that club of the association which in a 300-word argument can prove that its work has done more for the cause of advertising and promotion of the association than any other club.

WEDNESDAY GENERAL SESSION.

The general session held on Wednesday in the forenoon proved of unusual interest, "A symposium of ten-minute addresses by buyers of advertising" being the topic. Easily the feature of the session was an address by L. W. Frailey, secretary of the Joseph Campbell Preserve Co., of Camden, N. J. Mr. Frailey devoted himself to the newspaper as an advertising medium and said among other things:

The primary value of newspaper advertising lies in the fact that by their use an advertiser can concentrate and focus the force of his publicity on any given locality so as to produce a strong impression on both the consumer and trade and create a real and immediate demand for the goods. Particularly does this apply to the distributor as through no other media can there be established such a close relation as exists between him and the local newspapers. They are especially important agents in promptly moving the goods from the dealer's shelves and by very reason of this concentrated force they are efficient factors in creating a demand that will induce the dealer to stock the goods and to make repeat purchases. Their peculiar fitness to an advertiser, therefore, who wishes to stimulate in any certain locality is plainly apparent.

I have heard it remarked that some people state that they have not the time nor opportunity to read a magazine, but who to-day would consider themselves worth while and at all posted on current events did they not take time to read the newspapers?

It might be well for space buyers and advertisers in general if they gave more importance to the selection of the newspapers in which their copy was to be carried, from the viewpoint of the buying power of their readers rather than the amount of the circulation or the volume of advertising carried.

CLEAN AND WHOLESOME NEWS.

The editorial policy of a newspaper should also be an important factor in determining the publications to be used by an advertiser. Clean, wholesome newspapers are relatively of far more value to the space buyer than are questionable newspapers of much larger circulation. A newspaper should stand on its inherent merits and not upon a circulation forced or stimulated by premiums, gifts or other inducements for subscriptions, and, if I judge the trend of the advertising fraternity from the space buyer side aright, this will be largely the basis of the estimate of value that will be placed upon a publication in the near future. As expressed by one publisher recently, "The reader who is induced to buy a paper by some gim-crack gift or extraneous appeal is of no value either to the publisher or the advertiser."

It is gratifying to note the tendency among publications, and particularly among newspapers, recently to furnish definite figures to buyers of space on the subject of circulation. Even the trade papers are beginning to realize that in order to engage the attention and secure the business from an advertiser they must give definite and accurate figures on this subject in order to prove their value. I have often stated, and it will bear repeating, that there is no more reason why an advertiser should not be able to check and verify the circulation of any media he may use than he should accept the statements upon the face of a bill rendered as being conclusive evidence of the amount of such merchandise being delivered, and the efforts of the various advertising organizations to bring about this condition are commendable and should be encouraged in every way possible by every advertiser.

MAGAZINES AND INITIAL EFFORT.

A paper on the magazine as an advertising medium was read by H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J. Mr. Brown jocosely remarked that he would become a Frankenstein if he told all about the magazine from a standpoint of the advertising value. He also pointed out that ten minutes to an advertising manager, who seldom has an opportunity to be heard, was the equivalent to putting a muzzle on him.

It was his opinion that more manufacturers succumb to the problems of initial distribution than from any other cause. This for the reason that the first essential to success in manufacture had to be found in the vehicle that would carry his products over the space and the quickest road to initial distribution. In offering this, he thought, the magazine was of unusual value to the manufacturer. He then pointed out the success of the Victor concern as an example, expressing the belief that without magazine advertising his firm would have had a hard time of it. He also drew attention to the fact that advertising, however, was not everything, and that careful follow-up methods and intelligent distribution systems had to be instituted.

TECHNICAL PRESS HAS WIDE FIELD.

Speaking on the "Trade and Technical Press," Charles L. Benjamin, advertising manager of Cutler Hammer Manufacturing Co., Milwaukee, Wis., said that there were many lines in advertising which could not be pushed advantageously without the trade and technical publications.

"The problem of the technical advertiser," he said, "is a business all by itself and has, in the course of time, become highly specialized."

In connection with this he drew attention to many instances in which the technical press had been the only solution of distribution in technical fields. The general advertiser, Mr. Benjamin insisted, had the entire field, but the technical advertiser was necessarily restricted to publications to which the buyer of technical products looks for information.

Others who spoke at this session were C. P. Nash, advertising manager of the Standard Sanitary Manufacturing Co., of Pittsburgh, speaking on "Commercial Literature"; Frederick J. Hillman, president of the New England Audit Co., whose subject was "Advertising in Directories"; G. B. Sharpe, advertising manager of the De Laval Separator Co.,

New York, who spoke on "The Farmer and the Farm Press"; E. C. Tibbitts, advertising manager for the B. F. Goodrich Co., of Akron, O., and Herbert Bramley, advertising manager of Sibley, Lindsay & Curr Co., Rochester, N. Y., speaking for "Retail Advertisers."

COMMERCIAL LITERATURE DEFECTIVE.

Mr. Nash said that commercial literature as a whole was below par in make-up and lacked literary quality. He assigned as the reason for this the fact that there is little co-operation between the advertising man, the artist, the writer, engraver and paper maker. He was of the opinion that harmonious collaboration between these was necessary in order that the money expended in their efforts, would get the best results.

"Moreover," he said, "we do not appreciate nor properly measure the value of our co-workers, the commercial artists, the engraver, the paper and ink makers, printers and binders. To-day, quality and results considered, color engraving and color printing are commercial and within the reach of more advertisers than ever before. The subject, however, should be given more study than it now gets."

DIRECTORIES AND FARM PAPERS.

Mr. Hillman spoke on behalf of directories, insisting that this media offers valuable service to the advertisers. He pointed out in connection with this that the percentage of inquiries of advertising appearing in directories was unusually high.

Speaking on "The Farmer and the Farm Press," Mr. Sharpe said that this medium was in many cases the sole means by which a large percentage of the rural population could be reached, and that for this reason the advertiser could count on splendid results for these papers.

Mr. Tibbitts spoke on the development of the advertising man, saying that advertising knowledge comes slowly and from experience only, and that no advertising man yet had sprung up fully "panoplied and equipped for his work."

"One of the essentials of the good advertising man is," he said, "the facility of clear thinking and a keen conception of consistency and application."

The address made by Mr. Bramley dwelt with the fact that advertising requirements in the various cities and parts are not the same and that good merchandising in New York was not necessarily good merchandising in Chicago or San Francisco, and that the retail advertiser, at least, was subject to this rule. He also pointed out that the public was not as much interested in the store as it was in the merchandise, and that the average customer comes to the store full of curiosity and interest in every little detail of the business if given entertainingly. To interest people, he said, was one of the prime essentials of the good advertisement.

L. B. Olwell, of the National Cash Register Co., Dayton, O.; Earle E. Carley, president Clysmic Springs Co., New York; Truman A. De Wesse, director of publicity the Shredded Wheat Co., Niagara Falls, N. Y., and H. W. Tipper, advertising manager the Texas Co., New York, also spoke.

FAMOUS AND STILL ALIVE.

Herbert N. Casson, of New York, put the audience in good humor by one of his characteristic speeches. His topic was the future of advertising, and the novel way in which he handled it appealed to the crowd. His magnetism was so great that when he asked the members to stand, join hands and sing "America" they did so heartily. At the start of his speech he said that when heaven was short of an angel an Irishman died, and when the convention was

NOTICE

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

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

Woolworth Building



In essence efficiency means making the stray five and ten minutes in the day's work produce profits.

Being opposite the General Post Office tenants of the Woolworth Building receive their mail from five to fifteen minutes earlier than those in many other buildings.

This is but one of the many time-saving conveniences of the Woolworth Building.

Edward J. Hogan, Agent
WOOLWORTH BUILDING Tel. Barclay 5524

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman

The Elmira (N. Y.) Telegram is erecting a new building at Baldwin and Second streets.

short of a speaker it called on him to fill the gap.

"Anybody can make a dead man famous," he said. "We know nothing but what we read about George Washington, and yet he is famous. But look at us. We can take a live man and put his face in the papers where everybody can see him, and he will be famous. We make the public appreciate things, and if you want your business to increase and be a good one, you need an advertising man to do it. As I said before, we preach the gospel of push, and are putting it before the eyes of the people. We do not like a knocker, for a knocker is a suit of clothes empty, or a pail with a leak."

Louis M. Brandeis, of Boston, the lawyer who has shaken up the railroad world and made other large corporations sit up and take notice, was then introduced. Mr. Brandeis is not an orator and his voice did not carry far from the platform, and yet he held the audience to careful attention. His delivery was in marked contrast to that of Dr. Boynton, who preceded him.

SPEAKS ON PRICE CUTTING.

Mr. Brandeis' address was one of the most cogent arguments submitted during the week. It was the speech of a skilled debater and a learned advocate. That part of it which especially appealed to the advertising man was the following, relating to the question of fixed price:

Equality of treatment is helping to develop business along moral lines. It found high expression in the adoption by stores of the "one-price" method. This may not have to come through unselfish motives, but nevertheless it is here, and it is a good thing. One of the happy facts of this world is that abiding by the principles of righteousness and truth work out for man's good.

We hear a great deal to-day, unfortunately, about price-cutting. Merchants advertise a cut and call it a leader. I think a better name for it would be "misleader." For one to expect to get an article at 30 per cent. less than its real value is unreasonable. The principle of advertising on such a plan is unethical.

Then we have witnessed price-fixing. We all know that this has been done by the Standard Oil Co., The Sugar Trust and the Tobacco Trust. That is another way of having one price and adhering to it, but then we have also the individual manufacturer who has a good article which he agrees to sell at a fair price. The latter method is one which means success for the competitive idea.

It is your business, advertising men, to teach the people the difference between price-fixing and the one-price idea.

If the one-price principle were suppressed, it would be fostering monopoly. It would mean the formation of chains of stores. The plea of merchants would be, "We cannot protect our prices unless we combine."

The carrying out of these principles means the better protection of the manufacturer, the jobber or the merchant who is trying to put his character into his business.

ENTERTAINMENT AL FRESCO.

Fully 3,500 people went to Gwynn Oak Park at the close of the afternoon session to partake of a Maryland dinner served in the open air under the trees of this beautiful picnic ground. The scene that presented itself when the electric lights flashed out was one of unusual attractiveness. The tables were arranged in five circles, one within the other, beneath the trees. In the center was an elevated platform upon which, later on, the vaudeville entertainers appeared. Above the tables were festoons of electric lights and Japanese lanterns. Twenty automobile headlights and two acetylene lamps added to the flood of radiance that poured down on the assembly. It was as pretty a picture as many of us had ever seen.

Owing to the size of the crowd the dinner was not served with the perfection of the Waldorf Astoria. In fact, there were many hitches, and some of the guests finally gave up waiting for the viands and went back to town where, as one of them expressed it, "we can get some real food in comfort."

THURSDAY MORNING SESSION.

Thursday's sessions were devoted to hearing reports of commissions and committees and to open parliament, with President Coleman in the chair. The first report was that of the commission on "Division Associations," by R. Winston Harvey.

The commission recommended:

- (a) That intermediate organizations should be revised forthwith.
- (b) That each affiliation shall comprise such clubs as should logically constitute a part of that affiliation as the result of desire, geographical location,

transportation facilities or other reasons.

(c) That the function of each affiliation shall be twofold: First, to consider local problems; second, to cooperate with the committees of the national association.

(d) That executive committees of the Associated Advertising Clubs of America shall appoint an organization commission to organize these affiliations, such appointment to consist of one man in each section that would constitute the logical center of an affiliation.

A resolution introduced by Mayor Hocken, of Toronto, Monday that a department for the promotion of civic efficiency and city planning be established was tabled by a vote of 75 to 43.

The report of the Publication Commission presented by S. DeWitt Clough, the chairman, was a review of the year's work on Associated Advertising, with recommendation that every club shall advertise in Associated Advertising, and that the page rate be increased to \$50. A motion was carried that each club shall send the publication office quarterly a revised list of its membership, and another that each club appoint an associate editor.

An interlude in the routine work of the convention was presentation by Vice-President Fred E. Johnston to President Coleman, in behalf of his friends, of a magnificent silver flower vase about 30 inches in height, suitably inscribed and also with a handsomely bound volume of letters of appreciation from the leading men of the national body.

Before Richard H. Waldo, chairman of the General Publicity Committee, submitted his report he read a "pot-latch" letter from G. F. Vradenburg, retiring president of the Seattle Ad Club—"from one Indian to another"—to President Edward J. Shay, of the Advertising Club of Baltimore, "pot-latching" the tribe of Baltimore with the gift of an ebony totem pole inscribed, "Presented to the Advertising Club of Baltimore by the Organized Optimists of Seattle." President Shay made a Shaysque response, in which he said facetiously that he would use the totem pole to keep order in the Baltimore Club.

S. C. Dobbs introduced a resolution that was adopted that every club use its influence against any activity towards taking from manufacturers the right to control the selling prices of their products.

O. J. Gude, in a happy speech, presented to the clubs the magnificent electric sign advertising the emblem of the A. A. C. of A. that stands on a large building in Baltimore, and recommended that it be kept illuminated for thirty days after adjournment of the Baltimore convention and then placed on the main building of the Panama Exposition. A vote of thanks was given Mr. Gude. A vote of thanks was also given President Coleman for his services during his incumbency of the presidency of the A. A. C. of A. The text of this resolution is to be placed in the volume of letters of appreciation given to Mr. Coleman.

It was learned during the day that Percy Burton had been elected president of the Thirty Club of London.

THURSDAY AFTERNOON SESSION

At the afternoon session it was decided that at future conventions no charge be made for representation in the exhibit of advertising. President Coleman having announced that not more than half the accredited delegates had paid their registration fee, S. C. Dobbs offered a resolution, which prevailed, that the chairman of each delegation poll his delegates, collect the registration fee, and report to the national secretary.

The bond of the secretary of the National Association was raised from \$1,000 to \$5,000; also that of the treasurer. An amendment to allow the national president his expenses was adopted. Provision was made for three National Committee members at large.

CONVENTION SIDELIGHTS.

By Frank Leroy Blanchard.

In his invocation at the opening session of the convention, James Schermerhorn gave birth to a phrase that ought to be incorporated in the history of advertising and live for years to come. In mentioning the advertising men in his prayer, he spoke of them as "Ambassadors of the winged word."

* * *

J. R. Hamilton, advertising manager of the Duluth (Minn.) News-Tribune, told me that he employs more solicitors than the Minneapolis Tribune. "I find it pays," said he when I spoke of the expense which is large for a newspaper in a city the size of Duluth. Mr. Hamilton keeps in intimate touch with his men, and works with them in the field. One of his original ideas in carrying on the work of his department is that he requires only three hours of hard work daily from his solicitors. "It has been my experience," he said, "that not more than three hours can be profitably employed in talking to business men about advertising. My men do not leave the office until 10.15 o'clock. I had rather have them sit at the desks and read novels until that hour, than to go out at 9.15 and spend the first hour of the day in barber shops and saloons. Business men cannot be expected to drop their own work in the busiest hours to listen to the talk of solicitors."

* * *

One of the best looking of the plump-figured advertising men at the convention was J. R. Woltz, of the Taylor-Critchfield Co., of Chicago. Woltz, who is usually the embodiment of good nature, was sore-footed and a little cross on the morning after the Monday night pagent. "I'll bet the street commissioner of Baltimore had the cobble-stones sharpened up for my special benefit," said he, "and as a result my feet are punctured with holes. I walked the whole four miles without a whimper, even if I did have to hobble the last two miles. What got onto my nerves were the unfeeling remarks made by spectators along the route: 'Here comes Bill Taft,' 'Some fatty,' 'Does he work for a brewery?' 'Isn't he cute?' These

The dues of each member of the National Association were raised to \$1 per year. The Committee on Awards, through Chairman J. A. Campbell, announced the following:

The Printers' Ink Cup to Ad Men's League of New York; the Dallas ladies' trophy to the Waterloo Town Criers' Club; the Baltimore Truth trophy to the Ad Men's League of New York; the Boston mileage banner to the Class Advertising Club of San Francisco.

The following resolution was adopted: "Whereas, The newspapers have reported the President of the United States as commenting adversely in telling newspapers of Washington about persons or industries, with a purpose thereby to affect the course of legislation in Congress, be it

RESOLVED, By the Associated Advertising Clubs of America, in convention assembled, that this body express formally its hope that the views thus reported do not fairly reflect the judgment of the President; and that the A. A. C. of A. declares its belief that the sale of newspaper and other advertising space for the purpose of influencing the course of legislative bodies is particularly calculated to advance the cause of good government."

The newly elected Executive Committee for 1914 was announced as follows: At large—A. M. Briggs, three years; D. N. Groves, two years; E. St. Elmo Lewis, one year. By divisions—Canada, C. W. McDiarmid; Pacific Coast, John Renfrew; Northwestern, Mac Martin; Southwestern, Fred E. Johnston; Southeastern, Sam C. Dobbs; Central, A. E. Chamberlain; Eastern, Wm. C. Freeman.

were some of the salutes I got. Wouldn't you be sore too, if you had been in my place?"

* * *

When I asked Herbert S. Houston, of New York, what he thought of the convention, he said:

"It is an advance on both the Boston and Dallas meetings. We have had no really big men present as speakers and the attendance at the several sessions has been larger. There has been an earnestness and a sincerity about the entire work of the convention that has been especially gratifying to the officers of the association. Never before has so much valuable and helpful material been presented. The papers and addresses have been given by men of experience. I am exceedingly glad I came to Baltimore."

* * *

One of the foremost of the women in attendance at the convention was Mrs. George H. Gallup, wife of Boston's popular delegate, who with Mrs. W. C. Freeman and Miss Freeman, of New York, attended more of the regular sessions than any of the other visitors. Mrs. Gallup follows the speakers with close attention, and can discuss their addresses with intelligence and critical skill.

* * *

"Joe" Brattan, who had charge of the convention story for the Baltimore American, is one of the best known political reporters in the United States. He has attended eight national political conventions, and has a list of acquaintances and friends that is as long as a giraffe's neck. Brattan is a dyed-in-the-wool Democrat and that is one of the reasons why he is a tower of strength on the American staff. He not only writes political "dope," but usually handles nearly all the really big stories that go through the hopper. For several years he was chairman of the Board of Police Examiners of Baltimore, and at one time was advertising manager of the Baltimore & Ohio Railroad.

* * *

Thomas Dreier, editor of Associated Advertising, the official publication of the A. A. C. A., was a prominent figure at the convention. Although young in years, Dreier has had a lot of experience in the advertising field. He has come up quicker, during the past two years, than any one else I know. He has a pleasing personality, a genial smile and a pair of eyes that twinkle with good humor. Dreier's specialty in writing and speaking is inspirational matter. He knows how to touch the heart and stir the emotion. That is one reason why he is so frequently called upon to address bodies of young men, salesmen, ad clubs and other organizations.

PRESS MEN AT BALTIMORE.

The following accredited staff newspaper correspondents registered with Alfred I. Hart, chairman of the Press and Publicity Committee, to-day:

- I. J. Besthoff, New Orleans States; J. W. Brown and F. L. Blanchard, THE EDITOR AND PUBLISHER, New York; Frank C. Buitta, Omaha Daily Bee; R. J. Bedwell, Los Angeles Times and San Francisco Chronicle; Edward D. Sabin, Cleveland Plain Dealer; Charles Miller, Louisville (Ky.) Herald; O. J. Benjamin, Nevada (Iowa) Evening Journal; Percy C. Burton, London Publications; William B. Clark, Philadelphia Inquirer; Edgar W. Cooley, Waterloo (Iowa) Reporter; Jno. M. Draper, New Orleans States; C. W. Hurd, Printers' Ink, New York; Geo. B. Hoyt, The Fourth Estate, New York; Fred L. Hall, Oakland (Cal.) Tribune; F. G. Hunters, San Antonio Express; Fred Hunter, Atlanta Constitution; Alfred Jackson, cartoonist for Ad Men's League of New York; Frank C. Kip, Oklahoma Times; H. C. Menefee, Signs of the Times, Cincinnati; Norbert D. Gannon, Evening Herald, Erie, Pa.; John E. McComb, Jr., Ad Manager, Houston (Tex.) Chronicle; J. H. McLaughlin, Ledger-Dispatch, Norfolk, Va.; W. L. Marks, New Orleans (La.) Item; E. J. Hunter, North American, Philadelphia; A. C. Newmyer, New Orleans Item; F. Newbold, Washington (D. C.) Star; A. F. Nagle, Jr., Advertising and Selling, New York; Frederick S. Nelson, San Francisco Examiner; M. B. Oakes, Rough Notes, Indianapolis; Henry J. Roche, Capital Education, Canada; Paul P. Reese, Atlanta Journal; William Shaw, Christian Endeavor World, Boston, Mass.; C. Schonfarber, Inland Printer; E. A. Vaughan, Dallas, Texas; C. H. Verschoyle, Dallas Auto Sparks; August Wolf, The Journal, Edmonton, Canada; Frank West, Norfolk Virginian Pilot; E. G. Williams, Erie (Pa.) Dispatch.

CIRCULATION MANAGERS.

(Continued from page 8.)

only fourteen cents a ton mile to the railway, while the small shipment is penalized into paying ten times as much to the railway on the short journey and the light weight as the heavier shipment is required to pay.

RAILROADS GET THEIR POUND.

There is something in the old pessimistic adage about the big man always getting the better of the little man after all, for we find it exemplified not only in the destructive conflicts of life but also in the economics of transportation.

The express companies of this country last year made some eighty per cent. on the capital invested, which amounts to about \$10,000,000. They got about \$8,000,000 of that net out of the operations of the year. You would suppose now that would enable the interstate commerce commission to greatly and substantially reduce their rates. Not at all. Their parasitic relations to the subject is such that less than four per cent. of their gross receipts last year were profit. Ninety-six per cent. went to the railways, operating, or taxes, or some other item of expense; and the margin of profit in their rate was a little less than four per cent.

This is what the express company has to do with a two-pound package that may only be going twenty or thirty miles. First, the agent has got to ascertain the rate to be paid. There are literally a billion express rates in this country. One of these rates is the right rate, and the agent knows it, and may be he will find it, although it means an immense hunt. Of course, the shipper can never know, of the beaten lines of traffic, what the rate may be, and must take it upon faith.

POSTAL SERVICE LOGICAL AGENT.

Let me say a word on the subject of rates. We have discovered two things now essential in the making of rates on these small shipments. First, the small shipment must not be penalized by paying the railroad ten times as much per ton as its larger brother as an effect of the parasitic status of the express company. Second, this two-pound shipment or ten-pound shipment must be treated on like principles as if it were a whole carload of merchandise. The post office, instead of adopting a lot of regulations in the vain effort of stopping its employees from stealing, prefers to take their honesty for granted.

The postal agency then, for three reasons, is the natural one to take care of this traffic.

First, and principally, because it reaches the farm as none of the other agencies can. Second, it can eliminate these transportation burdens which the express companies now place upon the small shipment and which have in many instances penalized them out of existence. Third, in its relations with the railroads it pays them not according to the percentage principle at all, but it pays them a flat rate now amounting to about eight cents per mile for such freight or postal matter as the railroads can carry for it.

POUND RATE IS SCANDALOUS.

Let me say that there is only one transportation rate in the world more scandalous than the express rate in this country, and that is the pound rate now imposed in the parcel post on short distances. The express company, as I have explained, could hardly escape making its extortionate rates. The parcel post pound rates now, excepting the first pound that must be an arbitrary and pay its way, on a 250-mile journey, are literally eight times the cost of the service; on a 100-mile journey they are some six times the cost of the service. Our parcel post rates do not square with the cost of the service until they reach a distance of some 2,800 miles.

Let me call your attention to some great facts on that subject now. The instance that I am going to relate to you now arose in the city of Washington. The products were raised within twenty miles of the city of Washington, were sold on the farm and sold in the city to the consumer at the prices I will now give, viz., three dozen eggs, one dressed chicken, three pounds butter, three pounds country sausage, ten pounds country cured ham and one-half bushel apples, all sold on the farm for \$2.85. When they got to the city of Washington after having gone through the roundabout process of commerce that I have been describing they cost the consumer \$5.75. The mere addition of twenty-eight cents in the way of postal transportation tax on these articles would enable the final purchaser or consumer to have them direct for \$2.85 plus twenty-eight cents, provided, of course, that the newspapers of this country are enabled to perform their proper function in connection with this subject.

GAP SHOULD BE BRIDGED.

The economics of this subject then suggest the post office as the proper agency for moving small shipments. We are already engaged in that field with some 75,000 post offices and some 300,000 employees which, however, is to be regarded as only a minnow, only a baby, of what the full grown proposition will be. You know that the average mail piece up to January 1 cost for all purposes about one and four-tenths cents, or about \$1.42 per 100 pounds.

Between that mail piece and the 100 pounds minimum established by the railways you have a gap in transportation—a gap which is practically synonymous with the retail trade of this country. Now, if the parcel post is to discharge its function of moving these retail shipments from purchaser to consumer, thus getting them psychologically together, then that gap must be filled by parcel post agencies, because no other agencies are economically capable of doing it.

I had inserted provisions in the bill under which the Postmaster General of the United States is given authority, to charge the weight limits, the weights, the zones, and classifications. The classification excludes books now, by the way, although in the bill as it passed the House books were included. I hope that the newspaper men here gathered will not neglect the opportunity they have of firing the seventeen-inch guns that always reach Washington.

REPORT OF PRESIDENT.

Retiring Head of I. C. M. A., William J. Little, Submits Report for His Term of Office—Makes Recommendations.

William J. Little, retiring president of the I. C. M. A., read the following report at the opening session of the Cincinnati convention:

"Once more we are gathered in annual convention and it gives me the greatest pleasure to meet again with so many old members and to greet so many new faces. One year ago you did me the honor of selecting me executive head of this association, and as far as the duties pertaining to the office are concerned, it has been a year of great pleasure and enjoyment to me.

"Before making any reference to association matters I wish to express my sympathy and, I know, in doing so, I voice the feelings of all our members, with the citizens of this State of Ohio and with our fellow members in the disaster which have visited them with such terrible results during the past few months. Ohio has won the regard of a continent by the way in which it has faced disasters, set itself to the task of caring for those who were its most direct victims and then begun to rebuild the industries and enterprises which had been affected injuriously.

BULLETIN SOMEWHAT A PROBLEM.

"Perhaps the most important matter I should bring to the attention of the members is that of our official 'Bulletin.' That subject, I regret to say, did not receive the serious consideration it deserved at the convention a year ago. At a meeting of the new Board of Directors held at the close of the last convention it was decided to continue the publication of 'The Bulletin' under the charge of the president, the printing and mailing to be in the hands of the secretary of the association. By mutual agreement between the secretary and myself it was decided to do the printing and mailing at Montreal, as a considerable saving in cost and time would be effected. While the work of editing and publishing the Bulletin has been made very pleasant to me by the able and willing assistance of the associate editors, I wish to say right here that I do not think any president or any one member of our association should be saddled with the responsibility it involves.

"Circulation managers are all imbued with the spirit of making good and any circulation manager undertaking the editing and publishing of our official Bulletin wants to make good. To make good he must fill each issue with some real live matter that would interest and be of some benefit to the members. To get that matter is the trouble. During my term of office sufficient matter of a kind was sent in to enable me to issue a weekly bulletin of the usual size, had I desired, but ninety-five per cent. of the matter sent in was absolutely of no value to the members. By refusing such matter, the editor invariably gets in

The Postmaster General then, if this is to do its work and not be a mere picaresque institution to trouble the express companies rather than discharge its function, should raise the weight limit to 100 pounds and should establish a rate for the carriage of parcels of farm products as close as may be to the cost of doing the service.

My investigations, as I have previously suggested, resulted in the conclusion that a rate of one-half cent per pound of 100 miles, with an arbitrary rate of three cents for the first pound would be such a rate. Now I call upon the newspapermen of this country to respond to my call as I have weakly attempted to respond to theirs, and through the power of the press bring to the attention of the President of the United States the great possibilities in this direction.

Woodrow Wilson alone is the man who could take the responsibility for logical conclusions on a question like this which involves the complete elimination of the express company as such, and the substitution of the flag of our country for the "U. S." and "wells" and the other signs now upon their call cards.

Looking into the future I can see that old miner at fifty or sixty instead of being thrown on the scrap heap by the intense industrial demand of our times in the cities and in the mines, looking forward to life as a trucker with a few acres and a cottage, marketing his excess products through the postal van with the aid of the advertising mediums of the country.

wrong with the member who sends it in and to publish it all would mean to bankrupt our association in a very short time. The issuing of our official Bulletin is a matter that should during the present convention receive very serious consideration, and I volunteer the following suggestions. I believe there are trade papers issued monthly or more frequently whose publishers would gladly give us the necessary space for all official notices which would be published under the seal of our association and over the signature of the president and secretary.

FAVORS PERMANENT MEETING PLACE.

"I wish also to refer to the question of a permanent meeting place. During the past year I have visited about thirty different cities in all parts of the United States and Canada where we have members of our association, many of whom have never been seen at our conventions. The main reason for this seems to be that when we meet in the West, Eastern men find it too far, and when we meet in the East the Westerners have the same grievance. Why not strike a central spot on the map and establish a permanent meeting place? Holding our convention in a different city each year has its advantages as it affords many of the members an opportunity to visit a city they have had not previously seen, but on the other hand that should be of a secondary consideration, and if it is going to prevent any other members from being present on account of distance the advisability of a permanent central place of meeting may be worthy of serious consideration.

"In looking over the program prepared by the committee for that purpose I wish to express my appreciation of the good work done by Messrs. Rose, First and Hatton.

ASSOCIATION HAS DONE GOOD.

"The report of our honorary secretary-treasurer will, I believe, show our finances to be in fairly healthy condition and our membership to be steadily growing. The steady increase in membership year after year must be gratifying to the original founders of the association, some of whom are with us to-day, but it should be the duty of every member to secure new members until we have on our list a representative of every daily newspaper on the continent. The circulation department in our estimation is the one important branch of a newspaper and the International Circulation Managers' Association should also be the greatest association of newspaper men.

"The little band of stalwarts who founded our association fifteen years ago are entitled to the gratitude of every circulation man in America, be he a member of this association or not, for they have in a large measure been instrumental in placing the circulation department of every newspaper more prominently before publishers and owners of newspapers. With a view to further increasing our membership I would suggest, if they are available, a copy of our 1913 program to be sent with a suitable letter to every publisher whose circulation manager is not a member of our association."

MAKES PLEA FOR CO-OPERATION

Circulation Department Should Have Say in General Management.

Speaking on better co-operation in newspaper management, Joseph H. Lackey, circulation manager of the Nashville Banner, said in part:

"There are three distinct departments of the modern daily newspaper, namely, editorial, circulation and advertising. These departments are separate in a way, and yet they are correlated and dependent. The interdependence of the different departments of a daily newspaper form an endless chain. The editorial department is, of course, the foundation or basis, but since this is a non-revenue producing department, it must depend upon the others for sustenance. In the parlance of the street, it is in a perpetual condition of 'all going out and nothing coming in,' in con-

sequence of which the 'high brows' upstairs are periodically reminded of their dependence upon the plodding, prosaic fellows downstairs to make the sacred but sometimes reluctant ghost walk.

"We of the circulation department who are frank enough to acknowledge the facts, know that we are wholly dependent upon the editorial department for something to circulate, and the measure of our success is largely determined by what they give us. Few people will pay for a paper that does not give them what they want. The circulation manager's most honeyed phases, accompanied by the most beguiling piece of bric-a-brac, cannot win back a disgruntled partisan whom the editor has insulted with sarcastic flings at his political favorite.

GOOD EDITOR IS ALWAYS NEEDED.

"True, some of the resourceful supermen among us have the knack of taking a 'bum sheet' and pulling startling results therefrom much as a magician would pull white rabbits out of the mysterious hat; while others of us, through the use of vacuum cleaners and cut glass sugar bowls, may for a time make a brave showing, yet the rule, under normal conditions and with the average circulation manager, is that to get permanent results we must have a good newspaper to back us up. It can't be denied that the best circulation getter is a good editor. To acknowledge this, however, is not to acknowledge that the circulation department is a wart or that the circulation manager is a nonentity; far from it. After the circulation manager is given a good paper it is up to him to find an adequate market for it, the doing of which is not a job for a weakling, because his is not the only good newspaper in the field, and competition is keen everywhere.

"The circulation department, then, is dependent upon the editorial department, but since the circulation of a paper measures the value of its advertising columns to the advertiser, and since circulation is undoubtedly the commodity that the advertising department has to sell, that department is no less dependent upon the circulation department. Then, as the advertising department in its turn furnishes the sinews of war—the financial ammunition, as it were—for the editors and reporters, the chain of interdependence is clearly established.

FOREIGN SALES HARD PROBLEM.

Has Poor Opinion of News Vendors Handling "Out-of-Towns."

Treating his subject, "Representation in Foreign Cities," J. M. Schmid, circulation manager of the Indianapolis News, said:

As far as the Indianapolis News is concerned, it is not, and in saying this so curt and emphatically, I speak with the knowledge of experience. I have been "stung" in every part of the anatomy by so-called newsdealers and street-vendors, who in reality were a lot of unprincipled fakirs and grafters, with assumed names and titles that looked good only in print.

They overcharge and underpay; they lie and steal, and no respectable newspaper can continue to do business with them for any great length of time.

In this general indictment, I expect those dealers who operate legitimate newsstands in hotels and other public places; they generally bear excellent reputations. The parasite of the newspaper is the "fly by night" grafter, who orders a supply of papers from every newsdealer in the country primarily for the purpose of increasing his supply of junk.

MAKE MONEY SELLING JUNK.

The average market price of junk ranges from ten to twelve dollars a ton, therefore it may readily be seen that the junk business is profitable. Every foreign newsdealer who does business with us must pay us in advance for at least one month's supply of papers, and is granted no return privilege. He must give first class reference. If methods similar to those employed by the News were



JOSEPH H. LACKEY.

adopted by other circulation managers, these fellows would starve to death. As conditions now are, it is almost necessary to make the responsible dealer and the disreputable grafter suffer alike; every circulation man should know in advance whether he is going to do business with an honest man or with a crook.

Some circulation men take an interest in having outside newspapers sold in their cities, and help establish stands on a strictly business basis. I recently found occasion to establish a vendor of foreign papers in Indianapolis; although I knew him to be honest and trustworthy, I had him deposit one hundred dollar in cash in a bank subject to my order, as evidence of good faith and that his bills would be paid when due. I now vouch for the payment of his bills, and constantly keep a check on what he is doing, for the protection of the newspapers who have extended him credit.

CONCERTED EFFORT WOULD BE REMEDY.

Other circulation managers by doing this or something similar, would thereby protect members of this association from disreputable vendors, who thrive through graft and dishonesty, and would soon drive them out of business. Some newspapers, I understand, send a limited supply of papers to responsible newsdealers, free of charge, and are perfectly satisfied with the representation only. The Indianapolis News does this in a few cities where it desires representation, but as a general rule does business on a cash-in-advance basis. As far as our volume of foreign circulation is concerned, it amounts to very little; if it were all cut off, we would not miss it.



J. M. SCHMID.

WHY HE JOINED THE I. C. M. A.

Expected to Get New Ideas and Is Not Disappointed.

William T. MacKendree, circulation manager of the Augusta (Ga.) Herald, speaking on "Why I Joined the I. C. M. A.," said in part:

Summing up, in as brief form as possible, the reasons why I joined the I. C. M. A., I submit the following:

Firstly.—Because of the opportunity which the annual conventions of the association affords me to get in touch with other circulation managers, securing their ideas and experimenting on some of them on my return home. I now realize that the circulation man who never attends one of these conventions can never hope to be one of the big men of the profession.

And right here I wish to point out one fact that struck me more forcibly than anything else with last year's convention, and which is, I understand, characteristic of every convention of the circulation men, that is we of the small fry are given a chance. I must confess that it is with some considerable degree of embarrassment that I am speaking here before some of the brightest stars in the circulation firmament, men who know more about circulation in a minute than I know in a week. Perhaps I should not feel as I do, but I cannot help it, and I wish to say that their consideration of us lesser lights is appreciated, certainly by me.

INVALUABLE TO AMBITIOUS MAN.

Secondly.—I joined the I. C. M. A. because I expected to get new ideas in regard to increasing circulation, handling carrier boys, stopping leaks, using or not using premiums, etc., and I am getting them. The I. C. M. A. is invaluable to the circulation man with ambition. Just think, the best ideas of the best circulation men of the world are given to us absolutely free and when we can't attend the conventions their papers are printed in the Bulletin and mailed every member.

I am simply unable to express my great appreciation of what the organization has done for me.

WOULD LICENSE NEWSSTANDS.

Make Owner of Stand Responsible for Good Maintenance.

On the subject, "Should the City Provide Newsstands and License Them?" Charles M. Scholz, circulation manager of the Milwaukee Sentinel, expressed himself in part as follows:

"The city authorities should permit the placing of the stands by issuing permits sanctioned by the papers. If a stand owner once gets a good paying corner he will see that he does not get in bad with any of the papers by pushing a particular one. The more money he makes the better for the papers, as he will never leave the corner by failure to show up. Nor will the office ever have any trouble to collect from him.

"If a license is issued by the city the licensee should have the undisputed monopoly on the corner, but the papers should be left free to put someone else on the corner to handle their papers exclusively if they felt that they were not being fairly treated by the stand owner.

"The owner should be responsible for his stand and see that it is kept neat and clean and a credit to him and the city. He should be 'on the job' all day and should provide a relief when he goes to lunch.

NEWSSTANDS HAVE ADVANTAGES.

"The advantages of a newsstand to a circulation manager are many. In the case of an evening paper which publishes various editions, when important news develops and an extra is gotten out, he has immediate representation by supplying the stands. If he did not have the stands he would have to go out and skirmish up a bunch of bootjackers and probably pay them to take the extra out. In wet weather the owners of the stands could shelter their papers by covering them. If they have no stands they

leave them on the sidewalk and the papers get soaking wet and unfit for sale. As a result, on rainy days he has a hard time to maintain someone on a good many corners.

QUESTION OF CITY SERVICE.

Home Circulation Must Be Given Study and Attention.

Speaking on "City Service—Its Worth," Frank G. Hay, circulation manager of the Nashville Tennessean, said in part:

"The home circulation of a newspaper is its main asset, therefore this end of the circulation should be given a careful study and watched to the smallest detail. It is the hub of the circulation wheel and it is necessary to secure as perfect a city carrier service as possible, not only in building circulation but holding your present subscribers. Even if your paper is not superior to your contemporary, good service wins out. It is worth all the hard work and expense to perfect.

"What is the use of a circulation manager worrying his brain to secure circulation if he does not have the proper organization to serve it to the people regularly and promptly, in bad weather as well as in good? Good service all the time.

"My experience is that it is easier to get good service through the independent carrier system than paid office carriers, provided the material is at hand for such service. Under this system you place the carrier on the same basis as the commercial salesman or solicitor on commission—the more business he creates or does, the more he makes. The almighty dollar is the goal, and this is the mirror the boy is always looking into and not watching the clock waiting for pay-day, which is a weakness of some salaried employees. In creating the carrier organization, you have to take the bad with the good, but you can eventually improve the force and bring it up to a working organization of merit, dropping the indifferent carrier as you go along and filling in with the youth who is working for success and remuneration, and not pleasure and a few pennies.

MANAGER MUST BE WATCHFUL.

"The circulation manager has to be forever watchful of his carriers and weather conditions to keep his service at par. Constant training of his forces. For example, if the indications are for rain, slip a printed warning in the carrier's package, calling his attention to the weather conditions and to be sure to secure the paper from the rain; if windy, a wind warning, etc. Samples of such notices you will find on file in the scrap-book in the convention hall.

"New starts sent to the various carriers should be accompanied by a special notice calling his attention to the fact that they are new subscribers and must be delivered without fail TO-DAY, slip to be returned signed by carrier, verifying the delivery. On a morning paper this slip would carry all the names and addresses, but on an afternoon paper it is best to make out an individual slip for each subscriber and have the carrier secure the signature of the new reader, acknowledging the receipt of the first paper; this will ward off many a complaint.

COMPLAINTS NEED PROMPT ATTENTION.

"Complaints should be carefully and promptly followed. Party complaining of miss to-day should be served at once by special messenger, and all subscribers making complaint of any character today should be phoned the next day, inquiring if paper has been received or if nature of complaint had been adjusted. All complaints should be followed up for at least three days in succession. This not only pleases the subscriber but perfects your service. In this connection, it is also necessary to have the proper clerk, lady preferred, with a sweet voice and of amiable disposition, to answer all complaints and calls—one that can turn away wrath and anger and appease the angry subscriber. The



WILLIAM T. MACKENDREE.

phone clerk should be more than the ordinary telephone girl—one of tact and intelligence."

NURSING HOME CIRCULATION.

Manager Should Keep His Eyes Open for Clinical Symptoms.

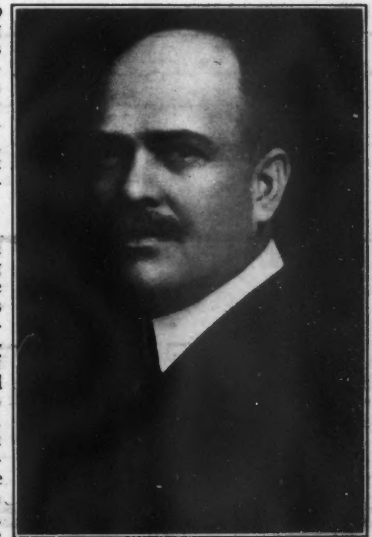
"How to Increase Circulation," was the subject assigned W. J. Darby, circulation manager of the Toronto (Can.) Mail and Enterprise. Mr. Darby said in part:

"How to increase home circulation is always a subject of as great interest to every circulation manager as how to hold it, is to him a matter of perennial worry. Circulation and cash are in one particular very much alike, as either is easier to get than to keep.

"Of course, it may be granted at the outset that a newspaper should possess certain merits or features to justify increased home circulation, if properly handled. Its policy should be in accord with popular sentiment, and its news service should cover every part of its city and suburbs, as well as every important center in the province or State it is published. It must essentially be a newspaper in the largest meaning of the word possible and neither be too parochial or too general in its scheme of daily intelligence.

THE MOUNTAIN AND MAHOMET.

"From a broad and general standpoint, a newspaper should depend upon



FRANK G. HAY.

its own merits as a means of deserving and attracting circulation, but it must be borne in mind, that in this busy and strenuous age of sharp wits and keen competition, it would be a slow and disappointing policy to wait for the mountain to come to Mahomet. Therefore, the wide awake circulation manager realizes that he must take the initiative, and by every device that he can conceive, endeavor to create a desire for his paper.

"There are several methods by which this demand may be stimulated with more or less success, but it is doubtful if any plan yet employed is more fruitful of permanent results than that of personal solicitation. But even this old-fashioned form of getting circulation requires careful treatment, as to send out indiscriminately all sorts and conditions of canvassers is to invite trouble in the shape of exaggerated promises, incapable of fulfillment, and subscriptions that will not stand being verified.

WHAT THE SOLICITOR SHOULD BE.

"The circulation solicitor should be of good appearance, good character, and good address. These three essentials are important factors which sustain the credit and dignity of the paper, and make for a larger measure of good business.

"Before starting canvassers on a subscription campaign, they should, if without experience, be thoroughly drilled and instructed, so that they may be equal to any contingency. Like a good insurance agent who is conversant with the features of all other competing companies, so should every canvasser also be familiar with his own and all other newspapers that he will find seeking patronage in the same field.

"It is in this connection that the special merits of a newspaper count, for without the aid of any extraneous inducement, the soliciting representative can have little else to offer than what his paper can be demonstrated to supply. It would, however, appear that with many newspapers in the United States and Canada it was felt that newspapers merits alone did not appeal to all the people, so the premium system was invoked to help along the other, until now at the present time, it has become a general practice in both countries to subsidize the subscription with some form of real intrinsic benefit, either free or at a merely nominal price.

PREMIUMS HELP TEMPORARILY.

"While there is considerable diversity of opinion among circulation managers as to the wisdom of premiums in connection with a newspaper, they unanimously concede their value as a medium by which circulation may at least be temporarily expanded. As the use of such is usually confined to the town or city in which the paper is published, it may be enumerated among the methods by which home circulation may be increased.

"Next to the newspaper itself, is its home delivery. As the same integrity, good faith and promptitude may be expected from a newspaper as from the individual, and also it will be appraised or condemned by the same severe standard, it follows that an irregular, careless, belated delivery will in time become common knowledge that will seriously militate against the increased circulation. The man of superior ability who is not to be depended upon, is perhaps of less value than another not so capable but more reliable, as the big daily with a bad delivery will probably inspire less confidence than the mediocre newspaper which seldom fails to arrive.

IMMEDIATE REMEDIES TO BE APPLIED.

"The home circulation should be watched, nursed and tended as carefully as a doctor would a patient. Wherever a falling off occurs there is generally a reason, which the circulation manager should lose no time in finding and applying a recuperative remedy to restore normal conditions. By exercising proper vigilance a good delivery can be kept up to the mark, and perhaps improved, all of which will be a potent factor in helping along an increased list.



W. J. DARBY.

"City newsdealers should be visited at regular intervals so that the conditions of newspaper demands in their respective neighborhoods may be understood and adjusted if necessary with a view to greater counter sales and a larger local clientele.

"Carriers should be encouraged to strive for new customers by some system of reward as well as commission, and similar means might be used with regard to newsboys and corner newsstands. Contests and premiums of various kinds in connection with coupons clipped from the paper are frequently of surprising effect in adding on new names to the subscription list, but it must not be forgotten that the man who takes the paper because he wants it is of infinitely greater value to the newspaper than the subscriber whose order has been given under the pressure of skillful solicitation on much the same principle that one volunteer is worth ten pressed men."

PREDATING SPORTING EXTRAS.

Mail Subscribers Reached in This Fashion Seem Satisfied.

"Predating Sporting Extras for Mail Subscribers on an Afternoon Newspaper," was the topic on which L. L. Ricketts, circulation manager of the Des Moines Capital, was heard at the I. C. M. A. convention. He said in part:

"When an afternoon newspaper plans a predated sporting edition for its mail subscribers, one of the first things to be considered is the cost. In considering this, a great deal depends upon whether or not you are already issuing a sporting edition for the streets, and upon the news service you already have; also upon the number of subscribers served.

"If you are already issuing a sporting street extra and can serve twenty-five per cent. of your outside readers, it certainly will pay you to do it right and issue your predated paper. The representation is worth something. An evening paper may have nearly double the circulation in outside towns and still the traveling public will report to their firms that the morning paper must have the better circulation because they see it more often. The advertising manager runs onto this snag very often.

"Many publishers of evening papers object on account of this deception. We overcome this by the date line reading, for example, 'Special Mail Edition for Saturday.'

INNOVATION PROVES SUCCESS FROM START.

"We started our predated edition at the beginning of the ball season this year. We issued posters to all post-offices supplied with this new edition, and wrote all postmasters, rural route carriers and agents, enclosing a post card requesting them to forward us at once any complaint. The only ones we received were from those patrons who live on rural routes close to town, who

were in the habit of driving into town in the evening for their paper. These we changed back to the former edition.

"The writer visited fifty-five towns on a commercial club excursion a few weeks ago and did not receive a single complaint. Without exception, subscribers, carriers and agents had nothing but good words to say for it. I have talked to circulation men who claim it holds ten per cent. of their mail subscribers. We have not issued our edition for a sufficient period to tell exact results, as we are making no effort for new mail subscribers now. We have our percentage of renewals. Next year we can secure definite results as to the value of this edition."

RECRUITING SELLING FORCE.

Standard Is Maintained by Continually Adding Members.

Speaking on the delivery personnel, J. J. Lynch, circulation manager of the Cleveland Press said, in part:

At the present time the Cleveland Press has 5,200 boys in the city of Cleveland, carrying and selling the Press. Even with this great army, they never lose track of the fact that we need more, and are continually planning and scheming to increase our force. Every employe of the concern is imbued with the one idea: that they want "that boy to sell the Press." So, no matter where they happen to run across a boy, they broach the subject: "Wouldn't you like to sell the Press? Wouldn't you like to become a merchant? Well, just call and see the circulation manager; he will take care of you in good style."

It's surprising the good results that come from this source. Boys secured in this way make the best newsboys. They always feel that someone is watching them and taking an interest in their work; they, therefore, try to make good.

KEEPS WANT AD RUNNING.

Inquiries for positions at our office make excellent prospects if handled carefully. They usually come looking for a position as office boy, running errands of some kind or other, never thinking of selling papers, and when approached they usually turn it down. If talked to, and matters explained in a nice manner (boys are always open to reason on how to earn money), they offer the very best of prospects.

A continual canvass is maintained by our circulation department to all parts of the city. This is done by our district men, who are continually on the go from branch to branch and from one district to another. All of our seventy-five distributing branches are instructed to keep a sharp lookout for any boys wishing to sell or carry, or even expressing a desire to work; but they are principally informed to watch for any cripples, blind or old men, take their name and address and report same to the circulation department or district man at their earliest convenience. We



J. J. LYNCH.

have secured some very good corner men this way.

We have a standing letter at all charity societies or organizations and lodging places, offering to take care of any men desiring to engage in the paper trade. Results from this source come very slow. Our experience has taught us that this element is either too proud or else too lazy to sell papers for a living.

Blind men make excellent corner men and can be secured by applying to the blind society. Any city that is unfortunate in having many blind people usually has a society, and the president or secretary keeps in touch with all members and will gladly give you any information about any member who expresses a desire to sell papers.

I. C. M. A. IS ALL BUSINESS.

Member Pleads "Not Guilty" to Good Time Charge.

That the I. C. M. A. is not a junket-organization, all business and the child of necessity, was the burden of an address made by Ray Williams, circulation manager of the Trenton, N. J., True American. He said in part:

This is an age of organization. Nowadays, if you conceive an idea, and wish to render it and yourself immortal, you call a front parlor meeting, organize a society to expound your notions, get yourself elected president, and fame is yours. We are a nation of "joiners," and you recognize the tendency when your young hopeful bounces in from school some day, and proudly displays the badge of the Eta Beta Phi or some other highly important fraternity.

In the average newspaper office pretty nearly everybody, from the boy-scout office boy to the gentleman behind the door marked "president," have all more or less fallen victims to the "joiners" habit. Consequently, about this time of the year, so many delegates to conventions, annual meetings and encampments are apt to develop that the "powers that be" may be pardoned for becoming just a little cynical as to the importance or value of these various gatherings, and especially as to their value to the newspaper business.

BUSINESS OR GOOD TIME?

Out of some such conditions may have arisen the question, "Is the I. C. M. A. for business purposes only?" What is the use of it anyway? What good does it do this paper to have our circulation or business manager run away from his work for the most of a week? Is not the association just a glittering excuse for a gorgeous picnic once a year, mostly at the expense of the publishers? A grand opportunity to escape for a while the monotony of routine work and get together with a bunch of kindred souls for a rattling good time?

There may be, probably are, many fraternal and other organizations in which the struggle for place and office, or the personal aggrandizement of certain members, has become too large a part of their existence, and to whose annual conventions a large number of the delegates go, with the main idea of getting a little change and excitement, and whose notions of a good time are everlastingly linked with the absorption of unlimited liquors, but thank heaven, the I. C. M. A. has never shown any tendencies to become that kind of an organization, and I firmly believe it never will.

I. C. M. A. CHILD OF NEED.

Truth to tell, the I. C. M. A. has been born and grown out of necessity, a purely business necessity, too.

We can take college courses in journalism, advertising and what not, or buy books on the theory, practise and psychology of everything except circulation. There is no royal road to learning in the field of newspaper distribution and promotion. Every circulation man has had to learn in the hard school of personal experience.

Outside of this association and the comparatively recent interest in circulation work shown by some of the trade

(Continued on page 31.)

Five Months

In five months of 1913 THE NEW YORK TIMES published 3,981,694 lines of advertisements, compared with 3,738,977 lines in the corresponding period last year, a gain of 242,717 lines, and a greater gain than the COMBINED gains of three other New York morning newspapers.

THE NEW YORK TIMES has a net paid daily sale greatly exceeding 200,000 copies and presents the most efficient, economical means of reaching actual buyers in Greater New York and vicinity.

The net paid daily city sale of THE NEW YORK TIMES exceeds the COMBINED city sales of FIVE of the seven other New York morning newspapers.

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

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

203 Broadway - New York

Detroit Saturday Night

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

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
 IN
WASHINGTON

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

Money Talks!

The average savings per capita in the United States is.....\$46.53

in Paterson, N. J.

The average savings per capita is \$160.00.
 110 Savings accounts in every 1,000 persons in United States.

in Paterson

540 savings accounts in every 1,000 persons, or a total of 73,000 savings accounts in Paterson, aggregating

\$21,500,000.00

The Paterson Press

has the "cream" circulation of the city, and is winning on its merits as a newspaper.

PRESS-CHRONICLE CO., Publishers
 Paterson, N. J.
PAYNE & YOUNG, Foreign Representatives

LIVE AD CLUB NEWS.

More than 125 of the leading business and professional men of Elizabeth, N. J., were present at the initial banquet of the Advertising Men's Club last week. It was a two-dollar dinner, served at the sacrifice price of \$1.87. There were addresses by H. N. Casson, who held the diners spellbound with his wit and oratory in describing the possibilities of the city; William C. Freeman in a laughter-producing and interest-arousing speech, Gen. Dennis F. Collins, president of the City Council; John Wetmore, Carl E. Ackerman and F. Ernest Wallace. The cover of the souvenir menu card was gotten up to look like a circus poster, with the wording resembling that of a favorite patent medicine cure-all.

Dr. A. R. Hatton, professor of Political Science, Western Reserve University, discussed the proposed charter for Cleveland at the meeting of the Advertising Club of that city Wednesday noon. He gave the gist of the changes to come under the new plan for the city's government. E. W. Doty, member of the Charter Commission, presided. The club left for Buffalo June 13, to take part in the affiliation meetings.

John Renfrew, advertising manager for the Home Builders, delivered a "sermon" last week at the meeting of the Los Angeles Advertising Club. The subject was: "The Immortal Trademark," which, Mr. Renfrew says, is "Truth." C. A. Cathcart, promotion manager of the Los Angeles Investment Co., was chairman of the day.

"Advertising is the motive power which keeps the wheels of trade humming the song of volume in production and distribution to the tune of profits for the manufacturer and dealer," said Samuel E. Webb, an advertising expert of Chicago, in the course of an address at a largely attended meeting of the Edmonton (Alta.) Ad Club on May 28. "It is the avenue through which a larger expenditure of money is made than any other outlay of money, and, since it is also doubtless attended with a greater waste of energy, it would appear that the time has come when the principle of efficiency must be applied to advertising, just as it has entered in other departments of business." Mr. Webb summed up the question of efficient advertising in this manner: "Ascertain where you are going before you buy your ticket; use logic and suggestion; leave out your own opinions; build in the reader's mind a house of benefits to him, and the sale is a natural result."

Herbert J. Johnson, editor Graphic Arts, of Boston, was the principal speaker at the banquet which brought to a close the exposition of the Rochester Ad Club, held Friday and Saturday of last week at Powers Hotel. A practical talk on the use of type was given by H. L. Bullen, of Jersey City. J. R. Rawsthorne, of Pittsburgh, spoke on the illustrating of advertisements. The club is making preparations for its semi-annual jaunt to the Advertising Affiliation, the next session of which will be held in Buffalo on June 14. Indications point to a delegation of about 250, to go by special train over the Lehigh Valley.

OBVIOUSLY UNTRUE.

The managing editor was disappointed and he told the city editor so.
 "Why didn't you print that story young Pounder turned in last night?" he wanted to know.
 "Which story?" asked the city editor.
 "The one about the crazy man scattering money through the city streets. That was a good story and full of interest. It would have been exclusive, too. I see the other paper hasn't got it."
 "Well, I didn't print it because I thought it one of Pounder's fakes."
 "What makes you think so?"
 "It stands to reason. If it had been true he would have been following him yet."

EXCHANGE EDITORSHIPS.

The Scheme to be Tried Out on the Hearst Newspapers.

The international intercollegiate system of "exchange professorships" in vogue between institutions of learning here and abroad during the last two decades, has been adapted to journalistic needs, the chief adaptor being William R. Hearst.

Mr. Hearst, who is ever seeking new ideas making for the common weal of his various newspapers, recently conceived the idea of utilizing the "exchange professorship" scheme in effecting improvements in his editorial staffs in the various American cities in which he is represented by newspapers.

In line with that purpose Mr. Hearst recently suggested a transfer of city editors between the Chicago Examiner and the New York American be made. In working out Mr. Hearst's idea, Andrew M. Lawrence, publisher of the Chicago Examiner, assigned Frederick W. Lawrence, city editor of the Examiner, to temporarily assume the duties of city editor of the New York American, with a view to trying out in the metropolis the Chicago system by which the city editor "sits in" between 4 p. m. and midnight, instead of exercising his functions between the hours of 10 a. m. and 6 p. m. Consonant with the Chicago program, Justin McGrath, city editor of the New York American, has been assigned to the city editorship of the Chicago Examiner.

After an experimental period the two editors will resume their original duties in New York and Chicago, respectively.

It is said that Mr. Hearst's interlocking editorship plan has grown out of a suggestion submitted to him by Frank Reilly, who for three years was, until recently, New York correspondent of Hearst's Chicago Examiner.

Mr. Reilly, who has been identified with the championship of Mr. Hearst's local political measures, has recently accepted the office of secretary of the Arizona Economic League, which aims to foster laws to give the employe the same rights which the employe enjoys.

Woman's Issue of Atlanta Paper.

The organized women of Georgia issued on June 4 a Woman's Edition of the Atlanta Constitution, which was written and edited, the advertising was sold, and 15,000 extra paid-in-advance circulation secured by the Federated Women's Clubs of Georgia, numbering 18,000 members. More than one hundred women in Atlanta were actively engaged for several months in the work of writing the edition and selling the advertising and subscriptions. The women planned to print a minimum amount of routine matter, reserving the greater part of the space for features and human interest stories. The result was that the edition was one of the most interesting ever issued in the South, by purely journalistic standards. It was 126 pages in size, profusely illustrated, carrying a four-page color section, was unique and original typographically, and contained 1,213 individual ads occupying 363 columns.

O. J. Gude Co. Wins Suit.

The United States District Court of the Northern District of Ohio, Eastern Division, has handed down a decision sustaining the validity of a patent owned by the O. J. Gude Co., of New York, covering any moving electrical sign which reproduces the figure of an animal or human being. The suit was brought against the A. & W. Electric Sign Co. for infringement.

Norwood Editor Asks Libel Damages.

David S. Tarbell, owner of the Norwood (O.) Enterprise, has brought suit against the Hamilton County Publishing Co. for \$10,000 damages for alleged libel in publishing in the Norwood Gazette, owned by the company, on April 13, a certain article which he says maliciously libeled him.

Chesterton Found Guilty of Libel.

A verdict of guilty was rendered against Cecil Chesterton at the Central Criminal Court in London last Saturday on the charge of criminal libel. The accused man had charged Godfrey Isaacs, managing director of the Marconi Co., in articles written in the Eye-Witness and the New Witness with corruption in connection with the British Government's wireless contract. Chesterton was fined \$500 and all the costs of the prosecution, which will be exceedingly heavy, as the trial lasted ten days.

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1912 The Herald gained 236,226 agate lines over same period of 1911.

In the first three months of 1912 The Herald gained 62,400 lines of foreign advertising over the same period of 1911.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECK WITH SPECIAL AGENCY

Sole Foreign Representatives
 NEW YORK CHICAGO ST. LOUIS

There is only
ONE SURE WAY

to cover
Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.
Chester, Pa.

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

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

"Full Service and a Square Deal" to all Clients is the plan under which

The News League Papers

solicit and accept the business of its clients. Full information covering any detail of value to advertisers available at all times.

Circulation Records open to interested parties at any time—Books, white paper accounts, cash books and press room, and every assistance given in getting any information desired, from any source.

Combination Rate, 6 cents per line.

Home Office, DAYTON, OHIO

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

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

The New Orleans Item..... 48,525
 The Daily States..... 30,501

Item's lead..... 18,024

The Times-Democrat and Picayune have not filed second statements.

THE JOHN BUDD COMPANY,

Advertising Representatives
 New York Chicago St. Louis

\$300,000 Available

as first payment on daily newspaper property in any growing city of the United States of 100,000 population or more. East or Central West preferred.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S 34 BULLETIN

Publishers seeking

EFFICIENCY

Should address for particulars

C. Godwin Turner

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

PREFERRED TYPE FACES

THE cleanest, clearest, most expressive, most useful, and consequently most popular type faces in the Printing World today—all gathered together in one book which is yours—FREE—for the asking. Of course they are all BARNHART faces. You would expect that—Get them. Use them. And remember, any time you want to know anything about any kind of printers' supplies write for Specimen Book of Preferred Type Faces.

BARNHART BROS. & SPINDLER

St. Louis CHICAGO Atlanta
Omaha and Kansas City
Washington NEW YORK Seattle
St. Paul Dallas

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

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy. Advertising in the Advocate is advertising that gets into prosperous homes. Circulation 5,000.

New York Representative,

O'FLAHERTY'S NEW YORK SUBURBAN LIST, 150 Nassau St. New York City.

PEW WORRY? NOT MUCH

With Eight Libel Indictments Against Him Editor Abiding in City of Brotherly Love Returns To Attack With Much Gusto.

"I should worry," says Editor Marlin E. Pew, of the Philadelphia News-Post, in an editorial squib of the *chili con carne* variety, dated Friday, the 30th of May.

That it is Friday and that an action in criminal libel lies in the offing does not worry Editor Pew. He says so himself, even with the fate of the Iron Ore editor still fresh in his mind.

But this libel suit is not based on mint juleps and ineptitude. The eight—no less than eight—indictments now *sur le tapis* for this valiant yeoman of the pen are based, as the Grand Jury says, on "scandals, hatreds, ridicules, infamies, contempts, vilifications, oppressions and aggressions"—a list long enough to warrant alphabetical arrangement, or, at least, an index.

SUCH A GAMUT OF EMOTIONS.

As the Grand Jury has it: Marlin E. Pew, with force and arms, etc., unlawfully, did wilfully and maliciously compose and write and cause and procure to be composed and written a certain false, scandalous, malicious and defamatory libel, of, and concerning him, the said James A. Carey.

Editor Pew, be it said here in all frankness, does not like the said James A. Carey, though, it seems, whatever he has said concerning him has been said in sorrow more than in anger. It would seem, also, that the said James A. Carey, styled, sometimes, by Editor Pew, "Thug Magistrate Jimmie Carey," drew upon him the attention of the said editor for actions not thought just proper. The said James A. Carey, therefore, duly counseled, etc., went before the Grand Jury with his grievance, having the gratification of getting no less, as said before, than eight indictments against the said editor. Not content with this, the said James A. Carey has announced that he will have another interview with the Grand Jury, at which seance, by the way, the issue of the News-Post mentioned should prove somewhat of an exhibit—one that will exhaust the alphabet from A to Z.

JUST WHAT BOTHERS EDITOR PEW.

For the said editor insists in this issue that a certain party is a two-spot—a little one; a gangster—also a little one; all this after insinuating strongly that he is a "thug magistrate." Incidentally, some others mentioned in the highly entertaining dissertation should have good excuse for interviews with that obliging Grand Jury. There is Sammy Rotan, for instance, whose proper name is Samuel Rotan, and Jim McNichol, who is said to exert improper powers over Samuel Rotan, who, by the way, is district attorney. Mr. Rotan may object to being labeled as subservient to Jim McNichol, and Jim may object with equal force to being accused of so heinous an offense as to boss a district attorney. Such things do not happen! Eh, what?

There is one thing in the series of indictments which Editor Pew cannot understand. "Force and arms" is a term whose meaning he alleges to be foreign to him, since he does not use a blunderbuss or sawed-off shotgun in writing editorials, and the many et ceteras in the document returned by the Grand Jury worry him greatly. All this, however, is not to be construed into meaning that he is worried over the indictments. It is the scattering of ideas, or literary indefiniteness of the "copy," that worries him.

And in the meantime—as a certain cartoonist puts it in the case of another Jimmy—Editor Pew is busy collecting evidence and retaining counsel. It's a great life, this being an editor. But, then, we should worry!

TRENTON TIMES' GROWTH.

What Has Been Accomplished Under the Present Management.

In celebration of its twelfth anniversary under its present management, the Trenton Times last week printed an article giving some interesting facts concerning that newspaper's career. From these it appears that in May, 1911, when the paper was taken over, there were only two linotypes in the composing room, and the entire plant was housed in the basement of a building in East State street.

Since that time a four-deck Goss press and fourteen linotypes have been installed. The present press being inadequate, a contract with the Goss Printing Press Co. has been signed for a machine that is guaranteed to turn out 36,000 twenty-four page papers an hour, it is of the sextuple type. A complete new set of metal furniture has recently been placed in the composing room.

The Times occupies a new building containing the most up-to-date improvements, and employs the largest newspaper working force in the city and one of the largest in the State. Its circulation is near the 25,000 mark, and rapidly growing. The officers of the publishing company to whom the credit for the Trenton Times' prosperity belongs are A. C. Reeves, president; Owen Moon, Jr., secretary, treasurer and business manager, and James Kerney, editor.

Tercentenary Commission Members.

The New York Tercentenary Commission, recently appointed by Governor Sulzer to arrange a fitting celebration for the 300th anniversary of the settlement of Manhattan Island, has among its officers and members a number of prominent publishers and newspaper men. At its organization meeting in City Hall, Herman Ridder, proprietor of the Staats Zeitung, was elected vice-president, and A. E. Mackinnon, of the New York World, assistant secretary. Among the members of the commission are: William Berri, owner of the Brooklyn Standard-Union; Herbert L. Bridgman, business manager of the Standard-Union; James Wright Brown, publisher EDITOR AND PUBLISHER; William C. Freeman, New York Tribune; Herbert F. Gunnison, business manager, Brooklyn Eagle; Frank A. Munsey, William C. Reick, owner of the New York Sun; Henry A. Wise Wood, president, Autoplate Co. of America.

Gilbreath Goes to Associated Press.

John E. Gilbreath, who, since the Nashville (Tenn.) Democrat was established eighteen months ago, has been its city editor, has resigned in order to accept the position of night editor in the Southern Division office of the Associated Press at Atlanta. Mr. Gilbreath began his newspaper career as a reporter on the Knoxville Sentinel about seven years ago. He later served on the staffs of the Chattanooga News, Chattanooga Times, Nashville American and the Tennessean. He leaves the Democrat enjoying the highest regard of the editors and the sincerest friendship of the reporters, printers and business people. He also accomplished the almost impossible feat of leaving the paper with the respect of the office boy.

Would Have College Interpret News.

President John H. Finley, of the College of the City of New York, has a plan for news interpretation that is worth noting. He is quoted as saying recently: "One thought that has occurred to me perhaps may be a bit fantastic, but yet I would like to see it put into effect. I would have an early morning assembly in our great hall every day, at which the news events of the previous day would be discussed by one of our philosophers. You get the news from your newspapers, but I would have that news interpreted by the great philosophers of our day, not only for the students in the college but for all who cared to come."

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

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

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

The S. C. Beckwith Special Agency

Sole Foreign Representatives,
New York St. Louis Chicago

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 2,224,000 lines more than its nearest competitor. Gain over 1911 was 804,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 228,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—366,000 lines of local and 12,600 lines of foreign advertising.

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

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER

Editor and Proprietor

Guarantees its advertisers more paid circulation than all other Buffalo afternoon papers combined.

Foreign Advertising Representatives

KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

To General Advertisers and Agents

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

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

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

Rate 20c. per line—\$50 per page.

THE NEW AGE MAGAZINE

1 Madison Avenue New York City

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.



RAY WILLIAMS.

CIRCULATION MANAGERS.

(Continued from page 28.)

papers, there is no help, no information, no encouragement, no guidance or suggestions to be had.

By these conditions our association has been made necessary, for the help of every live, conscientious circulation man, ambitious for the greatest possible success of his paper. Necessary also for the development of better methods in circulation work, and better men too, just the same as similar organizations are developing better and more resultful methods, broader and more competent men, in the advertising field, and others.

SENSING THE PUBLIC'S PULSE.

Circulation Manager's Views on Policy Often Valuable.

Speaking on "Policy and Make-up of the Newspapers," and their bearing upon circulation, J. H. Miller, Jr., circulation manager of the Pittsburgh Chronicle-Telegraph, said in part:

The policy of the newspaper is the forbidden fruit of which the circulation manager may partake moderately, providing he justifies his action by advancing logical suggestions worthy of consideration and consequent action. I have had the opportunity to advance suggestions relating to the policy of the newspaper on which I am employed with the results of commendation by my superior. There is no question whatever that the circulation manager would be a benefit to the growth and prosperity of his publication if he would be consistent in making suggestions; action thereon would undoubtedly be the result of establishing the circulation manager as a real benefit in the policy of the newspaper.

The policy of the newspaper is the recognized privilege of the publisher; however, in times of stress, the real merit of the circulation manager is shown in his capability to advance information to his superiors that could hardly be obtained through other channels. The circulation manager being affiliated closely with the reader, the information is naturally of a real benefit.

SHOULD NOT PRESS VIEWS TOO HARD.

One factor, and not the least important one, is the relation of the circulation manager to the managing editor. The circulation manager, however, should not assume to insist upon the adoption of his views of the policy of the paper; but his recommendations, if put properly and with tact, will surely

be valuable and be so considered. I am extremely happy to inform you of my association with a managing editor who recognizes the value of suggestions from the circulation manager. He not only accepts, but encourages and often when in doubt puts to a test, my suggestions, thereby clearly proving or disproving their value. The close association of the managing editor and circulation manager is a happy condition and almost necessary to best results. The pulse of the public is at all times in the hands of the circulation manager, and its vibrations felt; therefore the advice given accordingly by the circulation manager should be a real benefit to the newspaper.

There are two important considerations entering into the make-up of a newspaper, namely, the advertiser and the public. The former a direct source of revenue, the latter the means of obtaining the former. Taking into consideration these two factors in relation to the manner of the make-up, you will probably find that far greater results



J. H. MILLER, JR.

could be obtained. Is it not reasonable to suppose that the advice and suggestions from the circulation manager would be beneficial?

BARGAIN PERIOD OFFERS.

One Manager's Successful Plan for Obtaining New Subscribers.

E. P. Hopwood, manager of the Portland Oregonian, outlined a practical plan for Bargain Day or Week offers, which he had found of proven value to his paper. Mr. Hopwood said:

"In the first place, let us get right on the name. These offers are called 'Bargain Day Offers,' and while that is all right, still the name is misleading, as the most successful plan is to run the bargain day offer over a week or month. Therefore, we will call ours a Bargain Period.

"We have found from experience that in Oregon the month of October is best. This is a time of year when crops are marketed, everyone has money and is beginning to figure out his winter's reading.

"We begin two months before the Bargain Period to lay our plans. We figure out, county for county, just how much territory we are going to work. We write a 5x8 card for every town within our working territory and index these cards by towns, keeping States separate.

"We assemble these cards, the name of every prospective Bargain Period agent we can get, such as postmasters, rural delivery carriers, correspondents, confectioners, druggists, stationery dealers, publishers of weekly papers and regular agents. In the real small places where there are few stores and it is impossible to get a satisfactory list, we write the postmaster and ask him for

names of three or four hustling boys or girls and mention that we have an attractive offer to make them.

"While we are working out our territory for Bargain Period agents, we write an envelope to every property owner in our territory, barring only the larger towns, where we cater to carrier delivery. The best way to get these lists is from county directories. If, however, we find we cannot cover some sections satisfactorily this way, we use telephone directories or have a list of taxpayers written by the county clerk. We do not let up until we have an envelope addressed to every prospective subscriber in the territory we have figured that we are going to work.

"About fifteen days before our Bargain Period, we send out first letter to our prospective Bargain Period agents, asking them to represent us. We explain our offer minutely, stating how much they are to get as regular commission, and also put up as special prizes at least \$500 in cash, ranging our prizes from \$100 down.

"As soon as our agent signs up agreeing to act as Bargain Period agent, we send him signs, order blanks, envelopes, and, in fact, everything he needs to take orders. We explain the good points of our paper and send him ten or more sample copies each issue. We print his name and address on from 200 to 500 cards for him to mail out to his prospects. In fact, we help him all we can to get orders.

"By the time our Bargain Period opens we have our agents nearly lined up. All the towns that we fail to get a satisfactory line-up of agents in we work with our regular traveling men, so we thoroughly cover our territory.

"During the last two weeks of Bargain Period we keep in touch with the agents daily. We continually pound them on the back for more business and continue to make them special weekly offers right up to the very end of the Bargain Period.

"During our Bargain Period we get all the publicity possible from country papers.

"We send all mail to bargain agents first class, and all other under one-cent postage. We announce all along that positively no subscriptions will be ac-



E. P. HOPWOOD.

cepted after Bargain Period at reduced price, and we stick to it. On the very day following out Bargain Period our price goes to regular."

Journalism Students' Yellow Extra.

An extra Missourian, the student daily at Columbia, Mo., dealing with fire, flood, pestilence, sudden death, crime, divorce and scandal, was the stunt of the School of Journalism at the University of Missouri, June 3. The editorial page of the "yellow" extra states that it is an example of how a newspaper should be run. The yellow was issued after a three-act farce, taking off well-known members of the faculty.

DAILY
 Scoop, the Cub Reporter
 Wellman's Komik Kolum
 Single Comics
 1 and 2 col. Puzzles
 Weather Reports
 Embroidery Patterns
 Line Fashions
 Half-tone Fashions
 Barbara Boyd
 Portraits
 Check Service of Interest and let us tell you more about it.
The International Syndicate
 BALTIMORE

It is a fact that
 Without exception
THE BEST DAILY COMICS
 AND
THE BEST SUNDAY COMICS
 are those put out by
The McClure Newspaper Syndicate
 45 West 34th Street, New York City

Daily News Mats
 Best illustration service obtainable in this country—write for samples.
INTERNATIONAL NEWS SERVICE
 200 William Street New York City

"Do You Know Why?"
 a seven-column "comic scream"—"chock full of ideas"—well executed—in fact, a finished drawing. It has the punch—repeats every day. Better wire or write to-day for exclusive rights to your territory. Sample sets on request.
World Color Printing Co.
 ST. LOUIS, MO.
 Established 1900 R. S. GRABLE, Mgr.

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

Socialists Oust Editor of Citizen.
 At a meeting last week of the stockholders of the Schenectady (N. Y.) Citizen, Mayor George R. Lunn's newspaper, a majority voted to oust Charles W. Wood, the editor. The ousting of Wood brings to a climax the differences between the radical and conservative Socialists as to the policy of the newspaper. Mr. Wood favored revolutionary Socialism and Mayor Lunn the policy of winning Socialism at the polls. To this end, the mayor favors the reporting in his paper of Schenectady's Socialism as against State and national propaganda.

YOU MUST USE THE
LOS ANGELES EXAMINER
 to cover the GREAT SOUTHWEST
 Sunday Circulation MORE THAN 120,000

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

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

Immense Gains
but not so great as the opposition's losses.
The St. Paul Daily News
"Minnesota's Greatest Newspaper"
Gained 41,600 Lines in April
Net Paid Circulation... **70,579**
A Flat Rate of 9 cents per line.
General Advertising Department
C. D. BERTOLET, Mgr.
1105-1110 Boyce Bldg., Chicago.
306 Gumbel Bldg., Kansas City, Mo. 366 Fifth Ave., New York City.

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

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

HAVANA NEWSPAPERS.

Latest News and Interesting Data from the Cuban Capital Whose Daily Press Is Progressive and Enterprising.
(Special Correspondence.)

HAVANA, Cuba, June 9.—Havana is always progressive in the matter of newspapers and publications, and many and kaleidoscopic are the changes that occur in this fair semi-tropical city.

The oldest Spanish paper of the place, the Diario de la Marina, has lately had a change in its business management. Don Juan Pumariega, who filled the position of business manager for several years, has resigned and his place has been taken by Sr. Amalio Machin, formerly secretary of the big Spanish club, the Centro Asturiano. Sr. Machin's knowledge of the newspaper business is somewhat limited, as this is his first trial, but he is learning the game fast.

This old and staid and conservative daily, before only going to paid subscribers and not hawked on the streets, had made a radical change in this respect and is now selling both its editions on the streets, the morning at 3 cents and the evening edition at 2 cents, which has more than doubled its circulation, and they are printing 30,000 each edition and distributing them—when before the circulation was about half of this amount.

LA PRENSA CO.

La Prensa, one of our best night papers, started by Dr. Carlos E. Garrido, a young and ambitious lawyer, in November, 1909, on a shoestring, but which soon became famous for its scurrilous attacks on the then existing Government of Jose Miguel Gomez, just lately succeeded by General Mario Menocal, and for which he went to jail, has lately reorganized. A stock company has been formed with \$200,000 capital, the majority of which has been taken up and paid in. The paper was formerly printed and published under the auspices of La Lucha, whose owners had an interest in it.

La Lucha received some \$32,000 for the part owed to it. The entire plant, linotypes, presses, etc., of the Havana Post Co. having been taken over by the Prensa company, known as Compania Editorial de Cuba, Publisher Bradt, receiving \$10,000 cash for his plant and a number of long time notes to the extent of \$65,000 for the balance of the payment. The Prensa also agreed to print the Post monthly for \$1,000, and further agreed to liquidate the notes in monthly payments.

La Opinion, another Cuban daily defender of the Liberal interests, is also printed at this plant. This company now has the use of the seven linotypes, a large Metropolitan duplex rotary press and all the other necessary equipment of an up-to-date printing plant.

THE HEARST OF CUBA.

They have taken a long ten years' lease on the premises at Prado 89 and have remodeled and fixed up the building in white and with white tiling all round the whole plant, making a neat and attractive appearance.

Dr. Garrido, known as the "Hearst" of Cuba, is planning to get out the first one cent daily in Cuba as a morning paper. He already was the pioneer in the two cent night paper in Cuba, which has proved such a success. He also has an idea of a syndicated paper for the capital town of each province of the island, as well as an up-to-date commercial afternoon paper.

The president of the Compania Editorial de Cuba is Dr. Carlos E. Garrido, treasurer is Max Paetzgold and secretary is Chas. F. Salomon, formerly with the Havana Post Co.

A new lively weekly is Grafico, with which Havana's famous cartoonist and caricaturist, Conrad Massageur, is connected, and no doubt his work and newspaper experience will help him in getting out his new weekly, which is well illustrated and with good press work, is going strong and is now becoming a close rival of Politica Comica, the Tor-

riente paper, though Grafico is a higher class paper. It sells for five cents.

INAUGURATION EXTRAS.

All the big Havana papers without exception got out special editions for the May 20 Inauguration Day, and they sold like hot cakes. With colored, patriotic covers and of 12, 14 and 16 pages, many of them were preparing for the great day for weeks in advance. La Discusion's colored work is specially to be commented upon.

La Lucha, the big afternoon daily, is figuring on a new press, and Business Manager Guzmann is trying to find a good location that they can buy for a permanent home for this progressive paper, where they can erect a Lucha building and try be on a par with some of the other papers of Havana, many of which are acquiring their own buildings and up-to-date plants, and the papers of this place may be said to be acquiring quite a metropolitan appearance, with colored pages appearing every day.

El Comercio, a good afternoon and morning Spanish paper, organ of the corner grocery man and storekeeper, is going well, and has a large and enthusiastic following among this class of people, who all have from \$2,000 up to \$20,000 invested in their businesses, it is considered a good medium for those wishing to reach this class of trade.

Since the inauguration of President Mario Menocal things have taken on a new impetus, and everyone in Cuba looks for better times and a larger increase of business, especially with the projected reduction in the sugar tariff.

UNITED PRESS LUCK.

How it Worked When the Long Beach Auditorium Collapsed.

"United Press luck" scored another beat on May 24, in connection with the collapse of the huge auditorium at Long Beach, Cal., in which thirty-six persons were killed and more than a hundred seriously injured.

At the moment of the accident, which took place during the lunch period on the coast U. P. wires, W. C. Trestrail, the United Press operator, who alternates between the offices of the Long Beach Press and the Long Beach Telegram, was only a few feet from the entrance, having but an instant before the crash stepped out of the auditorium. Stopping long enough to assure himself that a really great loss of life had resulted, Trestrail ran for his key in the office of the Press. His frantic "Gx-gx-gx-gx." got the bureau operators at Los Angeles and San Francisco on the line, together with such line operators as had returned from lunch, and then he sent his first flash.

On the strength of the flash the Los Angeles office of the U. P. started a staff of men in a high-power auto for the scene. In the meantime local reporters coming into the Long Beach Press office with details gave Trestrail material for a series of graphic bulletins which enabled U. P. clients throughout the country to get out extras before other papers had received the first flash—no other news agency having a wire into Long Beach.

The incident recalled other instances of "U. P. luck"—the Ironquois fire, at which a U. P. man was walking past the theater when the panic started; the Triangle shirt-waist factory fire, at which a U. P. reporter passing through Washington square saw the first smoke and gave the alarm; the 'Frisco earthquake, at which a U. P. operator found a workable wire after all other wires and operators were gone, and the Omaha tornado, following which the U. P. had the only wire working into the stricken city.

W. D. Ward, special representative, Tribune building, has been appointed Eastern representative of the Vancouver Sun.

THE EDITOR AND PUBLISHER, \$2 a year.

Albany, N.Y.

Albany, N. Y., Is Building, and Fast—

It is interesting to know that in the total cost of Building Operations for the year 1912 the City of Albany stands third among a list of Fifty-one Important Cities in the United States. The following table is interesting:

New York	\$19,719,327
Chicago	4,878,600
ALBANY	3,443,675
Philadelphia	2,558,890
Cleveland	2,517,430
Los Angeles	2,270,680

Do you wonder when we say, "Advertise to the Residents of Albany—They Have Money to Spend for First-Grade Merchandise?"

The Knickerbocker Press is Albany's Fastest Growing and the Leading Newspaper—The Newspaper you should have on your list. Guaranteed NET PAID Circulation over 28,000.

The Knickerbocker Press
Albany, N. Y.

JOHN M. BRANHAM CO., Representatives

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

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

DETROIT
and hundreds of
MICHIGAN TOWNS
thoroughly covered by
The Detroit News
and
News Tribune
Net Paid Circulation in Excess of
150,000 week day evening
2,000 week day morning
112,000—Sunday
New York: I. A. KLEIN, Metropolitan Tower.
Chicago: JOHN GLASS, Peoples Gas Building.

Like a Bull in a China Shop
this unrestrained and fastest growing afternoon home newspaper
The Pittsburgh Sun
continues to add to its proved trade-pulling circulation and ADVERTISING GAINS. Use of its columns proves its worth and value.
EMIL M. SCHOLE, General Manager.
CONE, LORENZEN & WOODMAN, Foreign Representatives, NEW YORK, CHICAGO.

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

A. A. C. A. CONVENTION ROSTER.

Vanguard Arrived Saturday; Main Force on Sunday.

New York—Joseph Greenaway, Harold J. Mahin, C. A. Anthony, J. J. Gude, James P. Gillyroy, John Irving Rorer, Harold Davis, J. M. Hopkins, M. C. Robbins, John A. Hill, Arthur F. Wiener, George V. Seifert, Russell A. Field.

Cleveland—Frank E. Cotharin.

Chicago—W. K. Page.

Washington, D. C.—Mrs. J. E. Slaymaker, Mr. J. E. Slaymaker.

San Francisco—Arthur J. Brunner, R. J. Bidwell, Joseph A. Garin, Florence J. O'Brien, Charles P. Hunt, A. T. DeRowe, Robert Edwin Anderson, Albert L. Hall, F. J. Casper, Mrs. R. E. Anderson.

Indianapolis—Howard T. Griffith, Herbert Smith King.

Columbia, S. C.—H. F. Eldridge.

Seattle—G. F. Vradenburg, Charles P. Constantine.

Germany—Christian A. Kupperberg.

Atlanta—W. S. Lounsberry.

Boston—Thomas Barber, John E. Daniels, Frank E. Gotham, Mrs. W. J. Glasgow, Jr., Los Angeles—A. B. McCallister, Miss Dickinson.

Capetown, South Africa—Cecil James Seibert, Dayton, O.—Herman Lefkowitz, H. Glenn Stibbs, C. E. Burnett, Orville Harrington, Mrs. Herman Lefkowitz.

Edmonton, Canada—Henry J. Roche, August Wolf.

Oakland—Fred L. Hall, Mrs. M. H. Hall, Mrs. Fred L. Hall.

Springfield, Mass.—Richard B. G. Gardner, Mrs. R. B. G. Gardner.

Waco, Tex.—Cullen Cooper.

Richmond, Va.—Mrs. H. Price.

Boston—L. J. Ronleau, Charles E. Bellatty, J. S. Wilbert, George J. Robbins, F. Loring Wheeler, Delvanc King, H. Alfred Hansen, W. R. Hadsell, Mrs. W. R. Hadsell, Charles S. Parr, Frederick G. Salisbury, Frank Scofield, John K. Allen, John W. Whittington, Edward Graham Pratt, Geo. W. Coleman, Mrs. F. G. Salisbury, Clarence Gray Howen, Dr. Arthur Gould, Carroll J. Swann, Robert Nichols, Charles Dorr, Fred W. Briggs, Mrs. F. W. Briggs, Herbert G. Porter, Henry M. Beach, Charles B. Marble, Mrs. B. Marble, Arthur Roddick, George W. Hartins, George W. Hopkins, Jasper K. Swain, Mrs. J. R. Swain, A. W. Davis, J. Eveleth Griffith, Mrs. Hattie L. Griffith, Miss Evelyn Griffith, Sam Reis, Arthur I. Bean, Grosvenor D. W. Marcy, Willis L. Bailey, Harold F. Barber, Thomas J. Feeney, Jacob L. London, Thomas S. Allen, Mrs. George W. Coleman, Mrs. George W. Hopkins, Mrs. H. W. Dunphee, Mrs. Thomas S. Allen, Mrs. Fred B. Estabrook, Fred D. Estabrook, Mrs. Carroll Swann, Mrs. Herbert G. Porter, James Eugene Dumars.

Atlanta—G. D. Hicks, Mrs. G. D. Hicks.

Brooklyn—Mrs. John K. Allen.

Cambridge—Frank J. Brown, T. Dreir.

Cleveland—W. O. Willinger, A. M. Briggs, George H. Reichard.

Davenport—Charles T. Kindt.

East Orange, N. J.—Mrs. Thomas A. Barrett.

Fitchburg, Mass.—R. D. Baldwin.

Indianapolis, Ind.—P. F. Florea.

Joliet, Ill.—Theo. R. Gerlach.

Lynn, Mass.—William P. Gove.

Minneapolis, Minn.—Mac Martin.

Montreal, Province of Quebec—Theodore G. Morgan.

New Bedford, Mass.—Charles G. Wood.

New Orleans, La.—Arthur G. Newmyer, S. J. Besthoff, L. F. Newmyer, E. E. Edwards.

New York—Donald M. MacArthur, L. A. Guillemer, Mrs. L. A. Guillemer, A. E. Hurst, James D. Hooley, Richard H. Waldo, Lewellyn E. Pratt, S. E. Leith, Mrs. S. E. Leith, Harry E. Taylor, Mason Britton, Thomas A. Barrett, H. B. Hardenburg.

Springfield, Mass.—J. D. Bates, W. E. Anderson, William M. Lester, Mrs. J. D. Bates, Harry H. Caswell, Walter E. Anderson, Kurt R. Sternberg, Sr., Frederick I. Hillman, Kurt R. Sternberg, Jr., Harry W. Stacy, Mrs. Walter B. Cherry, Walter B. Cherry.

Salem, Mass.—Mrs. William P. Gore.

San Antonio, Tex.—J. Frank Davis.

Shirley, Mass.—H. W. Dunphee.

Washington, D. C.—Charles E. Bond.

Worcester, Mass.—Albert G. Waite.

SUNDAY REGISTRATIONS.

Edward Roy Parson, Columbus, O.; Mansur B. Oakes, Merle Sidener, George H. Oilar, Indianapolis, Ind.; M. McToole, Dallas, Tex.; Robert R. Upergraff, Salem, Mass.; F. Ernest Wallace, Elizabeth City, N. J.; F. A. Wynne, New Orleans; Harvey R. Young, Columbus, O.; G. H. Ivins, Washington; John E. Roberts, Columbus, O.; E. Allen Frost, Chicago; F. W. Blanchard, Sacramento, Cal.; Frank E. Morrison, Cande Hamlin, William C. Freeman, New York; George Brewster Gallup, Boston, Mass.; Dr. D. H. Swartz, A. T. Layton, Dallas, Tex.; Percy C. Burton, London; William H. Hogg, Percy E. Williamson, Raymond D. Carter, New York; Fred McJenkins, E. J. Shea, Dallas, Tex., and Alex Green, Spokane, Wash.

O. P. Gayman, Canal Winchester, O.; Frank Granger Huntress, Jr., San Antonio, Tex.; F. N. Hall, Dallas, Tex.; George B. Hill, Indianapolis, Ind.; W. H. Lee, New Haven, Ct.; Barney Link, Brooklyn, N. Y.; John A. Park, Raleigh, N. C.; J. A. Martin, Memphis, Tenn.; Fred L. Lake, Dallas, Tex.; J. W. Wilson, Los Angeles, Cal.; Daniel G. Fisher, Dallas, Tex.; Lee Bentillion, Oakland, Cal.; A. K. Clevering, Henry Savage, Norfolk, Va.; Malcolm McAllister, Salt Lake City, Utah; Henry R. Ives, San Diego, Cal.; Frank C. Baker, St. Clair, Mich.; George B. Wilbaum, Dallas, Tex.; R. A. Hefner, Los Angeles, Cal.; Robert G. Smith, Allen Ayers, Norfolk, Va.; W. R. Everett, Dallas, Tex.; William John Bond, San Francisco, Cal.; G. H. Mann, Douglas White,

L. Lewis, W. H. Bryan, Los Angeles, Cal.; C. L. Roberts, Norfolk, Va.; Carl E. Ackerman, Edward W. Carney, Gerald B. Wadsworth, Howard Welford Casler, New York, N. Y.; Frank C. Kip, Newark, N. J.

E. H. Whitney, New York; Edward M. Watson, Jersey City, N. J.; Arthur J. Allen, Ferdinand H. Schiller, Hal. Marchbanks, Ben S. Nasb, Cyril Nash, New York; Hesse H. Neal, Cleveland, Ohio; Alfred Benners, Walter Graner, Dallas, Tex.; Richard E. Fuldner, Edward D. Sabin, Cleveland, Ohio; William A. Heck, Norfolk, Va.; Edwin W. Watts, Muskogee, Okla.; H. L. Staples, L. W. Ryland, Richmond, Va.; R. Umschneider, Hamilton, Ohio; Fred B. Bates, Richmond, Va.; Harry B. Price, Norfolk, Va.; G. Edmond Massie, Richmond, Va.; William O. Beall, Muskogee, Okla.; W. W. Workman, Richmond, Va.; J. H. Bixly, Muskogee, Okla.; J. H. Geiger, Ed. Goodman, Dallas, Tex.; Rollin C. Ayers, San Francisco, Cal.; C. P. St. Clair, Comanchi, Tex.

James A. Dondew, F. W. Wilson, Boston, Mass.; C. R. Seelye, New York, N. Y.; Meyer Benton, Shreveport, La.; N. Forscheimer, New Orleans, La.; Emmert Cary, William B. Waggoner, Cleveland, O.; Alfred W. McCann, New York, N. Y.; Charles Q. Petersen, Chicago, Ill.; George French, New York, N. Y.; R. W. Disque, Syracuse, N. Y.; J. Stuart Hamilton, C. R. Lippmann, Marquis Regan, New York, N. Y.; Roland Cole, Rochester, N. Y.; Roy P. Chamberlin, Frederick D. Wood, Syracuse, N. Y.; H. Seymour Frank, New York, N. Y.; George Burton Hotchkiss, East New York; Morris Epstein, New York, N. Y.; Herbert M. Alexander, Chicago, Ill.; J. S. Botts, Joliet, Ill.; R. E. Chumassero, New York, N. Y.; Frank Woods, Lovejoy, Arthur Somonson, Racine, Wis.; G. B. Sharpe, John F. Peppard, H. F. Pomeroy, New York, N. Y.; W. H. Rapiet, New Orleans, La.; John A. Keel, William G. Hudson, Shreveport, La.; Henry G. Chambers, C. W. Hancock, New Orleans, La.

Edwin K. Gordon, H. E. Celand, New York; William V. Jones, T. E. Moser, Utica, N. Y.; F. Raymond Marsh, T. F. Van Densen, Davenport, Ia.; W. L. Brisse, Anderson, S. C.; H. E. Dreier, Davenport, Ia.; Ed. R. Henry, Fort Worth, Tex.; R. R. Shuman, Chicago, Ill.; R. E. Kerr, Robert Montgomery, H. C. Burke, Jr., Tully Bostwick, Fort Worth, Tex.; J. Colgate Buckbee, Harold M. Barnes, Minneapolis, Minn.; William Morning, Hugh J. Anneson, C. A. Reyer, Jack Toy, N. R. Compton, A. E. Bell, Amos G. Carter, Fort Worth, Tex.

G. H. Simpson, Cleveland, O.; F. McQueen, O. S. Brick, Dallas, Tex.; E. W. Chandler, Chicago, Ill.; Guy S. Osborn, San Francisco, Cal.; Charles H. Porter, Chicago, Ill.; E. C. Tibbets, Frank P. Allen, Akron, O.; G. Grosvenor Dowe, Washington, D. C.; William Brown, Minneapolis, Minn.; Sidney L. Katz, Chicago, Ill.; William L. Marks, New Orleans, La.; J. J. Wagner, Cedar Rapids, Ia.; J. Henry Smith, Jr., Philadelphia, Pa.; J. C. Young, Cedar Rapids, Ia.; Henry H. Baker, John B. Glass, New Orleans, La.; Paul B. Smith, Oklahoma City, Okla.; Charles W. Green, Battle Creek, Mich.; J. M. Phillips, Oklahoma City, Okla.; Don. P. Ordway, Harry L. Gaze, Battle Creek, Mich.; J. H. McLaughlin, Norfolk, Va.; Nelson J. Padody, Boston, Mass.; O. J. Bam, Denver, Col.

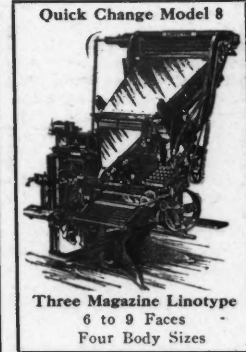
E. W. Tyman, San Antonio; C. R. Woodward, Chicago; H. R. Doughty, Eugene A. Dinot, Joliet, Ill.; C. H. Moore, G. E. Boyer-smith, H. R. Hayck, Portland, Ore.; Spencer H. Over, Granville: S. Standish, Edward J. W. Proffitt, Providence, R. I.; George W. Herbert, Chicago; J. Louis Spencer, Charlotte, N. C.; G. Edward Buxton, Jr., George W. Danielson, Providence, R. I.; C. H. Russell, Oklahoma City, Okla.; Lawrence Andrew Lyon, Providence, R. I.; K. H. Gerlock, Joliet, Ill.; Fred O. Appeldoorn, Kalamazoo, Mich.; A. E. Chamberlain, J. R. Woltz, Chicago; A. R. Schafton, Joseph H. Bagley, New York; H. W. Bucher, Honey Brook, Pa.; James M. Ivin, St. Joseph, Mo.; Howard W. Burrill, George M. Richter, Jr., Syracuse, N. Y.

W. Garrett Lee, Richmond, Va.; W. R. Batterson, Westfield N. Y.; William T. Mullarty, Robert Mackay, N. Y.; Edward I. Fost, Frank A. Black, Zenas W. Carter, Boston, Mass.; Chas. E. Gartell, Norfolk, Va.; J. C. Wilmarth, El Paso, Tex.; R. Stuart Davis, J. F. Zang, Dallas, Tex.; Auer, Albany, N. Y.; James Wright Brown, New York; Victor E. Hecht, T. J. Jarris, S. W. Botsford, Los Angeles, Cal.; E. L. Porter, South Bend, Ind.; C. A. Evans, Chester, Pa.; J. Winchester Holman, Stanley Clague, Chicago, Ill.; Charles H. Mackintosh, John R. Hamilton, Duluth, Minn.; Byron H. Smith, Bartelsville, Okla.; Chas. H. Post, New York, N. Y.; Ivam B. Nordham, Pittsburgh, Pa.; R. S. Scarborough, New York; William A. Wilson, San Francisco, Cal.; Fred F. Johnston, M. E. Martin, Ike I. Lorch, A. G. Chaney, Richard Houghton, Dallas, Tex.; Arthur B. Churchill, Syracuse, N. Y.; John W. Lee, Jr., Syracuse, N. Y.; William H. Ingersoll, Leroy Farman, New York, N. Y.; George Leonard Gold, Brooklyn, N. Y.; Thomas E. Byers, A. V. Snell, S. J. McDonald, S. J. McDowell, A. W. McKeand, A. W. Litschei, Jr., Charleston, S. C.; Chas. M. Dobbs, New Haven, Conn.; Mason C. Brunson, Charleston, S. C.; Alfred V. Van Bueren, New Haven, Conn.; C. H. Sandford, Syracuse, N. Y.; D. G. Salsman, New Haven, Ct.; William S. Lannan, Charleston, S. C.; Eugene Alexander, Dallas, Tex.; Charles E. A. Holmes, Fall River, Mass.; Theo. A. Smith, Charleston, S. C.; Sherman Cody, Chicago, Ill.; E. G. Cove, Evelyn Harris, Henry W. Grady, Ivan E. Allen, Fred Hauser, Atlanta, Ga.

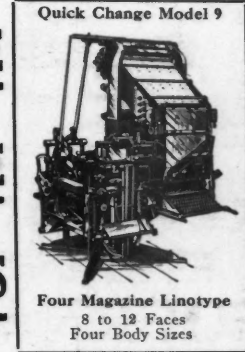
I. Ray Woltz, Chicago, Ill.; Albert L. Adams, E. H. Goodhart, William I. Davis, Atlanta, Ga.; James S. Simmons, Charleston, S. C.; George M. Kohn, M. Greer, J. Jack, H. Lewis Atlanta, Ga.; E. I. Strothers, Pittsburgh, Pa.; W. L. Halstead, Atlanta, Ga.; Harry G. Hall, Lancaster, Pa.; Allen M. Pierce, Atlanta, Ga.; S. DeWitt Clough, Chicago, Ill.; W. P. Hallowell, Thomas S. Florence, Paul Wesley, Howard Geldert, Paul P. Reese, Atlanta, Ga.; W. T. Anderson, Macon, Ga.; William F.

Advertising Composition

goes up like "straight matter" when set on



Quick Change Model 8
Three Magazine Linotype
6 to 9 Faces
Four Body Sizes



Quick Change Model 9
Four Magazine Linotype
8 to 12 Faces
Four Body Sizes

**MULTIPLE
MAGAZINE
LINOTYPES**

Progressive publishers of today are not content to follow obsolete methods

They recognize that

The Multiple Linotype Way Is the Modern Way

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

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK
CHICAGO AGENCY SAN FRANCISCO AGENCY NEW ORLEANS AGENCY
1100 S. Wabash Avenue 638-646 Sacramento Street 549 Baronne Street
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

Parkhurst, Kendall Weisiger, W. Joseph Hubbard, Frank Green, Atlanta, Ga.; E. L. Nilsson, New York, N. Y.; H. M. Simpson, Pittsburgh, Pa.; W. A. Chatterton, Waco, Tex.; Emil Bauer, Chattanooga, Tenn.; Mr. and Mrs. C. J. Potter, Chattanooga, Pa.; Graham C. Patterson, New York, N. Y.; J. B. Scofield, San Francisco, Cal.; Miller Cuss, Edward Curtis Davenport, Ia.; George W. Lansdowne, J. D. Staples, George H. McCormick, Houston, Tex.

Seth W. Ward, Houston, Tex.; G. D. Meckel, Minneapolis, Minn.; W. D. Michener, Delaware, O.; J. W. Adams, New York; F. L. Smith, W. H. Langbridge, D. L. Tillman, La. Cost Erano, Cherate, S. C.; I. S. McGregor, Ruby, S. C.; A. B. Cargill, Milwaukee, Wis.; W. G. Snow, Meriden, Conn.; J. J. Condon, M. S. Stoppell, John J. Furlong, Charleston, S. C.; Ambrose J. Denne, Toronto, Can.; John Renfrew, E. K. Hoak, Los Angeles, Cal.; E. Lanning Master, Henry H. Cooke, Douglas H. Cooke, New York; Walter McDonnell, Washington, D. C.; Wilkins M. Trick, Pittsburgh, Pa.; Penn P. Fodrea, Omaha, Neb.; R. L. Conner, San Francisco, Cal.; Harry A. Dorr, New York; G. C. Coleman, R. Winston Harvey, Lynchburg, Va.

W. P. Lyon, San Jose, Cal.; Ernest A. C. Kernan, Minneapolis, Minn.; F. E. M. Cole, Chicago, Ill.; John H. Rennard, Wheeling, W. Va.; Elmore S. Murthey, New York; I. Isenberg, Wheeling, W. Va.; Louis E. Knocke, Davenport, Ia.; William H. Ukers, New York; George H. Blanchard, Brooklyn, N. Y.; J. D. Rosenberger, T. J. Halberg, H. D. Cullen, Willard J. Wheeler, Birmingham, Ala.; Charles M. Veasey, Chicago, Ill.; Percy St. Clair S. Ackerman, Geo. C. Tainsh, Wm. R. Francis, Portland, Me.; Herbert N. Casson, New York; A. M. Candee, Milwaukee, Wis.; C. W. Dearden, Geo. L. Rodier, Mittleague, Mass.; Charles Robertson, John Blackhall, C. A. W. McDiarrind, George R. S. Fleming, F. G. McKay, H. C. Hacken, Murray Ross, Toronto, Can.; Charles J. O'Malley, Boston, Mass.

Hotel Rennert; Miss A. L. Martin and Mrs. Allen Ayres, Norfolk, Va.; Hotel Rennert; Mrs. F. O. Baker and Mrs. Daniel G. Fisher, Dallas, Tex.; Hotel Rennert.

NEW INCORPORATIONS.

Covington, Va.—Woman's World Co.; maximum capital, \$1,500,000; George E. Nelson, president, New York; John R. Miller, vice-president, Chicago; William H. Smythe, secretary, Chicago.

New York, N. Y.—World Syndicate Co., Manhattan; capital, \$250,000; incorporated by J. W. Ebbs, A. A. Kelley and M. A. Noble.

Houston, Tex.—Gulf Coast Lumberman, capital stock, \$5,000; J. C. Dionne, D. D. Orr, W. E. Hoshall.

Fargo, N. D.—Forum Publishing Co., capital stock, \$100,000; incorporators, J. P. Dotson, S. L. Dotson and Lorne Wilde.

Winnboro, S. C.—News and Herald Co.; capital, \$6,000; incorporators: T. H. Ketchin, K. R. McMaster, J. H. McMaster.

Two Virginia Papers Consolidate.

Former Senator George B. Keezel, chief owner of the Rockingham (Va.) Daily Record, and Robert B. Smythe, chief owner of the Harrisonburg Daily News, have announced the consolidation of their papers under the name of the Daily News-Record. Alexander Forward, recently of the Richmond Times-Dispatch, becomes editor of the consolidated journals. In 1899 R. B. Smythe founded the Harrisonburg Daily News; in 1906 the late D. S. Lewis founded the Daily Times; in 1911 George B. Keezell and others founded the Rockingham Daily Record. For fifteen months the three daily papers struggled along in the town. Last December the Record bought out the Times. Negotiations between the News company and the Record company were opened, which have just terminated.

LADIES REGISTERED.

Mrs. Edward M. Carney, Brooklyn, N. Y.; Hotel Emerson; Mrs. Gerald B. Wadsworth, New York, N. Y.; Hotel Emerson; Mrs. Carl E. Ackerman, Yonkers, N. Y.; Hotel Emerson; Mrs. Emma Whitehurst, Norfolk, Va.; Hotel Rennert; Mrs. Nelson J. Peabody, Chicago, Ill.; Hotel Emerson; Mrs. J. H. McLaughlin, and Miss Anna S. Gann, Norfolk, Va., 1808 West Lavalle street; Miss Claire Alexander, New Orleans, Hotel Caswell; Miss Albert, Hotel Emerson; Mrs. F. W. Wilson, Greenwood, Mass., 2118 North Calvert street; Mrs. W. W. Workman, Richmond, Va.; Hotel Rennert; Miss Grace Mann, Muskogee, Okla.; Hotel Rennert; Mrs. M. A. Savage, Norfolk, Va.; Hotel Rennert; Mrs. William O. Beall, Muskogee, Okla.; Hotel Rennert; Mrs. Harry B. Price, Norfolk, Va.; New Howard; Mrs. C. H. Mann, Los Angeles, Cal.; Hotel Belvedere; Mrs. E. W. Watts, Muskogee, Okla.,

TIPS FOR THE AD MANAGER.

The Siegfried Company, Inc., 500 Church street, New York, is preparing and placing an extensive zone campaign for The Casto Company, 135 West Nineteenth street, New York, makers of Casto, the new condensed Castoria. 5000 l. contracts are now being sent out to central and western New York, New England, Ohio and Michigan newspapers. It is also placing electric appliances for the Prometheus Electric Co., 232 East Forty-third street, New York, in Brooklyn newspapers, and a selected list of magazines.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is handling the advertising of Cooper & McKee, refrigerators, 119 Lorimer street, Brooklyn, N. Y., with a few papers in New York City.

Collin Armstrong, Inc., 115 Broadway, New York City, is contracting the advertising for Messrs. Golrichs & Co., "North German Lloyd Steamship Co.," 5 Broadway, New York City.

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, Mass., is forwarding orders to a few eastern papers for O. D. C. Company, "O. D. C. X-Z-Ma Remedy," 33 West street, Boston, Mass.

Liggett & Myers Tobacco Co., St. Louis, Mo., has transferred its advertising to Frank Seaman, 116 West Thirty-second street, New York.

Joseph E. Baer, 251 Fifth avenue, New York City, is inquiring for rates with papers generally, except southern papers, on 2-inch 156 t. orders for a food account.

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is renewing contracts for Booth's Hyomei Company, "Hyomei," "Mi-o-Na," "Rheuma" and "Parisian Sage," Buffalo, N. Y. It is also placing 35 l. 26 t. orders with some eastern papers for the Bartholomay Brewing Co., Rochester, N. Y.

Bromfield & Field, 1780 Broadway, New York, are forwarding contracts for the Braender Rubber & Tire Co., "Braender Tires," Rutherford, N. J., and 1987 Broadway, New York City.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is issuing 7 l. 4 t. orders to a few eastern papers for Richfield Springs, N. Y. It is also placing 3 in. 3 t. orders with a selected list of papers for the Public Service Cup Co., Bush Terminal, Brooklyn, N. Y.

Frank Seaman, 116 West Thirty-second street, New York City, is again handling the advertising for Kaufman Hats, 123 West Forty-second street, New York City.

The Centaur Company, "Castoria," 77 Murray street, New York City, is forwarding extra copy on contracts.

Foster Milburn & Co., "Doan's Remedies," Buffalo, N. Y., are placing their advertising direct.

Frank Bresbrey Company, 456 Fourth avenue, New York, is making 14 l. 312 t. orders with a selected list of papers for the Grand Union Hotel, New York City. It is also issuing orders to the same list of papers as the previous year for the Delaware & Hudson R. R. Co., New York City and Albany, N. Y.

Van Cleve Company, 250 Fifth avenue, New York City, is sending out orders to some papers in Utah for the Wolverine Lubricants Co., "Wolf's

Head Oil," 78 Broad street, New York City.

Chas. W. Hoyt, 25 Elm street, New Haven, Conn., and 315 Fourth avenue, New York City, is handling the advertising for Mariani & Co., "Vim Mariani," 52 West Fifteenth street, New York City.

Taggart-West, Inc., 217 Centre street, New York City, is asking for rates generally.

Julius Scheck, Union Building, Newark, N. J., is placing 42 l. 9 t. orders with New Jersey, New York and Pennsylvania papers for J. Schwarz, "Kil-ve," Newark, N. J.

George L. Dyer Company, 42 Broadway, New York City, is sending out orders to a selected list of papers for the Union Metallic Cartridge Co., Bridgeport, Conn. M. Hartley & Co., 239 Broadway, New York City agents.

Sherman & Bryan, 79 Fifth avenue, New York City, is handling the advertising for Hilton & Co., Clothing, Newark, N. J., in cities where they have stores.

Albert Frank & Co., 26 Beaver street, New York City, will place contracts with a selected list of papers for the Southern Pacific S. S. Co., New York City.

J. Walter Thompson Co. is issuing 7,000-line one year contracts to a few cities for C. J. Moffett Medicine Co., St. Louis.

O. J. Koch, Milwaukee, Wis., is placing two-time orders with a selected list for Federal Rubber Co.

W. D. McJenkin, Chicago, is handling 1,328-line, one year contracts for Marietta Stanley in Western papers.

Chesman Nelson, Chicago, is making 45-line, two times a week contracts in Western papers for Boettger Chemical Co.

Frank Presbrey Co. is contracting for 35-line, four times, with Eastern papers for Hotel Wentworth.

J. Walter Thompson Co. is issuing 500-line, one year contracts in Texas for Briggs Detroit Co.

Wood, Putnam & Wood Co. is placing 3,000-line, one year contracts with Eastern papers for Moxie Co., Boston.

NEW AD INCORPORATIONS.

New York, N. Y.—Adams & Olmstead, Manhattan; advertising and publishing; \$50,000; Julia Herchel, Henry K. Rogohn, Josephine Herchel.

Buffalo, N. Y.—Whitincor & Ferris Co.; capital, \$54,000; general advertising; incorporated by A. S. Thomas, William J. Ferris and Michael Shea.

New York, N. Y.—International Art Service, Manhattan; general advertising; capital, \$30,000; Samuel Newman, William A. Ihne and Max Left.

St. Louis, Mo.—Ruebel-Tyler Advertising Co.; capital stock, \$5,000; to do a general advertising business; incorporators: D. A. Ruebel, S. R. Tyler and Fred Armstrong.

Four Color Half-Tone of Linotype.

The Mergenthaler Linotype Co. is sending out a four-color half-tone reproduction of its quick change Model 8, three magazine linotype. It is 18 by 23 inches, free of any advertising matter and has wide margins suitable for framing. The artistic quality of the work and the subject should make the picture worthy of a framed place on the walls of every linotype shop.

SHAKESPEARE'S "IOLANTHE."

Time: Last week.
Place: Friars' Club dining room.
Characters: Editors and one lawyer politician member, all eating and discussing literature.
Lawyer Politician—I am a great admirer of Shakespeare. I keep a volume always on my desk. I like his tragedies. I don't like his comedies.
First Editor—Ah! Then, of course, you have read "Iolanthe."
L. P.—Oh, yes, of course. I've read all of Shakespeare.
Second Editor—Did you like Irving—Henry Irving?
L. P.—Very much. But I did not see him in "Iolanthe."

ROLL OF HONOR

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

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339... Phoenix	GLOBE Joplin
CALIFORNIA.	POST-DISPATCH St. Louis
ENTERPRISE Chicago	MONTANA.
RECORD Los Angeles	MINER Butte
TRIBUNE Los Angeles	NEBRASKA
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	FREIE PRESSE (Cir. 128,384).... Lincoln
INDEPENDENT Santa Barbara	NEW JERSEY.
BULLETIN San Francisco	PRESS Asbury Park
CALL San Francisco	JOURNAL Elizabeth
ORCHARD AND FARM IRRIGATION San Francisco	COURIER-NEWS Plainfield
The leading Farm Journal of the Pacific Coast and the Irrigated States.	NEW MEXICO.
RECORD Stockton	MORNING JOURNAL..... Albuquerque
Only newspaper in Stockton that will tell its circulation.	NEW YORK.
GEORGIA.	KNICKERBOCKER PRESS..... Albany
ATLANTA JOURNAL(Cir.54989)Atlanta	BUFFALO EVENING NEWS.... Buffalo
CONSTITUTION Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLE Augusta	EVENING MAIL..... New York
LEDGER Columbus	STANDARD PRESS..... Troy
ILLINOIS.	OHIO.
POLISH DAILY ZGODA..... Chicago	PLAIN DEALER..... Cleveland
SKANDINAVEN Chicago	Circulation for May, 1913.
HERALD Joliet	Daily 112,630
NEWS..... Joliet	Sunday 143,370
HERALD-TRANSCRIPT Peoria	INDICATOR Youngstown
JOURNAL Peoria	PENNSYLVANIA.
STAR (Circulation 21,589)..... Peoria	TIMES Chester
INDIANA.	DAILY DEMOCRAT..... Johnstown
THE AVE MARIA..... Notre Dame	DISPATCH Pittsburgh
IOWA.	PRESS Pittsburgh
REGISTER & LEADER..... Des Moines	GERMAN GAZETTE..... Philadelphia
THE TIMES-JOURNAL..... Dubuque	TIMES-LEADER Wilkes-Barre
KANSAS	GAZETTE York
CAPITAL Topeka	SOUTH CAROLINA.
KENTUCKY.	DAILY MAIL..... Anderson
COURIER-JOURNAL Louisville	THE STATE..... Columbia
TIMES Louisville	(Cir. July, 1912, S. 20,986; D. 20,956)
LOUISIANA.	TENNESSEE.
DAILY STATES..... New Orleans	NEWS-SCIMITAR Memphis
ITEM New Orleans	BANNER Nashville
TIMES-DEMOCRAT New Orleans	TEXAS.
MARYLAND.	STAR-TELEGRAM Fort Worth
THE SUN..... Baltimore	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	CHRONICLE Houston
MICHIGAN.	WASHINGTON.
PATRIOT (Morning)..... Jackson	POST-INTELLIGENCER Seattle
Daily (Except Monday)	WISCONSIN.
Average, Year of 1912	EVENING WISCONSIN..... Milwaukee
Daily..... 10,569 Sunday..... 11,629	CANADA.
MINNESOTA.	ALBERTA.
TRIBUNE, Morn. & Eve..... Minneapolis	HERALD Calgary
	BRITISH COLUMBIA.
	WORLD Vancouver
	ONTARIO.
	FREE PRESS..... London
	QUEBEC.
	LA PATRIE..... Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

New Orleans States
37,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.
Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 10,556 agate lines on Total Space for that period.
THIS IS NOT IRREGULAR, BUT VERY FREQUENT.
Don't be fooled by wild, unsupported claims "month after month."
Proof of above record shown by agate rule. The States produces results always.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

PRESS ASSOCIATIONS.

The eighth annual convention of the Federation of Trade Press Associations in the United States will be held here in the Hotel Astor on Sept. 18, 19, and 20. Journals of more than seventy-five trades industries, and professions will be represented at the meeting. Their united capital is some \$35,000,000. The committee on arrangements consists of W. H. Ukers, chairman; J. C. Oswald, E. A. Simmons, E. R. Shaw, P. H. Litchfield, H. G. Lord, Grant Wright, M. C. Robins, R. H. McCreedy, F. D. Porter, A. W. Clarke, F. F. Cutler, and W. W. Gale.

At the annual meeting of the Illinois Woman's Press Association last week, the following officers were elected for the ensuing year: President, Miss Ethel Colton; first vice-president, Mrs. Mate Palmer; second vice-president, Mrs. Ida Gibson, third vice-president, Miss Elizabeth Lonergan; treasurer, Mrs. Estelle Ryan Snyder; recording secretary, Mrs. Maude Swalm Evans (re-elected); corresponding secretary, Miss Ruth Herrick.

At the annual meeting of the Brooklyn Press Club, last week, officers were elected for the ensuing year. The reports of the retiring board of officers showed that the club was in excellent financial shape. Following are the new officers: President, Francis H. Deane; vice-president, William L. Hope; secretary, Theodore M. Stitt; financial secretary, C. Graham Baker; treasurer, John F. Lane; governors, Walter M. Oestreicher, Maurice S. Seelman, Jr., John N. Harman, Richardson Webster, Joseph F. McKeon, Harry A. Bullock, David E. Sassen, John T. Ballou, Jr., and Clarence A. Hartman.

COPIES OF FOREIGN PAPERS.

Wisconsin University Possesses a Unique Collection.

The collection of foreign newspapers in the laboratory of the course in journalism at the University of Wisconsin has just been increased by the addition of a large number of newspapers from Italy, Tunis, Turkey, Germany, the West Indies and Panama.

Prof. Grant Showerman, of the Latin department, who is abroad on leave of absence, has sent an interesting collection of Italian newspapers as well as some from Tunis and Constantinople. Among these is the children's supplement of the Corriere Della Sera, of Milan, which contains colored comic illustrations of figures familiar in American comics. The other Italian papers include Il Messagero, Rome; Il Giornale d'Italia, Rome; La Luce, Rome; Il Travaso, Rome; Frugantina, Rome; Rugantino, Rome; Vita Giocconda, Rome; La Domenica del Corriere, Milan; Il Mulo, Bologna; La Baricata, Bologna; U Panarijdde, Taranto; Il Risorgimento Salernitano, Salerno; Corriere Delle Puglie, Bari; Il Mattono, Naples.

The newspapers from Tunis include La Depeche Tunisienne, La Tunisie Francaise, Le Courier de Tunisie and Ez-Zohra, printed in Turkish characters. The Sicilian papers are the Giornale di Sicilia, of Palermo, and Gazette di Messina e Delle Calabrie, of Messina.

Dr. R. G. Thwaites, of the State Historical Library, has presented the laboratory with copies of the Daily Gleaner, Jamaica; Port of Spain Gazette, Trinidad; the Barbados Standard, Bridgetown, Barbados, and the Panama Morning Journal, Panama.

Armstrong Gets Oelrichs' Ad Account.

The advertising of Oelrichs & Co., American agents of the North German Lloyd Steamship Co., will hereafter be handled by the Collin Armstrong Agency, 115 Broadway. This is one of the largest, if not the largest, steamship advertising accounts in the U. S.

A. N. A. M. ANNUAL MEETING.

Tim Thrift Elected President of Ad Buyers' Organization.

The annual meeting of the Association of National Advertising Managers was held at the Waldorf-Astoria June 6 and 7. This association is the largest association on the buying side of advertising, and contains in its membership the advertising managers of the leading manufacturing concerns in this country.

The opening session on Thursday was very well attended. The proceedings were conducted by the retiring president, L. G. McChesney, of Thomas A. Edison, Inc., Orange N. J. The two days' sessions were open to members of the association only.

At Friday afternoon's session the officers for the fiscal year 1913-1914 were elected as follows: President, Tim Thrift, American Multigraph Sales Co., Cleveland, O.; vice-president, Harry Tipper, Texas Co., New York City; treasurer, W. C. Snow, International Silver Co., Meriden, Conn.

The retiring directors were: L. E. Olwell, National Cash Register Co., Dayton, O.; G. S. Parker, Parker Pen Co., Janesville, Wis.; Harland J. Wright, William Whitman & Co., New York City; F. T. Joy, E. A. Mallory & Sons, Danbury, Conn.; W. H. Ingersoll, Robert H. Ingersoll & Bro., New York City. Mr. Ingersoll and Mr. Wright, of the old board, were re-elected and R. A. Holmes, of Crofut & Knapp Co.; G. B. Sharpe, of the De Laval Separator Co.; A. C. Reiley, of the Remington Typewriter Co., all of New York City, and Roy B. Simpson, of the Roberts, Johnson & Rand shoe Co., St. Louis, Mo., were also elected to the board of directors.

Among those present were: M. G. Adams, American Locomotive Co., New York; C. F. Alward, H-O Co., Buffalo; D. E. Austin, Nestle's Food Co., New York; B. B. Ayers, American Steel & Wire Co., Chicago; Edw. S. Babeox, Firestone Tire & Rubber Co., Akron, O.; Edw. M. Baker, Corn Products Refining Co., New York; Harold M. Barnes, Russell-Miller Milling Co., Minneapolis; G. H. Benkhardt, Smith, Kline & French Co., Philadelphia; M. G. Bennett, Samuel Cabot, Inc., Boston; A. M. Candee, National Enameling & Stamping Co., Milwaukee; Frank H. Cole, Peter Henderson & Co., New York; J. T. Conkey, G. E. Conkey Co., Cleveland; D. R. Curtenius, Kalamazoo Stove Co., Kalamazoo; C. W. Dearden, Strathmore Paper Co., Pittsborough; F. P. Foster, Jr., Glidden Varnish Co., Cleveland; G. S. Fowler, Colgate & Co., New York; E. H. Game, McKesson & Robbins, New York; O. C. Harn, National Lead Co., New York; Adam Haskell, Valentine & Co., New York; Clyde E. Horton, Sherwin-Williams Co., Cleveland; C. C. Hubbs, United States Tire Co., New York; Arthur C. Hurlburt, Colt's Patent Firearms Co., Hartford, Conn.; Wm. H. Ingersoll, Robt. H. Ingersoll & Bro., New York; F. B. Kilmier, Johnson & Johnson, New Brunswick, N. J.; E. St. Elmo Lewis, Burroughs Adding Machine Co., Detroit, Mich.; L. C. McChesney, Thomas A. Edison, Inc., Orange, N. J.; T. P. Metzger, Columbia Phonograph Co., New York; M. R. D. Owings, International Harvester Co., Chicago; W. G. Page, Addressograph Co., Chicago; H. G. Proudfit, Aeolian Co., New York; H. S. Quine, Goodyear Tire & Rubber Co., Akron, O.; Carl H. Reed, Electric Storage Battery Co., Philadelphia; A. C. Reiley, Remington Typewriter Co., New York; W. G. Snow, International Silver Co., Meriden, Conn.; W. S. Stone, Gorham Mfg. Co., Providence, R. I.; Tim Thrift, American Multigraph Sales Co., Cleveland; E. T. Welch, Welch Grape Juice Co., Westfield, N. Y.; Montgomery H. Wright, John B. Stetson & Co., Philadelphia.

OBITUARY NOTES.

ADELAIDE S. SEAVERN'S died in Roslindale, Mass., on Saturday, aged fifty-nine years. Her career as editorial assistant as "Aunt Serena" on Zion's Herald covered a period of more than thirty-seven years. When Dr. Parkhurst became editor of Zion's Herald in 1888 Miss Seaverns was his assistant.

CHARLES M. FAYE, for fifteen years managing editor of the Chicago Daily News, and for thirty-two years with that paper, died at his home in Aurora on Sunday. The funeral was held on Tuesday. He was born in New York in 1851.

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- LEVEN ADVERTISING CO.
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Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY
Lat.-Am. Of., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

WALTER S. GATES, formerly purchasing agent for the Chicago Herald, and for seven years superintendent of the Chicago Chronicle, died recently in California and was buried at Waukegan, Ill.

MARK H. COBB, a contemporary of Horace Greeley in newspaper work in New York and for forty years an official of the United States Mint in Philadelphia, died last Sunday. He was born on April 20, 1828, in Colebrook, Conn. In 1853 he founded the New Dawn, a weekly newspaper, at Honsdale, Pa., which he published one year. Then he moved his plant to Wellsboro, Pa., where he was the founder of the Agitator.

WILLIAM E. SAGE, fifty-four years old, the veteran dramatic and literary editor of the Cleveland Leader, died in Cleveland, O., June 10.

CHARLES D. BARKER, one of Atlanta's oldest newspaper men, died last Tuesday. Mr. Barker for twenty-six years was editor of the Southern Star, a weekly paper published in Atlanta.

The South Haven (Mich.) Gazette has suspended publication.

Newark Star's Popular School Page.
The Newark (N. J.) Evening Star is credited with projecting a new feature that has proved to be immensely popular with its readers. In brief, the interest of the pupils of the various high schools and preparatory schools within its territory of circulation is aroused in a sort of competition to determine which school can produce, by the unaided efforts of its pupils, the best page of interesting data relating to the school. One of these school pages appears in the Evening Star each week. It is written, illustrated and edited entirely by the boys and girls and gives historical data with illustrations, a short prize story by the pupils and other features of their own devising. It is a plan, inexpensive in itself, which newspapers in other cities may copy with profit and benefit.

Ask Receiver for Gratiot Journal.
Application has been made in the Circuit Court at Ithaca, Mich., for the appointment of a receiver for the Gratiot County Journal, the oldest paper in the county. Efforts are being made to arrange for its continued publication. The paper was founded in 1856.

A NEW RECORD

For years THE CHICAGO TRIBUNE has printed more advertising than any other Chicago paper. It remained for this spring season to mark a new record for THE TRIBUNE, which appears below.

On the following days in April and May (this advertisement written May 11) THE CHICAGO TRIBUNE printed more advertising than the three other Chicago morning papers COMBINED. This record is especially noteworthy in view of THE TRIBUNE'S strict censorship of advertising, which is not observed by the other papers.

Date	Tribune	3 Other Morning Papers	Tribune's Excess
April 8	104.00 columns	102.52 columns	1.48 columns
" 15	113.32	110.94	2.38
" 18	111.56	107.12	4.44
" 23	119.44	111.98	7.46
" 30	111.82	102.29	9.53
May 2	100.31	92.15	8.16
" 7	102.74	100.05	2.69
" 9	112.66	101.42	11.24
Totals	875.85 columns	828.47 columns	47.38 columns

In addition to this new and significant record, THE CHICAGO TRIBUNE has another to announce of almost equal significance.

In the first four months of 1913, Chicago's first newspaper has printed more advertising than the first paper in New York City. Here are the figures:

JANUARY-APRIL, 1913, INCLUSIVE

THE CHICAGO TRIBUNE	4,418,634 lines
First New York Paper	4,204,403 lines
CHICAGO TRIBUNE'S EXCESS	214,231 lines

The Tribune prints far more advertising than any other Chicago paper

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office, 1207 Croisic Building, 220 Fifth Ave., New York City

