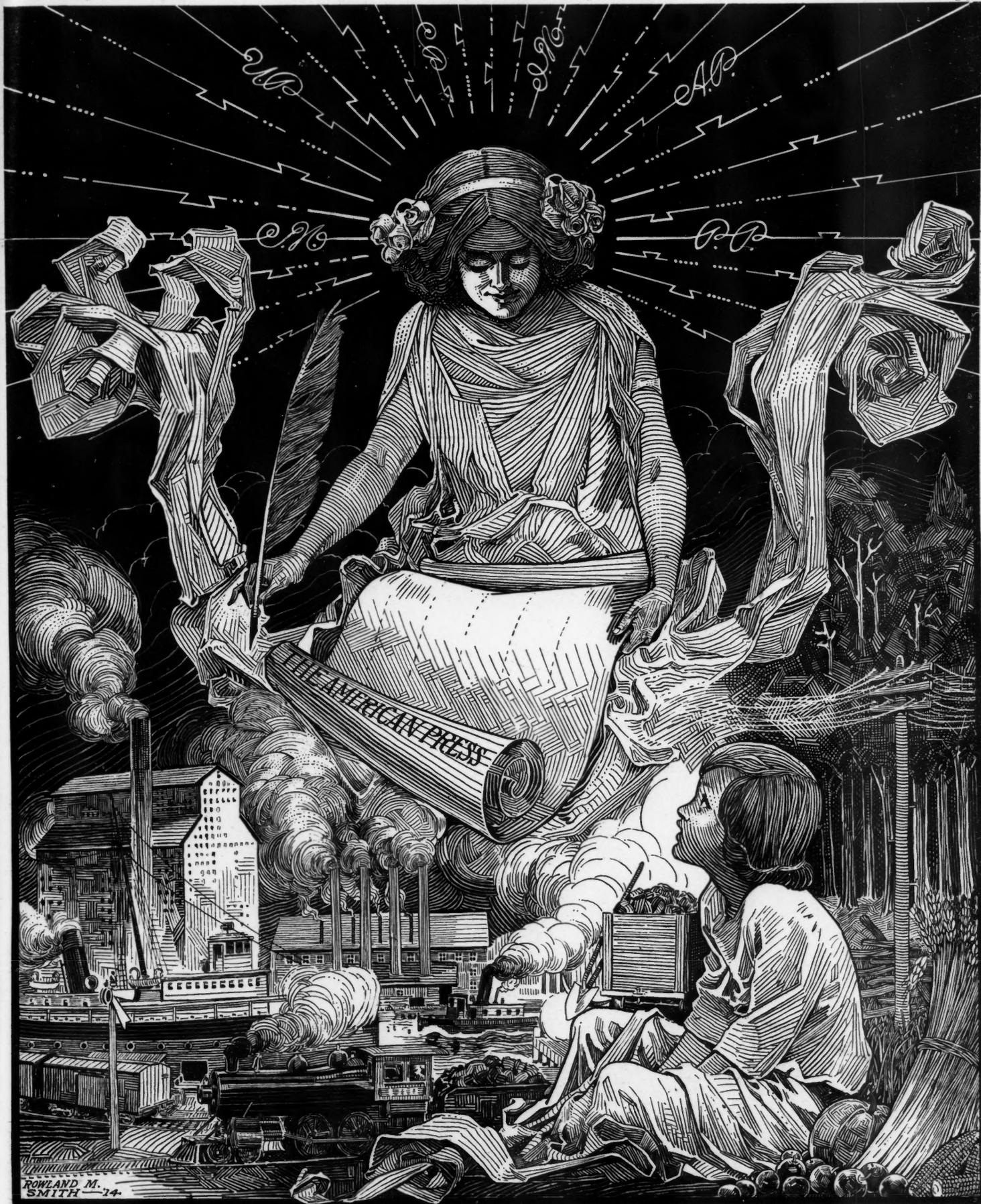


THE EDITOR AND PUBLISHER AND JOURNALIST

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ROWLAND M.
SMITH - 74.

BREUCHAUD IN CHARGE

Retiring Owners of the Richmond Times-Dispatch Receive Tokens of Affection from Their Employees—Staff Changes Follow Taking of Concern By New Management Headed By a President from New York.

(Special Correspondence.)

RICHMOND, VA., April 19.—The past week was filled with activity in and around The Times-Dispatch office. Following the incorporation of The Times-Dispatch Publishing Company, of Richmond, capitalized at from \$100,000 to \$600,000 to take over the plant, good will, etc., of the old Times-Dispatch Company, came the official announcement on Thursday morning of the sale of the newspaper effective as of April 1, upon which date negotiations were started for the purchase of the plant.

The officers of the new publishing company, who also constitutes the board of directors of The Times-Dispatch Publishing Company, are: Jules Breuchaud, of New York, president; J. O. Winston, of Richmond, vice-president; and T. S. Winston, of Richmond, secretary and treasurer. Colonel H. S. Hasbrook, of New York, and his son, C. P. Hasbrook, an advertising specialist of New York, will have editorial connection with The Times-Dispatch, Col. Hasbrook taking over the reins of editorial and general management.

BRYAN INFORMS EMPLOYEES.

Messrs. John Stewart Bryan and J. St. George Bryan, who have looked after the destinies of the Times-Dispatch since the death of their father, Joseph Bryan, took all employees of the newspaper into their confidence on April 1 and informed them of the pending deal, stating that it was their desire that the employees hear the news first hand rather than on the streets. Despite the fact that rumors flew thick and fast the employees refused to divulge what had been told them, but being on the inside they knew that the deal would be consummated.

Immediately a committee was named to purchase a suitable present for the retiring owners as a token of the esteem and love in which the Messrs. Bryan were held. Beautiful silver loving cups, suitably engraved, were presented the Messrs. Bryan, who responded feelingly. John Stewart Bryan said that building of The Times-Dispatch to its present position of influence and worth for the progress of the Commonwealth was due to the co-operation and loyalty of the men, women and boys who were employed in the various departments; and he expressed the hope that the co-operation and loyalty of the employees would be given the new owners in the same spirit that it was given the retiring owners.

TWO WEEKS' SALARY AS GIFTS.

On Saturday, by request of the Messrs. Bryan, all the employees from the office boy to the highest official gathered in the spacious composing room and on behalf of the five Bryan boys, representing the Estate of Joseph Bryan, St. George Bryan handed an envelope which contained a handsomely engraved card and voucher for two weeks' salary to each employe. The card read:

As a memorial to Joseph Bryan, who founded this paper and established the basis of mutual regard and appreciation between all departments, out of which the spirit of the Times-Dispatch has sprung, we ask your acceptance of this token of our esteem and friendship. No matter what the future may hold, nothing can impair the satisfaction of those years of unbroken confidence and fellowship with which, supported by the staff of the Times-Dispatch, we have approached the tasks that arose in the conduct of this paper.

In the days of struggle, you, our friends, were courageous and loyal; in the hour of achievement you were constant and steadfast; when joy came you rejoiced with us, and in sorrow we had the sorrow and sympathy of our comrades and fellow laborers.

These memories lessen the pang of farewell; they are as rare as they are precious; for they only come where there is true comradeship of labor and accomplishment. And as we treasure these recollection, we trust that in whatever field your work may lie you may receive the full reward that

your character and your loyalty have so richly earned, and now we bid you farewell! (Signed) John Stewart Bryan, Robert Coalter Bryan, Jonathan Bryan, Joseph St. George Bryan, Thomas Pinckney Bryan. April 13, 1914.

Before the sale was confirmed came the announcement that R. W. Simpson, city editor of The Times-Dispatch for seven years past, had tendered his resignation, effective on April 18, to accept a position in the Atlanta office of the Associated Press. During the past three years Mr. Simpson has been the Richmond representative of the Associated

Times Copyright Suit in Court.

The New York Times Company is pressing its copyright suit against the Sun Publishing Company in the case involving the alleged infringement of the Times copyright of Roald Amundsen's account of his discovery of the South pole. The case was up in the Supreme Court of the United States on Tuesday, and a writ of certiorari was prayed for. If the court answers the prayer a hearing will probably be had on Monday.

CHICAGO HAPPENINGS.

The Advertising Association Will Give Smoker—Fred. Hatton and His Wife Write New Comedy—Female Reporter's Revenge—Death of Mrs. Grace Duffy—Uncle Tom's Cabin Burlesque Unpopular.

(Special Correspondence.)

CHICAGO, April 22.—The Advertising Association of Chicago announces its April smoker for next Monday evening. There will also be a special program for the weekly ladies' day, Wednesday. On Thursday noon trade extension will be considered.

It is announced that a new comedy entitled "The Call of Youth," by Frederick Hatton, dramatic editor of the Chicago Post, and his wife, is soon to be produced here, where their previous play, "Years of Direction," achieved immediate success. It will be a thoroughly Chicago play and is to be immediately produced.

MACK LEAVES FOR NEW YORK.

W. W. Mack, associate editor of the Insurance Field here, leaves for New York to take a position with the Weekly Underwriter.

A nery female reporter who was barred from a rehearsal of the Junior League the other day, got even and got in with a good story by calling the firemen by reporting that the doors of the hall were locked contrary to the fire ordinances.

The Southern Club was entertained at its luncheon Tuesday with a talk on politics by Charles N. Wheeler, political editor of the Inter-Ocean.

The mother of Mrs. Grace Duffy Boylan, of the Journal staff, died in Michigan last week.

Some of the older members of the Chicago Press Club have registered vigorous objections to the burlesque on "Uncle Tom's Cabin" being rehearsed for presentation at the club's annual show. They deem it a sacrilege to present it that way.

CORY AGAIN ON JOURNAL.

Jack Cory is again drawing the leading cartoons for the Journal.

Word has reached here that Frank B. Kendrick, a local newspaper man who recently went to the Balkan States as private secretary to the new minister, Charles J. Vopicka, of Chicago, has resigned, owing to a disagreement and is en route home now.

J. Bradley Smollen, for the past two years with the Examiner, has just left to join the National Editor's Association, Scrips-McRae Chicago staff.

Albert E. Jack has resigned as secretary of the Milk Producer's Association and editor of the Milk News.

Lieutenant-Governor Barratt O'Hara, a former Chicago newspaper man, continues to pull off new stunts in his official capacity. His latest is to go east with his wife and secure employment for a short time for both in factories there, so as to learn working conditions at first hand. In this they were successful for short jobs.

Polish Paper Wins Libel Suit.

The Kuryer Polski, a Polish daily of Milwaukee, Wis., was upheld by the Circuit Court of that city last week in its article stating that Ignatz Czerwinski, local political power, assisted Jan Staszynski of Chicago in the latter's escape from this country after he embezzled \$12,000 from the Roman Catholic Church. The court dismissed the \$100,000 libel suit against the publication by Czerwinski.

Trimble Buys Hogansville Citizen.

P. A. Trimble, who has been connected with the La Grange (Ga.) Reporter for the past two years, has purchased the Hogansville (Ga.) Citizen from J. S. Abercrombie which he will edit from La Grange. Meanwhile, Mr. Trimble will retain the business management of the Reporter.



W. L. McLEAN GOES A' HUNTING.

Press and the call to the Atlanta office comes in the way of promotion. Previous to coming to Richmond Mr. Simpson worked on Charlotte and Greenville, S. C., newspapers and he is regarded as one of the ablest city editors in the South. As a reminder of the boys in Richmond, Mr. Simpson was presented with a handsome traveling bag previous to his departure.

CHANGES ON STAFF.

W. B. Smith, for a number of years reporter on The Times-Dispatch, and who covered the last session of the House of Delegates of the General Assembly with ability, has been promoted and succeeds Mr. Simpson on the city desk.

Allen Potts, business manager of the Times-Dispatch, will leave that newspaper on May 1 to become affiliated with the Richmond News-Leader, owned by John Stewart Bryan. On Saturday Mr. Potts was presented with a beautiful gold watch as a present representing the esteem in which he is held by the employes of the newspaper which he leaves.

The new management of The Times-Dispatch has not announced any changes, but it is thought a new business manager will be named and probably an editorial writer of national reputation secured.

PLAN NATIONAL WEEKLY.

Banking Expert and Editor Will Unite in Venture.

Believing that there is still a profitable field for a live, national independent weekly in New York for criticism and discussion of general and political news, such a publication is being planned by Herbert Croly and Willard D. Straight. Mr. Croly, who is a well-known literary man, will be editor-in-chief. His editorial associates will be Mr. Straight, Walter Weyl, Walter Lippman, Francis Hackett, recently of the Chicago Evening Post, and Philip Littell. Messrs. Hackett and Littell will have charge of the literary department.

Mr. Croly states that it will be some months before definite plans can be announced except to say that the new publication will follow somewhat the lines of the Independent and the Outlook, but will be more critical. Mr. Straight, who is now with J. P. Morgan Co., represented the American bankers in China in the Six Power loan negotiations and is the president of the American Asiatic Association. The new publication will probably be called The Republic according to the statement of its promoters.

American Newspaper Publishers and Associated Press Conventions.

Annual Meetings at Waldorf-Astoria Bring Together a Most Notable Gathering of Newspaper Men from Every Section of the Country—Record Attendance and Enthusiasm Features of All Sessions—Herbert L. Bridgman Elected President of the A. N. P. A.—Noyes Heads the A. P.—Reports of the Proceedings. Speeches at Associated Press Luncheon and Publishers' Banquet.

A. N. P. A. SESSIONS

It was eleven o'clock on Wednesday, when the meeting of the American Newspaper Publishers' Association was called to order. Fewer persons were present than attended the sessions of the Associated Press the day before. The order of business included the president's address, the reports of the board of directors, treasurer, manager, and advertising agents committee.

President Elbert H. Baker said in his address:

PRESIDENT'S REPORT.

"The association year now drawing to a close has been an eventful one, bringing its share of hard work to all of us; its full share of joy and success to most of us, and its share of grief to those of our members who mourn the loss of those near and dear to them. It seems as though it were weeks, not months, since our last annual meeting, so deeply do we become absorbed in the rush of current events and of business. Out of it all, we have come together to compare notes on the work of the year and to plan as wisely as may be for the work of coming days.

"An important share of the work of the association is carried on through its various standing committees and among these the work of our paper committee stands out conspicuously. I know that we one and all recall with appreciation and gratitude the able and untiring efforts of its chairman, John Norris, and that we shall all sadly miss his wise counsel and his genial presence. I trust that before final adjournment suitable resolutions may be offered and spread upon our minutes.

WORK OF LABOR COMMITTEE.

"The Labor committee has had a busy year and has done most excellent work, as will be shown by the report by its chairman. Let me urge anew that our members consult Mr. Kellogg before making or modifying a contract or before taking any dangerous step that may establish a precedent. Let us bear in mind that the Labor committee has dealt with hundreds of cases and can and will gladly save our members from many a pitfall if we will but consult them in time. While great progress has been made in this direction, I cannot too strongly urge every member to freely consult the committee before taking action on labor matters. It is manifestly unfair to blame the committee or its chairman for our own mistakes.

ADVERTISING AGENTS.

"The Advertising Agents' Committee continues to do a very important work, and our members will do well to follow its suggestions with care. Many a publisher's list of bad accounts would be appreciably shortened if he would give prompt heed to the changes in credit ratings and other valuable suggestions found in the Bulletins from week to week. It will be well to act upon the suggestions first and ask the reasons afterwards, if one then wishes to do so. You may rest assured that this committee never acts without the fullest information and never with undue haste.

"The Bureau of Advertising will present a report of its first year's work and other committees will report the results of their deliberations and their recommendations for your consideration.

"The attention of the association has been called many times to the desirability of increasing our membership and thus widening our sphere of usefulness. After considerable discussion a year ago, the subject was referred to a special committee, under the chairmanship of Mr. Adler, and the matter will later

come up for discussion and possible action.

AS TO AD AUDITS.

"Many of our members are greatly interested in and enthusiastically supporting the proposed Advertising Audit Association, and all of our members are deeply interested in the fact that the Postmaster General has, during recent months, given especial attention to the

Mr. Palmer, with his large and efficient corps of assistants, is always at your command by mail or by wire. The office now answers over 1,000 inquiries per month and receives more than 1,000 claims each month for collection. Get better acquainted with our New York office. Use it freely.

"I wish to express my appreciation of the cordial cooperation of the many

ASSOCIATED PRESS.

The annual meeting of the Associated Press, which was held at the Waldorf-Astoria on Tuesday, was, in point of attendance, and enthusiasm, the most successful in the annals of that body. Never before has the Astor gallery, in which the two sessions were held, contained so many active and progressive newspaper editors and publishers. Many of the members had arrived the day before and were on hand early on Tuesday morning to greet old friends in the newspaper ranks and to meet new ones. The weather was perfect. The sun shone with rich effulgence and the delightfully cool air added zest to the occasion.

PROMINENT PUBLISHERS PRESENT.

When Frank B. Noyes, the president of the Associated Press, called the delegation to order, at a few minutes before eleven o'clock, he faced a majority of the leading men in the publishing business in the United States. Among them were General Charles H. Taylor, editor and publisher of the Boston Globe; Colonel W. R. Nelson, editor and publisher of the Kansas City Star; W. L. McLean, publisher of the Philadelphia Bulletin; Charles Hopkins Clark, editor of the Hartford Courant; Alden J. Blethen, publisher of the Seattle Times; W. H. Cowles, publisher of the Spokane Spokesman-Review; Clark Howell, editor of the Atlanta Constitution; A. C. Weiss, publisher of the Duluth (Minn.) Herald; Bradford Merrill, general manager New York American; Charles R. Miller, editor New York Times; Frank P. Glass, business manager and publisher of the Montgomery (Ala.) Advertiser; Elbert H. Baker, publisher of the Cleveland Plain Dealer; Colonel Charles A. Rook, president and editor of the Pittsburgh Dispatch; Adolph S. Ochs, owner of the New York Times; Charles W. Knapp, president of the St. Louis Republic; Charles H. Grasty, president, publisher and editor of the Baltimore Sun; Bruce Halderman, business manager of the Louisville Courier Journal; J. F. MacKay, business manager of the Toronto Globe; Don C. Seitz, publisher of the New York World; F. P. MacLennan, editor and publisher of the Topeka (Kan.) State Journal; John C. Shaffer, owner of the Shaffer list of newspapers.

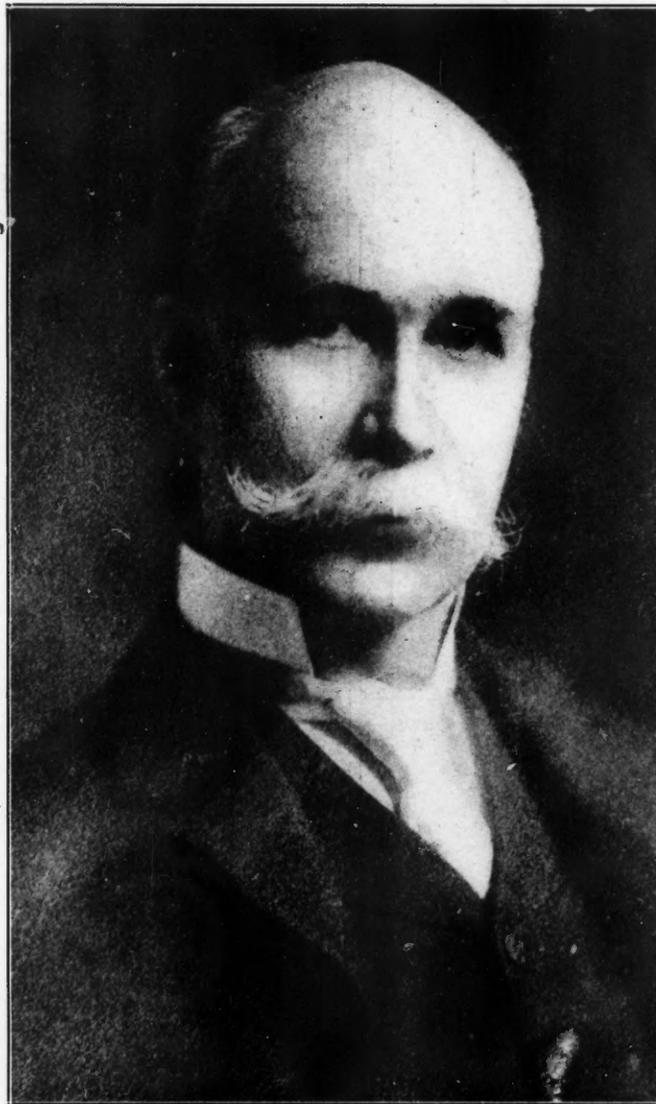
The morning session was devoted to routine matters. These included the report of the Board of Directors, the president's annual report and the appointment of special committees.

BOARD OF DIRECTORS' REPORT.

Frederick Roy Martin, assistant general manager of the Associated Press, read the report of the board of directors. It follows:

"To the Members of the Associated Press:

"The important news of 1913, as chronicled in our report was of great political, economic and geographical variety, including a change in the national administration with a continuous session of Congress and the enactment of tariff and currency legislation; the overthrow and assassination of President Madero with its train of succeeding events in Mexico; the Balkan wars with their reflection upon general European conditions; the Californian alien land law legislation and its attendant complications with Japan; the off-year elections; the impeachment of Governor Sulzer, of New York; the election and assembling of a parliament in China, the selection of a constitutional president and the revolutionary outbreaks in southern China; the illness and death



HERBERT L. BRIDGMAN.

NEW PRESIDENT OF THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION.

semi-annual statements required of us, and now clearly demands that the figures shall state the *net paid* circulation of our several publications. Between the Audit Association on the one hand and the Post Office Department on the other, it looks as though a careless handling of circulation figures would, to say the least, soon become quite unfashionable.

"I wish very earnestly to call your attention to the highly efficient work of our New York office and to the constantly widening sphere of its activities. More and more our members are learning the worth of this mine of information and availing themselves of its aid. It is equipped to promptly render many and varied forms of service, and

departments of our organization during the year, and the splendid results achieved. The members of the several standing committees have given much time and thought to the important matters entrusted to their care, and with results that are highly gratifying. We will close the year with the largest membership yet reached, and well equipped for still greater usefulness in the years to come."

One of the first things attended to was the adoption of a resolution on the death of John Norris, the man who fought so long, hard and successfully to get free print paper.

Louis Wiley of the New York Times presented the resolution, as follows:

(Continued on page 927.)

abroad of J. P. Morgan and Mayor Gaynor; the Volturno disaster; the Belgian national suffrage strike; the great floods in the middle west; the ill-fated Scott Antarctic expedition and the assassination of King George of Greece.

"Of unusual seriousness were several labor disturbances, notably in West Virginia, Michigan and Colorado, which were of a character repeatedly to demand the services of staff men. The reports of these troubles which were frequently marked by loss of life and other hardly less exciting developments, called for most careful news-gathering. The chronicling of such labor struggles is at times criticized, first by one side and next by the other, but if our reports are examined as a whole, we believe they demonstrate that the Associated Press has mirrored the events without fear or favor.

REVIEW OF TARIFF REPORTS.

"For its own information the management carefully reviewed the reports of the tariff discussion that were carried on our wires, although not a single complaint of partisanship had been made by members. The entire report was assembled and a comparison made of the attention devoted to those who favored and to those who opposed the administration's tariff policy. This examination convincingly confirmed the belief that our staff is so accustomed to record events without prejudice that our news-gathering machinery is almost automatically impartial.

"We have had a complete year of the departmental division of authority under the general manager, and this form of reorganization has developed with increasingly satisfactory results. A general revision of the entire market report was accomplished, resulting in a decrease in the volume of this character of news of approximately 40 per cent without impairment of its value. A special afternoon sporting service was maintained throughout the baseball season which the papers taking it declared to be the best ever offered in the United States, a general sporting editor was appointed, men were detailed to cover sports in the larger offices, weekly sporting letters were distributed by mail and much original, high-class sporting news was brought into the report. The service between night "30" and the beginning of the regular day report was accelerated and strengthened, news men in every bureau and relay office beginning work so that our day offices start simultaneously with afternoon newspapers. With the approaching completion of the Panama Canal, a staff man was assigned to the Canal Zone, and will be maintained there. An auxiliary news bureau has been instituted and started upon a mail service that is almost limitless in possibilities of extension.

NEW TRAFFIC DEPARTMENT.

"The establishment of the traffic department has proved of unmistakable benefit. It has been developed with two aims, to render the wire service more efficient and to improve the personnel. The results along the lines of wire service are demonstrated effectively by the charts made up from the daily logs of operators, which show the percentage of idle time, wire efficiency and average number of words per hour. World's records of transmission have been made and those have been broken several times during the year. The improvement in personnel is closely interwoven with this increased efficiency, and our loyal operators are not only performing better telegraphic service, but are also

constantly alert in aiding our news department. The first bulletin of many an important event during the last year was forwarded by watchful operators. We note with satisfaction that our membership is appreciating what a highly devoted body of men these operators are and is co-operating enthusiastically to make their working conditions more agreeable.

"The last general revision of assessments, based upon the census of 1910, was calculated to enable us to acquire an emergency reserve fund, which could be available in years of unusual expenditure caused by wars, national elections or similar events demanding heavy tolls and unusually large staffs. Owing to the extraordinary expenses of the na-

whose circuits have been directly affected may be equitably reduced.

"The board still has under favorable consideration various propositions of service allowances to employees which shall encourage continual service and expects soon to establish a feasible and acceptable plan.

"We closed the year with the membership representing 895 papers—341 morning papers, 507 evening papers and 47 Sunday papers—an increase of 29 papers during the year.

"Respectfully submitted,

"Frank B. Noyes, Victor L. Lawson, Charles W. Knapp, W. L. McClean, Thomas G. Rapier, Herman Ridder, Clark Howell, William R. Nelson, Adolph S. Ochs, Charles Hopkins

mittee, the Association proceeded to elect directors to fill the vacancies. The result of the ballot follows:

Frank B. Noyes, president of the Washington (D. C.) Star; Adolph S. Ochs, publisher of the New York Times; Anton C. Weiss, publisher of the Duluth (Minn.) Herald, and William L. McLean were re-elected; W. Y. Morgan, publisher of the Hutchinson (Kan.) News, was elected to succeed Col. William R. Nelson, publisher of the Kansas City Star, who declined re-election, and Col. J. M. Johnston, publisher of the Houston Post, was elected to fill the vacancy caused by the resignation of Thomas G. Rapier, publisher of the New Orleans Picayune, which was recently consolidated with the Times-Democrat of that city.

Mr. Morgan, one of the two new members of the board, is one of the best known editors of Kansas. He has served three terms in the state legislature, and was for four years state printer. He has been the owner of the Hutchinson News since 1895, and has been a member of the Associated Press for 19 years. His newspaper carries a large amount of foreign and local advertising, and has a circulation of 9,000 copies.

The following publishers will serve on the advisory board of the Associated Press during the coming year:

EASTERN DIVISION.

James Elverson, Jr., Philadelphia Inquirer; George B. Utter, Westerly (R. I.) Sun; Edward H. Butler, Jr., Buffalo News; William H. Dow, Portland (Me.) Express; A. P. Moore, Pittsburg Leader. Nominating Committee: Don C. Seitz, New York World; Benjamin H. Anthony, New Bedford Standard. Auditing Committee: E. E. Smith, Meriden (Conn.) Record.

SOUTHERN DIVISION.

James R. Gray, Atlanta Journal; Frank P. Glass, Montgomery Advertiser; Robert Ewing, New Orleans States; H. C. Adler, Chattanooga Times; Bruce Haldeman, Louisville Courier-Journal. Nominating Committee: W. J. Crawford, Memphis Commercial Appeal; D. D. Moore, New Orleans Times-Democrat. Auditing Committee: Frederick I. Thompson, Mobile (Ala.) Register

CENTRAL DIVISION.

Ernest Bress, Terre Haute Star; Gardner Cowles, Des Moines Register and Leader; Melvin A. Hoyt, Milwaukee News; P. B. Burton, Joplin (Mo.) News-Herald; J. C. Seacrest, Lincoln (Neb.) State Journal. Nominating Committee: Robert F. Wolfe, Columbus (Ohio) State Journal; Thomas Rees, Springfield (Ill.) State Register. Auditing Committee: Louis T. Golding, St. Joseph (Mo.) News and Press.

WESTERN DIVISION.

M. H. de Young, San Francisco Chronicle; A. J. Blethen, Seattle Times; S. A. Perkins, Tacoma Ledger; I. N. Stevens, Pueblo Chieftain; A. N. McKay, Salt Lake Tribune. Nominating Committee: C. A. Morden, Portland (Ore.) Telegram; R. A. Crothers, San Francisco Bulletin. Auditing Committee: D. H. Callister, Salt Lake Herald-Republican. In the case of William R. Hearst against the Associated Press, which will come up for trial in May, the association unanimously adopted by a rising vote a resolution endorsing the action of the board of directors taken in January last in declaring that the pub-

(Continued on page 926.)



DON C. SEITZ, OF THE NEW YORK WORLD. OWNER OF A NUMBER OF "FIVE FOOT SHELVES."

tional campaign of 1912 we were not able to start such a fund, but during 1913 our expenses for salaries, office maintenance, incoming news and foreign service were \$76,475.63 less than during the previous year, and our assets exceeded our liabilities at the close of the year by \$178,174.11. The excess of receipts over expenditures for the twelve months was \$209,555.65. We omitted needless relay points, reduced editorial charges, closely supervised the purchase of supplies, secured marked reductions in cable tolls and aimed constantly to eliminate all fixed charges without undue economy that might either lessen efficiency or decrease the value of the report to our members.

EQUITABLE ASSESSMENTS.

"The schedule under the last revision of assessments was necessarily experimental and it was not possible to foresee the precise result. In view of the various economies, it is now clear that the emergency reserve fund has grown more rapidly than the board expected or deems necessary, and it has decided to make a further revision, to the end that the assessments of those members

Clark, V. S. McClatchy, A. C. Weiss, W. H. Cowles, Charles A. Rook, Samuel Bowles.

"New York, April 21, 1914."

NOMINATIONS FOR DIRECTORS.

The committee appointed to prepare a list of nominations for directors to be voted for at this meeting of the Associated Press submitted its report. The five directors whose terms of office expired were Messrs. Frank B. Noyes, W. L. McLean, W. R. Nelson, Adolph Ochs and A. C. Weiss. The committee nominated two candidates for each one of the vacancies, as follows: Frank B. Noyes, Washington (D. C.) Star; W. L. McLean, Philadelphia (Pa.) Bulletin; Charles D. Morris, St. Joseph (Mo.) Gazette; Adolph S. Ochs, New York (N. Y.) Times; A. C. Weiss, Duluth (Minn.) Herald; A. C. Kessinger, Rome (N. Y.) Sentinel; Charles H. Grasty, Baltimore (Md.) Sun; W. M. Scudder, Newark (N. J.) News; W. Y. Morgan, Hutchinson (Kan.) News; W. J. Murphy, Minneapolis (Minn.) Tribune.

After adopting the report of the com-

INTERTYPE

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CONVENTION NOTES

One of the most interesting figures at the Associated Press Convention was General Charles H. Taylor, of Boston, who has not missed one of these annual gatherings in many years. Altho General Taylor is one of the old members of the organization, in point of service on the Board of Directors, he takes an active interest in all the Association's affairs. His associates on the Board of Directors wanted him to continue as Vice-President the coming year, but he asked to be excused on the ground that he did not want longer to bear the burden attached to the position. He preferred that some younger man should be elected to the place. Altho General Taylor's two sons attend to the editorial and business details involved in the publication of the Globe, he goes to his office nearly every day and acts as advisor on such questions as may arise in the administration of the paper. In appearance, General Taylor does not look over fifty years of age. His eyes are bright, his manner alert, and his step is sprightly. His many friends in the Associated Press always give him a hearty welcome when he attends the annual meeting.

Colonel William R. Nelson, Editor and Publisher of the Kansas City Star, who has been for many years a member of the Board of Directors, and who has always been a conspicuous figure in the counsels of the organization, this year declined the nomination for reelection. Colonel Nelson shares the feeling with General Taylor that the younger men of the association should assume the duties of the position he has held for so many years. Colonel Nelson is as active today in conducting his own business as he was twenty years ago. A few years ago when I was in Kansas City I had occasion to be at the office at a late hour on Saturday night. Much to my surprise I found the distinguished editor seated at his desk engaged looking over the proofs of the following day's paper. When I expressed my surprise that he should be at the office at this late hour, he told me that it was nothing unusual for him to remain until the paper went to press. The Colonel is a man of ample fortune and conducts one of the most successful newspapers beyond the Mississippi River.

Except on the occasion of the recent Army and Navy Football game the corridors of the Waldorf-Astoria have probably never been more crowded with alert business men than during the period of the two Conventions held this week. The bringing together of so many of the leading newspaper men of the country in one spot affords an opportunity for the manufacturers of printing machinery, typesetting machines, supplies, features and syndicates to approach them with their several propositions, that it brings to the convention representatives of nearly all of the more progressive concerns in the country. If they can see them in New York at this time, it saves many thousands of miles travel and many hundreds of dollars in railroad fares and hotel bills. Altho, the publishers come here to attend the sessions of the Associated Press and the A. N. P. A., they have considerable time between sessions and in the evening, which they can devote, if they care to do so, to the consideration of the various propositions submitted. I understand that from a business standpoint the conventions have proved profitable to nearly all of those who have special exhibits at the Waldorf. Undoubtedly, the two rooms that sheltered the largest number of visitors were those of the Mergenthaler Linotype Company and the International Typesetting Company, manufacturers of the Intertype. Each of these companies had large staffs of salesmen on hand to explain the machine to those who manifested the slightest interest in them. F. L. B.

Mayor Mitchel Addresses Press Club.
The New York Press Club gave a dinner to Mayor Mitchel on April 17. Mr.



D. E. TOWN, OF CHICAGO,
HOLDS A FULL HOUSE.

Mitchel was calm, smiling, cool and self possessed, in spite of the attempt made earlier in the day to assassinate him. He referred to the incident and to Frank Polk, his corporation counsel, who was injured in his stead. He stated that when he was elected to the office, he now holds, he knew there were some hazards which he willingly had to assume. He had even considered it prudent to carry a pistol.

Thomas Sells Atlantic City Review.

Harvey Thomas has sold the Atlantic City Review to a new holding company of which William B. Bell is president. Mr. Thomas will join forces with the Prudential Insurance Company as its publicity manager.

Dr. McCann's Daughter Killed.

Frances McCann, the twelve-year-old daughter of Alfred W. McCann, pure food investigator for the New York Globe, was killed last week by a speeding automobile truck. The driver was arrested and held in \$2,500 bail on a charge of homicide.

John P. Scripps Dies at San Diego.

(Special by wire.)
San Diego, Cal., April 23.—John P. Scripps, son of E. W. Scripps, died at the home of his father at Miramar, near here, early today after a long illness. John P. Scripps was the second son of E. W. Scripps and had been actively associated with the editorial end of the Scripps-McRae league of newspapers. He was 25 years old and four years ago married the daughter of his father's business partner, Miss Edith McRae, of Detroit. Mr. Scripps had been in failing health for more than a year and his death was a direct result of chronic heart trouble. He leaves, in addition to his wife, a three-year-old son.

Editor Scott's Conviction Void.

The conviction of Alexander Scott, editor of a Socialist publication, was set aside by Justice Kalisch at Trenton, N. J., on April 20. Mr. Scott was under sentence of from one to fifteen years for having accused Chief of Police Bimson of attacking the strikers with clubs, and with hostility and opposition to the city government during the silk strikes in Paterson.

MANY SEE NEW HERALD PRESS.

Ultra-Modern Development of Printing Machine Shown at a Private Demonstration.

A demonstration of the possibilities of the new newspaper making machine as invented by Henry Wise Wood, was given on Tuesday evening in one of the warehouses of the New York Dry Dock Company, Brooklyn. The machine had been constructed for the New York Herald and revolutionary lines were followed in building it. The operation of the press is so easy and the vibration is so small that a speed of 60,000 copies of the Herald per hour was maintained with ease. Some forty newspaper publishers saw the maiden work of this press. Through the aid of ingenious devices the machine can more than double the present printing output.

Among the publishers at the premier demonstration were: Colonel James Elverson, Jr., of the Philadelphia Inquirer; Bruce Haldeman, Louisville Courier-Journal; J. S. Bryan, Richmond News-Leader; J. F. Mackay, Toronto Globe; Charles W. Knapp, St. Louis Republic; H. U. Brown, Indianapolis News; D. E. Town, Chicago Post; William F. Field, Chicago Tribune; J. Ross Robertson, Toronto Telegram; N. Bowman, Toronto Telegram; C. H. Rembold, Cincinnati Times-Star; C. K. Blandin, St. Paul Dispatch; C. D. Atkinson, Atlanta Journal.

PUBLISHERS SEE TEST.

Also C. H. Fentress, Cleveland Press; W. H. Dodge, Scripps-McRae League; H. H. Hoffman, Cincinnati Post; William L. McLean, Philadelphia Bulletin; William Simpson, Philadelphia Bulletin; W. Redmond Cross, New York City; W. J. Murphy, Minneapolis Tribune; C. B. Van Zant, Minneapolis Tribune; Otis F. Wood, New York City; Herman Suter, New York City; John R. Rathom, Providence Journal, and A. H. Yunker, Springfield Republican.

The new press has four novelties when compared with former presses. First in the manner of its carrying the paper from the spools or rolls, which obviates breaks and permits quick stops, thus overcoming "chokes." The Wood invention provides a printing capacity of extreme delicacy and insures a strength of color heretofore unknown at the speed easily and smoothly attained by it, the typographical result approximates magazine work.

HAS SIMPLICITY AND STRENGTH.

Simplicity and strength are characteristic of the new machine, which is built in tiers. It lacks the rattle and clatter of the conventional printing presses. The various tiers may all be used in printing the same paper or they can be differentiated so as to print four different eight page papers.

The inventor has utilized the principles of more than forty patents obtained by him, including a German gearing device, called the Helical Gear, that is cut on the bias.

The new press will do nearly three times the work of an ordinary press.

Summarizing his efforts to perfect his new machine, Mr. Wood said:

"In order to accomplish all the things necessary to get such volume of product and quality it has required the making of just under forty inventions. The machine is easier and simpler in its handling and is largely self-regulating. It does not require constant adjustment. It is so easy on the paper that I have cut large holes in the web rolls and reduced them to such condition that they could not be run on any other press, even at its slowest speed, but I have been enabled to operate it at the full speed of 1,000 a minute. This makes it possible to run a less expensive quality of paper and thinner paper, which is a very important matter. As an illustration, a certain leading publisher has been running a thirty-page paper. He would run a large one daily but the newsboys cannot handle it, can not carry it. Therefore it would be of immense value to him to be able to use lighter weight paper.

WALDORF EXHIBITORS

Progress in Mechanical Equipment for Newspapers Efficiently Displayed by Leading Manufacturers for the Trade.

Large rooms in the Waldorf-Astoria flecked in gold and white or finished in mahogany and famous for dinners, or the scenes of wit and social gaiety clanked all the week with the hum of printing machinery, the whirr of linotypes and monotypes and intertypes, all kept in motion by the big electric plant of the hotel by turning a button in the wall as easily as the barber runs his electric massage, here was one thing the throng of visitors did not see and know about. That was the cost of it all.

The Intertype showed a Model A single machine and a Model B two-magazine machine just perfected which is regarded by its inventors as the last word in machine composition. The company contends that it is the first multiple magazine line-casting machine ever devised; that it does not sacrifice composing efficiency to obtain the advantage of changing magazines; that it has the speed of a single magazine which has been increased by improvements in the assembling mechanism.

In attendance were: C. D. Montgomery, manager, and Barney Chittick and Milo Bennett, of the Chicago agency; W. D. Cox, manager of New Orleans, and William B. Goode, manager of the San Francisco office, C. E. Bixby New York Agency, with these salesmen, A. R. Murphy, G. E. Packard, F. F. Hartlage, W. H. Lacey, W. B. Patterson, Harold P. Bender, J. O. Carliss, J. B. Wyckoff, F. G. Small, advertising manager, Brooklyn.

Another interest exhibit shown for the first time was the monotype company's column rules and line borders. These are made from two points to pica in unlimited lengths—eleven to fifteen feet being common. They are a substitute for brass and as they effect an enormous saving in material and labor appear to be destined largely to supplant brass. The faces, moreover, are excellent.

The most economical non-distribution cabinet of this concern, both as to space and investment in the type-casting monotype non-distribution system which newspapers are adopting widely also attracted attention.

This exhibit was in charge of Robert W. Swift, assistant to the president. His large staff included: F. H. Greene, the company's New York manager; A. F. McMahon, Canadian manager; Harvey D. Best, assistant sales manager; D. A. Mallalieu, New York; John E. Lewis, New England manager; E. T. Cooper, Toronto; Charles C. Boyer and Fred C. Drummond, of Philadelphia.

The Mergenthaler Linotype Company showed several machines of new and improved models. They included one, two, three and four-magazine linotypes with devices for expediting shifts and accelerating composition. The staff in charge included: H. W. Cozzens, manager of the N. Y. Sales Department, and these salesmen: F. A. State, New York City; A. Archer, New England; E. L. Roberts, New York State; W. L. Parks, Connecticut and New York; B. A. Farr, New Jersey; C. P. Gurnett, Pennsylvania; H. Colby and W. C. Bleloch, assistant manager, Chicago; W. H. Savory, Washington; R. H. Rhame and Mr. Mueller, Southern Atlantic States; H. C. Curry, composing room efficiency, representing D. S. Kennedy of the Experimental Department; Operators: C. E. Phillips, F. Fobes, J. F. O'Sullivan. Machinists: Fred Berry, D. Hurlley, A. B. Bedell and Harry Smith.

Most of the rooms on the Waldorf side of the first floor were occupied by exhibitors:

Frederic J. Haskin, the author was there himself representing his own syndicate letter based on facts and information always trustworthy and about evenly divided between foreign and domestic subjects, which he believes the

most widely read of any similar letter. Mr. Haskin based his success on accuracy and has ever been forgetting what he put in print just as nearly right as possible. Thus his book on "The American Government" has been the best seller of books that were not fiction. He asked the President to verify what pertained to his department and so on with the others. In his book on "The Panama Canal," Colonel George W. Goethals put his fiat of ap-

Herald and the Milwaukee Journal. These papers are supplied by the Newspaper Feature Service of No. 41 Park Row, of which M. Koenigsberg is the head. This service has made rapid strides to the very front in the brief period of its existence.

One of its Saturday features has 4,000,000 readers, attesting the skill of its management in striking sledge-hammer blows for circulation.

Large is the variety of features sup-

ported the convention of the American Newspaper Publishers' Association fully. They were represented by the following: J. P. Yoder, United Press; John Crouch, City News Association; L. L. Palmer, The Sun; H. D. Kingsbury, The Tribune; Newton Hoffmann, Journal of Commerce; Randolph Kingsley, The Press; Henry Weil, German Herald; John W. Harrington, the Herald; Fred M. Hall, the Herald; Frank N. Robinson, Evening Mail; David H. Joseph, New York Times; Joseph R. Buchanan, Evening Journal; J. Watson, American; M. W. Crowell, Evening Sun; Valentine Wallace, Brooklyn Eagle.

Reporters at Convention.

A two-story addition is to be built to the newspaper plant of the Dunkirk (N. Y.) Observer. H. K. Williams is president.

Taylor, W. L., business manager of the York (Pa.) Dispatch. Herald Square Hotel.

Thalheimer, H. S., business manager of the Toledo (O.) Blade. Holland House.



VIEW OF DIRECTOR THOMSON OF A. N. P. A. AD BUREAU, SHOWING A SLIGHTLY PEEVED CONDITION.

proval on the chapters dealing with the engineering.

The McClure Newspaper Syndicate was in Room 115 with an exhibit of colored pages and magazine sections, comic and serious for daily and weekly use. It distributed a booklet describing the growth of the syndicate business in which it was the pioneer in all its features during thirty years. It was established in 1884, by S. S. McClure. It was represented by C. J. Brainard, president; R. C. Eastment, secretary; E. C. Parcels and, F. R. Margeson.

R. Hoe & Co. again occupied the banquet hall on the corner. Archie Bowie and D. R. Creighton were in charge, and richly illustrated pamphlets were distributed and strangers were entertained hospitably. Mr. Creighton kept a list of the out-of-town visitors and issued a bulletin every day, giving their names.

It may surprise publishers who have not kept fully informed as to the tendencies of the times to know that colored comic supplements are making enormous gains in popular favor. In the last six months there has been a larger accession to the list of papers adopting them than in the preceding two years. At the same time no metropolitan newspaper has abandoned its colored supplement.

Among the papers joining the ranks since Dec. 21 are the Philadelphia Record, the Boston Herald, the Rochester

World Color Printing Company, of St. Louis, whose exhibit at the Waldorf is in charge of R. S. Grable and W. H. Heine. It furnishes a comic supplement service rather higher in tone than the average syndicate service. It has also the only individual embroidery transfer pattern service in half page mat form.

It handles the Philadelphia Press service—a printed supplement of four pages; the Chicago Tribune's comic supplement service and the famous Bingville Bugle page. The exhibit is in charge of R. S. Grable and W. H. Heine.

The World Syndicate was in the white and gold room. Its president, L. M. Rankin was on hand with F. O. Scudder and J. W. Hunter. They are circulation getters of the latest and most up-to-date type, with offices at 110-112 West 40th street.

The Syndicate Publishing Company, of 9 East 37th street, famous for its popular books, its dictionary, Bibles, and other educational works, including a Panama book, had a large exhibit. W. T. Adair, vice-president and general manager, W. J. Cobb, T. I. Skeoch, James B. Corley, M. R. White and C. F. O'Toole were in attendance during the week. This concern's English dictionary has reached a sale of 2,500,000 copies.

The New York World syndicate had a room in charge of F. B. Knapp. The World has established a news bureau

THE TOLEDO BLADE

during 1913 carried an average of over 90 columns per day of paid advertising. This was a gain of over 8 columns per day over 1912.

Six years' advertising record of the **BLADE** is as follows:

1908—	5,624,251	Lines
1909—	6,088,078	"
1910—	6,810,877	"
1911—	7,184,148	"
1912—	7,816,844	"
1913—	8,579,379	"

(312 issue per year—space in agate lines).

Circulation over 46,000 Net Per Day

PAUL BLOCK, Inc.

Managers Foreign Advertising

CHICAGO—NEW YORK—BOSTON

Covering Chicago

There are approximately 400,000 families in Chicago and immediate suburbs. Within this territory is concentrated over 92% of the 350,000 circulation of The Chicago Daily News.

You can readily see that disregarding the non-English speaking and the illiterate, The Daily News reaches practically *every worth-while* family in Chicago.

The Daily News has a larger circulation in Chicago than any other newspaper, daily or Sunday.

Therefore, it is the *only* paper through which you can reach *all* these worth-while families.

The CHICAGO DAILY NEWS

Over 350,000 Daily

The Chicago Daily News prints more local display advertising six days a week than any other Chicago newspaper prints in seven days.

JOHN B. WOODWARD
Eastern Representative
710 Times Building
NEW YORK

ASSOCIATED PRESS.

(Continued from page 924.)

lication by Mr. Hearst of a newspaper intended for circulation in the city of Oakland was a violation of the by-laws of the association and should be discontinued.

Immediately after the morning session adjourned the members proceeded to the grand ball room, where a luncheon was served. None but members of the Associated Press and a few honorary guests attended. The great ball room was almost as well filled as on the occasion of the annual joint banquet of the Associated Press and The American Newspaper Publishers' Association, held in former years.

On the dias were seated the following: Charles H. Grasty, V. S. McClatchy, Charles W. Knapp, Charles A. Rook, Herman Ridder, Elbert H. Baker, Adolph S. Ochs, Captain R. K. Townsend, representing Governor Martin H. Glynn; Melville E. Stone, Rev. Dr. Merrill, Frank B. Noyes, Charles H. Taylor, Mayor Mitchel, Frederick Roy Martin, William R. Nelson, J. F. MacKay W. H. Cowles, Charles Hopkins Clark, Clark Howell, H. L. Bridgman, M. H. deYoung.

The luncheon, which was dainty and appetizing, and served in the Waldorf best style, included the following:

Grapefruit with cherries.
Sorrel soup, in cups.
Lobster a la Thermidor.
Broiled squab chicken.
Asparagus tips au gratin.
Hearts of lettuce, Russian dressing.
Fancy ices. Assorted cakes.
Caseler Original Bottling, 1909.
White Rock, Clysmyc, Poland Water.
Coffee.
Cigars.

When the cigars had been lighted, President Noyes, who acted as toastmaster, called attention to the fact that the Associated Press was composed of men of all political affiliations and of different religious beliefs, and yet, were all united in a single business organization, the object of which was the gathering and disseminating of news. In these regards, it was, perhaps, one of the most democratic business bodies in the world.

THE PRESIDENT'S TELEGRAM.

General Manager Melville E. Stone read the following telegram from President Woodrow Wilson:

"I am sincerely sorry not to be present at the meeting of the Associated Press today. I looked forward to it with much real pleasure, but I am sure that those present will approve of my remaining in Washington at the present critical juncture to meet any duty that may unexpectedly arise."

Hearty applause greeted the President's message. President Noyes then proposed a toast to the President, which was drunk while the orchestra played "The Star Spangled Banner."

Mayor Mitchel, of New York, was the first speaker on the program. The Mayor, on behalf of the City of New York, extended to the visiting editors a hearty welcome. He said

MAYOR MITCHEL'S SPEECH.

"Your toastmaster has conferred upon me the privilege of extending to you the welcome of the City of New York on the occasion of this your gathering here. I assure you that it is a very grateful duty, and that we who in the government of the city appreciate the attitude toward us, that has been maintained by the press of the city and of the country. For myself I may say that that attitude has always been essentially a fair one. I have never during my own brief contact with public affairs had to complain of any treatment that was not essentially fair. I have been in disagreement at times with some of you gentlemen, and you have disagreed with me, but I have yet to find the time when I can say honestly that I have not been dealt with fairly by the press, and I appreciate that attitude very deeply indeed.

"The other duty which has been laid upon me by your chairman of saying a few words to you in place of the Presi-

dent of the United States can only bring confusion, because I know how inadequately I can do what you expected to be done here by him today. I regret his absence for that reason, but I regret it far more because through his absence you and I have lost the opportunity of demonstrating to President Wilson that the press of the United States and the people of the city of New York are with him and behind him in this crisis.

"Whatever may be individual opinion on the various questions of policy

for the country. We are striving to bring the social services of the city to a higher level. We are striving to set up new standards of city service on the part of city servants; and we are striving to solve the great physical problems of city growth and city development in such a way as to make for the comfort and the happiness and the increased prosperity of all the people of this city; and we do not want to be interrupted in the orderly course and progress of this work. But I say again, speaking as

The second and last speaker was Henry J. Allen, publisher of the Wichita (Kan.) Beacon, who spoke as follows:

"When Mr. Stone came to me a few moments before this luncheon started and said: 'You will be called on for a few brief, but well-chosen remarks,' I felt a good deal like the man did at the funeral of his wife, when the undertaker told him he would have to ride in the same carriage with his mother-in-law. He protested, but finally said: 'Well, I will do it, but I tell you right now it spoils the day for me. But the habit of obedience, the custom of obedience to the invisible government of The Associated Press, which has become a habit of my life, prevails, and I accepted the invitation in a good deal the same sense that I have accepted the all too-frequent notices from this great organization that my assessment had been raised again.

WHY THEY COME TO NEW YORK.

"I realize as I stand before you that you are 400 men who are not preachers, but doers of the world—and whatever else there happens to be that you can 'do' in your community. I realize that you are men who at home and in your offices are next-door neighbors to Paris and San Francisco and Mexico and Morocco and Hong Kong and all the points of the world; that you have laid aside these broad, necessary duties and taken advantage of this annual meeting of The Associated Press as a dignified excuse to come to New York City. Some of you may have come in the spirit that I went to my first meeting, thinking it was important that you be here.

"And then there are others of you who, like myself, through twenty years of membership in this great news-gathering association, through its varied forms, have realized that you are very fortunate, indeed, in that your presence is not important on these annual occasions, in that everything is being done for you that possibly could be done for you, by those who like to do it, and who will continue as long as you are willing—at least that long.

PROUD TO BE A MEMBER.

"I am mighty glad to be here. I am proud to be a member of this great organization. I am proud to be a member of a news-gathering organization that has kept pace with the modern day; that laid its foundations right and has builded correctly in the light of the age demanding facts and nothing but facts. A good many changes have come since Melville Stone, General Taylor, Colonel Nelson and other pioneers of the movement began some seventy years ago to lay the foundations of this wonderful movement. All of the victories we have had have come, and I am glad they are alive to witness them, and that we can do honor this afternoon to these men who laid the foundation right and who have helped to build correctly.

"Why, fifty years ago it was not of so much importance whether the 'flash' came in ten minutes earlier or ten minutes later at Wichita, as it is now. Fifty years ago it was a longer journey from the Atlantic Seaboard to the Middle West than it is today around the world. Now a man may go from New York to Chicago in twenty hours—barring accidents. What is an accident now and then? What is the loss of a leg or an arm or an ear to a man who can save two hours this kind of times?

A. P. PROGRESS.

"We have changed the face of the earth since The Associated Press has started, and The Associated Press has kept pace with the mighty movement. The ancients left us tablets of stone and dried mummies to show how high the tide of their civilization had risen, but we leave for those who come after us to call us the ancients—we leave canned music and preserved oratory. We rather the harvest of one sun today and we make it the food of another sun tomorrow. There are no longer any distances upon the earth nor any heights that are not scaleable, nor any depths that are not penetrable.

There are no longer any limitations to the power of man in the physical world. What of conquest is not already his lies



JAMES KEELEY,
OF THE CHICAGO TRIBUNE, IS GIVING EU ROPE "THE ONCE OVER."

and procedure that have been presented to the President in connection with this Mexican question during the past few months, now when we have come to a point where the President of the United States needs the support of the people and the press of the United States, I know that whatever may be individual opinion upon these questions he will not lack either. The President has realized, as we all must, that there are at home tremendous problems of vital import to the people of this country that required solution, and that demanded immediate solution, and he has been addressing himself, and the National Government has been addressing itself, to the settlement of these problems; and he has desired, as every thinking, reasonable man must desire, to avoid war unless it became absolutely necessary.

OUR CIVIC PLANS.

"We appreciate here what it would mean to interrupt even in a measure our own efforts to solve the municipal problems that are presented to us—problems that affect not only the people and the government of the city of New York, but which in their settlement will affect all of the cities of the United States—problems that go to the lives and the happiness and the health of the people who live in cities in the United States.

"We are striving to raise the plane of municipal government in New York, and if we do it in New York we do it

I think I may for all the citizens of New York, that when it comes to a situation such as that which faces this nation today, we stand with and behind the President, and are prepared to do so in whatever situation may be presented." (Applause.)

The Mayor spoke with a heartiness and enthusiasm that was contagious, and when he sat down, the members arose to their feet and warmly applauded.

Mr. Stone then read a message from Governor Glynn, in which he expressed his regret at his inability to attend the annual meeting of the association of which he had been a member for many years. The telegram follows:

"I had anticipated up to the very last moment having the pleasure of being with you at the luncheon today. I find, however, that accumulation of thirty days' legislative measures which must be disposed of before Friday night demands my constant presence here, and I am reluctantly compelled to forego the pleasure of being with you on this occasion. My own membership in the Associated Press, and by many years' fraternal affiliations with its members make me regret more of a personal than of an official character, and, as one of your own, I send hearty and sincere congratulations and best wishes for the continuance of the prosperity and high standard which the Associated Press now enjoys.

"MARTIN H. GLYNN."

prone and powerless in the victorious pathway of his mighty march. The earth has become a mere neighborhood. Men no longer live alone. They feel everything at once and in common. One man stands at the telegraphic keyboard in Washington, and he sets the chords vibrating to the same tune from ocean to ocean. A single pulse-beat down across the cactus plains of Mexico or up in the North Atlantic, thrown out upon the vibrations of the air, will send grief and horror and tragedy around the globe. Tomorrow morning you pick up the newspaper, and His Honor the Mayor of New York has decided to enforce a curfew ordinance, or the President has demanded an added salute, or the Emperor of Germany has lost a race, or if anything has happened in San Francisco, or anywhere, the record is rolled into a scroll and delivered at the breakfast table of the citizen for the small sum of ten cents a week—generally paid in advance.

VALUE OF SERVICE.

"Now this instantaneousness has had its effect. This unanimity of thought and action has intensified the power of popular emotion. The citizen of today, because of the intimate knowledge he has of all the vast affairs of his country's life, has come to feel himself a part of its great organism and a partner in its life and its death, and the instinctive love which our forefathers had fifty years ago for a few farmer's fields and native hills has widened until the term "country" is no longer a mere abstraction, but has become a living presence, felt in the heart and operative in the conscience. I tell you it is no small matter that tomorrow morning or tomorrow evening ninety millions of people should be reading the same news and thinking the same thought and feeling the same pang of emotion at a given moment of time, and that the vast parallels of latitude should be brought together into a neighborhood more familiar than many a country village fifty years ago.

"And so I say, this great organization comes at a time to meet the modern demand, and standing here as one humble member of it, I am proud of it. I am proud of the spirit of it. I am proud of the fact, as President Noyes has stated today, that here we are Republicans and Democrats and Bull Moosers, Independents, religious and pagan, and yet in response to one thing, we meet the age with the challenge of this great fact that the news is a modern commodity and subject to sale as a modern commodity under pure-food regulations. And with this vision of our great service in our minds all we have to be worried about is that we keep worthy. And so long as we keep worthy to our purpose and hue to the facts, we need no competition, because, thank God, no organization has yet got a monopoly on truth."

At the close of Mr. Allen's speech Mr. Stone arose and addressing the president and members said:

TOAST TO CORRESPONDENTS.

"After listening to that very brilliant address of my friend Allen, I am impressed that this gathering ought not to break up without a word in respect—(I hope that the lady who is leaving the gallery will wait a moment,—I have a reason for asking that lady to wait)—I want to ask you to drink the health of some men who are out in Mexico—men for whose safety I feel wholly responsible; men who have taken their lives in their hands to tell the truth to American newspaper readers.

"Two of them were shot at the other day as they were leaving Villa's camp, and this lady, whom I have asked to wait a moment, has lived a year in this country, an exile. She is the wife of the chief of our office in Mexico, and she is here and is not in Mexico today because I refused to allow her to go there.

"I ask you gentlemen to rise and to drink to the brave fellows who are standing in the front to tell us the truth and to Mrs. Whiffen."

After the toast had been drunk, the meeting adjourned.

At the conclusion of the luncheon the session of the association was resumed.

The new board of directors of the Associated Press met on Wednesday and elected officers for the ensuing year. President Noyes was re-elected, and Charles H. Grasty editor and publisher of the Baltimore Sun, was chosen First Vice-President to succeed General Charles H. Taylor of the Boston Globe, who declined re-election. D. D. Moore of the New Orleans Times-Picayune, was elected second Vice-President. The

tion proceeded to discuss set topics, of which thirty-eight had been listed. Only half a dozen were covered at yesterday's meeting. These were:

Should not the A. N. P. A. insist upon a standard form of contract to be used by advertising agents?

What has been the experience of members who have commenced to allow a cash discount for advertising during the past year?

Does the publishing of book and magazine reviews benefit circulation?



VICTOR F. LAWSON.
EDITOR AND PUBLISHER OF THE CHICAGO DAILY NEWS.

other officers remain as before. The new executive committee consists of W. L. McLean, Philadelphia Bulletin; Victor F. Lawson, Chicago Daily News; Chas. A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; and Charles W. Knapp, St. Louis Republic.

A.N.P.A SESSIONS.

(Continued from page 922.)

Resolved, That the American Newspaper Publishers' Association expresses its sense of the great loss the press of the United States has sustained in the death of John Norris. A man of unusual gifts of mind, in whom uprightness of thought and action was inborn; a tireless seeker after truth in all that he undertook, unsparing of himself in his industry; brave, faithful, loyal, an example and an inspiration to those about him, he won and held the respect and admiration alike to those whom it was his duty to serve and of those whom it was his duty to oppose. In the long battle for the removal of an impost, against which the members of this association had long protested, John Norris achieved a triumph and performed a service for which the newspaper press of the country will hold his name in grateful remembrance.

Resolved, That the secretary be directed to transmit a copy of this resolution to the family of Mr. Norris.

The association discussed again the question of graded membership, heard a report on it from a committee, but took no action. Many smaller newspapers throughout the country complain that they cannot afford to belong to the association unless the membership and initiation fees, dues, etc., are graduated. After the business reports the conven-

tion discontinued would not the advertising receipts increase?

How many newspapers do not accept liquor advertisements?

Most of the matters concerning advertising were in the end referred to committees for full investigation. The discussion of liquor advertisements brought out a difference of opinion as to whether or not the number of newspapers that refuse to accept them is increasing. Finally it was said that before this year twelve newspapers of the association had barred such advertisements, and that now fifteen were barring them, an increase against these advertisements of three newspapers in one year.

In some States liquor advertisements are forbidden by law; in others, even certain prohibition States of the South, such advertisements are lawful. The publishers have no choice but to conform to the law in States which forbid such advertisements.

WEDNESDAY AFTERNOON.

H. N. Kellogg, head of the association's bureau of labor, reported on conditions. At least thirty cases had come before the bureau, Mr. Kellogg said, in which publishers and printing unions had failed to agree. All of these were satisfactorily settled. There had been more strikes in the last year than in the year before, but they had been of much less gravity.

There had been nothing so serious as the strike of Chicago pressmen in the preceding year. All recent strikes have been of pressmen. The publishers had never failed to reach an amicable agreement with the compositors, stereotypers and other mechanical workers.

The bureau had put in effect about

thirty more arbitration contracts between publishers and unions. It had blanket arrangements with the international unions by which its members may make such contracts at any time.

The association applauded when Mr. Kellogg pointed out that not one of these contracts had ever been broken, either by a publisher or a union. About 290 of the 350 members of the association have signed these arbitration contracts and the number is constantly increasing. Nor has a publisher or a union ever dissented from the decision of the arbitrators when an appeal has been taken to them.

Some of the labor leaders who addressed the publishers and congratulated them upon the constantly bettering relations with the unions were John W. Hays, secretary of the International Typographical Union; James J. Freil, head of the International Stereotypers Union; Matthew Woll, president of the International Photo Engravers Union, and Marsden G. Scott, president of Big Six, the local typographical union, and a candidate for the presidency of the International Typographical Union.

THURSDAY SESSIONS.

There was a small attendance at the opening of Thursday's forenoon session, but the delegates straggled in and soon filled the room. No topics were discussed. Instead, the subject of membership was considered. The question was whether it is advisable to change the cost of membership. At present the initiation is \$75; the annual dues \$75, and there is a further payment of \$50 a year on each linotype or mechanical compositor.

It has been proposed to effect a reduction either by waiving the initiation fee or by changing the basis of payment, so that it will be governed by the circulation of the newspaper or the population of its field. At present many publishers hesitate to join the association on account of the expense.

The question was referred to the board of directors to confer with E. P. Adler, chairman of the membership committee. They were directed to present a concrete plan to the convention Friday.

The president was directed to appoint a committee of three to confer with committees of similar organizations to arrange for a general press congress in San Francisco next year in conjunction with the exposition.

ELECTION OF OFFICERS.

Officers for the ensuing year were elected at the afternoon session. Those chosen were: President, Herbert L. Bridgman, Brooklyn Standard Union; vice-president, Hopewell L. Rogers, Chicago Daily News; secretary, John Stewart Bryan, Richmond News Leader; treasurer, Edward Payson Call, Journal of Commerce, New York.

Directors.—J. F. Mac Kay, Toronto Globe; Charles W. Knapp, St. Louis Republic; Harry Chandler, Los Angeles Times; Charles H. Taylor, Jr., Boston Globe, re-elected; Hilton A. Brown, Indianapolis News; Frank P. Glass, Montgomery Advertiser; Jason Rogers, New York Globe. Mr. Knapp is the only new director.

Herbert L. Bridgman, the business manager of the Brooklyn Standard Union, has been prominent in connection with Arctic exploration matters since 1894. He has also been a persistent traveler in Africa and elsewhere. In the lecture field and as an after-dinner speaker, he has achieved an enviable reputation and wide popularity. His business management of the Brooklyn Standard Union has been marked by signal success and the growing influence of that paper in Brooklyn is largely due to his broad-minded though conservative policy.

Hopewell L. Rogers submitted the first annual report of the committee in charge of the Bureau of Advertising, established by the A. N. P. A. at the convention of 1913, by virtually a unanimous vote.

The committee recommended, among other things, that steps be taken with a view of working out a standard form

of advertising contracts for adoption by advertising agents. The report shows that up to the close of business on March 31 there were 378 newspapers subscribing to the support of the Bureau. Of these 152 are members of the A. N. P. A.

Continuing, the report says: "The Bureau has continued to issue daily talks on the subject of advertising for publication by its members. They have been prepared by practical merchandising and advertising men, and have been directed at the consumer, at the dealer, and at the manufacturer.

"Reproductions of the talks addressed to the dealers have also been sent in various form to manufacturers as an evidence of what newspapers are endeavoring to do to make their space more valuable. To add to the already great interest in the talks your committee recently authorized a prize contest among subscribers to the Bureau for the best talks submitted.

THE BUREAU'S ACTIVITIES.

"The bureau has conducted an active campaign among advertising agencies, advertisers, and special representatives, with a view of arousing interest in its work. Agencies have been asked to submit data showing their facilities for handling national newspaper accounts, and give their opinions as to how the bureau might best serve the cause of newspaper advertising.

"Probably the most important project in which the bureau has been engaged is the movement now under way to demonstrate to the directors of the Panama-Pacific International Exposition the need for an advertising campaign to insure the success of the big California enterprise.

"Your committee is co-operating with the magazine interests in a joint effort for a substantial appropriation for display advertising.

"The bureau has conducted a careful investigation with the help of its subscribing newspaper in 102 centres of population in the United States and Canada, to ascertain the extent to which public interest has been aroused in the Exposition. This investigation shows comparatively little interest from the standpoint of probable attendance, and it is evident that a comprehensive advertising campaign will be necessary to insure the success of the Exposition.

PRESENTMENT TO FAIR DIRECTORS.

"The facts developed by this inquiry, together with the experience of other expositions have been set forth in a presentment which has been signed by many publishers and it is proposed that it shall be carried to San Francisco by a joint committee who will lay the matter before the directors of the Exposition.

"In passing, your committee submits that it is just such cases as this that demonstrate in a concrete way the necessity for having some organization able to act promptly and efficiently.

"The bureau has succeeded in advertising newspapers as a national medium. It has been shown general advertisers that newspapers are vitally necessary in national campaigns to help the manufacturer whose problems, while they must be reckoned with from a country-wide standpoint, are local in the last analysis.

MORE SUPPORT NEEDED.

"The bureau, through its subscribers, has gone far toward making the retailer understand the advantages to be derived from pushing nationally distributed products advertised in the newspapers of his town. It has shown to advertisers that it has done this, and that more dealers are willing to push locally advertised products than ever before.

"It has cultivated among consumers the habit of reading newspaper advertisements.

The committee asked that a larger degree of support be given to the Bureau of Advertising from the members of the American Newspaper Association.

Hopewell L. Rogers presented the report on insurance. He described the

GREATEST QUALITY - QUANTITY CIRCULATION
IN THE WORLD! MORE THAN 280,000 DAILY
AND OVER 750,000 SUNDAY. WE SHOULD FRET.



HOWARD DAVIS OF THE N. Y. AMERICAN
PULLING THE SILVER TONGUE STUFF AT THE SPHINX CLUB DINNER.

experiments in mutual fire insurance that had been made, and said they had not turned out as had been hoped; that they had not been found advantageous, and that the legality of them varied in different States. The committee had decided that it would not be wise to continue along those lines.

It had sounded the Mutual Fire Insurance of Philadelphia and one or two other organizations of the National Typothetae, and an old and larger concern organized several years ago in Chicago and known as the Printing Trade Mutual Fire Insurance Company. Both of these companies were the largest insurance companies insuring the Graphic Arts and were working very closely together. This enabled the printers and newspapers to re-insure and carry a much larger amount of insurance than they otherwise could. These companies had expressed a willingness to cooperate in every way possible to bring about a satisfactory arrangement by which newspaper publishers could enter into business relations with them.

A resolution was adopted pledging support to the Panama-Pacific Exposition.

FRIDAY SESSION.

At Friday's session the membership question was settled. It was arranged to waive for one year initiation fee of \$75 and in addition make the payment of dues every four months. An associate membership was provided for \$30 a year or \$10 every four months, to include the labor bulletin without the service of the labor bureau.

For a payment of \$35 every four months the service in the labor bureau will be included. As this is fundamental, it is believed that most of the new members will come in on that basis. Two forms of application for membership were approved. The membership can be tried out for a year, after which it is believed that many publishers not now in the association will find it worth their while to have all its advantages.

A resolution was offered by Mr. Bryant of Paterson that the Newspaper Publicity Law, which is now violated by many publishers, be upheld and enforced by the Postal authorities of the U. S. Government. The resolution was adopted.

The committee on the bureau of advertising was appointed with Harry Chandler as chairman, D. B. Plumb, Hopewell L. Rogers, Jason Rogers, Fleming Newbold and John R. Rathbon, J. F. MacKay and Louis Wiley as its members.

The following was sent:

April 24, 1914.

To the President of the United States, Washington, D. C.: On behalf of the American Newspaper Publishers' Association in annual meeting assembled, we

have the honor to transmit to Your Excellency the following resolution introduced by Elbert H. Baker, former president of the association, and unanimously adopted:

RESOLVED, That in view of the grave consequences growing out of the Mexican situation, the members of the American Newspaper Publishers' Association, without regard to political affiliations, loyally support the President of the United States in any effort that may be required to sustain the dignity of our Government and the flag of our country.

HERBERT L. BRIDGMAN, President.
JOHN STEWART BRYAN, Secretary.
The session adjourned sine die.

AD BUREAU ORGANIZES.

The committee of the bureau on advertising reorganized after the convention adjourned. An executive committee was formed with D. B. Plumb, Louis Wiley and Fleming Newbold as members. J. F. MacKay remains chairman of the committee and John R. Rathbon secretary.

COL. JAMES E. ROBINSON, 75, city editor of the Gallipolis Daily Tribune, died suddenly of heart failure last week.

The St. Louis Times

throws open its books, orders, route sheets, charts of circulation, reports of agents and everything pertaining to circulation to any advertiser or agent. Its recent Government Report showed a six months average of

81,027
Copies Daily
Net

For the Month of March
the net paid circulation
was over 95,000 per day.

PAUL BLOCK, Inc.

Managers Foreign Advertising

NEW YORK
Chicago Boston

WILBERDING

A. N. P. A. BANQUET.

Ex-Speaker Cannon Delivers a Hot Political Speech—Publishers in a Toast Pledge Their Loyal Support to President Wilson in Present Mexican Crisis—Addresses by Mitchel, J. A. Macdonald and Others.

The annual banquet of the A. N. P. A. on Wednesday evening at the Waldorf-Astoria, was, in point of attendance and in enthusiasm, fully equal to any that has been held by the publishers during its history. The list of speakers included men of national reputation; the toastmaster, who is regarded as one of the best in the country, was right on the job every moment; the galleries were filled with fair ladies in evening gowns; the decorations and the music were in keeping with the occasion and the spirit of good fellowship dominated the assembly.

During the serving of the dinner there was an unusual amount of visiting done by the banqueters. Men who had not seen each other for months and perhaps years greeted each other with expressions of hearty delight. Many pilgrimages were made to the galleries where the boxes soon bloomed like flower gardens with the bouquets of La France and American Beauty roses taken from the tables.

TELEGRAM FROM THE GOVERNOR.

After the excellent menu provided by the chef of the hotel had been discussed to everybody's satisfaction and the air was turning blue from the sacrificial fires kindled in honor of My Lady Nicotine, President Elbert H. Baker read a telegram from Governor Martin H. Glynn expressing his regret at his inability to be present at the dinner, because of a pressure of work which he could not shift to other shoulders.

President Baker then introduced Job E. Hedges as toastmaster. On taking the gavel Mr. Hedges asked the audience to join in singing a stanza of "America." After this had been done, he requested the drinking of a toast to the President of the United States who he said "typifies the serious, earnest and patriotic thought of the American nation at this time." The toast was drunk with cheers.

JOB HEDGES GETS BUSY.

"I have no desire to be selfish," said the toastmaster, "but one of the rules of the post-prandial game is that one man shall talk at a time. If I were in official life I would consider it my duty to officially welcome you gentlemen here this evening. I shall merely postpone that another year. (Applause.)"

"However, I am compelled to admit that there are certain local amenities which must be observed, and I have one of them with me at my right. (Alluding to Mayor Mitchel.) If you gentlemen lived here and had aspirations to serve this great municipality you would notice at once the close touch between the mayor and myself. While that situation had not been exhibited up to date, I am reserving him at this moment to tell you how glad we are (he and I) that you are here and to give you a very hearty welcome.

"If you will listen as hard to him as I worked to get him elected he will have your entire attention. He came to the dinner within so small a number of moments that I am just talking at this instant to give him time to catch his breath. I think he is now ready. (Laughter.)"

"Therefore, in the conventional tongue, which you anticipate almost to the phrasing, I say it gives me great pleasure to present to this apparently intelligent audience (laughter) the distinguished Mayor of the City of New York—a place which you sometimes condemn, but always have to come to. The closer you get to him, the less danger you are in. The only man in this town whom I know who can actually and literally take the place of suddenly demanded cash bail. I present

to you my official chief, my personal friend, and my co-laborer in the broad field of uplift." (Applause.)

Mayor Mitchel was enthusiastically applauded as he arose to speak. When silence at length obtained he said:

MAYOR MITCHEL'S ADDRESS.

"Mr. Toastmaster and gentlemen of the American Newspaper Publishers' Association: For Mr. Hedges and myself I welcome you. Incidentally, for the City of New York I extend to you a most hearty welcome. As Mr. Hedges would tell you, I know, we in public life feel that we need you in our business. Seriously, in order to accomplish the purposes and the works that we have in mind we need the support and the criticism of the press. We get the criticism very freely and we get the support sometimes. (Laughter.) We want both, because we feel that the real test of successful democratic government is that applied by an intelligent and enlightened public opinion, and we get that expressed through the medium that you represent—the press.

No one, I think, here tonight could fail to be impressed by the power that is represented in this room—the power of these great newspapers of the country. And just at this moment—at this critical juncture in our national life—it is a power that is very real—a power that I know you join with me in believing ought to be exerted now if at any time for the support of the hands of the President of this country. (Applause.) A power that ought to be exerted in favor of maintaining an even balance and restraint in these times of excitement, realizing, as the President of the United States has realized during the past months, that there are right here at home domestic problems of such magnitude demanding solution that even the unrest in a neighboring country, as it may affect us, almost pales into insignificance compared with the social problems growing out of the very real social unrest that exists throughout the country today; problems of the relation of capital to labor, problems financial and problems political, that require the attention and the energy of the people of this country for their proper solution.

NEW YORK CITY'S PROBLEMS.

"We know them here in this city. We have our own problems touching the lives and the comfort and happiness of the people of this great city—problems involved in our attempt to establish a real scientific system of administration of the public business of a municipality; problems involved in our effort to bring the social service of our city to a higher plane—all these, together with our effort to develop the physical plant of the city, demanding the close and the constant attention and efforts of the people.

"We do not want war. We want to avoid it, if we can, in order that we may continue to study and to solve the great problems that we have at home. But we do not want to avoid even war at the price of national honor, or the legitimate interests or lives of American citizens. (Applause.) We may all hope that war will be avoided, but whatever may come, we may all join, you who represent the press of the country and we who represent the people of New York, in the sentiment that we must support the hands of the President and of the government of this country in whatever crisis may be presented." (Applause.)

THEY HANDLE THE PEOPLE.

"The remarks of the Mayor," said the toastmaster, "convince me that my judgment a year ago was not at fault. (A voice: 'Louder'). That was only intended for the Mayor. I don't care whether you heard it or not. (Laughter.) He heard it. Whether he will remember remains to be seen. (Laughter.) I think that will do for the present.

"I am glad to see with us here tonight one class of society that I know can handle the American people. Whether the publishers brought them with them or they just came I don't

Biggest Business Builder Building Itself Bigger

For the six months ending March 31st, 1914, the average Net Paid Circulation of the New York Sunday American was 770,027—an average gain of 10,393 copies every Sunday, compared with the same period last year. The Average Net Paid Circulation of the week-day New York American (exclusive of Sundays) was 282,520—an average gain of 20,606 copies every week-day, compared with the same period last year.

The above figures are from the sworn statement filed by the New York American with the United States Government.

This is a greater circulation gain than that of any other New York Morning and Sunday Newspaper

What advertiser can contemplate the character and extent of the New York American's circulation—the magnificent following of Quality readers attracted by its Quality contents—the steady and tremendous growth of this circulation year after year—without appreciating the manifold advantages of this newspaper as a means of building business?

BOOK OF CIRCULATIONS SENT FREE UPON REQUEST

Latest Government Statements of New York Newspapers compiled for Handy Reference

The New York American has published an attractive Book of Circulations which every advertiser interested in buying New York newspaper space should have on file.

We will be pleased to send you a copy free with our compliments.

Kindly send request on letter head. Address Advertising Dept., New York American, No. 1 Park Place, New York.

New York American

GREATEST QUALITY - QUANTITY CIRCULATION

More Than 280,000 Daily

Over 750,000 Sunday

know. I had hoped to go to some public function some time, bearing in mind the remarks of the president, when no reference would be made to the unpleasantness of a couple of years ago. The gentlemen living here don't know the reason and yet it troubled us. The trouble is, not enough of the people had confidence in the power of the press. Some of them had a misplaced confidence. And then a few thousand voters, not understanding the situation, took a chance. (Laughter.)

"New, I have suffered too often myself from a lack of perspicacity on the part of toastmasters not to have an entirely clear judgment as to my function here tonight.

"This is a rare opportunity—fraught with danger and with possibilities. Rather more danger than possibilities, because there is a peculiar psychological distinction between the personality of a publisher and what he publishes. (Applause.) That leads a man at times to place too much confidence in the personal equation. I would like to tell you people all I have in mind about you if I dared. I would like to hear you tell each other what you think of each other if you dared.

"The harmony that is permeating this room is merely a matter of conventional politeness. The degree of confidence that each one of you men has in the judgment of each other would not buy anything if reduced to cash. (Laughter.) You are the only class of men in the world of whom I have any knowledge who carry with you all the time your own certificate of character, written by yourselves. (Applause.)

A FIGMENT OF IMAGINATION.

"The degree of intensity with which you give approval to your own ideas and calmly, placidly say that you have the approval of the people, is one of those beautiful figments of the imagination which intoxicates the judgment and substitutes hope for facts. (Applause.)

"I have never read many dissertations on what you gentlemen tell the people what they ought to think, but you take a chance on telling them what they do think. And before they can reply you sometimes make them believe they thought of it first. It remains with few people this side of Jordan to have the right of final opinion. You are the few.

"There crept into ordinary nomenclature a few weeks ago a phrase 'the invisible government.' We all know what that is. It is a man who does it and does not give his name. I take it that you gentlemen are the invisible government. It must be so, because you know what the government ought to do and if it does not do it you 'do' the government. So in any event somebody gets done.

"I sometimes think that the characterization of a paper as 'yellow' depends upon whether the man who is talking has jaundice. You are what we would like to have and what we would like to get rid of though we have to have you and don't want you. I suppose you make more people happy and more miserable than any instrumentality this side of Jordan, and yet we would all like to be you if we could—at times."

DR. MACDONALD'S SPEECH.

Dr. James A. MacDonald, editor of the Toronto Globe, the next speaker, said in part:

"Three years ago I was a guest at the annual banquet of this association. On that occasion President Taft was the guest of honor. The burden of his message to you was the importance of the service which the newspapers of the United States might render in urging upon Congress the trade agreement with Canada which he was so strongly advocating. His advocacy was the more urgent because he honestly believed such reciprocity in trade would serve the highest interests of both countries. He also was of opinion that it was timely, because, as he thought, if Canada entered into a fiscal agreement with the rest of the British Empire it might be impossible for her to make a special

trade arrangement with the United States. His words were: 'Canada is at the parting of the ways—the way of fiscal freedom and the way of Imperial fiscal limitation.

"President Taft did succeed in putting that reciprocity proposal through Congress. But when it was submitted to a vote of the Canadian electors in September, 1911, the Liberal government and the Prime Minister, Sir Wilfrid Laurier, were defeated. Not long afterwards President Taft met a similar emphatic defeat at the hands of the people of the United States. These interesting facts come back to mind tonight as

vitality, more powerfully, more redemptively on all the world.

AMERICA'S WORLD LEADERSHIP.

"North America's world leadership! That is the issue which comes to the United States and Canada. That is the rallying cry of these two English-speaking nations. That is the challenge which marks the opportunity and the obligation of our North American civilization. That is the appeal—half appeal and more than half command—which would widen the horizons of citizenship in both countries, would make each the complement of the other and would justify through

dom's unfettered chance; any people who desire self-government and are fit for self-government must be granted the rights and the responsibilities of self-government.

CIVILIZED INTERNATIONALISM.

"For a hundred years the United States and Canada have joined in presenting to the world an example of civilized internationalism in North America without precedent or parallel in any age or on any continent. Across this continent from ocean to ocean there is stretched for four thousand miles of river and lake and open plain and mountain gorge an international boundary line unbarbarized by fortress or battleship and unmenaced by any thought or fear of war. That international fact is unmatched anywhere in all the world. It is America's greatest message to the nations.

"It affirms the doctrine of the world's new democracy; that a nation's real security is not in the might or the power of brute force, but in the character of its people, in the unity of their national life, and in the worth of their national purpose. Canada, with only eight millions of people, and with neither standing army nor even beginnings of a navy, and next door to the United States, with its ninety millions holds half a continent in a peace the militarized nations of Europe never knew. The defences of American internationalism are not in steel plate and long-range guns, but in the civilized feelings and ideas and standards of America's international democracy."

MR. FLETCHER'S SPEECH.

F. Irving Fletcher, advertising manager of Saks & Co., New York, who followed Dr. MacDonald, said:

"It is proper that politics and the press should foregather at the same table. They have much in common. The press ministers to the needs of the people. The politician is more exclusive. (Laughter.) The press holds that the good will of the people is of primary importance. In politics it seldom survives the primary.

"We have in the body politic three kinds of politicians: Those who are open to conviction; those who are liable to conviction, and those who are already convicted. (Laughter.) And if the publishers of this country are no longer susceptible to similar classification it is because their morals are now under federal control. (Applause.)

"Hitherto a newspaper was known by the circulation which it refused to swear to, but now it is known by the circulation which it does not possess. And thus the publisher who yesterday was a model of rectitude in the public eye is today, like the prodigal son of old, dependent for his fame upon a lost reputation. (Laughter.)

"It has always perplexed me to know why it is that newspapers which exist primarily to disseminate information should be so chary about giving information concerning themselves, especially since it developed that most of them have practically nothing to conceal. (Laughter.) I wonder if this universal predilection for falsehood may be in some measure due to the allegorical conception of truth. Truth is naked, and so it is that men should take liberties with her.

REVERES THE PUBLISHER.

"I should be sorry to have you feel, gentlemen, that I am lacking in respect for New York publishers. On the contrary I have for them something of the reverence and veneration which all men have for the incomprehensible. (Laughter.) Whatever their idiosyncrasies, none can question the quality of their success. All publishers are worshipers at the shrine of success, offering up prayer for the iniquities of their contemporaries and imploring full credit for themselves.

"Personally I am for reform, but I can appreciate that it is hardly a fair proposition to ask the owners of newspapers to exchange their most profitable revenues for the empty effulgence

(Continued on page 932.)



BANKER-PUBLISHER, FRANK A. MUNSEY.

I stand again in the presence of this association and face the responsibility of making an address.

NO REGRETS FOR DEFEAT.

"I recall those incidents not to make excuses or explanations, not to express regrets for the political results, and certainly not to confess any change of mind as to the soundness of the policy of international trade then at issue. I speak not for myself alone, but for the Toronto Globe, of which I am editor, and for Canadian liberalism, with which that journal is allied, when I declare that the experiences of the past two years have brought no regrets; indeed, have only confirmed the opinions then held and advocated. Better trade relations, easier exchange of commodities, larger fiscal freedom between the United States and Canada would promote the prosperity of the peoples of both countries, would strengthen their civilizing forces without uniting their political institutions and would make the life and leadership of North America tell more

sacrifice and service America's high promise to the world. Most of all, it is this call to world leadership that will redeem journalism in the United States and in Canada from narrow partizanship, from racial prejudices, and from the bane of century-old national antipathies which should have no place or part in North America's newborn world democracy.

AMERICA'S POSITION.

"In North America's world leadership the United States has a pre-eminent place, not because of its physical area, not because of its almost boundless resources, and not because of the mere numbers of its population. This is the distinction of this republic, that in their struggle for independence the Thirteen Colonies which at first made up the United States learned this lesson for themselves and taught it to all other nations. This lesson which democracy must learn today as surely as monarchy had to learn it in the past: that any colony that desires to be free and is fit to be free must be given free-

TALKS ON MANY TOPICS

Thumb-Nail Interviews with Newspaper Publishers at the Convention on Business Conditions in the Trade and Progress of Year.

By FRANK LEROY BLANCHARD.

The corridors of the Waldorf-Astoria during the week were crowded with newspaper men from all sections of the United States. Here also were gathered the special representatives of the different publications, general advertising agents, representatives of press manufacturers, syndicates, frature services, and other lines that have to do with the modern newspaper, both editorially and mechanically.

A representative of THE EDITOR AND PUBLISHER, who talked with visitors upon the business situation gleaned much interesting information. He found that while business was, undoubtedly, not as good in some quarters of the country as it usually is, in others, a distinct improvement over last year was noted. It seemed to be a general opinion that no marked revival in the volume of advertising can be expected until next fall. The following are some of the interviews:

GENERAL CHARLES H. TAYLOR, editor of the Boston Globe.—I have not missed a meeting of the Associated Press in a good many years. It is the one time in the year when I have the privilege of meeting many of my distinguished newspaper friends and exchanging with them recent experiences. I take just as much interest in my paper today as I did a quarter of a century ago. I do not put in as many hours at the office as formerly, but I am on deck every day. I play golf a little, travel a little and take things a little more leisurely than I used to do. I work in order that I may enjoy a vacation when one comes. I never expect to retire, for as long as I live I want to keep in touch with business activities and the current of human life, as reflected in newspaper experiences.

GERALD PIERCE, business manager of the Minneapolis Tribune.—We have had an unusually satisfactory year. In fact, the record made shows a decided improvement over the record we made in 1912 and 1913. We have gained in advertising and in circulation, and hence have no reason to complain. General business conditions in our state are quite satisfactory.

R. A. CROTHERS, publisher of the San Francisco Bulletin.—While business on the Pacific Coast has fallen off materially during the last year, we have had less to complain of in the publishing field in San Francisco than our friends in Los Angeles. We have had a very satisfactory year, although the volume of advertising has not been as large as we had hoped. I believe that the Exposition will have a helpful effect on the situation and that the whole Pacific Coast will be greatly benefited.

HILTON U. BROWN, business manager of the Indianapolis Star.—Business with us in Indianapolis has been better, comparatively speaking, than last year, when the floods struck us and paralyzed industrial and commercial activities. Our advertising has fallen off, as it has with other newspapers in our section, but circulation shows a satisfactory increase.

G. J. PALMER, general manager of the Houston Post.—Business has fallen off the past year and we do not look for much improvement until fall, when, if the crops are good, we expect there will be a decided change for the better. We have been adding to the size of our building and now have as commodious an office as can be found anywhere in the State. The circulation of the Post has improved. I believe that most publishers will agree with me that most of the papers of the state are making less money than formerly because of the severe competition which is prevalent in all directions.

HARRY CHANDLER, business manager of the Los Angeles Times.—The volume of advertising carried by the Times the past year shows a falling off of about twenty per cent. over the year 1913. We print our figures at regular intervals and

are not ashamed of our record, as other newspapers have suffered more than we have. I believe that advertisers appreciate the fact that we tell the truth about our circulation—they want to know what they are getting.

A. C. KEIFER, general manager of the Terre Haute (Ind.) Tribune.—We have just been pulling off a stunt in Terre Haute of which we are rather proud.

ger of the Jackson (Mich.) Patriot.—Business with us was as flat as a pancake up to January 1, since which time there has been a decided improvement. The last three weeks has brought us more business than we have had in any similar period for many months. It looks to me as though the fall would bring to us an unusually large volume of local and general advertising.

concerns have been doing a very fair business. The volume of advertising of the News Press, I think, is fully up to the record of last year, while our circulation shows a decided rise.

J. E. PIERCE, editorial and general manager of the Huntsville (Ala.) Daily Times.—“We have nothing to complain of in the way of business. The Times has a territory 97 square miles, from which to draw local business, and, in which there is not another paper having a telegraph service. I read what THE EDITOR AND PUBLISHER had to say a few weeks ago on the subject and thoroughly agree with it in its contention that popularity contests do more harm than good. In 1910, 1911 and 1912, we ran contests of this character. The first gave trips to Europe to the winners; the second a house and lot, pianos and jewelry, and the third several automobiles. We paid out \$13,000 in prizes and I am frank to confess that, while the contests paid for themselves and gave us a slight profit, yet the after-effects were disappointing. Inflated circulations are valueless to the advertiser and leave a bad impression after the wind has gone out of them. If you work up a 10,000 circulation one year and two years later it drops to 7,000 what are general advertisers going to think about it? They will naturally think that something has happened to your town or that the paper itself has lost its grip on its public.

JOHN R. RATHROM, business manager Providence Journal.—“We adopted the flat rate a short time ago and find that it works in a most satisfactory manner. The small merchant has found that he can advertise at the same rate as the big merchant and he feels encouraged to seek business in this way. I have found that it is bad policy to depend on a few big general or local advertisers for support. It is the small advertisers that are the real foundation of a good advertising patronage.”

A. N. MCKAY, publisher and general manager of the Salt Lake Tribune.—“The business outlook in our section is good. Our books show that we gained 7 per cent. in advertising over the year previous. Our section of the country is showing a healthy growth and conditions are such that we feel confident that this fall, if the Mexican war don't prove as serious as some people think it might, business will show a decided improvement.”

NEW PUBLICATIONS.

HARRISBURG, Tex.—A semi-weekly newspaper is to be published here. A bonus of \$150 has been subscribed for its establishment. Local capitalists are in control.

JUDITH GAP, MONT.—Congressman Tom Stout is considering the idea of launching a morning paper at Lewiston.

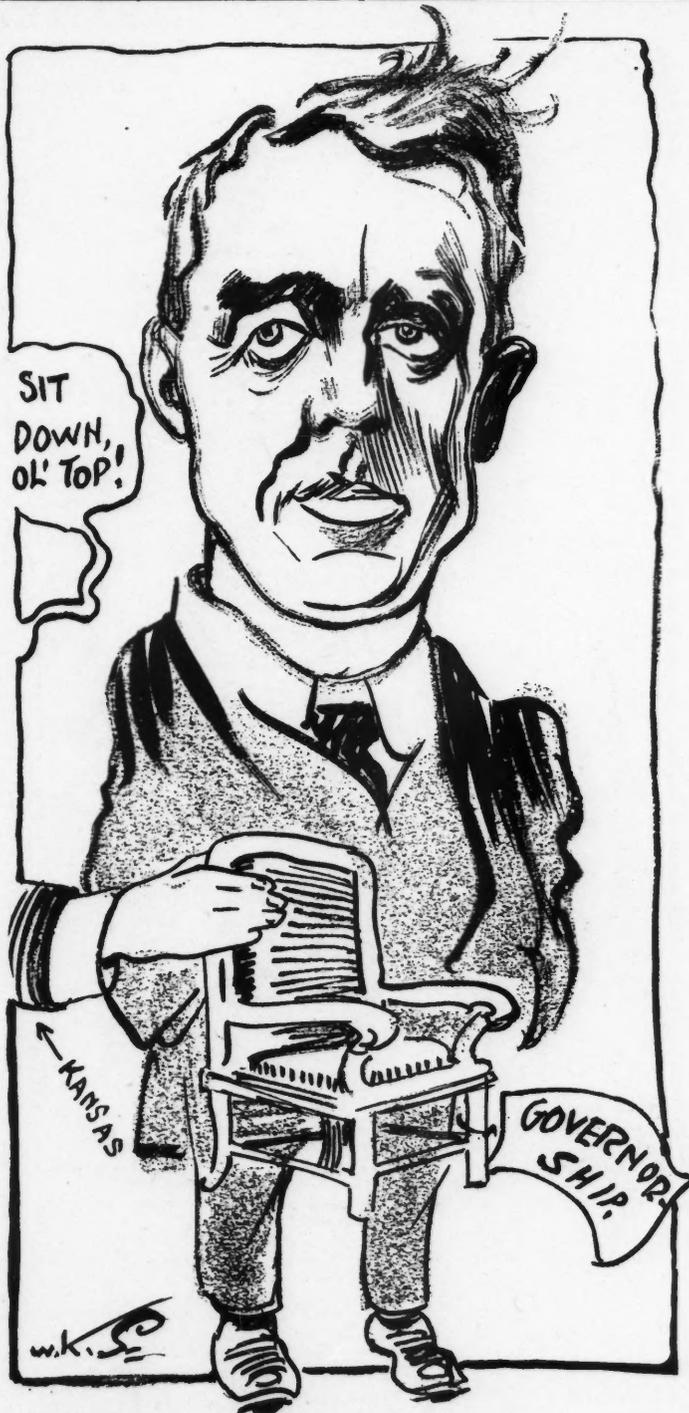
NEWTON, Kan.—Mack Cretcher, formerly editor of the Sedgwick Pantagraph, and Ben W. Harlow are starting a new Democratic paper called the Democrat. The first named will edit the new paper and his associate will look after the business management.

HUNTERS, Wash.—F. E. Chitty is starting a paper here. For the present the new publication will be printed at Davenport, where Mr. Chitty has for some time been with the Tribune.

FRANFORT-ON-THE-MAIN.—The Anglo-American Journal, a new weekly, devoted to the spread of a knowledge of the English language and a fostering of Germany's growing interests in America, is just starting here.

JEANNETTE, Pa.—A project is on foot to start a semi-weekly newspaper here. The incorporators are C. Bomberger, of Greensburg, who has been city editor of the Greensburg (Pa.) Tribune for the past year and who has had a wide newspaper experience, will be editor-in-chief; R. M. Jones, Clarence Griffith and J. C. Rovensky, of Jeannette.

HUDSON, O.—A new weekly newspaper, called the Citizen, has begun publication here.



ARTHUR CAPPER, OWNER OF THE TOPEKA (KANS.) CAPITAL.

Last Thursday we printed 190 columns of advertising, or twenty-four solid pages as preliminary to the observance of "shopping week" in our city. The merchants had agreed among themselves to make special inducements to outsiders to visit the city and buy during the succeeding six days. The Tribune was commissioned to pay the fares of all persons who bought goods amounting to a certain figure. We paid out \$103 in rebates on sales effected the first twenty-four hours. We believe that this "shopping week" will be repeated next fall with great benefit to our local merchants.

MILW. WHITTAKER, business mana-

LOUIS T. GOLDING, St. Joseph, Mo., News Press.—“Our community has not been affected as much by the prevailing business depression as many of the other sections of the country. There are not many railroad bonds or stocks held in our city; consequently the recent depreciation of railroad securities has not affected our people. The most of the investments made by the people of St. Joseph are in agricultural lands and in manufacturing concerns. Our city is a great center for the manufacturing of food products. It also does a heavy wholesale business. Conditions have been such that nearly all of our people have been employed and the commercial

A. N. P. A. BANQUET.

(Continued from page 930.)

of-respectability. And then of course there are some newspapers which might give up all their revenues and still fail to be respectable. It is a serious matter to put Peruna ahead of principle.

"It is less serious to put respectability ahead of revenue—and it is seldom done. But the reformers among you need not want for encouragement. Recently on one page of a newspaper there appeared two advertisements side by side. At the left hand Bon Ami was advertised by the simple legend "Has not scratched yet" and on the other side Cuticura Ointment was advertised by the testimonial of a man who had scratched for forty-eight years. (Laughter.)

AN EXAMPLE WITH A MORAL.

"Surely from this cutaneous example you may draw moral from the fact that time and Cuticura were successful where forty-eight years of agitation had so conspicuously failed. But whatever the grievance is in your profession, gentlemen, it is gratifying to be able to tell you that your virtues exceed your affidavits.

"Personally I am indebted to you for the kindness of your society this evening. This is the first time I have ever been in the presence of publishers. Before tonight I have known two publishers only. Up until tonight it was enough. (Laughter.) One of them wore a slouch hat to conceal either his identity or his shame; the other one took off his hat to ask for an increase in rates. (Laughter.) I believe this is not customary. Publishers do not ask for rates. They take them—and they keep their hats on while they are doing it. They remind me of a man who had been to the doctor; another man met him and said, 'My boy, did he tell you what you had?' and he said, 'No, he took it away from me without tellin' me."

"But I am glad to have met you socially, gentlemen. I perceive that you are young in years and old in reputation. To be young is everything. Some men are young and some men are old enough to know better. Wisdom and gray hair are not necessarily interchangeable types, and I hope the gallery will forgive my temerity if I add that in the final analysis the bleached blonde is only a dyed in the wool brunette. (Laughter.)

FLETCHER HAS A MESSAGE.

"In conclusion, gentlemen, it is, I believe, a tradition that a speaker should have a message. I shall offer no apology for mine, neither because it is late nor because it is brief. Brevity is a virtue, and procrastination is a privilege. I merely want to say to you that some time it seems to me that you forget that you represent the first advertising medium in the world, compared with which all other advertising mediums are of substituted value. All advertising mediums with one exception receive their charter from the advertiser. The newspaper alone receives its charter from the people. (Applause.)

"Eliminate all advertising and the magazine and billboard and a hundred and one different forms of advertising would vanish from the earth, but take advertising from the newspaper and a thousand newspapers will flourish, because they are a national necessity. (Applause.) I respectfully suggest that that in itself is an incontrovertible argument why the newspaper should bar the scurrilous and the harmful from its columns and yet safeguard and serve the community which creates and supports it." (Applause.)

YOUNG JOE CANNON TALKS.

Joseph G. Cannon, former Speaker of the U. S. House of Representatives, whom Mr. Hedges introduced as "My Young Friend Cannon," was greeted with hearty applause, when presented as the next speaker. Among other things he said:

"Gentlemen, I never listened with more interest in my life to a before or after dinner speech than I did to the speech from the gentleman from Canada. (Applause.) I agree with him that the four thousand miles of

boundary between the United States and Canada is stronger than a bond from fate, with all the kindly intentions of permanent peace between Canada and the United States and all that that means. (Applause.)

"The war is on. There is much disagreement of opinion about it. I will only give you my opinion. This people of the United States is a virile, proud people and thank God, in all its history since it took up housekeeping, while

"It is all right for us to pay the penalty and to get back on the right track after the lesson has been learned. To err is human. A complete change in policy has come over the country. In the last five years, and in my judgment, with or without you publishers, a change will come again, and that, too, by the same judgment of a majority of the people in the near future. Is this disloyal to the President? He is my President as well as yours. The war has



CLARK HOWELL, OF THE ATLANTA CONSTITUTION.
"HEALTHY, WEALTHY AND WISE."

it has been making mistakes here and there, it has never shirked a great duty, and never will. (Applause.)

"It is too late to say whether Huerta should have been acknowledged or not. We shall have our opinion. It is too late to say whether sides should have been taken. We are blockading the ports and the people that have possession of less than one-quarter of Mexico today can buy arms from the United States—have bought them and are buying them. So we do take sides.

"I was down in Mexico once for three months. I was there long enough to realize, while you may talk about constitutional actions and constitutional government—constitutional government as we have a constitutional government, has no more chance to survive there under existing conditions or conditions that will exist for many generations to come, than a cat in hell would have the power to survive if it didn't have claws. (Laughter.)

WHAT OF THE RESULT.

"God knows what the result is to be in the end. Whatever pledges must be we must stand together. Whenever we cross the border and deal with foreign territory, with foreign people, we must stand and will stand in my judgment as a unit loyally. (Applause.)

"All that I glory in is that there is provided for the people of this country an opportunity to cure its mistakes, and that opportunity will be given through the ballot box within four years.

begun. We shall stand loyally for whatever the result may be.

"As I said, I listened with much interest to the gentleman from Toronto. I listened a little bit about that reciprocity treaty. (Laughter.) President Taft made that treaty without taking his party into his confidence. (Laughter.) Oh, I am not abusing President Taft. A great man, an honest man, he did many things well, but if he had been a pastor of a first class church he would have broken it up inside of four years, because he didn't understand the necessity for organization and co-operation. (Laughter.)

"Gentlemen, I thank you for this invitation. I have eased my mind a little bit. (Laughter.) I could talk a long time. Under favorable circumstances there is room for talk to men like you, because you reach the people, as you confess and have said time and time again. There is room to talk. There are great possibilities in the United States. I thank you." (Applause.)

The Rev. S. Parkes Cadman said: "I have long read the newspapers, and I have come to the conclusion that there is a great pathos in the profession of the newspaper man, in this respect, that much of your best work is condemned to a speedy dismissal.

"In that respect, of course, homiletics is exactly your cousin german, and yet that homiletic literature passes away down the stream of time, and it is as though a man had cast the best fruit



CHARLES F. SEIDEL.
GENERAL ADVERTISING MANAGER OF THE
NEW YORK MORNING TELEGRAPH.

of his intelligence to the caprice of the wind that blows. And yet it seems to me further that that would not be the proper way to talk; that there is nothing more difficult to interpret—and after you have interpreted to appreciate, and

**The
Syracuse
Post-Standard**

goes into practically every home of purchasing power in Syracuse and throughout Northern New York every week day in the year.

Naturally it carries more advertising than any other Syracuse Newspaper.

**Local Circulation
Over 29,000 Net
Total Circulation
Over 50,000 Net**

PAUL BLOCK

Incorporated
Managers' Foreign Advertising
NEW YORK
Chicago Boston

then to meet with what it needs—that what is called public opinion.

"I would presume that apart from my dear friend Mr. Cannon, there is not a man in the United States today who knows the mind of the United States in its collective capacity and in its half-dim consciousness—for you have to reckon with that which is not up to the standard of mentality, and the newspaper continually caters to that most difficult audience of all to deal with, the audience which has not crystalized its intellectual processes, and which has no opinions that have merged into convictions, and which waits as the flotsam and jetsam upon the surface of the stream for the first erection that is stronger than itself.

"Then again it seems to me I ought to come here and acknowledge my indebtedness to you because of the fact that even in the realities our profession affords you a timely exhortation. We have abolished Hell from our theology in New York City very largely, and I have often wondered what had become of that place, until I heard Mr. Cannon, and then I found it had been appropriated for political purposes.

BOUQUETS FOR CANNON.

"And I can also assure you that his theology in reference to the Divine interference, or rather, to be correct, intervention in mundane affairs, was on the whole a far better view than that which prevailed when I was a youth, that you could only see the Divine being in the gaps of his administration and when he interfered and created a rupture between himself and the orderly forces of the universe. These were the creative functions and forces of the true Father.

"A man's experience gives him authority to speak which cannot belong to intellectual processes which have to be demonstrated in the flesh. But at the same time, while this is true in the Christian church, we lost our hold, so far as the Protestants were concerned, in many instances, because we tried to maintain that theological partisanship which is just as destructive in true religion as is a bitter political partisanship in the case of a genuine and deep patriotism.

"As for that class of newspaper which indulged in the most vulgar and undistorted appeal to prejudice and passion of the uninstructed, I feel like falling back on Mr. Cannon's theology and invoking for it a future which at any rate will mean its perpetual destruction.

EXTOLS POWER OF THE PRESS.

"You have a responsibility, if you have the power. I do not think it becomes me to extol the power of newspaperdom. It is not the power you have got—in the name of God, it is how to use it that makes all the difference. If I have been robbed of any power it is because the section in which I stand—and I am proud to stand, somebody has abused it. And you can depend upon it that no amount of intellectual splendor and brilliance and wit and reasoning, which is at bottom specious, however subtle and disguised with a thousand mantlines, will ever keep pure unless the hand that grasps it is clean and the heart is pure. (Applause).

At the speakers' table were: Elbert H. Baker of the Cleveland Plain Dealer, president of the American Newspaper Publishers' Association; Frank B. Noyes, president of the Associated Press; Mr. Cannon, Mayor Mitchel, F. Irving Fletcher, Dr. MacDonald, Melville E. Stone, manager of the Associated Press; Louis N. Hammerling, Robert C. Morris, John M. Imrie, Guthrie P. Plante, Chester S. Lord, Conde Hamlin, Edward C. Riggs, the Rev. Dr. A. Eugene Bartlett, the Rev. Dr. S. Parkes Cadman, Roy V. Martin, Herman Ridder and William Berri. The meeting then adjourned.

Carlo de Fornaro, the well known cartoonist, is no longer contributing his clever sketches, "Seeing New York with Fornaro," to the Evening Sun. He exhibited some of his work in black and white and in color at the Italian National Club in 48th street recently.



HARRISON PARKER, OF CHICAGO AMERICAN. HAS 'EM SO HE WHO RUNS MAY READ.

DINNER TO BERTHOLD YOKEL.

N. Y. American Circulation Manager Honored By His Staff.

The testimonial dinner given Berthold Yokel, circulation manager of the New York American, Monday, proved to be a success, the occasion marking the five successful milestones of his connection

stress on the fact that a great part of his success in the Greater New York field was due to the team work of his organization.

Among those present were: Fenton Dowling, Geo. I. Henry, C. G. Perry, Louis Brink and William Henry.

Mr. Wilson of the Nassau News Company, spoke of the friendly relations



BERTHOLD YOKEL.

with the American as head of circulation department, as well as his 30th wedding anniversary.

Mr. and Mrs. Yokel were presented with a chest of silver, as a token of the esteem in which he is held by his co-workers and allied departments.

Geo. I. Henry, head of the city department, made the presentation address which was most ably responded to by the honored recipient who eulogized his assistants in the highest terms, laying

Mr. Yokel had engendered between the American and the News Companies. Nick Meyer, of the Interboro News, was also a guest of honor. An added feature of Mr. Yokel's dinner, and which will probably become a fixture, was the attendance of the ladies of the American circulation family.

Topeka Daily Capital
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in March, 1914 **33,508**

Net Average in Topeka in February, 1914 **9,661**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

Arthur Capper
TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

INFORMATION TO DATE

Average Circulation FOR

MARCH, 36,006

February, 33,543
January, 32,183

Government Statement

Average net paid six months ending March 31st

29,017

Just "The Most and the Best." What More Do You Want?

THE

HOUSTON POST

HOUSTON TEXAS

BENJAMIN & KENTNOR CO.
225 Fifth Avenue NEW YORK

The S. C. BECKWITH Special Agency
Tribune Building, CHICAGO, ST. LOUIS

Eat on Top of the World

THE WORLD

—ROOF—

RESTAURANT

14th FLOOR

PULITZER (World) BLDG.

POPULAR PRICES
NEVER CLOSED

WILTON G. WHARTON, Prop.

THE BASIL L. SMITH SYSTEM

For Building Classified Advertising in Newspapers

- 1—Perfects the classifications
- 2—Gives typographical effectiveness
- 3—Makes more efficient organization
- 4—Simplifies office detail work
- 5—Improves soliciting methods
- 6—Lowers wage costs in production
- 7—Builds daily advertising patronage
- 8—Educates readers to read classified
- 9—Aids advertisers in their ad-writing
- 10—Increases results to advertisers
- 11—Produces permanent voluntary volume
- 12—Insures public favor for the medium

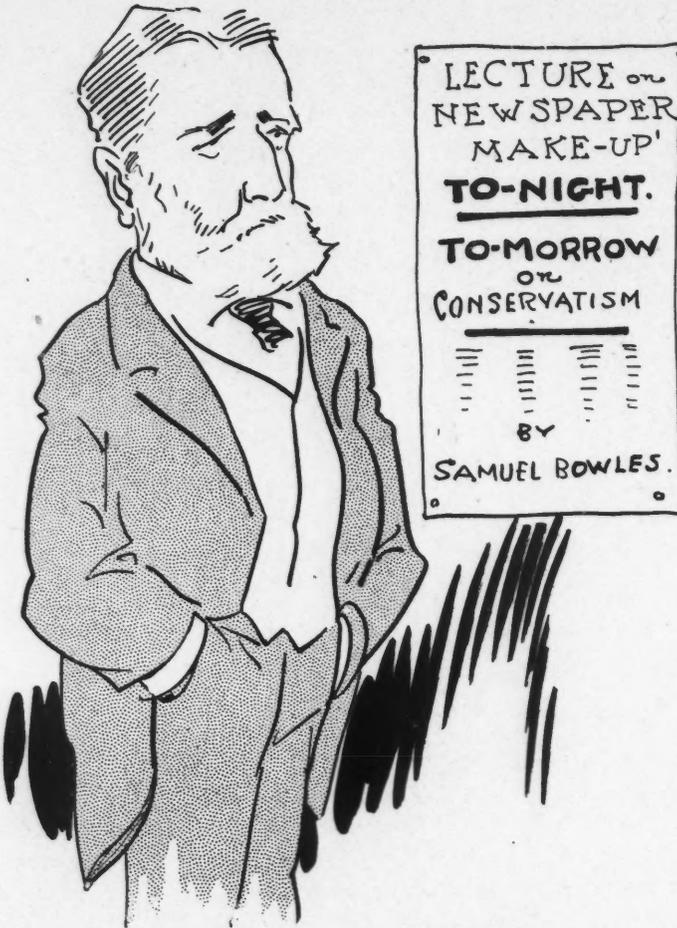
We employ no schemes or inventions, but do use practical methods that build classified advertising surely and profitably on a business basis; these methods have been used by us successfully on several of the biggest Classified Mediums of this country. Our fees are based on the amount of business produced, putting this service within the reach of the smaller newspapers.

Newspapers in the cities of New York, Boston, Philadelphia, Atlanta, Chicago, Kansas City, San Francisco and Los Angeles are at the present time excluded from this service.

Philadelphia Address
Basil L. Smith
Haverford, Pa.

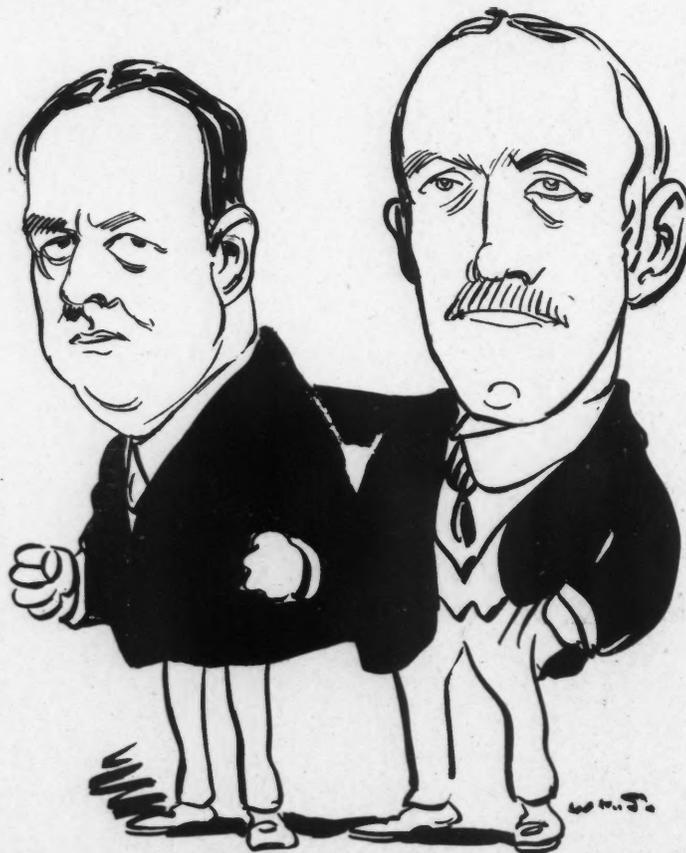
CONVENTION ROSTER

Atlanta Constitution, James R. Holliday, W. L. Halstead, business manager.
 Albany Evening Journal, John H. Lindsay, secretary, treasurer and manager.
 Albany Knickerbocker Press, Lynn J. Arnold, president.
 Allentown, Pa., Call, David A. Miller, publisher.
 Atlanta Journal, Charles D. Atkinson, business manager.
 Augusta Kennebec Journal, Chas. F. Flynt, business manager and treasurer.
 Aurora Beacon News, A. M. Snook, president, business manager and treasurer.
 Austin Statesman, M. H. Rowzee, business manager.
 Baltimore American, J. W. Stoddard, business manager.
 Birmingham News, Frank P. Glass, editor, Victor H. Hanson, president and publisher.
 Birmingham Ledger, James J. Smith, president, treasurer and publisher.
 Bloomington Pantograph, C. C. Merquist, secretary, business manager and treasurer.
 Boston Globe, Charles H. Taylor, Jr., manager and treasurer; P. H. Crocker.
 Boston Post, A. H. Marchant.
 Brooklyn Daily Eagle, Herbert F. Gunnison, business manager; William H. Hester, president and publisher, E. G. Martin.
 Brooklyn Standard Union, William Berri, president, publisher, treasurer and editor.
 Buffalo Evening News, Edward H. Butler, Jr., publisher.
 Charleston, S. C., News and Courier, Robert Lathan, editor, Charles Robertson, secretary and treasurer.
 Charlotte, N. C., Observer, J. V. Simms, business manager.
 Chattanooga Times, H. C. Adler, secretary, treasurer, publisher and business manager.
 Chicago Daily News, Hopewell L. Rogers, business manager, J. B. Woodward, advertising manager.
 Chicago Evening Post, D. E. Town, secretary, treasurer and business manager.
 Chicago Printers' Union, Henry N. Cary.
 Chicago Record-Herald, J. B. Woodward, advertising manager.
 Chicago Tribune, William H. Field, business manager.
 Cincinnati Post, H. H. Hoffman, business manager.
 Cincinnati Tribune, E. O. Eshelby.
 Cincinnati Daily Times Star, Chris H. Rembold, C. H. Motz, secretary and business manager.
 Cleveland Leader, C. R. Hope.
 Cleveland News, W. P. Leech, Dan R. Hanna.
 Cleveland Plain Dealer, Elbert H. Baker, general manager, George M. Rogers, business manager.
 Cleveland Post, W. H. Dodge.
 Cleveland Press, C. H. Fentress, business manager.
 Columbia, S. C., Record, William B. Sullivan, publisher.
 Columbia, S. C., The State, A. E. Gonzales, president, treasurer and publisher.
 Davenport, Times, E. P. Adler, president, publisher and business manager.
 Denver Rocky Mountain News, H. D. Carbery, editor.
 Des Moines Capital, Lafayette Young, Jr., business manager.
 Des Moines Register and Leader, Gardner Cowles, president, publisher and treasurer.
 Detroit Free Press, William H. Pettibone, business manager.
 Detroit News, H. S. Scott, treasurer and business manager.
 Duluth News Tribune, Millie Bunnell, business manager and publisher.
 East Liverpool Evening Review, Louis H. Brush, president and publisher, John L. Sullivan, secretary, treasurer, editor and business manager.
 Elizabeth Daily Journal, Augustus S. Crane, president, publisher, treasurer and business manager.
 El Paso Herald, J. C. Wilmarth, secretary and business manager.
 Erie Daily Times, John J. Mead, secretary, treasurer and business manager.
 Evansville Journal-News, John H. McNeely, business manager, secretary and treasurer.
 Fort Worth Star-Telegram, Amon G. Carter, vice president and general manager.
 Galveston News, J. D. Lorentz.
 Grand Forks Herald, N. B. Black, business manager.
 Grand Rapids Evening Press, Ralph H. Booth, secretary.
 Hamilton Ont., Spectator, James R. Allan.
 Hartford Times, Clayton P. Chamberlin, vice president and business manager.
 Haverville Evening Gazette, Robert L. Wright, president.
 Hoboken Hudson County Observer, A. K. Kohenberger.
 Houston Chronicle, Marcellus E. Foster, president, general manager, publisher and editor.
 Houston Post, G. J. Palmer, general manager.
 Indianapolis News, Hilton U. Brown, general manager.
 Indianapolis Star, Ernest Bross, managing editor; publisher, B. F. Lawrence.
 Indianapolis Sun, G. H. Larke Hal Fink.
 Jackson Patriot, Milo W. Whitaker, treasurer and business manager.
 Jacksonville Metropolis, R. S. Carver, general manager.
 Jacksonville Times-Union, F. W. R. Hinman, business manager.
 Jersey City Journal, Walter M. Dear, secretary, treasurer, publisher and business manager.
 Joliet Record, J. C. Conley.
 Kansas City Journal, Hal Gaylord, secretary and business manager.
 Kingston Daily Freeman, J. E. Klock, president, editor, business manager and publisher.
 Knoxville Journal-Tribune, Fred T. Bonham.



SAMUEL BOWLES, CONSERVATIST.
 EDITOR AND PUBLISHER OF SPRINGFIELD REPUBLICAN

Knoxville Sentinel, C. B. Johnson, president, publisher and business manager.
 Little Rock Gazette, John G. Hershell.
 Louisville Courier-Journal, Bruce Halde-man, president and business manager.
 Louisville Evening Post, W. W. Stouffer, business manager.
 Lowell Courier-Citizen, Phillip S. Marden, president and editor, Peter W. Reilly, Harry R. Rice, treasurer and business manager, William G. Spence, S. F. Whipple.
 Los Angeles Times, Harry Chandler, business manager and treasurer.



R. S. CARVER AND G. A. MCCLELLAN.
 "THE SIAMESE TWINS."

CONVENTION ROSTER

McKeesport Daily News, Jess E. Long, editor and business manager.
 Macon News, R. L. McKenney, president, editor and business manager.
 Memphis Commercial Appeal, William J. Crawford, president.
 Meriden Morning Record, Wm. A. Kelsey, president; Edwin E. Smith, treasurer and manager.
 Milwaukee Herald, William C. Brumder, president and business manager.
 Milwaukee Sentinel, John Poppendieck, Jr., editor and business manager.
 Minneapolis Journal, W. S. Jones, secretary and business manager.
 Montreal La Patrie, Eugene Tarte.
 Montreal Star, W. S. Marson.
 Muncie Star, H. F. Guthrie, business manager.
 Nashville Banner, E. B. Stahlman, president; Edgar M. Foster, business manager.
 New Bedford Standard, George A. Hough, James T. Munsey, Benjamin H. Anthony, Nebraska State Journal, J. C. Seacrest.
 Norfolk Ledger-Dispatch, S. L. Slover, president and business manager.
 New Haven Union, Alexander Troup.
 New Haven Register, John Day Jackson, publisher and editor.
 New Haven Journal-Courier, Everett R. Smith, business manager.
 Newark Evening News, Charles F. Dodd, business manager.
 Newark Star, George D. Smith, general manager, Henry J. Auth, secretary and treasurer.
 Newark Sunday Call, Louis Hancock, business manager.
 New Orleans Daily States, Robert Ewing, president.
 New Orleans Item, James M. Thomson, president, treasurer and publisher.
 New York Globe, Jason Rogers, secretary and publisher, E. A. Westfall, business manager.
 New York Journal of Commerce, Edward Payson Call.
 New York Evening Mail, J. C. Cook, treasurer and business manager.
 New York Evening Post, Oswald Garrison Villard, president; Emil M. Scholz, business manager.
 New York Staats-Zeitung, Herman Ridder, president and editor, Victor F. Ridder, treasurer, publisher and business manager.
 New York Sun, J. A. Seavey, manager the Sun service.
 New York Times, Louis Wiley, business manager; Thomas D. Daly.
 New York World, Don C. Seitz, publisher.
 Omaha Bee, Charles C. Rosewater, vice president and general manager.
 Oshkosh Daily Northwestern, S. J. Hardy.
 Ottumwa Courier, James F. Powell, president, publisher and business manager.
 Paterson Daily Guardian, Henry L. Berman, secretary and business manager.
 Paterson Press-Chronicle, W. B. Bryant, secretary and publisher.
 Peoria Evening Journal, H. N. Pindell, publisher.
 Perth Amboy News, D. P. Olmstead, president, publisher and business manager.
 Philadelphia Bulletin, W. L. McLean, William Simpson, business manager.
 Philadelphia Press, Benjamin G. Wells, president.
 Philadelphia Public Ledger, J. C. Martin.
 Philadelphia Record, M. F. Hanson, president and general manager.
 Pittsburgh Chronicle Telegraph, George S. Oliver, president and publisher.
 Pittsburgh Dispatch, C. A. Rook, president and editor, C. R. Sutphen, treasurer and business manager.
 Pittsburgh Post and Sun, Arthur E. Braun, vice president and treasurer, Jess E. Trower, advertising manager.
 Pittsburgh Press, Harry C. Milholland, president and business manager.
 Portland, Me., Argus, E. A. Conolly.
 Portland, Me., Evening Express, Fred H. Dinkwater, William H. Dow, treasurer and business manager.
 Portland Oregonian, Edgar B. Piper, editor.
 Providence Journal, John R. Rathom, business manager and editor, G. Edward Buxton, Jr., treasurer.
 Providence Evening News, D. Russell Brown, president, treasurer, business manager and publisher, L. A. Chapman.
 Providence Tribune, M. S. Dwyer, business manager.
 Raleigh News-Courier, B. H. Bagley.
 Reading Eagle, John W. Rauch.
 Rome, N. Y., Daily Sentinel, A. C. Kes-singer, president and business manager.
 Richmond News-Leader, John Stewart Bryan.
 Rochester Union and Advertiser, W. J. Curtis, president, treasurer and business manager.
 Sacramento, Cal., Bee, H. J. McClatchy, secretary, business manager and treasurer.
 St. Joseph News-Press, Louis T. Golding, vice president, treasurer, editor and publisher, Charles M. Palmer, Dean Palmer.
 St. Louis Globe-Democrat, F. J. Richards, S. Lansing Ray.
 St. Louis Republic, Charles W. Knapp, president.
 St. Louis Star, Edward S. Lewis.
 St. Paul Daily News, C. D. Bertollet, L. V. Ashbaugh, president and publisher.
 St. Paul Pioneer Press, C. K. Blaudin.
 Salt Lake City Deseret News, H. G. Whitt-nev, business manager and publisher.
 Salt Lake City Herald-Republican, E. H. Callister, president.
 Salt Lake City Tribune, A. N. McKay.
 San Antonio Express, F. G. Huntress, Jr., president, treasurer, general manager.
 San Francisco Bulletin, R. A. Crothers, publisher.
 San Francisco Call, E. C. Trowbridge.
 San Francisco Chronicle, M. H. de Young, publisher, N. A. Huse.
 (Continued on page 956.)

THE MINNEAPOLIS MORNING TRIBUNE: WEDNESDAY APRIL 15 1914

Nelson Defends Grain Standards of Minnesota

Establishment of Uni-
federal Inspection Be-
re Senate.

Not Likely to
'or Several

VEAU
C.

15.—The
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to

Exclusive Tribune Ads Crowd High-Class Store

Most Successful Sale in City's
History—Tribune Only
Medium Used.

From the day the store of Wm. A. French & Co. was opened, it has been admittedly the highest grade in its class in the city of Minneapolis and its stock of furniture, oriental rugs, bric-a-brac, decorative materials, etc., the classiest that the world's markets afford.

Accordingly, when the firm decided to retire from the retail field in order that it might devote itself in future entirely to the decorative branch of its business, Mr. Wm. A. French selected The Minneapolis Tribune as the exclusive medium through which he would communicate with the public to acquaint them with the sale which the business change made necessary.

The preliminary announcements in The Tribune were the talk of the town, and when the sale began yesterday the results justified the wisdom of Mr. French's selection of The Tribune. Long before the doors opened, there was a waiting crowd in front of the building, and by the opening hour (8:30) hundreds had assembled awaiting the time when they might enter the establishment. Automobile after automobile discharged its occupants at the doors, and during the day the stream kept flowing in.

It is safe to say that in extent of purchases and in the personnel of the purchasers, no such sale has ever before been held in Minneapolis. From all parts of the city came the best people. As a result every leading bank of Minneapolis will today be transferring sizable checks of some of its largest depositors to the account of Wm. A. French & Co., and in exchange Minneapolis' most beautiful homes will be made still more beautiful, more charming, by the acquisitions of yesterday. And there will be more and more of it as the days go on until the stock is closed out.

In the meantime, The Tribune again feels, as it has expressed on many former occasions, a pardonable pride in being sustained in its claims that, its circulation being so large and covering Minneapolis so thoroughly, it can successfully sell reliable merchandise of every class without the use of any other medium.

Joke, Say Editors Who Fought a Duel, When Arrest Is Thro'

Chicago, April 14.—(Sp)
mance hastily seized the
here today and the two
—Christian Botker and
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The Minneapolis Tribune

W. J. MURPHY, Publisher

GERALD PIERCE, Manager of Advertising

Western Representative

C. GEORGE KROGNESS
CHICAGO

Eastern Representative

J. C. WILBERDING
NEW YORK

PRESSES RUN IN PALACE

Electric Signs for Delivery Wagons As Well As Stores Attract, While Auto-feeding Presses Cheapen Production and Marvellous Applications of Nine Colors at One Time Enhance the Interest of Visitors.

Printing in its early and its advanced stages was spread before the eyes of those who visited the Grand Central Palace this week. Presses were kept running day and night and everything was bustle. For there the Printing, Lithographing, Paper, Advertising, Publishing and Allied Trade Exposition was held, advantage being taken of the meeting of publishers and editors in New York at the same time. It also commemorates the centennial of the invention of the power printing press.

More wonderful than the old are the new inventions. The whole building is ablaze with electric lights and one of the chief illuminators is also an exhibitor. This is the Argus Electric Sign Company, which is notable for using a Tungsten Lamp of from six to ten candle power in light aluminum letters. They bring the electric sign down to the grocery and delivery wagon and orders have been received from western cities to supply them. Light storage batteries are sufficient for the purpose and they are great economizers in the ordinary electric current when that is used.

AUTO PRESS MACHINES.

No longer is a printer needed to feed a press. The Auto-Press Company's machine runs along without tiring, never misses impressions and never slackens up to rest. A speed of 4,500 impressions an hour is obtained with automatic feed, and there are new refinements to facilitate making ready and to secure continuous operation.

Another marvel in saving labor is the Miller Platen Press Feeder, which saves the nimble fingers of the pressman. Its record of 2,280 impressions an hour on a hand press, means that it can do almost as much as three presses and three pressmen, the old way. It goes on a Chandler & Price Gordon Press, 10 inches by 15, and will feed any weight of stock up to a three-ply card board. It will run color work with perfect register. One man can handle several presses equipped with a Miller feeder. This invention has been brought to a high state of perfection and is one of the drawing cards of the show.

The advance in lithographing is second to no exhibit in interest. The Printex Process replaces tedious and inaccurate handwork by the celerity and infallibility of precision in machinery. It is applicable to lithography in all its branches, to all classes of block making, black plate printing, stamp making, to all classes of textile printing, to rotary photogravure, wall paper or oil cloth printing—in short to all the allied trades of the printing art.

THE PRINTEX PROCESS.

It is deplorable that foreigners adopt much more readily than Americans the fruits of American ingenuity. Thousands of miles of cloth are printed every day in the mills of Manchester, Eng., by the Printex Process. It has been seized eagerly in Berlin and in Austria where it is cheapening the processes of manufacture and giving marvelous artistic finish to whatever it is applied.

The exhibit in charge of Mr. E. J. Des Moineaux attracts every student of the art of printing who keeps in touch with its utmost possibilities. Those who stop to talk are deeply impressed with the invention and its future for bringing illustrated publications up to the highest plane of bookwork which is possible now in this country. As everybody knows, England is far in advance of the United States owing to the greater pains taken in printing.

Nine colors at one impression, or any number up to nine, are produced by the Sterling Color Press. This new rotary press is distinctive chiefly for its fountain feed, which gives entirely uniform inking throughout the job. It has a registering and plate holding device,



V. S. McCLATCHY ("Sacramento Mac"),
PUBLISHER OF THE SACRAMENTO BEE, "HITTING THE HIGH SPOTS."



W. J. MURPHY,
OF MINNEAPOLIS, "HOLDS THREE OF A KIND."

making it possible to put any number of plates on at any angle or at any shape and at any point on cylinder. The even ink distribution affects a saving of fifteen to thirty per cent. The rollers distribute the ink thoroughly before it reaches the plates, and the plates cylinder makes two revolutions over the form rollers to each impression, making clearer and sharper print, only a few of the presses have so far been placed. The Printing Machine Company of Cincinnati, which is making them, finds itself unable to meet the demand. The press is so simple that any person at all familiar with the printing press can run it, and its simplicity commends it as much as its marvelous precision of register. The company is notable for its diagonal bases for half tones.

In addressing letters and newspapers, the very latest device, marvelous in its simplicity and prompt in its results, is presented in the Addressograph.

DUPLEX PRESS EXHIBIT.

The Duplex Press of Battle Creek is publishing a paper of sixteen pages at the Exposition, to show every process of newspaper making. Its tubular plates, which replace the semi-cylindrical plates, are perhaps the most advanced of its innovations. These plates print all the time when the press is running instead of half the time as with the old plates. The Duplex Press does its work without straining and it is to be depended upon in every way. Its exhibit is second to none in interest and visitors to the show gathered in crowds to see the production of the newspaper reduced to its simplest form.

A new lightweight electrotype process, from which half tone and line cuts can be made in thirty minutes with three operations, as against the seven hours and twenty operations of the old-fashioned electrotyping process attracted much attention.

Various contests of speed between pressmen and linotypers and awards of prizes for exhibited specimens of black half tone printing were part of each day's program.

The first power press was tried in printing The London Times in 1814. It was considered a wonder, although only 1,800 impressions on one side of the paper in an hour were made. There is a modern press in the exposition that can turn out 30,000 sixteen-page newspapers in the same length of time.

OLD PRESSES SHOWN.

In the museum of the American Typefounders' Company, which has been transferred temporarily to the Grand Central Palace, there is a hand press used by Isaac de Winter in Middelburg, Holland, before 1767. In 1780 this press was sold to Willem Abrahams, whose descendants are still printers in Middelburg. The press was bought for the museum in 1912. Another ancient press is a small one made in Philadelphia about 1795 by Adam Ramage, the first printing press manufacturer in America. It is a kind often shown in pictures and the specimen shown awakens interest.

The museum contains one of the most complete "Franklinians" ever exhibited. There is a general inventory of Franklin's printing plant in Philadelphia, taken in 1766 by James Parker, the first printer in New Jersey and the third in New York. Specimens of type made in Franklin's type foundry in Philadelphia, and the only proofs from type designed for Franklin in Paris in 1780 are other exhibits. There is also a book, the press work of which was done by Franklin in London. Several autograph letters written by Franklin between 1743 and 1788 complete the collection.

Among the rare books are a copy of the Gutenberg Bible, the first printed book, 1450; a book printed in 1470 by Peter Schöffer, said to have been Gutenberg's first pupil, and books by such early printers as Aldus, Manutius, Estienne, Plantin, and Zainer.

There are also copies of the first book printed from stereotype plates, Edinburgh, 1739, the first book printed from stereotype plates in America, Philadelphia, 1788.

(Continued on page 938.)



A. H. MESSING SAYS—SAYS HE—

WASHINGTON TOPICS.

Supreme Court of the United States Passes on Question of Regulation of Insurance Rates and Dissenting Opinion Asks Whether Newspapers, Magazines and Advertising May Not Be Affected by New Ruling.

(Special Correspondence.)

Washington, D. C., April 22.—Can the price of newspapers, magazines and advertising rates be regulated by law? This vital and far-reaching question may soon be determined by the courts, since the Supreme Court decided in an opinion rendered Monday, that insurance rates can be fixed by law. A dissenting opinion was concurred in by three members of the Supreme tribunal, of which Chief Justice White was one.

The court's decision is based on the ground that the insurance business is "a public interest." "Then," ask the dissenting members, "could the price of newspapers, magazines and the like be fixed, for certainly nothing is more affected by the public interest, nothing is so dependent on the public, and nothing reaches so many people and so profoundly affects public thought and public business."

The decision rendered was in a suit of the German Alliance Insurance Co. against Ike Lewis as Superintendent of Insurance of the State of Kansas. Incidentally the dissenting opinion says that the newspaper and magazine business, being "a public interest," justified regulation.

This decision is regarded as an all

important one to newspaper interests for many bills are pending in Congress affecting newspapers and periodicals generally, and with Chief Justice White agreeing that the newspaper and magazine business should be regulated by law, some think that it is going but a step further for the members of the court to agree upon a decision sustaining some law which might abridge the freedom of the press.

The dissenting opinion said, in part: The court holds that fire insurance though personal is affected with a public interest and therefore, that the business may not only be regulated but that the premium or price to be paid to the insurer for entering into that personal contract can be fixed by law.

This power to regulate is so much oftener exerted against the large business, because the evils are then more apparent, that the size of the business and the number of persons interested are sometimes referred to as indicating that the business is affected with a public interest. But there is no such limitation. If great size is the test, if the number of customers is the test, if the scope of the business throughout the nation is the test, if the contributions of the many to the value of the business is the test—or if it takes a combination of all to meet the condition—then every business with great capital and many customers distributed throughout the country and making a large business possible, must be treated as affected with a public interest, and the price of the goods on its shelves can be fixed by law.

Then could the price of newspapers, magazines and the like be fixed, because certainly nothing is more affected with a public interest, nothing is so dependent on the public, nothing reaches so many persons and so profoundly affects public thought and public business. Such a business is, indeed, affected with a public interest—justifying regulation, but not the fixing of the price of the paper or periodical or the rates of advertising. For great and pervasive as is the power to regulate, it cannot override the constitutional principle that private property cannot be taken for private purposes.

Technical Publicity Election.

At the annual meeting of the Technical Publicity Association the following officers were elected to act during the ensuing year: President, F. R. Davis, advertising manager, General Electric Co., Schenectady, N. Y.; first vice-president, Arthur Haller, advertising manager, American Locomotive Co., New York; second vice-president, J. J. O'Connell, advertising manager, A. S. Cameron Steam Pump Works, New York; treasurer, H. M. Davis, advertising manager, Sprague Electric Co., New York; secretary, C. A. Hirschberg, publicity manager, Ingersoll-Rand Co., New York; executive committee—Officers and Harry Tipper, advertising manager, The Texas Co., New York; O. C. Harn, advertising manager, National Lead Co., New York. The Association has just completed the most successful year in its history. No meetings are held during the summer, but in the fall the Association's activities will be begun again in earnest.

Rumored Purchase of L'Araldo.

Rumors were current last week that Commendatore Celestino Piva, owner of Giornale Italiano, had purchased L'Araldo and Il Telegrafo from John Vicario, paying him \$50,000 for the properties. In Italian circles such a consolidation would be considered as very desirable and the merger, if accomplished, would make a very strong Italian paper. Mr. Vicario, however, stated to a representative of the EDITOR AND PUBLISHER that while some negotiations had taken place no definite results had been obtained and, furthermore, the rumored price had been understated.

The Utica (N. Y.) Observer has purchased a plot and will erect a new building thereon for its plant.

The office of the Lostine (Ore.) Reporter, was destroyed by fire on April 9. The building was a frame one.

Roelker Now Ad Manager.

William G. Roelker, who becomes advertising manager of the Providence Journal Company this week, went to the Journal two years ago after several years of experience in New York City. He is one of the younger school of advertising men and is well equipped to handle the problems of a company which



WILLIAM G. ROELKER.

last year had the honor of standing eighth in the list of newspapers that carried the largest quantity of advertising in the United States. Mr. Roelker succeeds E. L. Mathewson, who has taken charge of the Journal Company's new Statistical and Promotion Bureau which will begin operations next month.

Get Busy With Our New Mexican War Maps and War Atlas

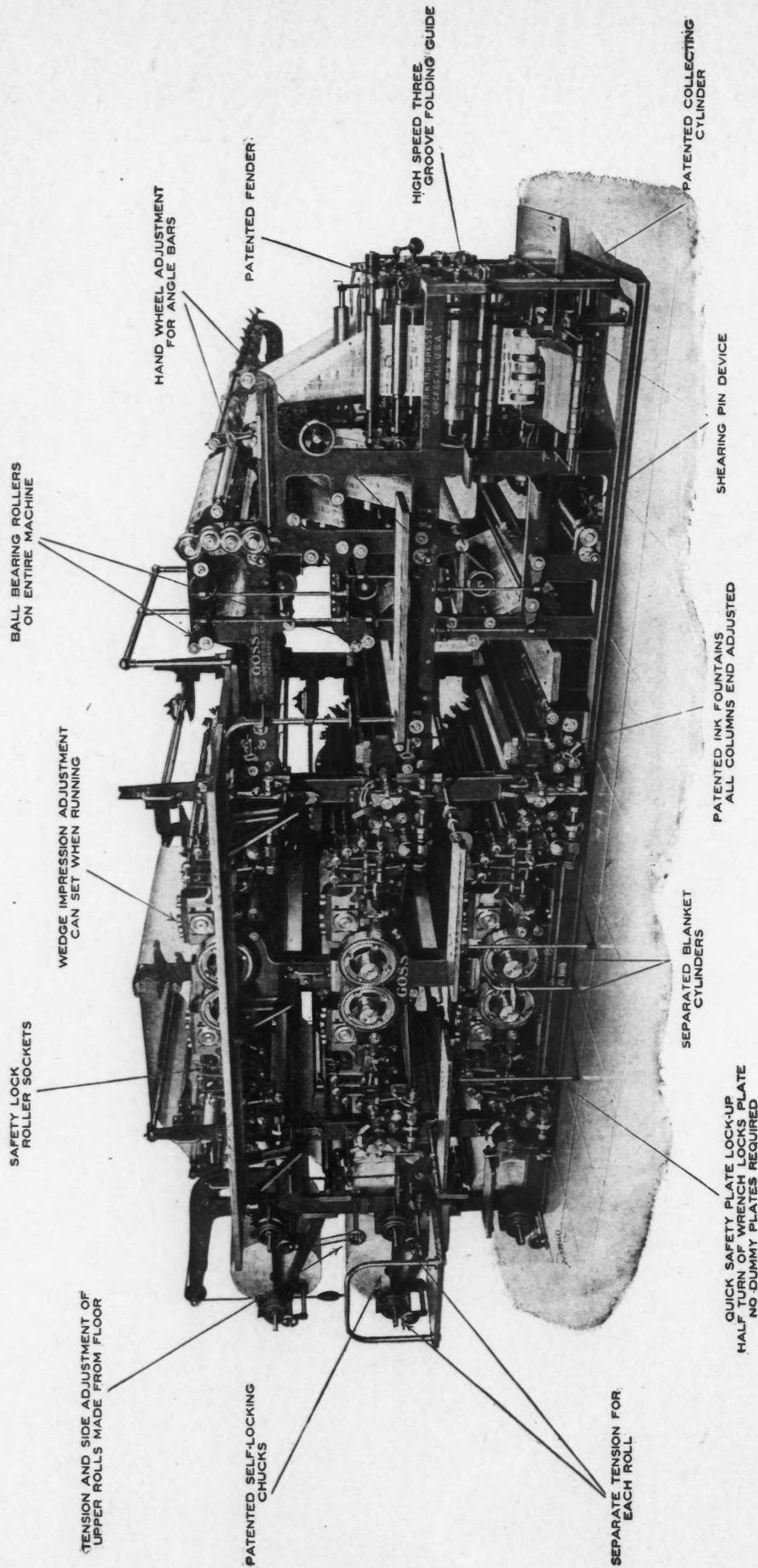
All new maps, new pictures, history of whole Mexican trouble. Portraits of leaders, warships and armies. Pocket maps or war maps all sizes.

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

S. Blake Willsden and Company

GOSS PRESS EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



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

NEW YORK OFFICE
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

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

Among the recent sales and installations made by

The GOSS Printing Press Co. of Chicago

are included the following:

ROTARY NEWSPAPER PRESSES.

Sentinel, Milwaukee, Wis.....High Speed Sextuple
 Abendpost, Chicago, Ill.....High Speed Quadruple
 News, Springfield, O.....High Speed Quadruple
 Chronicle, Houston, Tex.....High Speed Octuple
 Telegraph-Herald, Dubuque, Ia.....High Speed Quadruple
 Call, San Francisco, Cal.....Two High Speed Octuples
 Herald, Los Angeles, Cal.....High Speed Octuple
 Commercial Tribune, Cincinnati, O.....High Speed Sextuple
 Telegraph, Harrisburg, Pa.....High Speed Sextuple
 Christian Science Publishing Society, Boston, Mass.,
 High Speed Sextuple
 Atlantis, New York.....Goss 24-page Press
 Star, Wilmington, N. C.....Goss 16-page Press
 Fayette Pub. Co., Uniontown, Pa.....Junior Straightline

Telegraph, New London, Conn.....Junior Straightline
 Sun, Attleboro, Mass.....Junior Straightline
 Leader, Manchester, N. H.....Sextuple
 Dispatch, Union Hill, N. J.....Goss 24-page Press
 Tribune, Tampa, Fla.....Goss Quadruple
 News-Telegram, Calgary, Can.....Sextuple
 Times, Montgomery, Ala.....16-page Press
 Polish Catholic Union, Chicago.....Goss 24-page Press
 Register-Gazette, Rockford, Ill.....Goss Quadruple
 Telegraph, Montreal, Canada.....Goss Quadruple
 Post, Butte, Montana.....Junior Straightline
 Tribune, Pocatello, Idaho.....16-page Press
 Press, Memphis, Tenn.....Goss Quadruple
 Journal, Jamestown, N. Y.....Acme 24-page
 Tribune, Waco, Tex.....16-page Press

MAGAZINE PRESSES.

Art Color Printing Co., New York City.....
 R. R. Donnelley & Sons Co., Chicago.....One 96-page Press
 Rural New Yorker, New York City.....One Farm Journal Press
 R. R. Donnelley & Sons Co., Chicago.....One 80-page Press
 States Printing Co., Chicago.....One 80-page Press

FLAT BED PRESSES.

State Register, Portage, Wis.....Comet
 Union, Warsaw, Ind.....Comet
 Free Press, Joliet, Ill.....Comet
 Press, El Centro, Cal.....Comet
 Visergutten, Story City, Ia.....Comet
 Argus, Sapulpa, Okla.....Comet
 Review, Crawfordsville, Ind.....Comet
 News, Truro, N. S.....8-page Flatbed Perfecting Press
 Leader, Pontiac, Ill.....Comet
 Republican, Rushville, Ind.....Comet
 Jacksonian, Jackson, Tenn.....Comet
 Messenger, Troy, Ala.....Comet
 Progress, El Centro, Cal.....Comet
 Record, Effingham, Ill.....Comet
 Potters Herald, East Liverpool, O.....Comet
 Finnish Newspaper Co., Brooklyn.....Comet
 Grayzel Press, New York City.....Comet
 Chronicle, Bozeman, Mont.....Comet

Bratstvo, Wilkesbarre, Pa.....Semi-Rotary 12-page
 World, Wenatchee, Wash.....Semi-Rotary 10-page
 Crescent News, Frankfort, Ind.....Comet
 Majority Co., Wheeling, W. Va.....Comet
 Capital Journal, Salem, Ore.....Semi-Rotary 12-page
 Telegram, Rockymount, N. C.....8-page Flatbed Perfecting Press
 Dispatch, Michigan City, Ind.....Comet
 Journal, Middletown, O.....Comet
 Croation Pub. Co., Chicago, Ill.....Comet
 Patriot, Lebanon, Ind.....Comet
 News, Tarentum, Pa.....8-page Flatbed Perfecting Press
 Times-News, Gadsden, Ala.....Comet
 J. Worzallas Sons, Stevens Point, Wis.....Semi-Rotary 8-page
 Swigart Pub. Co., Maquoketa, Ia.....Comet
 News-Telegram, Hartford City, Ind.....Comet
 Montgomery News, Hillsboro, Ill.....Comet
 Courier, Taylorville, Ill.....Comet
 American, Havana, Cuba.....Comet
 Independent, Helena, Mont.....Semi-Rotary 14-page

ADDITIONS TO PRESSES.

Herald-Journal, Dayton, O.....Full 3-color Deck
 Menace, Aurora, Miss.....One Complete Folder Attachment
 Express, Los Angeles, Cal.....Complete Deck for H. S. Octuple Press
 Phillips & Van Norden, San Francisco,
 Extra Deck, Enlarging Present Magazine Press

Gazette, Burlington, Ia.,
 Complete Deck, Enlarging Their 20-page Machine
 Times, Bay City, Mich.....One Complete Black Deck
 Supply Mfg. Co., Chicago.....One Special Folder Attachment

THE GOSS PRINTING PRESS COMPANY

Main Office and Factory, 16th Street and Ashland Avenue, Chicago, Ill.

NEW YORK OFFICE:

1 Madison Ave., Metropolitan Life Bldg.
New York City

LONDON OFFICE:

93 Fleet Street
London, England

“A PROCLAMATION”

By WILLIAM C.

This list of New England daily newspapers will sell the equivalent of (one column) at a cost of 34 cents plus, per thousand of circulation — where (one column) of circulation. About three for one plus concentrated circulation is worth

PROCLAMATION

Fifty-one New England Dailies

We, publishers of New England daily newspapers, make known to you in this public way our advertising rates and our circulations.

We have nothing to hide.

We are proud to be united in an effort to convince general advertisers that they can use our newspapers in developing their business in the New England territory at less cost and with greater results than they can by using any other form of publicity.

Take us together and we reach 1,532,635 separate buyers of daily newspapers. This number of buyers is greatly augmented by the number of readers. It is very conservative to say that at least three people read every copy of a newspaper that is bought. On this basis, then, we get in intimate, daily touch with at least 4,597,905 people, who represent about 75% of the total New England population.

An advertisement eight inches deep across two columns (112 lines double column) can be used in all of our papers once a week for a year (a total of 11,648 lines) at a cost of \$27,617.40.

Fifty-two magazine pages in one year — centered in the territory where there is no waste — getting distribution in communities where people do not need to hunt for the stores in which to buy the advertised article — and getting each advertisement at a cost of \$531.10 plus, or thirty-four cents plus per advertisement per thousand of circulation.

The average magazine charges one dollar per page per thousand of circulation AND DOES NOT CENTER ITS FORCE in any one section or territory. The same sized advertisement costs in our newspapers 34 cents plus per thousand of circulation.

In our New England daily newspapers you get a magazine page of space once a week instead of once a month — 52 times a year instead of 12 times — and your goods, if meritorious, will be sold in sufficient quantity to justify the advertising investment.

Think about us!

We can help any legitimate business to an enormous success in our territory through our united efforts.

CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.	
Bridgeport Farmer (E).....	12,508	.0285	.0175	New cur
Bridgeport Post (E).....	12,735	.035	.025	New cur
Bridgeport Post (S).....	7,000	.025	.02	New cur
Bridgeport Standard (E).....	7,422	.03	.015	New cur
†Bridgeport Telegram (M).....	11,394	.02	.02	New cur
Danbury News (E).....	6,168	.0118	.0118	†North
Hartford Courant (M).....	16,535	.06	.035	*Pitts
Hartford Courant (S).....	16,000	.06	.035	Salem
Hartford Post (E).....	15,856	.025	.02	†Sprin
Hartford Post (S).....	5,000	.025	.02	†Sprin
Hartford Times (E).....	*22,085	.06	.04	Sprin
†Meriden Journal (E).....	8,194	.03	.015	Sprin
Meriden Record (M).....	8,185	.0357	.015	Taur
†New Haven Journal-Courier (M)...	12,727	.03	.025	†Taur
New Haven Union (E).....	**16,913	.05	.03	Wor
New Haven Union (S).....	8,821	.0285	.02	Wor
New London Day (E).....	*7,572	.0285	.0157	Wor
†Norwich Bulletin (M).....	8,771	.04	.018	†Wo
Waterbury American (E).....	7,300	.0357	.0235	
Waterbury Republican (M).....	8,385	.0285	.02	
Population 1,114,756.				

MAINE.

Portland Argus (M).....	8,500	.035	.015	Prov
Portland Express (E).....	*17,849	.0535	.0375	Prov
Portland Telegram (S).....	12,220	.0393	.0321	Prov
†Portland Press (M).....	11,740	.025	.02	Wes
Portland Press (S).....	5,500	.0393	.0321	Wo
Waterville Sentinel (M).....	7,000	.0285	.0143	
Population 742,371.				

MASSACHUSETTS.

Boston Globe (ME).....	259,000	.30	.30	†Bar
Boston Globe (S).....	318,783	.30	.30	Bur
Boston Herald-Traveler (ME)....	*155,777	.28	.25	Rut
Boston Herald-Traveler (S).....	*60,663	.23	.20	T
†Boston Journal (M).....	80,000	.16	.125	
†Boston Post (M).....	404,927	.35	.35	
†Boston Post (S).....	342,712	.35	.35	
†Boston Transcript (E).....	31,404	.15	.15	
Gloucester Times (E).....	7,500	.0214	.015	
Haverhill Gazette (E).....	10,800	.0214	.0185	
Haverhill Herald (E).....	*9,490	.02	.0171	
Lynn Item (E).....	18,338	.0535	.0357	
Lynn News (E).....	8,560	.0357	.0207	

21 Leading Magazines Charge \$6.29 a Line for 1,339,006 Times the Rate of the Above Listed Newspapers for New

General advertisers seeking further light in respect to Massachusetts and New England territory, and the degree to which the important newspaper operation," are requested to communicate with THE EDITOR Advocate, Suite 1117 World Building, New

N" and "A SIDE LIGHT"

AM C. FREEMAN

valent of a standard magazine page advertisement (eight inches double
— whereas the fixed price per page in magazines is \$1.00 per thousand
on is what newspapers give advertisers by comparison with magazines.

Dailies 5,000 Circulation and up

A SIDE LIGHT

MASSACHUSETTS—(Continued).			
10,000 l.	Paper	Circulation	2,500 l. 10,000 l.
.0175	New Bedford Standard and Mercury (ME)	*19,458	.03 .03
.025	New Bedford Standard and Mercury (S)	*13,839	.03 .03
.02	Newburyport News (E)	5,601	.0178 .0125
.0118	†Northampton Gazette (E)	5,411	.021 .014
.035	*Pittsfield Eagle (E)	*11,874	.02 .0157
.035	Salem News (E)	19,198	.042 .03
.02	†Springfield Republican (M)	17,008	.075 .0625
.02	†Springfield Republican (S)	18,463	.075 .0625
.04	Springfield Union (ME)	28,430	.075 .06
.015	Springfield Union (S)	18,576	.075 .06
.015	Taunton Herald-News (E)	5,404	.025 .0178
.025	†Taunton Gazette (E)	6,044	.0215 015
.03	Worcester Gazette (E)	*20,661	.0425 .032
.02	Worcester Telegram (M)	28,275	.05 .05
.0157	Worcester Telegram (S)	31,726	.05 .05
.018	†Worcester Post (E)	13,135	.0285 .0221
.0235	Population 3,336,416.		
.02	NEW HAMPSHIRE.		
	†Manchester Union & Leader (ME)	25,000	.08 .05
	Population 430,572.		
	RHODE ISLAND.		
.015	Providence Bulletin (E)	††47,620	.09 .09
.0375	Providence Journal (M)	††19,002	.07 .07
.0321	Providence Journal (S)	††30,567	.08 .08
.02	Westerly Sun (E)	5,630	.0178 .0128
.0321	Woonsocket Call & Reporter (E)	12,183	.0357 .0214
.0143	Population 542,610.		
	VERMONT.		
	†Barre Times (E)	6,210	.0215 .015
	Burlington Free Press (M)	9,418	.025 .0157
.30	Burlington News (E)	5,976	.0214 .0171
.30	†Rutland Herald (M)	5,475	.0214 .0171
.25	Population 355,956.		
.20	Total for New England 1,532,635 \$2.8788 \$2.371		
.125	*Net paid figures supplied by publisher.		
.35	°Government Report.		
.35	**Net paid figures certified by A. A. A. auditor.		
.15	†Publishers' signed statements of average gross figures on file in this office.		
.015	††Net paid averages for 1913 attested by N. W. Ayer & Son.		
.0185	Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.		
.0171	Population New England, 6,552,681.		
.0357			
.0207			

A New England manufacturer—not a user of newspapers —has been advertising for many years in Magazines.

He has gone away from home to get business, and wonders why he does not do more business in his home territory.

In the New York territory, where is segregated nearly 6,000,000 people (almost as many as there are in all of New England) this New England manufacturer has not been able to induce more than thirty grocery stores out of over 12,000 to handle his product.

Yet in the New York territory, based on population and volume of circulation, where this New England manufacturer is paying one-fifteenth of his total for magazine advertising — he gets distribution in *only thirty grocery stores!*

The New York retailer, like retailers everywhere else, feels that to move goods he must have the influence of the daily newspapers in his home town.

This manufacturer has a better distribution among New Englanders than he has in New York — not so much on account of the influence of his magazine advertising as on account of the loyalty of New Englanders toward one of their own.

Had this manufacturer used the daily newspapers listed on these pages, he would have secured instant, large and effective distribution and his product, which is very meritorious, would have been grabbed up like hot cakes.

Why a manufacturer does not secure, first of all, the good will and support of his home people before spreading himself all over the country is one of the mysteries of advertising that will never be solved until advertisers recognize the fact that daily newspapers, in territories, must first be used.

This manufacturer, or any other manufacturer, should not overlook the fact that he can reach about 75% of all the people in New England, centering his fire at a cost of 34 cts. plus per advertisement per thousand of circulation — said advertisement occupying a space of eight inches double column.

339,006 Circulation in New England, Over Two and One Half
pers for Nearly Two Hundred Thousand Less Circulation.

pect to marketing conditions and distribution facilities in the New
rant newspapers listed above will aid and assist with "local co-
EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper
ding, New York. Phones, Beekman 4330.

SYKES ENTERS HENKEL FIRM.

Publisher's Representative Will Be in Charge of Eastern Field.

Robert W. Sykes, Jr., formerly vice-president of the Rowland Advertising Agency, of New York and well known in newspaper and advertising circles, has joined forces with Frank W. Henkel, publishers' representative of

entered the general agency field as vice-president of the Rowland Advertising Agency.

The Henkel agency represents in the West, the Bridgeport Standard, Waterbury American, Boise Capital News, Joliet Herald, Elkhart Truth, Marion Chronicle, Frankfort State Journal, Boston Record, Adrian Telegram, Port Huron Times-Herald, Hoboken Observer, Pawtucket Times, Jackson Sun. A number of these papers are also represented by the New York office and Mr. Sykes in the East.

The business will be conducted under the name of Frank W. Henkel, publisher's representatives, with Mr. Sykes in charge of the field east of Buffalo and Pittsburgh.

PUBLICATION NOTES.

Harry Hammond, editor and owner of the Byron (Cal.) Times, is working on a "booster" edition, which will contain over 100 pages, magazine size, and be issued as a supplement to the regular sheet. C. Beauregard Poland, better known as "Capt. Jack," a famous description writer, is now assistant editor of the Times.

The National Field, of Atlanta, Ga., the official weekly organ of the Farmers' Union, which has over 2,000,000 active members, begun publication last November and now has 74,000 guaranteed circulation. Its editor is Charles S. Barrett, president of the Union. This circulation has been secured without the use of premiums, and while devoted in a large degree to agricultural topics it contains articles of a more general nature which make it attractive to all classes of readers.

Made "Clean-up" Week Pay.

The Philadelphia North American in its issue of April 17 turned to its profit in an admirable way the observance of "Clean-up Week" for Philadelphia from April 20 to 25. The North American, on the date first named, printed twelve columns of advertisements, on facing pages, under a bold display caption, "Suggestions for Clean-Up Week for a Spic and Span Philadelphia," all of which advertisements told the merits of some well known cleaning agent, each one sup-



ROBERT W. SYKES, JR.

Chicago, in representing daily newspapers with headquarters in the Metropolitan Bldg., New York.

Mr. Sykes has had 14 years experience in advertising and newspaper work, starting in Spring of 1900 with the late S. C. Beckwith, one of the pioneers in the special agency field. He received his early training under Mr. Beckwith where he remained until 1909 when he entered the daily newspaper field, going to the staff of the Brooklyn Citizen. After a year's service in the local field, he was appointed automobile editor of the Brooklyn Times. He made that paper a strong automobile medium in Brooklyn. In March of last year he



A MAN OF AFFAIRS IS JOHN C. SHAFFER, PRESIDENT CHICAGO GRAND OPERA CO., AND OWNER OF A STRONG LIST OF PAPERS.

posed to save housekeepers time, worry, "Clean-Up Week." The paper also money and labor. The page, in addition, gave vigorous editorial support to the published information about clean-up project

The Largest Press of Its Kind in the World

has just been installed by R. Hoe & Co. in the new plant of BOYCE'S WEEKLIES, North Dearborn and Illinois Streets, Chicago. With this addition, BOYCE'S WEEKLIES now have FIVE large presses to print their circulation of

1,250,000 Weekly

The advertising rate, \$2.50 per agate line, is the cheapest rate—20c. per 100,000—of any weekly publication reaching the small town and country field.

That advertisers in BOYCE'S WEEKLIES at this rate are finding them highly profitable is proven by the fact that the advertising in the Blade and Ledger has doubled in four years, and that for the first four months of 1914 it exceeded all past records and was largely in excess of that of all competitors.

For direct and general publicity advertising to reach the small town field of the United States there are no mediums which compare with BOYCE'S WEEKLIES.

W. D. Boyce Co.
500-514 N. Dearborn Street, Chicago
Eastern Office, Metropolitan Tower, New York City



HONEST, THAT'S THE GUY THAT PUT THE GO IN CHICAGO!!

A. M. LAWRENCE

HE'S THE GUY—IS A. M. LAWRENCE, PUBLISHER OF THE CHICAGO EXAMINER.

NEWSPAPER WITH A STIFF BACKBONE.

Story of the Fight of the Indianapolis Sun Against the Parry-Mulhall Ring—Vigorously Opposed a Gas Merger Steal—Merchants Boycott the Paper and for Two Weeks It Printed No Advertisements—Public Came to Rescue and Circulation Jumped 20,000.

The Indianapolis Sun is among those newspapers that have recently been made to feel that it is not well to oppose special privilege when those enjoying it control, directly or indirectly, the buying of advertising space. The paper has just passed through a year of strife with the corrupt element of its community. The Sun objected to seeing the public plundered, and said so. The result was that on more than one occasion the pages of the paper were as free from advertising as "a copy of the Holy Bible," as the management has expressed it.

However, in the gloom which the boycott cast over the Sun there was at least one bright spot. In resentment of the treatment given the paper the people of Indianapolis did the one thing they could do—they subscribed to the Sun in such numbers that the end of the boycott left that paper with a circulation gain of over 20,000. In the light of what is to follow here, these figures are of interest. They emphasize the fact that the American public is still ready to appreciate newspaper fair-dealing.

SUN WOULDN'T STAND FOR IT.

The Sun has been under its present management since January 15, 1913. Soon after the paper changed ownership an economic-political group of Indianapolis, known as the Parry-Mulhall ring, made up its mind to enrich itself once more at the expense of the city. The Sun vigorously opposed a steal whereby a street railway system actually worth \$3,250,000 was inflated to represent water-logged values of \$57,000,000, while the company insolently ignored its franchise obligations to the city. Naturally, the powers-that-be of Indianapolis were not pleased with this. It was intended to carry out this plan through a system of elaborate incorporations and re-incorporations, based, of course, upon public franchises granted and to be granted. It had been the policy of the old corporation to give as poor a service as possible, and when the Sun insisted that running a street railway system was not exactly like running a factory, as the magnates had maintained, but that the public also had a say in the matter, the flood gates of wrath burst wide open.

The Sun had been simple enough, it seems, to insist upon better street car service. It found it somewhat odd, to say the least, that a man living in the extreme north of the city and wishing to go to the eastern parts should be obliged to travel to the very center of the city before he could reach his destination.

But in addition to offending the street railway magnates, the paper also stepped on the toes of the loop district, and Washington Street merchants and the owners of central-urban real estate. Like most other cities, Indianapolis holds the view that you must shop in the big stores or not at all, and fearing that better means of inter-communication in the outlying parts of the city might cause the loop district merchants to lose business, and leave the central real estate owners to face a depreciation in values, nobody had ever openly advocated the betterment so desperately needed. The fact that the Sun thought fit to espouse the cause of the city's suburbanites had unwelcome consequences, as will be shown later.

THE GAS COMPANY HOLD-UP.

There was another matter in which the Sun took the side of the public. To free Indianapolis of the grip of the old gas company, a People's Gas Company had been organized some years ago. Finding that real competition had its drawbacks, the old company in 1913 decided to unload its plant on the younger concern. When the People's Gas Com-

pany was organized it was understood that no bonds were to be issued, this measure having been thought necessary to keep the two gas producers apart, or at least keep the People's Gas Company from becoming the prey of "modern efficiency engineering and high finance."

Subsequently, however, the directors of the People's Gas Company voted in favor of \$600,000 bond issue over the protest of the stockholders. On March 10 it was announced that a local syndicate would take over the plant and other property of the old gas company, and on May 26, an application was made by the directors of the People's Gas Company to the Indiana State Public Service Board to permit the merging of the two gas producing properties. Pleas that it would result in greater efficiency were made, but the Sun thought that it detected a new method of grabbing public franchises.

The property of the People's Gas Company was to revert to the city of In-



YE MIGHTY PEN OF CHARLES HOPKINS CLARK OF HARTFORD COURANT.

dianapolis in 17 years. With the company still willing to serve the purpose for which it had been incorporated, this would have made no difference. It is altogether unlikely that the people of Indianapolis would have permitted the company to pass out of existence as long as the public was well served by it. But to serve the public does not seem to have been the aim of the People's Gas Company at the time. Exploitation of the public had been decided upon.

But 17 years of franchise rights did not lend themselves to the worst in high finance, and an extension of the franchise was therefore decided upon. Moreover, the controlling element of the old gas company wished to be taken care of. In a measure this had already been done in the forming of the syndicate which took over the plant and properties of the old company. However, the interests concerned wished to continue in power and business.

The action of the State Public Service Board in granting the merger of the two concerns was to make all this possible. The net effect of this lease was to capitalize against the people for 99 years this old gas company at two and a half times the figure at which it was appraised by expert-state appraisers.

It would have automatically renewed the franchises of the old company, would have extended the franchises of the People's Gas Company 82 years, and would have effectively removed the gas producers of Indianapolis from public interference of any sort, confiscation alone excepted.

All the Sun did when this well-laid plan of high finance became known was

to say that the matter "should be thoroughly investigated and carefully considered."

SUN THREATENED BY MAGNATE.

On the following day the Sun's management was given to understand that it had better mind its own business. The vice-president of the old gas company was heard from. It was afterwards shown that he had mulcted the water company of Indianapolis to the tune of \$2,200,000 on a personal investment of \$600,000 in a little deal that watered the stock of the water company to \$5,000,000, and he was in no mood to have the Sun express opinions on the gas company deal. The gentleman said that the merger could not be stopped, that the stage had been all "set," and that unless the Sun "was good" it would lose the advertising of the two gas companies as well as of most other local advertisers.



PEORIA, U. S. A. IS GOOD ENOUGH FOR H. M. PINDELL.

Furthermore, it would lose the advertising of all the Washington street stores. It was explained that one of the gentlemen interested in the merger was the most powerful banker in Indiana, who, by means of interlocking banks and credit privileges, controlled not only the advertising appropriations of all the big stores, but many of the smaller ones. On the other hand, if the Sun was "good" the manager of the People's Gas Company would be ordered to give the Sun its full share of advertising, and "the big advertisers would get their orders also."

It is understood that the reply of the management of the Sun to this gentle threat would not make parlor literature. Thereafter the Sun came out every day with an editorial against the steal, and things were given their proper names. The Sun showed, among other things, that while the vice-president of the old gas company had sworn before the tax assessor that the assets of the corporation were worth only something like \$700,000, including a \$300,000 office building, the value of the property to be leased in the merger was rather more than that.

THE PAPER DRAWS FIRST BLOOD.

The county tax review board met and raised the assessment of the company to \$4,200,000. The Sun had drawn first blood. In addition the Sun proved that the then city corporation counsel for Indianapolis, who had said that 90 per cent of the people of Indianapolis favored the merger, when this was far from being the fact, 30 days before had transferred to his name 225 shares of stock of the gas company.

Space prohibits a fuller exposition of the fight which the Sun made in behalf of the people of Indianapolis. But a little more must be said of the punishment it received for its temerity to oppose the proposed steals.

On the heels of this epidemic of high finance followed a rather lengthy period of labor unrest. With the fight against the gas and traction companies still on its hands, the Sun elected to assume a neutral attitude in two strikes. The paper insisted that the difficulties should be submitted to arbitration. This is all it

did at first, though later it protested against the importation of Chicago "gunmen" who were to serve as special policemen, did serve as such, and killed two men in the street railway strike and four in the drivers' strike.

But the trouble had not reached this critical stage when the head of a large department store in Indianapolis, and the heaviest advertiser in the city, told the management of the Sun, in a kind but firm manner, that it was making a mistake by interfering in private business to the extent of urging moderation and arbitration.

TOLD HE WAS NOT BOSS.

He was told that while he was welcome to buy all the space he wanted in the advertising columns of the Sun, he was not welcome to meddle in its editorial policy; that, in fact, he would be unable to "buy a line or a shadow of a line in this." He was informed that if advertising in the Sun did not pay it would be to his interest to stop advertising in it, and that an advertising contract bought no more of the Sun's policy than a purchase in the merchant's store bought of its owner's religion.

The merchant did not think it opportune, right then, to stop all advertising. But later, in common with many others, he refused to pay his bill. This in view of the Sun's declaration in an editorial that it knew "nothing of the reasonableness of the demands of the strikers or of the unreasonableness of the attitude of the street railway company," but advocated arbitration in the interest of the public which had been seriously inconvenienced by the trouble. The Sun pointed out that neither the company nor the strikers had violated their faith until they had refused to arbitrate and abide by the results of arbitration. But the company thought it had nothing to arbitrate, continued to rely upon coercion and thuggery, and neglected wholly its duty toward the public.

But the Sun had not yet tasted the worst. At a meeting of the Indianapolis Merchants' Association a resolution was passed that advertising should be withdrawn from any paper "that printed any detailed reports" of the teamsters' strike. This was aimed at the Sun, and in reply that paper printed an editorial on its first page in which it served notice on all concerned that it did not propose to be dictated to, intimidated or gagged by starvation.

WON OUT AT LAST.

With this the boycott of the advertising pages of the Sun became complete. But it continued to print the news as it developed, and, as the management remarked, it had ample space in which to print all the news. For a week the Sun did not carry a single advertisement. At first the department stores stayed out of the paper, and later, with the big Indiana banker pulling his credit wires, even the small merchants thought it best not to advertise in the Sun. The resolution of the Merchants' Association also had its effect.

But that advertising space is a commodity and not a sop to Cerberus was demonstrated in the Sun shortly afterwards. For two weeks the boycott was complete and then slowly some of the advertisers began to return. As the management of the Sun puts it:

"The force of the blow that was to kill father, sadly melted."

There remains something to be said for the public for whom the publishers of the Indianapolis Sun were willing to make sacrifices. The Sun's home circulation is said to have jumped 7,000 copies during the two weeks of the complete boycott, while the newspaper principally active in the support of the despoilers of the city is said to have received 17,000 circulation stop orders in the same period.

GEORGE A. SCHREINER.

The company now owning the London Times, England's most influential newspaper, has a capital of \$3,750,000, and yet last year the profits for the conduct of its business only amounted to \$108,409.

The Echo, the only paper published at Philo, Ill., has suspended because of lack of local support.

PUBLICITY APPROVED.

Editors and Publishers Agree That the Government Circulation Statement Act Is a Good Thing and Should Be Enforced.

[Following are additional opinions received too late for publication last week.]

MARCELLUS E. FOSTER, president of the *Houston (Texas) Chronicle*.—"The *Houston Chronicle* believes thoroughly in sworn circulation statements, and is not opposed to the government requiring information as to our circulation and our stockholders. We think it gives the publisher who is willing to furnish correct information as to circulation a decided advantage.

"We do not believe the government should demand publication of such statistics, but we cannot see that any honest publisher is harmed thereby. Why the United States government should force a publisher to tell the exact number of papers circulated, whether by mail, by express companies, or by carrier delivery, has been a mystery to us, but strictly from our own standpoint, we are glad the government is making the requirement. It enables us to blazon forth the truth, which we have been doing without government supervision for the past twelve years, and which we are all the more delighted to be able to do with the government's sanction and demand."

G. J. PALMER, general manager of the *Houston Post*.—"I think the duty of the post office department should be confined to the carrying of any and all mail matter offered for transportation that is not dangerous to the people who

handle it. That a fair charge should be made and that jurisdiction should end there. Punitive power should be withdrawn and left to the Courts. The department has no adequate means of enforcing the regulations they make and the effect is to work an injustice on the honest publisher in favor of the unscrupulous who are always willing to take chances where financial gain is involved."

F. W. R. HINMAN, business manager of the *Jacksonville (Fla.) Times-Union*.—"As long as this is a law, I am of the opinion that it should be strictly enforced. I believe it accomplishes a great deal of good and have found it in several instances to be of inestimable benefit to this paper in presenting our circulation statement to advertisers and advertising agents. I do not know that the statement of ownership accomplishes any particular good for any advertiser or anyone in the advertising business."

WILLIAM J. PAPE, editor and publisher of the *Waterbury (Conn.) Republican*.—"We are of the opinion that the semi-annual filing of statement of ownership and circulation is a very good thing, and there are no reasonable grounds on which it can be opposed by newspapers who advocate publicity for their lines of business. It was drawn up in an amateurish way and fails in most respects to reach the results aimed at. Inasmuch, however, as the fellow was evidently trying to put some newspaper in a pillory, there is no reason to regret this. A newspaper should be willing to have its exact ownership known. It ought not to be necessary to compel any newspaper to disclose its exact paid circulation. Whether the gov-



J. B. WOODWARD, OF NEW YORK, CHICAGO AND EVERYWHERE, "PUTTING 'EM OVER."



ARTHUR G. NEWMAYER, OF THE NEW ORLEANS ITEM, IS A STAR AT THIS RUBBISH STUNT.

ernment can properly inquire into a newspaper's debts is a question of doubt, but we do not regard the point as of vital importance, and, as we have already stated, the newspapers are not in a position to oppose publicity about themselves when they insist on it from others."

A. J. NEWMYER, business manager *New Orleans Item*.—"Most assuredly the Post Office law should be enforced. There has been too much plain and affidavit lying in the newspaper business for the good of the business itself. Anything that will remove the cloud of doubt from around newspaper statements, circulation and advertising, will rebound to the good of the work in general. The newspapers should team up for co-operation and stop lining up for war. There has been too much fighting among ourselves and not enough organized effort against organized competition."

AMON G. CARTER, General Manager *Fort Worth (Tex.) Star-Telegram*.—"The Postal Law, requiring the filing of semi-annual statements of ownership, circulation, etc., is no doubt a good one in some respects, and while it is a law, should be enforced to the letter.

"The law, however, is of practically no benefit to the publisher who has always been on the square, as it does not affect the statements he makes. It does not go very far toward curing the circulation liar, as he is still abroad in the land, thriving to a very great extent.

"The government statement requires only a statement of paid circulation, through the mails or otherwise, leaving the matter of the definition of net paid circulation to the conscience of the individual publisher. There are so many ways of securing what is denominated by some publisher as "paid" circulation that an advertiser is not assured by the government statement that the so-called "paid" circulation is bona-fide. The *Star-Telegram* includes as paid circulation only those papers which are delivered to regular paid subscribers, news agents and newsboys at regular prices. We do not have any circulation in bulk, furnished for free distribution at nominal prices—a practice that is permitted by some publishers.

"We believe that if the advertising agencies would get together and adopt some uniform circulation statement

to be made out, and properly sworn to by publishers, thus compelling all to furnish the same figures and facts, it would be a long step toward the elimination of the few who take advantage of the loopholes left by the government statement and get by with misleading statements, even for a short time.

"Of course, we realize that it pays to be absolutely on the level in making these statements but sometimes it is discouraging, to say the least, when an honest publisher sees business going to a paper that misleads, evades and resorts to all kinds of subterfuges in order to make a showing in a circulation statement. If the government will adopt some method of verifying statements furnished to the postoffice department, and provide more severe penalties, the effect of the law will be increased very materially—the advertiser will be benefited and the honest publisher will come into his own."

JOSEPH A. HANLON, *Billings (Mont.) Evening Gazette*.—"We look upon this law as simply one of several which serve no useful purpose whatever, but at the same time constitute impositions against the newspaper business—this with particular reference to the filing of statement of ownership. As to statements of circulation there might be defense for a law of some such character, in that it would in a measure protect honest from dishonest publishers. However, at best it is an interference with private business affairs, such as does not apply in other lines of business, and if the tendency of legislation in this direction was carried out it would mean compulsory publicity on the part of the newspapers for information which there is no good reason for compelling them to disclose and which other businesses are not required to make public."

CURTIS B. JOHNSON, *Publisher of the Knoxville (Tenn.) Sentinel*.—"In my judgment the law is a good one, and should be strictly enforced. In a general way I think the law is accomplishing much good for newspaper advertising as a whole."

OWEN MOON, JR., *Manager of the Trenton (N. J.) Times*.—"I thoroughly believe in the Postal Law requiring statement of ownership and paid circulation and its rigid enforcement. Ad-

ditional measures should be enacted to require the publication of actual circulation figures and punish the circulation liar and faker. Publishers, advertisers and allied organizations should cooperate to this end."

MILW. WHITTAKER, *Business Manager of the Jackson (Mich.) Patriot*.—"The only benefit that the law has had so far or is liable to have, is to compel an expose of the real owners of the publications. I have recently been given to understand that the government will not hereafter give out circulation data from Washington, so it naturally resolves itself down to the interested parties, the newspapers giving the data out."

"If the government does not through a Bureau of Inspection or through the regular Postoffice inspectors, take up and verify these semi-annual statements, I cannot see where any particular benefit will be realized by the advertiser through such publication. Those newspapers who have no fear of the law and think themselves clever enough to evade exposure, will not hesitate to make false statements to the government the same as they have in the past to advertisers and advertising agents."

"I think that the awakened conscience in the newspaper publisher and the hammering continuously by the man who buys space will have a greater effect for good than the filing of this statement with the government without government investigation and prosecution. I see so much violation of the spirit and letter of the law on every hand that without investigation and prosecution, the honest publisher is practically up against the same miserable competition as formerly."

J. C. WILMARTH, *Business Manager of the El Paso (Tex.) Herald*.—"I believe the postal law has improved conditions in regard to circulation statements. A testing out of the law in court will help still more. At present the practice is far from uniform in the different cities, and injustice is done to the publisher who construes the law strictly. The provisions regarding paid reading matter are vague and will carry the

possibilities of unjustifiable annoyance and interference until the courts have passed on typical cases."

DEATH OF SAMUEL D. CLOAK.

Veteran Member of New York World Staff Passes Away.

Samuel Dougherty Cloak, aged 47, who was for twenty-one years a valued member of the staff of the New York World, died on April 20, in Bellevue Hospital, New York, after a lingering illness.

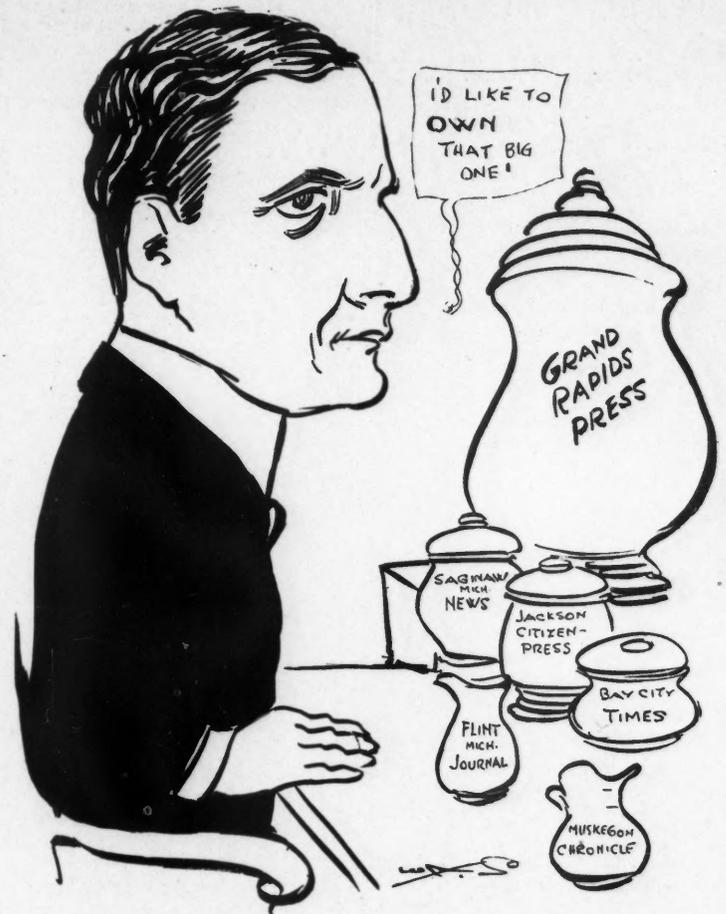
Mr. Cloak was born in Philadelphia, where he was educated. He studied law, but did not practice it. Instead he joined the staff of the Philadelphia Press. His work attracted favorable attention from the start, and upon the advice of Robert E. A. Dorr, Talcot Williams and other men interested in his career he came to New York. Mr. Cloak's first work in this city was done on the Mail and Express. On the World Mr. Cloak served with conspicuous ability. He acted as telegraph editor for many years and was personally known and respected by correspondents throughout the country. He was a man of fine abilities and all the kindly qualities that make friends.

He was married Jan. 16, 1891, in Philadelphia to Miss Mabel Wiltbank of that city. He is survived by the widow and two children—a son nineteen and a daughter fifteen.

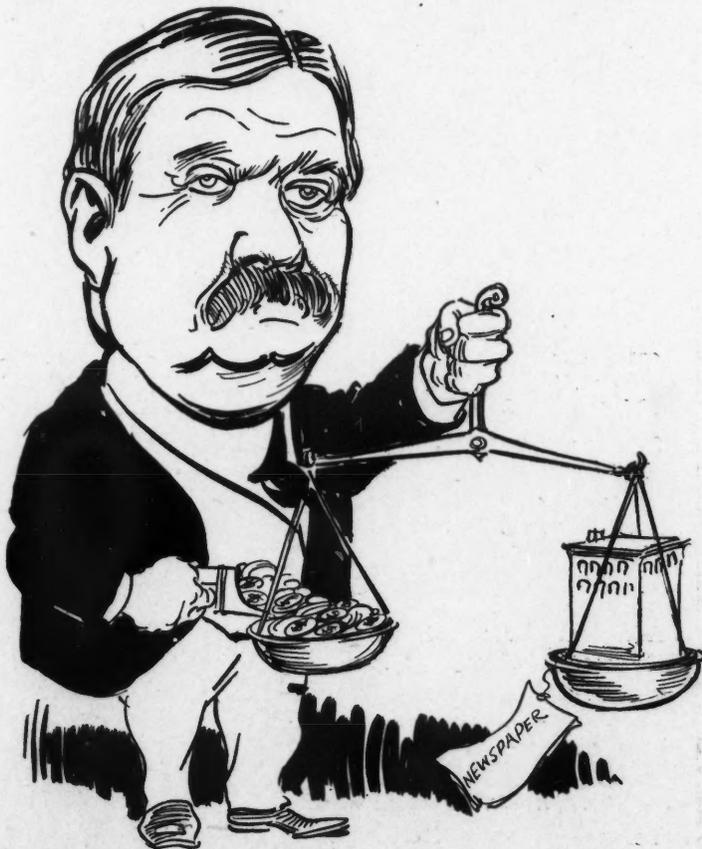
The funeral was at St. Agnes's Church, New York, on Thursday. The interment was at Philadelphia.

Newsies Hold Spring Festival.

The Spring festival of the Brace Memorial Newsboys' House, New York City, was held this week. Winter Russell delivered an address Sunday evening on the "Spirit of Lexington," and piano selections were rendered for the benefit of the newsies. The news purveyors were given a dinner on Monday evening. The festival was concluded on Tuesday evening.



RALPH BOOTH, OF MICHIGAN, "KONSIDERABLE KROCKERY KOLLECTOR."



CHARLES M. PALMER, WHO KEEPS A FULL STOCK OF NEWSPAPERS OF EVERY DESCRIPTION ON HAND.

**Only One Daily Newspaper In
McKeesport, Penna.**

The Daily News

That has complied with the Postal Law demanding a statement of ownership, management and circulation at every period since the law went into effect.

COMPARISON OF CIRCULATION

Six months ending October 1, 1912	- -	8,931
Six months ending April 1, 1913	- -	9,776
Six months ending October 1, 1913	- -	9,195
Six months ending April 1, 1914	- -	9,421

(The above are reproduced from reports filed with the government.)

The Daily News guarantees to have a greater circulation in McKeesport than the combined circulation of all the Pittsburg evening newspapers and the Other McKeesport paper.

The Daily News is the only newspaper published in McKeesport every week day.

If you want to cover McKeesport Get Rates from

S. G. LINDENSTEIN

Sole Foreign Representative
118 East 28th Street, New York

LIVE AD CLUB NEWS.

The Town Criers' Club of Waterloo, Ind., was active in its participation in the dedication of the site for the Iowa State Building and the laying of the cornerstone for the Nebraska State Building at the Panama-Pacific International Exhibition at San Francisco, on April 6. This club action was interesting, since it was the first cornerstone to be laid by an exhibiting State.

The Wheeling (W. Va.) Ad Club held a meeting on April 7. Many out-of-town people were present.

Sol Mayer, manager of the Walk-Over Boot Shop, discussed "Pointers on Deciding a Store Policy." Joe F. Kline, of Stone & Thomas, talked on the "Importance of Retail Clerks in Advertising." C. M. Cox, manager of the local branch of the National Cash Register Co., delivered an exceedingly interesting address on "Selling Problems Affecting Your Business." R. M. Mitchell, advertising manager for the Frederick Piano Co., with headquarters in Uniontown, Pa., was the principal speaker of the evening, dealing with "Advertising as a Business Force."

Advertising should pave the way for more efficient work from the salesman, O. C. Harn, advertising manager of the National Lead Co., told members of the Cleveland Advertising Club last week at their noon luncheon in the Hollenden Hotel. Mr. Harn had as the subject of his address, "Something Often Overlooked in Advertising." The use of that kind of advertising copy which will reach the well-springs of thought and action, was strongly advocated by Mr. Harn. He declared the fundamental of all advertising was to put thoughts in the minds of others. W. W. Wheeler, advertising manager of the Pompeian Manufacturing Company, presided at the meeting.

The banquet of the Houston (Tex.) Ad Club, April 8, was termed an Easter Egg cracking. Ambassadors, military attaches and charges d'affaires to legations at the capitals of about half a hundred foreign countries were given



W. C. FREEMAN, OF THE NEW YORK GLOBE, "WHO WRITES ADVERTISING ADVICE TWENTY-EIGHT HOURS A DAY."

their portfolios and credentials. It was one of the most original social evenings with which the organization had ever entertained its members and guests. The program and menu cards presented the committee as follows: Jack Rabbit Randolph, chairman; Belgian Hare Bastian, fur dresser; Hassen Pfeffer Wilhelm, Hassen Jagar; Cottontail Fowler, dog dodger, and Angora Rabbit Graves, fur curler.

Mobile Post Quits.

The Mobile (Ala.) Post, which was started eight months ago by Charles Allen, former business manager of the Register, and W. P. Cothran, formerly one of the owners of the Mobile Item, has suspended publication.

AFTER ONE TRIP TO YOUR SANATORIUM DOC, I FEEL LIKE A NEW MAN!



A. F. MACKAY, LANSTON MONOTYPE COMPANY, "THE MULDOON OF TYPEDOM."

The Duplex Printing Press Co.

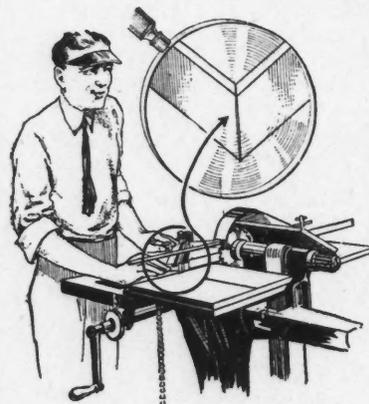
Have in Full Operation in the 1914 Printing Trades Exposition

A 16-Page Duplex Tubular Plate Press and Special Stereotyping Machinery

You are cordially invited to visit our exhibit and inspect this machinery. Also to make our exhibit and booth your headquarters at the show.

The Duplex Printing Press Company

BATTLE CREEK, MICHIGAN, U. S. A.
New York Office: WORLD BUILDING



Miller Curved Cut Mitters

The Miller curved cut insures a perfect joint top and bottom by giving .0005 inch clearance at center.

12 6-pt. Mitters at Every Cut

Ask your dealer for a Miller Saw-Trimmed on 30 days' approval.

Miller Saw-Trimmed Co.

Point Building Pittsburgh Pa.



"Best I can do with obsolete tools."

FIVE BEATS IN SIX DAYS!

“By UNITED PRESS”

Count 'em!

- 1—Tuesday, April 14th. Beat all competitors on the ordering of the American fleet to Tampico.
- 2—Friday, April 17th. Clean beat on the attempted assassination of Mayor Mitchel.
- 3—Friday, April 17th. Carried exclusive Mexico City story of Huerta's intention to force war.
- 4—Saturday, April 18th. 'Way ahead of all competitors with President Wilson's "Six O'Clock Ultimatum."
- 5—Tuesday, April 21st. Scooped the world by four hours on the American seizure of Vera Cruz.

Let Us Put the "NEW" in Your NEWS

UNITED PRESS

General Office

World Building

New York City

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By The Editor and Publisher Co., Suite 1117, World Building,
New York City. Private Branch Exchange Telephones, 4330-4331
Beekman. Issued every Saturday. Subscription, \$2.00 per year
Canadian, \$2.50; Foreign, \$3.00.



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

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

New York, Saturday, April 25, 1914

THE CONVENTIONS.

The Associated Press convention, held in this city this week, was characterized by the largest attendance in its history. This may have been due to the interest shown by the members in the recent attacks made upon the organization by those who claim that it is a monopoly and should be prosecuted under the Sherman law; or perhaps to the rumors that revolutionary changes were to be made in the administration and service practice of the association.

The proceedings of the body were, however, marked by no upheavals, and no tempestuous scenes occurred to create excitement. There were only two changes made in the board of directors. New blood was introduced in the persons of W. Y. Morgan, of the Hutchinson (Kans.) News, and R. M. Johnson, of the Houston Post, the first taking the place of Col. W. R. Nelson, of the Kansas City Star, who declined a renomination, and the second to fill the unexpired term of W. G. Rapier, whose paper, the New Orleans Picayune, was recently consolidated with the Times-Democrat. The old officers were re-elected by the board of directors, with the exception of Gen. Charles H. Taylor, who declined to serve again as vice-president.

A number of important questions that had been talked over by members during the year and upon which action by the association was desired were not even discussed. The proceedings were marked throughout by conservatism and good temper. There was no demand, popular or otherwise, for any change in the executive officers, who evidently have the confidence and esteem of the entire membership.

The American Newspaper Publishers' Association's three-day session, while not as productive of important action as in some other years, was nevertheless full of interest. The association pledged its support to the Panama-Pacific Exposition as an international institution, but expressed the opinion that its directors should undertake an aggressive newspaper advertising campaign in order to arouse a deeper interest in the fair. A number of other important matters were taken up and disposed of as may be seen from the report printed elsewhere in this issue.

Herbert L. Bridgman, of the Brooklyn Standard Union, the new president, has long been prominent in the councils of the association. He is a man of wide experience, is conservative, progressive and aggressive. Under his administration the association will, no doubt, gain in membership and in influence.

THE INDIANAPOLIS SUN CASE.

Elsewhere in this issue we print the story of the boycott through which the Indianapolis Sun has just passed. As an illustration of what may beset the publisher who wishes to do his duty by the public it is well worth reading.

The Sun could not give its sanction, implied or expressed, to certain schemes of a *plunderbund* which had made up its mind to enrich its members at the expense of the people of Indianapolis. In a very conservative manner it pointed out just what the intentions of the Parry-Mulhall ring were. The usual thing happened. Through business and other connections the advertisers of Indianapolis were told to boycott the advertising columns of the newspaper. For a long time the Sun had little advertising, and for nearly two weeks it had none at all.

The case under consideration, while not by any means unique, is of especial significance for the reason that it was shown that a newspaper, incurring the wrath of the mighty, may be completely boycotted.

But the Sun did not beg for quarter, or intimate that in return for a "let-up" it would adopt a policy of discreet silence or emasculation of the news. For this the paper earned the displeasure of the Merchants' Association, a body which wanted no "detailed reports" of the pending trouble printed. The action taken was sweeping enough, it will be admitted. Yet like all excesses, it carried with it the elements necessary to its own destruction. Shortly after the resolution in question had been passed, the boycott of the Sun collapsed.

The question may be asked: Is there no remedy for conditions such as the Indianapolis Sun endured? There is none before the law, of course. Unless conspiracy is proven the newspaper has no redress. The merchant, in the natural order of things, has the right to withdraw advertising from any paper, just as the publisher has the right to select the store in which he wishes to deal. Such, at least, is the glib view held by some.

A condition such as has existed in Indianapolis suggests the question: How is it that the Sun was the only paper which offended the corrupt manipulators? It seems that the other newspapers in that city had no trouble at all. What, then, was their attitude towards the ring which, as the Sun insisted, wanted to steal that which belonged to the public? Was severe aloofness the policy? If so was this the right policy?

With these questions answered judgment might be taken in the matter. Meanwhile it is certain that while the Sun may have taken too partisan a view of things, a theory not at all favored by the facts involved, the other papers must have failed in a large measure to meet a duty towards the public. This and nothing else would account for the boycott. With every paper in Indianapolis, or with a majority of the papers, taking the right stand, the boycott of the Sun would have been impossible. The merchant, especially the department store magnate, depends too much upon daily publicity to boycott, all, or a majority, of the newspapers.

The last-named condition indicates the only remedy against newspaper boycotts by the advertiser. The press must come to realize more generally its obligations towards the public. With this happy state of affairs prevailing every newspaper in Indianapolis might have incurred the displeasure of the "big banker" who controlled the advertising appropriations of Indianapolis, but the wrath of the gentleman would have been no more than a weak sputter of impotence. Boycotting all the papers would have been worse for the Indianapolis merchants and public service corporations than for the newspapers.

The case under discussion shows that newspaper virtue may triumph in isolated cases, but that it can be *evenly victorious* only when a general condition obtains. This, in its turn, offers the only solution to the newspaper boycott problem. When newspapers uniformly apply the yardstick of right in the interest of public welfare the poisonous roots of the boycott can find no nurturing soil.

Publishers who think that they would not fit into

this scheme would lose nothing by openly stating their position as beneficiaries of appanage. To be sure that would cut into their circulation, but it is to be presumed that this would make no difference to such advertisers as look upon the space they buy as the equivalent of money thrown away. The newspaper with the right policy would then have the circulation and the advertising with a business purpose, and that after all is the ideal state of affairs.

THE EX-JOURNALIST DREAMS.

By John Talman.

I.

My journalistic days are gone for keeps.

Newspaper methods, accurate or sloppy,

No longer plunge my spirit in the weeps.

No longer am I forced to toy with copy,

Or be besieged by manuscripts in heaps,

Struggle with speeches fustianized and choppy,

Write editorials, edit telegraph,

Cover assignments or direct a staff.

II.

But let newspaper habits once strike in,

They can't be permanently put to rout.

Fight them you may like sixty or like sin,

They'll stick your inner consciousness about.

The manifold annoyances, the din

Of printing office life, you can't shut out.

No matter how you kick with all velocity,

Like Sinbad's load they ride your corporosity.

III.

But it is when, in watches of the night,

My form on bed recuperative laid is,

That nightmares of all breeds my soul affright

And thrust it in a veritable hades.

Visions of olden days confront my sight,

And each in guise demoniac arrayed is.

To mock this wretched wight, for quiet wishful,

Flock plagues and nuisances by the fistful.

IV.

I write a sparkling headline and 'tis sure

To be too long or else too short to fit

The regulation type. Fewer and fewer

Grow the swift moments in which must be writ

The blawsted sheet. I'm fated to endure

A swarm of miseries enough to splint

A thicker head than mine. With utmost ease,

My pencils break—all are like flint or cheese.

V.

I am almost the only in the shop,

The others drunk or having a vacation.

Should I, as do the legislators, stop

The clock, it would not bring about salvation.

Press time is close at hand. I fume and mop

My dripping, bulging highbrow like tarnation,

And frenziedly bust gallus after gallus

And find my very conscience getting callous.

VI.

I've lost my pipe. My gummed-up glasses slip

And go to pieces. Who could be seraphical

While sailing thus a journalistic ship

Among such shoals and breakers typographical?

No comfort comes from wonted midnight nip.

Loudly but vainly on the laggard staff I call.

Salvos of cachinnation they unloose,

Decamp and let me stew in my own juice.

VII.

Now the Chicago Tribune waltzes in,

All legs, arms, teeth and whiskers, and proceeds

To gloat o'er me and screech and kick my shin.

My heart both outwardly and inly bleeds

To see the New York Sun and Press begin

In yonder nook to swap abusive screeds,

And in another corner mark the Herald

In deadly combat with the World imperiled.

VIII.

Albany's Argus then into the ring

Incontinently shies its ancient castor.

The Nation and the Boston Transcript spring

A controversy over Zoroaster.

The Philadelphia dailies bite and sting.

A paper in St. Louis courts disaster

By sneeringly suggesting that I take

A chew of asphalt for my stomach's sake.

IX.

The foreman of the newsroom pokes his head

Into the sanctum to serve notice that

My brains are made of frog's grease, dough and lead,

And "You have no idee of where you're at."

The linotype men turn to brownies red.

The galley boy becomes a purple rat.

The shade of Greeley gives my head a thump.

That settles it. I waken with a jump.

X.

Don't think, disgusted reader, that a spell

Of Jamesjams is the thing I suffer now.

I've merely done my very best to tell,

In language sane and wholly truthful, how

Newspaper habits, once their thralldom feel

Is fixed upon you, tearfully I vow,

Cling like a leech, no matter what your quality,

And can't be termed material for frivolity.

PERSONALS.

James Gordon Bennett has arrived at his villa of Beaulieu-sur-mer, near Monte Carlo on the Riviera, after a voyage from Alexandria on his yacht, the Lysistrata. He stood the voyage well and hopes to recover his health completely in his home surroundings.

Edward H. Butler, editor of the Buffalo Evening News, has been appointed by Mayor Furhmann, a trustee of the Grosvenor Library, to fill the unexpired term of his father, the late Edward H. Butler, who died recently.

James Keeley, general manager of the Chicago Tribune, who arrived in New York Tuesday from Bremen on the North German-Lloyd steamer Prinz Friedrich Wilhelm accompanied by his wife, said he had spent seven weeks in Tunis, Algeria and the south of France.

J. A. Macdonald, editor of the Toronto Globe and one of Canada's foremost orators, will deliver the Commencement address at the University of Iowa, June 17. His subject will be "Internationalism and the University."

W. K. McKay, managing editor, the Chicago Evening Post, was a recent visitor in Dubuque, Iowa. Mr. McKay has been connected at various times with the Detroit (Mich.) Tribune, the Cleveland (O.) News and the Louisville (Ky.) Herald.

Fred Splitstone, managing editor of Leslie's Weekly, who has been in Mexico for the past two months representing his paper, has disappeared. It is rumored that he was seized during the fighting at Torreon. The management of the publication has asked the State Department at Washington to assist in finding him.

Richard Harding Davis, the noted war correspondent and novelist, is on his way to Mexico to cover the war for the New York Tribune.

Charles D. Straight, for several years on the Olean (N. Y.) Wayside Press, is now managing editor of the Mt. Clemens Leader.

Fred Mackenzie, editor of La Follette's Magazine, Madison, Wis., has returned from a four months' exploration of the Louisiana bayous in search of the supposedly buried treasures of John La Fitte, the pirate.

Charles N. Wheeler, political editor of the Chicago Inter-Ocean, was the guest of honor at a luncheon given by the Southern Club April 21. Mr. Wheeler talked on "Illinois Politics and Politicians."

A. S. Moore, for several years connected with the Coshocton (O.) Daily Age, has assumed the full management of the Farrell (O.) Daily News.

S. Tamburelli, editor of Il Corriere Dell Ohio, the Cincinnati (O.) Italian weekly, has gone to Italy. He will be away for six months, during which period he will divide his time between Rome, Naples and Sicily.

Henry W. Kinney, editor of the Hilo Tribune, at Honolulu, has been appointed territorial superintendent of public instruction in Hawaii.

C. S. Coddington, a graduate of the course in journalism at the University of Wisconsin, has just taken a position as telegraph editor on the Green Bay (Wis.) Gazette. He was formerly a member of the staff of the Milwaukee Journal.

John H. Dunnwind has resigned as city editor of the Detroit Free Press and taken the position of managing editor of the Marquette (Mich.) Chron-

icle. Before he went to the Free Press he was business manager and managing editor of the Bay City (Mich.) Tribune for eight years.

Beach Conger, Associated Press correspondent at Berlin and formerly at St. Petersburg, is spending his vacation in his home at Grand Rapids, Mich. He started his newspaper career as a reporter for the Grand Rapids Press.

Louis Giffels, formerly of the Bay City (Mich.) Tribune and now general assignment man of the Grand Rapids Herald, has traded jobs with J. W. Hannan, formerly managing editor of the Tribune.

John W. Carson editor and owner of the Beaver Falls (Pa.) Review, has sailed for an eight weeks' tour of Mediterranean ports. He will visit Naples, Jerusalem, Egypt, Turkey and many other points.

IN NEW YORK TOWN.

Frank Dallam, for the last ten years on the Hearst papers in Chicago, Boston and New York, has left the American to go to the Sun. He will take up his new Park Row connection next week after he has had a short holiday in Boston.

W. J. McBeth, one of the American's baseball stars, has also left to practice his specialty for the delight of the Sun readers, working under Harry Cashman, the sporting editor, who, incidentally, came from the Pacific Coast and made his New York debut on the American.

John A. Hennessy, formerly managing editor of the Press, is now touring Ireland. He is said to be writing a book on the results of his graft investigations.

"Wireless" Louis Zeltner, East Side Star reporter for the foreign language and English press, is a deputy sheriff.

Mrs. B. Freedman Breuer, formerly editor of the woman's page of the St. Louis Star and Times, has been appointed in charge of the woman's department of the Tribune.

William S. Gay has returned to the city desk of the World, after spending the winter at Saranac Lake. His health is much improved.

Robert O. Scallon, of the World's city staff, has sailed for Europe for a rest. He will make a stop in Ireland to visit his old home.

George R. Miner, Sunday editor of the Sun, recently returned from a trip to South America. He had a narrow escape from a man-eating shark when rowing in the bay of Port Limon, Costa Rica.

C. W. Y. Currie has joined the Press staff as assistant Sunday editor.

Philip Fowler is a new copy desk man on the Press.

Dr. Willis Fletcher Johnson, of the editorial staff, has become librarian of the Tribune.

Wallace Wheelers, former librarian of the Tribune, changes to exchange editor.

Editors Will Compete for Senate.

William L. Ayers, editor of the Evansville (Ind.) Star-Bulletin, will seek the Republican nomination for senator from Warrick, Spencer and Vanderburg counties to succeed Senator William B. Carleton. The Democratic nomination will be sought by Homer G. Hazen, editor of the Boonville Enquirer, well-known in that section of the state as "the fighting editor." In case Ayers and Hazen both get the nomination, Ayers says he will challenge Hazen to a series of joint debates.

WEDDING BELLS.

Henry F. Cole, editor of the Tekoa (Wash.) Blade, and Charlotte J. Galbraith, of Bridgeport, Wash., were married in Spokane on April 4.

Albert Burdett Stump, of the advertising department of the Worcester (Mass.) Gazette, was married to Miss Edna Hatfield of New Haven, Conn., on April 11, 1914, in that city.

James McCosh Cecil, a well known newspaper man of Richmond, Va., has taken out a license to marry Miss Alston Drake on Monday next.

PUBLISHER'S NOTICE

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: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street. Philadelphia—L. G. Rau, 7th and Chestnut streets. Pittsburgh—Davis Book Shop, 416 Wood street. Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W. Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street; The Blackstone, Congress Hotel, Auditorium, La Salle Hotel and Sherman House. Cleveland—Schroeder's News Store, Superior street, opposite Post Office. Detroit—Solomon News Co., 69 Larned street, W. San Francisco—R. J. Bidwell Co., 742 Market street.

HELP WANTED

TELEGRAPH EDITOR with full A. P. service experience for up-State evening. Give complete details. Permanency, care The Editor and Publisher.

WANTED—An editor for a weekly proposition; must be a fluent writer, aggressive and progressive; no dreamers or talkers wanted; excellent proposition for right man. State salary wanted. Send recommendations and samples of work, with stamp for reply. HERSHEY'S WEEKLY, Hershey, Pa.

WANTED—Best Circulation Builder obtainable for Metropolitan German Language Daily over sixty-five years old. Excellent reputation. Field 150,000 German born persons. We want half as subscribers. "D 1232," care The Editor and Publisher.

MISCELLANEOUS

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, New York.

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

BUSINESS OPPORTUNITY

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

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

ADVERTISING MEDIA

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

Editors and Photographers

TAKE NOTICE

WE PAY highest prices for news photographs of all descriptions. What have you to offer, fit for publication in magazines and newspapers, here and abroad? Newspaper photographers, here is the place to send pictures for quick money results; feature articles purchased also. Send "stuff" or write for particulars. PRESS ILLUSTRATING CO., 100-8 Fulton St., N. Y.

\$30,000 CASH

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

New Quarters

After April 25th this firm will occupy Suite 1201-1202 Times Building, Broadway at 42nd Street, New York City.

Harwell, Cannon & McCarthy
Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE, NEW YORK CITY

SITUATIONS WANTED

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

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

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

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

DO YOU REALLY WANT BUSINESS?

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

CIRCULATION MANAGER or business manager wants position at once. Eight years in circulation work. Just severed connection with Bridgeport Telegram as Circulation and Business Manager. Address I. T. Van Aurnen, 136 Clinton Street, Schenectady, N. Y.

FEATURE WRITER of special assignments on well-known morning daily, under thirty, wants position on evening or Sunday newspaper. Best of recommendations. Samples talk for themselves. Nothing less than \$30 considered. Can write stuff that will be talked about on the streets. Address "A. B. C.," care The Editor and Publisher.

FOR SALE

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

FOR SALE.

Goss Quadruple (32-page) Press, 7 or 8 columns, saw-trimmer, jig saw, etc. 3,000 lbs. Display Type, 1,000 lbs. brass leads and slugs, steel composing room furniture, etc. Outfit used 15 months. List now out. Pecham Machinery Company, 1 Madison Avenue, New York City.

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



F. W. KELLOGG OF 'FRISCO.
A BUSTER AND A BUILDER.

MERGENTHALER PROGRESS.

Company Entered Orders for 936 Linotypes in Half Year.

The Mergenthaler Linotype Company has entered orders for 936 linotypes or 118 more machines from October 1, 1913, to April 1, 1914, than it did for the same period in 1912-13. These orders cover machines for every state in the Union, for many towns in Canada and for remote places in all parts of the world.

The multiple magazine Linotype is growing increasingly popular, and many offices are reported as replacing single magazine machines. The "Waiting for Bill" way versus the "Multiple Linotype Way" was pointedly illustrated by the striking cartoons exhibited at the Linotype exhibits in the Waldorf last year, and again on exhibition this year. There is also a striking exhibit of telegraphic endorsement of the Model 9 Linotype, which further emphasizes the satisfaction of the users with the wonderful machine.

The Mergenthaler Linotype Company reports business excellent with all its agencies, and the outlook good for a correspondingly big business during the remainder of its fiscal year.

Bowlers Get Gold Watches.

After a very successful season of 45 games for each team, the Grand Rapids (Mich.) Press bowling league cut loose for its first annual banquet. Gold watches were given as prizes to E. W.



A. C. WEISS
OF DULUTH, MINN., IS SOME PADDLER.

Dickerson, James J. Dunne, Carl Roh, Walter Droski and John Hendrickson for prowess shown in various lines.

The title was awarded to Dickerson and Hendrickson as the winning team. The watches were presented by E. W. Booth, general manager of the Press.

On Newspaper Errors.

(From an Exchange.)

The editor of an exchange doesn't want anyone to send him any more copies of his paper in which they have found mistakes. If they find a perfect copy, however, he offers a big reward for it. Same with us. If the critics who hunt for mistakes in the papers would find them all he would be kept busy. We'll be pleased to buy copies of any paper which can be proven entirely free from errors, either typographical or in statement of fact. We will be pleased to find a merchant who never made a mistake in putting up an order; a lawyer who never lost a case through his own error; a doctor who never made a mistake; a postoffice official who never put mail into the wrong box; a woman who never forgot to put in salt while cooking or to put tea in the teapot before putting in the water.



H. N. KELLOGG,
BUSY DIPLOMATING.

Eight Pages of Church Ads.

The Baltimore News on Saturday, April 11, printed an eight page section of church advertising and religious news. It is quite probable that it contained a larger amount of displayed church advertisements than has ever appeared in a newspaper before.

A NEW TYPE FACE

Cloister Oldstyle

QUALITY AND STYLE
THAT WILL ENDURE FOR MANY
YEARS TO COME

Printers and Advertisers who desire to maintain prestige as the vanguard of printerdom will seize with avidity the opportunity here presented by the Cloister Oldstyle and Cloister Title, which will be followed immediately by the Cloister Italic. The Cloister Type Family will inaugurate a new style of composition that will prove most profitable and invigorating to the trade. It is a type design that will enable any printer to produce the hand-lettered effects of the artist. Send for specimen sheets of the attractive and interesting Cloister Type Family. Cloister Oldstyle is made in thirteen sizes, six point to seventy-two point; Cloister Title in eleven sizes, six point to forty-eight point. Progressive printers will investigate the possibilities of this new series

AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR AND MAKER OF POPULAR TYPE DESIGNS
FOR PRINTERS AND PUBLISHERS

Set in Cloister Oldstyle and Cloister Title 12 Point Italian Border No. 1210

HERALD'S HINTS AND DON'TS.

- Get the news and all the news.
- Outline your story before you begin to write.
- Reporters will find it to their advantage to put down a single fact, or a group of related facts on one sheet of paper in making notes, so that they may readily and quickly arrange their material in logical sequence.
- Know the subject thoroughly and think straight.
- Write as well as you talk.
- Avoid long and involved sentences. Make them short and crisp. Do not try to fire your whole battery of details in the introduction.
- Do not tell a story more than once.
- The introduction is to give the reader a quick, illuminating flash and to hold his attention.
- Tell the story clearly and forcibly and keep away from the worn and hackneyed phrases. Be original, even if you take a "chance." Dare to be as funny as you can.
- Do not be afraid to say the same word over again if clearness requires it. Macaulay is not.
- Shun the monotonous repetition of words, however, and especially avoid the use of the same word in different senses in the same paragraph.
- Avoid tiresome circumlocutions; write with interest and enthusiasm. Do not compose a story so that the reader feels that the writer was watching himself go by. The highest art is that which conceals art.
- Master general principles of composition.
- Observe accurately, know the facts, think straight, write forcibly, for on these commandments rest all the rules of newspaper English.

the name of the Newman Advertising Agency, with offices at No. 616 First National Bank Building, that city. Mr. Newman is a well known advertising man of much experience.



J. F. MACKAY OF CANADA,
WILL EVIDENTLY ENTERTAIN MUCH.

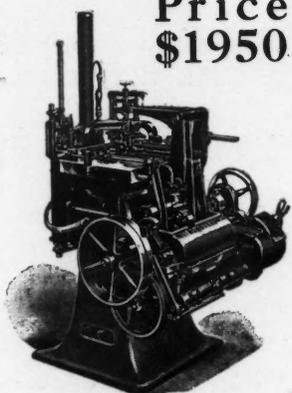
B. F. Newman Now An Ad Agent.
Ben F. Newman, advertising manager of Carson Pirie Scott & Company, Chicago, has resigned his position, and established an advertising agency under

The Ideal Type Caster

For the Daily, Weekly or Job Office

Price
\$1950

THE MONOTYPE



Price includes molds for casting type, high and low quads and spaces in 6, 8, 10, 12, 14, 18, 20, 24, 30 and 36 point.

CASTS more type—equal in quality to the best foundry type—than any other type caster.

Over 1100 fonts of the newest and most up-to-date faces to select from.

Matrices leased on the library plan at a cost of \$1.67 per font.

No other type caster has the matrices.

No other type caster has the speed.

No other type caster is as economical.

No other type caster has this insurance policy—that it is convertible into a standard composing machine, without in any way restricting its use as a type caster, using the same molds, matrices, etc.

Visitors to the Printing Exposition and the American Newspaper Publishers' Association Convention in New York, April 20—25, can see the Monotype Type Caster casting type and leads on the Convention floor of the Waldorf-Astoria Hotel.

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA

NEW YORK
World Building

BOSTON
Wentworth Building

TORONTO
Lumsden Building

CHICAGO
Rand-McNally Building

42

Cuba, the West Indies and Mexico, A. T. L. NUSSA, Teniente Rey No. 55, Havana

CHANGE IN BIG AGENCY.

G. Logan Payne Purchases His Partner's Interests and Edgar H. Young Retires.

A change of much interest to the newspaper and advertising fraternity has been announced. G. Logan Payne, of the well-known firm of Payne & Young, having offices in New York, Chicago and Boston, has purchased the interests of his partner, Edgar H. Young, and is incorporating under the firm name of G. Logan Payne & Co. Fourteen years ago Mr. Payne went to Chicago, having sold a prosperous daily, which he had established in Iowa, with the idea of representing Iowa's leading dailies in the foreign advertising field. From the start the venture was a success, and a year later he sold a half interest in the rapidly growing business to Mr. Young. The business has continued to grow until as a firm they are known from coast to coast. Eight years ago they established a New York office, and last year realizing the possibilities of the New England field they opened a Boston office. For the past two years it has been the desire of Mr. Payne to have his son, George Henry Payne, become interested in the firm, and at the same time to sell some of the stock to his assistants, believing that each member of the organization in the different offices would give more perfect service if financially interested. It was with that end in view that he purchased the interests of Mr. Young.

Mr. Payne arrived in New York a few days ago to assist the New York office force in looking after the interests of his publishers who are in attendance at the A. N. P. A. meeting. He is accompanied by his son, who will remain in the New York office as assistant manager.

When interviewed by a representative of EDITOR AND PUBLISHER at the Paynes'

New York office in the Fifth Avenue Building Mr. Payne stated that "the dream of his life had about come true." He believes that the title, "Special Representative," does not express its real meaning, and that the words, "Service Agent" should be added. His idea is that a special representative, who only obtains for his paper the advertising contracts that are coming into the different cities where he has papers, has only half way filled his mission, and that every special representative agency should have original and creative ideas, which if presented in a proper manner to agencies and advertisers direct will develop new business for the different papers they represent.

Mr. Tobey and George Payne will be in charge of the New York office. Mr. Preston will remain in charge of the Boston office. In the Chicago office Mr. Payne will have as chief assistant Richard Brandon, for years one of the leading solicitors of Lord & Thomas. He also has secured the services of Frank Soule, formerly of the Scripps' organization, but recently connected with the Leslie and Judge Publishing Co.

Poet's Champion Lands in Jail.

Otto Loehr, a reporter on the New York Staats Zeitung, is now in the Union Hill, N. J., jail because of the assistance he tried to render Ellegeerd Ellerbek, a local poet. It appears that Ellerbek wrote some verses about the Kaiser which were printed in the Hudson County Review, with adverse editorial comments by John Eckhardt, the editor. Both poet and reporter set out to punish the editor and when they came upon him, a bout resulted, followed by the arrest of Loehr on a charge of assault.

The East End News, Cleveland, O., of which J. W. Warren is editor, has temporarily discontinued publication.

The New York Morning Telegraph Makes a Sporting Proposition to the Newspaper Publishers of New York

\$1,000 even that The Morning Telegraph mail paid subscription list is greater than the combined similar lists of the New York American and the New York Journal.

\$1,000 to \$500 that the mail subscription list of The Morning Telegraph is greater than that of either of the above-named newspapers.

\$1,000 even that it is greater than that of either of the World's morning or evening.

\$1,000 even that it is greater than the entire total circulation of any sort, including the overprint, of the Evening Post.

\$1,000 to \$500 that it is greater than the similar lists of any New York paper except the New York Sun and Times.

This offer was made in issue of Sunday, March 8, to promote sportsmanship and honesty among our publishers.

Not idly, or through any passion for speculation, but as a direct and above board means to settle the controversy now being waged by the above-mentioned papers.

It backs up, better than any long drawn explanation, what THE MORNING TELEGRAPH offers advertisers. This may be summarized briefly as follows:

THE MORNING TELEGRAPH has the largest subscription list in New York City. This is largely because of its great value as a newspaper of reference. Its Wall Street news, its turf records, its news of the theatres, etc., are of immense value to business men of all classes.

Having what is known as net circulation, it is marked "preferred" by advertisers who have high-grade propositions to present and high-class and high-priced merchandise to market.

At 5 cents the copy, THE MORNING TELEGRAPH makes more money on its circulation than any other paper loses. This statement will impress those familiar with the newspaper in New York City.

We are waiting for the publishers of the papers named above to accept our challenge.

Apparently we shall continue to wait.

The fact that it is not taken up is the strongest proof that our statements are absolutely reliable, which is our most important message to advertisers.

WM. E. LEWIS, President Lewis Publishing Company,

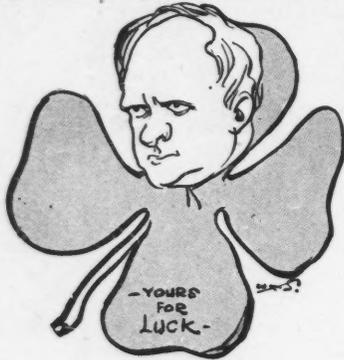
Detailed information as to circulation, class and quality, together with rates, etc., provided on request.

C. F. SEIDELL, General Manager Advertising.

APPROVE AUDIT PLAN.

Nearly Three Hundred Publishers Want Association Which Will Guarantee Figures as to Circulation Advertising.

One of the chief topics among the publishers this week is the proposed Advertising Audit Association and Bureau of Verified Circulations. The plan has met with general approval. Nearly three hundred of the leading publishers have already approved the plan and taken out memberships for their publications, and others are joining daily as they learn what the new



L. V. ASHBAUGH,
CLOVER LEAF PUBLICATIONS.
"THE FOURTH LEAF IN THE CLOVER."

association hopes to accomplish and how it is proposed to carry out the details of the work.

The new association has headquarters in Room 228, in charge of Russell R. Whitman, who has been in active charge of the organization work.

"The Association is now an assured success," said Mr. Whitman yesterday. "We now have nearly six hundred members and have raised \$90,000 of the \$100,000 annual guarantee fund to carry on the work. This in less than ninety days of actual work. I am confident the fund will be completed this week so that the call for the convention to effect the permanent organization can be issued. I sincerely believe every publisher will be proud to have been a leader in this important movement.

"I am pleased to say that the response from publishers, advertisers and agents has been really splendid as indicated by the fact that we have already enrolled nearly three hundred newspapers, more than forty magazines, fifty farm journals, fifty class, trade and technical publications, more than seventy-five national advertisers and forty-eight of the leading advertising agencies."

NOT ORGANIZED FOR PROFIT.

"The Association, you will notice, is not an organization for profit and all revenues are to be devoted to the work

of gathering and disseminating accurate circulation data to the agent and advertiser, covering not only the net paid quantity, but quality and distribution as well, and in the standardization of circulation information; thus enabling the advertiser and agent to place business more intelligently and consequently, more effectively, by a more thorough knowledge of media, secured through an authentic and reliable source.

"This means one source of circulation information for the advertiser and agent—one annual verification for the publisher—thereby doing away with duplication of time, effort and expense.

AS TO GOVERNMENT METHODS.

"As I have pointed out, the Government, even if teeth are put into the present law, could only determine net paid quantity and could never establish quality and distribution—both more important in many ways to the man placing business, than is the first. If you will refer to our membership blank, you will find this clause:

'Publisher-members hereby grant the right to the Association to examine any and all bills, papers and other

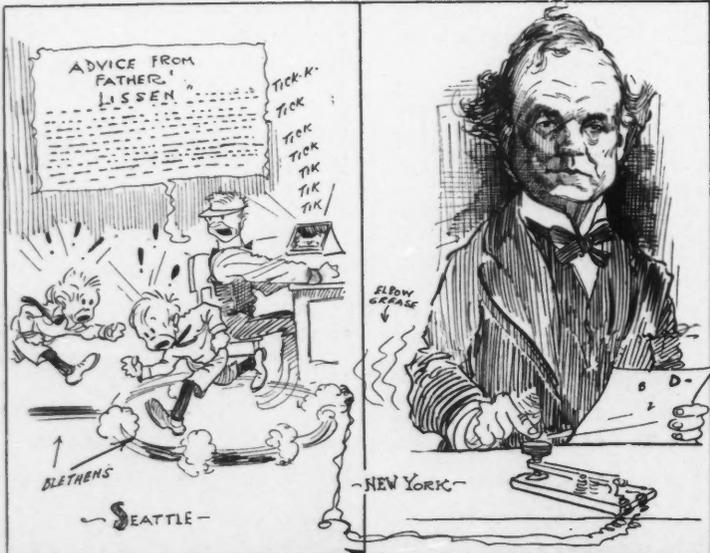


PAUL COWLES.
"GETS 'EM COMIN' AND GOIN'."

records necessary to ascertain facts with regard to circulation, how distributed and how obtained.'

"The serious consideration by the advertiser and agent of the relative differences in the character of circulations as applied to the particular business they are placing, cannot but result in greater and more satisfactory returns, and this will be possible because of the accurate circulation data at their command.

"Again, the circulation of mediums absolutely placed beyond argument, will enable special representatives to devote their time to establishing quality, the results obtained by local advertisers, service, and the development of new business for their papers; whereas, at present, fully fifty per cent. of the average special's time is devoted to es-



ALDEN J. BLETHEN ON THE JOB.

"Don't stare up the steps;

Step up the stairs'"

That's exactly what The Birmingham Sunday News has done.

Eighteen months old—yet the most phenomenal success ever known in Southern Journalism.

In this brief time the PAID circulation of the Sunday News has reached a remarkable figure.

Here are the totals for five Sundays in March:

March 1,	36,884
March 8,	37,584
March 15,	38,047
March 22,	38,478
March 29,	39,226

The net PAID Sunday average for the month of March was

38,036 Copies

And while the circulation was climbing at the rate of 500 a week during March, the growth in the volume of advertising printed was keeping pace.

Appreciative readers and astute advertisers

"Swim With the Rising Tide'"

KELLY-SMITH COMPANY

FOREIGN ADVERTISING REPRESENTATIVES

NEW YORK: 220 Fifth Ave. Lytton Bldg., CHICAGO



THIS MAN!

has the full confidence of TWO MILLION farmers. He is the national president of the Farmers' Union of America, and editor-in-chief of their official organ, the NATIONAL FIELD. He states: "Any legitimate advertising proposition that appeals to farmers will pay in the NATIONAL FIELD, and we will not publish any other kind."

All subscriptions are secured without any premium inducement and each subscription is for one full year at \$1. The NATIONAL FIELD is issued weekly, and guarantees 74,579 paid circulation. Flat rate, 30c per line. Its readers are practical farmers of the West and South and have pledged this, their official organ, their support. Write for "The Letters in Evidence" and any desired information—to-day.

IRVIN A. BURDEITE, *The* National Field, ATLANTA BUSINESS MANAGER, GEORGIA

A WORD ABOUT OUR COVER.

What Is Symbolized by Artist Smith's Strong Drawing.

THE EDITOR AND PUBLISHER takes justifiable pride in the symbolic cover page of this issue. The work was done by Rowland M. Smith, of Chicago, and no one will say that he did not do it well.

The design shows the American Press typified by the female figure watching over the destinies of our still youthful Nation as well as imparting to him intelligence and information from the far corners of the earth through the medium of the press associations as indicated in the white rays from her head; the dotted part representing the Morse code. At the boy's feet his playthings are represented by the divers modes of transportation, milling industries, mines, forests and agricultural products.

In the telegraphic flashes recognition is strikingly given to the great news-purveying organizations, the Associated Press, the United Press, Publishers' Press, International News Service, Central News and Central Press.

Mighty is our Nation and powerful are its newspapers, and each aids the other to greatness. The progress of our country and of our papers are inseparable.

News Bureau Ordered Dissolved.

The Boston News Bureau, a Maine corporation, was ordered dissolved by Justice Haley, of the Supreme Court, last week. This action was taken as the result of initiative on the part of C. W. Barron, president of the organization. The Bureau has no assets.

The Clarksburg (W. Va.) Daily Telegram has installed the latest type Hoe printing press. Other mechanical equipment is being added.

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

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group
Clean Newspapers

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

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

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

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

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

Buy the best and you will be content

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



FIRM OF WALLACE G. BROOKE & SON.

Takes Son into Advertising Firm.

Wallace G. Brooke, widely known in the Eastern advertising field where he has represented such mediums as the St. Louis Globe-Democrat, the Chicago Times, the Chicago Journal and Tribune, the Louisville Courier-Journal, the Cincinnati Commercial, the Milwaukee Sentinel, the Boston Herald and Journal the St. Louis Republic and the Pittsburgh Dispatch, has admitted his son, Clayton E. Brooke, into partnership with him. The younger Brooke has been connected with the Art de la Mode, and the Theatre Magazine. The New firm will handle business for the Pittsburgh Dispatch and other clients.

Ward-Lewis-Williams New List.

The Ward-Lewis-Williams Special Agency, Tribune Bldg., New York City, has been appointed the foreign representatives in the East of the following newspapers: Edmonton (Ala.) Bulletin; Medicine Hat (Alta.) News; Niagara



MARCELLUS E. FOSTER
THE LONE STAR STATE STAR.

Falls (Ont.) Record; Boyne City (Mich.) Journal; Cheboygan (Mich.) Tribune; Anderson (Ind.) Herald; Newton (Kans.)-Kansan-Republican; Iola (Kans.) Register; Ottawa (Kans.) Herald and Salem (Ore.) Capital Journal.

Cyrus H. K. Curtis in London.

Cyrus H. K. Curtis, owner of the Philadelphia Public Ledger, accompanied by his two daughters, is in London. Mr. Curtis is investigating newspaper conditions in the British metropolis. Several of his mechanical experts are with him. They will sail for this country on May 3.



VERSATILE C. T. BRAINARD.
"WITH A COUPLE OF FISTS FULL."

Stock Worth \$17,000 a Share.

A very conclusive proof that attractive and widespread advertising pays is shown in a statement filed by the Coca Cola Company with the Massachusetts Secretary of State. The company, with only \$50,000 capital stock, has a profit and loss surplus of \$8,653,728. This means that the book value of the stock is \$17,000 per share. In addition the company has cash and debts receivable amounting to \$6,496,395. The concern, through printer's ink wisely and persistently used, has given its beverage, "coca cola," a national reputation.

HE HAD NO RICH FATHER.

Col. D. R. Anthony, editor of the Leavenworth Times, one day went into a clothing store in Leavenworth, and walking up to the clerk, in that peculiar way of his, said: "I want to see some underwear." The clerk immediately brought down a box of the very finest, and was lifting out an undershirt to show Anthony, when the old man wanted to know the price. "This is \$7 a suit," replied the clerk. "Hell," said Anthony. "I can't afford that!" "Why, said the clerk, "it is the same kind we sold your son Dan the other day." "He has a rich father," replied Anthony, "that is the reason he can afford it; but I can't."—The Kansas Editor.

New Jersey's
Leading 7 Day Paper

Trenton Times

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly - Smith Co.
CHICAGO NEW YORK
Lytton Bldg. 220 Fifth Ave.

The Daily Ledger
Canton, Illinois

Without an Equal in Fulton County
(50,000 Population)

Leads all others in
Circulation Advertising
News Service

Average Circulation, 5,167
(Sworn to, to Government, March 31st, 1914)
M. C. WATSON, Inc. A. W. ALLEN
286 Fifth Ave. 919 Advertising Bldg.
NEW YORK CHICAGO, ILL.

Masonic Home Journal
LOUISVILLE, KY.

has the largest circulation of any Masonic publication in the world.

50,000 Copies per issue

The first and the fifteenth of each month.

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

THE DISPLAY RATES

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

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

Sample Copies and further details on request

D. B. G. ROSE

EDITOR AND GENERAL MANAGER
1117 World Building, New York

We are looking for an Eastern Advertising Representative

R. J. BIDWELL CO.

Pacific Coast Representative
of

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

742 Market Street
SAN FRANCISCO

San Francisco Examiner

FIRST IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

Sells at 5c per copy, or \$9.00 a year
Circulation 122,000 DAILY
226,000 SUNDAY

M. D. HUNTON W. H. WILSON
220 5th Avenue Hearst Bldg.
New York Chicago

John B. Gallagher & Co.

Feature Industrial Trade Editions

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

Newspaper Correspondents

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

National Association Newspaper Correspondents
Germania Savings Bank Building
PITTSBURGH, PA.

Sketches From Life

are pen pictures of life as it really is—life without the gilt and tinsel of fine words—life in its pathetic, its serious and its humorous phases.

Being in picture form, Sketches From Life strike home, teach the lesson and induce the smile or laugh at a glance.

Every sketch is full of human interest.

Service, 3 Column Mat Daily

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

Pep for the Local Game

A Comic Baseball Illustration
By Frank W. Hopkins

The International Syndicate
Features for Newspapers, Baltimore, Md.

THE NEW ORLEANS ITEM

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

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

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

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



S. BLAKE WILLSDEN,
"OUR STAR REVIVALIST."

AD HINTS FOR DEALERS.

Firestone Tire Company Explains How Best Results May Be Obtained from Newspapers.

Valuable suggestions regarding newspaper advertising for dealers is contained in a leaflet just issued by the Firestone Tire and Rubber Company, Akron, O. Excerpts from one of the articles contained in the brochure follows:

"Buying space in a newspaper needs far more attention than simply giving an advertising solicitor copy, with the instruction, 'Run this.' The newspaper, the position the advertisement is to occupy and the day on which it is to be run must be considered.



H. H. McCLURE.

ASSOCIATED NEWSPAPERS, HELPING THE POOR WRITERS AND ARTISTS TO GET A SQUARE MEAL.

"When you have decided on an advertising campaign forget prejudices, friendship, party affiliations and all influences not of a strictly business nature. You should know what paper in your territory reaches the car-owning class.

"Your advertisement should be run at least once a week. If the paper you have decided on maintains an automobile section, you will find it better to advertise motor goods on the day the feature appears. Sunday always is a good day on which to advertise, likewise Thursday. Your Thursday advertisement appears but two days before the big shopping day of the week, Saturday. On Thursday there are not very many advertising their Saturday bargains, so that you have a better choice of position.

"As a general thing by following the above suggestions in buying newspaper space you will realize the most on your investment. Select the publication that is read by the people to whom you want to tell your story, tell it again and again, and you will get results."

Shoe Men Indorse Newspaper Ads.

Newspaper advertising was endorsed by the Retail Shoe Dealers' Association at a meeting held in Philadelphia, Pa., on April 15. The speakers concurred in the idea that advertising in a reputable paper gives dignity to their trade. This, they thought, was an important factor and should be encouraged at all costs. They cited instances of businesses all over the country that had largely been built up by advertising incessantly. It is, they agreed, the sure rock of modern commercialism, for the



HAL DONLY,

"THE GUY WHO PUT THE 'CAN' IN CANADIAN NEWSPAPERS."

greatest business houses in the country have adopted this method of trade improvement.

Eagle Discontinues Cloth Issue.

The Brooklyn Eagle has discontinued the edition it printed on paper containing 75 per cent. rag stock for the benefit of libraries seeking permanency in their records. There were only 14 subscribers at \$15 per annum, while the cost of producing the papers ran over \$2,000.



SIR HUGH GRAHAM,
OF CANADA.

"SETTIN' AROUND IN 'THE PURPLE.'"

The Architectural Charm of New York Churches

Shown by Rotogravure Process of Printing in

The New York Times

Sunday, May 3d

Greatest artistic achievement in the Newspaper World.

Of the four New York Sunday Newspapers leading in volume of advertising, only The New York Times printed a greater volume of advertisements in the first quarter of 1914 than in the first three months of last year.

If your Product or Proposition is Worthy, tell about it in the

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

"When the lion and the lamb lie down together, the lamb is generally inside.

In the same way, wild or undesirable advertising kills reputable ads alongside of it.

Only unobjectionable advertising accepted.

In New York It's



Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

Paid Circulation is the circulation that pays advertisers

The Hartford Times

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

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, Prop.
CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

"Nebraska's Greatest Newspaper"
THE OMAHA DAILY and SUNDAY NEWS
 has more circulation in proportion to its city and state than any other paper in the United States. Latest federal report circulation figures of all Omaha, St. Paul or Minneapolis papers on request.
C. D. BERTOLET
 1110 Boyce Building, Chicago
 New York Representatives
A. K. HAMMOND
JAS. F. ANTISDEL
 366 Fifth Avenue

THE HERALD
 HAS THE
LARGEST MORNING CIRCULATION
 IN
WASHINGTON
C. T. BRAINARD, President.
 Representatives:
J. C. WILBERDING, **A. R. KEATOR,**
 Brunswick Bldg., 601 Hartford Bldg.,
 NEW YORK. CHICAGO.

The Detroit Saturday Night
 is printed on super-calendered paper and justly suited to half-tone work, providing the best results to advertisers. The first form closes Wednesday morning, and the last form closes Thursday afternoon, preceding date of publication.
 We do not accept whiskey, beer or cigarette advertising.
 We do not accept patent medicine advertising.
 The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.
 We guarantee the reliability of every advertisement appearing in our columns.
 Foreign Advertising Representatives
GEO. H. ALCORN **F. STANLEY KELLEY**
 Tribune Bldg. Peoples Gas Bldg.
 New York City Chicago, Ill.

IN WESTERN PENNSYLVANIA
 You will make no mistake by using
The Johnstown Leader
 The only newspaper between Philadelphia and Pittsburgh printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
 Special Representative
 118 East 28th Street New York City

The Florida Metropolis
 FLORIDA'S GREATEST NEWSPAPER
 JACKSONVILLE, FLA.
 GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.
G. A. McCLELLAN, Pres.

THE NEW HAVEN Times-Leader
 is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

Change on Long Island City Paper.
 LeRoy L. Smith, the new editor of the Daily Star of Long Island City, N. Y., is the product of the breezy plains of the West, having begun his newspaper career at the age of eighteen as the city editor, society editor, sporting editor and reportorial staff of the York (Neb.) Daily Times. Before coming East he successfully managed a weekly paper at La Porte, Ia. Since then he has done reportorial work for the Omaha Bee, the Chicago Daily News and the New York Evening World.



LEROY L. SMITH.

CONVENTION ROSTER

(Continued from page 934.)

- Saratoga Saratogian, John K. Walbridge, president, treasurer, publisher and business manager.
- Savannah Morning News, Frank G. Bell, president, treasurer and publisher.
- Schenectady Gazette, A. N. Lietz, secretary and business manager.
- Seattle Post-Intelligencer, Scott C. Bone, vice president and editor.
- Seattle Times, Alden J. Blithen, president and editor.
- Sioux City Tribune, J. C. Kelly, Springfield, Ill., State-Journal, H. F. Dorwin, secretary and business manager.
- Springfield, Ill., State-Register, Henry W. Clendenin, president and editor.
- Springfield, Mass., Republican, Arthur H. Yunker, business manager.
- Springfield, Mass., Union, J. D. Plummer, secretary, treasurer and publisher.
- Springfield, Mo., Leader, H. S. Jewell, president and business manager.
- Syracuse Herald, E. H. O'Hara, publisher.
- Syracuse Journal, H. D. Burrill, publisher, editor and secretary, Louis Will, president.
- Tacoma News Ledger, S. A. Perkins, president, treasurer and publisher.
- Taunton Gazette, F. E. Johnson, business manager.
- Terre Haute Star, James A. Harvey, manager.
- Toledo Blade, 3 years, Harry S. Thalheimer, business manager.



WM. C. REICK OF NEW YORK, "YOU CAN SEE BY THE SUN IT'S SO."

- Topeka State-Journal, Frank P. MacLennan, editor and publisher.
- Toronto Evening Telegram, J. Ross Robertson.
- Toronto Globe, J. A. Macdonald, president, J. F. MacKay, treasurer and business manager.
- Toronto Mail and Empire, J. S. Douglas, treasurer and business manager.
- Toronto Telegram, N. C. Bowman.
- Toronto World, J. M. Maclean, M. P., vice president and editor.
- Troy Record, D. B. Plum, secretary and business manager.
- Utica Observer, Thomas F. Clarke, treasurer, secretary and business manager.
- Utica Press, William V. Jones, secretary and business manager.
- Washington, D. C., Star, Fleming Newbold, business manager, Frank B. Noyes, president.
- Waterbury Republican, William J. Pape, secretary, treasurer, publisher and editor.
- Wausau Record-Herald, J. L. Sturtevant.
- Wheeling Register, James B. Taney, secretary, treasurer and publisher.
- Wilmington Every Evening, W. F. Metten, business manager.
- Worcester Evening Post, J. H. Fahey.
- Worcester Evening Gazette, George Booth.
- Williamsport Grit, Charles D. Lamade, Henry J. W. Krlessling.
- Williamsport Sun, George E. Graff, secretary, treasurer and business manager.
- York, Pa., Daily, William L. Taylor, business manager.
- York Dispatch, E. S. Young and H. W. Young.
- Youngstown Telegram, Samuel G. McClure, president and publisher.



ALEX. TROUP, WHO HOPPED OVER NEW YORK.

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

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

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

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

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

Deutsches Journal
 The N. Y. German Journal is America's Greatest German Newspaper

The International Syndicate
 Features for Newspapers
 1899—ESTABLISHED—1899
Howard F. Miller President-Treasurer
Baltimore, Md.
R. Maurice Miller Secretary-Manager
NO CONTRACT
 We sell strictly on merit, our subscribers being privileged to go and come on notice
SAMPLE MATS
 WITH PLEASURE ON REQUEST

First Great War Beat!

INTERNATIONAL NEWS SERVICE

HOME EDITION

THE WEATHER—Fair and slightly colder to-
night, with slight frost. Wednesday fair and
warmer. Dismissing northwest winds.
Barometer, 6:15 a. m., 30.0; sunset, 6:45 p. m.; high tide
at Governors island, 4:48 a. m. and 5:28 p. m.
Highest temperature in New York, 49; low
est, 44.

NEW YORK JOURNAL

HOME
EDITION

No. 10,869.—P. M.

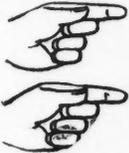
Printed by
The Journal Co.

TUESDAY, APRIL 21, 1914.

Copyright, 1914, by
The Journal Co.

ONE CENT

In New York and Nearby Towns and
Cities, ELSEWHERE TWO CENTS.



SENATOR LODGE FOR WAR

VERA CRUZ CAPTURED

Admiral Fletcher Seizes Mexican Port

HAULING TORPEDO ABOARD
THE FLAGSHIP WYOMING



STOP LANDING OF WAR SHELLS FROM GERMANY

This newspaper was
on the street in New York City at
1:33 p. m., April 21st.

First in the world to publish the real
news. Served only by the

International News Service

MORE OF THE SAME TO COME

WAR BULLETIN.

ton, April 21—The seizure of the port of Vera Cruz was effected to-day
her, in command of the United States Squadron, now at that harbor.
ication of the seizure was delayed, but the news spread rapidly.

—Admiral Fletcher was to-day ordered to seize the Customs House at Vera
ay be necessary to prevent the delivery of a consignment of 2,000,000
mv. The President was informed that this ammunition was due to

he Cabinet at which the prompt seizure of the Customs House
orders to land marines will follow at once.
Wash. ... fully informed that it is
landing

FIGHT SUBSTITUTION.

Nearly One Hundred Publishers Unite In Sounding Slogan "Get What You Ask For" — Campaign of New League Given Great Impetus at the Start—Every Day Brings New Recruits to Cause of Honest Dealing.

The widespread co-operation given by newspapers in the campaign of the National Anti-Substitution League of Philadelphia is something phenomenal in the story of American journalism. The idea of merchants, manufacturers and newspaper publishers combining to assure buyers that purchasers will get what they ask for and not be offered "something just as good" is being warmly approved, and has already gained national support.



CHARLES C. GREEN.

Writing to THE EDITOR AND PUBLISHER this week about the League, Theodore E. Ash said:

"Like a bolt from a clear sky, it would seem The National Anti-Substitution League came into being less than a month ago, but from all parts of the country the newspapers are pledging other advertisers to get behind the campaign at once.

"Equally prompt are the national advertisers, who are lining up in increasing numbers each day, and in turn asking other advertisers to get behind the new movement.

"Probably no organization in the country has grown quite so rapidly in a three weeks' period as the National Anti-Substitution League, nor has any gone into action so quickly and achieved such splendid results in so short a space of time. It shows that newspaper men are alive to the grave problem of substitution, and see in the plan of the National Anti-Substitution League a sensible, scientific and practical way to help the national distributor to stamp it out."

The complete story of the National Anti-Substitution League was told in the April 4 issue of THE EDITOR AND PUBLISHER. In a nutshell the plan is this:

The National Anti-Substitution League believes that the whole truth of the substitution evil should be set before the consumer. It has prepared a series of educational advertisements, one hundred lines deep across two columns, and is asking the newspapers to print them gratis, one a week for a period of at least a year.

The League believes the ads will serve a twofold purpose—to emphasize to the buying public the importance of asking for and insisting upon getting advertised goods and to point out to dealers the disadvantages of endeavoring to foist upon consumers goods which are not asked for and not wanted.

The newspaper that carries this advertising will thus protect its readers against

deception, and at the same time make its own advertising columns more valuable and efficient. And, in addition, it will get its name on a Newspaper Honor Roll, which is being compiled and forwarded to national advertisers so that they shall know which newspapers are really helping them to break up the substitution practice on the part of the dealers.

The National Anti-Substitution League is composed of the leading national advertisers of all kinds of products with whom substitution is a big costly problem. And as this means about ninety per cent. of the biggest advertisers in the country, one can well understand just who these members are. The headquarters of the League are located in the New Stock Exchange Building in Philadelphia. Its managing director is Charles C. Green, who has had a number of years' experience in the merchandising and advertising field, and who, as manager of the promotion department of the Philadelphia North American, has had an unusual opportunity to study substitution from the publisher's and advertiser's angle; and is peculiarly well fitted to direct this campaign.

As a result of the laboratory test of the plan in Philadelphia, as reported in THE EDITOR AND PUBLISHER, a number of newspapers did not wait for official request to carry the copy, but on their own initiative wrote in for full particulars. Among these were J. L. Green, manager of the Herald Publishing Company, Denison, Tex.; Fred J. Oexman, manager of foreign advertising Cincinnati Times-Star; William F. Maag, manager of the Youngstown Vindicator; O. Harrington, of the News League of Ohio, and others.

The following extract is from a letter written by a national advertiser who spends more than a million dollars a year in newspapers alone:

"You are on the right track. It is the most necessary thing in the world today to stop substitution of advertised goods. Every advertiser is hurt; every newspaper is feeling the effect of crooked dealers.

"Just think there are at least five or six houses duplicating every well-known proprietary medicine and not spending one dollar for advertising. I believe such firms as Postum Cereal Co., Kellogg's Corn Flakes, Cream of Wheat, Ivory Soap, Scott's Emulsion, Wrigley's Chewing Gum, Sloan's Liniment, Cigar Manufacturers, Shirt and Collar Manufacturers, Garter Makers, Herpicide, Huyler's Candies, Baker's Cocoa, Knox Gelatine, Globe-Wernicke Co. and thousands of other advertisers will welcome your efforts. It's the greatest need of the century, and you can't get too active."

During the week ending April 17 seventy publishers pledged to the League space once a week for fifty-two weeks. Messrs. Hasbrook, Story and Brooks, special representatives of New York, Chicago and Philadelphia, pledged the support of their full list, twelve additional papers. This firm are enthusiastic supporters of the campaign and are "League" boosters.

The Roll of Honor of co-operating newspapers up to April 17 is:

Philadelphia, Pa., North American, Press, Inquirer, Morgen-Gazette, Record, Telegraph, Star, Northwest Record, Daily News; Akron, Ohio, Beacon Journal; Allentown, Pa., Democrat & Daily City Item, Morning Call; Atlanta, Ga., Constitution; Bayonne, N. J., Review; Bloomington, Ill., Pantagraph; Bridgeport, Conn., Herald; Buffalo, N. Y., Courier, Enquirer; Butler, Pa., Citizen; Bay City, Mich., Times; Chester, Pa., Republican; Times; Chicago, Ill., Journal; Cincinnati, O., Times-Star; Cleveland, O., Waechter und Anzeiger; Concord, N. H., Daily Patriot; Davenport, Ia., Democrat and Leader; Dayton, O., News; Denison, Tex., Herald; Elgin, Ill., Daily Courier; Erie, Pa., Herald, Times; Evansville, Ind., Courier; Fort Wayne, Ind., News; Harrisburg, Pa., Telegraph; Haverhill, Mass., Record; Hutchinson, Kan., Times-Gazette; Jamestown, N. Y., Journal; Joplin, Mo., News-Herald; LaFayette, Ind., Journal; Lancaster, Pa., News; Long Island City, N. Y., Star; Marion, Ind., Chronicle; Muskegon, Mich., Times; New Bedford, Mass., Times; Northampton, Mass., Gazette; New Brunswick, N. J., Times; New Castle, Pa., News; Oklahoma, Okla., World (weekly); Passaic, N. J., Press; Quincy, Mass., Telegram; Richmond, Va., Times-Dispatch; Rochester, N. Y., Times, Union & Advertiser; Sioux City, Ia., News; South Bend, Ind., News-Times;



BENJAMIN WOOD, "THE 'PLANT' NURSE ON THE JOB."

Springfield, Mo., Leader; Springfield, O., News; Toledo, O., Times; Topeka, Kan., State Journal; Trenton, N. J., Times; Troy, N. Y., Record, Standard; Utica, N. Y., Observer; Washington, D. C., Post; Waterloo, Ia., Courier & Reporter; Wilmington, Del., Every Evening, Journal; Worcester, Mass., Post; Youngstown, O., Vindicator; Paterson, N. J., Herald.

The list of Hasbrook, Story and Brooks papers is: Philadelphia, Pa., Record, Telegraph; Atlanta, Ga., Constitution; Chicago, Ill., Journal; Davenport, Ia., Democrat and Leader; Richmond, Va., Times-Dispatch; Harrisburg, Pa., Telegraph; Akron, O., Beacon-Journal; Rochester, N. Y., Times; Waterloo, Ia., Courier and Reporter; Springfield, Mo., Leader; Joplin, Mo., News-Herald; Hutchinson, Kan., Times-Gazette; Oklahoma, Okla., World (weekly).

THE EDITOR AND PUBLISHER has received many letters supporting the work of the League, but space limitations forbid their publication. It is enough to say that they all indicate that the "Get What You Ask For Slogan" will soon be sounded from ocean to ocean.

Ad Men's League Nominations.

At the April meeting of the Ad Men's League, the following names were reported by the nominating committee as suggestions for officers for the ensuing term: For president, Harry Tipper, advertising manager of Texas Company; vice president, O. C. Harn, advertising manager National Lead Company; secretary, Fred A. Dibble, the Harris-Dibble Company; treasurer, David D. Lee, publishers representative. For directors: Lewellyn E. Pratt, Passaic Metal Ware Company; Harry D. Robbins, N. W. Halsey Company; Frank L. E. Gauss, Leslie-Judge Company; Mason Britton, Hill Publishing Company; William H. Ingersoll, R. H. Ingersoll & Bros.; Manly M. Gillam, Gillam Advertising Service, and John Clyde Oswald, Oswald Publishing Company. Election takes place May 7.

The Rochester Democrat & Chronicle

spells "Leadership" in its field, from every standpoint. Comparisons are unnecessary. Its City circulation is greater than the total circulation of any other Rochester paper, its total more than double.

Over 65,000 Net Daily

PAUL BLOCK, Inc. Managers Foreign Advertising Chicago NEW YORK Boston

The Growth of The Syracuse Evening Journal For Ten Years

	Agate Lines	Circulation
1904	1,685,040	7,206
1905	1,774,404	10,804
1906	2,368,170	18,213
1907	2,843,680	21,410
1908	2,736,202	24,507
1909	2,996,602	29,059
1910	3,559,766	35,378
1911	3,927,518	36,570
1912	4,012,988	40,095
1913	4,204,620	40,767

And Still Growing

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., NEW YORK Tribune Bldg., CHICAGO Chemical Bldg., ST. LOUIS

TO FIGHT FAKE ADVERTISERS.
Fifth Avenue Association Discusses Plans to Check Unfair Methods.

The best methods of eradicating fraudulent advertising in general and a certain species of it in particular formed the theme of discussion by about one hundred members of the Fifth Avenue Association at the Hotel Manhattan on Tuesday. The grievance of the solid merchants of the avenue is that within the last eight or nine months, there have crept into this high class shopping district, several haberdashery stores and stores of a similar nature whose policy it has been to advertise continually "bankrupt" and "removal" sales. The Fifth Avenue Association has appointed a committee on false advertising and kindred mercantile practices to deal with the situation. Paul J. Bonwit, of Bonwit, Teller & Co., the chairman of this committee, presided at Tuesday's meeting.

J. M. Speers, of James McCutcheon & Co., spoke on the subject of exaggerated or false values in mark-down sales, and George Vernor Rogers, general manager of the New York Tribune, discussed fraudulent advertising from the point of view of the newspaper.

Mr. Rogers gave the rules designed to eliminate from the columns of the

Tribune the exploitation of all fraudulent or objectionable merchandise or services of any kind whatsoever.

"I believe," he said "the unfair methods of merchandising to which we all object are becoming less popular, possibly not in respect to those few cases with which you come in direct contact, but in general. This is, I think, due to two causes—a very general acceptance by the business world of higher standards of business morality and the higher standards of most newspapers. The general moral uplift has influenced

ON STANDARDS OF PRACTICE.
New York Trade Press Association Plans Notable Meeting for May 8.

In preparing for the Toronto Convention of the Associated Advertising Clubs of America, W. H. Ukers announces an attractive programme for the May 8 meeting at the Hardware Club of the New York Trade Press Association, which will be known as "Standards of Practice Night."

Good progress has been made along the lines of plucking out of the ether the declaration of principles adopted at the Federation Convention at the Hotel Astor last September. For months a committee has been at work upon "Standards of Practice" for business papers. These "standards" represent the opinions of many well-known men in the advertising and publishing business. They will be offered for adoption and, if they are approved, will be presented at Toronto in June as the most advanced statement of right action for business papers.

The general subject of the meeting is, "How the Trade Press Can Be Made More Efficient." It will be answered from the viewpoint of a general advertising agent by O. H. Blackman of the Blackman-Ross Co.; from the viewpoint of a newspaper publisher, by James Schermerhorn of the Detroit Times, who has chosen for his topic, "The Soul of a City;" from the viewpoint of a retailer by Manley M. Gillam of Gillam's Service; from the viewpoint of a general advertiser, by Harry Tipper of the Texas Co.; from the viewpoint of a marketing manager, by William H. Ingersoll of R. H. Ingersoll & Bro., whose topic will be "The Sweep of the Current;" from the viewpoint of a periodical publisher, by Herbert S. Houston of Doubleday Page & Co. Harry D. Robbins, of N. W. Halsey & Co., will speak on "The Police Power of the Trade Press."



R. S. GRABLE OF ST. LOUIS.
 AND HIS "FEATURE FACTORY."

newspapers as well as other lines of business, and also the advertisers have made the papers realize that they are becoming more and more particular as to the company their advertisements keep. In consequence, the path of virtue is also coming to be the path of good, sound business judgment."

Clarence S. Blake, of Newark, attorney for the Advertising Men's League of that city, described the working of the New Jersey law, which provides a fine of \$1,000 or a year in prison, or both, for false advertisers. Already several convictions have been had under it, although it was passed by the Legislature only a year ago.

Other speakers were William H. Ingersoll, who framed the New Jersey law, and Alderman William H. Chorosh, who introduced into the Board of Aldermen of this city the ordinance, passed two months ago, which forbids fraudulent advertising in the streets of New York. A letter written by Louis Wiley, of "The Times," was read.

Long Service on One Paper.

The Altoona (Pa.) Tribune management recently entertained fifty-nine of the paper's employees at dinner, in connection with which it appears that among those present were eighteen whose terms of service each averaged twenty-five years. Of these four had been with the Tribune for thirty-seven years; three for thirty-three years and two for thirty years, all of which offers a striking contrast with the uncertain tenure of office on some of the Metropolitan dailies. The dinner was a joyous occasion.

To Study Newspaper Legislation.

At a meeting of the Interparliamentary Union, held at Brussels on April 18, it was decided to hold an interparliamentary conference on August 19 in Stockholm, when a report will be made on the question of inflicting penalties for propagating false news tending to provoke war feeling.

Hasbrook Story & Brooks, Inc., publishers' representatives, New York, Chicago and Philadelphia, have been appointed foreign advertising agents of the Richmond Times Dispatch and the Waterloo (Va.) Evening Courier.

Have You Seen the Proofs?

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

Newspaper Feature Service
 M. KOENIGSBERG, Manager
 41 Park Row New York City

USE
UNITED PRESS
 FOR
Afternoon Papers
 General Offices, World Bldg., New York

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

PREPARE for SUMMER
 VITAL INTEREST Editorials and Features on Season's Activities. Just like you would write them.
 For the Editor who Believes in Himself and in his Town
BRUCE W. ULSH
 Prestige Builder Wabash, Indiana

Pony Reports
 BY TELEPHONE
Day or Night
 All the news up to press time.
 For rates and details write to
International News Service
 200 WILLIAM ST., NEW YORK CITY



E. H. BUTLER OF BUFFALO.
 BUFFALOING.

Adrian Telegram's Ad Agents.

As some doubt seems to exist as to who are the foreign representatives of the recently consolidated Telegram and Times of Adrian, Mich., Franklin P. Alcorn, of No. 33 West 34th Street, New York, has announced that he will continue as Eastern representative of the paper, now the Telegram, and that F. W. Henkel will be the Western representative, with headquarters in Chicago. As a result of the merger the Telegram's net paid circulation now exceeds 10,000.

The publishers of the Rockford, Ill., Republic, who for some time past have been represented in the west by the Carpenter-Scheerer-Sullivan Agency, have now transferred their Eastern representation to this organization.

Why The Evening Post
 is doing what it is doing about the doings of women.

The New York Evening Post holds a brief for the woman who is trying to raise home making to the dignity of a profession and housekeeping to the system of a business, because it likes to have Home makers read The Evening Post. The Evening Post includes in its news programme a continuous record of what women have done and are doing in the commercial world "downtown" because that makes Business women read The Evening Post. ESPECIALLY SATURDAYS. The attention of advertisers is directed to The Evening Post's woman clientele.

A CORRECTION
THE NEW YORK EVENING MAIL
 Advertisement last week gave the average net paid circulation of The Evening Mail as 137,362, and 184,893, exclusive and inclusive of the five cent Saturday paper, respectively, for the year ending March 31st. This statement should have read "for the month of March, 1914."
 The average circulation of The Evening Mail for the year ending March 31st, 1914 was
 EXCLUSIVE OF SATURDAYS...133,312
 INCLUDING SATURDAYS.....130,364
 JOHN C. COOK,
 Treasurer and Business Manager.

HENRY A. WISE WOOD
 AND
BENJAMIN WOOD
 INC.
Newspaper Engineers
 SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPER PLANTS
 Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.
 1 Madison Avenue, New York City, U. S. A.

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

American Newspaper Exchange
 Rand McNally Building, Chicago

THE NEW YORK EVENING POST BUILDING
 will be well worth your consideration, situated as it is in the Downtown Business Section right off Broadway. It is convenient to all the Ferries to Jersey, the Hudson Tunnel, the Subway, all Elevated Lines and the Brooklyn Bridge.
 All the newspaper offices are in the immediate vicinity.
 THE NEW YORK EVENING POST BUILDING is up-to-date in every respect.
 St. Paul's Church Yard right opposite gives assurance of light, airy offices.
The New York Evening Post Building
 20 Vesey Street. Agents on premises.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.
Every pound guaranteed
F. E. OKIE CO.
 PHILADELPHIA, PA.

NEW AD FIRM IN BALTIMORE.

**Alfred I. Hart and George W. King
Combine Their Energies.**

Among the welcome visitors of the week at THE EDITOR AND PUBLISHER office was Alfred I. Hart, of Baltimore, Md., one of the hustling ad men and all-around good citizens of the country. Mr. Hart has just organized the Hart-King Advertising Company, with offices in the Munsey Building, Baltimore. He is president of the concern and George W. King, of the George W. King Printing Company, is secretary and treasurer.

The new company will operate as publishers of reports, booklets, creative printing and export trade specialties in printers' ink. Mr. Hart will also continue to be manager and editor of the Old Bay Line Magazine, which will be a part of the Hart-King Advertising Company's output.

Mr. Hart was chairman of the press and publicity committee at the Ad Club convention in Baltimore last June. He is now on the press and publicity committee of the Star Spangled Banner celebration to be held Sept. 7 to 13 in Baltimore, and also on the publicity committee of the shade tree movement in his home city. His associate, Mr. King, has been for many years consecutively the president of the Printers' Board of Trade of Baltimore.

Army Bans Harper's Weekly.

Harper's Weekly has been banished from the Washington Army and Navy Club, according to a prominent member of that club, if a story to that effect, printed in the Washington Herald is correct. Referring to Harper's Weekly the Herald story says:

"The publication of a series of articles attacking the discipline of the United States army as administered by the officers has been under discussion by the board of governors, and it is supposed that this explains the absence of the publication from the files.



F. W. R. HINMAN, OF FLORIDA,
ADVANCING ON "LIL OL' NEW YORK."

New Orleans States

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

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest *white home* circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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



FRED, "HERALD" VEON, OF LOS ANGELES.

WHAT NEWSPAPER ADS DID.

Dallas Brick Co. Swamped With Orders When Plant Opened.

J. H. Payne, secretary and sales manager of the Frazer Brick Company, of Dallas, Texas, has just had an experience which convinces him that newspaper advertising pays. About four months ago his concern decided to put in a plant to manufacture interlocking tile under the Denison patent. A systematic campaign of advertising was immediately begun in the local newspapers. The result was that when the plant was ready for business more orders were on hand than could be filled, and the plant has been operated night and day in an effort to catch up.

"If you have a commodity which people want, and let them know that you have it through newspapers, the rest is easy. I am a convert, and like all converts, an enthusiast. Our experience has made me so," is the way Mr. Payne puts it.

The Advertisers' Weekly, of which George Warrington is editor, of London, celebrated its first anniversary by issuing a sixty-two page issue. This publication has made rapid strides to the front, and is already one of the most popular representatives of the advertising field to be found in Great Britain. Out of fifty-two issues only four showed a loss.

PRESSES RUN IN PALACE

(Continued from page 936.)

phia, 1913; the first book printed in Canada, Montreal, 1776, and the first book printed in Roman characters, Venice, 1469.

A guest of honor at the opening of the exhibit was Hofrat Horst Weber, owner of the Leipsiger Illustrirte Zeitung and president of the Periodical Publishers' Association of Germany. His mission here is to interest the printing and allied interests of this country in the international allied arts and book-making exposition to be held this summer in Leipzig, Germany. The government failed to make an appropriation for an American exhibit, and, if there is one, it will have to be made by private funds.

There were also present at one time or another, many of the editors and publishers attending one or more of the conventions at the Waldorf-Astoria.

The Typotheta of New York is well represented. It is the organization which uplifts the printing business, protects printers against giving bad credit, and it conducts a school of cost and estimating for young men in job work. Strangely the printing business conducted with so much intelligence is one of the least uniform in its charges and in its business methods.

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. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln
CALIFORNIA. ENTERPRISEChico TRIBUNELos Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet NEWSJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	OHIO. PLAIN DEALER.....Cleveland Circulation for March, 1914. Daily113,767 Sunday150,592 VINDICATORYoungstown
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL.....Dubuque	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,441)
KANSAS. CAPITALTopeka	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans	WASHINGTON. POST-INTELLIGENCERSeattle
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CANADA. WORLDVancouver
MICHIGAN. PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	BRITISH COLUMBIA. FREE PRESS.....London
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	ONTARIO. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MISSOURI. POST-DISPATCHSt. Louis	QUEBEC.
MONTANA. MINERButte	

Printers rarely protect themselves against loss through giving bad credit and their prices are very far from bringing them under the anti trust laws. The Typotheta seeks to remedy many defects and it meets with some encouragement, but not half what it deserves. Taken all in all the exposition was without doubt the most comprehensive of its kind ever given. It was satisfactory to exhibitors and visitors to the last degree.

TIPS FOR THE AD MANAGER.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is placing 1,500 l. orders with weekly papers for the Ohio Carriage Company, Columbus, Ohio.

Ruthrauff & Ryan, 450 Fourth Avenue, New York City, are handling orders with a large list of city papers for The Buttrick Publishing Company, Spring and Macdougall Streets, New York City.

It is reported, but not verified, that Van Cleave Company, 1790 Broadway, New York City, will shortly start a newspaper campaign for the Khedivial Company, "London Gold Tip Cigarettes," 8 Regent Street, London, Eng. (Tobacco Products Corporation, Studenbaker Building, New York City, Agents.)

George L. Dyer Company, 42 Broadway, New York City, is issuing 10 l. 44 t. orders to a few Eastern papers for the Uranium Steam Ship Company, Ltd., 13 Broadway, New York City.

The MacManus Company, Detroit Journal Building, Detroit, Mich., is forwarding 336 l. 6 t. orders to a large list of city papers for the Hupp Motor Car Company, 1229 Milwaukee Avenue, Detroit, Mich.

It is reported that contracts will shortly be placed with a selected list of papers for the Crex Carpet Company, "Crex Grass Carpet," 1134 Broadway, New York City, by the Wyckoff Advertising Company, 25 E. 26th Street, New York City.

M. Volkmann Advertising Agency, Temple Court, New York City, is making contracts with a selected list of papers for the Empress Manufacturing Company, 16 E. 17th Street, New York City.

George Batten Company, Fourth Avenue Building, New York City, is sending out 10 l. 44 t. orders to a few Eastern papers for Lehn & Fink, 120 William Street, New York City.

Calkins & Holden, 250 Fifth Avenue, New York City, are reported to have charge of the advertising account of the Hartford Fire Insurance Co., Hartford, Conn., and New York City.

Wood, Putnam & Wood Company, 111 Devonshire Street, Boston, Mass., is handling the advertising account with a selected list of papers for the Package Confectionery Company, "Sugar Moon," Newaco, and Surprise Wafers, and other candy specialties, Boston, Mass.

W. S. Eakin, advertising manager of the Swift Specific Co., "S. S.," Atlanta, Ga., is now at the Hotel McAlpin, New York City, and is placing contract with the balance of papers on his list.

Jean Dean Barnes, 334 Fourth Avenue, New York City, is sending out orders to a selected list of papers for B. Priestly & Co., 354 Fourth Avenue, New York City.

Gunlach Advertising Company, People's Gas Building, Chicago, Ill., is forwarding orders to Middle West papers for Bondy & Lederer, "Tom Keene Cigars," 1298 First Avenue, New York City.

M. Volkmann Advertising Agency, Temple Court, New York City, is issuing orders to a selected list of papers for the Empress Manufacturing Company, 16 E. 17th Street, New York City.

It is reported that orders will be issued with newspapers early next month for the Home Pattern Company, 611 W. 43d Street, New York City, by Calkins & Holden, 250 Fifth Avenue, New York City.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing orders on a trade basis for Bretton Hall, Broadway and 89th Street, New York City.

The Erickson Company, 381 Fourth Avenue, New York City, placed a special page advertisement in Washington, D. C. papers for Wm. Peterman, Inc., "Peterman's Rat and Roach Paste," 54 W. 13th Street, New York City. Other cities may be added later.

The advertising of Haas Bros., 303 Fifth Avenue, importers of exclusive dress fabrics, will be advertised for the fall by the Heller-Barnham Agency, 286 Fifth Avenue, New York. This includes the use of the highest type fashion and class publications.

The Will H. Dilg Advertising Company, of St. Louis, informs us that it is handling all of the newspaper and magazine advertising of the Anheuser Busch beer and the products and not a part of it, as formerly reported in these columns.

HOUSTON, TEX.—The Union Publishing Company, of Lyford and Raymondsville, Cameron County, have been incorporated with an authorized, capital stock of \$5,000. The incorporators are C. E. Craig, C. W. Stephenson, C. H. Pease.

Directory of Advertisers Aids.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

GJENTHER-BRADFORD & CO., Chicago, Ill.

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

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

Trade Newspaper Advertising "Why" Talks.....Number Four

TO SELL ADVERTISING SPACE, BUY ADVERTISING SPACE!

Advertising space, in a good daily newspaper, is one of the "advertisable" commodities.

The daily newspaper has two "regional markets" in which to sell advertising space.

The first of these is the LOCAL FIELD, in which the character of the paper and the relative value of its advertising space are pretty well known to the usual buyers of such space.

The second "regional market" is the FOREIGN FIELD, which includes all of the territory outside of the locality in which the paper is published and circulated.

This second "regional market" must be cultivated as carefully as the first, for it offers almost unlimited possibilities, while the local field is, necessarily, somewhat restricted.

The National Advertisers are as anxious to buy profitable advertising as you are to sell it. But they do not buy on the guesswork plan, nor on the mere circulation figures of a newspaper.

These buyers of advertising space are INTERESTED in facts bearing upon the newspaper situation in your field, and they subscribe for and read THE EDITOR AND PUBLISHER in order that they may GET SUCH FACTS.

Through ADEQUATE ADVERTISING in THE EDITOR AND PUBLISHER you may sell your space to these advertisers—assuming, of course, that the space you have to offer them is a "good buy."

It Pays to Advertise Advertising

We can increase your business—if you want it increased. You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you. BURRELLE 60-62 Warren Street, New York City Established a Quarter of a Century

Canadian Press Clippings The problem of covering the Canadian Field is answered by obtaining the service of The Dominion Press Clipping Agency which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland at our head office. 74-76 CHURCH ST., TORONTO, CAN. Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The Jewish Morning Journal NEW YORK CITY (The Only Jewish Morning Paper) The sworn net paid average daily circulation of The Jewish Morning Journal for 1913 was 96,345 the year ending Dec. 31, 1913, was 96,345 The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people. The Jewish Morning Journal prints more HELP WANTED ADS. than any paper in the city, excepting the New York World. I. S. WALLIS & SON, West'n Representatives 1246 First National Bank Bldg., Chicago

TAKE IT TO POWERS OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH NOW TIME ALL THE TIME POWERS PHOTO ENGRAVING CO. 154 Nassau St. N.Y. Tel. 4900-4 Beekman

Recognition of Merit

Quantity of circulation is not the most important criterion of an advertising medium. Consequently **THE CHICAGO TRIBUNE** seldom calls attention to that part of its service to advertisers.

Nevertheless advertisers should not lose sight of the fact that to the character and responsiveness of its readers, **THE CHICAGO TRIBUNE** adds the maximum of quantity as good measure.

Although it does not indulge in circulation "contests" or coupon schemes; although it does not use premiums or prizes; although it does not offer so much as a two-cent postage stamp as a bribe to obtain readers, **THE TRIBUNE'S** net paid city circulation on week days is nearly as great as that of all the other Chicago morning papers **combined** and on Sundays is at least 50% greater than that of the next paper.

Although it does not accept money from commercial pirates advertising fake sales; although it does not insert quack medical advertising; although it does not swell its volume with "trade deals" or advertising taken without pay, **THE TRIBUNE** prints nearly as much total advertising as all the other Chicago morning papers **combined**.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

