

MAY 24 1913

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 12, No. 49

NEW YORK, MAY 24, 1913

10 Cents a Copy

### JOURNALISM WEEK.

#### PROMINENT SPEAKERS ADDRESS RECORD GATHERING AT UNIVERSITY OF MISSOURI.

About 300 Newspaper Men and Women at Sessions—Subjects Ranged from Printing to Editorial Writing—Women Played Important Part in Proceedings—Dinners, Games and Auto Tours.

(Special Correspondence.)

COLUMBIA, Mo., May 19.—With an attendance of 300 editors, editors' wives, special writers, advertisers, printers, reporters and all other varieties of newspaper men and women, the fourth annual journalism week of the School of Journalism of the University of Missouri, which took place May 12 to 16, holds the record of being the biggest one yet.

Eight States were represented by the speakers on the program, which covered all phases of journalism from printing to editorial writing, and which included as well, dinners, teas, smokers, baseball games and automobile tours. Among the distinguished out-of-State speakers were: Barratt O'Hara, Lieutenant-Governor of Illinois; Erwin Craighead, editor of the Mobile (Ala.) Register; Mrs. Sarah Tyson Rorer, of Philadelphia, special writer; Miss Clara Chapline Thomas, of the Minneapolis Tribune; S. E. Kiser, of the Chicago Record-Herald; B. B. Herbert, editor of the National Printer Journalist; Julius Schneider, advertising counsel for the Chicago Tribune; Herbert L. Baker, New York, and C. A. Shamel, editor of the Orange Judd Farmer. Governor Elliott W. Major, of Missouri, Lieutenant-Governor William R. Painter and John T. Barker, Attorney-General of Missouri, were also on the program. G. E. Lincoln, manager of the Chicago branch of the Mergenthaler Linotype Co., motored from Chicago to attend the meetings.

#### AN "OLD HAM" BANQUET.

A real Southern "old ham" banquet topped off with Aunt Dinah's strawberry shortcake was given Thursday night by the Commercial Club, of Columbia, to the journalism visitors. Hereafter it will be an annual affair. Dean Walter Williams, of the School of Journalism, who was toastmaster, opened the speeches with a toast to President Woodrow Wilson, who sent his regrets at not being able to attend.

Lieutenant-Governor O'Hara in the closing speech of the banquet told of the work of the vice commission in Illinois, and made a strong plea for newspaper decency. "Upon the skill and honesty of the journalist depends character," he said. "That is why I am for decency in the newspaper—decency that means the paper will not sacrifice its character, will not go contrary to what it knows is right, even though it is the wish of its largest advertiser."

Other speakers at the banquet were: S. E. Kiser, Mrs. Rorer, Miss Thomas, Ovid Bell, president of the Missouri Press Association; H. L. Baker, William Southern, Jr., of the Jackson Examiner; W. P. Moore, Mayor of Columbia; J. P. Hetzler, of the Columbia Commercial Club; A. N. Lindsay, secretary of the Federated Clubs of Missouri, and Judge J. R. Haviston, of Fayette, Mo.

Women played a large part in Journalism Week this year. About fifty women attended, including members of the Women's Press Association of Missouri, and the wives of editors and out-

(Continued on page 18.)



ARTHUR G. NEWMYER, (See page 17.)

BUSINESS MANAGER OF THE NEW ORLEANS ITEM, WHO IS CHAIRMAN OF THE NEWSPAPER SECTION, BALTIMORE AD CLUB CONVENTION.

#### Sues Rural New Yorker for \$250,000.

A \$250,000 libel suit has been begun in the United States District Court by E. A. Strout, president of the Strout Farm Agency, against the Rural Publishing Co., publishers of the Rural New Yorker, a periodical devoted to agricultural interests. In its column devoted to "Rogues and Swindlers" the Rural New Yorker on Jan. 18 ran a letter signed "J. E.," in which the writer says that he bought a farm through the agency in Bucks County, Pa., and after paying \$3,000 for the land found that the farmer had sold it to the agency for \$2,000.

#### New Cincinnati Daily.

A new paper will soon be launched in Cincinnati, called the Cincinnati American. It will be located at 122-124 East Seventh street, right in the downtown district, and will be a Bull Moose publication. It will be a one-cent morning paper, using three machines of two shifts to get out the editions. Otto Lightner, who will head the company publishing the paper, has informed M. L. Gross, acting business agent, that all departments will be strictly union.

#### Wins Case Under Liability Act.

The first case tried under the new employers' liability act resulted last week in the award of a verdict of \$9,500 by a jury in the United States Circuit Court at Boston to Frederick

McNeight, a pressman. He was injured while performing his duties at the New England Newspaper Publishing Co. McNeight claimed that on Oct. 9, 1912, his right hand was drawn between two rollers and mangled, making it necessary to amputate three of his fingers.

#### Mayor Gaynor Signs Newsstand Bill.

Mayor Gaynor has signed the newsstand bill which permits the building of stands within 100 feet of entrances to subways and elevated stations. Newsstands in front of subway entrances must be not more than three feet in length by one foot in width and must not project over the sidewalk more than one foot. Stands also may be located along the rear walls of subway kiosks if they are not more than one foot in width nor longer than the rear wall of the kiosk is wide.

#### Nast Buys Dress, Fashion Journal.

Conde Nast, of Vogue, has bought Dress, another fashion publication, from McCready, Beals & Co. Doubleday, Page & Co., who printed Dress, had an interest in it, and two years ago the publication offices were moved to Garden City. Last summer they were brought back to 11 West Thirty-second street, whence they will now be moved to the Vogue building, 443 Fourth avenue. There will be no immediate change in the editorial staff, of which Anita Dunbar Hunt is head.

### WASHINGTON TOPICS.

#### SECRETARY DANIELS DENOUNCES NEWSPAPERS THAT PRINT WAR SCARE NEWS.

Declares That There Is No Ground for Such a Course, and That It Is Harmful to the Government's Interests—Bill to Prevent Fraudulent Advertising Introduced in Congress—Other Matters of Interest. (Special Correspondence.)

WASHINGTON, D. C., May 21.—Secretary of Navy Daniels, who before his appointment to the Cabinet of President Wilson was the owner and editor of the Raleigh (N. C.) News and Observer, has given an interview denouncing publications which are publishing "war scare" news.

Harassed by frequent queries directed to him with a view to confirming stories dealing with the California Japanese question, which have recently been published in certain newspapers, conveying the idea that this country was on the brink of war and bending its efforts to prepare for the struggle, Secretary of the Navy Daniels has attacked papers pursuing such a policy.

"Their aim," he said, "has been to manufacture a war, and in their effort to accomplish this purpose they are not only exciting the radical elements in this nation but conveying an erroneous impression to the outside world, including Japan."

#### ATTACKS WAR SCARE POLICY.

As a result of the persistent attempt of these newspapers to construe every act of the War and Navy Departments as a move in preparation for war, Secretary Daniels said that he had ordered every ship in the Pacific Ocean to hold its present anchorage. The movement of one, he said, would call forth a hundred different stories. In the course of his comment he said:

"War scares; reports that this Government is facing a crisis because of the California-Japanese situation, and is hastily preparing for an international struggle; the repeated statements that 'the truth of the affair has been withheld and the public deceived by the administration,' are justified only as far as the public will permit itself to be misled by the image-making power of a certain and unscrupulous portion of the press.

"If there had been even the slightest justification for the publication of these war scares," Secretary Daniels continued, "I would be the first to want the people to know the truth. However, there is not, and I protest against the highly colored misinformation which the people are now being fed by some publications.

#### FALSE HEADLINES.

"I recently ordered the cruiser Maryland, now in Pacific waters, to test some Alaskan coal which had been recommended by the Naval Board for Government use. Her bunkers were filled and she made a test run to San Francisco. This was the result," and he pointed to the headlines: "U.S.S. Maryland, Stripped for Action, Makes Forced Speed to San Francisco—Prepared for Battle."

"The man who wrote that story," Daniels continued, "ought to be prosecuted. But this is only one instance. There have been hundreds within the last two weeks. Not only has the Navy Department been misrepresented but the White House, the State Department and War Department and other branches. "The danger in this character of pub-

lication is not confined to the boundaries of the United States. It has spread throughout the civilized world, in Japan and everywhere. Thus the people of every nation are given erroneous impressions; they are without the true facts, and the radical elements demand reparation. They demand it justly, too; but the men who are responsible are not Government officials; they are the editors and proprietors of such papers."

#### THE NEW SENATE EXECUTIVE CLERK.

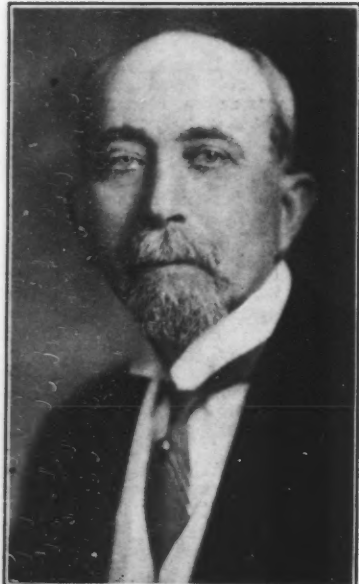
Leaving a position in which he gave the executive sessions of the United States Senate the greatest possible publicity to go to one where his lips are absolutely sealed by that same legislative body, Thomas F. Dawson, formerly of the Associated Press, has recently been appointed executive clerk of the Senate. Mr. Dawson reported the proceedings of this body for the Associate Press for more than twenty years. Mr. Dawson is a native of Colorado, but has lived in Washington for many years. He was once secretary to former Senator Teller, of Colorado, and for some time reported the proceedings of the Supreme Court for the Associated Press. In addition to his regular work he has corresponded for several Denver papers. "Colonel" Dawson, as he is known to his thousands of friends, is one of the most genial and likable men who have been members of the Washington corps of correspondents.

#### AIMS OF ASSOCIATED PRESS.

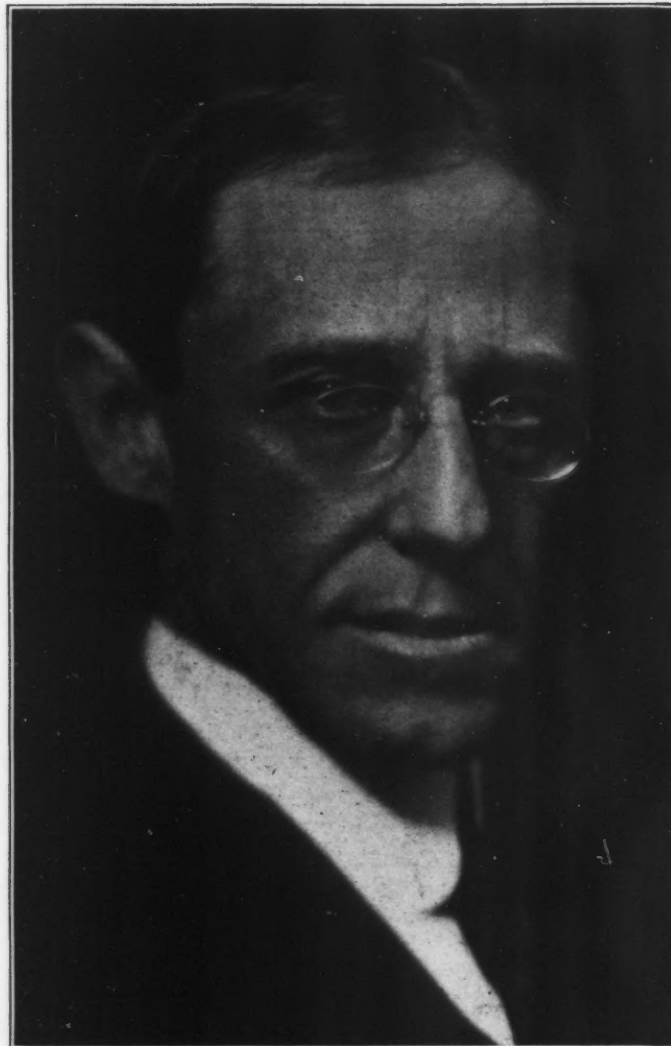
Frank B. Noyes, president of the Associated Press, has prepared a statement setting forth the aims and purposes of his association, which has been printed as a public document by the United States Senate.

Representative Dent of Alabama, has introduced his bill to prevent false advertising in the District of Columbia. He has stated privately that he may introduce a bill that will apply to all the States. The bill reads:

*Be it enacted by the Senate and House of Representatives of the United States of America, in Congress assembled, That any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in the District of Columbia, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is wilfully untrue, shall be guilty of a misdemeanor and punished by a fine of not more than \$500 or imprisonment for not more than six months, one or both, at the discretion of the jury trying the case.*



THOMAS F. DAWSON.



NORMAN HAPGOOD,

WHO WILL BE THE EDITOR OF HARPER'S WEEKLY UNDER ITS NEW OWNERSHIP.

### MR. HAPGOOD BUYS HARPER'S. WILL NOT GO TO BALTIMORE.

#### Important Changes in Character of Weekly Contemplated.

Col. George Harvey, president of Harper & Bros., announced on May 16 the sale of Harper's Weekly to Norman Hapgood and associates. Mr. Hapgood, who was for nine years editor of Collier's, will take control of the paper on June 1. According to Colonel Harvey, the reason for the sale is that the publication was losing money.

Mr. Hapgood issued a statement later in the week, in which he said that under his control the Weekly probably would not publish fiction, but would seek to become "the spokesman of the rising political and business standards of the country."

The periodical will be published by the McClure Publications, Inc., which publishes McClure's Magazine, of which S. S. McClure is editor; the Ladies' World and the Housekeeper, recently purchased from P. F. Collier & Son. With the exception of Mr. Hapgood, the officers and managers of the Harper's Weekly Co. will be the same as those of the McClure Publications.

"For some time," Mr. Hapgood said, "Harper's Weekly will remain unchanged in appearance and nature of contents. Important changes are in contemplation, however, both in appearance and in the nature of the weekly, and these changes probably will be made during the summer."

#### Buchtel College Journalism Class.

A course in journalism and newspaper training has been inaugurated at Buchtel College, Akron, O. Interest in the study is fast increasing, and at the end of the year the class will probably rank among the largest in the college. The course is in charge of Professor Sturtevant.

#### Omaha Club Spent All Its Money to Aid Flood Sufferers.

The Omaha Ad Club will not be represented at the Baltimore meeting of the Associated Ad Clubs, because the club spent all its convention money in helping the 5,000 storm sufferers, who were left homeless by the tornado that swooped down upon the city Easter Sunday evening. The \$800 the Omaha club had in its treasury was turned over to the tornado sufferers, and the club enthusiastically gave its support to a movement that resulted in raising half a million dollars for the tornado fund.

According to President R. H. Manley, who urged the club to donate its convention money, Omaha will be better advertised by building new houses on the fifty blocks devastated by the tornado than by sending a special train to Baltimore.

The Omaha Ad Club was host to the Northwest division of the A. A. C. of A. at its annual meeting, held May 20-21. Some of the Omaha club's features of entertainment for the visitors were an automobile ride over the city's boulevard system and through the district swept by the Easter tornado, a luncheon at the Commercial Club, a dinner and cabaret show at the Field Club, a baseball game and a theater party.

Among the speakers at the convention were Allen D. Albert, of Minneapolis, Minn.; A. G. Newbell, of Des Moines, Ia.; A. K. Hammond, of New York; H. M. Harwood, of Iowa City; S. R. McKelvie, of Lincoln, Neb.; C. N. Cabannis, of Norfolk, Neb., and J. C. Dahlman and R. H. Manley, of Omaha.

The Augusta (Ga.) Chronicle has awarded the contract for its new ten-story building.

### PRINTERS' WAGES GOING UP.

#### New Scales Adopted in Several Cities Show Increases of 50 Cents to \$1.

Increases in wages have been recently secured by printers and linotype operators in a number of cities.

The newspaper scale of the Louisville (Ky.) Typographical Union has been readjusted, with an increase in wages effective since April 6 for a period of three years. The first year the day men will receive forty-nine cents an hour, the next two years fifty cents. Night workers will receive fifty-four cents an hour the first year, then fifty-five cents for the following two years. A bonus of eight cents a thousand will be paid for nonpareil and nine cents for minion for all type over 5,000 ems per hour.

Typographia No. 9, of Chicago, has entered into a new three-year contract with the publishers of German newspapers, under which the five-day system is recognized, with eight and one-half hours on four days of the week, and ten hours on Saturday. This makes a total of forty-four hours a week, a reduction of four hours over the old scale. The wages are increased \$1 a week for both day and night work, making the scale \$25 for day work and \$26.50 for night work. Overtime has been raised from time and a half to double time.

The Jackson (Miss.) printers have secured an increase of fifty cents a week under a three-year contract, and an increase in overtime in job shops from price and one-third to price and a half.

An increase for operators of \$1 a week and \$2 a week for foremen has been secured by the printers of Mount Vernon, N. Y.

Wichita Falls (Tex.) Typographical Union has signed a new scale, under which floormen are advanced from \$20 to \$20.50, with a fifty-cent raise in six months; machine operators from \$21 to \$21.50, with a fifty-cent raise in six months; machinist operators from \$22.50 to \$23, with a fifty-cent raise in three months.

#### Rebuilding News and Observer Plant.

The Raleigh (N. C.) News and Observer building is to be restored in much more complete and adequate shape than before, and will be a model newspaper home. The work will require several months, and in the meantime Business Manager Bagley has arranged to open temporary quarters in the Mahler building. In this way the News and Observer will get out of the way of the Raleigh Times, whose newspaper plant has been running double time to get out both papers. While the News and Observer lost heavily by the fire, through lack of insurance, people in all parts of the State are coming forward with aid in \$100 subscription bonds and otherwise.

#### English Schools of Journalism.

Schools of Journalism are not confined to the United States, although this country took the lead in their establishment. Journalism is now taught in a number of the English colleges and universities. The list of such institutions includes the following:

Owen's College, Manchester; Trinity College, Dublin; University College, Cork, and the Bristol University. In addition, lectures on subjects interesting to journalists are given in connection with the London University Extension Board, at Sion College, Victoria Embankment; also at the London School of Economics and Social Science, Clare Market, Kingsway, London, W. C.

#### Somerville Co. Not a Corporation.

In our issue of May 10 we printed an item under new incorporations stating that the Somerville (N. J.) Publishing Co. had been incorporated. This was an error. We are informed that E. M. Wight is the sole owner of the company, which uses the title as a trade name. Mr. Wight has been owner of the company for nearly 10 years.



**GLOBE USES FLONG.**

**New York Evening Paper the First to Throw Out Steam Tables—Some of the Advantages of the New Method of Producing Plates.**

It is no small matter for a metropolitan daily to make a radical change in its mechanical department, so when the management of The New York Globe decided, early in May, that it would discontinue the use of the wet matrix in favor of the Wood dry flong, many publishers, figuratively, held their breath. So little was known of the dry, or cold, mat that the action of The Globe excited the greatest interest everywhere.

In many respects the advent of the dry flong is the greatest development in stereotyping since the invention of the Autoplate. The fact that from three to six minutes may be saved on the starter, and that a great deal of room is made available for other purposes is, next to economy in operation, the principal advantages of the innovation. In addition newspaper plants are rendered more comfortable to employes, it is said, through the elimination of heat. The saving effected, it is claimed, lies largely in not converting money into heat that could not be utilized. Only a fraction of the heat generated in the steam or drying tables ever went to baking the mat—most of it became a nuisance through escaping into the room by radiation.

**FOREIGN USE NO RECOMMENDATION.**

But while newspaper managers generally have realized all this, they have not felt justified in adopting a stereotyping process still largely an unknown quantity in this country. The fact that newspapers in Germany, France and England have used the dry flong for some time has not helped the promoters of the process, for the reason that typographically the foreign publications are not much of a success.

The demonstration period of the dry mat in the Globe plant was short. On May 1 the dry flong was used on two pages; the following day the process was extended to twelve pages, and, on May 3, it was decided to use the Wood dry mats altogether, with the result that on May 5 the electric tables were shut down and dry mats were used altogether. With the dry mat in general use for nearly three weeks, it is possible to speak with authority on its performance in the plant of a large metropolitan daily, a test case in which publishers all over the country are greatly interested.

**THINKS NEW PROCESS DEPENDABLE.**

For the purpose of giving newspaper publishers the benefit of the experience of the New York Globe, with the Wood Dry Mats, a representative of THE EDITOR AND PUBLISHER called on Jason Rogers, the publisher, who gave the following interview:

"Mr. Rogers, do you think that the dry mat has been sufficiently perfected for general and economical adoption by newspapers?" was asked by the representative of The Editor and Publisher.

"Yes. We have been experimenting with the dry mats off and on for the past year," replied Mr. Rogers. "Three weeks ago we decided to make a trial of using dry mats exclusively and throw our battery of electric drying tables out of commission. The paper has been more clearly printed from plates made by the dry mats than formerly and we have reduced the time from starter form to sale on the street by at least three minutes."

**GLOBE SAVES \$48 A WEEK.**

"How does the comparative cost of dry and wet mats work out?" was asked.

"We estimate that a wet mat costs us from 4 1/2 to 5 cents ready for use. Dry mats cost us 16 cents each by the thousand. As closely as we can figure



**BENJAMIN WOOD,**

TREASURER AND GENERAL MANAGER AUTOPLATE COMPANY OF AMERICA, HENRY A. WISE WOOD CO. AND THE WOOD FLONG CO.

costs, we are saving \$8 a day or \$48 a week by using dry mats. The increased cost of the mats is very much more than offset by the saving in electric current, in labor, in blankets and in wear and tear."

"Do you think it is safe for a newspaper to throw out drying tables and depend entirely on dry mats?" was the next question asked.

"We certainly do. Within a week or two there will be no sign of a drying table in our composing room. We will clean out all of the antique furniture that takes up floor space and mold all forms on two rolling machines. Only one rolling machine is necessary, but we will feel safer to have one for emergencies."

**ELIMINATION OF HEAT PLEASES.**

"Won't this make a radical difference in the composing room, Mr. Rogers?" was asked.

"Yes of course, it will. The two rolling machines will be the only representation of the stereotyping department in the composing room. The compositors are all delighted at the prospect of removal of the heat-producing drying tables during the summer time, and the foreman of the composing room is elated, anticipating the securing of much additional floor space by the removal of the drying tables."

"Have you had much trouble with the shrinkage of these dry mats?" was the next question.

*(Continued on page 20.)*

**CHICAGO HAPPENINGS.**

**Association of General Advertising Agents of Middle West Organizes—Sullivan Libel Suit Against Hearst—Western Ad Golfers' Tourney—Pass Hat for Workers' World—McCutcheon on Cartoons.**

*(Special Correspondence.)*

CHICAGO, Ill., May 21.—The Association of General Advertising Agents of the Middle West was organized at a meeting held here last week. The officers chosen are: President, Stanley Clague, Chicago; vice-president, E. E. Critchfield, Chicago; secretary and treasurer, W. K. Cockran, Chicago; directors, James Dunly and Harry Malory, Chicago; A. G. Darcy, St. Louis, and Theodore McManus, Toledo. Its principal purpose is to standardize the advertising business in this region and to foster friendship and co-operation among members.

Roger Sullivan met rebuff in his \$25,000 libel suit against the Hearst papers the other day when Judge Peterbaugh sustained a demurrer of the defense. The plaintiff appealed to the Appellate Court.

The Western Advertising Golfers' Association held its first tourney Tuesday, at the Hinsdale Golf Club. New handicaps have been made on a basis of nine holes. E. W. Chandler is the club's new secretary.

The Socialists are again passing the hat to keep alive their weekly publication, the Workers' World, successor to the Daily World, which recently failed. A meeting was held Sunday, at which the needs of the paper were presented and subscriptions were solicited throughout the audience.

R. W. Lardner, a well-known local baseball writer, was stricken with appendicitis late last week, and was operated upon at the Washington Park Hospital.

The Illinois Woman's Press Association held its mid-monthly meeting at the Crerar Library Saturday afternoon.

John T. McCutcheon, Tribune cartoonist, is to lecture on "Newspaper Cartoons" at an entertainment given this week, Friday evening, at the University Congregational Church by the Smith alumnae of Chicago.

The Snitzler Advertising Agency was quite heavily caught by the failure of the Realty Realization Co., a large real estate company, last week.

**CHANGES IN INTEREST.**

AIKEN, S. C.—The Sentinel, edited for the past three years by Walter E. Duncan, has been sold to George R. Webb, of Warrentonville, editor of a weekly paper known as the Horsecreek Valley News. Mr. Webb will move his paper to Aiken and consolidate the two, under the name of the Valley Sentinel-News.

HUTCHINSON, Kan.—Burt E. Brown has acquired control of the Daily Gazette. He is to be the editor, succeeding W. R. Waggoner. Walter A. Johnson, who recently acquired an interest in the paper and became its manager, will remain in that capacity.

FOWLER, Kan.—The Gazette has been sold to Fred W. Bond, of Wichita. The new editor and owner will take charge the last of the month. New mechanical equipment is contemplated.

URBANA, O.—Fred W. Meyers, until recently editor of the Denison Review, has bought an interest in the Citizen, leading Republican daily of this city.

BENTONVILLE, Ark.—H. L. Cross has again resumed the editorial work on the Daily Sun. He sold the paper a year ago to J. C. Hennen, who has had charge of the paper since.

KALAMAZOO, Mich.—By a deal consummated last week, the Advocate, chief labor organ of southwestern Michigan, passed into the hands of a new management. Rufus C. Saunders, for seven years with the Gazette, secured a two-thirds interest in the property, the other third being held by its former publisher, W. R. Hallett.

**Students Dine Dr. Talcott Williams.**

Students of the Pulitzer School of Journalism, Columbia University, gave a dinner at the Café Boulevard last night to Dr. Talcott Williams, director of the school. Nicholas Murray Butler, president of the university; John L. Heaton, of the World, and John W. Cunliffe, associate director, were the speakers. This dinner marked the close of the first year of the school.

**Illinois Editor Shoots a Mayor.**

Fay R. Slate, editor of the Mount Auburn (Ill.) Tribune, on May 16 shot Dr. B. F. Windsor, mayor of the city, while, according to eyewitnesses, he was endeavoring to choke the editor. Mr. Slate was arrested and held without bail. He is charged with murder. The bullet struck Dr. Windsor in the stomach. He died the next day. Political differences are said to be the cause of the quarrel.

**Printer Wins Ad Contest.**

First prize in the ad-writing contest of the Atlanta Journal was awarded to Press Huddleston, a prominent member of Typographical Union No. 48. The contest was instituted to find out just what the newspaper readers consider good display. Advertisements from an issue of the Sunday Journal were rewritten and the advertisers were the judges. Every contestant sent his copy directly to the firm whose advertisement had been rewritten.

## THE PULITZER SCHOOL.

Twelve Men in Journalism Course to Receive Degrees from Columbia June 4—Progress Made During the Year—New Building Ready July 1—Study of New York Newspaper History—Course on Special Topics.

The Pulitzer School of Journalism at Columbia University will send forth its first graduating class June 4, on which date twelve men will receive degrees.

Talcott Williams, the director of the school, is much pleased with the progress that has been made the past year. While the work has been somewhat handicapped by the fact that the school had no home of its own and was obliged to get along as best it could in temporary quarters, nevertheless both teachers and students were able to cover the ground in a commendable manner.

The new Pulitzer building at the southeast corner of 110th street and Broadway is fast approaching completion. Under the terms of agreement the contractor is to turn the completed building over to the university on July 1. But whether the work is all done at that time or not, Dr. Williams will move his office into the building on or about that date. When the university term opens in the fall everything will be in readiness for the reception of students.

No preparations have been made for a formal opening of the Pulitzer School building. Should a public ceremony be deemed desirable it will not be of an elaborate character. It is quite probable, however, that the officers and faculty of the university and a number of prominent journalists from different parts of the country will assemble in the building on the opening day of the fall term and formally dedicate the building to the teaching of journalism.

In talking with a representative of THE EDITOR AND PUBLISHER about the school, Dr. Williams said:

"The only important changes in our curriculum next fall will be a third-year course in writing articles on special subjects covering the miscellaneous news of a newspaper, under the direction of Walter B. Pitkin, associate professor of philosophy, and a course on "International Relations," in which will be taken up the study, historical and descriptive, of the current relations of nations, their spheres of influence, alliances and policy, conducted by myself. This latter course will call for wide reading, frequent conferences and the free use of works and newspapers in French and German.

### PLAN REFERENCE LIBRARY.

"We intend to assemble as rapidly as possible a comprehensive reference library, consisting of the latest and best books and maps obtainable. One reason why newspaper men make so many mistakes is because they have not developed the reference habit. It is very easy for a man when writing an article to use a name concerning the spelling of which he is a bit hazy, or a date that is not quite clear in his mind rather than spend the time necessary to look them up in books of reference and have them absolutely correct.

"Moreover, few newspaper offices are properly equipped with up-to-date books of this kind. If every office was thus

### An Unparalleled Record for 1912

#### THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1913 The Herald gained 236,226 agate lines over same period of 1912.

In the first three months of 1913 The Herald gained 62,400 lines of foreign advertising over the same period of 1912.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

# Trenton Times Policy

In the building up of a city and a paper unknown 12 years ago in the advertising world.

## News Policy and the Result

Absolute independence, and non-partisan in politics.

Aggressive and forceful in its advocacy of measures for public good.

Strong in character and quantity of local and suburban news.

## Advertising Policy and the Result

Known circulation and open door policy to any interested person.

No premium or cut rate circulation of any kind.

Every subscriber of Times pays full price for the paper because of its merits as a newspaper.

Absolute adherence to advertising rates—no cut rates or rebates.

From the third in city to a leader in the State.

Leading seven-day paper in New Jersey.

24,500 net circulation daily—three times the net of any other local daily.

Figures certified by the Association of American Advertisers.

October and April reports of net paid on file with United States Government.

More local merchants than all other local dailies.

Examine any Friday the big local day—many use Times exclusively.

Endorsed by National Advertisers by having 250 use Times in 1912.

## KELLY-SMITH CO.

220 Fifth Avenue  
New York

Lytton Building  
Chicago

equipped and the books were properly used, many of the ridiculous mistakes that are constantly creeping into the columns of the newspapers would be avoided.

"The school library will contain the year books of every nation, and the last word on the present state of knowledge on the live subjects of the day and hour.

### MAKING COURSE PRACTICAL.

"We are trying to make the course of instruction at the Pulitzer School of Journalism as practical as it can possibly be made. The young men are sent out to cover assignments just as they would be in newspaper offices. Their stories are criticised by the instructors and their faults pointed out. Under this kind of teaching a young man soon finds out whether or not he is adapted to newspaper work. If he has an aptitude for it he makes rapid progress in the right direction.

"In order that the students might obtain a clear idea of the development of journalism in New York during the past two or three decades, we had them study the files of the World from the date of that paper's purchase by Mr. Pulitzer in 1883, and the files of the Times from its change in ownership in 1900.

"The young men spent three weeks in

this work and then wrote 5,000 words each, giving a critical analysis of the facts they had gathered. This is the kind of work that helps men to correctly interpret newspaper history and equip them with accurate information concerning the development of journalism in America.

"I believe that next year's attendance will show a marked increase over that of the present year. I have been much gratified with the character and work of the young men who have been members of the school the past year. The progress made by some of them has been really remarkable. In fact, it would be possible for us to equip an entire newspaper office with men capable of conducting the several departments in a most creditable manner."

### Fritzi Puts Boycott on Billboards.

Fritzi Scheff, who is to revive "Mlle. Modiste" in New York this week, has decided not to use billboards for advertising the play. She will do all her advertising in the newspapers. Miss Scheff declares that a city will never be beautiful or restful; the environment can never be pleasing so long as the billposter's fence takes the place of the hedge and the vine. The billboard, she explains, is the arch-enemy of the landscape architect.

## BUNNY SKIN AS ARCTIC SEAL.

Ad League Prosecutes Fourteenth Street Store on Alleged Fraudulent Advertisement.

A case of special importance to those interested in the campaign for truthful advertising will be decided this week in the Court of Special Sessions, New York. It is one of several cases brought to the attention of District Attorney Whitman through affidavits submitted by the Advertising Men's League.

The case turns on an advertisement of the Fourteenth Street Store, wherein a fur coat, composed of dyed coney (or rabbit) was offered for sale as "Arctic seal." It was charged by the league that the store had violated section 421 of the penal code—the statute against fraudulent advertising.

In an affidavit submitted by the league, Charles Scaffa alleged that he went to the Fourteenth Street Store with a witness, and was shown a garment which the saleswoman said was sealskin, and which was reduced from \$67.50 to \$47.50. Scaffa then asked what kind of seal it was, and the saleswoman replied that it was real Arctic seal, sometimes known as Alaska seal, and showed him an advertisement which was pasted on a pasteboard hanging on one of the mirrors in the department. She added that the store did not misrepresent its merchandise.

In regard to the advertisement, Scaffa swore that by it the Fourteenth Street Store offered to sell to the public "\$90 to \$100 fur coats, marmot pony coats, Arctic seal, mink coats, moire caracul skin coats, sizes for misses and women, your choice at \$47.50."

Scaffa's affidavit was accompanied by an affidavit from Edward M. Speer, an expert on skins, to the effect that the coat supposed to have been purchased and shown to him was dyed coney skin.

The case was heard on April 28 by the Court of Special Sessions, Chief Justice Faulkner presiding. A verdict of not guilty was rendered. Assistant District Attorney Wilmot, who had charge of the case, moved that decision be reserved, in order to give him time to file a brief, since the case was the first of its kind. This request was granted.

Norman P. Schloss, of counsel for the Fourteenth Street Store, made this statement in regard to the case:

"The expert on behalf of the people testified in cross-examination that the coat the Fourteenth Street Store was selling for \$47.50 was worth, wholesale, between \$35 and \$45. We proved in our direct examination that these coats were sold elsewhere for from \$90 to \$100. We further proved that 'Arctic seal' has for years been a trade name for dyed coney—skins of the rabbit inhabiting Belgium and France and dyed to represent genuine seal.

"We also presented evidence of other trade names being generally applied to furs, as, for example, 'Alaska Bay sable,' which is nothing more than dyed skunk; 'Hudson seal,' which is muskrat, and 'electric' and 'near' seal, which are made from rabbit skins.

"The final decision is awaited with great interest by local merchants and store managements. It is felt that if the decision is adverse to the defendant, all trade names that are not accurately descriptive must be discontinued."

### There is only ONE SURE WAY

to cover

### Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

### CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.

Chester, Pa.

F. R. NORTHRUP, 325 Fifth Ave., New York Representative



# The Policy of the PUBLIC LEDGER

The PUBLIC LEDGER'S single appeal for patronage will be on its merits as a complete newspaper with a news service better than ever before, and special, strong features to be found only in its columns. Ingenious schemes for forcing circulation will be tabooed. No money will be spent on what is not essential, to influence people to read it regularly; but money will be spent to make the PUBLIC LEDGER the best morning newspaper ever produced in Philadelphia.

To make it known to the public the PUBLIC LEDGER will take in large doses the medicine it prescribes for others—the only medicine that has stood the test of time and proved efficiency—advertising.

No premium or gift of any sort will be offered as an inducement to subscribe for the PUBLIC LEDGER; no cut rate will be offered, no clubbing plan or other seductive lure will be considered. The PUBLIC LEDGER must stand on its own merits as a newspaper. It has no patience with patent medicines, either for the individual or as a stimulant for newspaper circulation. They are as useless for the one as for the other. No subscriber will be sought who does not want the PUBLIC LEDGER for its intrinsic merit—for what he finds of interest in its pages. The reader who is "induced" to try it by some "gimcrack" gift or extraneous appeal is of no value either to the PUBLIC LEDGER or to the advertisers who employ its columns.

## PUBLIC



## LEDGER

Independence Square  
Philadelphia

Public Ledger Company  
Cyrus H. K. Curtis, President

**LEADING CARTOONISTS OF AMERICA.**

**Charles H. Winner, of the Pittsburgh Post, and Harry J. Westerman, of the Columbus (O.) State Journal.**

For four years the columns of the Pittsburgh Post have presented cartoons and sketches drawn by Charles H. Winner, a clever and promising young artist. The excellent character of the drawings has often been remarked by

mits that the first consuming ambition of his life was to become a circus clown. The seed was planted by the visit of a wandering medicine show, one of the attractions of which was a wonderful Harlequin who did stunts on a trapeze,

life was too hazardous for him, and gave up his ambition in that direction.

**GOT LITTLE ENCOURAGEMENT.**  
It was during the Spanish War that Winner decided to take up the work of a cartoonist. The pictures appearing in the newspapers furnished the inspiration for the decision. His father, who was in the roofing slate business, did not give him much encouragement, although he could not help admiring some

single-column baseball cartoons for the sporting page of the Pittsburgh Post. A year later he drew his first political cartoon, and since then his pencil has been kept busy with this kind of work.

Mr. Winner believes that a cartoon should be well drawn and have point and kick. These are the points he strives for in his work.

The cartoonist, being country born, is fond of outdoor sports, and spends much



THE TERRIBLE TURK—NO LONGER.



"EXCUSE ME, BOYS! TEDDY'S BORROWED THE REST.

the readers of the Post, who seem to greatly appreciate their humor and the true touch he gives to all his work.

Mr. Winner, who was born near Pittsburgh twenty-seven years ago, ad-

mired the delight and admiration of the boys.

After the show left, twine trapezes blossomed on every tree in every backyard. Young Winner, after accumulating sundry bruises from numerous falls from the bar, concluded that a clown's

of the sketches with which his son decorated many of the slates that afterward adorned the rooftrees of prominent citizens.

After three years' study in the night classes of Stevenson Art School, Pittsburgh, he secured a position to draw

of his leisure in the woods and fields. He is a member of the Newspaper Artists' Association of Pittsburgh.

**HARRY J. WESTERMAN.**

The man who draws the clever cartoons appearing in the Columbus (O.) State Journal is Harry J. Westerman, a graduate of the Columbus Art School and a painter and illustrator of some note.

On the State Journal he enjoys absolute independence in his work—something that many other cartoonists do not have. This gives him opportunity for the development of originality in newspaper art.

It has been said by the politicians of the State that Westerman's cartoons have great influence at election time, as they are copied far and wide.

**REMARKABLE AGILITY.**

As a sketch artist, in rapid newspaper work, or in making portraits of prominent men at conventions and elsewhere, Mr. Westerman has few equals in the United States. He draws his subjects with a faithfulness that is surprising.

In addition to his work for the State Journal, he is a special artist for the Boston Herald, Baltimore Sun and Evening Telegraph.

Mr. Westerman has been called the most versatile of cartoonists, although he modestly disclaims any such distinction. The cartoon of William Jennings Bryan, appearing elsewhere on this page, has been favorably commented upon by Mr. Bryan's family.

**To Manufacturers:**

DAYTON STORES  
Are Being Restocked.

DAYTON HOMES  
Are Being Refurnished.

TRADE-MARKED GOODS  
Find a Ready Market.

**The Dayton News**

Will Create Instant Demand.

The Business Is Here; Come After It.

Rate, 4½ Cents Per Line

Dayton News and Springfield News  
Combined, 6 Cents Per Line

**The News League of Ohio**

Home Office, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Building.

Chicago—John Glass, Peoples Gas Bldg.



CHARLES H. WINNER.



HENRY J. WESTERMAN.



# The Detroit Times

is the favorite in 81% of the homes of its subscribers, and is the only Detroit daily taken in 50% of these homes.

Forty-five per cent. of The Times' readers prefer it for its stand for Clean Journalism (including honest advertising) and 33% prefer it for its dependability.

The Times mailed return postal cards to 5,000 of its Detroit subscribers, taken at random and representing every section of the city, requesting answers to the following questions:

1. What Detroit daily newspaper, if any, besides The Detroit Times, are you receiving regularly at your home?
2. Which Detroit daily do you prefer?
3. Why do you prefer it?

Five hundred and sixty-seven subscribers, or 11% of those to whom cards were sent, replied. Of this number 462 declared their preference for The Times and 285 said it is the only Detroit paper they are taking.

Clean journalism is given as the basis of their preference for The Times by 255 subscribers, dependability by 191, no liquor ads by 56, editorials by 32, large type by 15, and miscellaneous features by the others.

The replies are totalled herewith. They make one of the most interesting analyses of newspaper circulation ever published. The cards bearing numbers, names and addresses are accessible at The Times office for verification.

		Which Paper Preferred	Why Subscribers prefer The Detroit Times		Other Papers Taken
Postal Cards Mailed to Detroit Times Subscribers .....5,000	Postal Cards Returned — 11 Per Cent. .... 567	<b>Detroit Times</b> ..... <b>462</b>	Clean Journalism... 255	<b>Take Detroit Times Only</b> ..... <b>286</b>	News ..... 204
		News ..... 18	Editorials ..... 52		Journal ..... 119
		Journal ..... 6	No Liquor Ads.... 56		Free Press ..... 104
		Free Press ..... 15	Large Type ..... 15		
			Dependability ..... 191		
			Miscellaneous ..... 65		

On the basis of newspaper experience with election returns, this investigation indicates :

That 20,000 subscribers of the Detroit Times take no other Detroit newspapers.

That 32,400 subscribers of The Detroit Times prefer it over all other Detroit newspapers.

That 18,000 subscribers of The Detroit Times prefer it for its stand on Clean Journalism and Honest Advertising.

## The N. M. Sheffield Special Agency

NEW YORK :—TRIBUNE BUILDING

CHICAGO :—HEYWORTH BUILDING

## WILL BETTER R. R. MAIL

**Hupp System of Collecting and Discharging Mail from Moving Trains Has Many Advantages—Method Is Mechanical Throughout and Insures Greater Security.**

While the delivery of mail to fast-moving trains is a rather old story by now, Albert Hupp, of Washington, D. C., has just perfected a system of handling mail bags to and from railway mail cars in transit which is likely to revolutionize this great essential of modern rapid communication. Heretofore, it has been difficult to load and unload heavy mails to moving trains. Not alone has the system employed been left to the control of the railway mail clerks, with the result that the human

Overland Park, Kan., show that as many as twelve bags may be shipped without difficulty by a mail car moving at the usual speed. But there is no limit to the number of cranes that may in this manner be relieved of mail pouches and tie sacks. Only the capacity of the car determines that. The same is true of the delivery system from the mail car. The automatic delivery chute is tripped at the proper moment, and instead of depositing its freight, as is now often the case, anywhere, the pouches and bags are placed in a receiving trough provided for that purpose. Crane and trough being shown in the accompanying illustration, no description of them is necessary here.

OPERATED BY POWER OF AXLE.

The Hupp System is entirely automatic and does not depend upon human control or interference. Trips in-

As soon as the automatic trip has thrown the clutch into working position, the door of the mail car opens slowly and continues to do so for a distance of 180 feet. When the door is entirely open the receiving arm swings out, reaching its proper position in another 180 feet of travel. The sacks are then stripped off their fastenings, and, impelled by the motion of the car, travel along the receiving arm and reach the bottom of the car. While this has been going on the discharge chute has also been swung out, with its load aboard, and the mail to be delivered at the station has been deposited in the trough. All this has been done without any effort whatsoever on the part of the mail clerks; in fact, the men in the car know of the exchange only when a gong acquaints them with it. As the train proceeds the operation of the mechanism is reversed. The delivery chute regains its position within the car, the receiving arm swings back to "rest" and by the time the car has traveled 360 feet the door has been closed, to be re-opened when the next roadbed trip impinges against the clutch trip of the car.

INSURES GREATER SAFETY.

But while the system is positive in its operations, and not a menace to the clerks in the car, it also has the advantage of eliminating the danger now incident to having the cranes too close to the track. The receiving arms of the Hupp mail car are long enough to permit the placing of the cranes so that accidental contact with them becomes impossible. In addition to this the crane arm swings out of line with the train as soon as it has been relieved of its burden.

It is expected that during the coming summer further tests of the innovation will be made, and that with its value fully established, the post office department and the railroads will take the necessary steps to install the Hupp System universally.

### Wanted More Time.

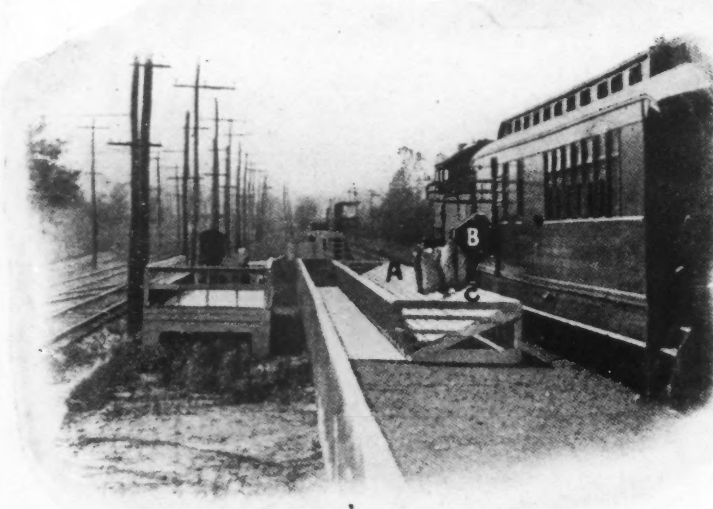
An amateur humorist, according to the Newark Evening News, once sent the following letter to Jas. Melvin Lee, now director of the Department of Journalism at New York University, but formerly editor of Judge:

"Dear Sir: I sent you a joke three months ago and have not heard from it since."

By return mail the would-be contributor received this note in reply:

"Dear Sir: I am still trying to see the point to your joke. Give me more time."  
"J. M. LEE."

The Laurel (Miss.) Daily Chronicle has announced its suspension.



The above illustration shows the method of delivery from railway mail cars equipped with the Hupp System. "A" is the trough in which the pouches and bags are deposited. "B" shows the chute in position for dumping, while "C" shows mail just delivered. The delivery was accomplished with the train moving at a high rate of speed.

failing to err has often exerted itself, but serious accidents have often been caused by the mail bags, flung into the car with considerable violence, striking the operator of the device. The Hupp System, as has already been demonstrated, eliminates both of these shortcomings at once.

At present mail bags are taken aboard the railway mail cars from cranes reached by the operator by swinging out an arm which conducts the bag into the car. To miss one of the collection stations is said to be a frequent occurrence. Railway mail clerks are the busiest people on earth during a run, and that they should overlook a bag now and then is but natural. But this is not the only failing of the method now employed. Heavy mail is difficult to handle, owing to the force of impact which the fast-moving car exerts upon the bag. Needless to say, fragile mail could not stand much of this, and on this account the picking up of mail bags from cranes en route has not lent itself to anything but letter mail. With the advent of parcel post the necessity of a better delivery system became more pressing than it had been before.

SYSTEM IS VERY SIMPLE.

The Hupp System is one of those things which looks very simple once they have been perfected. In effect the principle now in general use has been given a new application. The mail bags are suspended from cranes as before, but where formerly only one was used any number may be employed now. With the Hupp System the bag does not swing into the car; any number of them slide into it upon a simple contrivance that acts as a chute by the impulse of the moving car. As the arm strips off the bag ready to be taken aboard they glide along the gentle curve of the device and are deposited upon the floor of the car without a clerk being near.

Experiments made by Mr. Hupp at

stalled at a distance of 390 feet from the station act as the controls of the system by actuating a trip governing the clutch which applies the power needed to load or discharge mails. To one of the axles of the mail car is attached a worm acting upon a worm wheel. The latter is so geared that it runs the mechanism of the device at 1/124 the speed of the car axle; in other words: the mechanism runs at a speed of four miles on a car traveling at the rate of sixty miles per hour. An almost total absence of shock is thus ensured.

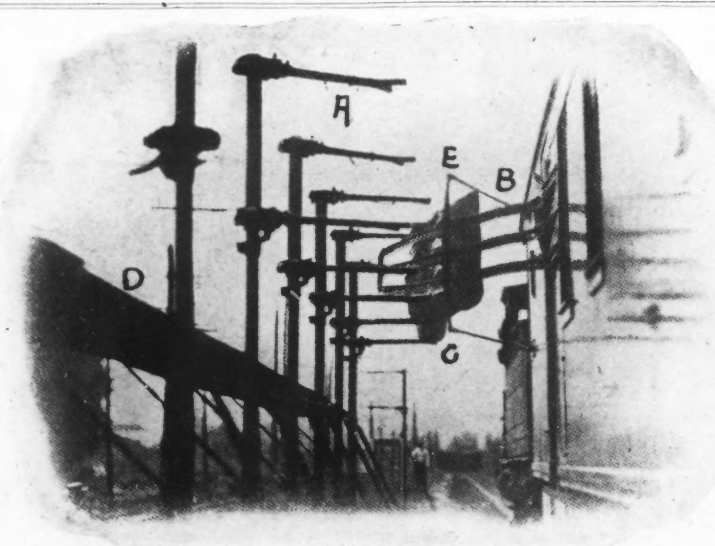


Illustration showing the operation of the Hupp System of collecting mail by a fast train of the Chesapeake Beach Railroad. The photograph was taken at the moment when the receiving arm "B" was sweeping mail bags from crane arms "A." Letter "E" shows the stays that reinforce the receiving arm, and "C" denotes the mail bag. "D" shows the surface of the platform provided to make easy reach of the crane arms possible. The bags are gathered by the receiving arm sweeping through the space shown between the upper and lower crane arms. Attention is drawn to the wide margin of safety between the cranes and the moving train.

In April 1913 the New York Tribune carried 182 columns more ads than in April, 1912

To date (May 23) the

# New York Tribune

has carried

# 169

columns more advertising than it did for the same 23 days in May, 1912

What's the REASON?

Examine a few issues of the

# New York Tribune

and you will have

## The ANSWER

"It has no strings on it."



# The Wood Dry Mat

## The Query:-IS IT?

**The Globe**  
AND Commercial Advertiser  
NEW YORK'S OLDEST NEWSPAPER  
 73-83 DEY STREET 12 WEST 31ST STREET  
 NEW YORK

PUBLISHERS OFFICE  
 73-83 DEY STREET

May 20, 1913.

The Wood Flong Co.,  
 1 Madison Avenue,  
 New York City.

Gentlemen:-

Last night's Globe was the best printed paper we have issued for years. Every line in it, from the small classified ads. to the black display type in some of the larger ads. was as clear and easy to read as book type.

This will be interesting to you as evidence of our success and complete satisfaction in the use of your dry mats. I may state that we have used the dry mats exclusively for close on three weeks.

As you know, we take eight casts from every mat and we feel reasonably certain that we could get twelve if we needed them to plate our presses.

Please install at once the Auto Plate matrix-rolling machine and get your engineer to confer with us about removing our electric tables and re-arranging our room as an up-to-date dry mat office.

You understand that we must have your definite assurance that you will guarantee us a full supply of such dry mats as we may require before we completely throw out the antique wet mat equipment.

Yours truly,

*Jason H. Hays*  
 PUBLISHER.

JR/L

## The Answer:-YES!

### WOOD FLONG COMPANY

HENRY A. WISE WOOD, *President.*

BENJAMIN WOOD, *Treas. and Gen. Mgr.*

1 Madison Avenue, NEW YORK

## WANT ADS IN LONDON

**Schemes Employed to Stimulate the Use of the Classified Columns—Prizes Offered to Servants Who Secure Employment Through the Daily Mail—Cost of Four Lines Fifty Cents—Style Employed.**  
(Special Correspondence.)

LONDON, May 9.—One great feature of English newspaper advertising, as of that of American newspapers, is the small "want" advertisements. The Daily Telegraph has for many years been the daily journal taking the biggest revenue from columns upon columns daily of these small advertisements under the heading of "Situations Wanted," "Situations Vacant," "Houses to Let," etc. An attempt is now being made to threaten its supremacy by the Daily Mail, the great Harmsworth organ, which has the largest circulation of any newspaper in the country, averaging now 900,000 copies daily. Sold at one cent, it is the great organ of the lower middle classes, takes an Imperialistic view in politics, prominently features a home and magazine page, and has broken down the old traditions that leading articles should be dry as dust. It is bright, readable and full value for money.

### A UNIQUE CAMPAIGN.

Its new campaign to increase its columns of "wants" has centered on the great domestic servant problem. In England, as in America, the hired domestic help is coy and hard to secure, and when secured develops very soon distinct migratory qualities. So far advertisements have not been the principal means of securing domestic servants, the great fields of supply being the network of domestic servant employment agencies that cover our great towns and provide a very inefficient and expensive service, and make as much money by providing homes for girls out of situations as by the registration fees that would-be mistresses pay in the hopes of getting their wants satisfied.

## Woolworth Building



Every kind of waste is eliminated by the tenants of the Woolworth Building.

There is no waste of office space—natural light from 4,000 windows makes every inch available.

Time is not wasted getting about in the building—28 high-speed elevators, equipped with every modern safety device, transfer passengers from the street level to the 57th floor in less than a minute.

Time is not misspent reaching the building—by location it is the most accessible in the city.

Time is saved through the many conveniences right within the building—banking facilities, safe deposit vaults, swimming pools and Turkish baths, restaurants and retail stores.

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

The Daily Mail's campaign has been, of course, another triumph of advertising and it laid the ground for a big campaign with commendable cleverness. Prominently displayed articles appeared, dealing with the great and ever-present problem of securing effective help. The question was looked at both from the side of the employer and the employed, and it was urged finally that if the advertisements were properly worded plenty of replies would be secured. The old-fashioned wording was declared to be unattractive, conventional, stereotyped and useless.

Special articles were printed and prizes were given to certain advertisers whose advertisements, sent to the Daily Mail while the articles were appearing, seemed to the editor to be of a new and advantageous and reply-pulling type. From this developed a scheme for securing effective advertisement, and eventually a blank form was printed in the Daily Mail, divided into spaces so as to bring out all those points that a domestic servant seeking employment would desire to know before replying.

### STYLE EMPLOYED.

The style employed in setting these want ads is seen from the specimen ads taken from a recent issue of the Daily Mail:

**Parlourmaids (P. Md.), House-Parlourmaids (H.P.-Md.), etc.**

PMD, wages £24-£28, age 22-30, 3 in family, 3 indoor maids kept, no windows or washing, good outings arranged, non-basement, tax paid. Write or apply 1:30-2:30, or 6:30-8:30. Mrs. S., 62, Aberdareglas, Hampstead.

PMD, 25-36, £24, gd waitress, plate clnr, valet, and milkmaid, 3 other svnts, and mngng girl, aftn and evng ftghly, all Sndys -day, day mth, 2 wks smr, wtd May 25. Mrs. S., Ecclesbourne, Walton-on-Thames.

PMD, or house-parlourmaid, wages £24-£26, age 26-32, 5 servants kept, modern non-basement house, laundry out, evng wkly, alt Sndy. Apply after 7 o'c, or write (last maid 4 years), 260, Finchley-rd, Hampstead.

**Nurses (Nse.), Nursemaids (Nse.Md.), etc.**

NSE, exper, 21-27, £24-£26, entire charge hilly little girl 2 yrs, gd needlewoman essential, no hse wrk, woman cleans nurseries wkly, tax pd. Write, or call bef 11 and aft 5 p.m., 79, Platts-lane, Hampstead.

NSE, for Sheffield, £24-£26, 1 baby 8 months old, 22-26, 2 other servants, help given, non-basement, gd outings arranged, laundry out, tax paid. Apply 5:30-7 or write, 44, Belsire-pk, Hampstead.

NSE, 25-30, abt £25, entire charge of infan, no hsemt, evng wkly, alt Sndy mngng, day mth, 2 wks smr, tax pd. Wte Mrs. M., "Birnam," Weybridge.

The result was remarkable and the Daily Mail prints daily huge numbers of advertisements inserted by mistresses.

The department is given a special heading, "Catalogue of Domestic Servants Wanted," and about four columns of small type are filled with the announcements of people who require domestic help. The wants are classified under "First Situations," "Cooks," "Cook-Generals," "Daily Help," "Generals," "Housekeepers and Working Housekeepers," "Housemaids, Kitchen-maids and Between-maids," "Married Couples," "Men Servants," "Nurses, Nursemaids, etc.," and "Parlourmaids, House Parlourmaids, etc."

The "First Situations" are for younger girls usually whom the employer is willing to train in the domestic arts. The "general" is an abbreviation of "general servants," and what the French call "donnes a tout faire." They are for the one-servant households which are so numerous in this country.

In order to pack as much information as possible into the small want ad, a list of abbreviations has been drawn up, and this appears on each page above the application blank, which itself bears the heading, "The form which finds servants." The price of each insertion of a want ad is two shillings, or fifty cents. The ads are written by members of the Daily Mail's staff.

### OFFERS A BONUS OR GIFT.

To stimulate the interest of servants in these columns the Daily Mail has offered a bonus or gift of a month's extra wages to servants who secure their employment through the Daily Mail columns and retain their situations. To prevent servants leaving situations with the deliberate intention of obtaining a

bonus a second time, it has been decided that no girls will receive more than one gift in twelve months.

Furthermore, in order that the column shall be read by servants, advertisements are inserted here and there offering prizes of five dollars each to various classes of servants for the best recipes of answers on special points in domestic science. Parlourmaids, for example, were asked for a dainty suggestion on table decoration; housemaids for hints on cleaning and polishing a large mirror; cooks for a pancake recipe, and general servants for the best method of removing stains from linoleum.

### OUR AD CONVENTION NUMBER. It Will Contain an Unusual Article on Advertising History.

THE EDITOR AND PUBLISHER ON June 7 will supplement its regular issue with a series of articles on the development of advertising, which the man concerned with publicity, and the general reader, should find of the greatest interest. The story of advertising—the inception and gradual perfection of the advertisement—has never yet been authentically presented, and THE EDITOR AND PUBLISHER feels justified in the assertion that the treatment it will accord the subject will meet with general approval. The closest research work, and the facile presentation accorded the theme, will make the articles of value and no small entertainment.

The matter will be illustrated with specimens of the old ads, and not the least interesting feature will be the reproduction of several old shop-bills, the very existence of which is known to but a few. There is cause for many a smile in the announcements of the old advertisers, and the trade-philosophy of the "good old days" is shown under a very strong light. The fact that the articles keep in close contact with commerce and socio-economic conditions of the periods treated makes the story a complete whole and for the time being the last word on the subject.

### International Wins \$38,000 Verdict.

A \$38,000 verdict against William Rockefeller was returned Thursday in the Supreme Court at Saratoga Springs in an action brought by the International Paper Co. to recover damages for an alleged breach of contract to furnish pulp wood for the complainant's mills in the Adirondacks. The paper company alleged that Mr. Rockefeller made a contract to furnish nearly 60,000 cords at \$5.50 per cord, but failed to keep the contract when the price of pulp wood began to rise. In defense Mr. Rockefeller's attorneys replied that the contract was conditional, and that the action had been outlawed.

### Mr. Roberts Real Purchaser of Star.

John C. Roberts, vice-president of the International Shoe Co., financed the purchase of the St. Louis Star by Frederic B. Warren and Fred C. Veon, in conjunction with Edward S. Lewis, last week from Nathan Frank. Mr. Lewis, who has been made president and general manager of the Star-Chronicle Publishing Co. is reported to have said that one of Mr. Roberts' primary objects in buying the paper was to provide a congenial business for his two sons, one of whom is at Princeton.

### Auto Power Ran Klamath Falls Press.

Lights and power failed in Klamath Falls, Ore., one night last week, and for twelve hours the town was without electricity. In the absence of power the local newspaper force tore a hole through the brick wall of the composing room, backed an automobile in and hitched it to one of the presses, and the paper was issued only two hours late.

### Qualities of an Ad Man.

In an address before the New York Times advertising staff last week, John J. Dillon, business manager of the Rural New Yorker, said that the first

thing he looked for in an advertising man was enthusiasm; the next, loyalty; the third, "horse sense," and fourth, honesty. Unless he possessed all four of these qualities, he could not be permanently successful.

### The English Printers' Ink.

The English Edition of Printers' Ink was incorporated Dec. 23, 1909, with a capital of \$25,000, which was subscribed by over fifty shareholders, among whom were J. J. Pilley, of Mellin's Food, and Walter Coats, of Fels Naphtha. Jesse Hampton was its first editor. It was conducted as a weekly journal for advertising men for fourteen months. It failed because of the refusal of London publishers to advertise in its columns because there were advertising agents on its board of directors. For more than two years the publication has been issued as a monthly. As the differences between it and the newspaper publishers have been settled, it is now receiving considerable business from them. The present editor is T. Swinborne Shel-drake.

### English Linotype Co. Prosperous.

The International Linotype, Ltd., of England, at its annual meeting declared a dividend of eight per cent. The profits of the last twelve months were \$237,590. The company owns stock in the Mergenthaler Linotype Co., of America, amounting to \$2,750,000.

## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation  
in March - - - - - **33,820**

Net Average in Topeka  
in March - - - - - **9,558**

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, Mallers Bldg., 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  
220 Fifth Ave., New York Lytton Bldg., Chicago

## Detroit Saturday Night

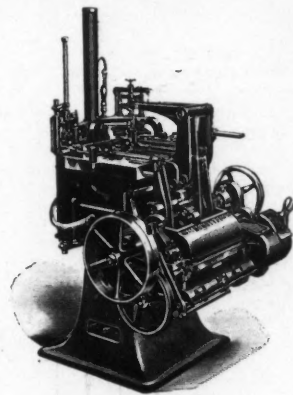
is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure of personal profit.

Foreign Advertising Representatives

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



# It Pays to Cast Your Own Type



## Price \$1950

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

This Type Caster is the only Type Caster that makes type so rapidly and economically that it costs less to use new type for every job than to distribute.

The Monotype is the only Type Caster that can supply you with the faces you want—when you want them.

Over 1050 fonts of the newest and popular faces for rental on the Matrix Library plan at a cost of \$1.67 per font.

Water-cooled molds insure steady running on type of the highest quality, and a choice of nineteen speeds provides for casting every size type at the greatest possible speed.

Until type foundries make type of steel, depreciation on foundry type is a needless waste of real money. Some interesting facts on the Type Caster question and a copy of our new Specimen Book of Faces is yours for the asking.

## LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

New York, World Building

Boston, Wentworth Building

Chicago, Rand-McNally Building

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

"A TYPE CASTER WITHOUT MATRICES IS AS USELESS AS TYPE CASES WITHOUT TYPE"

### CANADIAN JOURNALISM

#### How the Ontario Agricultural College Seeks to Teach Young Men How to Write for the Press in a Popular Style.

For the past three years the Ontario Agricultural College, at Guelph, Canada, has included in the English studies for the third and fourth year students a course in agricultural journalism, writes Frederick Davy, editor of the Canadian Citizen, at Ottawa, and lecturer in the course, in the current issue of Printer and Publisher. As far as can be learned, the famous old college was the first in Canada to consider that a knowledge of journalistic methods would be of use to its students, and it was also the first to act upon that belief.

The Ontario Agricultural College has always adhered to the belief, that this ability of a student to readily and adequately express the knowledge he possesses is as great an asset as the knowledge itself. Consequently the English course at the college is very comprehensive and practical. The course was so established under Dr. Mills, a former resident of the college, and under his successor, Dr. G. C. Creelman, the course has been strengthened and extended to suit the growing needs of the times.

#### WHY TEACH JOURNALISM?

But why teach journalism to the students of an agricultural college? In the first place, the sphere of the agricultural press of Canada is a rapidly widening one. The farm papers, usually twice-a-week, weekly or monthly publications, are demanding skilled men who have broadened their practical training by study at an agricultural college. They are asking for men who are able to show up the vital truth of agricultural problems in language the everyday reader can understand, and are able also to present the truth in a way that

will call forth the reader's interest and further desire for information.

A few years ago, at the instance of Prof. C. C. James, the Ontario Department of Agriculture tried the experiment of placing a representative in several of the counties of the province. The move was very successful, and there are now thirty-one of these, each with his local office, and some with an assistant or assistants. From time to time these men are called upon to prepare articles for the local papers, and the ability to wield a ready pen is extremely useful. There also a knowledge of journalism and its methods is found very useful in enabling the representatives to extend the sphere of their work and place themselves in closer touch with the people.

#### CRISP, CLEAR STYLE WANTED.

The writings that minister to the current needs of the day and those that may be classed as permanent literature show marked differences. It is the study of the latter only which has hitherto practically dominated the college classroom during the time for the study of English. But if a writer prepares for a periodical an article in the true classroom essay style, he soon finds that it is likely to be but coolly regarded by practical editors.

Editors of the best papers like to read copy in which every word is employed for some special purpose and none can be removed without injury to the literary structure. They abhor "padding"—writings in which words are strung together merely to fill space. Every prosperous paper finds its space at a premium. A crisp, clear-cut style in the words of the man in the street is what editors most demand. The news story, the interview, the technical article arranged for popular reading, the editorial and other forms of journalistic English present in their various forms a wide field for variety. But the same requirements dominate, namely, that they must command and sustain the in-

terest of the people most likely to want to read them.

#### CHARACTER OF COURSE.

To the present time three courses, each of a week's duration, have been given at the Ontario Agricultural College. The various forms adopted in current periodicals are studied and exercises are freely demanded. The classes are, in fact, in this respect treated as though they were large staffs of some current publication. Besides the practice in writing, other tests are given to train the powers of judgment upon which so much depends for the rejection of the non-essential.

But whether the student enters the journalistic field or not a study of the language from the journalistic viewpoint is likely to be useful. Newspaper work is the "shop practice" of English, and between it and the classics of the language there is a wide difference. Literary work undertaken from the newspaper standpoint does much to rid the writing of college men from the thralldom of technical terms which are as mysterious to the average reader as the hieroglyphics of Cleopatra's needle. It also tends to free such writings from the pedantic use of the terms of the classroom and to make them more intelligible, and consequently more useful to readers of ordinary intelligence.

#### Brooklyn Eagle Ad Men Win Prizes.

Two members of the Brooklyn Eagle's advertising staff have captured prizes recently offered by the Plainfield (N. J.) Chamber of Commerce for the best plans for boosting that community. The second prize of \$50 for the strongest presentation of live advertising suggestions was captured by J. Maynard Morgan, manager of the Eagle's information bureau. The third prize of \$25 was won by W. E. Severn, of the advertising staff. This was for the most unique idea submitted for display advertising, and embraced an attractive drawing setting forth the advantages of Plainfield.

#### ADVERTISE.

If you want to reach the trade,  
Advertise!  
Loosen up! Don't be afraid—  
Advertise!  
Tell your story every day,  
In a terse, convincing way,  
Keep it up! It's bound to pay—  
Advertise!  
If you're lagging in the race,  
Advertise!  
Business soon will take a brace,  
Advertise!  
Tell the public near and far  
Who and where and what you are,  
Let 'er flicker! Be a star—  
Advertise!  
If your goods are on the square,  
Advertise!  
Always treat the public fair,  
Advertise!  
Be it real estate or cheese,  
Stocks and bonds or guber peas,  
Fling your banner to the breeze,  
Advertise!  
—St. Louis Republic.

#### PUBLIC LEDGER'S PLATFORM.

The Philadelphia Public Ledger, which always was a high-grade newspaper, and which gives assurance of being better than ever under its new ownership, while catering to the public in its legitimate sphere, promises to render a still more notable service to the newspaper profession. In its announcement of the plans and purposes of the new management, the Public Ledger declares that its single appeal for patronage will be on its merits as a complete newspaper; ingenious schemes for forcing circulation will be tabooed; no premium or gift of any sort will be offered as an inducement to subscribe. The Public Ledger adds with force and absolute truth: "The reader who is induced to try it by some 'gum-crack' gift or extraneous appeal is of no value either to the Public Ledger or to the advertisers who employ his columns."  
\* \* \* That the contrary policy of offering premiums to bolster failing circulation or give an artificial stimulus wherewith to impress advertisers has had a demoralizing and debasing influence on the newspaper business is generally conceded. \* \* \* Now that one of the most prominent has taken the dignified and proper position that what its readers want is a first-class newspaper, not a cheap premium for which they are expected to pay two prices, we can look for an elevation of the newspaper standard.—Lancaster (Pa.) New Era.

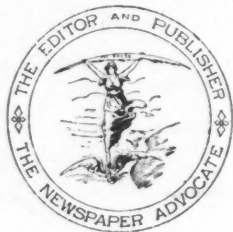
Bromfield & Field, 1780 Broadway, New York, are placing the advertisement of Virginia Hot Springs in a number of daily papers in eastern cities.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, May 24, 1913

### THE PROMINENCE OF THE PUBLISHER.

In an interview printed in these columns last week Ernest A. Perris, associate editor of the London Chronicle, who is now on a visit to the United States, expressed his surprise at the prominence of the publisher in the newspaper business in this country. In English offices, he said, the editor is the supreme authority and occupies a position which, in dignity and repute, is second to no other. Here the publisher seems to take precedence.

Students of American journalism have long been aware of the fact to which Mr. Perris calls attention. The supremacy of the editor was at its height in the United States from about 1850 to 1880. When we read over the list of those who directed the destinies of the newspapers of that period we find that it contains the names of the most famous journalists in our country's history. In it was included Horace Greeley, Henry J. Raymond, Thurlow Weed, William M. Singerly, Henry Watterson, Samuel Bowles, George W. Childs, Joseph Medill, Joseph R. Hawley, Wilbur F. Storey, Royal M. Pulsife, Edwin B. Haskell, Charles A. Dana, Gideon Welles, Alfred E. Burr and William Cullen Bryant.

In the days when these men swayed public opinion by their editorial utterances the publication of a daily newspaper was not the business undertaking that it is now. The editorial department overshadowed all others; next in importance came the news department and, last of all, the business department. Subscriptions and street sales of papers were largely depended upon for revenue. Advertisements were printed, provided they were brought to the office, but the rates were low and not much effort was made to get in new business. The editorial department resented the encroachment of advertisements upon space that it thought should be devoted to reading matter. The friction between "upstairs" and "downstairs" often became acute, and at times the editor and business manager did not speak as they passed by.

The production of a newspaper is to-day regarded as a manufacturing enterprise and subject to the same conditions that govern other concerns of this class. If you produce an article of merit, one for which there is a demand or for which a demand can be created, you can become a successful publisher. Otherwise your venture will meet with failure.

This change in the newspaper business is the inevitable result of conditions that have developed

during the last few years. The publication of a daily or weekly to-day requires the services of men who have had careful business training. They must bring to their task a knowledge of the different kinds of machinery employed in newspaper offices; they must thoroughly understand the most approved methods of accounting; they are supposed to possess sufficient ability to direct a force of solicitors in their work of selling advertising space; they must know how to select and buy supplies of paper, ink and other materials; they must be acquainted with the operations of labor and know how to handle men; they must possess initiative, persistence and perseverance—all of which are needed to build up circulation and increase revenues.

No paper has ever been a success without good business management. You may publish a sheet the editorials of which are as brilliant as any Charles A. Dana ever wrote, and the news columns may be filled with good stuff, and yet if the paper is not well advertised and distributed, and if its advertising columns are not well filled, it will soon go to the wall.

It is because the success of a newspaper depends more largely upon the publisher—the business brains of journalism—that he is grown so great and even overshadows the editor himself.

### EDITORIAL COMMENTS.

Misrepresentative and lying advertisements are becoming more and more unpopular every day, thanks to a quickened merchandising conscience due to the good work done by the ad men's vigilance committee and the newspaper publishers. Two prominent department stores in New York City have recently been prosecuted under the law prohibiting false statements in advertisements. There is absolutely no reason why a merchant should lie about the goods he has to sell. If he cannot find enough to say about them to create a demand either the goods are worthless or the merchant needs to take a few lessons in ad writing. There are several stores in New York that do not misrepresent their goods at any time, and the result is that when they have a special sale in which certain articles are advertising at a cut price, the women who read these announcements know that the reductions are genuine and flock to the stores to get the goods.

The New York World has succeeded in running down two swindlers who attempted to blackmail a business man by threatening to publish in its columns an article detrimental to his interests. If the court sends these rascals to jail under a good stiff sentence it may exercise a deterrent effect on the activities of other rascals who are playing the same game.

Are you doing all you can to promote the interests of the professional baseball club owners? If not, you are missing a lot of fine opportunities these days. Mind, we are talking about professional baseball, the kind that brings so much money to the men who run the clubs that they hardly know what to do with it. They might, of course, spend a tiny, weeny bit of it in the advertising columns of the newspapers, but as the editors give them several columns of space every day they do not have to do it. We are sure you will agree with them in their contention that there is no sense in paying for something they can get for nothing. Of course, your sporting or baseball editor, to whom you pay a good salary, spends the most of his time writing baseball dope, and your compositors are well paid for setting it up, and you supply the white space it occupies, but you shouldn't mind the expense when you know you are thereby increasing the large incomes of the baseball magnates.

We have been much pleased by the many favorable comments we have received from editors, publishers and advertising men upon the Journalism Number of THE EDITOR AND PUBLISHER, issued April 26. We endeavored to get out a number that would be a credit to journalism and would be worthy of preservation because of the value of its contents. That our work meets their approval is

exceedingly gratifying to us. The brief history of journalism which filled many pages of the number contained much new matter that has not heretofore appeared in a work of this kind. Few investigators have traced back the beginning of journalism to such an early date as Mr. Capehart. The data he presents is of so important a character that everyone connected with the newspaper business will want to file this issue away in his library for future use.

### UNDER THE EVENING LAMP.

In his book, "The Making of a Newspaper," by Samuel G. Blythe, published by Henry Altemus Co., Philadelphia, the author, who is a well-known newspaper correspondent of Washington and New York, has succeeded in embodying in an entertaining manner his early experiences as a reporter and editor. The book is full of interesting reading for those in and out of the newspaper business, but it does not give practical aid to beginners in the same ways as Shuman's book on "Practical Journalism," or Given's "Making a Newspaper." It would be impossible for anyone to follow in the footsteps of Mr. Blythe, because no two men can have the same experiences. The reader, however, is warned against certain pitfalls that exist in newspaper work and is given a fair idea of the work a newspaper man is called upon to do. The matter contained in Mr. Blythe's book was originally printed in the Saturday Evening Post.

A new and practical text-book, "Newspaper Writing and Editing," by Prof. W. G. Bleyer, chairman of the course in journalism at Wisconsin University, is announced for publication next month by the Houghton, Mifflin Co. The book is based on Prof. Bleyer's experiences in newspaper work and on seven years' experience in teaching journalism at the university. The book is intended for those who do not go to college, as well as for those who are enjoying the advantages of a journalism course. It discusses such subjects as how a newspaper is made, news and news values, style, interviewing, etc. A review of the book will appear in these columns at an early date.

"Murphy's Battles," a sixty-four page book, bound in boards, written by Captain David A. Murphy, soldier, poet and journalist, recently published by the Methodist Episcopal Book Concern, Cincinnati, O., is a unique volume. It contains original poems, editorials, stories of personal experiences, etc., and was issued by Captain Murphy for the benefit of his numerous nephews and nieces. The captain is an interesting character. He is proud of his career as a soldier during the Civil War, and never tires telling of his narrow escapes from death. For eight years he was Superintendent of Construction of United States Buildings.

### WHEN THE EDITOR THINKS.

The editor sits in his easy chair,  
And thinks with his thought machine:  
"There's my pen to polish, my axe to grind,  
And my old typewriter to clean.  
I must cook that squash that my neighbor Biggs  
Brought in from his garden patch.  
I must roast that fellow who still forgets  
His name on a check to scratch.  
I must write a letter to Reverend Dox  
And tell him his sermons cold  
Will be brought to life with my printer's ink  
For fifty dollars in gold.  
I must tell Tom Trott I will trade a year  
Of my paper for winter coal.  
I must print, as live news, the wholesale price  
Of a rain-water Baptist sou!"

Oh, life is sweet for the news-print man  
As he pounds at his old machine.  
Though money is dirty, and times are hard,  
Yet his index fingers are clean.

"A newspaper that is not worth paying for is not worth reading, and the sooner it mends its ways, or goes to the wall, the better."—Edgar E. Bartlett, publisher Rockford (Ill.) Gazette.



## PERSONALS.

Herman Ridder, owner of the New York Staats-Zeitung, has declined the appointment of Superintendent of State Prisons, made by Governor Sulzer and unanimously confirmed by the Legislature.

Secretary of the Navy Daniels, owner of the Raleigh (S. C.) News and Observer, is to be the guest of honor at a reception and dance tendered by Mr. and Mrs. William Randolph Hearst, at their New York home, May 29.

Melville E. Stone, general manager of the Associated Press, has returned from a month's stay at Mt. Clemens, Mich.

E. A. Van Valkenburg, of the Philadelphia North American, and T. W. Entwistle, of the Philadelphia Ledger, were among the newspaper men who accompanied a party of 100 public officials who spent four days at the University of Wisconsin, studying the methods employed by that institution to co-operate with the various departments of the State government.

Don C. Seitz, business manager of the New York World, and William E. Gonzales, editor of the Columbia (S. C.) State, were among the speakers at the annual Mohawk Lake peace conference last week.

Charles W. Farmer, for the past twenty years editor of the Millinery Trade Review, has withdrawn from that publication and acquired an interest in the Illustrated Milliner, of which he will be editor-in-chief.

Walter Pulitzer, of New York, announces his intention of starting the publication of a new magazine in Washington, which shall deal with questions of national and international scope.

## GENERAL STAFF ITEMS.

Fred Ferdinand Moore, one of Mr. Hearst's star men in San Francisco, author of the "Devil's Admiral," "The Japanese Fan" and other stories, has arrived in New York to accept, it is reported, a very important editorial position with Mr. Munsey's publications.

Hugo F. Gilmartin, for twenty-five years legislative correspondent for the Detroit (Mich.) Free Press at Lansing, Mich., who resigned less than a year ago to become secretary of the Detroit Water Board, has lost his job in a general shakeup due to a change of administration.

H. R. Cook has joined the Bristol (Tenn.) Herald-Courier as business manager.

J. K. Dougherty, managing editor of the Ottumwa (Ia.) Courier, has taken a position on the Washington (Ia.) Times.

Homer Croy, formerly a reporter on the St. Louis Post-Dispatch, is now doing a funny page for Judge each week. It is called "Watching Our Funny World Go By," and it is very bright.

George St. Armour is writing a series of articles on "Young America Chooses" for the Nebraska Farm Magazine, published at Omaha.

A. L. Cowell, for many years editor of the Stockton (Cal.) Mail, and later editor of the Modesto News, has been appointed field secretary to the Panama-Pacific Exposition Bureau of Conventions and Societies.

Charles F. Kerrigan, Albany representative of the Brooklyn Eagle, has received the appointment of secretary to the State Commission of Efficiency and Economy.

Lawrence E. Woltz ("Kiddo"), for

a number of years sporting editor of the Jacksonville (Fla.) Times-Union, has joined the sporting department of the Chicago Examiner. Roy C. Bishop succeeds him on the Times-Union.

J. H. Carter, formerly general manager of the Tacoma (Wash.) Tribune and later business manager of the Vancouver (B. C.) Sun, who several months ago went to Bakersfield, Cal., for a good rest after an attack of nervous prostration, writes from that city that he has accepted the position of business manager of the Bakersfield Californian.

## IN NEW YORK TOWN.

T. A. Price, news editor of the Cleveland Leader and previously on the St. Louis Post-Dispatch, has joined the editorial staff of the Press.

E. B. Moss, sporting editor of the Evening Sun, has become sporting editor of the New York office of the Associated Press.

Willis H. Ambler, formerly New York manager of the Hardware Republic, has joined the Herald staff.

Edward Doyle, a Boston newspaper man, has become a member of the copy desk on the Press.

Gregory Mason, George Walker, H. McCafferty and M. Upton are members of the first batch of vacationers released by the Evening Sun last Monday for a two-week run.

George A. Parker, formerly of Wildman's Magazine, succeeds E. B. Moss as sporting editor of the Evening Sun.

Horace Green, "live" captain of the Evening Post city staff baseball team, which beat the composing-room squad by a score of 20 to 6, in the recent game for the Oswald Garrison Villard cup, has received several flattering offers from major leagues, which he is taking under advisement. Friends say he will not forsake the newspaper game, in which he has rolled up a big batting score.

## WASHINGTON PERSONALS.

Garfton Wilcox, of the Associated Press, has been invited to be the toastmaster of the annual alumni banquet of the Waukegan (Ill.) high school.

Robert D. Heintz has established a syndicate for furnishing feature stories that is proving a big success.

Walter Fahy, formerly of the Munsey publications, and more recently with the Wyoming Developing Co., has returned to Washington and may re-enter the newspaper field.

Worth Harder, chief of the Capitol staff of the Associated Press, has returned to his duties after an illness of several weeks.

J. K. Ohi, who for the last five years has been in the Far East for the New York Herald, has been in Washington recently on a special mission for his paper.

Frank Morse, formerly with the Post and Times, of this city, and now engaged in theatrical publicity work, and Gilson Gardner, of the Cincinnati Post and N. E. A., are serving as members of a committee of three to pass upon the merits of a play contest which is being conducted by a local theatre. Five hundred dollars is to be given to the author of the best play.

Henry Schultz, for many years a Washington correspondent, and now consul at Aden, has returned to this city on a two months' leave. Mr. Schultz is accompanied by his wife and infant daughter.

Joseph P. Tumulty, secretary to the President, has been elected a member of the National Press Club. He was

proposed by Grafton Wilcox, of the Associated Press, and Henry Eland, of the Wall Street Journal.

James T. Williams, managing editor of the Boston Transcript, and James Thompson, proprietor of the New Orleans Item, have been visitors to the city this week.

Henry M. Rose, for many years a prominent newspaper man of Michigan, has been highly complimented by the United States Senate by being retained as its assistant secretary.

Walter P. Phillips, one of the veterans of the newspaper world, and for years at the head of the old United Press, spent several days in Washington last week. He visited the Press Gallery of the House to renew his acquaintance with the scenes of his former conquests in the news gathering world, inspected the photograph of himself which hangs there, and expressed deep regret at learning of the recent death of Charles Mann, former superintendent of the gallery. While in Washington he was guest at various times of Peter V. DeGraw, Thomas Nelson Page and Earl Godwin. Mr. Phillips was the first man to take a telegraph message on a looped wire direct into the Washington Star office of this city. That was in 1872.

## OBITUARY NOTES.

ROBERT PYNE, sixty-nine years of age, for many years a well-known newspaper publisher of Hartford, Conn., died at his home in that city of asphyxiation, last Monday, due to the accidental turning on of the gas in his room. For a quarter of a century Mr. Pyne published the Hartford Weekly Examiner, which four years ago was consolidated with the Labor Standard.

A. L. SACKETT, formerly editor of the Sharon (Pa.) Telegraph and Salamanca (N. Y.) News, died of apoplexy May 16. He was forty-eight years old.

JOHN A. ARMSTRONG, who had been on the Brooklyn Eagle staff for twenty-nine years, died at his home in his eighty-fourth year, May 16. Mr. Armstrong began his newspaper career on the New York Times. He was city editor of the Brooklyn Times for some years before going on the Eagle staff.

## LEGAL NOTICE

JAMES J. CARMODY,  
441-46 Equitable Building;  
EUGENE J. CRONIN,  
419 Equitable Building,  
Attorneys-at-Law.

PUBLIC SALE  
OF THE "BALTIMORE JOURNAL," A  
DAILY, AND THE "SONNTAG POST," A  
SUNDAY NEWSPAPER PRINTED  
IN THE GERMAN LANGUAGE,  
ON  
THURSDAY, JUNE 12, 1913,  
AT 1 O'CLOCK.

By order of the Circuit Court No. 2 of Baltimore City, the Receivers of the Baltimore Journal Publishing Company will sell, at public auction, at the office of the said company, 413 E. Fayette street, on THURSDAY, June 12, 1913, at 1 o'clock, THE GOOD WILL, BOOK DEBTS, SUBSCRIPTION, MACHINERY, EQUIPMENT, ETC., of the said newspaper company.

The Baltimore Journal is a daily newspaper and the Sonntag Post is a Sunday paper printed in the German language, established in 1881. The equipment consists of one Campbell Press, with a capacity of 10,000 copies per hour; 1 Curved Casting Mold, 1 Curved Shaving Machine, 1 Cutting-off Cylinder, 1 Finishing Cylinder, 1 No. 4 Stereotype Furnace and Ladle, 1 Double Steam Drying Press, Hood, Pipes, etc.; 1 Elevating Beating Table, 8 Chases, 8 Tables, 1 Set of Stereotype's Tools, 1 Steam Generator for double drying press, 4 extra Chases, 3 Mergenthaler Linotype Machines, all in good working order; Type Cases, Type of all kinds for hand composition, two Electric Motors, Office Furniture, Safe, etc.; subject to a first lien of \$1,500 and a second lien of \$6,000.

Terms of Sale: \$500 down at the time of sale, balance in cash at ratification of sale. The Baltimore Journal and the Sonntag Post can be made a well-paying investment if in the hands of some practical newspaper man. For further particulars apply to the Receivers.

JAMES J. CARMODY,  
EUGENE J. CRONIN,  
Receivers,  
E. T. NEWELL & CO.,  
Auctioneers.

## \$20,000 CASH

will secure possession of leading daily newspaper property in fifth city of rapidly growing state. Property will return competent owner \$10,000 annually for personal effort and investment. Total investment \$65,000. Proposition G. N.

## C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

## SITUATIONS WANTED

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

## CIRCULATION MANAGER.

An aggressive, tactful and thoroughly experienced circulator with big RECORD, wants new connection that calls for a man of more than ordinary adaptability; a man who can analyze conditions, apply the remedy and get results at a low cost. Address "RESULTS," care EDITOR AND PUBLISHER.

## EDITORIAL WRITERS

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

## MISCELLANEOUS

## NEWSPAPER PUBLISHERS

are constantly looking for new ideas and new plans to add to their circulation and advertising. We have some good plans and good ideas. Correspondence solicited. American Newspaper Development Co., 234-236 Superior street, Times building, Toledo, O.

## THE WAR BOOK OF THE YEAR!

"Murphy's Battles," by Capt. David A. Murphy, Buena Vista, Ohio. Handsomely bound; illustrated, 64 pages. Thrilling and timely episodes. Price, only 75 cents. For sale by THE WESTERN M. E. BOOK CONCERN, Cincinnati, Ohio.

## 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. 51 Cliff St.

## BUSINESS OPPORTUNITIES

## H. F. HENRICHS.

Newspaper Broker, Litchfield, Ill. Safer Methods. Exclusive Propositions.

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

## I WANT TO BUY

an interest in a newspaper. Can take charge of either business department or editorial. Twenty-four years' experience in all classes of newspapers, and in large and small cities. Thoroughly experienced in every department of newspaper work, and a result producer. Address "D. 1023," care THE EDITOR AND PUBLISHER.

## ADVERTISING MEDIA

## ILLINOIS.

## CHICAGO EXAMINER

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

THE BLACK DIAMOND

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

## BUILDING UP A QUALITY CIRCULATION.

Why Catch-Penny Methods Fail to Bring Desired Results—  
Drawbacks of Premium and Contest Circulation Are  
Many—Quality Newspapers Make Quality Readers—  
Sample Copy as Circulation Promoter.

By Elbert Clonmar

Member of the International Circulation Managers' Association.

That circulations created by premium and popularity contest schemes are of little consequence is something which most publishers suspect before they enter upon a campaign of that sort. A year after the affair is over they usually are more positive about it. Many of them, to be sure, give the thing more than one trial, but as a rule this is done for no other purpose than to keep up an unnatural condition. Immediately after the forcing of the circulation in this manner, the number of subscribers reaches the point which, for a time anyway, becomes the argument of the rate card. When the number dwindles the first thought is to keep it from getting too small. Another campaign seems the only way out, and meanwhile the building up of a sound circulation is neglected.

There is another drawback to this. Advertisers have their opinions of forced circulations. Most of them hold the view that a newspaper obliged to resort to the artifices involved has little influence with its constituency, otherwise, they reason, premiums and popularity prizes would not be needed. In addition, it is usually argued that the newspaper which has to conduct circulation campaigns has fallen behind its competitors, and thus the very object of the effort is defeated. That these conclusions are not always well founded is to be regretted, but the inference made is so obvious and so strongly invited that the advertiser can hardly be blamed. The space-buyer known, or thinks he knows, that the publisher will not give away as premiums virtually the subscription moneys he receives, and on the basis that "there is a reason" he forms the opinion that "there is something rotten in the state of Denmark." THE PUBLISHER'S ADVERTISING PROBLEM.

But the publisher is eternally confronted with the problem, How can I increase the circulation of my paper? He knows, of course, that depending on quality alone is a slow and laborious process. He must advertise. But what is the medium he is to employ? He suspects that blowing his horn in the paper he is to boost is like carrying coal to Newcastle. All he can do with the readers he has is to keep them, and that is better done by giving them the best paper they can get than by proclaiming daily that the publication has the largest circulation and carries the most advertising. Indeed, if the publisher has his ear to the ground he will know that there is constant danger of overdoing that sort of advertising. The reader of a newspaper is a strange being, who has no interest in the business affairs of the publisher, and for this reason reiteration of statements concerning circulation and advertising is liable to offend him. A little of "office advertising" will go a long way in this respect.

Knowing that such is the case, publishers have turned to the premium and contest schemes as the only solution of a difficult problem. What the publisher wishes to reach in a circulation campaign is not his own clientele, but that of the other fellow. But how is this to be done? The publisher of a periodical can always turn to the daily press, but the latter has no such opportunity. To be sure, daily newspapers have used other daily newspapers as advertising media, but for some reason as yet not defined the practice has never become general. Publishers are naturally loath to sow sedition in the ranks of their own readers and proclaiming advertising qualities in the columns of another daily has the drawback of looking too much like an indorsement of the publication used. Though more ignorant of the circulation of another paper than the advertising agents, publishers seem to enjoy the reputation of knowing all

about this, when in reality nothing of the sort is true. In this field at least it is difficult, if not impossible, to have one hand wash the other with the results usually credited to such an operation.

### SOME WORTHLESS MEDIA.

In the language of the street, the publisher, therefore, is up against it.

What can he do to advertise legitimately and advantageously? The billboard and dead wall look at first glance as the only way out. But these have the great drawback that the factor of novelty, the power to draw attention, is not part of them. To see day after day the same ad, no matter how attractive, means to see nothing. The eye may see the thing and the mind may even perceive the argument, but right there the matter ends. Within a week or so the expensive painting of a dead wall is a dead investment, because as far as impression goes a good coat of whitewash would be just as effective. There is the same old lettering, maybe the same old picture, and the same old legend. The money spent has been lost!

Were it feasible to renew dead wall advertising once a week, then a different story might be told. The public passing the scene of the ad would then have its interest excited often enough to make the undertaking worth while. But the cost of this would be prohibitive.

There remains the billboard as part of this form of advertising. Unfortunately that institution has been associated too long with advertising of a lurid kind to lend itself well to the advertising of newspapers. The public, as experience has shown again and again, pays no attention to the advertisement of the newspaper appearing upon a billboard. Just what the incongruity is a psychologist may attempt to figure out. No mere circulation manager or publisher has succeeded yet in getting a logical answer to this question, though some have arrived at the conclusion that bill board advertising of any sort has little value.

### CIRCULARIZING NOT FOR PUBLISHER.

Of course, the publisher might circularize—he might, but he knows that for circulation purposes this is of no value. Nothing short of a house-to-house campaign would serve his purpose, and not only is this too expensive, but it also smacks of the very worst of quack advertising. The publisher is interested as much in quality circulation as he is in circulation for the sake of selling a large number of papers, and that no Cheap-John methods have yet created. The fear of the publisher that circularizing might injure the standing of his paper in the community is not half as unfounded as is sometimes believed.

There are dignified ways of circularizing, but the trouble with them is that for circulation purposes they are altogether too costly. To reach in this manner a thousand possible readers costs a great deal of money, and since results could be obtained only by weaning some other paper's subscribers away the argument would have to be potent indeed.

### QUALITY THE ONLY WAY.

The publisher is thus thrown back upon quality. And to this he should devote the whole of his attention. It is not generally recognized that the ware of the daily newspaper is essentially something that is talked about. More people talk about their newspapers than about any other thing. In this lies the sole value of the good news service, the good editorial page and general good management of a publication. The race for "scoops," for the best features and best make-up is merely an expression of this. It is generally realized that circulation resulting from campaigns of one sort or another can be held only by

(Continued on page 16.)

It will pay you to

## INVESTIGATE THE FORCED SALE

OF THE

## Perth Amboy Chronicle

Must be sold by order of the  
Court not later than June 15th.

THOMAS BROWN, Receiver.

308 STATE STREET

PERTH AMBOY, N. J.

## "American Journalism"

One Dollar

Advertising and newspaper men have not been lacking in appreciation of the many excellencies of the American Journalism issue of

## The Editor and Publisher and Journalist

distributed the last week in April, as shown by an unprecedented and increasing demand.

A comprehensive index of context, illustrations, advertisements and an errata have been prepared at considerable expense, and set to occupy four-page insert inside of front cover.

The balance of the edition has been bound in boards and limp leather, and will sell at one dollar the copy in boards, and two dollars in leather binding.

THE EDITOR AND PUBLISHER.



**WOMEN IN JOURNALISM**

**Dr. Williams Tells How Multiplication of Women's Departments in Daily Press Opens Large Field to Those Trained in Domestic Arts.**

Dr. Talcott Williams, in an article on "Women in Journalism," which appeared in the New York Tribune, Sunday May 18, says in part:

"The proportion of women in journalism is larger than in any one of the callings open to women except teaching. In 1900, whose census gives the latest figures, there were 30,098 journalists in the United States, of whom 2,193 were women, or seven per cent. It is only in the field of writing that the woman is paid on the same basis as the man, receives the same consideration and obtains as large a return.

"The large proportion of women in journalism as compared with other courses follows a general law, which gives women a recognized advantage in the field of the writer. This is modified in journalism at two points. Administrative positions are less open to women than to men, and under present conditions a large range of reporting offers conditions which render a city editor averse to sending women upon such assignments.

**FIELD FOR WOMEN GROWS.**

"On the other hand, the field for women in writing upon subjects relating to the life of women steadily grows. Very nearly the first woman's page in the country was begun by 'Jennie June,' Mrs. Jane Cunningham Croly. She was not the first woman to contribute to the daily newspaper, nor the first to occupy a conspicuous position on the newspaper. This began almost as early as weeklies and dailies existed, but 'Jennie June' was among the first to organize the work, to treat it from its news standpoint, to recognize that the work of women was steadily growing, required increasing attention in the newspaper and possessed increasing value to society.

"When she, Miss Hutchinson, now Mrs. Cortissoz; 'Shirley Dare' and Miss May Humphreys were writing on New York papers forty years ago they were almost alone in their offices. The late Mrs. Rebecca Harding Davis, a contributor at that time to the editorial page on the New York Tribune, who began the social article on feminine topics, was, with one or two exceptions, the only woman contributing to an editorial page.

**CONDITIONS CHANGED.**

"In the last generation these conditions have greatly altered. Many Sunday newspapers publish a woman's supplement. The number of dailies which have a woman's column or woman's page has greatly increased. Outside of New York City such a department is the rule. In New York the Tribune is conspicuous in the attention which it pays to the affairs of women. This has come about because the activities of women have greatly increased.

**REORGANIZATION OF HOUSEHOLD.**

"The reorganization of the household and the change in the education of women has wholly altered the position of the housekeeper. As the factory system and the development of prepared foods grew, the education of women increased so far as school was concerned, but it inevitably decreased as far as domestic economy was involved.

"The removal during the last sixty years of the girl and young woman from the training of the vocations of the household to the training of the school has brought about the necessity for advice, counsel and direction in the work of the household such as never existed before.

"In the last third of the nineteenth century the newspaper opened its pages to these subjects. Books on household topics multiplied and the activities of women offered news of interest to women. Exactly as in the period of the household arts, the work of the preparation of food and clothing was the chief activity of women, so when these household arts were removed from the home or greatly diminished in their demands women became the purchasing agents of the home, and expend in most families fully ninety per cent. of the income after the payment of rent. This made the woman of importance to the advertiser.

**WOMEN'S NEWS INCREASES.**

"This process has been in progress now for nearly a century and a half. It has brought about the systematic education of women, only possible after the factory has emancipated the woman and the child from household drudgery, the creation for women outside of the house of interests which take only a part of the time once given to the household, and it rendered the newspaper as important to the woman as to the man.

"These changes all point to a steady increase in the number of women in journalism and to the wisdom of training them in domestic science in all its fields."

**\$600,000 TO HELP MAELS.**

**Senate Passes Emergency Bill to Relieve Congestion and Delay.**

The provision in the post office appropriation bill, which prohibits clerks in first and second class post offices and carriers from working more than eight hours a day, is said to have caused much of the unprecedented delay and demoralization in the postal service, particularly in the delivery of parcel post and newspapers.

In response to repeated requests of Postmaster General Burleson, the Senate on Monday passed an emergency appropriation bill carrying \$600,000 to meet the extraordinary needs of the department. One-half of this sum will go to the parcel post system and the remainder to the deficit occasioned by the eight-hour law.

In the debate on the bill the fact was brought out that the application of the eight-hour law would cost the Government more than \$3,000,000 annually. Two amendments to the post office bill repealing the eight hour provision were introduced, their authors declaring the act had caused inexcusable delay in the delivery of mail.

Postmaster General Burleson, in urging the appropriation, expressed deep concern over the demoralized condition of the department, asserting it was caused by the so-called economies in the Hancock regime.

**Hens Kept Uniontown Editor Home.**

E. W. Powell, British consul general at Philadelphia, and a party of distinguished Eastern men received something of a shock last Saturday, when, after making a personal request that John L. Keffer, editor of the Uniontown (Pa.) Genius, accompany them to the grave of General Braddock, near that city, they were told by Keffer that he was unable to go because he would not be able to get back home in time to feed his chickens.

**PAGE MATS**

Not the ordinary, every-day kind—but equal to, if not better than, those turned out in your own shop. Headlines matched exact.

Cost may be a trifle more—but your readers and advertisers will appreciate the difference—to say nothing of stereotyper and pressman.

The International Syndicate - Baltimore, Md.

**The Special Service Co.**  
 Composed of Men and Women of Newspaper Experience, Ability and Integrity  
**EXPERTS and SPECIALISTS in CIRCULATION CONTESTS**  
 Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

**PULLING POWER OF ADS.**

**Over 35,879 Replies to Sunday Ads Received at Herald Office.**

The sceptical man—the one who does not believe that people read the advertising columns of daily newspapers—if there is such a man, ought to drop into one of the metropolitan newspaper offices on Monday morning and note the mail bags full of letters sent in reply to the advertisements that had appeared in the Sunday's issue.

From the number received it would appear that fully half of the paper's readers must have put in a part of the Sabbath in replying to classified advertisements that had interested them.

One of the most popular classified advertising mediums in New York is the Sunday edition of the Herald. Last Sunday, May 18, this newspaper printed 58 pages, or 8,353 separate advertisements. Only those advertisements appearing with a "blind" signature asked that replies be sent to the main office of the Herald at Thirty-fifth street and Broadway, or its three branch offices.

The advertisements that bring the largest number of answers are those appearing under the general captions of "Help Wanted," "Positions Wanted," "Board Wanted or Offered," "Real Estate," "Apartments to Rent," "Automobiles for Sale" and "Miscellaneous."

The number of replies to this class of ads in last Sunday's paper that had been received at the several Herald offices up to Monday night was 35,879.

Mind you, last Sunday was just an ordinary Sunday—no special event was being celebrated—and hence the volume of advertising was not any greater than usual. The most replies received by any one advertiser was 40, and were sent in response to an advertisement for an agent.

It should also be remembered that the inward flow of replies to the Sunday ads does not cease with the delivery of Monday's mail, but continues for several days, although, of course, in diminished volume.

If the "blind" signature ads pulled 35,879 replies, how many did those carrying the advertiser's name and address produce?

That would be a difficult matter to determine, but it is fair to assume, in view of the small number of "blind" signature ads, as compared with the other kind, that it was at least twice as many.

Assuming that this is a fair estimate and adding to it the replies received at the Herald office, we have a grand total of 107,637, certainly an astonishing number, and one that indicates in an impressive manner the tremendous pulling power of a great metropolitan daily.

**A Popular Issue.**

The Los Angeles (Cal.) Times is still having calls for its special issue of thirty-two pages, January 1, 1913, entitled "For Nation-wide Free Industries." It is stated that prominent manufacturers have formed a pool to distribute 100,000 copies where they will do the most good.

**Bushnell's Cartoons**

Our newest offering is a daily three-column cartoon service by E. A. Bushnell, formerly with the Cincinnati Times-Star. Bushnell is one of the best cartoonists in the country, and his present work is up to his highest standard. The service is non-partisan and can be used anywhere. Write for proofs and terms.

The Central Press Association  
 CLEVELAND

It is a fact that  
 Without exception

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

are those put out by

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

The very best

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

By GEORGE McMANUS

Write for details

International News Service  
 200 William St., New York City

**"SNOODLES"**

is a precocious baby boy—just full of Old Nick—the creation of Hungerford, who has a lively sense of humor. You'll like Snoodles. It's clean, wholesome fun—which accounts perhaps for the big demand for this seven-column comic feature in mats.

World Color Printing Co.  
 ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

**Mail Service in New York Subways.**

Postmaster General Burleson has appointed Second Assistant Postmaster General Stewart, Postmaster Morgan of New York and Superintendent Morris of the Railway Mail Service at New York and Brooklyn.

**GET  
 Today's News  
 Today  
 "By United Press"**

General Office:  
 WORLD BLDG., NEW YORK

**FINANCIAL NEWS**

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

## TOM JACKSON'S SCHOOL

Here Is the Third Lesson in His Journalism Course Wherein the Student Is Taught the Duties of Various Positions.

### NEWS EDITOR.

What is a News Editor?

He is a man who has a nice desk at which he sits and waits for other editors to come in and consult him. When they get hold of a story they go to the News Editor and ask him whether it is news or not. Of course the other editors know this before they call on the News Editor, but he has to do something, so the other editors humor him in this way.

### AUDITOR.

What are the duties of an Auditor?

The chief duty of an Auditor is to take a dollar and a half's worth of space and make it look like thirty cents. When a space bill passes through his hands, all the blank spaces between lines and pasted paragraphs are shaken out. He is not very popular.

### COMIC EDITOR.

What is a Comic Editor?

There are many Comic Editors, but if you mean the one who presides over the funny page, he is a sad-faced person, who several times a day reviews a long line of assorted individuals with portfolios under their arms containing sketches. The right of the procession rests on the left side of the hallway and is admitted in units to the presence of the Comic Editor. They show him their goods, and to each he says: "Nothing doing—I'm loaded up." Then the men go out and say something about the Comic Editor—and get loaded up too, if they strike luck, which is seldom.

### THE YACHTING EDITOR.

Is the Yachting Editor a very busy man?

Not in Oklahoma or Nevada. In the East he is a great man when Sir Thomas Lipton is racing for the America's cup. When Sir Thomas is not racing, he writes about what might happen if he did. A Yachting Editor is full of deep sea terms which but few people understand, but in spite of this accomplishment he has to help out on police court work during the winter, or maybe cover a fire, or Board of Trade meeting in Brooklyn.

### LITERARY EDITOR.

What does the Literary Editor do?

He builds up a big library at his home by carting off all the new books which come into the office. He is supposed to read every new work from "The Suffragette's Vow" to "Vivisection as an Aid to International Peace." He then writes something about them, and swipes the books. He is a profound man and a great thinker, and his reviews appear once a week, which is pretty good speed for a profound man and great thinker.

### ART EDITOR.

Describe the Art Editor?

What's the use? Go and see one. However, he is a very important man. He comes in two sections. One writes about art, telling how Kaseheim's masterpiece—"Pleasant Eating Wienerwurst"—sold for \$75,000. Kaseheim, the Art Editor informs us, only received \$1.25 for the picture, with the frame thrown in, 200 years ago. The second section of the Art Editor passes on pictures. He takes a blue pencil and marks on the back of it something which looks like this, "4 col Sun—16 page." Then when he gets the paper he finds that it has been crowded out by a page ad of a new liver remedy with pictures of those who have been restored to life by taking it, although they do not look so.

### REWRITE MAN.

What is a Rewrite Man supposed to do?

He waits until the other papers come out, and when they have something his paper has been left on and never heard of before, he rewrites it for the second or third edition, saying: "As predicted in these columns several days ago, it de-

veloped yesterday," etc. He is a very busy man when in motion, and uses a typewriter and a vivid imagination with great speed. He can rewrite a report of the Secretary of the Treasury or a new subway contract in ten minutes, and borrow two cigarettes at the same time.

### DRAMATIC EDITOR.

Are the duties of a Dramatic Editor very painful?

Not at all. The Dramatic Editor is very popular on Monday nights, when he hands his friends on the staff who have a night off tickets for the twenty-five cent movie and vaudeville shows and goes to the three dollar production himself. He must not be blamed for this, however, as that is what he is paid for. He is a critic, who dotes on "realism" and "atmosphere," but is told to "get his copy in as early as possible," just like the Police Headquarters Reporter is.

Tom W. Jackson.

### A Gattling Gun Writer.

The capacity of some writers to turn out copy rapidly is amazing. In novel writing 3,000 words a day is regarded as good speed. Newspaper writers have been known to produce, under pressure, 6,000 words in five hours. Of all the writers in America, the palm for rapid and continuous composition belongs to Frederick Van Rensselaer Dey, the author of the Nick Carter stories, who has written 40,000,000 words about that character's adventures as a detective. Besides these stories, Mr. Dey has turned out dozens of novels under various nom de plumes, one of the best known of which is Bertha M. Clay. He works six days a week and averages 8,000 words a day. When driven to it, Mr. Dey has written fiction at the rate of 3,000 words an hour. Without doubt he is the most prolific story writer that ever lived.

### Invention for Linotype.

A sectional ejector blade, the invention of John L. Ebaugh, foreman of the New Orleans Times-Democrat, is attracting a great deal of attention among users of the linotype who have inspected the device. With it an operator may change the ejector blade to any desired measure by turning a small pinion gear. It is said to be simplicity itself and can be attached to all outstanding machines with ease. The consensus of opinion among the Times-Democrat force is that it is a useful and successful device. A patent will be applied for and the blade will be placed on the market.

## BUILDING CIRCULATION.

(Continued from page 14.)

quality, yet it ought to be easier to get circulation through quality, because in the artificial circulation quality is but a secondary consideration. The man subscribing because doing so may give him something for nothing is not likely to care whether the paper he gets by this arrangement is good or bad. In this lies the explanation why premium and contest schemes do not result in permanent subscription lists.

But even good merchandise must be advertised, and to this the article offered by the publisher is not an exception. However, there are some things which cannot be done, and advertising a newspaper to make circulation for it is one of them. To advertise effectively one must reach those whom the arguments is to influence, and since the daily newspaper is the court of last resort of all advertising—the medium closest to the public—it must be for its own purposes be what it would be to others. The publisher can reach advertisers through media splendidly suited for that purpose, but he cannot reach the prospective reader by similar means, because no such means exist. That being the case, he can build up quality circulation only by producing a paper that will advertise itself. Beyond newspaper advertising there is only one other form of advertising, that of popular sentiment or word of mouth. Jones' opinion that the Daily Bugle is a better newspaper than the Daily Trumpet counts more with Smith than all the statements he may

see on circulars, dead walls and billboards. Thus the laborious process alluded to at the head of this dissertation becomes the "only way."

Under the conditions here reviewed canvassing appears as the only direct means in which newspaper circulations may be increased. It becomes necessary to bring quality to the attention of those who are to enjoy it. Unfortunately, general canvasses are costly undertakings, for the reason that at their best they are sporadic, and being this are without cumulative effect. They are of considerable value, however, if conducted right and if care is taken to give them a proper business aspect. If not run on a very high plan, canvasses deteriorate into mere peddling campaigns and have a tendency to cheapen the newspaper which conducts them.

A high-grade delivery force is probably the greatest aid a circulation manager can have. With the judicious distribution of sample copies, circulated not in a spirit that they are rubbish which the publisher wants to get rid of, but with the understanding that they are desirable merchandise, the delivery personnel, by virtue of being always "on the job," can do a great deal to increase the circle of readers.

### SUBSCRIPTION CUTS ARE DANGEROUS.

There is a danger which must be guarded against in this. Canvassing campaigns of any sort are usually linked with a reduction in the cost of subscription. It is undertaken to deliver the paper for a certain period at, let us say, 30 cents a month instead of 50, the old price. This is a grave mistake, as those who have had the experience will gladly attest. While Jones, an old and regular subscriber, must pay 50 cents for his paper, Smith, his neighbor, as yet an unknown quantity, gets his paper for 30 cents. Of the cut that has been made Jones is not a beneficiary, and has, therefore, a just grievance. His imagined loyalty to the paper has been slighted, and the discontinuation of his subscription gives anything but ample expression to this. The very purpose of the canvass has thus been defeated; an old subscriber has been sacrificed to get a new one, who may, and may not, stick.

Subscription cuts of that kind should never be made. The money sacrificed should be paid the delivery personnel. Good newspaper carriers develop valuable qualities in the course of time—qualities which the circulation managers at present do not appreciate as they should. Newspaper carriers are nothing short of encyclopedias on things concerning their routes. Let a house stand empty, let a person move or go on a vacation, and the carrier will know it. Carriers are usually men of considerable native ability whom environment and circumstances have prevented from making a better place for themselves. In alertness they, as a class, have no equal. But they should not be expected to work for the glory of the thing. A substantial reward should be given them for new subscribers they bring in, and in giving them a monetary interest in renewals, no matter how slight, good delivery and the holding of old readers will be insured at once. It is quite possible to operate newspaper routes on a commission basis, a fact realized by publishers who have tried the bettering of their delivery system by "farming" out the entire circulation—something in which the first of them has yet to succeed. There is a great difference between the two systems. While "farming out" results in nothing better than the exploitation of the publisher, the commission basis stimulates in the carriers the desire to do their best—to get as many subscribers as possible and to give the best possible service.

Quality in the publication and the service of a high-grade delivery personnel are, in my opinion, the safest and surest road to quality circulation—to a maximum of readers of the right kind. What this means is most appreciated by the advertising manager and the advertiser. The newspaper with standing inculcates a confidence which is as strong in its advertising columns as elsewhere.

## \$150,000

will buy only Evening Daily Newspaper in city of 40,000 population, isolated territory, rich surrounding country, earning \$20,000 per annum net, owning valuable real estate.

**HARWELL, CANNON & McCARTHY**

Brokers in Magazine and Newspaper Properties  
200 FIFTH AVENUE NEW YORK

## TURNER'S BULLETIN

Publishers and Advertisers  
Insist on a

## PROOF CHART

of circulation.  
As introduced Exclusively by

C. GODWIN TURNER, Actuary

The Highest Standard of Circulation in the World.

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

## Press Clippings

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

## BURRELLE

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



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

SEND FOR SAMPLE

**F. E. OKIE CO.**

Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

## NOTICE

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

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

## YOU MUST USE THE LOS ANGELES EXAMINER

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



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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

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

**Immense Gains**  
but not so great as the opposition's losses.  
**The St. Paul Daily News**  
"Minnesota's Greatest Newspaper"  
**Gained 41,600 Lines in April**  
Net Paid Circulation... **70,579**  
A Flat Rate of 9 cents per line.  
General Advertising Department  
C. D. BERTOLET, Mgr.  
1103-1110 Boyce Bldg., Chicago.  
306 Gumbel Bldg., Kansas City, Mo. 366 Fifth Ave., New York City.

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

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

### PRESS ASSOCIATIONS.

The fifty-fifth annual meeting of the Canadian Press Association will be held at Toronto, June 3 and 4. The program of addresses and discussions includes "How Should Letters to the Editor be Treated," by A. T. Wilgress, Brockville Times; "Relations Between Newspapers and Between Newspapers and Political Parties," by Sir J. S. Williston, Toronto News; "What the Advertiser Wishes to Know About the Newspaper," by John C. Kirkwood, Toronto; "Labor Topics," by James M. Lynch, president International Typographical Union, and "What is Likely to be the Effect of the Proposed U. S. Tariff on the Price of Paper in Canada?" J. L. Mackay, Toronto Globe. The annual excursion will be taken to the Porcupine District, an important gold-producing camp.

Twenty-two Omaha pulpits have been assigned to editors who will attend the annual convention of the Nebraska Press Association, June 1 to 4, and who will preach lay sermons. The publicity bureau has not received a refusal from a pastor to give his pulpit to an editor. Some churches will hear two editors preach lay sermons. Thirty editors have been assigned to them. The subject to be discussed will be "What the Press Has Done to Aid and Raise the Standard of Morals in the State."

The Arkansas Press Association held its annual convention at Marianna, May 13 and 14, followed by a trip to Memphis, Tenn., from which place the members took a pleasure trip up the Mississippi to St. Louis. The opening sessions were marked by discussion of a proposed drastic fight to be made on legislation in the State against newspapers. Mayor T. E. Wood and J. B. Daggett, of the Marianna Commercial Club, delivered addresses of welcome. A. D. Merlin, of the Western Newspaper Union, and Fred Heiskell, editor of the Arkansas Gazette, made addresses, dealing with anti-newspaper legislation, in which they urged a better understanding between press and public. The Arkansas Press, a clever newspaper about newspaper men, was issued during the convention.

The Iowa Press and Authors' Club entertained about 100 guests May 17, the guest of honor being Miss Edna Ferber, author of "Roast Beef Medium." Following the dinner some cabaret stunts were put on by the members. "Emma McChesney" herself arrived along with the coffee to act as toastmistress. J. B. Weaver as "T. A. Buck, Jr.," responded to the toast "Roast Beef Medium," and ex-Gov. Warren Garst talked on "Buttered Side Down," impersonating "Fat Ed Meyers." Miss Ferber herself was "Dawn O'Hara," and gave a delightful little toast to "The Girl Who Laughs." The place cards were by J. N. Darling, cartoonist of the Register and Leader, and the program of toasts was printed on regular baggage tags.

The permanent organization of the Merced County Press Club was effected last week at Los Banos, Cal. C. D. Radcliffe, of the Merced Sun, was elected president; C. I. Mosteller, of the Planada Enterprise, vice-president, and Edward S. Ellis, of the Livingston Chronicle, secretary-treasurer. The executive committee, which will be the governing body of the association, is composed of B. A. Wilson, of the Los Banos Enterprise; F. S. Walker, editor of the Los Banos Independent, and B. Hoyle, editor of the Dos Palos Star.

The program of the Tennessee Press Association, which met in Columbia May 15 and 16, contained an unusually fine list of topics, embracing many phases of the making of a newspaper. Some of the speakers and subjects were: "Women in Journalism," Miss Zella Armstrong, Chattanooga Look-out; "Tennessee Journalism," R. M. Reams, McMinnville Standard; "Re-

lation of Press to the Public," E. B. Stahlman, Nashville Banner; "How to Make a Good Newspaper," Lynch Perry, Columbia Democrat; "Advertising Agents," T. L. Turner, Martin Mail.

The Oklahoma State Press Association, at its meeting at Bartlesville, appropriated \$15,000 for a State home for the editors. The home will be at Mountain Park, in the Arbuckle Mountains, and on the only large lake in the State. To provide a fund for the building, practically every paper of importance in the State signed contracts for advertising which were sold for \$15,000. The home will be open the year round to all members of the Oklahoma Press.

With a membership of 100 active newspaper writers, the Los Angeles Press Club was formed last week. Permanent officers were elected, by-laws were adopted and a committee to secure permanent downtown quarters was appointed. The following officers were elected after the by-laws had been approved: R. T. Van Ettisch, president; Henry James, vice-president; H. Parker, secretary, and Harry Strachan, treasurer. To co-operate with these officers an executive committee consisting of two men from each local newspaper and press association was named.

### THE BALTIMORE CONVENTION.

#### Attractive Program Arranged for the Newspaper Section Meeting.

Arthur G. Newmyer, business manager of the New Orleans Item, has been made chairman of the newspaper divisional meeting at the convention of the Associated Advertising Clubs of America, to be held in Baltimore, June 8-13.

The session will be held on the morning of June 10, and Mr. Newmyer announces the following topics and speakers:

"Help Newspapers Can Give Local Advertisers," Arthur Pleasants, Eisenberg's Department Store, Baltimore, Md.; "Help Newspapers Can Give Advertising Agents," Jos. A. Hanff, Allan Advertising Agency, New York; "Help Newspapers Can Give Their Foreign Representatives," John Budd, the John Budd Co., New York City; "Promotion Work Newspapers Can and Cannot Do for National Advertisers," C. C. Green, Philadelphia North American, Philadelphia, Pa.; "What Newspapers Must Do to Make Circulation Statements More Purposeful," James Schermerhorn, Detroit Times, Detroit, Mich.; Louis Wiley, New York Times, New York City; Jason Rogers, New York Globe, New York City; George J. Auer, Knickerbocker Press, Albany, N. Y.; Fleming Newbold, Washington Star, Washington, D. C.; "Postoffice Co-operation for Cleaner Circulation," H. N. Owen, Farm, Stock and Home, Minneapolis, Minn.; "Who Should Pay Agent's Commission?" Jos. M. Hopkins, Printers' Ink, New York City.

On the day preceding the newspaper departmental meeting, Mr. James Keeley, general manager of the Chicago Tribune, will deliver an address on "Newspapers," and the program of the newspaper division is arranged to bring about action on the subjects Mr. Keeley will touch.

The speeches will all be limited to ten minutes, and the remainder of the session devoted to open discussion.

#### Advertising in China.

Advertising is not a new thing in China, but it has of late come into greater prominence and is more generally employed by business firms, and especially by general advertisers. Recently New York and other advertising agents have received copies of Hallock's Chinese Almanac, published at Shanghai by the Rev. H. G. C. Hallock, containing sixty-four pages and cover printed in the Chinese language. The following American advertisers are represented in its columns: Standard Oil Co., Singer Sewing Machine Co., International Correspondence Schools and Mellen's Food.

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

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## Advertising Growth of Sunday's Times

In April the Sunday edition of **THE NEW YORK TIMES** published 306,774 lines of advertisements, a gain of 41,374 lines, a greater gain than five other New York Sunday newspapers.

Sunday's **NEW YORK TIMES** offers advertisers the greatest quantity of the best quality of circulation.

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

## THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

## THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

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

**THE DAILY ADVOCATE**  
2 cents a copy. Stamford, Connecticut. 2 cents a copy.  
If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.  
New York Representative,  
O'FLAHERTY'S NEW YORK SUBURBAN LIST,  
150 Nassau St. New York City.

## WHY I USED THE Louisville Courier Journal

By H. R. DRUMMOND,  
Formerly Advertising Manager Kaufman-  
Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective.

When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL money well spent.

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

## The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 2,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 228,000 agate lines over 1911.

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

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

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

## THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

# 99,565

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

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

## To General Advertisers and Agents

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

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

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

Rate 80c. per line—\$50 per page.

## THE NEW AGE MAGAZINE

1 Madison Avenue New York City

HERE'S A GOOD BUY—

## THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 884 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

## JOURNALISM WEEK.

(Continued from page 1.)

of-state speakers. There were four women speakers on the program and the women's sessions attracted large outside audiences.

Tuesday afternoon a woman's program was given. Miss Clara Chapline Thomas, of the Minneapolis Tribune, spoke on "City Journalism as a Career for Woman." The city paper, she said, is a mirror of women's interests and there is great opportunity there for women writers in the work of clubs and stories of human life.

Mrs. T. E. Dotter, of the Sullivan (Mo.) News, showed the opportunity of country journalism for women. Mrs. Emily Newell Blair, of Carthage, Mo., spoke on "Special Writing for Women."

The main thing in this, she said, is to get a subject that is new and treat it in an original way. B. H. Reese, managing editor of the St. Louis Star, who spoke on "Women Readers and Women Writers," pointed out the new subjects that are interesting women, as suffrage, sanitation and civic government.

Mrs. Sarah Tyson Rorer, of Philadelphia, who has done special writing for women's magazines for about thirty-three years, gave an address Tuesday night in the University Auditorium on "Special Writing." Mrs. Rorer condemned the women's page in newspapers as an abomination and an insult to the intelligence of women. New fields for special writing, she said, were agriculture and eugenics. The main requisites for success she gave as concentration and force.

Among the other women visitors were: Miss Grace Sisson, of Laclede, Mo., special writer; Mrs. C. J. Marten, of the Springfield Magazine; Miss Bess Hackett, of the Joplin News-Herald; Miss Bertha Earnest, of the Springfield Leader, and Mrs. S. E. Lee, editor of the Savannah (Mo.) News.

About ten past presidents of the Missouri Press Association held their annual meeting Monday afternoon, after which they were entertained at dinner by Past President and Mrs. J. A. Hudson, of Columbia.

"The Profession of Journalism" was the subject of the opening speech by Erwin Craighead, of the Mobile Register. Journalism, Mr. Craighead said, takes rank with the highest recognized professions. Robert Minor, Jr., of the St. Louis Post-Dispatch, in an address Tuesday morning, explained how the cartoonist worked. He stressed the idea that ideas are more necessary in this work than ability to draw.

The editorial side of newspaper work was given in an address Tuesday morning by Dante Barton, of the Kansas City Star, on "The New Editorial." Mr. Barton told of the increasing variety of the editorial page and its close interweaving with the news and business sides of the paper. "The newspapers of to-day can be entirely fair in their editorials," said Mr. Barton. "Editorial writers now are compelled to compromise themselves less than any other class of men."

E. N. Smith, city editor of the Kansas City Post, who spoke on "The News as the City Editor Sees It," explained the value of human interest news.

An automobile tour of Columbia was given the visitors Tuesday afternoon. The women of the School of Journalism entertained the women on the program with a dinner. At the close of the night program the Dana Press Club gave a smoker for the guests. A feature of this was the telling of their life stories by men who had made good in journalism.

Wednesday was advertising day. M. D. Hunton, of New York, who spoke on "The Newspaper's Special Advertising Representative," gave the qualifications of an advertising man as possession of a lot of technical and minute information, a genial address and the ability to write forceful and entertaining business letters. "The Problem of Retail Advertising" was discussed by Julius Schneider, advertising counsel for the Chicago Tribune. Mr. Schnei-

der stressed the idea of service in advertising.

At a meeting of the Southeast Missouri Press Association Wednesday morning E. P. Adler, president of the Lee Syndicate, Davenport, Ia., explained how one-rate syndicate papers are conducted.

At the Northeast Missouri Press Association, which met Wednesday afternoon, O. D. Gray, of the Sturgeon Leader, spoke on "Twenty-five Years as a Country Editor." R. B. Caldwell, of the Monticello Journal, spoke on "Making a Newspaper Pay in a Town of Less Than Five Hundred Population."

The visitors were guests at the Missouri-Oklahoma baseball game Wednesday afternoon. A tea was given for the women visitors by the women of the School of Journalism.

Fraudulent advertising was explained by J. C. Woodley, of East St. Louis, in an illustrated lecture Wednesday night on "The Policing of Advertising." John T. Barker, Attorney General of Missouri, spoke on "The Newspaper and the Law." Governor Elliot W. Major spoke on "The Newspaper and the State" at the assembly hour Thursday morning.

The work of the humorist in a newspaper was discussed by S. E. Kiser, of the Chicago Record-Herald. Lieutenant-Governor O'Hara, in an address Thursday afternoon, on "How the Reporter May Help," advocated the licensing of reporters, in order to bring about a higher type of journalism. "It would make reporters independent," he said. "The editors could not then insist that they violate the ethics of their profession." William R. Painter, Lieutenant-Governor of Missouri, who introduced Mr. O'Hara, told of the work which the Missouri Vice Commission expects to accomplish. The visitors were guests at the second Missouri-Oklahoma baseball game Thursday afternoon.

All phases of country journalism were discussed Friday at the meeting of the Missouri Press Association. Herbert L. Baker, of New York City, spoke on "The Art and Cost of Printing." C. A. Shamel, editor of the Orange Judd Farmer, who spoke on "The Newspaper and the Farmer," told of the large field for well-trained writers along agricultural lines. Wright A. Patterson, editor of the Western Newspaper Union, spoke on "How the Country Newspaper May Help Itself." Jewell Hayes, editor of the Richmond Missourian, discussed "Localizing the News." A cost system for a country newspaper was explained by B. B. Herbert, editor of the National Printer-Journalist.

A regimental parade was given by the university cadets Friday afternoon, and that night the university band gave a concert. The closing speech Friday night was by James Schermerhorn, editor of the Detroit Times, on "Testing the Beatitudes." He told of his experiences in making the beatitudes the policy of his paper.

MALVINA LINDSAY.

### Mr. Heard Dines Republican Staff.

The first get-together dinner of the Arizona (Phoenix) Republican force, given by President Dwight B. Heard, of that paper, was held at the Ford Hotel last week. The program started with a straight-from-the-shoulder speech by Mr. Heard. "Team Play" was the key of the talks. J. W. Spear, editor of the Republican; Ira H. S. Huggett, czar of the city room; Charles Stauffer, business manager; Maitland Davies, dramatic shark, and several others on the staff addressed the assembled Republicans. The occasion proved an exceedingly pleasant one, and all present pledged further and greater loyalty to the paper.

### To Teach Engineering Journalism.

Engineering journalism, to give the engineers a grasp of the elementary principles of news writing, has been added to the Iowa State College journalism courses at Ames. The courses will be open next fall under F. W. Beekman, head of the department of journalism.

## Albany, N.Y.

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

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

There's much Real Estate Business. The Knickerbocker Press carries the bulk of this business—and why? Because it produces best.

Here's the volume of Real Estate advertising in the various Albany newspapers during the month of March, 1913:

The Knickerbocker Press	2,422 ins.
Times-Union	973 "
Journal	524 "
Argus	182 "

There's no question of the supremacy of The Knickerbocker Press.

### The Knickerbocker Press Albany, N. Y.

JOHN N. BRANHAM CO., Representatives  
New York Chicago

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

### CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

## DETROIT and hundreds of MICHIGAN TOWNS thoroughly covered by The Detroit News and News Tribune

Net Paid Circulation in Excess of  
150,000—week day evening  
25,000—week day morning  
112,000—Sunday

New York: I. A. KLEIN, Metropolitan Tower. Chicago: JOHN GLASS, Peoples Gas Building.

### Sowing the Seed in Good Soil



is half the battle fought and won. Make it a harvest worth while. Advertisers will find this a fertile field to sow 1913 advertising seed.

Covered most thoroughly in Pittsburgh and Western Pennsylvania by

## The Pittsburgh Post

Every morning and Sunday.

Net circulation. No comebacks.

EMIL M. SCHOLZ, General Manager.

CONE, LORENZEN & WOODMAN.

Foreign Representatives.  
NEW YORK. CHICAGO.

## The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

The New Orleans Item..... 48,525

The Daily States..... 30,501

Item's lead..... 18,024

The Times-Democrat and Picayune have not filed second statements.

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

Publishers of newspapers in the cities of Boston and Pittsburgh, have come to a general agreement not to print baseball extras.



## ADVERTISING vs. CIRCULARIZATION.

**With "Everybody Doin' It" the Individual Circular Gets No Further Than the Waste Basket—Method Lacks Dignity, Moreover, in Addition to Resulting in Waste of Money, Time and Opportunity—Some Remedies.**

The principal drawback of circularizing is that "everybody's doin' it," that with everybody mailing metaphorical tons of all sorts of printed matter little of it ever reaches the man for whom it is intended. First of all, the mail clerk in large establishments weeds out all the cards that come in. Then the secretary takes a hand in the process of elimination. So expert has the latter become that he or she will scent a circular through the most innocent-looking envelope. Not to do so is to-day looked upon as a kind of inefficiency on the part of secretaries. When the "boss" shows up, usually a little late and in a hurry to get to his real business, he will be heard from strenuously when advertising circulars clog the smooth course of reading the mail. Since it is disagreeable to have him make the usual remarks, those for whose benefit they are made have come to take it upon themselves to be the court of last resort of all circularization. There is no aftermath to the circular which the "boss" has never seen, and since his mind cannot be read, it is safer not to have matter of that sort come to his attention at all.

Those responsible for circularization treat the circulars of other men in precisely the same manner. Just why they believe that the "literature" they send out should receive different treatment is one of those things that stamp man an inconsistent being. In many cases, assuming that one's own circular is superior to anything else in that line is responsible for this fatuous belief. That this conclusion is erroneous is in the end admitted by advertising through media bringing results. In the meantime, valuable time and good money have been wasted.

**WASTE OF MONEY SUREST RESULT.**  
The belief that circularizing is the cheapest form of advertising is responsible for much misdirected effort. Often the failure to use the right medium is the first step in this wrong direction. A costly advertising campaign has brought no results because it was mismanaged, then, to make matters worse, another appropriation is wasted on circulars.

That circulars have as a rule followed in the wake of more or less extensive advertising campaigns has in the course of time invested them with a virtue they do not possess in reality. Advertising has cumulative effects, and these the circular is likely to appropriate as its own when it reaches the prospective buyer in time. Very often the circular becomes a reminder of the arguments that have appeared elsewhere, and when action follows, the man interested will take more for granted than he should.

It will be noticed here that the circular is given credit for at least one thing. Its accidental tendency to recall the substance of an advertisement seen elsewhere is admitted. But a repetition of the ad would have the same result, and would have had this in a more general sense.

### NEWSPAPER CIRCULARIZATION.

But to come to specific instances. Let us take a look at the circulars which

publishers scatter broadcast continually. The offices of large advertisers and their agents are virtually swamped day after day with generalizations on circulation and advertising gains. A common lot for all of them results. The waste basket consigns them to oblivion. Time, money and opportunity have been wasted. There might still be some excuse to offer if the circulars spoke of matters really worth while—of things the advertiser wants to know. But virtually all of them talk of the same thing in the same sickening strain. During this or that month the circulation of the paper was this and the volume of advertising carried was that; to-day the following gains can be reported.

To the advertiser this means virtually nothing. As a rule he is interested more in the quality of circulations and the general standing of the paper than in mere numbers. What he wants to know is the character of a newspaper's clientele—whether or not its readers can buy the article he has for sale. This is as true of the advertiser who sells an article of general consumption as of him who must specialize in his advertising. What, for instance, is the use of advertising a household commodity or article used exclusively for women in a journal given over entirely to subjects of interest only to men? A condensed milk ad or a page devoted to corsets might look odd in the Iron Age, but it certainly would not come to the attention of the buyer of these articles.

### AN EFFECTIVE SUBSTITUTE.

Publishers who do not think they can afford to advertise in publications read by the large advertisers for the purpose of keeping in touch with the media they must use, have better means than the circular at their disposal. This is a personal letter to the advertiser, offering him the services of the publication in identifying the quality of the market offered to them. To be sure, in many cases this would be effort seemingly wasted. The advertiser would in a great many instances decide that the field that has been analyzed for him is not one in which he wants to compete. But in the long run the practice would pay, and pay well. The newspaper gains nothing by advertising something its readers cannot buy or will not buy. When a campaign of this nature has resulted in nothing but the spending of money on the part of the advertiser, the newspaper generally gets the worst of it. That the merchandise offered might have no appeal is the very last thing which advertisers take into consideration. Invariably, the newspaper has had no standing or its circulation has been at fault. For this reason it is as much to the interest of the newspaper to handle only advertising that is likely to get maximum results as it is to the advertiser.

When advertisers handled their campaigns in a less thorough manner than they do now, the good newspaper often had to share its success with the poor one. The results accomplished were pooled, so to speak. Those were the days when the circulars now sent out were in order. Circulations of the papers selected were added up and the argument was how to bring the advertisement to the greatest number of readers for the least money. To-day so futile an argument is but seldom employed. Even when all ascertainable factors have been carefully weighed by the advertising man, the game is still uncertain enough as viewed from present standards of efficiency. Under such conditions newspapers may often do themselves a favor by discouraging the advertising of an article whose selling power they have reason to doubt. In cases where advertising agencies handle the contracts this is, indeed, the only way out, because it prevents the forming of an erroneous conclusion on the advertising value of a paper. The agent

is only too prone to "fight shy" of any paper which has not given the results he expected. On the other hand, he is positively prejudiced in favor of the papers which bring results. Telling him, therefore, that such-and-such a thing will not sell in the community, helps him to get the best results from his investments, a service he is not likely to overlook when he has another contract to make.

### CIRCULARS HAVE NO STANDING.

Advertising men themselves believe that this is the very best that can be done by newspaper managers in their efforts to get business. They also believe that generally the man who circularizes does not have the inclination to be specific when asked to supply the information absolutely essential to the advertiser. They have, moreover, the failing of being extremely skeptical about any statement emanating from the business office. The concern in question has usually knocked so much, or has been knocked so much, that little credence is given the statements made on circulars. Thus good effort has not only been wasted, but in many cases it has an effect totally different from the one desired.

Advertising to be effective must be in good company. The circular that would reach the office of a large advertiser in good company would be one of the modern wonders. Every mail brings in circulars of the most indifferent character—some of them nothing short of fraudulent in their intentions. That his own circular should, under these conditions, fail to impress anybody is something which the publisher or business manager can reason out while looking over his own mail.

### DIGNITY ESSENTIAL TO ADVERTISING.

Few are the publishers who do not realize all this. In the course of time many have for this reason resorted to catch-efforts that do anything but improve matters. A man in a pink suit would not get much attention from them, yet they hope that being loud and eccentric in print will benefit them. Bailey and Barnum methods, it is admitted, have always been somewhat of a success in circus life, but they never yet influenced the rational business man. To-day even the public cares no longer for the freakish in advertising. The entertaining stunts of the medicine man are found appropriate only on the midway of the country fair. In legitimate advertising dignity has become the keynote.

Before the writer of this is a large collection of the usual circular "junk." Every bit of it was rescued from the waste basket where the assiduous office boy and a secretary had deposited it. A very interesting index might be compiled from the collection. But is superfluous, and would be unfair to the men who are thinking they are doing their level best. But the contents of the circular suffer from a woeful similarity. Every one of them speaks of circulation and advertisement accessions in glowing terms, with the old figures in eight-point and the April statistics in ciphers as large as could be employed. To the author this may look very impressive; to the advertiser this has by now become a wearisome old story. Of course, there are the usual raps at the other fellow. But there is not a single good argument in any of the circulars that would have weight with the advertiser. There is no virtue in the statement that "shrewd advertisers are waking up," which seems to have become a stock phrase of all newspaper circulars. Advertisers generally have tired of that sort of language.

### PSYCHOLOGICAL FACTORS COUNT.

There remains the question of cost. On the basis of returns, circulars are more expensive than any other form of advertising. In most cases the money has been thrown away. To reach the local advertiser the columns of the paper would be virtually as effective at practically no outlay, and to spread the story elsewhere publications depended upon by the advertiser for technical information should be used. When the latter are picked up by the advertiser and his

agent, his mind is generally ready for business; if, perchance, a circular should come to his notice, he may be thinking of anything but buying space. To the special publication the advertiser looks for valuable business tips, while the circular hardly seems more than a nuisance to him.

There is inconsistency, moreover, in the very use of circulars by publishers. If the manager of a newspaper deems it better to circularize than to advertise, why should those upon whom he depends for a large share of his revenue not do likewise? It is admitted that this is a very poor argument, one which few sane business men would make—still there is some virtue in the question. It is obvious that what pays in one instance should pay in another. But advertisers have discovered long ago that circularization, except as a follow-up means, has no virtue. To-day they use circulars only when they have been assured of a prospect. By what line of reasoning can the publisher exempt himself from this very sound plan? In most commercial transactions there is a demand for explanation and amplification, and these may be given in a circular designed for the purpose. But it is different with the creation of prospects. The circular is of no value in this. First of all, the circular that really impressed has not yet been heard of, and secondly, its appearance on the scene has justly or unjustly become associated with taking money for nothing. At its best, it is about as welcome as the peddler, while the advertisement resembles the salesman who can get anybody's ear without injury to himself or the house he represents.

There is always lots of room for long arguments after a prospect has been created. Circulars should be confined to that, because as long as there is no prospect nobody worth while will take an interest in the poor waif. When the advertiser has seriously considered the use of a publication, he is also ready to be "shown." When to advertise and when to circularize—if this term may be used here—appears to be evident enough.

### QUESTIONS AND ANSWERS.

Who was the first woman journalist?—A. E. W., Paterson, N. J.

The honor has been claimed for Elizabeth Mallet, who has been credited with starting the Daily Courant in London in 1702. In newspaper history, however, Edward Mallet, son of a stationer and printer, is given that honor. Probably, Mary Manley, who wrote for the Female Tatler, which was started July 8, 1709, was the first woman journalist. Mrs. Manley was a political writer and memorable for her "Atlantis." She succeeded Dean Swift in the editorship of the Examiner.

"What are reporters paid on the New York city newspapers?"—Ray Smith, Jersey City.

Reporters are started at \$15 on the Sun and for as low as \$12 on some of the evening papers. Experienced men are paid salaries ranging from \$25 to \$40 a week. Those on space who are star reporters earn from \$50 to \$100 a week.

FISHER, III.—The News, published and edited by P. M. Hollingsworth, has made its first appearance.

KENTWOOD, La.—The New Era, a weekly journal, has been launched.

## PREFERRED TYPE FACES

THE cleanest, clearest, most expressive, most useful, and consequently most popular type faces in the Printing World today—all gathered together in one book which is yours—FREE—for the asking. Of course they are all BARNHART faces. You would expect that—Get them. Use them. And remember, any time you want to know anything about any kind of printers' supplies write for Specimen Book of Preferred Type Faces.

## BARNHART BROS. & SPINDLER

St. Louis CHICAGO Atlanta  
Omaha and Kansas City  
Washington and Seattle  
St. Paul NEW YORK Dallas

## Metal Economy

WILDES' REFINED METALS  
PLUS  
OXODIO  
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son  
METALS

14 Dover Street, New York



## GLOBE USES FLONG.

(Continued from page 3.)

"The shrinkage amounts to about three lines to the column. In order to equalize this we add three lines to each column. The only inconvenience that we have experienced so far has been in the shrinkage of block advertisements coming to us in plates or mats. Whatever type is set we can make allowance for the shrinkage, but in case of blocks we suffer a tritling loss. By adding three lines to each column we get more news and advertising in the papers, which, probably offsets the small apparent loss in blocks. I understand that Mr. Wood is perfecting a process, which, as our men assure me, will overcome the shrinkage where it is desired."

### PERMITS SAVING OF WHITE PAPER.

To the question: How many plates do you take from the dry mats? Mr. Rogers replied:

"We are now taking eight plates from each mat, through a double Junior Autoplate machine, and I think we could take ten or twelve in case we required them. We are using the semi-Autoplate mat, but I understand that the Wood Flong Co. is ready to supply a heavier mat where papers require a large number of plates."

"How about the saving in white paper claimed through the use of dry mats?" was asked.

"If a publisher desires to save white paper represented by the shrinkage he can probably save three-quarters of an inch, which in our case would run up to between \$200 and \$300 per month."

### BETTER IMPRESSION IS SECURED.

"What reason do you assign for the better and clearer printing you say you receive by the dry mat over the wet mat?" asked the interviewer.

"In my opinion the clearer printing is produced by the better preservation of the hair-line printing surface of the type. When type and linotype slugs, or monotype matter, is subjected to the heat of the electric or steam drying tables repeatedly it is squeezed out of shape. New matter placed beside old matter frequently reduces the possibility of clear sharp printing."

"What satisfaction does the dry mat give in the reproduction of half-tones?" was asked of Mr. Rogers.

"We think that our half-tones are printed better and more sharply than when we used wet mats. In some group photographs we have printed recently I have been surprised at the wonderful results obtained."

"Have you permanently adopted the dry mat standard?"

"Practically we have. We will hold the old machinery in storage, but, in my opinion, it will never be used again. I think the dry mat is an assured success."

### PROCESS WELL KNOWN IN EUROPE.

It should be stated here that the dry mat has been in general use in Europe for many years, and that the Wood Flong Co. is the pioneer in the promotion of its use in the United States. After a searching investigation of the dry mat in Germany, Messrs. Henry A. Wise and Benjamin Wood decided that the dry mat offered the solution for many problems which had confronted publishers in the United States. In their decision to introduce the dry mat stereotyping process in this country they were influenced by Charles F. Hart, mechanical superintendent of the Associated Newspapers, Ltd., London, England. At first nothing but discouragement met the venture, but in the end success rewarded the effort made by the Messrs. Wood.

When interviewed by a representative of THE EDITOR AND PUBLISHER, Benjamin Wood, general manager of the Wood Flong Co., said:

"To Charles W. Bell, publisher of the recently established Hackensack (N. J.) Bergen News, belongs the distinction of having been the first newspaper manager in the United States to adopt the dry mat for general use. Mr. Bell never used the wet mat, and for this reason had no prejudices to overcome. A little later John Toole, manager of the Paterson (N. J.) Call, also became inter-

ested in the dry mat, and after a short period of testing he shut down his steam tables. In both cases highly satisfactory typographical results were obtained from the very first.

### SHRINKAGE THOROUGHLY CONTROLLED.

"The Herald, of El Paso, Texas, was the next paper to use the dry mat. It is understood that on this paper the innovation has given exceptional results, shrinkage of the mats having been brought under perfect control. In El Paso, where the summer temperature is high and persistent, the lowering of the temperature by 18 degrees, actually accomplished by the elimination of the drying tables, was no small consideration."

"Other papers which have adopted the dry mat process are the Philadelphia German Gazette, the Rome (N. Y.) Sentinel, the Decatur (Ill.) Review, the Fond du Lac (Wis.) Reporter, the Springfield (Mo.) Leader, the Halifax (N. S.) Chronicle, and several others. For starter plates and extras the dry mat has come into more general use, due to the greater speed of the process. The New York Globe, however, is the first metropolitan daily to use the dry flong, to the exclusion of the wet mat."

"One of the greatest successes made with the dry flong has come to O'Flaherty's New York Suburban List, serving some 280 newspapers with advertising and other mats. When the steam tables of that establishment were shut down, less than six weeks ago, the number of mats needed during the year was estimated at thirty per day. But the great saving in cost of the dry mat, and the superior results obtained from it, have created such an increase in business that the consumption of the service has gone to 110 daily, and is growing rapidly. The matrix business of this firm has trebled in less than six weeks."

## PILGRIM PUBLICITY.

### Boston Association Employs It to Advertise Advertising.

Thomas Dreier, of the Pilgrim Publicity Association, of Boston, in a letter to the editor gives some interesting facts concerning Pilgrim Publicity, the association's own publication, a notice of which appeared in THE EDITOR AND PUBLISHER last week. He says:

"We have been sending Pilgrim Publicity to all advertisers and prospective advertisers in New England, for the past six months. Pilgrim Publicity is published for two reasons: First, to advertise the activities of the Pilgrim Publicity Association to the members of the organization; second, to advertise advertising and its power to the business men of New England."

"For years the magazine was published for the benefit of the members only; but last fall it was proposed to make the magazine bigger, and the board of directors voted a special appropriation. It was found, however, that when the circulation was increased, and when the quality of the circulation was made known, the advertising which came in made it unnecessary for the publication committee to use the amount appropriated."

"The new plan has been very successful, and as things look at present it will be carried on next year in much the same way."

### Mr. Frothingham Leaves Everybody's.

Robert Frothingham has resigned as advertising manager of Everybody's Magazine, with which publication he has been associated for the past eight years. Mr. Frothingham was for three years advertising manager of the Butterick trio, and previous to going with Everybody's held a similar position on Life. He has made no plans for the future as yet. No successor to Mr. Frothingham has been appointed.

GREER, S. C.—The Leader is a new paper, edited by W. B. Hargette.

BELLAIRE, W. Va.—R. D. Robinson is planning to launch the Daily Leader some time next week.

## STANDS BY REPORTER.

### Jersey Journal Intimates that It Will Go to Highest Court in Defense of Staff Member Who Was Fined for Contempt.

By A. C. HAESSELBARTH.

The interest of the entire press of New Jersey has been aroused by the decision of Justice Kalisch, in the Supreme Court, affirming the judgment of the Bergen County Court in fining Julius Grunow, a reporter on the Jersey Journal, of Jersey City, \$25 for contempt of court. The view of the Supreme Court is thus stated in the opinion of Justice Kalisch:

On the 12th of December, 1911, there appeared in the Jersey Journal an article under the caption, "Graft Charges Start Talk of a Commission," which in substance charged that one of the Ridgefield Park Village Trustees named Ayers, had at open meeting of the Board of Trustees charged that a claim of \$700 for grading, presented by Surveyor S. I. Shaw, had been paid for in a previous bill rendered. Grunow was subpoenaed to appear before the Bergen County Grand Jury of the December term, 1911, and after having been duly sworn testified that he was the author of the article in question. He was then asked who gave him the information that led to the writing of the article, but he refused to answer.

It was the appellant's refusal to answer this question which moved the Grand Jury to apply for an attachment against the appellant for contempt of court. A rule to show cause was issued and upon examination of the defendant it appeared that he was sworn and examined in a certain matter of the State vs. Evening Journal Association and others, then and there being under investigation by the said Grand Jury; that he testified before said body that he knew the name or names of the person or persons who furnished the information upon which he wrote the article, and that he refused to testify as to the name or names of such person or persons who furnished the information upon which the said article was prepared.

### PLEADS SPECIAL PRIVILEGE.

The appellant gave as his reason for refusing to answer the question that "I was a newspaper reporter and therefore could not give up my sources of information."

In effect he pleaded a privilege which finds no countenance in law. Such an immunity, as claimed by the defendant, would be far reaching in its effects and detrimental to the due administration of law. To admit of any such privilege would be to shield the real transgressor and permit him to go unwhipped of justice.

The appellant further claims that there was no proceeding then pending before the Grand Jury which made the testimony relevant and material. It appears that the Grand Jury was conducting an investigation regarding the publication of the article in the Evening Journal. The article upon its face is libelous. All those who were in any way concerned in its publication were offenders against the law. It was both material and relevant to the investigation had before that body to ascertain who were concerned in the publication of the article.

The appellant challenges the good faith of the Grand Jury in making the investigation and the proceedings thereunder, but even if this were conceded it does not afford any legal excuse for the appellant to refuse to answer the questions propounded to him by that body.

The judgment will be affirmed.

Naturally the Jersey Journal does not accept without protest either the decision of Justice Parker or the sustaining decision by Justice Kalisch. When asked for his views of the case for publication in THE EDITOR AND PUBLISHER, Joseph A. Dear, editor of the Jersey Journal, said that the Journal's views were expressed by an editorial printed in that paper on the same day that Justice Kalisch's opinion was printed. This editorial reads, in part, as follows:

In Ridgefield Park, something over a year ago, one of the Councilmen in open meeting charged other officials of that municipality with fraud, and presented so strong an argument to substantiate his charge that Ridgefield Park, already dissatisfied with its form of government, turned swiftly and irresistibly to commission government.

A report of this charge by a public official in public meeting was printed in the Jersey Journal, together with a statement of the effect it was having in speeding the adoption of commission government. The Grand Jury, in a desperate effort to save politicians already marked out by the community for slaughter, subpoenaed Mr. Julius Grunow, the reporter who had written the article in question, and proceeded to rattle him with interrogations as to who had told him what had taken place in the public meeting at Ridgefield Park, instead of making the slightest effort to investigate the truth or falsity of the public charge of fraud.

Mr. Grunow promptly and very properly refused to be a party to such a patent outrage upon Bergen County, and declined to divulge for persecution by politicians the names of the numerous persons who had called his attention to the public transactions of Ridgefield Park officials.

### JOURNAL UPHOLDS REPORTER.

Mr. Grunow's plea of privilege as a newspaper reporter may not have been a good one in law, but he did the right thing in refusing to abet proceedings in which bad faith was

evident to all. Even Justice Parker, who imposed the nominal fine, was evidently aware of the wobbly position of the prosecution—persecution would be a better term—for instead of compelling Mr. Grunow to answer, as he clearly should have been compelled to do if he was wrong in not answering, he permitted him not to answer and fined him \$25.

The Jersey Journal will very gladly pay that fine for Mr. Grunow, if the highest court upholds it, and has no hesitancy in publicly commending Mr. Grunow for the course he pursued. We shall back to the limit any of our reporters in such circumstances.

In one part of his opinion Justice Kalisch says that the article "upon its face is libelous." He apparently says that the Jersey Journal had no right to report the public meeting of the Ridgefield Park Councilmen. That statement seems to be decidedly at variance with the liberty of the press.

The obvious intimation in the next to the last paragraph that the Evening Journal Association will appeal the case shows how vital they consider the principles involved. Physicians, lawyers, priests and others are immune from divulging privileged communications. To what extent should the courts accord similar protection to newspaper reporters and editors? This case is also another illustration of how reputable newspapers stand by their reporters when they believe them to be right.

The Hackensack Republican says: "No decision of a Jersey court has been less popular, at least in the newspapers, and with good reason. Newspaper men do not claim extraordinary privileges, but they and their news source are entitled to a certain degree of consideration and protection."

### Attack Rates on New Print Paper.

A complaint has been filed by the Lake Superior Paper Co., Ltd., with the Interstate Commerce Commission, attacking rates on news print paper from Sault Ste. Marie to points in the United States from the Missouri River to Pittsburgh. More than three score common carriers are named as defendants. The complaint asks reductions from three to five and a half cents a hundred pounds. A comparison which indicated that railroad rates on news print paper are not uniform is given in the complaint.

### PRaise FROM OUR READERS.

Governor S. V. Stewart of Montana.—"I have examined the American Journalism number of the EDITOR AND PUBLISHER with much interest. It is filled with matter that absorbs the attention of the reader and the history of American Journalism therein presented is worthy of careful study. The number is very creditable and is exceedingly valuable."

William Butler, Detroit Saturday Night.—"Achievement has come to be the only real potent of nobility in the modern world: A true statement, when one takes a look at your recent convention number. It indicates the nobility of effort, and that you are entitled to a most glittering sort of a crown."

Governor John M. Haines of Idaho.—"I have glanced over your publication and feel that I must congratulate you on the large amount of very interesting information which you have condensed and included therein. It seems to me that it represents an achievement which is entitled to the very highest praise and commendation."

## The Paterson Press

was the first paper in this part of the country to expose the True Doctrines of "Bill" Haywood and his "Red Invaders." That was three months ago. The people of Paterson and the New York newspapers now know that The Press was right in carrying on its war against the infamous I. W. W. and its revolutionary infamies.

THE PRESS.

FIGHTS FOR THE CITY'S BEST INTERESTS ALL THE TIME AND HAS NO PERSONAL AXES TO GRIND.

PRESS-CHRONICLE CO., Publishers  
Paterson, N. J.

W. B. BRYANT, General Manager  
PAYNE & YOUNG, Foreign Representatives



## I. C. M. A. CONVENTION.

Program of Speakers, Addresses and Round Table Discussions at Fifteenth Annual Meeting at Cincinnati, June 10-12.

The fifteenth annual convention of the International Circulation Managers' Association will be held at Hotel Sinton, Cincinnati, O., Tuesday, Wednesday and Thursday, June 10, 11 and 12. The Program Committee has arranged an exceedingly practical and instructive series of discussions and special features in the way of "round table talks" and debates.

An innovation this year is a Boosters' Luncheon to be held after adjournment of Tuesday and Wednesday morning sessions. Interesting talks will be made immediately following the luncheon.

The session Tuesday morning will be taken up by the address of welcome, reports of committees and reading and discussion of papers. Some of the speakers and topics follow:

MR. LACKEY ON CO-OPERATION.

"Co-operation between the Editorial, Advertising and Circulation Departments. How to bring it about, and what it means," Joseph H. Lackey, Nashville Banner. "What features aside from current news are best circulation builders and holders?" R. S. Weir, Journal, Detroit, Mich. "What is the relative value of street circulation in returns to the advertiser, as compared with home delivery?" Fred M. McClure, Plain Dealer, Cleveland, O. "What is the effect upon the prompt delivery of the daily newspaper in carrier-delivery cities by the enforcement of the eight-hour law by the Post Office Department?" M. D. Treble, the Times, Buffalo, N. Y.

The Round Table Talks will include: "Union and non-union mailers. The scale," John D. Simmons, Chairman, Atlanta Journal. "Voting Contests," O. O. Scattergood, Chairman, Times-Democrat, New Orleans, La. "What are the best features for daily and week end editions, outside of the current news?" W. L. Argue, Chairman, Toronto (Can.) Star.

SOME OF THE TOPICS

The afternoon session will be devoted to reading and discussion of the following papers: "The Circulation Manager as a Salesman," J. B. Coulson, Worcester Post; "Corner Newsstands in Large Cities, Their Advantage," Charles Scholz, Milwaukee Sentinel; "How to Get Home Circulation," W. J. Darby, Toronto Mail and Empire; "How Can a Daily Newspaper Best Advertise Itself Outside Its Own Columns," Robert L. McLean, Philadelphia Bulletin, and "What protective plan can be made effective in the establishment of general news agencies throughout the country representing newspapers? the circulation manager of which is a member of the I. C. M. A.," A. E. Mackinnon, New York World.

ROUND TABLE TALKS.

Some of the round table talks following the session are: "Newspaper strike experiences," D. W. Beardsley, Chairman, Chicago Inter-Ocean; "Predating Sporting Extra for mail subscribers on an afternoon paper," L. L. Ricketts, Chairman, Des Moines (Ia.) Capital; "Best way to secure want ad or classified advertising from another paper which now has the lead?" C. S. Wilson, Chairman, Columbus (O.) Dispatch; "Contest Crooks and experiences with Contest Managers," J. C. Wilmouth, Chairman, El Paso (Tex.) Herald.

Other subjects include:

"How I would secure circulation quick if I needed it awful bad," Ike U. Sears, Times, Davenport, Iowa; "Establishing and maintaining Carrier Delivery in small towns," Sidney D. Long, Wichita Eagle; "What's a fair price to the public and the seller of the Sunday and Daily newspaper," J. M. East, Union, Manchester, New Hampshire; "System—Organization of force; records, and all that has to do with detail and organization—Results," Paul J.



CHARLES DILLON,

WHO WILL EDIT THE CAPPER FARM PUBLICATIONS AT TOPEKA, KAN.

## DILLON'S WORK AT MANHATTAN

Made Agricultural Journalism with Many Students.

Charles Dillon, dean of the department of journalism of the Kansas Agricultural College, at Manhattan, that State, who on July 1 became editor of the Capper farm papers at Topeka, as noted in these columns last week, has had a somewhat remarkable career. His father owned and operated the first weekly in the western part of Kansas in 1880, the Larkin Herald, and back of that for three generations has ancestors were engaged in the newspaper business.

When quite a young man he decided that he would not follow the footsteps of his father. So he traveled about the country a great deal, and event went abroad, where he saw a large part of Europe. On his return home he spent two years in the study of agriculture on one of the largest experimental farms in California; another year was spent in the South, studying agriculture there, and the next three years were put in at the Kansas Agricultural College.

The inherent penchant for journalism made itself felt about this time, and Dillon wrote considerable matter for the newspaper and agricultural press upon subjects with which he was familiar.

At the Kansas Agricultural College he has aroused great interest among the students in teaching them how to write for the agricultural papers.

No agricultural college in the world has been so widely advertised as the Kansas Agricultural College since Mr. Dillon went to it three years ago. For twelve years he had been with the Kansas City Star in many capacities. His idea then, as now, was that farmers wanted information—not advice. That is exactly what he gave them in the newspapers and in the Kansas Industrialist, the college publication. So popular did this idea become that when, recently, it was rumored that the paper might be discontinued, the press of several States protested.

In Dillon's hands the Industrialist may be called an extraordinary sort of newspaper. Its news is not "the news of the world," nor yet "local news" in the sense that these terms commonly bear. It is industrial news, partly of the world, but largely of the State and the locality—news about agriculture, domestic science, merchandise, industrial science, rural and industrial home life and affairs. News of such sort abounds especially at the Manhattan college.

The Industrialist is inevitably quoted widely, consequently the Kansas Agricultural College and Dillon constantly become better known.

## NEW PUBLICATIONS.

KATONAH, N. Y.—The first issue of the Record, a weekly newspaper devoted to home interests of northern Westchester, made its appearance May 15. It is an eight-page, seven-column paper, covering in detail the news of the north towns, and the first issue contains about twenty-two columns of this matter, as well as a liberal quantity of general news.

BINGHAMTON, N. Y.—Preparations are nearly complete, it is announced by William C. Van Wormer, for the publication of a Slovak newspaper after June 1. The paper, it is planned, will be an eight-page weekly, issued on Fridays.

TWIN FALLS, Ida.—The Daily Press, to be published every morning except Monday, is to be a newspaper in southern Idaho. It will make its appearance this week, and those associated in the new publication are J. F. Melvin and A. D. Milligan. A complete plan for the publication has been purchased.

SOUTH PITTSBURG, Tenn.—The Mountain Evangelist will be launched about June 1. The paper will be devoted to religious matters, and will be edited by the Rev. W. N. Rose and A. S. Ulm.

DENVER, Col.—The initial issue of Progress will be published next week. S. A. Costan is the editor and publisher.

## ROOSEVELT'S LIBEL SUIT.

The Colonel and Notable Men Going West to Testify Against Iron Ore Editor.

Colonel Roosevelt, accompanied by a small army of witnesses, among them many prominent men, is going to Marquette, Mich., this morning to press his \$10,000 libel suit against George A. Newett, editor of the Ishpeming Iron Ore.

The suit, which was instituted last October, came as the result of a published statement in Iron Ore that Mr. Roosevelt, "curses, lies and gets drunk frequently, and all his friends know this."

Among Mr. Roosevelt's friends who will go all the way to Marquette to disprove this statement are Robert Bacon, ex-Secretary of State; William Loeb, Jr., private secretary to Mr. Roosevelt when he was President; Gifford Pinchot, O. K. Davis, secretary of the Progressive National Committee; Dr. Alexander Lambert, Roosevelt's family physician, and Lawrence Abbott, of the Outlook. John Callan O'Loughlin, Washington correspondent of the Chicago Tribune, and Gilson Gardner, Washington correspondent of the Scripps-McRae League, some secret service men and stenographers will also be in the party.

## The Insane to Publish a Newspaper.

Dr. Britton D. Evans, medical director of the Morris Plains (N. J.) State Hospital for the Insane, has thought out a plan to have patients in that institution publish a newspaper. A printing press will be purchased and installed in a new building to be erected on the hospital grounds. Dr. Evans will direct the policy of the paper, and will write the editorial articles. Some of the patients have shown talent as writers.

Thompson, New Orleans Item; "Handling circulation through flood, cyclone or conflagration," Harry L. Starkey, Chairman, Leader, Cleveland, Ohio; "Things worth while by a Circulation Manager at the psychological moment," J. R. Taylor, Chairman, Press, Grand Rapids, Mich.; "The advantages of a uniform circulation statement for advertisers and advertising agencies," George H. Reynolds, Chairman, Standard, New Bedford, Mass.

## League Delegates to Baltimore.

The following is a list of the delegates to the Baltimore Convention from the New York Advertising Men's League: Wm. Ingersoll (at large), 315 Fourth avenue; Geo. C. Hubbs, U. S. Tire Co.; R. S. Scarborough, N. Y. Telephone Co.; Mason Britton, 505 Pearl street; LeRoy Fairman, J. Walter Thompson; John C. Oswald, the American Printer; A. F. Nagle, Advertising and Selling; H. H. Cooke, Wm. Greene; Wm. Rea, H. B. Claffin; H. D. Robbins, N. W. Halsey & Co.; Carl E. Ackerman, 42 East Twenty-third street; F. T. Bell, Lederle Laboratories; E. M. Carney, Collier's Weekly;

Fred Dibble, Harris-Dibble; George French, The Independent; H. J. Mahin, O. J. Gude; Wm. P. Hopkins, 1523 Fairfield avenue; Wm. E. Irons, Oswald Publishing Co.; S. E. Leith, Associated Farm Papers; David D. Lee, special representative, Flatiron building; J. M. Muir, Metallurgical and Chemical Engineering; Frank E. Morrison, Associated Advertising; Cyril Nast, Edison Co.; Llewellyn E. Pratt, 2 Rector street; G. B. Sharpe, De Laval Separator; W. H. Ukers, Tea and Coffee Trade Journal; Gerald B. Wadsworth, McKelvey Co.

The Booklovers' Contest Co. has been incorporated at New York with \$10,000 capital by G. C. Dreyfus and others.

**TIPS FOR THE AD MANAGER.**

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, is placing orders with a selected list of papers for the Moxie Nerve Food Co., Boston, Mass.

Carpenter & Corcoran, 26 Cortland street, New York City, are issuing 1-time orders to a selected list of Sunday papers for the Aristos Co., "Mondex Auto Devices," 250 W. 54th street, New York City.

Taylor-Critchfield Co., Brooks Building, Chicago, is renewing contracts for the Firestone Tire & Rubber Co., Akron, Ohio.

City of New York Bonds, William A. Prendergast, Comptroller, 280 Broadway, New York City, is forwarding orders direct to a selected list of papers.

Hicks Advertising Agency, 132 Nassau street, New York City, is sending out 12-line 30-time contracts to some Eastern papers for the Sunset Park Inn.

The United Drug Co., Roxall Remedies, Boston, Mass., it is reported will make up a list of newspapers after June 20.

Carl M. Green Co., Free Press Building, Detroit, Mich., it is said that after June 15, 1913, will handle the advertising of Berry Brothers, Varnish, Wight and Leib streets, Detroit, Mich.

Allen Advertising Agency, 141 W. 36th street, New York City, is handling the advertising of the Adams Express Co., 53 Broadway, New York.

The Wales Advertising Co., 125 E. 23d street, New York City, will place orders with a few New York City papers after June 2, 1913, for the Hydrox Chemical Co., 11th street, New York City.

The J. Walter Thompson Co., 44 E. 23d street, New York City, is sending out display renewals for the Chichester Chemical Co.

F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, is contracting the advertising for The Public Ledger, Philadelphia, with a list of Eastern papers.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, are issuing orders to some large city papers for the American Asbestos Co., "Motorbestos Break Lining," Norristown, Pa. They are also placing orders with New York City papers for the present for Clark's Thinning Salts Corporation, "Clark's Thinning Salts," 149 Broadway, New York City.

George Batten Co., Fourth Avenue Building, New York City, is renewing orders with a few Southern papers for Robert Harris & Bros. Co., "Pride of Reidsville Tobacco," Reidsville, N. C.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is placing contracts with papers in the vicinity of New York City for The Marshall Chemical Co., "Crampine," Times Building, New York City.

Chas. M. Touzalin Agency, Kesner Building, Chicago, is forwarding 30-line 26-time contracts to a few cities for the Plaza Hotel, Chicago, Ill.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is placing 70-line 12-time orders with Eastern papers for the Rutland R. R. Company.

**New Orleans States  
32,000 Daily.**

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.  
Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT.  
Don't be fooled by wild, unsupported claims "month after month."  
Proof of above record shown by agate rule. The States produces results always.

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

Cattanach Advertising Agency, Somerset Building, Winnipeg, Can., is sending out orders to a selected list of papers for Winnipeg City, Winnipeg, Can.

Charles H. Fuller Co., 378 Wabash avenue, Chicago, Ill., is making 5,000-line one-year contracts with a few cities for the Dodge Manufacturing Co.

E. T. Howard, Tribune Building, New York, is issuing 1,000-line one-year orders to a few cities for the Waterman fountain Pen, New York.

H. K. McCann Co., 11 Broadway, New York City, is handling the advertising for the North American Construction Co., 4000 Aladdin avenue, Bay City, Mich.

E. P. Remington, Jenkins Building, Pittsburgh, Pa., is forwarding 15-in. 6-time orders to some Pennsylvania papers for the Kuhn Irrigated Land Co., 501 Fifth avenue, New York City.

Fuller & Smith, Engineers Building, Cleveland, Ohio, are making 3,000-line 1-year contracts with Middle West papers for the Ohio Electric Car Co.

W. S. Parry, Chicago, Ill., is placing 370-line 1-time orders with a few cities for Margarett Merlain, London, England.

P. Wendel Colton Co., 165 Broadway, New York City, is issuing contracts to Eastern papers for the Hudson River Bay Line, Desbrosses street pier, New York City.

H. H. Levey, Marbridge Building, New York City, is handling the advertising for the Martinique Hotel, Broadway and 33d street, New York City, on a trade basis.

The Siegfried Co., 50 Church street, New York, is making 5,000-line contracts with some New York State and Ohio papers for the Casto Co., 135 W. 19th street, New York City.

J. D. Barnes, New York City, is putting out 4-time orders with a selected list of papers for P. Priestley Co.

The Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City, has transferred its advertising to Eugene McGuckin Co., Morris Building, Philadelphia, Pa.

Vreedenburg-Kennedy Co., 456 Fourth avenue, New York City, is placing orders with New York State papers for the Van Dyke Exchange Stables, 100 W. 15th street, New York City.

**NEW INCORPORATIONS.**

WILMINGTON, Del.—The Newspaper Publishers' Co.; capital, \$1,000,000; incorporated by Oscar J. Reichard and others.

RACINE, Ill.—The Call Publishing Co.; capital stock, \$50,000; incorporators: Fred H. Schulz, William P. Hilker and Leslie M. Fowler.

DELPHI, Ind.—Citizens' Printing Co.; \$10,000; to do a publishing business; A. B. Crampton, L. E. Crawford and L. B. Wilson.

KENEFICK, Okla.—Dispatch Publishing Co.; capital stock, \$3,000; incorporated by Marie Douglas, S. M. Waits and W. E. Hornaday.

HAWORTH, Okla.—Herald Publishing Co.; capital stock, \$2,500; incorporators: D. C. Myers, G. W. May and others.

LOGANSFORT, Ind.—The Pharos-Reporter Publishing Co.; \$4,500 capital; J. C. Nelson, W. C. Thomas, D. D. Fickle.

AMSTERDAM, N. Y.—Morning Sentinel Co.; capital, \$30,000; to publish a newspaper; R. E. Reynolds and others.

**New Home for St. Louis Post-Dispatch**

The Pulitzer Publishing Co. is party to a deal which is said to be practically closed for a ninety-nine year lease on the southwest corner of Seventh and Market streets, St. Louis. The company plans to erect a large building, part of which will be occupied by the Post-Dispatch. The lease on the Broadway property now occupied by the Post-Dispatch will expire in less than two years.

The Dows City (Ia.) Enterprise, founded in 1891, has ceased publication.

**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.

<b>ARIZONA.</b>	<b>MISSOURI.</b>
GAZETTE—Av. Cir. Feb. 6,339.. Phoenix	GLOBE ..... Joplin
<b>CALIFORNIA.</b>	POST-DISPATCH ..... St. Louis
ENTERPRISE ..... Chico	<b>MONTANA.</b>
RECORD ..... Los Angeles	MINER ..... Butte
TRIBUNE ..... Los Angeles	<b>NEBRASKA</b>
<small>Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.</small>	FREIE PRESSE (Cir. 128,384).... Lincoln
<b>INDEPENDENT</b> ..... Santa Barbara	<b>NEW JERSEY.</b>
BULLETIN ..... San Francisco	PRESS ..... Asbury Park
CALL ..... San Francisco	JOURNAL ..... Elizabeth
<b>ORCHARD AND FARM IRRIGATION</b> San Francisco	COURIER-NEWS ..... Plainfield
<small>The leading Farm Journal of the Pacific Coast and the Irrigated States.</small>	<b>NEW MEXICO.</b>
RECORD ..... Stockton	MORNING JOURNAL..... Albuquerque
<small>Only newspaper in Stockton that will tell its circulation.</small>	<b>NEW YORK.</b>
<b>FLORIDA.</b>	KNICKERBOCKER PRESS..... Albany
METROPOLIS ..... Jacksonville	BUFFALO EVENING NEWS.... Buffalo
<b>GEORGIA.</b>	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL..... New York
CONSTITUTION ..... Atlanta	STANDARD PRESS..... Troy
CHRONICLE ..... Augusta	<b>OHIO.</b>
LEDGER ..... Columbus	PLAIN DEALER..... Cleveland
<b>ILLINOIS.</b>	<small>Circulation for April, 1913.</small>
POLISH DAILY ZGODA..... Chicago	Daily ..... 112,000
SKANDINAVEN ..... Chicago	Sunday ..... 145,630
HERALD ..... Joliet	INDICATOR ..... Youngstown
NEWS..... Joliet	<b>PENNSYLVANIA.</b>
HERALD-TRANSCRIPT ..... Peoria	TIMES ..... Chester
JOURNAL ..... Peoria	DAILY DEMOCRAT..... Johnstown
STAR (Circulation 21,589)..... Peoria	DISPATCH ..... Pittsburgh
<b>INDIANA.</b>	PRESS ..... Pittsburgh
LEADER-TRIBUNE ..... Marion	GERMAN GAZETTE..... Philadelphia
THE AVE MARIA..... Notre Dame	TIMES-LEADER ..... Wilkes-Barre
<b>IOWA.</b>	GAZETTE ..... York
REGISTER & LEADER..... Des Moines	<b>SOUTH CAROLINA.</b>
THE TIMES-JOURNAL..... Dubuque	DAILY MAIL..... Anderson
<b>KANSAS</b>	THE STATE..... Columbia
CAPITAL ..... Topeka	<small>(Cir. July, 1912, S. 20,986; D. 20,956)</small>
<b>KENTUCKY.</b>	<b>TENNESSEE.</b>
COURIER-JOURNAL ..... Louisville	NEWS-SCIMITAR ..... Memphis
TIMES ..... Louisville	BANNER ..... Nashville
<b>LOUISIANA.</b>	<b>TEXAS.</b>
DAILY STATES..... New Orleans	STAR-TELEGRAM ..... Fort Worth
ITEM ..... New Orleans	<small>Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small>
TIMES-DEMOCRAT ..... New Orleans	CHRONICLE ..... Houston
<b>MARYLAND.</b>	<b>WASHINGTON.</b>
THE SUN..... Baltimore	POST-INTELLIGENCER ..... Seattle
<small>has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</small>	<b>WISCONSIN.</b>
<b>MICHIGAN.</b>	EVENING WISCONSIN..... Milwaukee
PATRIOT (Morning)..... Jackson	<b>CANADA.</b>
<small>Daily (Except Monday) Average, Year of 1912</small>	<b>ALBERTA.</b>
Daily..... 10,589 Sunday..... 11,629	HERALD ..... Calgary
<b>MINNESOTA.</b>	<b>BRITISH COLUMBIA.</b>
TRIBUNE, Morn. & Eve..... Minneapolis	WORLD ..... Vancouver
	<b>ONTARIO.</b>
	FREE PRESS..... London
	<b>QUEBEC.</b>
	LA PATRIE..... Montreal
	LA PRESSE Ave.Cir.for 1912, 114,371 Montreal



## AD FIELD PERSONALS. LIVE AD CLUB NEWS.

G. R. Carpenter, formerly with the foreign department of the Hearst publications, and representing those newspapers in New England, is now with the C. George Krogness Special Agency, Chicago.

J. F. Baxter, for the past four years advertising manager of the Kansas City (Mo.) Journal, was tendered a banquet last week by representatives of advertising agencies and newspaper men in that city. Mr. Baxter left Saturday for Chicago to join the Western force of the S. C. Beckwith Agency.

G. W. Nott, formerly with the David Williams Co., publishers of the Iron Age and Iron Age Hardware, has succeeded R. G. Spencer as advertising manager of the Stanley Works, at New Britain, Conn. Mr. Spencer has not been in good health for the past year, and expects to spend several months traveling in the West.

Howard P. Ruggles, at one time advertising manager of Hampton's Magazine and later of the Smart Set, has been appointed Eastern advertising manager of Leslie's Weekly.

George Costello, for twelve years representative of Doubleday, Page & Co., has become vice-president of the H. H. Charles Advertising Agency, of this city.

E. Lanning Masters, formerly of the Blackman-Ross Advertising Agency and the New York Times, is now in charge of the promotion department of Hearst's Magazine.

John Phelps Slack, formerly with the Frowert Advertising Agency and the Slack Advertising Agency, is now connected with the Charles Blum Advertising Corporation, Philadelphia.

Foster Gilroy, for some years publicity manager for the Frank A. Munsey Co., has become general manager of Ewing & Miles, Inc.

Frank I. Engler, formerly connected with the Boston Herald, has joined the advertising staff of the Atlanta Constitution.

A. K. Higgins, formerly with Calkins & Holden, has joined the Toledo branch of the Charles H. Fuller Co.

**N. Y. Commercial Shares Post Plant.**

The New York Commercial, which recently moved into the Evening Post building, 20 Vesey street, has been printing the paper in the Post plant. Under the new arrangement the Commercial, which is issued every weekday morning, will keep its own staff, but will use the mechanical plant of the Post. The two newspapers will have the same stereotyping room in common, and their publications will be printed on the same presses.

**Notable Circulation Contest.**

Over nine million votes were cast in the Arizona (Phoenix) Gazette popularity and educational tour contest, recently closed. Prizes included trips to California, cash, diamond rings, talking machines and gold watches. It was not necessary for contestants to collect money in order to win in the contest, and a commission was paid on all collections made. Votes were given on six months' and yearly subscriptions only, the same number of votes for old or new. The contest ran for five weeks, and \$2,370 subscriptions were effected, \$34 being new. A little over \$3,000 in actual cash was collected by the contestants. A. G. Dulmage, business manager of the Gazette, was in charge of the contest.

ULRICH, Mo.—The Herald was purchased by Henry Hildebrand from M. V. Thralls last week. The new owner plans new equipment.

Benjamin Fay Mills, of Los Angeles, addressed the Pilgrim Publicity Association at a luncheon at the American House, Boston, May 16. His subject was "The Practical Application of the New Psychology," and the speaker explained methods of disciplining the subconscious mind and commanding it in order to preserve or restore physical health, to improve the memory and cultivate moral habits and optimism. Mr. Mills kept the advertising men intensely interested for a full hour. He was introduced by President Coleman, of the Associated Advertising Clubs of America. It was the largest noonday meeting ever held by the Pilgrims, with the single exception of the luncheon addressed by President Taft a little over a year ago.

The sixth annual home products dinner of the St. Paul Town Criers' Club, held recently, was a big success. More than 500 men and women hoosters of St. Paul were present. Among the speakers on the gridiron program and their subjects were the following: Gov. A. O. Eberhart, "The Most Important Home Product;" Mayor Herbert P. Keller, "Co-operation Between Official and Business St. Paul;" Howard Elliott, president of the Northern Pacific Railway, "The Spirit of the Boosters;" James J. Hill, chairman of the executive committee of the Great Northern Railway, "The Development of the Northwest." J. N. Stewart, general advertising agent of the Northern Pacific Railway, presided.

A formal dinner will be given by the League of Advertising Women at the Hotel Martinique, New York, May 27. An enjoyable evening has been planned. The speakers of the evening will be Herbert N. Casson, Inez Milholland and J. George Fredericks. The league is an organization devoted to the mutual advancement of women engaged in constructive advertising work. Miss Ida Clarke, advertising manager for Scott & Bowne, is president of the league.

Sherwood Moss told at the weekly luncheon of the Buffalo Ad Club about the work being done by Cleveland and Rochester towards elimination of fraudulent advertising. Cleveland, he said, is to have a clean-up week about May 25, at which the fact that a fraudulent advertising bill has been put through the Ohio Legislature will be celebrated. This will be fully advertised in the local press, and the people will be invited to send word to the club if any advertising is found to be fraudulent. Rochester is doing equally good work, declared Mr. Moss, and there is no reason why Buffalo should not follow suit.

The Cleveland Advertising Club listened to a rousing address by R. R. Shuman, Shuman-Booth Co., Chicago, "Golden Rule Advertising and the Golden Egg," at its meeting May 14. He made an effective plea for clean ads and higher efficiency in publicity. Hon. Herman Fellinger was present and received the congratulations of the club due him for his part in piloting the fraudulent advertising bill through the Legislature. This bill becomes a law May 28. The vigilance committee received suggestions with reference to the enforcement of the bill in Cleveland. Jesse H. Neal presided.

The Elizabeth Advertising Men's Club will give a "bargain" dinner at the Elks' Club, that city, May 26. The bargain is a \$2 dinner for \$1.87. The opening number of the dinner will be a mint julip. The tables will be in the form of an ordinary shipping tag. The toastmaster will be John Wetmore, of New York, a prominent member of the National Advertising Men's League and a brilliant after-dinner orator. Among the speakers will be Herbert N. Casson, of the H. K. McCann Advertising Agency, of New York, and William C.

## DIRECTORY OF ADVERTISERS AIDS.

## Publishers' Representatives

- ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago
- ANDERSON, C. I., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.  
Chemist Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY.**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.
- HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Tel. Randolph 3465
- KEATOR, A. R.**  
715 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago
- 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
- PULLEN, BRYANT & FREDRICKS CO.**  
225 Fifth Avenue, New York.  
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 962
- STOCKWELL SPECIAL AGENCY**  
280 Fifth Avenue, New York  
People's Gas Bldg., Chicago

## Advertising Agents

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOWLAND-GARDINER-FENTON**  
20 Broad St., New York  
Tel. Rector 2573
- LEE-JONES, Inc.,**  
General Advertising Agents,  
Republic Building, Chicago.
- KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**  
64 W. Randolph St., Chicago  
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**  
175 5th Ave., New York.  
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY**  
Lat.-Am. Off., 37 Cuba St., Havana, Cuba  
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

Freeman, advertising manager of the New York Mail, who is popular in this city.

Over forty spaces have already been reserved for exhibits at the Rochester Ad Club Exposition, in Powers Hotel, on May 23 and 24. The affair will consist of displays of various kinds of advertising forms, novelties, etc., of interest to advertising men and in speeches and lectures by prominent advertisers of the country. John R. Rogers, of the Mergenthaler Linotype Co., will deliver an illustrated lecture on "Machine Composition, the Linotype and Its Possibilities," and Henry L. Johnson, editor of Graphic Arts, will speak upon the subject, "Great Printing Offices of the World and Their Products."

A big bunch of "live ones" attended the regular weekly meeting of the Pueblo (Col.) Ad Club, which was presided over by Vice-President Calkins. Various standing committees reported, showing the different activities of the club to be in good, healthy condition. The library committee presented the matter of having a book shower for

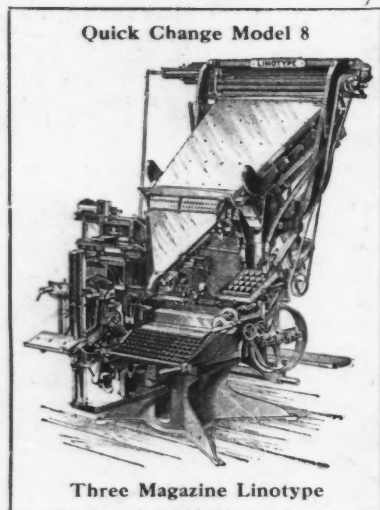
the benefit of the club library, and after discussion it was left in the hands of the committee to formulate plans. Lecture No. 11 in the national series, "The New Applications of Advertising," was presented in a pleasing manner by Mrs. J. E. Thon, advertising manager of Crews-Beggs.

**Passaic Socialist Editor Arrested.**

Alexander Scott, the Socialist editor of Passaic, N. J., and agitator of the Industrial Workers of the World, was arrested in Paterson Saturday afternoon for publishing an editorial article in his paper, the Passaic Weekly Issue, in which the county authorities allege that Scott advocated "hostility to the government" of the city of Paterson. If convicted, Scott can be sent to the State prison for fifteen years. Scott was locked up in the county jail in default of \$5,000 bail.

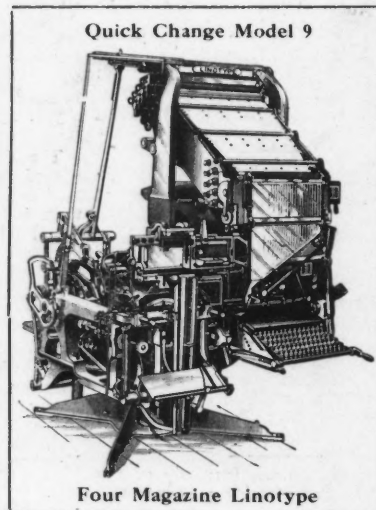
DARDANELLE, Ark.—The Democrat is the name of a new paper that will be launched this week. H. N. Rigden will be the manager, and Frank C. Kid the editor of the paper. It will be a six-column, eight-page weekly journal.

# Philadelphia Scores Again



3 Model 8's

3 Model 9's



The Philadelphia  
Public Ledger

installs

3 More Model 8's  
1 More Model 9

Now has Six 8's and Two 9's

The Philadelphia  
North American

installs alongside  
of its

Six Model 8's

2 Model 9's

These installations are important indorsements  
of the fact that

The Multiple Linotype Way Is the Modern Way

**MERGENTHALER LINOTYPE COMPANY**  
TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street



