

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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### EXTRA

#### CLEVELAND NEWS SOLD.

**DAN R. HANNA, OWNER OF THE LEADER, TAKES OVER LARGE OTIS PROPERTY.**

**One Million Dollars Said to Have Been Involved in the Transfer—Management Will Be in the Hands of N. C. Wright and H. S. Thalheimer—News Will Be Housed in Handsome New Leader Home.**

At a price said to be in the vicinity of a million dollars, Charles A. Otis has sold the Cleveland News to Dan R. Hanna, already owner of the Cleveland Leader.

Negotiations for the purchase of the News have been pending for the last eight or nine months. Some weeks ago a meeting took place in Washington, D. C., that was attended by the parties interested in the deal, and an agreement for the sale of the News was reached. Owing to the fact, however, that Mr. Otis desired time to secure from some of the minority stock and bond holders of the paper their holdings to deliver with his own to the new owner, the deal was not made public.

The Cleveland News represents a consolidation of three evening papers—the Cleveland Herald, established in 1855; the Cleveland World, in 1889, and the Evening Plain Dealer.

B. F. Bower, whose death occurred two weeks ago started the Cleveland World, and remained its editor until 1904, when he sold it to Charles A. Otis, who had already acquired the News and Herald, the evening edition of the Leader and also the evening edition of the Plain Dealer. At first the combined papers were issued under the title of the News-World-Plain Dealer. Later it was changed to World-News, and at the end of 1905 was changed to Evening News.

HANNA PURCHASED LEADER IN 1911.

Mr. Hanna took over the Leader in December, 1911, and at the same time purchased the operating lease of the paper held by Messrs. Wright and Thalheimer. The latter, however, continued to operate the Leader for Mr. Hanna and under their direction it has become one of the best paying properties in the country. Both papers will be housed in the splendid new office building now under course of erection by the Leader. Each will have separate floor space and separate and distinct organizations.

The Cleveland Leader was started as a morning and Sunday paper in 1848. It was acquired in 1904 by Medill McCormick and Charles A. Otis. H. S. Thalheimer became the business manager, and Nathan C. Wright the editor. When Dan R. Hanna took over the property last year, Messrs. Wright and Thalheimer became the publishers.

The Cleveland News has long been regarded as one of the best evening papers in its section of Ohio. It holds two Associated Press franchises and also uses the special leased wire service of the New York Times and the Chicago Tribune. Nat C. Wright and Harry S. Thalheimer will control the News as they now do the Leader and Toledo Blade. These two men have shown by their administration of the Leader and Blade that they are well equipped to make a large success of the News.

The News, which is to be conducted as a separate enterprise from the Leader, will continue to be an aggressive and thoroughly up-to-date publication.

It is understood that E. B. Lilley, who



ELBERT H. BAKER,

NEW PRESIDENT OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

has been the publisher of the Cleveland News for the past year, had a contract with Mr. Otis providing for the payment to him of a consideration in the event of the sale of the property.

When seen by a representative of THE EDITOR AND PUBLISHER and asked what he intended to do, Mr. Lilley replied:

"I have not yet made up my mind as to what course I shall pursue. We have made a great success of the News. Mr. Otis told me only the other day that he considered the property worth \$200,000 more to-day than when, a year ago, I took charge of the business management. The circulation has increased 20,000 and the property is in an excellent condition. Some friends of mine are negotiating for a large newspaper property and I may become associated with them in the management. Or it may be that I shall conclude to take a rest before embarking again on the sea of daily journalism."

When Nat C. Wright was asked if the assuming of the editorial charge of the News would not be a severe tax upon his already overburdened shoulders, he replied:

"It is wonderful how much can be accomplished by organization. The Toledo Blade and the Cleveland Leader now work like two well-oiled machines. I do not think that the News is going to prove such a tax on my strength as some people think. The News is a valuable property and I believe can be made even more so by the adoption of progressive methods."

The deal was put through by C. M. Palmer, the newspaper broker of New York, who has been in Cleveland the past month giving Messrs. Hanna, Thalheimer and Wright the benefit of his wide experience and expert opinion on problems incident to newspaper consolidations.

### EXTRA

#### EDUCATIONAL FUND.

**AMERICAN NEWSPAPER PUBLISHERS TO RAISE MILLION IN THREE YEARS.**

**Gen. Otis Would Use Money in Possible Controversies With Unions—Association Votes Otherwise—Wages Advanced \$3,600,000 During Year—E. H. Baker New President—Convention Ends.**

Notwithstanding the fact that many of the delegates attended the Daily Newspaper Club dinner or the theater on Wednesday evening after a day's strenuous work at the convention, they were on hand bright and early to take part in Thursday's proceedings. A few of the newspaper men who came to town on Saturday or Sunday to attend the Associated Press meetings on Monday and Tuesday, and participated in the opening sessions of the American Newspapers Publishers' Association on Wednesday, left town for their homes during the afternoon and evening.

It was a few minutes after eleven o'clock on Thursday that President Bruce Haldeman called the meeting to order. Almost the entire morning session was devoted to the discussion of the labor questions with which the publishers have to deal.

MR. CHAPIN PROPOSES FUND.

It was during the discussion that the suggestion was made by W. W. Chapin, of the Seattle Post-Intelligencer, and seconded by Col. A. J. Blethen, of the Seattle Times, that a defense fund of \$1,000,000 be raised in three years, each publisher being assessed according to the number of machines in his composing room. The suggestion was received with approval and a committee, composed of Elbert H. Baker, of the Cleveland Plain Dealer; James Keeley, of the Chicago Tribune, and W. W. Chapin, of the Seattle Times, was appointed to work out the plans in detail.

James M. Lynch, president of the International Typographical Union, and Peter J. Dobbs, president of the International Printing Pressmen's Union, spoke on the new arbitration contracts that go into effect on May 1 and last until April 30, 1917.

They also announced that the Typographical Journal had compiled figures showing that the publishers of the United States had made increases of more than \$3,600,000 in salaries during the past year.

STANDING COMMITTEE REPORTS.

The report of the special standing committee, read by Chairman Henry N. Kellogg, of Indianapolis, showed that the possibility of differences between the unions and the employers are likely to be lessened, because of the desire on the part of the unions to settle questions directly with the employers. In his report Mr. Kellogg said:

"There is no doubt that the arbitration contracts, besides abolishing strikes and providing means for settling disputes, have had a good influence on the relations between publishers and the labor unions. The existence alone of the machinery of arbitration has prevented hasty action and insured a cool and reasonable consideration of issues. The result has been that publishers have succeeded on many occasions in making settlements with unions on satisfactory terms without actual resort to arbitration."

## SETTLE DIFFERENCES INFORMALLY.

"The union shows a growing desire to settle differences informally and directly with employers without holding out for the slower and more troublesome process of referring their cases to boards of arbitration. Records show that the percentage of increases made by arbitration decisions is about one-fourth of the percentage of the increases made by publishers without arbitration agreements and about one-half of the percentage of increases made by publishers who have arbitration contracts, but who have not found it necessary to enter into arbitration proceedings.

"At the annual meeting held April 1, 1911, a committee of ten was appointed with power to conclude new arbitration agreements with the various international unions.

"The result of this committee's work, according to the report, is that new arbitration contracts have been made with the International Typographical Union and the International Stereotypers and Electrotypers Union. These agreements, Mr. Kellogg said, contain provisions giving local unions the same rights which publishers have to choose whether they wanted to enter upon the new arbitration contracts."

Opinions similar to those mentioned in Mr. Kellogg's report were given by Andrew M. Lawrence, of the Chicago Examiner; H. L. Rogers, of the Chicago Daily News; C. S. Jackson, of the Portland (Ore.) Journal; J. C. Shaffer, of the Chicago Evening Post and Thomas Rees, of the Springfield (Ill.) Register.

## "CREATE DEFENSE FUND."—GEN. OTIS.

At the session on Friday morning the subject of labor continued to be the principal topic of discussion. In this connection the question of the defense fund came up for debate.

Many of the members, notably Gen. Harrison Gray Otis, were in favor of using this fund, or at least a portion of it, for the original purpose for which it was suggested. General Otis made a strong appeal. He said:

"We are continually fighting the aggressions of organized labor, and it is time that we made some provisions to meet the expenses of combating these aggressions. It is time that we took a stand to assert our independence. The suggestion for a fund to offset this expense is a good one and opportune at this time. I, for one, am in favor of using some of this money for defense."

## MOTION NOT SECONDED.

Several others spoke along the same lines.

The suggestion was not seconded, however, and, according to Chairman Kellogg of the special standing committee, the million will be used solely as an educational fund. Mr. Kellogg said that this money would be used for the general benefit of the members of the association; to supply them with information of all kinds in helping them to get out their papers; to inform them about new contracts; to acquaint them with international laws relative to the publishing business, and keep them familiarized with changing conditions in the business.

Mr. Kellogg said that 184 applications for labor adjustments have been received and ninety-seven settlements had been made.

## THE NEW OFFICERS.

At the conclusion of the morning session the election of officers took place. The election resulted as follows:

President, Elbert H. Baker, Cleveland Plain Dealer; vice-president, Herbert L. Bridgman, Brooklyn Standard Union; secretary, John Stewart Bryan, Richmond (Va.) News Leader; treasurer, William J. Pattison, New York Evening Post.

Charles W. Knapp, of the St. Louis Republic, declined to accept renomination for membership on the executive committee, and Hopewell L. Rogers, of the Chicago Daily News, was elected to fill the vacancy. Hilton U. Brown, of the Indianapolis News, and F. P. Glass, of the Montgomery Advertiser, were re-elected as members of the executive committee.

## ORATORY BY WIRE.

## PUBLISHERS DINING AT WALDORF ARE ENTERTAINED OVER LONG DISTANCE WIRE.

President Taft at Boston and Premier Borden at Hot Springs, Va., Speak to Newspaper Owners—Other Speakers at Banquet Included Dr. Talcott Williams, Augustus Thomas and Dr. John H. Finley.

The annual joint dinner of the Associated Press and the American Newspaper Publishers' Association, which took place at the Waldorf-Astoria on Thursday evening, was by all odds the most novel ever held by these organizations. It was a distinct departure from the old-style banquet program and was such a decided success that a similar plan will doubtless hereafter be followed.

In the first place the two associations had among the list of guests two of the greatest men of our day—Thomas A. Edison, the wizard of electrical invention, and Alexander Graham Bell, the man who gave the world a practical telephone. Marconi, undoubtedly one of the world's foremost scientific geniuses, the father of wireless telegraphy, was an invited guest and expected to be present, but was detained in Washington, where he was a witness before the Senate committee that is investigating the Titanic disaster.

## A WONDERFUL PROGRAM.

In the second place the program of entertainment included, in addition to the speeches delivered by Dr. Talcott Williams, dean of the Pulitzer College of Journalism; Dr. John H. Finley, president of the College of the City of New York, and Augustus Thomas, the playwright, an address over the long-distance telephone by President Taft, who was in Boston; a talk by Premier Borden of Canada, who was at Hot Springs, Va., and songs by prominent members of the musical companies now playing at the local theaters.

As far as is known, it was the first time that President Taft had spoken to such a gathering over the telephone, and it is said to be the first time that this wonderful method was used under such conditions. It was almost the same as if the President had spoken directly to each one of the 700 members and their guests. Although hundreds of miles away, the marvelous invention enabled the Chief Executive to speak so well that it seemed to everyone who listened that Mr. Taft was only a few blocks away. Aside from the honor and pleasure of hearing his address, it was a high compliment to the inventor, Alexander Graham Bell, who was present.

## TOASTMASTER MURDOCK.

Before the dinner, Toastmaster Congressman Victor Murdock, of the Wichita Eagle, told the members how they were to listen to the President. He explained there was a receiver under the table at each plate, and how each of the 700 receivers was connected with two wires leading over hundreds of miles of open country to the Arena, in Boston. A huge receiver, which was designed to carry sound back to the President, was indicated on the wall over the speakers' table. That the President heard the frequent applause and the laughter that his remarks inspired was indicated by the frequent pauses he made, just as he would have done had he been present at the dinner, so that his hearers would not miss the thread of his address.

It was the same when Premier R. L. Borden, the head of another nation on the north, spoke to the newspaper men from Hot Springs, Va. The wonderful invention held other attractions for the diners also. There were entertainers from places of amusement in the city who loaned their efforts to the festivities.

Louis Waller, the actor, 'phoned in, got everybody's ear and recited Kipling's "If." Al Jolson, of the Winter Gar-

den, sang a song over the wires, and later Jose Collins pleased with soprano ragtime.

The speakers who sat at the guests' table included Bruce Haldeman, president of the American Newspaper Publishers' Association and publisher of the Louisville Courier-Journal; Talcott Williams, Dean of the Pulitzer School of Journalism; President John H. Finley, of the City College, and Augustus Thomas, president of the American Dramatists' Club.

Others at the speakers' table were: Col. William Hester, of the Brooklyn Eagle; F. B. Jennings, general counsel of the Associate Press; Franklin L. Dyer, president of the National Photograph Co.; W. L. McLean, of the Philadelphia Evening Bulletin; Charles H. Wilson, general manager of the American Telegraph & Telephone Co.; Dr. Alexander Graham Bell, Frank B. Noyes, president of the Associated Press; Thomas A. Edison, Melville E. Stone, general manager of the Associated Press; Victor Lawson, publisher of the Chicago Daily News; Bishop Charles F. Burch, Frederick Roy Martin, of the Providence Journal; Conde Hamlin, of the New York Tribune; Herbert L. Bridgman, publisher of the Brooklyn Standard-Union; John M. Imrie and Arthur B. Smith.

The dinner was one of the best ever served to the newspaper men by the Waldorf. The menu was as follows:

	Clovises a l'estragon	
	Potage Westmoreland	
Sherry		
	Radis Olives Celeri Amandes Salees	
	Filet de Bass a la Mornay	
	Tomates farcies aux concombres	
Rhine Wine		
	Ris de veau, bayonnaise	
Burgundy		
	Medallion de filet de bœuf, sauce Colbert	
	Pommes de terre, l'alestine	
	Macedoine de legumes, sautes	
Champagne		
	Sorbet fantaisie	
	Pigeonneau de Philadelphia roti sur canape	
	Salade de laitue a la Russe	
	Mousse vanille et fraises, glace	
Petits fours		Fruits
	Cafe	

Toastmaster Murdock created a sensation when he proposed toasts to the men whose remarkable skill had enabled the members to hear the President and Premier speak to them over space—Thomas A. Edison and Alexander Graham Bell. Every one in the room responded with a will. Mr. Bell and Mr. Edison were much moved.

Every one of the addresses made to the newspaper men was declared to be the finest that the speaker had ever made. The one that seemed to impress the members most was that of Augustus Thomas, who spoke amid absolute quiet, which was contrary to the rule when some of the other speakers were talking.

The entertainment committee did not stop at creating unusual speeches and methods of delivering them.

At the conclusion of the speaking, as everyone was making ready to depart, the members were informed that some special amusement was about to be put on. This was a moving picture showing "How the Reporter Got a Job." It brought forth strenuous applause.

This story has been shown before in New York City, but many of the members saw it for the first time. It told of a young reporter looking for a job on a big city paper, and being turned down cold (as usual) by the inevitably busy and harassed city editor. This made everybody laugh, for most of them had been in one position or the other themselves. Continuing, the story tells of the young fellow discovering the plans of a gigantic bank robbery and of his being the first to get the "story." He rushes with it to the city editor, who turned him down; the paper scores a beat, and the lad gets the job.

After the dinner many of the members lingered to talk over the events of the evening, and it was not until the proverbial "small hours" that the gathering broke up. Altogether it was voted to be the "biggest" affair of its kind the newspaper men had ever had.

The dinner committee, of which Conde

Hamlin was chairman, covered itself with glory. The members received so many compliments that their chests looked like the breasts of pouter pigeons.

## SPEECHES BY TELEPHONE.

## President Taft and Premier Borden of Canada Talk to Guests.

When the guests had placed their telephone receivers to their ears, they heard Premier Borden speaking to them from Hot Springs, Va. His voice could be heard with remarkable distinctness. He said:

"At the conclusion of a delightful holiday among the picturesque and sunny hills of Virginia, I esteem it not only a pleasure, but a privilege to address this distinguished gathering. That I am enabled to do so at this great distance is a striking example of the wonderful triumphs over time and space which have been achieved by human ingenuity and skill within the past quarter of a century.

"During that time the development and progress in all things material have been infinitely greater than those which have been attained in any corresponding period of recorded human history. It must be admitted also that the average standard of living among the great mass of the people has greatly advanced during the same period, and that the reasonable comforts of life are enjoyed more widely than ever before.

"But the vast increase of wealth has been attended with an enormous and alarming inequality in its distribution. It cannot be denied that this inequality is attended with a certain danger, or even menace, to the existence of democratic institutions in their present form. Equality of result can never be expected or attained under an individualistic system of national organization, inasmuch as men differ widely in their energies and capacities. But no democracy is built up on an enduring foundation if it fails to endow its citizens with equality of opportunity so far as that may be humanly possible.

## DEMOCRACY SLOW TO LEARN.

"The modern democracy is learning this lesson slowly and painfully. I do not doubt that in the end it will be learned thoroughly. Otherwise I would have little faith in the permanence of existing systems of government in the English-speaking world, but no nation, however advanced in its industrialism or powerful in its accumulated wealth, can long survive the shock of time except through the strength derived from the character of its people. That strength must assuredly be based upon faith and upon ideals. How often does the voice of idealism make itself heard above the roar of the market place on this great western continent? Can faith endure in that stifling atmosphere?

"Gentlemen, if there be anything of truth in what I have urged it touches none of us more vitally than yourselves. You are the Fourth Estate. You should be the bulwark of democratic idealism. Honest and high-minded publicity is the most faithful friend of good government, and there can be no effective public opinion on a great continent like this without the aid of a powerful, independent and uncorrupted press.

## WEIGHTY RESPONSIBILITIES.

"To those who doubted of the future there came the tidings not many days ago of manhood that failed not in the supreme test of heroism, that endured the last agony with a smile, and of love that triumphed over death. Tidings of infinite sadness, but yet of high hope.

"Speaking to the press of both countries may I express my firm conviction that upon you depends in large measure the continued existence and strength of the happy relations which prevail between this great Republic and the Empire to which Canada owns a proud allegiance. Within a few years these kindred nations will fitly celebrate a century of peace. Let it be our hope and our prayer that in all the glorious years to come our only contest shall lie in a gen-



NAT C. WRIGHT,

WHO OCCUPY A UNIQUE POSITION IN AMERICAN JOURNALISM—MANAGING THREE SUCCESSFUL OHIO DAILIES, CLEVELAND NEWS, LEADER AND TOLEDO BLADE.



HARRY S. THALHEIMER,

erous emulation to attain the highest standards of civilization and the noblest ideals of democracy."

PRESIDENT TAFT'S SPEECH.

President Taft may have had a strenuous day of it attacking the Colonel in the Bay State, but he seemed in fine mood and in his brightest humor as he twitted the newspaper men over the telephone from the safe distance of Boston.

"Hello! Hello!" he boomed into the ears of the 500 diners amid an utter silence of the Waldorf ballroom. "D' y' hear? D' y' get me? Are you there?"

They were; and they told the President so in thunders of applause, duly and instantly transmitted to Boston. The President chuckled like a big boy enjoying a new game. Then he talked his speech into the weirdly unresponsive telephone transmitter in the Bean City, talking for the most part in a loud, laughing voice, less like the President of the United States than like one Bill, cheerfully shouting after one Teddy, after tossing him across a creek in a glorious fishing expedition that ended in a fight. Time and again he had to stop, as loud laughter and applause from the Waldorf tables reached his ear in Boston.

WISHES HE COULD BE PRESENT.

This is what he said:

"The committee representing your two associations seems to be dreadfully afraid that there is one banquet in New York out of 100,000 I have attended which I shall miss, and it is attempting to break the blow to you and to me by giving me an opportunity to speak to you by long-distance telephone from the home of the sacred cod, and to convey to you my deepest regret that I am prevented from being with you to enjoy the substantial part of the feast.

"I have been detained in Boston by an exigency which I shall be glad to explain to you confidentially, but, as the wires leak, I shall keep it to myself until I can safely communicate it to you in the bonds of confidence.

DON'T WANT BOOM TO EXPLODE.

"I shall not weight my message to you with an expression of my respect for the concentrated power in this country that you gentlemen represent. The safety of the countries lies in the fact that you neutralize each other, and in the growing conviction of the country that the truth is not in you, but that it lies between you. I am not thereby consigning you all to an Ananias Club, however strong your desire for close association under some banner, but I am explaining to you how each one of you saves the country from the rest.

"I shall stop now, in order to avoid any fancied explosion of my boom, for I wish to give no one of my supporters any excuse for treating me as a dissolving view and kissing me farewell with sweet compliment.

"My dear fellow-craftsmen, engaged with me in uplifting society at so much per, good night; pax vobiscum."

THE FLOOD OF ORATORY.

Trio of Noted Speakers Intersperse Seriousness with Wit and Humor.

Dr. John H. Finley, when introduced, spoke in part as follows:

Mr. Toastmaster, Ladies and Gentlemen: The gentleman from Kansas has simulated a long acquaintance with the speaker, but I assure you that he has got all the information which he gave in such an eloquent strain from Melville E. Stone after arriving at this place. I congratulate him on his powers of extemporaneous speech. The truth is that the only popularity that I ever enjoyed was out in the Middle West. I had a certain fame there due to the fact that I was not as old as I am now, and one day a Baptist minister to whom I was presented expressed some surprise that one of my years should be president of a college. (That was twenty-five years ago.) And then he said, in a soliloquizing way:

"Well, well, I too started early in life; I, too, was greatly blessed of the Lord, and much in the papers."

Mr. Noyes's paper out there at one time had my obituary—editorial obituary; and I read that over with a great deal of pleasure. He said that this young man would probably have amounted to something in the world, except for his untimely death." (Laughter.) They never made any correction in the paper, so far as I know.

Out in Mr. Murdock's country they have forgotten that I ever lived; they think that I am dead; and down here they don't know that I have ever been alive. (Laughter.)

ASPIRED TO BE A JOURNALIST.

My personal biography, I know, is of no concern even to this gentleman from Kansas. It is of no concern to you, except as a prospective obituary item. And yet, gentlemen, I cannot resist the temptation to ingratiate myself in your unacademic sympathies by telling you that for thirty-five years, barring a short period of purposeless infancy, I aspired to be a journalist. (Laughter.) And if the co-educational school of journalism, headed by that distinguished journalist, Talcott Williams, had only been open to me, I might have entered and persisted in your high profession, despite a providence which seems to be guarding it from additional mediocrity. I assure you—I suppose you know what this means; Mr. Murdock does, I am sure—I assure you that the smell of fresh ink and of the benzine can—do you know what that is?—is much more grateful to my nostrils than a course in aesthetics, and I hope that Mr. Williams will sprinkle a little of that aroma of benzine over the laboratory of his curriculum, in order that he may have some of that atmosphere which he desires. (Applause.)

When I was studying Greek by day, and sticking type by night, the first composition that I ever set up, as I remember, was a home-made translation

of Prometheus Bound. Some of you, perhaps, do not know what that is. I hope that Mr. Williams will include that in his curriculum, because an editor would get a great deal of comfort from reading of the sufferings of Prometheus. But the second thing that I set up—and this corresponds to those special courses, the higher courses, that Mr. Williams has spoken about—was another classic thing, it was Bill Nye's account of starting the Laramie Boomerang, out in Laramie, Wyoming, and I remember very distinctly the length of that editorial, because I set it up, and it was indelibly impressed upon my memory. He said, among other things—this was in the loft of a livery stable in Laramie—"You could either take the front stairs or twist the tail of the old gray mule and take the elevator." (Laughter.) I hope, Mr. Williams, you did not include that as one of your prescribed readings. (Laughter.)

A JOURNALISTIC SHOCK.

Well, I longed to be an editor—a country editor. I had no higher aspirations then. I never had had any metropolitan experience. I had no "outlook" upon life. But my fate was otherwise. I had a double Promethean task, for my vitals were taken out twice a day, with the result that the next day I seldom had any vitals left for the purposes of extraction.

Before I quit my elementary school of journalism I must refer to one shock I had. At my side at the case was a man who thought he ought to graduate from that school. He was mature of years; he had a growing family, the father of a number of growing children, and of other progressive ideas. (Laughter.) So he went across the street and started a paper. I have forgotten what the title of the paper was, but I remember the legend. It was: "Let Justice Be Done, Though the Heavens Fall." Well, the heavens fell before he got out the second edition of that paper. If Mr. Will-

(Continued on page 4.)

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### ADVERTISING RATES:

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New York, Saturday, April 27, 1912

We take pleasure in presenting our readers in the extra edition of THE EDITOR AND PUBLISHER a report of the last two days' proceedings of the American Newspaper Publishers' Association Convention, and of the joint dinner of that organization and the Associated Press on Thursday evening.

Taken in connection with the sixty-page regular edition published earlier in the week, our readers now have in their hands the most complete account of the two conventions ever published by a trade or daily newspaper.

While the expense involved in the publication of these editions has been unusually large, we are convinced, from the numerous expressions of appreciation conveyed to the members of the staff, that it is money well invested. The publishers and editors who have thronged the corridors of the Waldorf-Astoria during the week are the most critical body of men in the world, and their approval of the enterprise of THE EDITOR AND PUBLISHER in furnishing them with full reports of the several sessions and the banquets of the week confirm our faith in them and prove our contention that they are not lacking in appreciation of what is done for them and will liberally support a publication in this field run on straight, clean lines and measuring up somewhat to its opportunities.

We desire to extend our heartfelt thanks to all—advertisers, editors and others—who in any way contributed to the success of these editions.

## ORATORY BY WIRE.

(Continued from page 3.)

ians' school of journalism is well established there will be fewer startings of new papers, and there will be fewer callings of justice, and there will be fewer fallings of the heavens. (Applause.)

Now, gentlemen, I hope you will not insist upon knowing what the destination of my few remarks may be. Mr. Stone wanted to know, and I could not conscientiously tell him. I hope you will not be as persistent as that policeman was down in Rahway, as reported by the Associated Press, who stopped me one night on my midnight walk, and wanted to know where I was coming from and whither I was going. I have a sus-

picion that he was the editor of a local paper in disguise, out after some news with which to fill his columns. I should be a sunburned if I had to tell you where I was going, for I am not clear. We are going out into the darkness, as I went that night, toward Metuchen and past Menlo Park to New Brunswick, etc., and I have a suspicion—and I don't blame you for having it, after what you have heard—I have a suspicion that you think there are a great many common places along the way; but, gentlemen, we are going out into the darkness, deep, and the mystery that hangs over it—a Scotch mist, as it were, hung over the landscape that night.

What is uppermost in my mind is this, that: what the Hebrew Psalmist said three thousand years ago the scientist is saying to-day, is saying not of the heavens, but of those waves of ether that give us the heavens—"Day unto day uttereth speech, and night unto night showeth knowledge. There is no speech nor language where their voice is not heard." Or, as the revised version has it, "There is no speech nor language. Their voice is not heard." "Their lives have gone out in all the earth, and their words unto the ends of the world."

### OUR KNOWLEDGE OF THE UNIVERSE.

About all that we know concerning this great mysterious universe in which we live is communicated to us by these waves of ether that beat ceaselessly upon these transmitters and receivers which we call our bodies, light, heat, color, sound, even perfumes are but different forms of motion, I am told. When the Almighty said, "Let there be light," He but started vibration at the rate of 186,000 a second, and then He made this receiver, so that when the waves of light were long or short one would see red or green or violet, and the sounds of the voice of the grasshopper out in the State of Kansas, or of Caruso singing in the Metropolitan Opera House are only waves, waves, and the smell of garlic or the aroma of the violet are only, after all, different in the length of the waves. Everything that has existed in the human experience is recorded in this great ocean of ether, since the first wail of the paleolithic child and the first after-dinner grunt of paleolithic man, down to the last utterance of Speaker Murdock's candidate for the presidency. They are all in the air. I heard Justice Anderson say once if we only had an instrument delicate enough, sensitive enough to record these vibrations that were in the air we should hear the prayer of Columbus out upon the ocean, we should hear the splash of the oars of Marquette and L'oliet in the Western waters. Perhaps Mr. Edison some day will invent such an instrument. Perhaps he will become an ethereal archeologist, and will uncover these waves that have been lost, even as we uncover the buried cities; so that we shall know in time, so that we shall hear in time the vibrations of the voice of Beatrice. We shall know the color of the eyes of Cleopatra. We shall know the fragrance of the flowers that blossomed in the Garden of Eden. But whether we are able to bring these things all back from the past or not, certain it is that we are making the vibrations of the present more effective to the people who live to-day, and we are conserving them for the future.

### ADDRESS OF AUGUSTUS THOMAS.

Mr. Augustus Thomas spoke in part as follows:

I have a claim upon your attention because I have also been a newspaper man. I am reformed, but I was a newspaper man once, as he was, and once is not often. Talcott Williams says that many are called but few are chosen. While I was on a newspaper I was called constantly. I was called by the city editor for every item I brought in—called hard. When the Canadian Premier, Mr. Borden was giving us his condensed milk of human kindness from Hot Springs (laughter) he talked of some trouble that was before us because of the unequal distribution of wealth, and also of the inequalities of opportunity in the country.

### TROUBLE IN THE UNIVERSE.

There seems to be something the matter, but I am going to speak optimistically of it, and not discouragingly, because I find that one of the most hopeful and helpful things about any situation is to have something the matter with it. I belong to a business that is constantly in need of uplifting; that is, the theater, and I have been forced to study the difficulties in the playhouse, and I have found that there has always been something the matter with the drama.

### SOMETHING THE MATTER WITH THEATER.

There was something the matter with it in prehistoric and legendary times, when they caught the first goat to put him on he altar and have the song that made that tragedy. There was something the matter with the theater when Aristophanes began to write of men instead of gods. There was something the matter with the theater when Roscius elected to wear a mask in Rome in order to hide his squint. There was something wrong with the theater when the Italians introduced pantomime.

There was trouble in the theater when the priests wrote the plays and played them in the churchyard. There was trouble in the theater in the times of the Moralities, when the men were strolling players. There was trouble with the theater when Shakespeare was holding horses at the stage door. There was trouble during the Reformation. There was trouble in the Restoration. There was trouble with the theater when Scribe was making his revolt against classicism. There was trouble with the theater in the Victorian period.

There was trouble with it when Dumas was writing his inventive dramas. There was trouble when Pinero was founding the modern English plays. There was trouble when Belasco and DeMille were writing their disjointed interest and comedies in the same play. And there is trouble now with the theater when Broadhurst and Klein are dramatizing the newspaper. And there will always be trouble with the theater.

And notwithstanding the presence of Dr. Finley here there has always been trouble with the church. There was trouble with the church when Isis was grieving for Osiris. There was trouble with the church when Moses with his whiskers was fetching a grave decalogue down the sides of Sinai. There was trouble with the church when from the hand of Jove were falling his malignant shafts. There was trouble with the church when that carpenter dwelling at Capernaum was speaking at the little meeting houses as one having authority. There was trouble with the church when Constantine was calling the Council of N. ce. There was trouble with the church when Luther was nailing his protest on the door at Wittenberg.

### TROUBLE IN THE CHURCH.

There was trouble with the church when Cromwell was criticizing the Stuarts. There was trouble in the church when Calvin was discovering Infant Damnation, and when John Wesley was proclaiming salvation by faith. There was trouble in the church when Newman was leaving the Oxford movement and going to be a cardinal. There was trouble in the church when Henry Ward Beecher was trusting to eloquence to move his people.

There was trouble with the church when Freeborn Garrison was stumping through Pennsylvania. There was trouble with the church when Moody and Sankey were rev'ing things, and when Mrs. Eddy was writing the Key to the Scriptures. And there is trouble with the church now that Rockefeller's minister has gone out to California. And, thank God, there will always be trouble with the church just as there has always been trouble with the Government. If it were not for the ladies here I would say that there was trouble with the Government when Eve was looking for fig leaves.

There was trouble with the Government when Pharaoh was chasing his progressive minority across the Red Sea. (Laughter.) There was trouble with

the Government when Pericles was making a democracy of Athens. There was trouble with the Government when Caesar, after the battle of Pharsalia was walking with young Brutus, trying to persuade him that it was better to be the illegitimate son of an emperor than the ally of Pompey.

There was trouble with the Government when Charlemagne was rewriting Europe, and when Tamerlane was threatening the borders of Christianity. There was trouble with the Government when Stuart, Charles I., was leading his pike-men into Parliament, and more trouble when he was standing on the scaffold of Whitehall. There was trouble when Marie Antoinette was riding to the Place de la Concorde.

There was trouble when Burke was appealing for the colonies. There was trouble with the Government when Marshal Ney was throwing the eagles of France in front of the returned exile from Elba. There was trouble with the Government when Aaron Burr was dreaming of Mexico and empire. There was trouble with the Government when Andrew Jackson was behind the smoke-browned cotton bales of New Orleans, and there was trouble with the Government when Abraham Lincoln, upon his immortal parchment, was invoking the blessing of Almighty God and the considerate judgment of mankind.

### SHOPPING WOMEN ELECTED CLEVELAND.

There was trouble with the Government when the shopping women were electing Grover Cleveland. There was trouble with the Government when William Howard Taft was "signing" the best tariff bill ever written. (Laughter.) There was trouble with the Government during the presidential primaries in Illinois a week ago. And there will be more trouble with the Government, thank God, after next November.

I have a friend who is a playwright and a philosopher. More a philosopher than a playwright, and more a friend than either. (Laughter.) His health suffered a year or two ago, and his doctor sent him to Florida. He took an interest in shells and began to collect them. It is not important, but he has the finest private collection of shells in the world.

But he showed me how those little mollusc began, how in a little shell finer than the smallest little finger nail that is covered with the touch of kid here tonight, they began, and then it grew out, and in the larger convolution that little mollusc builds another shell, and moves in, and it occurred to me that there was the trouble with the shellfish. The trouble was that they were always outgrowing the old shell, and then I thought that might be the trouble with the theater and with the church, and with the Government.

The trouble being that we are always mistaking the shell for the fish; always mistaking the material for the spirit that is working through it; always mistaking the Waldorf for something bigger than the architect who conceived it; always mistaking capital, which is dead shell, around the working spirit, as something bigger than the spirit that is working through all the material manifest.

And then it occurred to me that this divine and all-comprehensive spirit was working through these material things that we see, weaving in the loom of time always its incomprehensible design with shuttles that move faster always; sometimes using a comet, sometimes a war; sometimes a pestilence, sometimes the explosive brain of an anarchist, and sometimes only a city editor; but working, working with ever-increasing motion, until now, with the multiplicity of these wonderful inventions that are represented here by the great brains that gave them birth, we are moving with a rapidity that is not to be comprehended until this pachydermous country of ours, a sleeping elephant, has been suddenly galvanized with the activity of a mongOOSE.

The address of Dr. Talcott Williams will be found on page 7.



ANNUAL DINNER OF AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION AND ASSOCIATED PRESS, WALDORF-ASTORIA HOTEL, APRIL 25, 1912.

## Popular 61st Street Food Dealers



G. SCHAEFER, 3840 Cottage Grove Ave.

If there's any one song sweet to the ears of that well-known food merchant, Mr. G. Schaefer, it's the old-time one that runs: "With his children on his knee, he's as happy as can be," etc., etc. That in a nutshell tells of his "after hours" diversion. During business hours he and his clerks are busy selling such foods of real merit as Majestic Hams and Bacon.



L. HAIMAN, 356 E. 61st St.

Storekeepers of Mr. Haiman's type and disposition are bound to be successful, and if you doubt his success step into his store most any time and see the courteous treatment accorded you. Good goods and pleasant attention have been the keynote of his success, though perhaps his mascot—a tame duck—has helped him some. If Sulzberger's Hams and Bacon were not the best you could not buy them at his store.



C. V. SCHNEIDER, 119 E. 55th St.

"On the Boulevard is the location for me," says Mr. Schneider, and his market shows how well he has carried out his idea of what a Boulevard market should be. The fact that he strongly recommends Majestic Hams and Bacon also shows he knows what is best and that he wants his patrons to be able to get the best at his store. He is frequently seen off and on the Boulevard behind his little trotter.

These men are the type of storekeepers who build up their business by selling *only* such foods as they can honestly recommend. Ask them if they know of anything that will make a more delicious Easter Breakfast than—

## Sulzberger's Majestic Hams & Bacon

These matchless products of the Packer's Art cost the dealer more, but he is willing to pay more to better satisfy his customers.

It is much more economical and satisfactory to buy a whole ham or a strip of bacon at a time. **Try it this Easter.**

You can also get Majestic Hams and Bacons from the following dealers.

*Watch for their pictures.*

C. W. Schneider, 119 E. 55th St.

M Stein, 222 E. 58th St.

J. E. Evans, 1003 E. 61st St.

Wm Kohl, 6105 Ellis Ave.

A. Bobbs, 1145 E. 43rd St.

A. R. Peart, Mgr. M. L. Mitchell's

Market, 6041 Washington Av.

A. Christensen, 1037 E. 43rd St.

O. M. Richards, 457 E. 43rd St.

G. W. Seichrest, 131 E. 47th St.

P. H. Houy, 47th and Prairie Av.

C. Hofschneider, 326 E. 47th St.

Fred. Hess, 1459 E. 55th St.

T. Edwards, 5510 Jefferson Av.

H. T. McGuire, 1359 E. 63rd St.



## Sulzberger & Sons Company

## Hands Off!—

**D**ON'T steal this plan of advertising. It is mine. I devised it and I want to preserve it for the exclusive use of my clients—*Sulzberger & Sons Company*. It is now accomplishing wonderful results in Chicago and I intend to extend it to every city in the United States. I have remained silent while my Underroof Whisky and Budweiser Beer baseball cartoons were ruthlessly "swiped," but I will not permit this idea to be purloined by unscrupulous advertising agents. The time has arrived for creators of original advertising plans to defend themselves against all advertising "jackals." There are scores of them in existence. If either of them should be stricken with a new thought he would spin around like a top and drop dead of vertigo. Those who are incapable of original conception should get out of the advertising business. I mean every word I have said and will spend money to protect this highly successful plan for selling merchandise by newspaper advertising.

## WILL H. DILG

Advertising Agency, Examiner Building, Chicago

## OUTLINE OF THE JOURNALISM COURSE.

### DR. TALCOTT WILLIAMS, DEAN OF THE PULITZER SCHOOL, TELLS WHAT HE HOPES IT WILL ACCOMPLISH FOR YOUNG MEN.

Dr. Talcott Williams, director of the School of Journalism in Columbia University, at the dinner of the Associated Press and A. N. P. A., April 25, said:

A school of journalism can no more make journalists than a school of law can make lawyers or medical school physicians. The utmost which any professional school in these vocations can do is to provide the knowledge and the training, which, if a man have ability, will enable him to become a lawyer, a physician or a journalist.

But the reason why this calling—to which many are called but few are chosen—is the last to receive academic recognition is because, as each of us is aware in his own experience and as seen from his own observation, in journalism a special aptitude is needed or even moderate success is impracticable. For journalism is an art, the art of mirroring the process and progress of society for a day and painting it upon the broad canvas of the daily newspaper, and of echoing the will, the desire, the utterance, the inspiration and the command of the great mass. One in our daily tasks we call the nose for news, and the other editorial power, presence and capacity.

#### FOR MEN OF SPECIAL TALENT.

If it has been difficult to provide training for journalism, it is because in all the arts the universities find it difficult to furnish a training which shall not blight genius and shall quicken talent. The man with this special aptitude for journalism will rise in it as did Joseph Pulitzer, without education, without academic acquirements, with only a genius for journalism. I first saw him in 1876, in Washington, myself fresh from college, and the one thing which struck me in one talk and another in the heaped hazards of the electoral count was his desire to read, to know, to understand that share of the knowledge of books which had been closed to him.

Two years later, I am told, he began the systematic reading of economics, of political science, in the effort to retrieve the deficiencies which he bitterly regretted. The School of Journalism in Columbia University is the monument of his own desire to furnish to others what he lacked and to give to those who were to enter the calling in which he struggled the knowledge which he felt indispensable to the service of the public.

#### TWENTY SCHOOLS OF JOURNALISM.

There have been many efforts to provide training for journalism. There are more than twenty colleges and universities which furnish courses, some in writing for journalism, some in the effort to imitate or furnish its practical task, and in one instance, in the University of Missouri, a daily newspaper, such as naturally is issued in a town of ten thousand or so, is published by a school of journalism which has a two-year course.

But it was Mr. Pulitzer's purpose and the trust which Columbia University accepted to create a school which should combine rigorous academic training and full academic knowledge with practical discipline in the art of journalism. The advisory board which he named, many of whom are here to-night, felt that the publication of a newspaper was unwise, and each of you is aware that no such newspaper could be anything but an artificial imitation of the real conditions of a daily newspaper.

#### STUDENTS SHOULD START EARLY.

The problem which must be solved is to unite these two diverse needs, the training of the book and the practice of the reporter, the knowledge the journalist needs—for of all men he must be a full man—and the capacity to express and to feel the sweep and tide of the public, which is indispensable to the journalist. The school wisely, under Mr. Pulitzer's limitation, takes its students from the high school. Every one of us knows that in this art—a poor art it may be, but still our own—every year

in which entrance on our task is deferred deprives us of that instant apprehension of the immediate which is the essence of journalism. It is true of all the arts that the earlier a man enters them the better for his success.

In four years, therefore, taking a student from the high school, a boy must be given those studies which fit for knowledge of the working of society and be trained and practiced in the task, the prodigious task, of writing. The college course is valuable to journalism, and every year sees more college men in journalism, but the ordinary college course, if it is to fit a man for journalism, must be adjusted to the special needs of the journalist.

#### FRENCH AND GERMAN ESSENTIAL.

French and German, Mr. Pulitzer pointed out, are essential to the full comprehension of the world's affairs, but, in the School of Journalism, French and German will be studied in the daily newspapers of France and Germany. The student as he reads will add to his knowledge of the social structure and the political movement of Europe. The course in the political parties of the United States which he takes will be studied as far as possible in the newspapers of the period.

He will learn his history as far as may be in the editorials of Greeley and of Prentiss, and the pages of daily, weekly and monthly periodicals will give him his contemporaneous view of political conflicts. When he studies the history of the nineteenth century, patient effort will be made to bring him in contact with what was then news and is now history.

#### ADJUSTED TO SPECIAL NEEDS.

Each course that he takes is to be adjusted to his special needs. As Brougham said of the journalist, he needs to know something of everything and everything of journalism. So there will be a general course in science aiming to give him the keys of knowledge and of general principles.

If he takes a course in philosophy it will pay special attention to the psychology of the crowd. When he takes up law, it will be to be schooled in the constitutional decisions which perpetually constitute news, to learn clearly the line of separation between Federal and State governments and to be thoroughly grounded in the law of libel. He needs to study administrative law in direct contact with the working of a city.

He belongs to the only calling which goes to church as a matter of business, and he is the only layman who is seen at a ministers' meeting. A course of lectures will attempt the difficult task with which every city editor is struggling, of turning out men who when they are reporters will know the difference between the churches they report and will recognize at sight the different brands of bishops.

#### MUST BE ABLE TO WRITE.

But while all these are useful, they are worthless unless the journalist has learned the only trade in which he must succeed in order to be a journalist—the trade of the writer. The first of the four years' course is a college year. In the second and third he will be schooled in what might be called the office side of our writing, in the articles which can be done in an office and library, the special article, the personal sketch, the obituary, the book review, and at the end the editorial.

At this stage he writes to space, but not to time. Correction will be continuous. Prodigious care will be insisted upon. Every effort will be made to secure a lucid and accurate expression, for, as Doctor Eliot, the president of Harvard, said when he was consulted about this very school, the great object of journalism is to find facts, to know them when they are seen, and to describe

them with accuracy. The crown of dignity of journalism is that for every one of us it is a perpetual effort in the inaccuracies of the world about us to study, with accuracy, the true history of the world over the brief day in which we write.

#### BEGINNING OF REPORTING.

Having learned facility in the third year he begins the work of reporting, and he is to do this under the guidance of men who are at the night desk and the city desk of daily newspapers for our calling changes with every year. Its technique, its heads, its methods, its interests alter with the moving tides of the many which rise and fall under passing influence, now ebbing in sorrow over a great disaster and now rising in triumph over a national achievement.

These men, who give an hour of their leisure in the afternoon of three or four days in the week and who come up from the newspaper offices of this city, will take the student in his third year and will select from the assignments of the day, the more important ones being telephoned to the school, those which a man can do whose work is not to take shape in the columns of a daily newspaper.

#### EVENTS TO BE COVERED.

There are assignments on which it would be idle to send a man, but a great pageant like that when Kearney was buried, a heart story, like the one when a musician was discovered to have kept under his care for eighteen years an insane woman, or the scene at the landing of the survivors from the *Titanic*, could all be written as tasks.

On an occasion like that when every newspaper office finds its resources strained, the better trained men of the school of journalism will be able to pass a brief day in working under the orders of the city room. Their reports, once made, will be compared the next day with the reports which have appeared in every morning newspaper on the same topic. They will receive, what cannot be given in the average newspaper office, close and diligent scrutiny, careful suggestion and comparison.

#### VACATION WORK IN OFFICES.

Using the surging events of a great city like this, where they can be used to train a man's observation, to quicken his feeling, and to sharpen and focalize his capacity for expression, I believe it is possible to make of this city a vast laboratory in which men learn before they enter an office what this great seething mass is. In the vacation between the third and fourth years—and here I appeal to each of you—we shall want newspapers to accept a man who comes for a few weeks in the office. Pay him or not, as you please. He will learn more sitting around a city room than he will ever learn anywhere else.

If he cannot make an impression on the office in the course of that eight or ten weeks which makes the city editor feel that he is coming a year later, he has missed his calling. Enough newspapers have already agreed to take men on this basis to make it certain that the school can place all its third year class in some newspaper office here or elsewhere. It would be of inestimable advantage, as you know, to give a man who has lived in New York eight or ten weeks on a Chicago newspaper, or the reverse for a man who has lived in Chicago.

#### LAST YEAR'S WORK.

When a student comes back from this office experience to the fourth year, he finds one-half his time given in the last year to reporting to special writing, to criticism of play and picture gallery, and the other half to sitting down again with the man who is spending the night in editing the news of the day, and being out through all the various ways in which a journalist at the copy desk learns how to make a rough piece of copy letter perfect. This task is to be urged and insisted upon at every stage.

The very answers which are written to academic examinations are to be tested and judged by their clarity as writing as well as for their mere accuracy in answering questions. In these two last years the time limit is to be inexorably insisted upon, and the man who is five minutes late with his copy made to feel that he has lost all his toil.

#### TEACHING BY COMPARISON.

There will be a group of clergymen, leading men in this city, whose sermons will be reported, whose manuscripts will be at the service of the school on Monday morning, and the reports made by the student will be compared with the manuscript and he will learn the lesson in accuracy when he comes to condense the spoken word. Lectures and public meetings, civic pageants, municipal reports, the various catastrophes of a city will all be seen by him and written with the knowledge that all is to be corrected and compared.

This work of combining academic studies and newspaper training would be impossible except in a city like New York, which has in Columbia a great university highly organized, practical, efficient, treating the work of learning as the most serious and inspiring of all tasks, under the inspiring leadership of President Butler, who looks on this as the foremost of tasks in education, and a great city furnishing in a year every possible order and kind of news, a mere knowledge of which will be of priceless importance to the journalist who enters the newspaper calling in other cities.

#### DR. WILLIAMS' APPEAL.

I have briefly sketched the most difficult of tasks. Of its difficulties you know better than any other audience that could be gathered on this continent, and you know better, too, the necessity of adjusting the training which I have sketched. Let me ask of you on behalf of this school your criticism, your sympathy, your appreciation, and above all, opportunity for its students, first, in the vocation of which I have spoken and next, when they are through their four years' work.

For if this work be successful, if out of these studies in close touch with the newspapers of the past, there is kindled in the mind of the newspaper man a sense of the importance of journalism in the light of history, if he is bred to habits of precision, of clarity, of direct expression, and above all, of accuracy, if the course in the history and conditions of journalism, which I have the honor to offer, is given a sense of the touch of the elbow with the great in our calling who in the past have awakened nations, have quickened revolutions, have carried great reforms and have been the mouthpieces of majestic utterances of a great and free people, I believe that the young student will go out ready to become a journalist, aware that he enters on the most difficult, the most arduous, but the most interesting, the most important and the most inspiring of tasks given to the minds, and still more, to the hearts of thinking men.

#### COL. MANN PAYS THAYER.

#### Settles for \$150,000 in Cash and Securities in Suit.

The suit brought by John Adams Thayer, owner of \$30,000 of the \$50,000 of the preferred stock of the Ess and Ess Publishing Co., against Col. William d'Alton Mann, has been discontinued on the application of both parties to Supreme Court Justice Erlanger.

In his suit Mr. Thayer alleged that money had been diverted from the treasury of the Town Topics company in fourteen years during which time no dividends were paid on the stock now owned by Thayer but until recently the property of Thomas W. Lawson.

Representatives for Mr. Thayer said that the case was settled upon the payment by Col. Mann of \$150,000 in cash and securities, forming a part of the \$30,000 in cash, \$30,000 in notes and \$200,000 in bonds which Thayer gave for the Smart Set.

# A Record of Achievement

Newspapers that play fair with readers and advertisers alike are sure to win success. New York's best evening publication has proved this, and no man interested in advertising should be too busy to hear the story.

## A Policy of Fair Dealing

Just two years ago, in April, 1910, THE NEW YORK GLOBE reached two important conclusions as to its future policy.

It decided, in the first place, to put the selling of advertising space on a strict commodity basis, that is, to sell a definite amount of proven circulation for a definite amount of money. It decided, furthermore, to reach out for more of the right kind of circulation, and to get this circulation, not by indulging in premium schemes and the like, but by printing a newspaper that would grow better and more interesting each day.

During the two years just ended, THE GLOBE, in line with its policy of selling space like any other commodity, has twice submitted its circulation records to examination by the Association of American Advertisers and once by N. W. Ayer & Son. To-day it is the only New York newspaper that holds certificates from both these organizations, and it is the only newspaper, morning or evening, with one exception (*The World*) that sells its space to advertisers on the basis of net paid circulation—meaning actually sold for cash.

The most important thing THE GLOBE did in the two years, looking toward the improvement of its columns, was the part it took in organizing the Associated Newspapers. In this organization THE GLOBE is affiliated with strong evening publications like the *Chicago Daily News*, the *Kansas City Star*, the *Philadelphia Bulletin*, the *Boston Globe*, and sixteen other papers of this character, for the purpose of buying stories, "comics," and feature matter that no other newspaper in this community can touch. That this move for betterment was a good one is shown conclusively by the remarkable increase in THE GLOBE'S circulation, as demonstrated by the figures which we take pleasure in presenting herewith.

### Gross Circulation Figures for Two Years

We have said before that THE GLOBE sells its advertising space strictly on the basis of net cash circulation. In New York proven circulation figures of any kind are rare. It is next to impossible to get an accurate statement of any kind from a great many local newspapers. When these statements are forthcoming at all they invariably deal with gross circulation, that is, the number of newspapers actually printed, and not net paid circulation, or the number of newspapers actually sold.

In view of this, and to enable advertisers to gauge the advertising value of THE GLOBE in comparison with newspapers that furnish only gross circulation figures, and to emphasize further the importance of THE GLOBE'S position in counting as circulation only newspapers actually sold for cash, we submit the following tables, showing the gross circulation of THE GLOBE for the two years, April 1, 1910, to April 1, 1912.

Average Gross Circulation.		Average Gross Circulation.	
April, 1910	124,582	April, 1911	141,405
May, "	138,436	May, "	145,371
June, "	137,271	June, "	148,863
July, "	134,309	July, "	140,338
August, "	141,084	August, "	146,234
September, "	133,735	September, "	169,952
October, "	141,913	October, "	188,159
November, "	132,231	November, "	155,969
December, "	127,532	December, "	151,896
January, 1911	122,684	January, 1912	139,959
February, "	123,758	February, "	139,606
March, "	128,490	March, "	143,709
Daily Average for the year, April 1, 1910, to April 1, 1911		Daily Average for the year, April 1, 1911, to April 1, 1912	
132,169		150,955	
Daily average gain in gross circulation for the year 1911-1912 over the year 1910-1911			
18,786			

THE GLOBE is New York's most interesting evening newspaper. It has and proves the largest quantity of the best quality circulation in its field.



73 Dey Street

NEW YORK

12 W. 31st Street

### Net Cash Circulation—the Kind THE GLOBE Sells

We submit in connection with the gross figures, tables showing the net cash circulation of THE GLOBE for the two years referred to. Or this point we might say that these figures are lower than those shown in the certificates of the Association of American Advertisers and N. W. Ayer & Son, for the reason that both these concerns concede that a certain amount of free circulation is of value to advertisers. THE GLOBE, however, goes further than this, and the following figures, which represent all that it counts as circulation, show only actual sales of newspapers for cash, after there have been deducted all returned, unsold, spoiled, office or free copies. It is on this net cash basis only that THE GLOBE sells its circulation.

Average Net Sale.		Average Net Sale.	
April, 1910	101,586	April, 1911	104,869
May, "	110,364	May, "	113,715
June, "	109,106	June, "	115,598
July, "	108,383	July, "	109,372
August, "	107,516	August, "	115,939
September, "	102,330	September, "	135,988
October, "	107,024	October, "	144,997
November, "	97,905	November, "	120,574
December, "	94,048	December, "	121,123
January, 1911	96,102	January, 1912	113,584
February, "	94,001	February, "	114,163
March, "	97,040	March, "	117,376
Daily Average for the year, April 1, 1910, to April 1, 1911		Daily Average for the year, April 1, 1911, to April 1, 1912	
102,117		118,942	
Daily average gain in net paid circulation for the year 1911-1912 over the year 1910-1911			
16,825			

### Advertising Gains in Two Years

Advertisers' appreciation of the growing prestige and sustained excellence of THE GLOBE is best demonstrated by the following tables of figures, showing the rather remarkable growth of our business patronage:

Advertising Lines Carried		Advertising Lines Carried		Months
April, 1910	315,538	April, 1911	368,698	53,160
May, "	323,860	May, "	387,095	63,235
June, "	297,823	June, "	317,714	19,891
July, "	190,365	July, "	225,847	35,482
Aug., "	202,073	Aug., "	277,914	75,841
Sept., "	344,360	Sept., "	361,054	16,694
Oct., "	404,495	Oct., "	451,966	47,471
Nov., "	332,860	Nov., "	416,231	83,371
Dec., "	365,415	Dec., "	457,816	92,401
Jan., 1911	366,121	Jan., 1912	465,746	99,625
Feb., "	257,019	Feb., "	337,930	80,911
March, "	352,808	March, "	415,505	62,697
Total		Total		730,779
3,752,737		4,483,516		
Average Monthly space for the year 1910-1911		Average Monthly space for the year 1911-1912		
312,728		373,626		
Average monthly gain for the year 1911-1912, over the year 1910-1911				
60,898 lines				

This remarkable gain was made on business at fixed rates, and without resort to special inducements or "inside" rates to users of large space. It was made without "trade deals" or contingent schemes, calculated to corral large and impressive pieces of copy for the purpose of influencing other advertisers with a show of business prestige.

THE GLOBE has never been able to see either fairness or logic in padding its columns with "special" business in the hope of making wavering advertisers feel that volume copy indicates the best newspaper.

THE GLOBE charges a fair price for its space, quantity and quality of circulation considered, and it gets that price.



