











# ARE CLOSELY ALLIED

"ADVERTISING AND JOURNALISM" SUBJECT OF INTEREST-ING LECTURE.

Delivered by Robert E. Ireton in New York-How Effective Advertising Should Be Written.

Robert Emmett Ireton, associate editor of the Wall Street Journal, lectured last week on "Journalism and Advertising" before the class in advertising of the Y. M. C. A. Twentythird street branch.

"Advertising and journalism," said Mr. Ireton, "are closely allied, and the advertisement writer is entitled to share in the recognition and dignity that are accorded his editorial brethren. Journalism could not exist without advertising. The prosperity of every great paper is measured by the agents' sales may pay for the ink, paper and cost of distribution, but to the advertising returns must the publisher look for practically every other expense, and for his profits likewise. If this important truth does not closely identify the advertisement writer with the news-gathering and newsdistributing profession, then, indeed, 'twere idle to argue further. But the question is not an open one.

"Testimony of the highest is at hand to establish this connection, and recently at a banquet in the Hotel Waldorf, the hope was expressed by one of the speakers that the time would come when on every newspaper there would be established an 'editor of advertising.' This same speaker claimed, and very logically, too, that advertising was the basis of journalism. In this he was undoubtedly correct. Another writer, who is reputed to be in receipt of the largest salary ever paid an editor, admitted that he frequently derived inspiration for his editorials from newspaper advertise-

"Forty years ago newspapers were insignificant mediums, reeking with politics and personalities, badly written, poorly edited, and carelessly, when not slovenly, printed. To-day, they are permeated with the Spirit of News, and, in the vast majority of cases, are intelligent, instructive and accurate recorders of the world's events. The men who edit them realize their duty to the public and measurably discharge it. They also realize their duty to the publishers and, like good business men, endeavor to make their papers pay. They try to give the reader by honest open methods a good and attractive paper, the product of brains, energy, perseverance, human sympathy, art, trained judgment and special knowledge. More than anything else they strive for truth, accuracy and fairness.

"This transition imposes on the advertisement writer a high degree of responsibility. The news and advertisement columns should be complementary. One should be as free from objection as the other, and on the shoulders of the advertisement writer

falls this burden. "He should aim to write the truth, and only the truth in his advertising

"He should avoid exaggeration, mis-

representation and deception. "He should not run to extremes in his writing, nor incline to sensational display. The best results are achieved

principles. To tell them what to buy, have to git up!'

how to live and where to get the best for their money.

"Be brief in your statements, but be comprehensive. Omit nothing that is material, but do not weary your readers by forcing them to wade through a mass of unnecessary detail to grasp the qualities you describe, or the point you wish to make.

"Don't crowd your matter into a small space and expect to get the same results from a five-inch minion ad that you would naturally expect, and probably Jeceive, from a column properly indented, leaded and set in go into bankruptcy. But the public brakes. That is a right that belongs bigger type.

"Cultivate clearness and accuracy in expression and write with convicwrite about the article you describe how can you hope to convince others? editorial policy or not. "If you adopt headlines, see that

tures or properties of the subject described. er. Advertising is the quintessence of public questions.

psychology. study your public and write from its They should strike clear. viewpoint. This is the secret of advertising: Putting yourself in the place of the purchaser."

## TONS AND TONS OF PAPER.

Being Mailed from Cities and Towns in This Country.

of one cent a pound, at the hundred ideal of a real editor. largest post offices in the United in 1904 to 643,000,000 pounds in 1905. collected and transmitted by the post help his town. office department, constitute a very little reference to population.

New York stands at the head with ness, its opportunities for buyers. more than 30 per cent. of the whole follows with about two-thirds of the St. Louis, Philadelphia and Boston, questions, but weakly dodge the liquor in the order named (Boston's ship-Kansas City, Cincinnati and Augusta, thing. Me. (the shipments from Augusta seemingly unduly high), Minneapolis, San Francisco, Pittsburg, Detroit, St. Paul, Cleveland and Milwaukee follow -all of them minor but populous cities-and then come Springfield, O., and Elgin, Ill., two small places, Springfield being natable on account of its output of agricultural machinery, and Elgin on account of its manufacture of watches and shipments of dairy products. Baltimore is next in line, then Denver, Omaha, Des Moines, Atlanta, Lincoln, Nashville, Louisville, Indianapolis and Washington; Bangor, Me., exceeds Buffalo; Dallas, Tex., exceeds New Orleans; Brooklyn has shipments a little larger than those of Waterville, Me., and Rochester, N. Y.

E. W. Howe in the Atchison Globe condemns dreaming about what you friend of the partisan journal was inwould do if you were rich. The item recalls a story we heard the other had a million dollars?" "Well, I'd go town, creating havoe, piling up taxes, by moderation, and once the public to a hotel and rint the best room in getting the town by the ears, and is deceived or offended the possibility | the house, I'd git a bottle of whisky of regaining its favor is small in and make me a hot whisky punch; thin I'd lave a call with the clerk for "He should look upon his calling as six o'clock, and thin in the mornin' an educational force to teach the pub- whin the porter rapped on the door,

THE EDITOR SHOULD REPRESENT HIS TOWN'S BEST INTERESTS.

# PLAY FAIR WITH THE PUBLIC

That Is at All Times a Duty and the Best Business Policy-To Attain the Ideal.

By D. W. Grandon.

(Adrian, Mich., Telegram.) Communities are different. The people of one town differ from the people of another town. An editorial policy that will win in one community would create a bushel of "stops" in another. The editor who would be popular and a power in one community might play a losing game and become a man of small influence in

There are towns that will take almost any kind of slush that an editor may give his readers. There are other towns that almost resent a real be successful and influential must play town will be good to him. square with the people.

If partisan politicians, rings or machines are robbing the public and the town as he finds it. It is not the ededitor is sure of his grounds, he itor's duty to carry all the burdens of should be man enough to say so. If the town on his own shoulders, but special interests are working special he will have to carry ten times as hemes to give them special privi- many of them as any other man. leges to benefit the few at the exand emphatically all such schemes.

enough to take a stand in opposition with a lot of people. to his best friends, to his largest patrons, to his heaviest advertisers, if what they want done just as well as the public interest demand it. The the editor knows what he wants done. public interest should come first. Even | They can give him bushels of points from the most selfish standpoint if every day in the week. They can tell no other."

Your best friend may die. Your away. Your heaviest advertiser may steam and when to throw on the goes on forever.

the public is your friend, the advertion. Unless you believe what you tiser will go to the paper the public reads, whether he believes in the

Then on broad principles, without they contain the most striking fea- attempting to suggest any plan that are liable to quit taking his paper for would apply generally, the editor should be honest. He should be hon-"Aim to attract, to interest and est with himself, honest with the pubmove to inquiry the mind of the buy- lic, and honest in the presentation of do not try to reform the editor all

It is impossible to always be right. "Study your article or commodity Mistakes will happen. Honest editoamount of advertising it carries. exhaustively. Don't write until you rials are often written on misinforma-Subscription and street and news know it from beginning to end. Then tion. But even they should ring true. should not be written as if the editor was feeling around for a soft place to light. More than that, a newspaper ought to have editorial opinions. More than that, it ought not to dodge local issues. It is the local questions that interest the local readers.

A Republican editor or a Democratic editor, who devotes a column to According to a writer in the Brook-lambasting the opposition party on lyn Eagle, over 30,000,000 pounds of national or state questions, and perprinted matter designed for general mits his party council to give half the distribution was shipped in one month town away, without ever uttering a of last year by publishers, at the rate protest, is not living up to the high

The local editor cannot do much States, ranging from New York at the toward shaping the destinies of his top to Fort Worth, Tex., at the foot, state or national organization, but the total amount of such shipments with the use of brains and tact and having been from 476,000,000 pounds hard work he can do wonders toward helping his home town. It is the These shipments of printed matter, duty of the editor to do all he can to

He should favor the policies that fair gage of the distributing points of will help his town get new factories, news and literature in the United new enterprises, new improvements, States and the relation which they new citizens. He should help his bear to each other is peculiar and has town by frequently speaking of its advantages, its good location for busi-

The newspaper that is not afraid to shipments of the country. Chicago get on the right side of public questions will be neglected. A great many shipments of New York. Then follow editors speak out strongly en most and similar questions. Don't dodge ments being unduly low), and then anything. Don't be afraid of any-

Meet and treat the questions of the day fairly and honestly. The public is wifling to differ from you. But it doesn't admire an editor who is always squirming around and flopping about.

If a Democratic alderman should make a mistake, take a wrong position, the thunders of Mt. Sinai would not be equal to the thunder of vituperation the Republican organ is usually able to turn loose.

Or if the shoe should happen to be on the other foot, the roar of Niagara would be as mild as a summer breeze compared to the raging torrents of denunciation and noise that a partisan Democratic editor would fire at the political culprit whose chief fault probably arose from his standing in the way of some graft in which some lieges. terested.

A thousand worse things, however, the same editor would never utter a word of protest.

duty, but don't let the party use you good of the whole town.

to pull its burning chestnuts out of

the fire. Like a just judge sitting on the beach, the editor should deal with enjoy the confidence and respect of public questions from the sole stand- his fellow citizens. He will live point of doing the greatest good to life of usefulness for the good of the greatest number. I believe that the old town. He can make a good such policy is not only the right pol- living for himself and leave an honlcy, but I believe it is the winning orable patrimony for his family.

The editor must be fair. He must be honorable in his dealings with the public. He should stand fairly in fa- cere and honest mourner that so good vor of right principles, sobriety, hon- a friend has gone to his reward. esty, integrity, honest and economical public service and "hurrah" for his town always and all the time.

He should print a good newspaper, a newsy newspaper, an enterprising newspaper, an up-to-date American newspaper. He should see that the local news field is carefully handled, thoroughly covered and the paper edited with a view to making the news reliable as well as readable.

But it is useless to offer suggestions along these lines. You all know these things as well as, many of you better, than I do.

As to the town much depends on that. Some cities are very proud of very poor papers. Some cities are constantly kicking at very good paeditorial opinion. The editor is an pers. No hard and fast lines can be evolution. He is growing better year | laid down as to what the town should by year. The town is an evolution. do for the editor. But I think it is It is growing bigger and broader and safe to say that if he will give his greater year by year. I believe and town his best efforts, even though they have always maintained, both in pub may not always be brilliant, just an lic and private, that an editor both to honest effort to serve the people, his

The editor must take the people as he finds them. He must take his

The editor should not imagine that pense of the many, the real editor he is the dictator. He should not who plays square with the people swell up and become infected with should be willing to oppose decidedly the notion that he is the big boss or the one overgrown boy, who is to do day issues. It is impossible that such The real editor should be broad all the talking. That won't go down masses of printed matter should be

The town is full of people who know him where to back in.

They can tell him when to slow up. largest patron may sell out or move Then can tell him when to put on to every free American. It is his Play square with the public, and privilege to show the editor where he thinks he is wrong in batches, bushels and bundles.

> In fact, some of the people sometimes get so excited over their failure to reform the editor that they a few weeks at least.

> If the paper is really worth while, they soon come back. After that they the time-they begin to stop and eat once in awhile, at least-and they usually stay longer after an experience of that kind.

For myself, I believe in opening up the columns of my paper freely to the people who disagree with my editorial policy. The public is given to understand that while I am compelled to pay for the privilege of saying what I please, as well as pay for the other fellow's privilege of appearing in print, the public can use the columns of the Telegram without money and without price to agree or disagree with my editorial policy or utterances just as much as they like, so long as they present their remarks in a respectful manner.

The real editor it seems to me should not be afraid to open up his columns to the kicker, the knocker, or add millions of dollars to our pork the objector. Give these people space, and if they are wrong they will hang themselves. If they are right, the editor certainly has no reason for keeping their utterances from the public. After all every great reform that has ever blessed mankind has been started by what in this day and age would be called a 'knocker."

If the editor is the man he ought to be, he lights the torch of progress and goes marching up and down the streets. He asks the populace to unitedly and earnestly get together and give the old town a boost.

Sometimes in some towns the people quickly respond. They follow the leader and they do things for the old town that make the knockers and the kickers' club waken up and take no-

Sometimes in some towns no amount of coaxing, no amount of argument, no matter how well the story is presented, will bring results. In such place I can see only one hope for the real editor, and that is to sell out and get into some town where inteligence, hard work and enterprise will be appreciated.

The editor must believe in the town, if he wants the town to believe in him. It seems to me that he should keep his paper free from entangling alliances of all kinds.

If an editor is constantly asking the politicians to favor special ordinances that will give him business, he gets into a position where he naturally is compelled to favor the ordinances the politicians want passed to give them or some of their workers special priv-

I don't believe the editor will get he will by keeping entirely free. I can for his town, and I don't believe his town will do the best for

He should ask what is fair. He should be an editor. That he should eral prosperity. He should not innever be a partisan partisan. Belong sist on cream all the time. He should

It seems to me that the editor who does this will have greater prosperity on the average. He will at least

When at last old Father Time strikes "30," and the work of his life is done, the old town will be a sin-

What more can the editor ask of the town than appreciation while alive and real sorrow when he is called to his long rest, well earned? -National Printer Journalist.

### SMALLER NEWSPAPERS.

Is the Reading Public Getting Tired of Big Sunday Issues.

Nobody can predict positively what the "newspaper of the future" will be, although some gentlemen who never were in the newspaper business are prepared to tell us all about it in the ten-cent magazines, says the Chicago Record-Herald.

One thing, however, may safely be predicted by anybody, and that is that the newspaper of the future will not be any bigger than the newspaper of the present. The limit of size in ratio to cost of white paper has been reached by some journals which even now are either losing money on every paper they sell or else keeping even by the narrowest of margins. Even with heavy advertising patronage it is clear that increasing size under such circumstances would be to commit financial suicide.

Other considerations make for a re duction rather than an increase in the size of newspapers. The most important one is that the reading public is becoming tired of the great bulk of some daily editions and of most Sunread. They become wearisome and inspire the desire for less bulk and more cogency.

The public pretty generally gets what it wants, and that will prove as true of newspapers as of political candidates. There is a growing sentiment for smaller and more compact newspapers, and when that demand culminates the publishers will comply.

## NEWS AS TO PIGS AND CORN.

lowa Papers Asked to Run Stories to Help the Farmers.

Prof. P. G. Holden of Ames college has asked Iowa editors to spread in- department has been informed that formation supplied by him relating many American publications were to seed corn and to the proper care of hogs. The professor says:

Our general prosperity depends so much upon the corn crop that it will be well worth everyone's efforts to have been excluded from the second call attention to the local condition of class in Canada, but some of them seed corn. Through the local papers got back again, numerous American is the most certain way of reaching periodicals of questionable value the farmer, and we believe that you are largely circulated in Canada, can do nothing of greater importance than to insert paragraphs among the locals each week until corn planting the border. time: also an occasional short article with heavy headlines or editorial calling attention to the condition of seed corn.

Such a propaganda will add thousands of bushels of corn to your country.

Iowa has 209,000 farms. A loss of one good pig to each farm last season meant \$1,000,000 less profit to the state. There is no doubt that a little extra care at farrowing time would production. Next to seed corn, there is nothing that will mean more to the farmers of your country than a few lines each week in regard to saving the pigs.

The papers are also asked to print articles on the sowing of clover seed.

Imperishable Paper Wanted.

Lionel Walter Rothschild, London, England, has been for a long time devoting a part of his share of the Rothschild family wealth to the production of one of the costliest books on record. Its subject is extinct birds. It alms to give accounts of all birds that have become extinct in historical times.

The author, whose private natural history museum at Tring Park, Hertfordshire, is world famed, has spent about \$100,000 on the work, while the publishers have expended more than \$5,000 for engraving blocks alone. They have also been experimenting for years to obtain an imperishable paper, Mr. Rothschild wishing his work to endure for all time, because he thinks it improbable the subject will ever be rehandled.

It is stated the publishers have now obtained for the plates paper they are sure will take color printing without any coating and give perfect results. It costs about 36 cents a pound. Only 300 copies of the English edition of the work will be printed. It will be sold for \$125 a copy. Foreign editions will

### Our Newspaper Output. If any citizen of the United States

is lacking in that kind of wisdom which is to be gathered from the perusal of daily newspapers, he cannot possibly excuse himself under the as much from that kind of method as | plea of a lack of supply. A recent bulletin published by the census buday: "Pat, what would you do if you would go tobogganing through the don't believe he is doing the best he renu at Washington states that there are 19,624,575 copies of daily newspapers, or one for every four persons, him if he follows that kind of a policy. turned out each week day in this country. On Sundays the number It is my judgment that an editor should be willing to share in the gen- printed is 11,539,521. The total amount charged for advertising in 1905 was \$145,531,811. The capital inhic economy, frugality and business I'd say, 'To the divil wid you, I don't to a party if you feel that to be your get his results by working for the vested in printing and publishing is \$384,021,359.

NEW POSTAL RATES FOR SEC-ONF CLASS MATTER.

Modification of Present Convention by Which Sources of Canadian Dissatisfaction Will Be Removed.

Washington. - An agreement to amend the postal convention between this country and Canada was reached at a conference between Postmasters General Lemieux of the Dominion and Meyer of the United States. The new arrangement will, it is hoped, remove the causes for complaint by the Canadians of unfairness in the transmission of second-class matter.

Canada accepts the tentative proposal of the United States that secondclass matter mailed in one country and addressed to the other be subject to a rate of one cent for each four ounces or fraction thereof on each bulk package, prepaid by stamps affixed.

Under the arrangement which has heretofore existed such mail matter has been transmitted to its destination in either country by payment of the regular second-class rate, no fiscal settlement being made on account of the difference in volume of the mail received by one country over that received by the other.

On account of the very large preponderance of mail matter going from this country to Canada over that received in the United States the agreement has operated very materially to the advantage of this coun-

The rate agreed upon is substantially the transient second-class rate which the individual citizen of the United States now enjoys, the exception being that publishers in the United States have an additional privilege of mailing bulk packages, at the rate named, separately addressed newspapers and periodicals intended for delivery to subscribers at one post office, and the cost to American publishers will be at least 50 per cent. less than if the postal union rate should be applied.

Last fall Canada gave notice that she would abrogate the present convention May 7, but stated that she was willing to negotiate for a new one. The convention now in force has existed in its present form since 1904.

Before the formal notive of abrogation the United States post office carried at second-class rates in Canada which would not be allowed in the second class in this country.

About 100 American publications and more them exists among publishers over

# BOYS WERE FOOLED.

Spend Anxious Moments in Secretary Cortelyou's Office.

How Secretary Cortelyou Aprilfooled the newspaper correspondents at Washington the other day makes a humorous chapter to the otherwise sensational story of Roosevelt vs.

Harriman. At 3:30 that afternoon when the dewspaper world was all agog with the excitement following President Roosevelt's statement of the Harriman matter a telephone message was received from Mr. Cortelyou's office by every newspaper bureau in town.

you send a man to see him at four o'clock," the summons declared. "The secretary is going to say something more about Harriman," cried all the newspaper men in a breath. "He will probably turn Har-

"The secretary would like to have

riman over and fry him on the other side," and forthwith the busy writers dropped everything and rushed pell mell to the treasury department. The secretary's outer office was crowded with correspondents five minutes before the appointed hour. There were not half enough chairs to accommodate them. The secretary was locked in his real office with his private secretary. The excited correspondents whispered to each other in tones of supposed excitement.

"He is dictating the stuff to Weaver right now." Four o'clock came. The atmosphere fairly tingled with the waves of emotion. Five minutes after four. Still suppressed excitement. Twelve minutes past the hour. Suddenly the door was flung open. The secretary stepped out looking as solemn as the tomb. He bore in his hands a bunch of papers. The correspondents leaped forward with outstretched hands. Within half a minute 50 copies had been distributed to as many nervous hands, and 100 eyes devoured the contents of the sheets.

"But what about Harriman?" cried the correspondents with deep disgust. "You may say that the secretary, following his usual custom, has noth-

ing to say," replied Mr. Cortelyou. The papers he had handed out gave the gasping correspondents some very interesting information about the refunding of bonds.

Customer (to printer)-You promised to have my work done yesterday, but you haven't touched it yet.

Printer-My dear sir, we've been so busy in this office that you ought to be thankful that we took the time to make you a promise.