

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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### MULHALL DENIES SALE.

**SELF-STYLED LOBBYIST SAYS HE MADE ALL EFFORTS TO GIVE AWAY CORRESPONDENCE.**

**No Money Transaction with New York World—Barry Characterizes His Testimony Before Congressional Committee as False, Declares He Helped Sell the Papers to the World, and Wants Share.**

Martin H. Mulhall, self-styled lobbyist for ten years for the National Association of Manufacturers, whose statements concerning prominent men, as printed exhaustively in the New York World two weeks ago, are now being investigated by two lobby investigating committees of Congress, has denied on the witness stand before the Senate Committee that he had tried to sell the great mass of papers and letters to the New York World. He said he proposed to introduce witnesses and letters to show that he had been engaged for months in "trying to give away" the great file of correspondence.

Mulhall's statement was made in connection with his request that he be allowed to read a letter he had written May 16, 1913, to Ferriton Maxwell, editor of Hearst's Magazine, urging him to have William R. Hearst make the mass of letters public through his publication.

"I have attempted for the past two months to give them away," Mulhall told the committee. "I never had in mind the questions of the money I would receive for them."

"But you did sell them later to the New York World?" asked Senator Reed. "I did not sell them," said Mulhall. "I fell into the hands of a gentleman named Barry, who came over to look at the letters for Mr. Hearst. I have learned since that he is what is known as a newspaper tipster. The letters were given to the New York World, but later Mr. Barry came and wanted me to break the contract with the World, saying he could get \$150,000 for the letters from the National Association of Manufacturers."

"I said the letters were not for sale; that the National Association of Manufacturers did not have money enough to buy them; that I had no proposition of blackmail in connection with them."

Richard Barry made public a statement Tuesday characterizing as false much of the testimony given by Mulhall. Mr. Barry, who acted for Mulhall in the sale of letters to a newspaper, and has since brought suit for \$5,000 in the Supreme Court, as his share of the purchase price, refers to the ex-lobbyist as a man whose chief function in life is the demonstration that he is without honor.

### Trenton Mayor to Buy True American.

Mayor Frederick Donnelly has organized a syndicate to purchase the Trenton (N. J.) True American, which is to be sold Wednesday at a receiver's sale. Ferdinand W. Roebing, a large stockholder in the Public Service Corporation of New Jersey, and Frank S. Katzenbach, who is a candidate for the Democratic gubernatorial nomination, are interested in the new concern. The sum of \$48,000 was offered for the True American, which is an afternoon newspaper, by a representative of the Trenton Evening Times, its rival, but the bid was afterward withdrawn.



SNAPSHOT OF HENRY WATTERSON,

READING PROOF AT HIS DESK IN THE OFFICE OF THE LOUISVILLE COURIER-JOURNAL.

### ROCHESTER PAPER ON FIRE.

**Union and Advertiser Plant Suffers \$40,000 Damages.**

(Special by United Press.)

ROCHESTER, N. Y., July 15.—The Union and Advertiser will to-day be printed under difficulties as a result of a fire which broke out last evening on the sixth floor. The blaze was discovered by a newsboy and when the firemen arrived clouds of smoke were pouring from the windows and the roof. A general alarm was turned in and the firemen were obliged to work desperately for an hour before the fire was conquered. The loss is estimated between \$40,000 and \$50,000, mostly due to water damage.

The Union has just installed a new \$65,000 press, on which its paper is printed, but this was covered with rubber blankets and escaped the flood of water which poured through all the floors. The composing and job departments were badly flooded and it was necessary this morning to empty water from type cases and clear away a large quantity of debris before work could proceed.

Much of the machinery, including several electric motors, suffered damage and are out of commission.

The editorial and counting room forces of the Union and Advertiser were obliged to make a hasty exit to the street at ten o'clock Wednesday forenoon, when smoke suddenly poured in great volumes from the basement. An alarm from a central box brought a large part of the fire department to the scene, and the fire, which had broken out in the basement in a stack of old papers, was extinguished with small loss. The origin of the fires is a mystery.

### Greek Fund Now Reaches \$35,000.

The enthusiasm of Greeks in America for relief of distress in Macedonia is manifested by the steady inpour of

money to S. J. Vlastos, editor of the New York Greek newspaper Atlantis. Mr. Vlastos since the first of last week has received amounts totaling \$10,000, which brings the total amount of subscriptions up to \$35,000. The contributions are coming in from all parts of the United States. The money has been cabled to Athens.

### Boy Says in Ad He Found \$35,000.

The person who lost \$35,000 in a leather bag on the tracks of the Boston & Maine Railroad will learn that it pays to read the ads as well as to advertise. Brayton Gardner, eighteen years old, walked into the office of a newspaper at North Adams, Mass., and put in this ad: "Found—\$35,000. Owner can have money by identifying it and satisfying Brayton Gardner." He paid for the advertisement and walked out again. Did he tell the truth?

### Government to Issue Farm Journal.

As a result of the conferences of the heads of the agricultural colleges and experiment stations with Secretary Houston, it has been decided that the department and colleges will issue a jointly edited agricultural journal to take the place of a number of the technical publications heretofore issued by the Department of Agriculture. Farmers' bulletins and similar papers still will be issued, but an effort will be made to have them deal with agricultural subjects of general interest, while the more special technical problems will be treated in the journal.

### Kirkville Editor Commits Suicide.

H. J. Simmons, editor of the Kirkville (Mo.) Democrat, chairman of the Missouri Board of Mediation and Arbitration, and a prominent Democratic politician, committed suicide in a hotel in that city Saturday by swallowing poison. Mr. Simmons was the owner of three other Missouri newspapers and was well known throughout the State.

### WILL SPEND \$200,000.

**BIG ADVERTISING CAMPAIGN TO BE INAUGURATED BY ELECTRICAL SOCIETY.**

**Object Is to Educate Public to the Saturation Point on the Use of Electricity—Magazines and Weeklies to Be Employed—Secretary Dodd Explains Selection of Mediums and Gives Details of Plans.**

With the sum of \$120,000 actually raised and with \$80,000 within easy reach, the Society for Electrical Development of New York will inaugurate, early this coming fall, a campaign similar to that planned by the National Commercial Gas Association. The amount stated, \$200,000 in all, is considered as the minimum that is to be spent in the effort to educate the public to "saturation point" in the use of electricity. As Philip S. Dodd, secretary-treasurer of the organization, explained to a representative of THE EDITOR AND PUBLISHER, this sum may reach a possible maximum of about \$450,000. Whether the effort would be made to raise that much for the plans in hand Mr. Dodd could not say.

According to its articles of incorporation the Society for Electrical Development was formed on September 3, 1912, for the purpose of promoting and increasing the use by the public of electric current for all useful purposes as an end in itself and as a means for increasing the demand for apparatus and supplies, and to promote and facilitate a co-operative planning and execution of various means and methods effective to this end: to encourage and promote the development of the electrical science, art and industry, both technical and commercial; to develop means and methods tending to promote the welfare of individuals identified with all branches of said business; to encourage harmonious relations which will assist in maintaining the industry in the highest confidence of the public; to establish co-operative relations among the different electrical interests, from manufacturer to consumer, to the end that each may contribute in some measure toward bringing about the aforesaid results desired by all.

The prospectus of the organization sets forth that:

The Society for Electrical Development is planned to accomplish the heretofore difficult problem of unification and massing of sales effort, added to an educational effort on the part of each, for the benefit of the various interests, large and small, that go to make up the electrical industry—and for the benefit of the public which they serve.

Any casual student of national or business economics recognizes that in the development of either a nation or an industry real efficiency requires some basis of organization by which collective effort can be made to supplement, both morally and financially, individual effort.

Combination as an economic principle we know to be logical, and, as competition is also a vital factor, we can safely assume that co-operation and competition each in its proper place is the solution of the problem.

It is evident that small individual subscriptions from each interest in the industry can be co-operatively expended on educational campaigns to the public so as to produce an ease of selling and conservation of net individual selling costs to an extent where larger sales campaigns may be conducted by each, with a total net saving to the industry for sales expense, or a larger aggregate sales result at the same expense.

The following is the society's advertising and promotion plan in detail as given in the prospectus. The subscriptions just raised and to be raised are to be spent in full accordance with this. The statement on this subject reads as follows:

A national advertising campaign in general magazines, trade and class papers, etc., this campaign to be of broad educational nature designed to educate the consuming and non-consuming public to the many advantages of electricity for light, heat, power and other useful purposes, including special arguments for adequate wiring circuits, outlets, etc., for modern electric service.

A comprehensive follow-up system in connection with the above, so that each individual member will receive a copy or notification of

every inquiry coming from his locality and the manufacturing members will receive direct copy or notification of every inquiry made relating to the apparatus which they manufacture.

Stimulating and assisting the publication of educational literature of various kinds to architects, builders, other trades and the public. It is evident that the freedom with which electrical equipment is either provided for or installed is based upon knowledge of its availability and advantage. It is a matter of common observation that present-day use of the later developed electrical devices is retarded by inadequate wiring and outlets.

Booklets of an educational nature to be used as far as possible in answering direct inquiries coming from national advertising and other sources and also to be supplied in quantities at a minimum cost to members for local distribution through co-operation with the various agencies which publish such booklets as can be used.

Collecting of material from central stations, manufacturers, advertising agencies, etc., and preparation of additional material, if advisable, so that specific information can be furnished relative to advertising copy and cuts for newspaper advertising, booklets, folders, envelope stuffers, circular letters, etc., to assist members in planning and carrying out advertising campaigns.

In addition to doing the advertising alluded to, the Society for Electrical Development has planned to promote its cause in the manner indicated by the following paragraph:

The accumulating and disseminating of data, photographs, cuts, etc., for use in newspapers, general magazines, trade and class papers, as well as free-lance writers, furnishing data, articles and stories of all character to all classes of publications, including architectural, building, farm publications, women's magazines, etc., etc.

#### TRADE PRESS TO BE USED.

Publicity in the trade press is also to be sought and contributions to a number of organization bulletins will be made. Members of the society are to be supplied with a news service for the local daily press, and arrangements are to be made "with newspapers throughout the country and with magazines, newspaper syndicates, trade press, special writers, etc., for stories, articles and information." The same page of the prospectus sets forth that assistance will be given in the unification of power laws, electrical ordinances, sign and wiring regulations and the like. It is also the intention to disseminate among the members trade information, arrange for moving pictures, film exchanges dealing with subjects in which the society is interested, and assist in the developing of the day load on the wires by aiding in the greater consumption of current on farms, by household appliances and the more general application of electrical power generally.

#### TO SPEND MOST IN MAGAZINES.

The plan to be set in motion within the next few weeks comprises every phase of activity here mentioned, and the money available then will be spent in two equal parts, one of them in magazine advertising and the other in attention to the other means of promotion here outlined. In addition, the society will put a number of advertising experts on the road, who are to educate members not maintaining advertising departments in the profitable use of newspaper space.

The sum needed is raised in the following manner: Central stations and manufacturers of electrical supplies are required to contribute to the fund one-fifteenth of one per cent. of the gross amount of their annual sales, and not less than one-twentieth of one per cent. on gross amounts exceeding \$20,000,000 annually. Contracting and jobbing interests are expected to contribute to the extent of one-twentieth of one per cent. of the gross amount of their annual sales.

#### EXPECTED REVENUE.

For the purpose of making an exact statement of the amount of business done annually unnecessary subscribers have the privilege of stating the amounts of their revenue according to the following classes. Class A, however, is obliged to pay on a minimum basis of \$15,000 per year, a contribution amounting to only \$10 annually. With a gross income of \$20,000,000 per year the subscription would amount to \$1,333.33 per year.

The following table, taken from the

(Continued on page 100.)

## CHICAGO HAPPENINGS.

**Wrigley Ad Agency Incorporated—Associated Country Newspaper Publishers Decry Mail Order Houses and Elect Officers at Organization—American Reduces Delivery Price—Ida Tarbell Entertained.**

(Special Correspondence.)

CHICAGO, July 16.—The Wrigley Advertising Agency has just been incorporated with a capital of \$10,000 by Ransom B. Wrigley, Herman Wagner and Ezra W. Clark.

Formal organization of the Associated Country Newspaper Publishers' Association was completed at a meeting held at the Hotel Sherman, the session being the concluding gathering of the newspaper men from Middle Western States in their second annual convention. Resolutions were adopted decrying the mail order houses of the large cities, which, it was held, robbed the local merchant of results and had a tendency to create a desire for the larger cities instead of keeping alive interest in the home town and smaller city.

The officers chosen were: President, C. A. Viloeit, Morningside, Ill.; vice-president, H. C. Paddock, Arlington Heights, Ill.; secretary and treasurer, Van L. Hampton, Macomb, Ill.

The American has reduced its delivery price from ten cents to six cents in some of the towns near Chicago.

Several social events have been given here lately for Miss Ida Tarbell, the magazine writer, who has been investigating sociologic and economic conditions of the city.

John Hicks, a Chicago reporter, son of Col. John Hicks, publisher of the Oshkosh (Wis.) Daily Northwestern, was a recent victim of sunstroke during a torrid spell.

Richard Henry Little, the Examiner's dramatic critic, is dabbling in amateur theatricals at the swell suburb, Lake Forest.

Royce P. Eckstrom, a local newspaper man, has been elected controller of the sanitary district at a salary of \$5,000 a year.

Mrs. Sarah Mead, wife of George H. Mead, advertising agent, has sued Charles E. Graves & Co., jewelers, for \$50,000 damages, alleging false arrest.

Charles T. Marshall, of the Indianapolis News editorial staff, and Miss Adeline Goodhart were married recently in this city.

The Evening Post claims to be the best printed daily newspaper in Chicago.

#### PLAN MILLION DOLLAR SHOW.

**Ohio Printers' Federation to Hold Exposition in Toledo, Sept. 1 to 6.**

What is heralded as the Central States Million Dollar Exposition of printers', publishers', binders' and photo-engravers' machinery and equipment will be held in the Terminal building, Toledo, O., Sept. 1 to 6. The exposition is under the management of the Ohio Printers' Federation and will be held in connection with the Third Ohio Trade and Cost Congress.

There will be exhibits of modern machinery and equipment, from the little job stitching machine to the giant newspaper presses. The machines will be in full operation. Special exhibits include one by paper makers, which will show how paper is made, from the pulp to the finished product. Another exhibit will demonstrate the various steps in the production of printing inks.

The plans also include a motion picture display. A big Chicago newspaper is going to use the movies to take the visitors on a personally conducted tour of a modern metropolitan newspaper plant. Other moving pictures will be shown illustrating various features of the printing trade.

Governor Cox will be the speaker on the opening night, and other speakers of national reputation are being arranged for. President J. M. Thomssen,

of the Ohio Printers' Federation, is getting up a notable program of events and addresses for the various sessions. Among the exhibitors are: Mergenthaler Linotype Co., International Type-setting Machine Co., Burroughs Adding Machine Co., American Printer, Eagle Printing Ink Co., American Multigraph Sales Co., and many other well-known concerns of the trade.

#### McCLURE SYNDICATE WINS CASE.

**Court Orders H. H. McClure & Co. to Turn Over Business and Pay Costs.**

The McClure Newspaper Syndicate of New York won a sweeping victory this past week in the New York Supreme Court when Justice Seabury sustained Referee George Gordon Battle's findings and issued orders restraining H. H. McClure and Company, Inc., "its agents, attorneys and servants from carrying on the newspaper syndicate business."

H. H. McClure and Company were ordered to turn over their syndicate business and "to pay over to plaintiff one-half the commissions on syndicate business done since the execution of the said agreement of September 1, 1910."

The McClure Newspaper Syndicate was also awarded costs, "including referee's fees and stenographers' fees."

#### Land of Ad, a Play, to Sell Goods.

The public will be educated to the value of advertised goods through the stage, if the plans of a new concern promoted by a New York producing company do not go astray. This company purposes to interest national advertisers in a musical play originated by Carl Kusada, entitled "The Land of Ad." The scheme includes free admission tickets, to be distributed by dealers. "Full representation" of advertised goods in the play is offered at a rate around \$1,000 a week for thirty weeks. It is announced that a number of national advertisers have favorably considered the plan. The present plan is to produce the play beginning Sept. 15. James T. Powers, the actor, is said to be favorably disposed to taking a leading role in the play.

#### May Launch Daily in Manchester.

New Hampshire newspaper circles are interested in the news that the former quarters of the Manchester Union on Hanover street in Manchester have been leased by a prominent Democratic journalist, who is said to be engaged in forming a stock company for the establishment of a new daily in the New Hampshire metropolis.

#### Bankrupt Owes for Newspaper Ads.

Albert D. Samuel, residing at No. 235 West 108th street, New York, has filed a petition in bankruptcy with liabilities of \$14,915 and assets of \$1,533, consisting of debts due on open account. The majority of the creditors are newspapers in various cities with accounts due for advertising.

#### Lucas is Champion Newspaper Golfer.

P. B. Lucas, of the Brooklyn Eagle, won the championship of the New York Newspaper Golf Club by defeating Grantland Rice, of the Evening Mail, by two up and one to play in the thirty-six hole final round over the public links at Van Cortlandt Park last week. As this is the second time Lucas has captured the title he becomes the permanent owner of the John P. O'Connell trophy. Rice was two up at the turn in the morning and was one to the good when the pair retired for luncheon. In the afternoon Lucas squared the match at the fifth hole, but Rice was up again at the turn. Lucas squared the match again at the tenth, however, and won the eleventh, giving him the advantage for the first time, and settled the match at the seventeenth.

ABERDEEN, S. D.—J. F. Paul Gross has sold the Herald at Lemmon, S. D., to J. C. Stoner, until recently publisher of the Edson (S. D.) Press. Mr. Stoner will change the Herald from Republican to Democratic.

## NICK CARTER ON THE STAGE.

**Street & Smith Seek to Enjoin Film Company From Infringing Their Trade-Mark.**

(Special Correspondence.)

WASHINGTON, July 11.—Whether Nick Carter appears on the stage now rests with the Supreme Court of the United States. For some twenty-three years; in fact, ever since Nick was born, he has been the leading character in detective stories published by a New York firm.

As his reputed "fathers," the members of the New York firm of publishers, Street & Smith, have been fighting against Nick's going onto the stage. They declare that Nick owes it to them to give his time exclusively to the magazine business.

A moving picture film company of St. Louis, on the other hand, is determined that Nick shall try his hand in dramatics. The company has prepared and advertised a film showing "Nick Carter, the Great American Detective," and predicts that every man, woman and child is interested in Nick's success.

The New York publishers took the matter into the courts. They claimed that Nick was not only the leading character in their stories, but that the words "Nick Carter" were used as a trademark on their periodicals. They sought to enjoin the moving film company from infringing their trade-mark.

Judge Trieber, of the Federal District Court in Arkansas, was unwilling to let "Nick" go onto the stage in the manner proposed, and so was Judge Hook, of the Circuit Court of Appeals for the Eighth Circuit. Judges Smith and Van Valkenburgh, however, as a majority of the latter court, decided that "Nick" could try his luck with the movies. That will remain the law, unless the Supreme Court turns a tender ear to the mournings of the New York "fathers" of the youthful character.

The case is attracting the attention of many publishers, as they look for the decision in this case to establish a precedent for all others that may arise. Publishers wish to have the characters in their publications protected from use by moving picture companies unless they sell the use of the fiction names to the film operators.

#### No Malice in Col. Blethen's "Libel."

Col. Alden J. Blethen, editor of the Seattle (Wash.) Times, and his son, Clarence B. Blethen, managing editor of the paper, were found not guilty of criminal libel by a jury last week. The defendants were accused in an indictment returned by the special county grand jury of having libeled Joseph Jarvis, a Socialist agitator, by publishing last October an article alleging that Jarvis had absconded with funds belonging to the party. The verdict of acquittal was returned on instructions of Superior Court Judge Humphries, who granted the motion of the defense for an instructed verdict on the ground that the prosecution had failed to show malice.

#### \$80,000 Bid for Billings Gazette.

Pursuant to an order of the District Court, two bids were received last week for the sale of the Billings (Mont.) Gazette. One was for \$75,000 and the other, it is understood, was in excess of \$80,000. The property has been in the hands of the receiver of the failed banks here. The judge of the District Court has taken the bids under advisement, and is not expected to take any action until next week.

#### Talk of Herman Ridder for Mayor.

There is considerable talk in Democratic circles in New York City about running Herman Ridder, publisher of the Staats-Zeitung, for mayor this fall. Mr. Ridder is popular with his party and stands a fair chance of securing the nomination if he wants it. He recently turned down Governor Sulzer's appointment to the position of State Superintendent of Prisons.

**WAGES ARE GOING UP.**

**Typographical Unions Succeed in Securing Substantial Increases in Wages of Newspaper Printers in Several Cities.**

The fifty-ninth annual convention of the International Typographical Union will take place at Nashville, Tenn., Aug. 11-16. The official headquarters will be at the Hotel Hermitage.

Through the efforts of Typographical Union No. 180, of Sioux City, Ia., the wages of newspaper workers in that place have been increased from \$24 to \$26 a week for night work and from \$21 to \$23 for day work. The new scale became effective June 2.

The Columbus (Ga.) Enquirer-Sun has signed a two years' contract with the local printers' union under which seven hours constitute a day's work. The old scale provided for a forty-eight hour week. For overtime beyond eight hours a price and half is to be paid. The increase amounts to six per cent. for machine operators, fourteen per cent. for foremen and 20 per cent. for floormen.

Under the new scale, recently adopted, the Butler (Pa.) Union, No. 415, receives an increase of a dollar a week all around. This gives the handmen \$17, news foremen \$19, job foremen \$18, and machine operators \$19. Night work is \$2 above these figures.

The operators in the government printing office at Ottawa, Can., have secured an increase in wages of \$1.50 per week, with back pay antedating six months. The wages are now \$21 a week.

The morning newspaper scale adopted at Burlington, Vt., provides for an increase of \$1 a week and the evening scale fifty cents for the next two years for the evening newspaper and the job printers.

Carlinville (Ill.) printers are rejoicing over an increase of \$2 a week all around. Overtime is to be paid for at one and one-third instead of one and a quarter.

Three dollars a week increase in wages all around has been secured by the printers of Victoria, B. C. A reduction of three hours a week in working time has been made.

Atlantic City Union No. 377 has secured a raise of \$2 a week in the wages of printers. Ten concerns have signed the scale.

The members of La Crosse Union No. 448 are now receiving an advance in wages of \$2 as the result of negotiations recently concluded. Next year the machine scale is to go up another notch.

Toledo Mailers' Union has signed up a five years' contract with the Blade calling for an annual increase in wages for the entire period.

The Burlington (Vt.) Union has negotiated a new scale which provides an increase of \$1 a week for the morning newspaper workers and fifty cents a week for the evening newspaper printers.

A new scale was adopted at Elgin, Ill., June 2, under the provisions of which an increase of from one to three dollars a week was granted. The minimum wage for job foremen is now \$22 a week, job and floormen \$19 a week, newspaper foremen \$23 a week.

**Albert Frank & Co. Sue on Contract.**

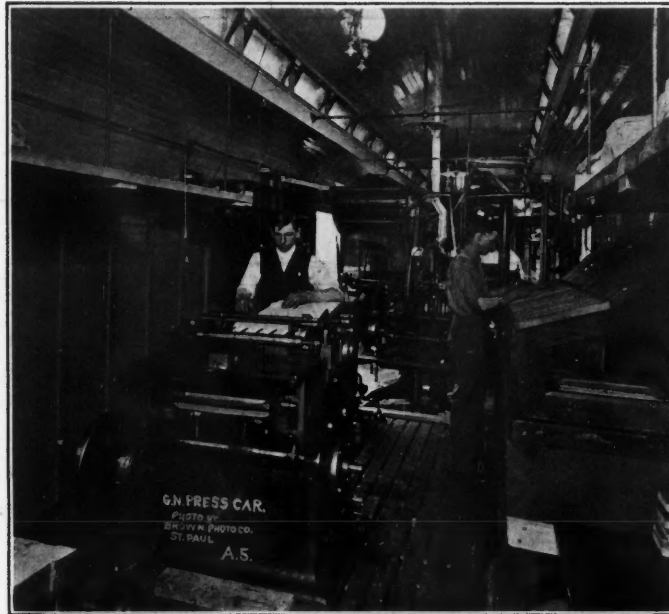
Suit has been filed in the Supreme Court by Albert Frank & Co., advertising agents, New York, against Otto Singer, Inc., building corporation, Brooklyn, for the recovery of \$1,833.46, alleged to be due on advertising contracts. The complaint recites that between January 31 and June 23 the advertising company caused to be published in newspapers advertising matter for the Otto Singer corporation, and that the bill rendered was for \$2,093.48, and of this amount only \$260.02 was paid. The suit is for the difference.

The Lincoln County News, Fayetteville, Tenn., has begun publication, after several months' suspension.

**THE GLACIER PARK BLAZER.**

**Daily Newspaper Printed on a Train During Glidden Tour.**

The Glacier Park Blazer is the name of a little four-page paper issued by the newspaper men who went on the tour of the American Automobile Association through Minnesota, North Dakota and Montana to the Glacier National Park, a distance of 1,233 miles. Hoke Smith was the managing editor, and Luther Reed, of the New York Herald; Ed. Westlake, automobile editor, Chicago Evening Post; Ben Ferris, representing the Minneapolis Daily News and the St. Paul



NEWSPAPER OFFICE ON AUTOMOBILE TRAIN EN ROUTE TO GLACIER PARK.

Daily News; Cal. Stedman, publisher, Northwestern Automobile Trade Review, of Minneapolis, Minn.; J. E. Smith, automobile editor, the Journal, of Minneapolis, Minn.; H. A. McNitt, of the Central Press Association, Cleveland, O.; Maurice Froelich, of the Minneapolis Tribune; C. S. Harrington, of the St. Paul Dispatch, the contributing editors.

The Blazer was printed daily on the train which accompanied the automobile tourists and provided meals and sleeping accommodations. The plant was installed in a modern sixty-five foot dynamo-baggage car of the Great Northern Railway's hotel train. The equipment included a linotype machine, a cylinder press and an engraving outfit. The press was a working model of the Osterlind patent, loaned by the inventor. The staff photographer's daily story of the tour was told with half-tones turned out by experts from the Buckbee-Mears Engraving Co., of St. Paul. The composing room was installed by the McGill-Warner Co., St. Paul, which owns it, as does the Buckbee-Mears Co. the engraving department. A four-horsepower motor attached to the car dynamo furnished the power.

**City Editor Made Manager.**

Carter Field, city editor of the Cumberland (Md.) Press and American, has been made editor and manager of the paper, succeeding George Garner, who has been appointed Washington correspondent of the New York Press. Mr. Field went to the Press when it became a daily, in December, 1912, from the Baltimore Sun, with which he had been connected for five years. He also worked on the Baltimore American staff and was telegraph editor of the Norfolk Landmark, now merged with the Virginian-Pilot.

The Aberdeen (Wash.) New Era, published weekly for two years, suspended publication recently.

**DROPPING BASEBALL EXTRA.**

**Practice Is a Wasteful One and Public Shows Little Interest.**

That \$50,000 a year would be a conservative estimate of the amount of money saved by publishers of Pittsburgh afternoon papers by the elimination of baseball extras is the opinion of Robert McClean, circulation manager of the Pittsburgh Post and Sun.

Mr. McClean holds the view that nothing is so fluctuating as baseball sales. If the home team is winning the "fans" are "good sports." If the home team is losing sales fall off. If the home team plays in town, attendance

**Dr. Gwyn Resigns from Churchman.**

The Rev. Dr. Herbert B. Gwyn, who resigned a large parish in Chicago to become the editor of the Churchman, resigned his editorship Monday and is looking for a parish. The Churchman is a New York Protestant Episcopal weekly, and the organ of the Low Church party. It has been leading the fight against changing the name of the church to the American Catholic Church. The Churchman is a privately owned paper, in which many leading Episcopalians have invested.

**Hospital Heads Sue Chicago Tribune.**

Two suits were filed last week against the Chicago Tribune for libel. The suits are based on stories published in the Tribune recently. Ida Wright Rogers asks \$150,000 and Dr. L. D. Rogers asks a like amount. Both are connected with the National Maternity Hospital. The suits were brought on the ground that the Tribune attacked the conduct of the institution and charged that Dr. Rogers used the back yards of the hospital as a burying ground.

**Newsboys Not Under New Labor Law.**

An amendment made to the labor law by the Legislature at Albany this year regulating the sale of periodicals in streets and public places does not apply to boys employed by newspapers to deliver papers, according to an opinion rendered last Friday by Attorney General Carmody. The question was raised by the Mohawk and Hudson River Humane Society, of Gloversville.

**Is This a Chicago Dream?**

An enterprising operator in Chicago has evolved a plan for the construction of a great newspaper publishing plant to provide accommodations for the Chicago Tribune, Daily News, Inter-Ocean and possibly the Record-Herald on property now occupied by the docks of the Erie Railroad at Market street and the river and West Washington and West Randolph streets. It is said that an option on the property has already been secured and that there is a fair chance that the scheme will go through. It is contended in behalf of the project that the cost of production could be greatly reduced by the establishing of such a plant, and that the expense of distribution could also be considerably lessened.

**Janvier Books to Public Library.**

Thomas A. Janvier, the author and collector of rare manuscripts, who died on June 18, directed in his will, which was filed Tuesday, that upon the death of his wife, all his manuscripts and books in Spanish and French and those dealing with West Indian folk lore should be given to the New York Public Library. The only condition which he imposed upon this gift, which is considered of great value, was that each book should be stamped on the inside with "Bequest of Thomas Allibone Janvier and Catherine Janvier, his wife," and that none should be sold.

**Drive Socialist Editor From Town.**

Dr. B. K. Leach, a Socialist editor of Brandon, Ore., was driven out of that city Saturday, following a notice served on him at a mass meeting of 600 citizens the night before that his presence no longer would be tolerated. Sixteen automobile loads of business men followed Leach to see that he kept on going after leaving the town.

**Corean Newspaper Man Gets 6 Years.**

Yan Ki-Tak, formerly connected with the Corean Daily News at Tai Ku, charged with the attempted assassination of Governor General Terauchi, was convicted by the Court of Appeals Monday and sentenced to six years' imprisonment. Five other defendants received a similar sentence as conspirators.

A new brick structure is being erected for the Waverly (Va.) South Side Dispatch.

**Requiem High Mass for Reporter.**

A solemn requiem high mass for the repose of the soul of Gregory T. Humes, the reporter of the New York World who met death in the New Haven Railroad accident at Stamford, Conn., on June 2, was celebrated at St. Andrew's R. C. Church, City Hall place and Duane street, Monday morning. The night workers had charge of the arrangements. Hans Kronold, cellist; Mme. Selma Kronold and John Finnegan took part in the musical service. The pastor, Father Evers, officiated, and the Rev. James A. Thornton, of St. Columba's, delivered a brief address. Newspaper men and "Greg's" many friends, together with the immediate members of his family, were present.

# LEADING CARTOONISTS OF AMERICA.

## Frederick Burr Opper, of the New York American and Hearst Syndicate.

Frederick Burr Opper, often called the "Dean of American Cartoonists," is perhaps the best-known caricaturist in the country. Opper's rise to fame was no meteoric flight, such as often occurs in this fast moving century, when public idols spring up overnight, but is the result of persistent work on the part of a man who started out with the intention of making a success of

the village newspaper, serving in the capacity of printer's devil, copy boy and about everything else around the office. All this time Opper had the idea that drawing was the field in which he would ultimately find success. All his spare time had been spent in making sketches of people and scenes around his native village.

After a year in the village newspaper



FREDERICK BURR OPPER.

his chosen profession and clung to this intention until he had accomplished what he set out to do.

Born fifty-six years ago—Jan. 2, 1857, to be exact—in the little town of Madison Lake, Ohio, Opper was possessed of no more opportunities than fall to the lot of the average American boy. He went to the public school in his town until fourteen years of age, when he decided that the newspaper profession held more of an opportunity for him than did the school. He secured a place

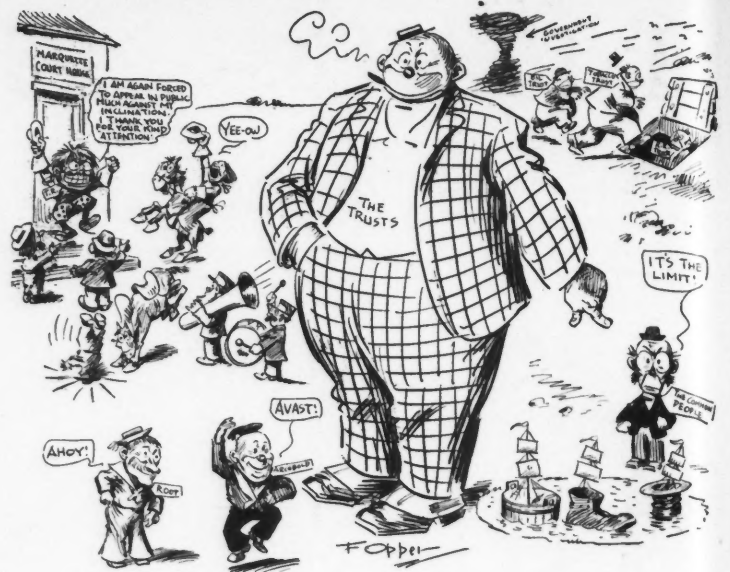
office the lure of New York prompted him to give up his job and try his luck in the nation's great metropolis. He did not have the idea that he was a first-class newspaper artist, so immediately went to work in a store on Broadway, where his duties not only consisted in acting as salesman, but in drawing cards and price tickets for the goods displayed in the show windows.

Still clinging to the idea of pursuing art or literature, he drew several humorous sketches and sent them to "Wild Oats" and "The Phunny Phellow," the leading comic papers of the day. They were accepted and Opper became a regular contributor.

In the course of a short time the genius of the young man was recognized by Frank Leslie, who engaged him on the art staff of Frank Leslie's Weekly, the same magazine which had, years before, given a start to Thomas Nast.

Opper stayed with Leslie's for three years and then went over to Puck, with which publication he was identified for eighteen years. The regular appearance of Opper's pictures in Puck brought him before the public and he soon became recognized as the leading cartoonist of the day.

In 1889 Opper left Puck, in which he



UNCLE TRUSTY IN THE POLITICAL ARENA.

had acquired a part interest, and accepted a position on the staff of William R. Hearst, for whose papers Opper has been drawing cartoons ever since. Besides the papers owned by Mr. Hearst—the New York American, the Journal, the Boston American, Chicago Examiner, the San Francisco Examiner and the Los Angeles Examiner and Atlanta Georgian—Mr. Opper's cartoons are published in hundreds of papers throughout the country, by arrangement with the Hearst syndicate.

During his career Opper has drawn illustrations for Mark Twain, Hobart (Dinkelspiel) and Dunne (Dooley). He is the author of "The Folks in Funnyville," a book in verse, profusely illustrated, and other literary works. Outside of his famous political cartoons, chief of which were the series known as "Willie and His Papa," drawn during the McKinley administration, and his present "Cruise of the Piffle," Opper has run many serial comics, such as "Happy Hooligan," started in 1902; "John Bull," begun in 1903; "Alphonse and Gaston," started in 1902, and "Maude, the Matchless," which first appeared in 1907. These have all been run in the colored supplements of many Sunday papers, and some of them continue to amuse countless thousands of persons on both sides of the Atlantic.

Mr. Opper was married in 1882 to Nellie Barnett, and they have two children, a son, who graduated from Harvard, and a daughter, who received her diploma at Wellesley and is now married. Mr. Opper has a summer home in Connecticut and lives in the city during the winter.

### NEWS NOTES FROM KENTUCKY.

(By Our Special Correspondent.)

LOUISVILLE, Ky., July 15.—Louisville had a hand in the entertainment of 300 members of the Indiana Democratic Editorial Association, their relatives and friends, who held their annual convention in New Albany last week. The editors held their business sessions in New Albany. For diversion they took in the Glenwood Chautauqua, visited Corydon, the first capital of Indiana, and the Jeffersonville reformatory, where they were the guests of Major David C. Peyton, the superintendent.

Friday evening the Louisville Convention and Publicity League treated the Hoosier writers to an open-air banquet at Fontaine Ferry Park. While in Louisville the visitors went through the plant of the Louisville Times and Courier-Journal, one of the show-places about town. Returning home, the editors stopped off at French Lick Springs for a day.

John C. Duffy is the leading spirit back of the Hopkinsville Democrat, a

newspaper launched recently. It is published every morning except Monday. The Lexington Tribune also has made its appearance in the morning field in the Bluegrass city.

Desha Breckinridge, editor of the Lexington Herald, has purchased a site costing \$25,600 on which will be erected the paper's new home. Work on the structure will be started as soon as plans have been agreed upon.

The Thousandsticks, a weekly published at Middlesboro, has filed articles of incorporation and the name of the paper is changed to the Pinnacle News.

One of the most unique testimonials ever reared to man's best friend has been placed over the grave of "Bert" at the country home of Col. John T. Macaulay, in Mockingbird Valley. The stone is not large. Chiseled thereon are these words: "In Memory of BERT, Chaplain of the Chili Con Carne Club. He was a dog who in his life gave lessons to men. John T. Macaulay, Chief Mourner. Henry Watterson, Elegist."

### Invaluable Aid to Newspaper Readers.

Elsewhere in this issue will be found a two-page advertisement of the "Panama Canal Flat Globe and Geographical History of the World," which is worthy of careful study by newspaper editors and publishers. The work which it exploits is a flat reproduction, 28 inches in diameter, of the surface of a geographical globe, which in that form sells at several hundred dollars, but in its present shape retails for \$1. The flat globe, which is the best thing of the kind we have ever seen, was edited by Rear Admiral Robert E. Peary, and presents data of great value that may be taken in at a glance. One of its features is the showing of distances by sea between the principal commercial ports of the world. The approaching completion of the Panama Canal will make the globe an invaluable aid to newspaper readers. It is accompanied by a geographical history of the world consisting of 150 pages and containing a full history and description of the Panama and Suez canals.

### An Unparalleled Record for 1912

#### THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

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

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

From March 16 to May 17, inclusive, The Herald beat The Globe in weekday display by 97,000 agate lines. Nothing better in New England for profitable publicity.

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

There is only  
**ONE SURE WAY**  
to cover

### Chester and Delaware County

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

### CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.  
**Chester, Pa.**

F. R. NORTHROP, 235 Fifth Ave., New York Representative.

# LEADS ITS FIELD!

## WE'RE NOT BOASTING JUST STATING FACTS

AND THEY ARE MIGHTY INTERESTING FACTS, TOO. THEY MEAN SOMETHING TO EVERY ADVERTISER; AND THEY MEAN MUCH TO US. THE FOLLOWING FIGURES MUST INTEREST OUR READERS IN GENERAL, AS IT IS THEIR LOYAL DEVOTION TO AND FIRM BELIEF IN

# THE EVENING MAIL

AND ITS ADVERTISERS THAT HAVE MADE THIS MAGNIFICENT SHOWING POSSIBLE.

## The Supremacy of The Evening Mail in Its Particular Field

IS SHOWN VERY CONCLUSIVELY IN THE FOLLOWING OFFICIAL FIGURES OF THE AMOUNT OF ADVERTISING CARRIED BY THE PAPERS NAMED DURING THE FIRST SIX MONTHS OF 1913, AND THE CORRESPONDING PERIOD OF 1912:

### Advertising Record January to June (Inclusive), 1913-1912

	1913.	1912.	LINES.	COLUMNS.
MAIL .....	2,665,365	2,590,644	Gain 74,721	253
Globe .....	2,339,122	2,516,740	Loss 177,618	602
Sun .....	1,921,645	1,577,543	Gain 344,102	1,154 2/3
Post .....	1,773,811	1,774,862	Loss 1,051	3 1/2

THE EVENING MAIL led the Globe by 326,243 lines, or 1,105 3/4 columns.

THE EVENING MAIL led the Sun by 743,720 lines, or 2,521 columns.

THE EVENING MAIL led the Post by 891,554 lines, or 3,022 columns.

### Circulation Statement

The Daily Average Net Paid Circulation of THE EVENING MAIL for May, 1913 (including Saturday's 5c. paper), was

**135,134**

The Daily Average Net Paid Circulation of THE EVENING MAIL for the

### Year Ending May 31, 1913

Six Days a Week (Including Saturday) .....	126,861
Five Days a Week (Excluding Saturday) .....	130,186

## We Are Grateful to Our Readers — We Are Grateful to Our Advertisers

We will show our appreciation by continuing our efforts to make THE EVENING MAIL the cleanest and most interesting evening newspaper published in New York City.

## THIS IS A WRITERS' ADMINISTRATION.

Newspaper Men and Authors Play a Prominent Part in Legislation and in Diplomacy—President Wilson Appoints a Number to Important Positions—Big Representation in Congress.

Never before in the history of the United States have so many journalists and writers been connected with the administration of the Government as at present. For many years the lawyers seemingly had a monopoly on Congressional positions. Newspaper men were conspicuous by their absence from both House and Senate. The several Presidents have rarely even appointed them to Cabinet positions or given them important appointments.

The sterling qualifications of journalists that fit them to serve as legislators or as government administrators seem to have been largely overlooked by the public until recently. If there is any one class of men that ought to understand the country's needs and know how to fill them it is the journalists.

### WRITERS RUN THE LAND.

The Evening Post, of New York, calls the present administration "a writers' administration," and this view seems to be borne out by the following list of Congressmen who have been connected with newspaper offices or with authorship in some form:

Arizona—Senator H. F. Asburst was a reporter.  
California—Representative Everis A. Hayes, owner and publisher of the San José Morning Mercury and Evening Herald; Representative William Kettner, connected with the advertising department of Coast newspapers for many years.

Colorado—Representative H. H. Seldomridge, city editor Colorado Springs Gazette two years; Edward Keating, started as a copyholder in the proofroom and rose to managing editor of a Denver newspaper; former president of the Denver Press Club, and of the International League of Press Clubs.

Connecticut—Representative Thomas L. Reilly, engaged in the newspaper business for the last thirty years.

Florida—Representative Claude L'Engle, proprietor and editor Jacksonville Dixie.

Illinois—Representative C. H. Tavener, independent newspaper writer; director of publicity, Democratic Congressional Committee in 1910 and 1912.

Indiana—Representative Charles A. Korbly, formerly editor of the Madison, Ind., Herald, and Henry A. Barnhart, owner of the Rochester Sentinel. Senator B. F. Shively was also engaged in journalism early in his career, and Senator Kern is an author of law books.

Kansas—Senator J. L. Bristow, owner of the Salina Journal; Representative D. A. Anthony, owner of the Leaworth Times; Representative J. R. Connelly, owner and editor of the Colby Free Press, and Representative Victor Murdock, former managing editor of the Wichita Eagle. Senator Thompson is an author of legal works.

### SEVERAL NEW ENGLANDERS.

Massachusetts—Senator H. C. Lodge is an author of historical works.

Maine—Senator F. F. Burleigh, publisher of the Kennebec Journal; Representative Asher C. Hinds, former newspaper man.

Michigan—Senator W. A. Smith, owner of the Grand Rapids Herald; Representative S. W. Beakes, editor and publisher of the Westerville Review; L. C. Crampton, publisher Lapeer County Clarion; Roy O. Woodruff, engaged in the printing business eight years.

Missouri—Speaker Champ Clark, editor at one time of a country newspaper; Representative Richard Bartholdt, editor-in-chief of the St. Louis Tribune when elected to Congress.

Montana—Representative Thomas Stout, editor and publisher Fergus County Democrat.

Nebraska—Senator C. M. Hitchcock, publisher of the Omaha World-Herald; Representative D. V. Stephens, author and publisher.

New Hampshire—Senator J. H. Gallinger, a printer in early life.

New Jersey—Representatives R. G. Bremer, editor and publisher Passaic Herald; E. F. Kinkaid, advertising business; E. W. Townsend, author.

New York—Representatives Henry George, Jr., editor and author; Edmund Platt, publisher Poughkeepsie Eagle; George W. Fairchild, president Herald Publishing Co., Oneonta, N. Y.; E. S. Underhill, publisher Bath Advocate and Leader; C. B. Smith, owner and editor Niagara Falls Journal.

Ohio—Senator T. E. Burton and Representative Simeon D. Fess, authors; Representative John A. Key, printer; Representative W. D. Ashbrook, publisher Johnstown Independent, and for three years secretary of the National Editorial Association.

### "ALFALFA BILL" OF OKLAHOMA.

Oklahoma—Representative W. H. Murray ("Alfalfa Bill") reported for and edited newspapers.

Pennsylvania—Senator G. T. Oliver, principal owner Pittsburgh Gazette-Times and Chronicle-Telegraph; Representative A. H. Walters, editor and publisher Johnstown Tribune; J. Hampton Moore, reporter and editor fifteen years; W. W. Grist, publisher of a newspaper; J. R. Farr, newsboy, printer

and publisher; Robert E. Lee, printer; W. W. Bailey, editor and publisher Johnstown Democrat; A. R. Brodbeck, treasurer Hanover Printing Co.; W. N. Carr, editor three years; M. C. Kelly, newspaper publisher, Braddock, Pa.

Tennessee—Senator Luke Lea, owner Nashville Tennessean-American; Representative W. C. Houston, editor country newspaper two years.

Vermont—Representative Frank L. Greene, editor St. Albans Messenger.

Virginia—Representative Carter Glass, owner Lynchburg News and Advance.

Washington—Representatives Albert Johnson, publisher Hoquiam Washingtonian; J. W. Bryan, owner and publisher Bremerton Navy Yard American.

West Virginia—Representative Howard Sutherland, formerly editor weekly newspaper at Fulton.

Wisconsin—Senator R. M. La Follette, owner of La Follette's Magazine; Representative J. M. Nelson, former editor the State.

Porto Rico—Delegate Louis Munoz River, a former editor Porto Rico Herald.

President Wilson, recognizing the exceptional value of newspaper men, made William Jennings Bryan, editor of the Commoner, his Secretary of State; Josephus Daniels, editor and owner of the Raleigh (N. C.) News and Observer, his Secretary of the Navy; Franklin K. Lane, former owner of the Tacoma News and later a correspondent of note, Secretary of the Interior; and William C. Redfield, author of several books, Secretary of Commerce.

In addition, Secretary of State Bryan has taken into the State Department as his secretary Manton M. Wyvell, a former New York State newspaper man; J. J. Dickinson, a New York newspaper writer, who is his personal representative in matters pertaining to the Panama-Pacific Exposition, and Robert Rose, for many years a newspaper man, who is now a foreign trade expert. Over in the Treasury Department, Secretary McAdoo has as his private secretary a former New York newspaper man, Byron L. Newton.

### SELECTED FOR DIPLOMATIC POSTS.

A number of newspaper men and authors have been selected for diplomatic positions as will be seen from the following list:

Walter Hines Page, editor of World's Work, Ambassador to Great Britain.

William E. Gonzales, editor of the State, Columbia S. C., Minister to Cuba.

J. Hale, editor Fayetteville, N. C., Observer, Minister to Costa Rica.

Thomas Nelson Page, author, Ambassador to Italy.

P. A. Stovall, owner and editor Savannah, Ga., News, Minister to Switzerland.

John Bassett Moore, author on international law, counsellor for the Department of State.

R. L. Metcalfe, formerly editor of the Commoner, head of the civil administration of the Panama Canal Zone.

Louis F. Post, Chicago, editor of The Public, Assistant Secretary, Department of Commerce.

Walker Vick, former sporting writer and dramatic critic, fiscal agent in Santo Domingo.

Cornelius Ford, of New Jersey, legislative correspondent and practical printer, Government Printer.

Charles M. Galloway, former editor Greenville, S. C., News, member of Civil Service Commission.

Frederick C. Penfield, of New York, formerly a newspaper man and the author of several books, Minister to Hungary.

Henry Van Dyke, of New York, author, Minister to the Netherlands.

### Big Six Approves Sulzer's Choice.

At a meeting of Typographical Union No. 6 ("Big Six") Sunday afternoon at Murray Hill Lyceum, resolutions commending the selection by Governor Sulzer of James M. Lynch, president of the International Typographical Union, for State Commissioner of Labor, were adopted unanimously. It was also resolved that a committee be appointed to use all honorable means to bring about the confirmation of this nomination by the State Senate. Marsden G. Scott, president of "Big Six," presided.

The Meridian (Miss.) Dispatch is erecting a new and handsome home for its plant.

### NEWSBOY TO SPORTING WRITER.

The Stepping Stones on Which Albertanti Rose to Responsible Editorial Position.

It was only a few years ago that a dark, wiry youngster sold papers among the howling mob of others like himself at the Brooklyn Bridge entrance. To-day that same youngster, who is still young enough to be so classified, works on the very paper that he used to sell. His name is Francis P. Albertanti, and if he had any early advantages that were calculated to smooth out the stony places in his uphill road he cannot recall them.

Albertanti is now responsible for the late sporting editions of the New York



FRANCIS P. ALBERTANTI.

Evening Mail. When Grantland Rice became sporting editor of that paper recently, Albertanti became his assistant. Starting just above the grade of office boy, he followed the trend of sports so faithfully that he is now one of the recognized authorities of this country on track athletics.

But to get back to that Park Row newsboy. One day somebody "higher up" noticed him, and a few days later he was transformed into a newspaper copy boy on the Morning Telegraph in the days when it had its offices on Nassau street in the Morton building.

While the boss was not looking he used to practise on the reporters' typewriters. After he had broken a few of them he learned how to "speed up," and was soon able to take dictation over the phone from men on the street.

About this time the city editor of the Evening Mail in casting about for someone who could take rapid dictation over the telephone from the reporters outside discovered Albertanti and gave him the job. He had not been in the Mail office long before he showed that he deserved better things, and was sent out by the sporting editor to minor baseball games and fights. He accompanied the baseball teams on their trips around the country, and wrote so well that he was permitted to sign his articles "By Francis."

He was steadily given more responsibility until, when the American athletes left for their memorable trip to Sweden to take part in the Olympic Games Francis was aboard the ship representing the Mail.

In Sweden the boy was introduced to the king as one of the best known sporting writers in New York.

But it was in the preliminary work for the Evening Mail modified Marathon races that Francis won his spurs.

Not only in the writing of the articles that made every kid old enough to walk want to try for fame did Francis help "put over" the event, but in the arranging of the thousand and one details that always go before such a contest he was an untiring worker.

Every boy in the Mail office knows Francis' story. He is still too near his own office boy days to have lost sympathy for the youngsters who "hot-foot" his copy out to the composing room.

### CHANGES IN INTEREST.

McARTHUR, O.—John W. Fawcett has purchased the Democrat-Enquirer from F. P. Magee, who published the Democrat-Enquirer for over twenty years.

KUTZTOWN, Pa.—Jacob B. Esser, for many years proprietor of the Patriot and Journal, has sold the newspapers and the stock to his son, Charles N. Esser, and William Rhode.

WEST PALM BEACH, Fla.—The Tropical Sun plant has been sold by its owners to D. L. Erwin, who for the past eighteen months has been acting business manager of the paper.

MYTON, Utah.—A deal has been made whereby Fred L. Watrous, founder of the Duchesne Record, takes over the business and management of the Eastern Utah Advocate, succeeding R. W. Crockett, who has been editor and manager of the Advocate for fifteen years.

MOORHEAD, Minn.—C. E. Colby, manager of the Barnesville Headlight, on behalf of Colby Bros., publishers, has bought the good will and subscription list of the Independent, which will suspend publication after this week.

WAGNER, S. D.—The News has been purchased by W. W. Eastman, of Geddes.

JANESVILLE, Wis.—Orla G. Briggs, for the past few years employed in the Gazette office, has purchased the Albany Vindicator from E. E. Atherton, founder of the paper.

STRUBLE, Ia.—The Journal, conducted by J. A. Sayer, has been sold to Al Atkinson, of the Lemars Globe Post.

LORENA, Tex.—The Lorena Publishing Co. has taken over the plant of the Register. Senator H. B. Terrell, editor of the West News, is head of the organization.

BELGRADE, Mont.—The Journal has been sold by A. T. Rutledge to B. T. Stanton and John A. Luce. This includes building and plant. The Journal company will soon be incorporated with Henry F. Sears, owner of the Bozeman Courier, and C. C. Davis, editor of the Courier, as chief stockholders, and B. T. Stanton and J. A. Luce.

PERRY, Okla.—The Republican has changed hands and management by the purchase of the plant by O. L. Ham and E. W. Jones. George F. Scheese, former owner will retire from the newspaper business.

HIGHLAND, Ill.—C. T. Kurz has sold the Leader to A. P. Spence, of St. Francesville.

### British Paper in Enlarged Form.

The Newspaper Owner and World, the leading weekly publication of London devoted to the newspaper industry, with its issue of July 5 appeared in an enlarged form under the revised title of the Newspaper World. The type page is now 10 x 6 1/2 inches. The first number under the new arrangement contains twenty-eight pages of text and twenty pages of advertising. The paper covers the field of British journalism in a thorough manner. It does not waste space on long-winded articles, everything being boiled down until nothing except a terse presentation of facts remains. THE EDITOR AND PUBLISHER desires to congratulate its trans-Atlantic contemporary upon its prosperity, and to extend to it its best wishes for a continuously prosperous career.

### Morgan Stock in Wall Street News.

Among the thousands of shares of stock belonging to the estate of the late J. Pierpont Morgan that were released Saturday by the State Controller there appeared the item: "\$1,000 Wall Street Daily News Publishing Co. twenty-year debenture, six per cent bonds."

# Important to Business Men

## Circulation Statements Made to the U. S. Gov't,

### Showing Relative Standing of N. Y. Evening Newspapers

In accordance with a Congressional Act of August 24, 1912, every newspaper is compelled by law to print, twice a year, its net paid daily average circulation. In order that every business man may know the true newspaper situation in New York we reprint below the circulation statements made by each of the evening newspapers to the Government. This is the first time, in some cases, that advertisers have been able to find out what they are really getting for their money, and the statements published below should prove interesting reading to all business men.

**NEW YORK EVENING JOURNAL 715,860**

Net Paid Daily Average Circulation

The Largest Daily Average Circulation of Any Newspaper in America.

**The Evening World 385,073**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth 2 in the World.

The Evening Journal's circulation EXCEEDS the Evening World's by

**330,787**

**The Evening Telegram 153,856**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth 5 in the Telegram.

The Evening Journal's circulation EXCEEDS the Evening Telegram's by

**562,004**

**The Globe 130,524**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth more than 5 in the Globe.

The Evening Journal's circulation EXCEEDS The Globe's by

**585,336**

**The Evening Mail 120,904**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth 6 in the Mail.

The Evening Journal's circulation EXCEEDS the Evening Mail's by

**594,956**

**The Evening Sun 104,396**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth more than 6 in the Sun.

The Evening Journal's circulation EXCEEDS the Evening Sun's by

**611,464**

**The Evening Post 29,400**

Net Paid Daily Average Circulation

One advertisement in the Evening Journal is worth 24 in the Post.

The Evening Journal's circulation EXCEEDS the Evening Post's by

**686,460**

**THE NEW YORK EVENING JOURNAL**

Has the Largest Circulation and the Lowest Advertising Rate Per Thousand Circulation

**"Nothing Succeeds Like Circulation"**

## STUDENTS MAKE GOOD.

**Eighty Per Cent. of the Graduates of the Missouri School of Journalism Are Actively Engaged in Newspaper Work—Only Ten Per Cent. Have Gone Into Other Lines of Business—Records of Degree Holders.**

When the University of Missouri established its School of Journalism five years ago a discussion began among newspaper men throughout the United States of the old question as to whether journalism could be taught outside of a newspaper office. That discussion is still going on, but with the teaching of journalism now five years old, and with instruction given in thirty-five universities and colleges, an investigation recently made by the directors of the Missouri school shows a marked change of attitude by both the country and city papers.

The Missouri School of Journalism has sent out forty-nine graduates. Of these more than eighty per cent. are employed in good positions, and have been employed continuously since graduation. Ten per cent. have left the newspaper field after graduation for other work in which they also specialized while in the university. From the others no word has been received. Here are the names and positions of some of those who have received the degree of Bachelor of Journalism in the last five years:

Charles Arnold, editor, Rolla (Mo.) Times.

Robin P. Gould, reporter, El Paso (Tex.) Herald.

Gussie V. Kenton, make-up editor, St. Louis Star.

John B. Powell, instructor in advertising in the School of Journalism, University of Missouri.

D. R. Scott, State correspondent, Detroit Times.

Claude A. Brown, reporter, Muskogee (Okla.) Phoenix, and teacher of journalism in Muskogee High School.

Vaughn Bryant, literary department, Kansas City Star.

Joseph E. Chasnoff, advertising, St. Louis Republic.

Jasper C. Hutto, city editor, Birmingham (Ala.) Ledger.

Oscar E. Riley, reporter, St. Louis Globe-Democrat.

Herbert W. Smith, instructor in photo-engraving in the School of Journalism, University of Missouri.

Harry E. Ridings, advertising, St. Louis Republic.

Ralph Pruyn, advertising bureau, Chicago.

Frank W. Rucker, Jackson Examiner, Independence, Mo.

Leo Wolfsohn, copy desk, Milwaukee Journal.

Edgar S. Baskett, Williamsport (Pa.) Grit.

Henry E. Birdsong, reporter, Kansas City Star.

W. E. Hall, assistant city editor, Toledo (O.) Blade.

Sanford A. Howard, Slater (Mo.) News.

C. S. Lewis, Lincoln (Neb.) Star.

Miss Sara L. Lockwood, St. Joseph (Mo.) Gazette.

Hugh J. MacKay, university publisher, University of Missouri.

Robert S. Mann, instructor in journalism, University of Missouri.

Ward A. Neff, Daily Drivers' Telegram, Kansas City.

Francis Stewart, Muskogee (Okla.) Phoenix.

Richard G. Tindall, reporter, St. Louis Republic.

Burford O. Brown, editor, Plainview (Tex.) Herald.

E. R. A. Felgate, editor, Kirkwood (Mo.) Courier.

Fred M. Harrison, Gallatin (Mo.) Missourian.

Henry H. Kinyon, Kansas City Star.

L. B. Phifer, Appeal to Reason, Girard, Kan.

Walter C. Stemmons, publicity department of the Agricultural and Mechanical College, Stillwater, Okla.

Earle B. Trullinger, real estate ad-

vertising manager, Cape Girardeau, Mo. Hin Wong, syndicate writer, Canton, China.

Maurice Hicklin, assistant to editor-in-chief of the Little Rock (Ark.) Gazette.

Miss Malvina Lindsay, Kansas City Post.

Miss Ellen Foley, Nashville (Tenn.) Courier.

## THE OBLIVION OF TIME.

**Musings of a Visitor to the Newspaper Section of British Museum.**

"I have spent two days in the vast building allotted to provincial papers by the British Museum in Hendon," writes Sir W. R. Nicoll in *The British Weekly*. "There are but few whose business or pleasure takes them to the spot. Perhaps a dozen persons or twenty in a week may pass through its great catacombs.

"To a journalist the sight is suggestive of many thoughts, and it is of the vanity rather than of the glory of his profession that he is tempted to think. Looking at these huge and innumerable volumes, he cannot but think of the toil and thought that have been spent on them, and about the apparent end of all. There are thousands amongst these huge books which no one has ever opened, or ever will open again. The writings have withered like the grass of the field as soon as the day or week of their allotted existence was over.

"Still more melancholy is the fact that even when the books are opened they tell nothing, or at best very little, about their writers. In old days, the anonymous system prevailed so strongly that the authorship of articles was not only concealed, but was even a jealously-guarded secret. The vast majority of men who were effective and powerful journalists in their day are utterly forgotten. There is not even an obituary notice to be found in the papers they edited. They moved in the spheres of their work, seen by their fellow citizens continually, but wholly unrecognized and unknown. They carried on their controversies with vehemence, and even with ferocity; but they and their contemporaries stand together on these shelves silent.

"To those who have had a share in the writings of these papers their aspect brings back the past. Here is a volume in which we wrote many columns long ago. Shall we take it down and try to recapture the moods of youth? Better leave it. Better submit with a good grace to our doom of oblivion.

"As I walk through the British Museum room I see not a few papers in which I could identify some of the contributors. There is Thackeray, for example. There is Meredith, there is Barrie, there is Frederick Greenwood, there is Charles Cooper, and there is many another who has since won fame in other fields. But none of these would thank anyone who disclosed the work of their obscurer years. And, after all, the speaker, too, even the greatest speaker, has but a short life. Many a Cabinet minister has been excluded from the Dictionary of National Biography for the good reason that no one now takes the smallest interest in his career. Gray lawyers, wealthy business men, and others prominent in their hour are swept away into forgetfulness even as is a journalist."

## Editors Make Plea for Hawthorne.

The St. Louis Star is making strong efforts to obtain a pardon for Julian Hawthorne, the famous journalist, who is serving a year's sentence at the Federal Prison, Atlanta, Ga. Many distinguished men of America have joined the Star in its plea for Hawthorne's release. George Barr Baker, editor of the *Delineator*, writes that he does not believe "any sane jury of American men could be found who would for one moment agree that he has been anything but the tool of clever men." There are others who think Hawthorne should serve his sentence.

## PRESS ASSOCIATIONS.

The Southern Iowa Editorial Association summer meeting convened at Keokuk last week with 100 members in attendance. President A. P. Norton responded to the address of welcome. Papers devoted to newspaper business were read. The editors were tendered a banquet in the evening.

President H. W. Blakeslee was selected at the meeting of the Dallas (Tex.) Press Club last week. The other officers are: R. L. Sanders, first vice-president; M. W. Florer, second vice-president; H. E. Mills, secretary-treasurer, and John F. Knott, sergeant-at-arms. The following board of directors was elected: John H. Cullom, Ralph Millet, W. C. Barrickman, John W. Mahan, Jr., and Adams Colhoun. It was announced that the club was fully protected by insurance and had effected a very satisfactory settlement for its losses in the fire last month. The committee on baseball game was directed to make arrangements for a game at Gaston Park.

Members of the Brooklyn Press Club were guests of the Long Beach Stock Company Sunday night at Long Beach through the courtesy of President William H. Reynolds, of the Long Beach company and Manager Edward M. Trail, of the stock company of Broadway players, in the Theatre Antoine version of "Galatea." A large number of the club members and their families and friends attended the performance of the play which made Mary Anderson famous throughout the United States a quarter of a century ago.

The annual summer outing of the New Hampshire Weekly Publishers' Association was held in Ashland last week. About forty publishers, their wives and guests were in attendance and perfect weather favored the party. They had an exceedingly enjoyable time and managed to transact some business of an important nature.

The United Amateur Press Club, which convened at Bellingham, Wash., last week, aggregated a total delegate roll of about fifty. Election of officers to serve for the ensuing year was the principal feature Saturday night. The personnel of the new officials is as follows: E. H. Morris, Bridgeport, Conn., president; Edna Thorne, first vice-president; Roy Norcross, second vice-president; George Gilhimer, Bethlehem, Pa., secretary; S. T. Howell, Seattle, treasurer; E. A. Rowell, Lynden, official editor. The 1914 convention will be held at St. Louis.

The East Tennessee Press Association, which meets in Chattanooga Friday and Saturday, August 8 and 9, has announced a tentative program for its deliberations, which includes addresses by several prominent men of the business and editorial departments of the city and country newspapers of East Tennessee. Local news writers will give a banquet in honor of their visiting friends at the Hotel Patten. The second day will be devoted to the association's quarterly business session.

After a trip to Old Orchard the forty-third annual outing of the Massachusetts Press Association was concluded at the Peaks Island House last week with a banquet, at which appeared a newspaper especially printed for the occasion. This sheet, called the Massachusetts Press, contained the menu and a whole lot of reading matter in which hits were made on the various members who have enjoyed their trip to Portland. After dinner the president of the association, Thomas Leavitt, of Dorchester, made a few remarks. Capt. C. C. Dalton read an original poem entitled "The Portland Fancy."

The Detroit (Mich.) Times has increased its capital from \$200,000 to \$350,000.

## NEW PUBLICATIONS.

LAFAYETTEVILLE, Tenn.—The County News is the name of the new newspaper to be published by W. R. Pylant, editor. There are three newspapers in the town now.

HUNTINGTON, Ind.—The New Liberty, a Progressive weekly, will be issued within a few weeks. The organizers, according to the incorporation papers, are Clifford J. Jackman, Charles R. Small and John R. Day.

JANESVILLE, Wis.—The Daily News has been established by H. H. Diddle-dock, recently editor of the Recorder.

CONCORD, N. C.—The Albemarle Chronicle, a weekly Republican paper, has announced that its office and equipment will be moved to Concord. The company has been reorganized and a new charter has been applied for. The paper will be managed by the present editor, Rev. J. M. L. Lyerly.

GRAFTON, N. Y.—A weekly paper for the Taconic Valley is planned by Patrick T. Kelliher, Fred W. Wose and George M. Janvrin, three Albany newspaper men who have summer homes in this vicinity. It is intended that the paper shall be printed in New York, brought to Albany and distributed through Grafton, Petersburg, Poestenkill and other sections of the valley.

PHOENIX, Ariz.—Dunbar's Weekly, an up-to-date newspaper covering the State of Arizona in a political and industrial way, will make its appearance in September. John O. Dunbar, who has been in the newspaper business in Arizona a third of a century, is to be owner and editor.

LA FERIA, Tex.—A new paper launched is the Leader, the initial number of which appeared last week. The new publication is issued for the first week from the press of the Light, until a printing plant is installed.

SPRINGFIELD, Ore.—A new paper will be published by Charles P. Poole, of the Coburg Journal.

BOISE, Idaho.—This city is to have a weekly Democratic paper, beginning next week. It will be called the New Freedom. Fred Floed is the editor and publisher.

CEDAR BLUFF, Ala.—This hustling town is to have a newspaper named the Cherokeean, and edited by S. D. McCormick.

BLUEFIELD, Va.—Bluefield is to have another try at an afternoon paper, the Leader having failed to succeed in that field some time since. The publication is to be known as the Times and will be the only afternoon paper in the coal fields along the Norfolk & Western Railway. Harry Jack is president of the company; R. E. Hardaway, business manager.

## THE AD SELL BOOK.

The Ad Sell League, of Northern Indiana and Southern Michigan, which holds regular monthly meetings at South Bend, Ind., is one of the most active advertising organizations of the Middle West. It is composed of the live wires of the most prominent business houses, advertising agencies, and men engaged in publicity work. The meetings of the organization are planned with great care and the speakers during the season include some of the best in the country.

The most recent achievement of the Ad Sell League is the publication of a beautifully printed book of 144 pages, containing a number of valuable articles on advertising written by top-notchers in the business, and half-tone portraits of many of the members. The paper, the typography and the cuts are of a superior character. The portraits show that the men composing the league are blessed with an unusual endowment of good looks. C. R. Trowbridge, president of the club, and to whose energy and enterprise the club owes much of its prosperity, is the editor of the Ad Sell Book. In his introduction Mr. Trowbridge explains that the book is not a "we need the money" effort, but a part of the club's educational plan for placing at finger tips data that may help in further development along advertising lines.



# A Guarantee of Advertising Merit

The first six months of this year was the biggest first half year The Boston Herald has ever had in display advertising. The Herald and its evening edition, The Traveler printed in these six months 1,954,746 agate lines display, a gain over last year of 354,717 lines. This gain exceeded by 60,000 lines the combined display gains of all the other Boston papers.

In week-day display advertising The Herald and Traveler are second among Boston papers for these six months, exceeding the American by 31,278 agate lines and the Globe by 377,268 agate lines. In June the Herald and Traveler combined printed 3841 more agate lines of week-day display than the American, and 88,641 lines more than the Globe—in this latter case almost 12 columns per day more for every week-day in the month.

The Herald and Traveler are read by people of more than average income. The daily circulation of these papers for six months past has averaged 217,873 copies per day.

The Sunday Herald average for the same period, 96,508, gives the advertiser all of the high-class circulation of Metropolitan Boston.

No argument is needed to convince thinking advertisers of the worth of Herald and Traveler circulation.

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THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

CHICAGO

ST. LOUIS

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

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

New York, Saturday, July 19, 1913

## "GETTING TOGETHER" PAYS DIVIDENDS.

A pleasant incident of the past week in metropolitan journalism was the publication of a kind and courteous letter of one of those perennially gay young fellows who, at the age of fifty, sees some good in everything and everybody. This able citizen recently transferred his allegiance and great abilities from an evening to a morning paper. He's a big man—big in brain, big in body and big in human sympathies. Moreover, he's a master of advertising. The letter was an uncommonly good one, breathing the personality of the man, showing breadth of view and vision—addressed to his former employer and associates congratulating them on a remarkably good six months' showing; and before mailing was approved by his present employers and associates, who indorsed every sentiment as a "deserved and well earned tribute."

Oh! that we men of the press might be big enough—all of us—to see the good in "the other fellow"; to pass up petty bickerings and strife; GET TOGETHER on the fundamentals; fight like Trojans for clean business, but "eat and drink as friends."

Getting together is, perhaps, the great need of present day newspaper publishing. To be sure, much has been accomplished, but even more remains to be done.

Take the A. N. P. A., mutually co-operative enterprise that it is: What has it accomplished in a large way? Under the wise and judicial direction of Lincoln B. Palmer its membership has grown substantially, until to-day it has upwards of three hundred and fifty members. These members are in touch at all times with big developments in the advertising and publishing fields. They can labor and plan intelligently. They are not taking many chances on credits. They know the accounts that are sure and the accounts that are shaky—the men or firms who are putting, or trying to put, things over on newspapers, and they save each year many times the annual dues. Not long ago the association literally dug out of the blue skies a cold \$50,000 for its credit members.

Consider the work of the manager along the lines of minimizing the free publicity evil. The good book says: "Ye shall know the truth, and the truth

shall make you free." Perhaps the hardest part of the work has been the difficulty of covering the truth within well defined limitations. Undoubtedly the interest and zeal of the membership has been quickened, with a resultant saving of thousands of dollars of space, and many misguided advertisers have been brought to a proper appreciation of the value of display space, resulting in an increase of paid advertising.

Then, again, there's the get-together movement under the aggressive and determined leadership of John Norris, chairman of the committee on paper.

It has been said that the new tariff bill provides for free news print without restriction of any kind and the admission of free pulp; and so, despite the villification of Norris, and many seeming insurmountable handicaps, it would appear that the co-operative movement of publishers to right conditions in the big staple of the industry has, in about four years and a half, or since the establishment of the bureau under the presidency of Herman Ridder, effected a saving of about \$10 a ton on an average consumption of 1,200,000; or, put differently, when the whole story is written the saving of this co-operative movement will be \$12,000,000 a year.

In passing it is, perhaps, only fair to state that to Don C. Seitz belongs the credit for inaugurating this movement by the institution in 1904 of a suit to dissolve the General Paper Co.

Now comes the Bureau of Advertising, under the direction of W. A. Thomson, director, and J. W. Adams, manager, seeking the co-operation of daily newspaper publishers in the interest of a forward movement for more advertising for newspapers. In the light of the disclosure of the past few weeks, it would seem that no argument should be necessary for the generous and liberal support of this work. But the fact is that after the hardest kind of painstaking endeavor on the part of Mr. Thomson, who has worked early and late single handed and alone, that only 328 newspapers out of a total of 2,800 dailies have pledged their support.

It may be said, however, that the results secured by Mr. Thomson represent a record-breaking achievement that in a few months he has been able to get together almost as many members as the A. N. P. A.

There should be no need to scimp in this big, broad field. The Bureau should have rate clerks, copy and art departments and able men in the field under the direction of Mr. Thomson, advocating the use of newspapers—big and little—for advertising campaigns.

The National Commercial Gas Association and the Society for Electrical Development should be shown the error of their present plan and that three hundred and fifty thousand should be spent in the media best suited to the proper exploitation of public utilities.

Every daily newspaper publisher should be a member of the A. N. P. A. and a regular contributor to its bureaus of labor, paper and advertising. Why? Because it means increased profits for the individual publisher.

Let's cut out the knocking and get together.

## ABOUT LETTER WRITING FORMS.

Every once in awhile some one breaks out with an argument for omitting "Dear Sir," "Dear Madam," at the beginning of a business letter, or "Yours Truly," or "Yours Sincerely" at the end. R. H. Macy & Co. recently announced that they had cut out these phrases in letters sent out by their advertising department "for the sake of accuracy, brevity and economy."

If you are sending out a letter why not make it a letter and not a circular? A letter is a direct, personal missive containing a message designed for the recipient alone. When a salesman calls upon a man he does not, upon being admitted, abruptly begin his solicitation. On the contrary, he presents his card and salutes him with a formal "Good morning, Mr. Blank," and then proceeds to state his business.

When a firm or individual communicates with the same man by mail, he salutes him formally by writing his name and then "Dear Sir." This form, or a similar one, has been adopted as the result of long experience as the proper way to address a person by letter.

Cut out the address and the closing "yours truly" and you rob your communication of its personal touch. No one would even think of writing a letter to a friend without using these expressions, although the text might be of an intimate character. To omit them for the sake of brevity is a poor kind of economy. One might just as well omit the punctuation marks for the same reason.

## WHERE THE NEWSPAPER IS STRONGEST.

THE AURORA BEACON NEWS,  
Aurora, Ill., July 7, 1913.

THE EDITOR AND PUBLISHER:

If the Gas Association is so almighty afraid of offending the newspapers that it will not use the five dominant papers in Philadelphia for fear the other twenty will be peeved, what will be its condition after putting all of its money into magazines and passing up every newspaper in all its distribution territory?

Many of these papers that have been boosting and defending the gas companies in their towns are liable to get peeved when they are passed up for magazines, which cannot (and would not if they could) boom or boost or defend the local companies.

Are the gas folks really afraid of peeving the newspapers or are they committed to the magazine policy and use this argument to help themselves with contributors to the fund?

I am still here to say that through the newspapers they can reach more millions of gas users right where they have their distribution than they can possibly reach through the magazines.

J. K. GROOM, Advertising Manager.

## "DOC" PERRY.

[Dr. Charles J. Perry, Manager of the pharmacy in the World Building, who died this week, was known as the newspaper men's friend. His purse was ever open to those who needed aid and many a young reporter owed much of his subsequent success to his kindly encouragement.]

We'll miss you, Doc, along the Row,

It will not seem the same old place  
Without your genial presence there,  
The kindly smile upon your face.

Ah! long indeed have been the years  
Since we first met upon the Row.  
Times changed but you remained the same  
Kind gentle soul—as we all know.

To the discouraged ones you gave  
A word of hope to face the fight.  
The helping hand was ever there,  
None ever found it closed and tight.

We'll miss you, Doc, along the Row,  
We'll miss your kindly smiling face.  
Without your gentle presence there  
It won't seem like the same old place.

TOM W. JACKSON.

"In the old and early days of newspapers there used to exist a fine rivalry wherein editors slammed each other in the interest of somebody else. That hour, I think, has passed almost entirely away. The editor used to dwell in poverty and financial affliction also—that, too, is going down the slide.

"If I were to talk for a week I could not give you a better doctrine than this: Never go back on a subscriber. When I speak of a subscriber I mean the subscriber at large, who takes the paper and has a right to believe that the paper is doing the best it can to tell him what is going on."—DON C. SEITZ.

**PERSONALS.**

William Taylor, editor of the Boston Post, has been recommended to President Wilson by Mayor Fitzgerald and others for the customs collectorship of Boston.

Eugene Boissevain, a wealthy Dutchman of Amsterdam, who married Miss Inez Milholland, the handsome suffragette lawyer of New York, this week, is a son of Charles Boissevain, the principal owner of Hadelblad, the leading newspaper of Amsterdam.

Melville E. Stone, general manager of the Associated Press, sailed this week for Switzerland, where he will join his wife and son.

George M. Bradt, proprietor of the Havana (Cuba) Post, is visiting Louisville, where he had worked for a number of years. For the past nine years he has been engaged in the newspaper business in Havana and has had an opportunity to become well acquainted with political and civic affairs of the island.

Haddon Ivins, editor of the New Inquirer, of Hoboken, has been appointed publicity manager of the James F. Fielder League, which is working for the election of Mr. Fielder as Governor of New Jersey.

Harold Hodge, for fifteen years editor of the London Saturday Review, has resigned and will leave his post the end of August. Gervase Beckett, M.P., the principal owner of the Review, will take over the editorship.

C. H. Rembold, business manager of the Cincinnati Times-Star, and president of the McAlpine Hotel, was in New York this week for the regular meeting of the hotel board.

C. H. Brockhagen, business manager of the San Francisco Call, has returned home after several weeks' trip to the East.

Edward E. Britton, editor of the Raleigh (N. C.) News and Observer, has returned to his desk after six weeks' absence, due to an operation.

Robert Sterling Yard, formerly of the Times, who was recently appointed managing editor of the Century, is an entertaining writer and publisher of many years' experience. In a book, "The Publishers," to be brought out next autumn, he gives a first-hand account, in all its aspects, of what he has termed "the worst business in the world."

H. B. Hale, editor of the East Hartford (Conn.) Gazette, and a party of twenty-two left on the Numidian last Saturday for a tour of the British Isles, France, Belgium and Holland.

**GENERAL STAFF PERSONALS.**

Elias A. McQuaid, special writer on the Boston American, was recently appointed secretary-manager of the Lawrence (Mass.) Chamber of Commerce.

Earl Mushlitz has severed his connection as managing editor of the Evansville (Ind.) Journal-News to become associate editor of the Indianapolis Star.

Edgar Remley, sporting editor of the Milwaukee (Wis.) Sentinel, has resigned to join the editorial staff of the Chicago Inter-Ocean.

Wenzel Klofas, war correspondent for the Vienna Freie Presse in the Balkan war, is on a lecture tour of this country, speaking on his experiences during the war.

James C. Dalton, city editor of the Syracuse (N. Y.) Post-Standard, is spending his vacation at Mackinac Island, the Great Lakes.

Addison N. Clark, of the editorial

staff of the San Francisco Call, has resigned to take a position on the Coast Banker.

The new assistant city editor of the San Francisco Chronicle is R. R. Heislant, who succeeds E. E. Bowles, who has been made city editor.

Edward Morrison, managing editor of the Bridgeport (Conn.) Standard, is passing the summer at Milford, and J. E. Elliott, city editor, has taken a cottage at Fairfield Beach.

**IN NEW YORK TOWN.**

R. L. Goldberg, cartoonist of the Evening Mail, has gone abroad in search of fun. Goldberg will incorporate the laughs he finds in a series of cartoons under the caption "Boobs Abroad."

Miss May Martin, of the World staff, who recently underwent an operation for appendicitis, and who has since been threatened with nervous prostration, sails to-day for a rest in Jamaica.

Charles A. Selden, city editor of the Evening Post, is performing the duties of managing editor during the absence of Mr. Lowry.

Frederick M. Knowles, affectionately known as "the boss" by the boys of the Mail, where he is city editor, returned from a fishing trip to South Hero, Lake Champlain, this week.

J. H. Platt, Jr., of the Evening Mail, goes to Fort McKinley, Portland, Me., this week for his two weeks' rest.

Wayland Williams and Samuel Kestor, Evening Post staff, have gone abroad for their vacations.

E. B. Thomas, son of Irwin Thomas, of the American, entered the ranks of newspaperdom this week with initial assignments on the Press.

Charles Mc.D. Patchett, of the Evening Post city staff, has gone South.

Charles T. Murphy, of the Evening Mail financial staff, is spending his vacation in the Maine woods.

**WASHINGTON PERSONALS.**

William J. Donaldson has been appointed superintendent of the House Press Gallery, succeeding the late Charles S. Mann.

William J. Collins has succeeded Col. Edwin A. Halsey as assistant superintendent of the Senate Press Gallery. Col. Halsey is now an official on the floor of the Senate.

W. F. Keohan, of the New York office of the Tribune, is here reporting the hearings of the Lobby Investigating Committee.

Harry C. Haskell, of the Kansas City Star, visited Washington for a few days last week. Mr. Haskell was formerly Washington correspondent of that paper.

Joseph Daniels, Jr., son of the Secretary of the Navy, had his first telegraphic assignment when he covered the Gettysburg celebration for his father's paper, the Raleigh News and Observer.

Robert Small, superintendent of the Southern Division of the Associated Press, who is now on a tour of inspection of the offices under his management, stopped off in Washington last Saturday to see the installation of a new Southern wire.

Fred C. Kelly is now running a series of stories in the papers of his syndicate entitled "Getting the News." The stories are about newspaper men and are appearing daily in the Washington Herald.

**Will Return to Newspaper Work.**

Jesse L. Suter, publicity agent of the Post Office Department for the past four years, has sent in his resignation, which will take effect Sept. 1. Mr. Suter will return to newspaper correspondence, which he gave up when he



JESSE L. SUTER.

entered the services of the Government. Mr. Suter's work at the department was in every way satisfactory, and when the new administration came into office the correspondents stationed here petitioned the Postmaster General to retain him in the position of publicity agent.

**WEDDING BELLS.**

Ethelbert Dudley Burrows, of the New York Commercial's editorial staff, on leave of absence, sailed last Tuesday, July 15, for Europe on the Nieuw Amsterdam, accompanied by his bride, who was Anne Mary Carr, of this city. While on his honeymoon Mr. Burrows will pursue a search on the Continent for light opera material which he aims to convert to libretto form upon his return to the United States in October. Mr. Burrows is the author of "Bud's Inferno," "The Mantle Shelf," "The Leper" and "A Shot in the Wrist." Mr. Burrows' wedding took place last Monday at the Church of the Transfiguration, the Rev. Dr. George Houghton officiating.

Fred C. Forrester, associate editor of the Delaware (Wilmington) Pilot, and Miss Mary J. Wyatt, of Ridgely, were married at Elkton on July 10.

Alonzo Seaman Taylor, publisher of the Seattle Post-Intelligencer, and Mrs. Evelyn Carwick, of New York, were recently married at Tacoma. Mr. Taylor has purchased for his bride a country estate near Seattle, overlooking Lake Washington.

Prof. Harry Franklin Harrington, head of the School of Journalism of the Ohio State University, at Columbus, and Miss Frieda Dill Poston, of Crawfordsville, Ind., were married in the latter city Tuesday, July 15.

**HELP WANTED**

**ADVERTISING MANAGER WANTED**

For small city daily, 6,000 circulation. Man willing to grow as the business grows and contribute his share to its growth, without developing the big head. Able to "mix," solicit and collect from his advertisers without giving offense. Must know how to write an ad and to develop new advertisers, both large and small. If you are only a copy chaser, don't answer. State all particulars, experience, age, qualifications, salary in first letter. We want the right man and don't want the wrong man. We have had some experience ourselves and know what we want. If you don't fill the bill we will say so. Address "DAILY MAN," care of THE EDITOR AND PUBLISHER.

**\$8,000 CASH**

balance of a total of \$15,000 deferred, buys nine-tenths of stock of only daily newspaper in thriving middle west manufacturing city. Annual volume of business over \$22,000. After paying owner salary of \$50 per week, showed a profit of over \$4,000 in 1912. Proposition H. X.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave. New York

**SITUATIONS WANTED**

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

EFFICIENT AND SUCCESSFUL newspaper man, now managing editor of large morning daily in Southwest; would change to daily paper in Rocky Mountain region or Pacific Northwest. Address "D., 1050," care THE EDITOR AND PUBLISHER.

**CIRCULATION GETTERS.**

There is nothing that gets the circulation and the money in the cash drawer, as readily and as satisfactorily as a properly conducted contest. We conduct contests along right lines and get the business and the cash. We shall be glad to supply any information to publishers. THE AMERICAN NEWSPAPER DEVELOPMENT CO., 1216 Madison St., Toledo, O.

**ADVERTISING MANAGER**

Who has been successful in building up the business of afternoon daily 33 per cent. during past year desires to make a change because of climatic conditions. Level-headed on business that pertains to advertising. I solicit correspondence with any executive who has an opening or can make an opening on his paper. Central western city preferred. Address "LIVE WIRE," care THE EDITOR AND PUBLISHER.

I WANT the stereotype foremanship of a "coming" newspaper—evening preferred. Have had good training and wide experience; sober, industrious, honest, willing. Address C. A. PUGET, 401 Superior Building, Cleveland, O.

WELL-TRAINED NEWSPAPER MAN who has had fifteen years' experience on the street and desk, wants position as editorial or special writer. Address "A. D.," care EDITOR AND PUBLISHER.

**BUSINESS OPPORTUNITIES**

\$3,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

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

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

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

**MISCELLANEOUS**

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

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

RICH & McLEAN, New York.  
51 Cliff St.

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

The corporation styled "Mr. Brook of Brooklyn" has been chartered by the Secretary of State to do a general advertising business. It has a capital of \$40,000. The directors of the company are Arylen H. Brook, Annis Osterman and Joseph R. Hodgson, of Brooklyn.

SPECIAL OFFER TO PUBLISHERS AND EDITORS

# The Panama Canal Flat-Globe and Geographical History of the World

(TWO PARTS) FOR ONLY \$1.00

❑ Don't contract for any Panama Canal offer before you see this Globe and History.

❑ You can sell it as your own special offer to your readers for one dollar (\$1.00) and make a good profit and many new friends.

❑ It is the only thing outside of an old-fashioned ball globe (which costs in a smaller size at least \$20.00) that truly presents and explains the Panama Canal in its relations to the United States and the entire world.

*One New York Publisher writes:*

*"Five million sets (5,000,000) of the Panama Canal Globe and World History should be sold in the United States and Canada through the newspapers."*

**HOW MANY WILL YOU SELL AT A PROFIT?**

*Write to-day for information.*

*Another Publisher writes:*

*"I feel confident that this Panama Globe and World History will have a very large sale and I see no reason why it should not equal*

**100,000 SETS**

*through my newspaper alone."*

*Only one newspaper in each community will get the first privilege of sale. Will you be the one in your locality?*

*Write to-day for information.*



*This large Panama Canal Flat-Globe is printed upon a Circular Disc, 28 inches in diameter, one complete hemisphere on each side, thus preserving the co-relation of the whole earth's surface and of latitude and longitude around the world. These two Twentieth Century productions comprise together a new, up-to-date, correct and superior system of world-wide geographical review and reference.*

## The Panama Canal and World-Wide Geography

**W**ITH the opening of the Panama Canal the United States assumes control, among the over 100 Nations, of the commerce of the Western Hemisphere. The Canal will largely change the entire highways of the seas and shipping routes of the World.

Heretofore the people of our Nation  
national borders. Modern progress and  
prosperity in the interchange of commodities

is interested in this wonderful project, and almost none of them clearly or properly understands just what has been accomplished by this great work. This Panama Canal Globe and History clearly and fully pictures and explains everything, including the entire subject of World-wide Geography.

You can offer this Globe and History to your readers as your own special offer for \$1.00. We make a liberal discount to publishers, which gives them a good profit. Fill out and send us your order to-day on the coupon order blank below. You need this Globe and History in your office and editorial rooms. It will be of great service in furnishing the best up-to-date reference and information in relation to the Panama and Suez Canals and the entire geography of the World.

filled at the same rate. You will be delighted  
Send us your order to-day.

prosperity in the interchange of commodities and ideas make it necessary to-day for you and your readers to be familiar with the Geography of the entire World.

This Panama Canal Globe gives a full presentation of the entire Earth's Surface in the proper relation of Continents, Nations, Islands and Water. It marks a new departure in the consideration of the Geography of the World, and covers fully the knowledge everyone needs concerning the World upon which we live.

Maps, Atlases, Charts and Geography books are fragmentary, disproportioned and disconnected presentations, but this Globe presents the whole World in proper size, proportion and relation.

This splendid new system of geographical review and reference is edited by Admiral Robert E. Peary, discoverer of the North Pole, President American Geographical Society, New York; Member of the National Geographical Society, Washington, D. C.; Fellow of the Royal Geographical Society, London, England. His name is a sufficient guarantee of its up-to-date correctness and merit.

Send your order for the Panama Canal Globe and Geographical History today and write for special terms to International Globe Co., JOHN WANAMAKER, New York.

INDORSED BY THE WORLD'S LEADING GEOGRAPHERS. To the Public: Every man, woman and child should have a correct Geographical knowledge of the world upon which they live. The Flat-Globe, illustrating the world-continent, countries, islands and waters—and INTERNATIONAL GEOGRAPHICAL HISTORY, explaining and describing it, comprise together a new, accurate, valuable and up-to-date system of geographical review and reference, at so low a price that everyone should have them; they should be in every home, school, office, library and place of business. They form the most complete compilation of geographical intelligence and information yet published at the Globe and Geographical History are easily understood and will interest and benefit every individual from a child of six to a man or woman of mature years. R. E. PEARY, President American Geographical Society. A GEOGRAPHER. Dr. Jacques W. Redway, Fellow of the Royal Geographical

Society, author of "National Geographies," says: "I pronounce the Flat-Globe a success as a Globe. It certainly does make a simple, valuable device for the Study of Geography." A GEOGRAPHICAL AUTHOR AND EDITOR For thirty years my profession has been the compilation and editing of geographical works. Your Flat-Globe and Geographical History, as a complete system of world-wide geographical review and reference, is a marvel of simplicity, convenience and utility. DAVID MACDONALD, Late Director of the Royal Geographical Soc. of Australasia. A GEOGRAPHICAL PUBLISHER. Mr. S. Y. Gillan, Publisher of "Lessons in Mathematical Geography," "Tracing and Sketching Lessons in Geography" and the "Western Teacher," Milwaukee, says: "Your invention, the Flat-Globe, is a splendid idea, and is certainly a satisfactory Globe of the world. I can and will recommend it for general use."

CUT OUT AND USE THIS ORDER PUBLISHER'S GUARANTEE OFFER JOHN WANAMAKER, New York Please send us ... sets of the Panama Canal Flat-Globe and Geographical History of the World now in process of printing. Enclosed find \$..... in payment for same. It is agreed that if after inspection of same we are not entirely satisfied, and return them in good condition the same day received, our money will be immediately returned. Paper ..... City ..... State .....

# The Reading Public In Home and Office

THE Panama Canal Globe and History is the only production that illustrates, explains and describes simply and completely just what the United States has accomplished for the International business of our Country and the World by the expenditure of \$400,000,000 in building the Panama Canal and changing the Ocean Highways and Shipping Routes of the World's Commerce.

It also shows and explains Physical Geography, and the phenomena and forces of Nature, Mathematical Geography, presents interesting Data in relation to Time over the World, Climate, Seasons, Crops and Human Activities. It touches on National and Political Geography and gives clear knowledge of the important points about the over 100 Nations and their equal number of Colonies and Dependencies.

There are hundreds of items in the current news of each week about territory outside of the borders of our own Country, and it is necessary for everyone to have this Globe and History in the home and office to clearly follow the general news and current events.

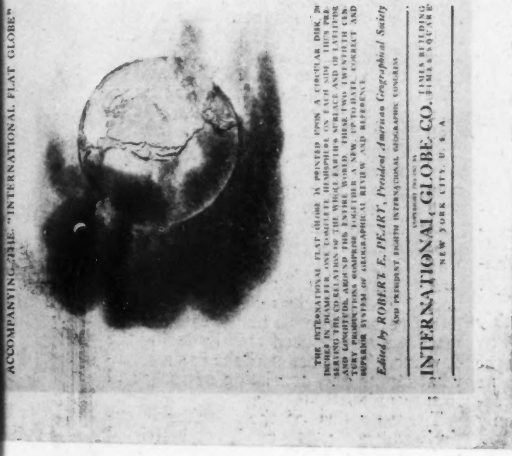
No production except a Geography Globe and History like this can fully illustrate the Panama Canal and the entire Geography of the World. With proper care this Globe and History will last for twenty years.

# Newspapers and Periodicals

THE best world picture and history of its kind ever produced are now ready for your business office and editorial rooms. Every reader, in home or office, in your community needs this Globe and History and should have the opportunity to secure this new production through your publication. They cannot read your paper intelligently without this guide. Read and learn how you can profitably make to your readers this wonderful offer.

The relation between the publisher and his readers from the viewpoint of good will and prestige is most important. It is generally conceded that perhaps the greatest achievement of our Government, and certainly of modern times, is the building of the Panama Canal. It has cost our Nation Hundreds of Millions of Dollars. It will affect the route and movement of Billions of Dollars of international trade annually with immense saving of time and money. It gives the United States the absolute Naval Supremacy and Mastery of the Western Hemisphere.

Practically every man, woman and child knows about and



THE REPRESENTATION OF THE GLOBE IS SHOWN IN SECTION FROM A PRACTICAL POINT OF VIEW IN ORDER TO SHOW THE LOCATION OF THE CANAL AND THE POSITION OF THE GLOBE IN THE WORLD. THE GLOBE IS SHOWN IN SECTION TO SHOW THE LOCATION OF THE CANAL AND THE POSITION OF THE GLOBE IN THE WORLD. THE GLOBE IS SHOWN IN SECTION TO SHOW THE LOCATION OF THE CANAL AND THE POSITION OF THE GLOBE IN THE WORLD. Edited by ROBERT E. PEARY, President American Geographical Society. INTERNATIONAL GLOBE CO. 1114 BROADWAY NEW YORK CITY, U. S. A.

Send us your order to-day. You will be delighted with the Globe and History, and we feel sure you will want to offer them to your readers. Write for full terms and particulars to-day.

## CLEAN-UP ON PACIFIC COAST.

### Aggressive Campaign That Has Yielded Substantial Results.

The topic allotted to G. F. Vradenburg, of the Seattle Ad Club, at the Baltimore convention was "The Clean-Up on the Pacific Coast." He said in part:

Until a short time ago a majority of Western newspapers were carrying any and all quack medicines, fraudulent bankrupt, fake stock and real estate advertising without discrimination. Many reputable mercantile concerns were growing extremely careless with their copy, while dozens of special ad writers were contemptuously disregarding the truth in every advertisement.

The most insidious phase of our advertising situation was that most of the large department stores assumed an attitude that would tend to discourage any movement toward more truthful publicity, and in addition to that the publishers were carelessly indifferent.

It is less than a year ago that we set our stakes and began the "clean-up" task. During that period of time we have changed the sentiment of nearly every important advertiser on the Pacific Coast, and where before he was thoughtless and untruthful in his statements, the majority are now making serious attempts to adhere strictly to the truth in all of their publicity. This has been brought about directly and indirectly in two ways. Education and, as a last resort, drastic action through the courts.

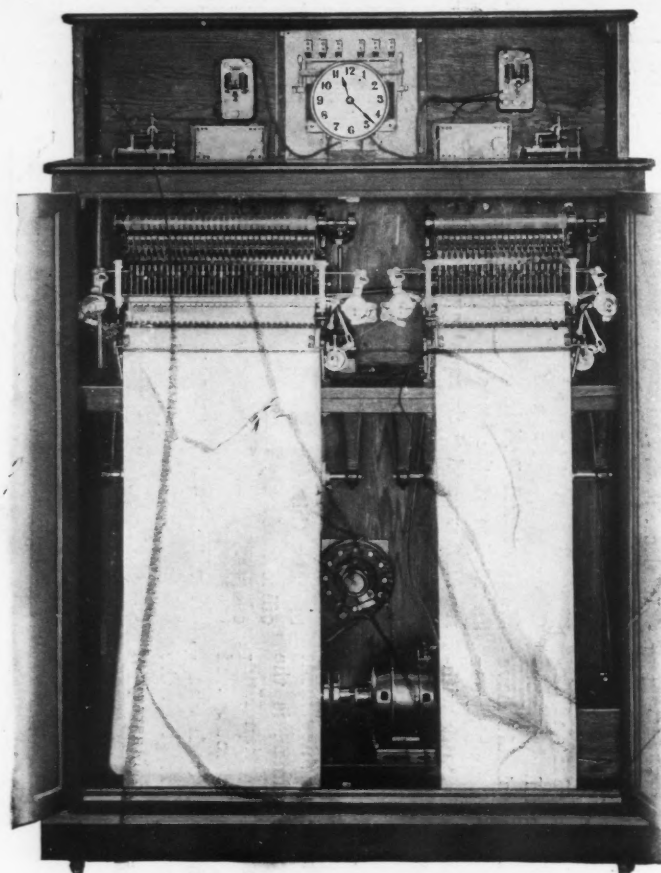
The influences which we have brought to bear upon the publishers, business men, the ministers, the doctors, attorneys and financial men in the advertising up-lift has been the most satisfactory and productive part of our educational efforts. Through this indirect attack upon untruthful statements in advertising, a majority of the newspapers have thrown out and refused to accept any copy from the known fakir, quack and those engaged in questionable business.

At the present moment we have practically eliminated from the business streets of the cities on the Pacific Coast the special sales nuisance, and where our streets formerly were ablaze with glaring and unsightly fire, flood, failure, wreck and going-out-of-business signs, with the assistance of public officials and mercantile associations, there are practically no obnoxious signs upon our streets to-day, yet the bankruptcy special salesman is hiding around the corner waiting until this transient vigilance agitation has passed, when he will again come out of hiding and seek to continue his pernicious methods of ruining legitimate advertising.

Nearly every ad club throughout the Pacific Coast States has put into effect a censorship plan that harmonizes in every way with the Vigilance Committee work; this plan, which was first adopted by the Spokane Club, provided for a secret censorship committee passing upon programs, pamphlets, directories, score cards, etcetera, and has been the means of saving to the legitimate advertiser thousands of dollars in every city.

We are on the road to success out West and we have a habit of doing things whole heartedly when once we start. We shall continue our efforts to induce the reputable advertiser to refuse patronage to the publisher who will permit the dishonest fakir the use of his columns. We shall continue our efforts to educate the writer, the buyer and seller of space, and we shall continue our attempt to persuade all publishers to discontinue the acceptance of fraudulent advertising. But we feel that should there be any let up on the part of the Vigilance Committee of the Associated Ad Clubs of America that all of our work would go for naught inside of a few months.

It is our hope that you will, by whatever action seems necessary, continue the war on dishonest advertising more aggressively than ever.



THE MONITOR, THE NEW LINOTYPE TAB-KEEPER.

## ADVERTISING A BIG AUCTION.

### Realty Man Tells How He Secured Buyers for Morris Park Lots.

J. Clarence Davies, who in conjunction with Joseph P. Day, the auctioneer, handled the Morris Park realty sale, in discussing his advertising campaign, which was the largest ever attempted from a real estate standpoint, said:

"The total amount spent for advertising of all kinds in connection with the Morris Park sale was between \$200,000 and \$250,000. Of this grand total about \$190,000 went into newspaper advertising. Seventy-five per cent., roughly, of this expenditure for newspaper advertising was made in this city and immediate vicinity and the other 25 per cent. in out-of-town papers to the number of about 170, covering the whole of the New England and Middle Atlantic States, and as far West as Pittsburgh and Buffalo.

"In addition to the newspaper advertising this same territory was thoroughly covered as far as its cities and large towns were concerned by street car advertising. Large billboard announcements were placed at prominent points, as well as ads in theater programs, circulars, etc.

"There has been yet no tabulation showing the exact proportion of local and out-of-town buyers, but from scanning the lists I should say that this proportion is about the same as in the case of the newspaper advertising—that is, 75 per cent. from New York and vicinity and 25 per cent. from out of town.

"My experience has shown me that the public knows just as much as I do about them, and that you cannot goldbrick the public as to real estate values. If the Morris Park advertising attracted attention I can only say that it was made up of cold facts and the results of my own experience told in plain, straight-forward fashion."

### New Mile Posts by Pittsburgh Post.

New mile posts have been scattered along the principal highways leading into that city by the Pittsburgh Post. These guides, seventy-eight in number,

are placed at short intervals along the roads radiating from the city's limits in every direction of the compass. One of the practical features about these posts is that they have been placed in the very best available positions, thus enabling the tourists to find them without the slightest difficulty.

### Bryan's Commoner to Appear Monthly

It was announced by Secretary of State Bryan recently that with the current issue the Commoner, which he established in 1901, will cease publication as a weekly and will be issued only monthly. The resignation of Richard L. Metcalfe, appointed Governor of Panama, has left the Commoner without an editor. Under the new arrangement Mr. Bryan says he will be able to give his personal attention to more editorial writing than he has done for several years. Its size will be doubled. C. W. Bryan will continue in direct control.

### A Remarkable Record.

The Western office of Holland's Magazine, of which Walter W. Clark is manager, has made a record which, it is claimed, has never been equaled. During the last nine months it has secured forty-six national publicity accounts, including among others those of Armour & Co., U. S. Tire Co., Overland Auto Co., Andrew Jergens Indestructo Trunks, Bissell Carpet Sweeper Co., Carter White Lead Co., and the Battle Creek Sanitarium. Mr. Clark attributes the success of his office to the personal dealer co-operative work which Holland's Magazine has carried on in Texas and the Southwest for over three years, and in which 12,000 dealers have enlisted.

### Wilmington's Progress Number.

The Wilmington (N. C.) Star recently issued a forty-eight page Progress and Prosperity Edition, descriptive of that thriving city and its environs. The text and pictures gave an inclusive summary of the commercial, industrial, educational and social life of the district and a creditable interpretation of the town's progressive spirit. Albert E. Walker, of Charlottesville, Va., was largely responsible for this edition.

## KEEPS TAB ON LINOTYPER.

### The Monitor Records Accurately Number of Lines Actually Composed.

In order to prove that the wide discrepancy in the daily output of different operators on the same linotype could not be attributed to any inherent defect in the machine or its adjustments, but rather to the vagaries of the individual operators, Henry C. Zenke, plant machinist on the New York German Herold, has perfected a device for recording accurately the number of lines actually composed on the fourteen machines in his charge. It is called the Monitor.

The apparatus is contained in a steel cabinet with glass doors. On the upper shelf are the main switches, relays, clock, etc. The second shelf holds the Monitor proper, or recorder. On the bottom shelf is the motor generator, used to generate the low voltage current necessary to operate the magnets controlling the printing cams. Attached to each linotype is a contact box, operated through the line delivery shaft. These contact boxes are connected by wires each with respective cam-controlling magnet on the recorder.

When a line is delivered and the line delivery carriage returns to position above the assembling elevator a short wiping contact is made which energizes the magnet on the recorder and releases the cam, which is brought into contact with a constantly revolving rubber roller. This makes one complete revolution and is arrested by a hook which holds it until again released by the action of the magnet. The cam in turning presses a little numbering machine against the sheet, which prints a dash for every line set on the linotype. At every tenth dash a number is printed at the left. These numbers add automatically and then repeat. To ascertain the number of lines set on any machine it is only necessary to deduct the lowest number in the column from the highest and add a cipher.

The illustration on this page shows the Monitor in operation in the New York Times plant, consisting of thirty and twenty units. The former is connected with the news battery, while the latter records the ad linotypes and such machines as are used mainly during the daytime. The Boston Globe has a somewhat larger one, consisting of forty and twenty units.

The operation of the Monitor is entirely automatic. Its use is not restricted to linotypes alone, but it can be adapted with equal advantage to printing presses, looms, or, in fact, to any semi-automatic machinery the product of which is dependent on the speed of the operator.

### Can't Muzzle Weekly Issue Editor.

With the distribution of free copies of the Weekly Issue among the strikers at Paterson, N. J., last Sunday, Alexander Scott, the editor, under sentence to from one to fifteen years for "inciting hostility to the Government," again demonstrated that neither lie nor his paper are to be muzzled. The first page blazed with this headline: "To Hell with Justice, Spells the Action of the Paterson Courts. Outrageous Proceedings Against Quinlan; Suddenly Grabbed and Juggled."

### Wins Prize for Name of New Paper.

In response to an advertisement of the Springfield (Mo.) Leader, offering \$25 for a name for the new farm paper to be issued by it, many hundred names were submitted. From as far away as Canada and California, former residents, still interested in the Ozark country, sent suggestions. After much consideration, the title, The Ozark Countryman, sent in by S. O. Bowers, of Ash Grove, Mo., was adopted as being the most appropriate for the purposes of the new publication. The first number will probably be issued July 15.

The Greenwich (N. Y.) Commonweal has suspended publication.

**TO INSURE AD MEN.**

**English Advertising Men Organize the National Advertising Society and General Benefit and Benevolent Institution, of Which Lord Northcliffe is President—List of the Benefits to be Derived From It.**

The advertising men of London have organized a new association called the National Advertising Society and General Benefit and Benevolent Institution. The mass meeting held two weeks ago in the interests of the organization was attended by over a thousand persons, including Lord Northcliffe, who presided, said:

"All those who have worked in Fleet street for the greater part of their lives must have seen the rising of a vast new profession—a small thing for the greater part of the last century, but now without question one of the largest industries in England.

"The men and women gathered together in that work have been obliged to rely largely upon the help of their fellows in the hour of distress. That was all very well when our business was a small one; but the time has come when many of us think that advertising should take its proper place as one of the recognized professions of this country and should be provided with such societies as all other great industries are.

**100,000 PEOPLE IN AD RANKS.**

"For that reason the Fleet Street Club, and Mr. Salt in particular, conceived the idea which has led to the gathering of this wonderful and most representative meeting. The advertising profession, numbering in its ranks, I am assured by competent authorities, more than 100,000 people, can hardly be run upon lines suitable to a village benefit society. And this great scheme is therefore evolved."

Lord Northcliffe further said that he had been surprised at the interest which the proposed formation of an advertising association had evoked. He had received letters from all over the Empire on the subject in five of which subscriptions amounting to \$25,000 had been enclosed. Lord Northcliffe subscribed 1,000 guineas and promised a further donation of 1,000 guineas.

The officers of the society are: President, Lord Northcliffe; vice-presidents, Hon. H. L. Lawson, M.P.; Hon. W. F. D. Smith, Sir William H. Lever, Sir George Riddell, T. P. O'Connor, M.P.; Frank Floyd; treasurer, G. A. Godley; secretary, S. G. Coram.

**PROVISIONS AND BENEFITS.**

The society has been founded for the purpose of giving those engaged in the advertising profession the opportunity of making provision against the misfortunes of sickness, infirmity, old age and death by creating an insurance fund based on small monthly contributions. Also to establish a benevolent fund with which to assist members, their widows and infant children when in necessitous circumstances through no fault of their own, and to provide an employment bureau for the use of members.

The full benefits are (1) an allowance of \$5.25 weekly for fifty-two weeks, and \$2.02 for a further fifty-two weeks; (2) a superannuation allowance throughout life of \$3.50 or \$2.50 weekly to a member of twenty-five, twenty or sixteen years' standing respectively, upon his furnishing a medical certificate that he is permanently incapacitated for further employment; (3) an allowance of \$250 on a member's death and \$100 on the death of a member's wife, and (4) a benevolent fund out of which members, their wives or infant children may be assisted when in necessitous circumstances, with sums not exceeding \$100.

**NOTICE**

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

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

**CURTAILING DEALER RETURNS.**

By **ROBERT McCLEAN,**

*Circulation Manager Pittsburgh Post and Sun.*

It is generally admitted that the distribution of morning, evening and Sunday newspapers in Pittsburgh is a trifle more complicated than in any other city in the United States. There are "lapped" carrier routes. There are "shoestring" routes. Traversing these "lapped" or "shoestring" routes are car boys controlled by a dealer, who has exclusive right to sell daily papers on



**ROBERT B. McCLEAN.**

all street car lines. These boys sell on corners as well as on the cars. Scattered over the city there are twenty-odd wholesale newsdealers, who supply newsboys, cigar stands and drug stores, and in some cases carriers, although, as a rule, carriers are supplied direct from the various newspaper offices.

In addition, one dealer supplies all downtown newsboys exclusively with the afternoon papers; another dealer with the morning newspapers. No newsboy is supplied direct by any newspaper office in Pittsburgh.

The above condition is mentioned so as to give a clear idea of conditions which confronted the circulation managers of Pittsburgh when they mutually decided to discontinue the return privilege.

**DISCOUNTS TAKE PLACE OF RETURNS.**

No returns had been allowed on the morning papers for several years, but on the afternoon and Sunday papers practically every newsdealer was allowed unlimited returns. During the latter part of March notices similar to the following were sent to all agents: **IMPORTANT NOTICE TO ALL AGENTS.**

After April 1, 1913, unsold copies of THE PITTSBURGH SUN cannot be returned for credit. Unsold copies prior to the above date will be accepted as a credit on the settlement of March bill, provided the March bill is paid on or before April 15th.

In lieu of the return privilege, we will allow a cash discount of three per cent. (3%) to agents who pay their bills before the 15th of each month.

**THE SUN PUBLISHING COMPANY.**

Similar notices were sent out to all Sunday dealers.

**CHANGE PROVES ADVANTAGEOUS.**

On the two papers with which the writer is connected, the "no-return" rule has proven to be a decided success from two standpoints—increased net paid circulation on both the Evening Sun and the Sunday Post, and the saving of thousands of dollars, not only in white paper and postage, but in the handling of returns and in bookkeeping.

Knowing the complicated condition of newspaper distribution, it took considerable nerve to adopt the "no-return" plan. Every circulation manager and many publishers will admit that sales on an afternoon paper fluctuate, depending to a large extent on the news, the weather and local conditions. To cover this point, the downtown wholesale dealer was allowed the privilege of exchanging earlier editions for later and allowed a return privilege not to exceed five per cent. on the final edition only. Branch office wholesalers are allowed returns to five per cent. of their total drawings.

Out-of-town agents and city carriers are allowed no returns whatever.

**NET SALES SHOW GOOD INCREASE.**

Now, a month and a half after the rule was put into effect, we find increased net sales. At no time since the change has there been a loss in net circulation. The Pittsburgh Sun and the Pittsburgh Post have now a cleaner circulation than ever in the history of either paper.

It is true that some business was lost here and there over the territory where agents "went up in the air" when notified that no returns would be received. In practically every case new agents were secured.

It has been found that with the smaller agencies, as well as with larger, business increased—for the reason that it made regular readers out of people who before were occasional buyers of the paper. This was helped along by publication in both the Evening Sun and the Sunday Post of full-page advertisements notifying the public that in order to make sure of receiving their favorite paper they should order in advance. This was greatly appreciated by agents and carriers, who co-operated in making regular subscribers of many who were heretofore random readers.

**Newsstand Ordinance Up to Mayor.**

The ordinance for the relief of the newsdealers, after amendment by the Board of Aldermen at their meeting Tuesday, is before Mayor Gaynor again for his approval. As the amendment in the ordinance was made to meet his Honor's objection, it is expected that he will sign it without delay. The ordinance as originally drawn permitted the licensing of newsstands on streets where the stoop line has been abolished and at the rear and in front of subway kiosks. The Mayor thought that the placing of stands "in front of" subway entrances would block traffic, so the words "at the side of subway kiosks" were substituted.

**Safe Blowers Destroy Catskill Mail.**

The plant of the Catskill (N. Y.) Daily Mail was destroyed Monday morning by a disastrous fire that burned two buildings and damaged several adjoining structures. It was caused by burglars, who blew open and robbed a safe in one of the stores. The entire fire loss amounts to \$75,000, partly covered by insurance. M. E. Silberstein is editor and publisher of the Mail.

**Blumenberg Will Provides Concerts.**

Marc A. Blumenberg, founder of the Musical Courier, the Blumenberg Press and the American Copyright Company, left by his will, filed this week, one-fifth of his income from his periodicals to provide free classical concerts for New Yorkers. The estate is estimated at over \$250,000. The remainder of his income from his periodicals is divided between his wife, Mrs. Ruth Blumenberg, a resident of Paris, France, who receives \$12,000 a year; his brother Louis, who receives \$6,000 a year; his sisters, Emme and Ida, each receiving \$3,800 a year, and his sister, Mrs. Caroline Varga, who is left \$2,500 a year.

**Finney Died of Financial Worry.**

Depression over financial affairs, following the failure of the Courier Publishing Co., Chicago, of which he was secretary, is believed to have caused the suicide of Ora Finney, found dead three weeks ago in the woods a mile west of Evanston. The company published the Women's World and other journals. Its condition was not generally known until the application for a receiver. At the inquest last week a brother-in-law, Leon Fleig, said the trouble worried Finney.

**Powers Buys Up Opposition Daily.**

Perry F. Powers, publisher of the Cadillac (Mich.) Evening News, has purchased the Daily Globe, the city's only other daily paper.

S. I. Tonjoroff, head of the copy-desk of the Mail, joined the out-of-town squad Saturday for a two weeks' vacation.

**For Your Woman's Page**

**Line Fashions**

(1 and 2 col.)

**Half-tone Fashions**

**Embroidery Patterns**

**Barbara Boyd**

Let us supply proofs and sample mats for comparison with your present service.

**The International Syndicate**  
BALTIMORE, MD.

**"Emergency Pages Save Money"**

They are seven columns, thirteen ems, twenty and twenty-one inches deep. They are mighty handy to have around. The price permits purchasing in dozen lots, and strange as it may seem they are cheaper by far than cost of composition.

**World Color Printing Co.**  
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

**GET**

**Today's News Today**

**"By United Press"**

General Office:

**WORLD BLDG., NEW YORK**

It is a fact that Without exception

**THE BEST DAILY COMICS**

AND

**THE BEST SUNDAY COMICS**

are those put out by

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

**Daily News Mats**

Best illustration service obtainable in this country—write for samples.

**INTERNATIONAL NEWS SERVICE**

200 William Street New York City

**MOST CONVENIENT**

News matrix service in the market—saves time, patience, money.  
**CENTRAL PRESS ASSOCIATION, Cleveland**

## FIGHTING THE SALOONS.

**Notable Advertising Campaign Carried on in Montclair by H. W. Doremus—His Ingenious Method for Stirring Up Public Sentiment Against Granting Licenses—What He Accomplished with \$16.60.**

(In response to an invitation from THE EDITOR AND PUBLISHER, H. W. Doremus, of the Doremus & Morse Agency, New York, contributes herewith an interesting account of an advertising campaign carried on by him in Montclair, N. J., in opposition to the licensing of saloons.)

One evening early in June, while pondering over the question of how to arouse the people of Montclair to oppose the granting of licenses for the sale of intoxicating liquor, it occurred to me that the easiest way would be to make an appeal through the public press.

It was somewhat of a puzzle how to stir all classes, from the mayor down to the humblest inhabitant. I finally wrote an advertisement from the standpoint of the liquor interests and headed it "Liquor License Fees Must be Paid," and tendered it to the Montclair Times through our advertising agency. The paper declined to run the advertisement on the ground that it was unsigned. A little inquiry in town developed the fact that the publisher is a close friend of the mayor, who openly favors the saloons, which would seem to indicate the real cause for the declination of the advertisement.

### AROUSED PUBLIC SENTIMENT.

The appearance of this advertisement in the Montclair Herald immediately aroused a number of prominent people because of the apparent temerity of the liquor men in advertising for business. Hadn't Montclair reduced the number of saloons from twenty-three to eight and indicated clearly that it would not tolerate further extension?

The following week four advertisements appeared, headed: "Wanted—Raw Material," "Two Hundred Fathers Wanted," "Liquor Licenses Will be Granted" and "The Liquor Business in Montclair."

These not only aroused the mothers of Montclair, but the ministers referred to the proposed hearing in very strong terms from their pulpits. The liquor dealers were on edge because they could not understand it. The members of the Town Council were stirred because of the short-sightedness of the liquor interests in boldly advertising for business, and even the mayor found his position decidedly uncomfortable because of the invitation to "Tell the Mayor."

### CITIZENS HELD MEETING.

The mystery of the origin of the advertising added to the excitement. One of the councilmen called at the Montclair Herald office and, although in favor of the saloons, stated that the saloon men had a lot of nerve to come out and advertise openly for business. Incidentally he wanted to know who inserted the advertisements. The newspaper's reply was that the advertising came to them through a high-class New York advertising agency, who stood responsible for anything which appeared in the advertising.

The head of another large advertising agency in New York, whose president lives in Montclair, did not appreciate the sarcasm of the advertisements and expressed himself in similar terms to those used by the councilman.

A week before the hearing took place the final volley of seven advertisements was fired, one on each page of the paper. This was too much for staid old Montclair, and a meeting was called Sunday afternoon previous to the hearing, in the First Presbyterian Church, which was attended by the best people of Montclair—twenty women and fifty men. The apparent invitation of the liquor cohorts to "freeze out the church crowd at the hearing" must not be tolerated. Fire was in the eye of everyone present, with the result that at the hearing on the following evening a representative company of Montclair's

best citizens crowded the large Council chamber seating over 300 people, and one of the strongest protests ever presented in Montclair was made, the meeting having concentrated its efforts upon two saloons and the Hotel Montclair.

### MAYOR FAVORS SALOONS.

One of the applicants for license died a week before the hearing, and, while the remaining seven saloons have received their licenses for another year, they are a scared lot. Pat Farrell, one of the leading liquor politicians of the town, who had just spent several thousand dollars in rebuilding his saloon opposite the new City Hall, and who had always received his license by a vote of 11 to 0, found himself face to face with a tie vote—five councilmen for and five against; but the suspense was soon broken by the mayor casting the deciding vote in favor of the saloons.

Several New York papers gave considerable space to the mysterious and costly campaign that was being waged. It will be of interest to note the tremendous amount of public sentiment that could be worked up on the expenditure of \$16.60, which was the cost of eighty-four inches of advertising at twenty cents an inch.

The psychology of the whole series of advertisements has been commented on by many people because of the fact that through the novelty of presentation they seemed to reach all classes—some from one angle and some from another.

It seems to me that this little campaign, conceived and carried out single handed, serves as a remarkable illustration of the force of advertising rightly applied.

Incidentally, the Montclair Times lost a chance to render a service to the people and the Montclair Herald had the opportunity of showing to its competitor its growing position in the town by the manner in which it spread its influence, as the advertisements appeared in no other paper.

H. W. DOREMUS.

### DR. PERRY, DRUGGIST, DEAD.

Dr. Charles J. Perry, proprietor of Perry's drug store in the World building, died in St. Vincent's Hospital of a complication of diseases Sunday afternoon. Dr. Perry, it was said, knew more persons of prominence in New York than probably any other man. Among his friends, particularly, were newspaper editors and reporters of several generations.

He was born in Richmond, Va., in 1850, came to New York at the age of fifteen, when he became an errand boy in Hudnut's pharmacy in the old Herald building at Broadway and Ann street, where in the course of twenty-two years he became chief clerk and a graduate pharmacist.

In 1887 newspaper men aided Dr. Perry with capital to start in business for himself in the Sun building. It was a success, and not only was he able soon to return all advances received from friends, but also to accumulate money for investment and the development of his business. At the time he began business for himself he went to live at the old Astor House, and was still a guest there when the old hostelry closed its doors.

Of late years the long hours he gave to his business, frequently eighteen hours a day, affected his health, but he could not bring himself to the point of retiring. In a quiet way he gave generously to charity. He was a member of the Press, Lotos, Catholic, Hardware and Crescent Athletic clubs. The funeral was held Tuesday.

### DEATH OF JACKSON TINKER.

Jackson Tinker, one of the best known political writers in the Washington corps of correspondents, died at three o'clock Wednesday morning at the George Washington Hospital in Washington, after an operation for appendicitis.

For ten years Mr. Tinker was the Washington correspondent of the New York Press, resigning last fall when

that newspaper was sold to Frank A. Munsey. After leaving the Press, Mr. Tinker served on the publicity staff of the Republican National Committee in New York, returning to Washington after the election. Since that time he had written a weekly Republican political letter for a number of newspapers. He had also been the Washington correspondent of the Paper Trade Journal of New York.

Mr. Tinker was forty-six years of age. He was a graduate of Wesleyan University, having studied political economy there as a student under Professor Woodrow Wilson, now President of the United States. After his graduation, Mr. Tinker worked on several New York newspapers and was transferred from Albany to Washington by the Press in 1902, as the successor of Robert J. Wynne. When Mr. Tinker resigned as the correspondent of the Press, he had been for some time the dean of the New York correspondents at the capital. Mr. Tinker had reported political conventions and campaigns throughout the country for more than twenty years, and had a large acquaintance among men of national importance.

Mr. Tinker was one of the founders of the National Press Club of Washington, of which he was first vice-president, and was the first chairman of its house committee.

Mr. Tinker was a member of the Masonic fraternity and of the Mystic Shrine.

He lived at 916 M street N.W., and is survived by his widow and a son, Royal.

### OBITUARY NOTES.

A. BOOTH, seventy-four years old, for fifty years editor of the Monroe (Wis.) Sentinel, died at his home July 10. He is survived by his widow and five children.

WILLIAM BAIRMAN, fifty years old, associate editor of the Macon (Ga.) Telegraph, died last week of typhoid fever. He was born in Lancaster, Pa., and went South twenty-five years ago, where he worked on both the Savannah Morning News and Savannah Press. He joined the Telegraph fifteen years ago as make-up man, and four years ago was taken into the editorial room as assistant to the editor.

OSCAR C. CLARK, twenty-five, editor and manager of the Harlan (Ky.) Enterprise, died of typhoid fever July 6. Mr. Clark had charge of the Enterprise thirteen months.

WILLIAM ROWLAND ROBINSON, well known as a lawyer and newspaper man, died at Portland, Me., Sunday morning after a brief illness. He was born in Springfield, Mass., in 1872. He retired from practise about five years ago and was connected with the Portland Evening Express and Sunday Telegram as court reporter and later as assistant city editor.

JOHN WILLIAMS SIPPY, a well-known printer and publisher of Pittsburgh, died at Mt. Olivet July 10. He had been ill for the past two years and had been traveling in an effort to regain his health. He was head of the printing and publishing house of J. W. Sippey & Son, having conducted the establishment for nearly forty years. For the past twenty years he had published the Daily Law Bulletin and the daily and weekly trial lists.

JOHN V. ELLIS, a newspaper editor who had a large following in the Province of New Brunswick, and who was four times elected to the Canadian Parliament, died July 10 at St. John, N. B. He was born in Halifax, N. S., in 1835, and for some fifty years was active in Canadian politics and in perfecting the educational system of New Brunswick. He began his newspaper career on the St. John Morning News. At the age of twenty-six Mr. Ellis and Christopher Armstrong bought the St. John Globe, and wrote for it daily for fifty-two years.

## \$30,000 In Cash

available for first payment on a daily newspaper property located anywhere in the Central West in a city of not less than 20,000.

### HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties  
200 FIFTH AVENUE NEW YORK

## TURNER'S BULLETIN

Highest testimonials have been awarded

### C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

## OUR NEW HANDY SPECIMEN BOOK

PREFERRED TYPE FACES

Shows 58 of the most useful and beautiful faces ever designed—102 different borders—70 initials and ornaments—in fact, All you need to Know About Type Use your copy now and often.

### BARNHART BROS. & SPINDLER

168-172 West Monroe Street  
Washington CHICAGO. Kansas City  
St. Louis and Atlanta  
St. Paul Seattle  
Omaha NEW YORK Dallas

## Press Clippings

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

## BURRELLE

CHARLES HEMSTREET, Manager  
60 and 62 Warren Street, New York City  
Established a Quarter of a Century

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

SEND FOR SAMPLE

### F. E. OKIE CO.

Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO

## POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4900-4 Beekman



**RAILROAD PUBLICITY.**

**Why Departments Were Established to Supply Information to the Press—Service They Perform in Furnishing Important News—Recognized by Officials as the Mouthpiece of the Corporations—Press Aid.**

J. E. Baumgartner, publicity representative of the Baltimore & Ohio Railroad, in an address delivered before the Virginia Press Association at Mount Elliott Springs last month, discussed "The Railroads and Public Relations." He made plain to his hearers some of the things the railroads have to contend with and in what way they are endeavoring to take the public into their confidence. He spoke in part as follows:

"The wave of agitation which swept over the country some years ago and crystallized into antagonism toward business was felt keenly by the railroads; and in meeting the situation they moved to get in closer touch with the public. Departments of public relations were established by some of the roads, as well as by many of the industrial and manufacturing concerns and public service corporations. Many of the railroads and other interests I have mentioned established departments of publicity, which handle largely matters of public relations, and with the co-operation of the press, endeavor to effect a fair understanding between the business interest on the one side, the editor and the public on the other.

**MOUTHPIECE OF MANAGEMENT.**

"An erroneous impression prevails in some quarters that publicity departments were organized for the purpose of conducting campaigns of cheap publicity and thus obtaining a considerable amount of free advertising. This was not at all the purpose of the railroads in creating the department. A railroad regards its publicity department as the mouthpiece of the management and the point of contact with the public largely through the co-operation of the press. It is connected with the executive offices. Trained men are in charge, and their relations with the editors and others connected with the press are transacted in a dignified manner and with a view to inspiring confidence and dependence in the statements which they make to the press concerning the interests represented. So far as the matter of advertising is concerned, I speak with authority when I state that, on the contrary, every publicity man would be glad to see substantial increases made in advertising appropriations.

"As to the character of matter which is sent to the press by the railroad publicity departments, I think it can generally be said that the articles are confined to legitimate news, such as improvements to the property or service in different sections, purchase of new equipment, news of industrial development or progressive policies of the management in co-operating with a State, city or business organization for the advancement of any condition or interest. Announcements are made also as to changes in officials and other matter which is regarded as of interest to newspaper readers living in communities reached by the various railroad lines. When conditions arise which require it, the information is sent by telegraph to the newspaper office.

**AUTHORITATIVE INFORMATION.**

"The publicity department aims to have the editors understand that information can always be obtained concerning the railroad company, and an agent will gladly telegraph an inquiry which comes to him from his local editor. The information thus received in the newspaper office, in response to such inquiry, is authoritative. Special information and articles are also sent in response to requests.

"Another change which the publicity department has brought about in the relations between the press and the company, is in the furnishing of information concerning railroad accidents.

Railroad officers connected with the Baltimore & Ohio company, and with every railroad having a publicity department, are impressed with the importance of giving the newspaper men the facts pertaining to accidents, the circumstances which produced the mishap, and if, unfortunately, there be death or injury, the list of names and residences is given to the newspapers, together with the correct information as to the nature of the injuries. I think you editors will all agree that this is something of an improvement over the old order of things, where in instances attempts might have been made to color the reports furnished the press or conceal certain facts.

"Within the last year a development in railroad circles has suggested to the publicity departments that they issue educational matter setting forth the railroad side of certain questions. I refer now to the movement begun by the Brotherhood of Locomotive Engineers, which some time ago made a concerted demand upon all of the railroads east of the Mississippi and north of the Potomac and Ohio rivers for increases in wages. This made it incumbent upon the railroads to deal with the employes as a body, and a committee of railroad managers was chosen to represent the roads.

**FACTS ON LABOR RELATIONS.**

"The managers' committee asked for the suggestions of a committee of publicity department heads, with a view to placing all of the facts before the press; and the sense of report made to the railroad officials was that the full proceedings of the conference should be furnished to the press. This was done and a similar course was followed later, when the controversy went to arbitration. The railroads, through their publicity departments, sent news matter to the press to bring out the points contended for by the railroads in the wage matter.

"During the last five years there have been passed by the State Legislatures and Federal Congress 2,000 laws affecting the railroads. It is readily conceded that in view of the power invested in State authority and in the Federal Government, there is ample regulation of the public utilities in this country, particularly the railroads.

"Quite true, most of the railroads are earning the largest gross revenues in their history, but the steady rise in expenses has so narrowed the margin of profit as between income and outgo that there is insufficient money to provide additions and improvements to handle the growing traffic. And the margin of profit has become so close as to threaten the credit of the railroads in securing additional capital to make the additions required.

**INTELLIGENT PRESS CO-OPERATION.**

"The securing of new capital suggests a startling fact as disclosed by the federal census report of 1910. This shows that the railroads have surrendered during the last ten years the place which they occupied as the second in importance in the commerce of the nation. Until 1910 the railroads were second to agriculture in capital invested, with manufactures third; but during the last ten years this order has been changed and we find agriculture first, with manufactures second and railroads third. The increased investment of capital in railroads for the period mentioned has been but forty per cent., compared with 100 per cent. in the other two classes.

"The railroads of this country—in fact, all the big businesses—are largely owned by the American small investors. Railroad managers, therefore, now perform the dual duties of semi-public officials and trustees of the funds of private investors.

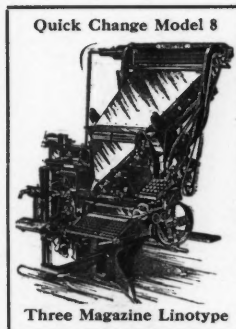
"Conditions are changing with respect to the attitude of public opinion, and the railroads attribute this largely to the intelligent co-operation of the press in bringing about this happy result."

The Bloomington (Ind.) World plant was damaged last week by a fire that caused \$30,000 loss to the town and destroyed several buildings.

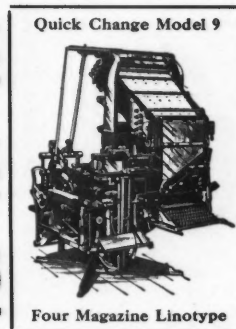
**TWO YEARS' TEST**

**THE MULTIPLE LINOTYPE IDEA**

Has demonstrated that single magazine machines are being relegated to an obsolete past.



**MULTIPLE  
MAGAZINE  
LINOTYPES**



With their wider range, greater flexibility, and consequent increased product, are the standard composing machines of today.

**The Multiple Linotype Way Is the Modern Way**

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue      SAN FRANCISCO 638-646 Sacramento Street      NEW ORLEANS 549 Baronne Street  
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

**AN ONEROUS EMPLOYMENT.**

**It Takes Brains and Skill to Make a Good Compositor.**

(From the British and Colonial Printer.)

There is an old story, probably known to every printer, about the decent old lady who said she was going to make her youngest son a printer, "as he was not very strong and it was a nice clean trade." So it often appears to the outsider who sees something of the work done in his printed page, but who knows nothing of the onerous conditions that obtain in the actual printing office.

The composition of books and newspapers is most exacting work, and no less so is that of the man in the jobbing department, even with his advantage of variety in his jobs.

The task of the printer is one requiring good eyes, nimble fingers, and a physical organization capable of sustained effort. Standing at case handling type is no fit employment for a delicate or impaired physique, but demands strength of body as well as clearness of brain power.

The compositor, too, must possess a general education above that of the average working man. He should be well grounded in the grammar of his own language, a master of orthography and an expert in punctuation. There are many authors whose names occupy prominent places on the roll of fame who, not knowing how to properly construct sentences, trust implicitly to the compositor for the proper punctuation of their work.

It behooves, therefore, the younger members of the trade to avail themselves of every opportunity to learn, even to the utilizing of their leisure hours to the utmost for that purpose. Let them think and study, study and think, and as an incentive to this line of conduct remember that a proficient printer is, as a rule, master of the situation; that his services are always in demand, and that he is in little danger

of being out of work, provided his habits correspond with his ability.

A good workman not only commands respect, but commands good wages. His opinions are respected, and if he has the brains to suggest, the ability to design and the hands to fashion the evidences of his skill, he is the man who will continue to be regarded as the expert representative of his craft, who need fear no innovation and for whom the automatic typesetter can have no terrors.

But compositors, like poets, are born—not made—and the man who has no natural adaptation for typesetting will never be competent in the craft, and had better leave it for some sphere of labor more suited to his abilities.

EDWARD M. HOGAN, 45 years old, editor and owner of the Suffern (N. Y.) Independent, a weekly newspaper, died July 15.

**FOR SALE CHEAP**

**ONE GOSS COMET**

4, 6 and 8-page Flat Bed Press, nearly new.

**ONE 20-PAGE HOE**

(No. 3 supplement) Press. Rebuilt 1910. Stereotyping outfit included.

**ONE GOSS STRAIGHTLINE**

32-page Press. Color attachment. Complete stereotyping outfit.

**ONE GOSS**

Straightline 32-page. Color attachment. Complete stereotyping outfit.

**ONE GOSS**

Straightline 48-page Press. Color attachment. Complete stereotyping outfit.

Address  
**DUPLEX PRINTING PRESS COMPANY**  
Battle Creek, Michigan.

**The Paterson Press**  
and  
**Sunday Chronicle**

(Sunday Edition of Press)  
**Show Remarkable Advertising Gains.**  
**Notwithstanding Local Conditions**  
During the first six months of 1913 The Paterson Press and Sunday Chronicle gained 481,390 lines of PAID advertising over the corresponding period of 1912, which period showed a gain of 355,610 lines over same period of 1911, making a total gain first half of 1913 over first half of 1911 (just prior to change of management) of

**840,000 lines**

Most all from Local Merchants, who are getting onto some of those extravagant circulation claims issued by other evening papers in Paterson.

**BEST HALF-YEAR**

In the half year of 1913 the

**New York Times**

published 4,770,701 lines of advertisements, compared with 4,487,358 lines in the corresponding period of 1912—a gain of 283,342 lines, the best half year in its history. The gain made by the Times is 203,275 lines more than the COMBINED net gains of the FOUR other New York morning newspapers leading in volume of advertising.

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

**THE EVENING MAIL'S**

**policy of accepting only clean advertisements is a winning one.**

**203 Broadway - New York**

**Detroit Saturday Night**

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

Foreign Advertising Representatives

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

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**

IN  
**WASHINGTON**

JOHN W. HUNTER, Publisher.

Representatives:

J. C. WILBERDING,      A. R. KEATOR,  
Brunswick Bldg.,      15 Hartford Bldg.,  
NEW YORK.              CHICAGO.

YOU MUST USE THE

**LOS ANGELES EXAMINER**

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

**A NEW SPECIAL AGENCY.**

**The Griffith-Powers Co. Enters the Field in New York City.**

A new special agency makes its debut this week in New York under the name of the Griffith-Powers Co., with offices in the Brunswick building, 225 Fifth avenue.

The principals of the agency are Harry C. Griffith and John A. Powers. Mr. Griffith has been a special repre-



HARRY C. GRIFFITH.

sentative in New York for several years. His list includes fourteen papers located in different parts of the United States. Mr. Griffith is well and favorably known among national advertisers, and has built up a paying business.

Mr. Powers began his advertising career on the Boston Traveler ten years ago. He left that publication to come to New York to work on the Brown Book and Modern Women. For the last six and one-half years he has been with the Munsey publications, covering



JOHN H. POWERS.

the territory between Boston and Atlanta. Mr. Powers has established an excellent reputation as a hustler and a business getter.

Dan S. Carroll, who was for ten years with the J. Walter Thompson Co., and more recently was with the Griffith Agency, will be associated with the Griffith-Powers Co. The Western representation will be in the hands of C. J. Anderson, Marquette building, Chicago.

The new agency has secured the foreign representation of the Evening Intelligence and the Morning Journal, of Lancaster, Pa.

The new agency starts out under favorable auspices, and THE EDITOR AND PUBLISHER extends to Messrs. Griffith and Powers its best wishes for success.



DAN S. CARROLL.

**DYER'S POLITICAL EXPLOIT.**

**Beat a Banker for City Council When Still Under Age.**

"Generalities are dangerous," said Francis John Dyer, Washington correspondent of the Portland Journal and Los Angeles Times, who turns out a lot of newspaper and magazine "copy" about national affairs. "If anyone should tell you that I was elected a member of a city council before I was of voting age, you would probably assume that I was a born politician and a perennial officeholder.

"At the time of which I speak I was manager of a business, perhaps the leading business, in a new Western town. I was not long out of school, as enthusiastic as I was unsophisticated. We had decided that what was needed was to incorporate the village, which we did. The first City Council was appointive, and as it looked more like work than glory to be on it there was no opposition to those who were willing to assume the burden.

"It was a year before there was an election. Meantime we decided that 'the interests' had controlled, so we undertook to change things. One man whom we determined to oust was the banker, in whose place we wanted a Progressive. It was a hard problem to select a man. Finally, the boys held a caucus without my knowledge and decided to run me against the banker.

"As I was a salaried manager I was averse to assuming office which might take much of my time, but the Progressives would not listen to protests. I pleaded that I was not of age, but they said time would soon cure that defect, and they insisted that they were going to run me against the banker. As resistance was of no use, I made the best of it.

"My candidacy was kept quiet as long as possible and we made a quiet campaign, pledging our friends by personal interviews. When it got to a point where we had to name our man, the banker laughed long and loud. I was a 'joke' to him. But when the votes were counted I had him beaten two to one, and his chagrin was pitiful. No, I wouldn't name him; I suppose he is still alive.

"That was my first experience in municipal affairs, and as an official it was my last, but ever since that time I have been very deeply interested in them from the standpoint of a citizen and a newspaper man. Much of my newspaper life has been spent on the 'City Hall job,' or the 'police assignment,' where one comes into the closest possible contact with problems in city government.

"Few persons realize how much the newspaper reporters have to do with city government; in fact, with all government, but I am speaking now especially of municipal affairs. They know more of what is going on than anyone else except the officials, and more than most of them. They gain a practical knowledge of affairs and very often their advice is sought and acted on."

**The Seattle Times**

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Present average circulation: Daily, 67,000; Sunday, 87,000.

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

**Buffalo News**

EDWARD H. BUTLER

Editor and Proprietor

Guarantees its advertisers more paid circulation than all other Buffalo afternoon papers combined.

Foreign Advertising Representatives

KELLY-SMITH COMPANY  
220 Fifth Avenue      Lytton Building  
NEW YORK              CHICAGO

We never buy from people who will not show us what we are buying—  
We do not want you to buy our space without knowing what you are getting—  
We'll tell you anything about our service you wish to know—and will tell you the TRUTH.

**NEWS LEAGUE OF OHIO**

Home Office, Dayton, Ohio

New York—La Costa & Maxwell, Monolith Bldg.  
Chicago—John Glass, Peoples Gas Bldg.

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

**A Good Rule for Measuring Space Values**

**Annual Average of Net Paid Circulation**

The Globe offers you more of this at a lower rate per thousand than any other New York evening paper in the high-class field.

In New York it's



**THE DAILY ADVOCATE**

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

Some one says that "life is a series of wrong selections." The *Advocate* will prove the right selection for your advertising.

New York Representative,  
O'FLAHERTY'S NEW YORK SUBURBAN LIST,  
150 Nassau St.      New York City.

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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

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

Net Paid Circulation in Excess of  
150,000 week day evening  
2,000 week day morning  
112,000—Sunday

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

### Immense Gains

but not so great as the opposition's losses.

### The St. Paul Daily News

"Minnesota's Greatest Newspaper"

Gained 41,600 Lines in April  
Net Paid Circulation . . . 70,579

A Flat Rate of 9 cents per line.

General Advertising Department

C. D. BERTOLET, Mgr.

1103-1110 Boyce Bldg., Chicago.

306 Gumbel Bldg., Kansas City, Mo. 306 Fifth Ave., New York City.

### GET THE BEST ALWAYS

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKER, Brunswick Bldg., New York. HORACE M. FORD, People's Gas Bldg., Chicago.

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION. NET PAID

H. M. PINDELL, Proprietor.

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

## ENGLISH ADVERTISING.

Some Interesting Observations by An American Who Has Spent the Last Two Years in London—Depressing Indifference of the British Business Man—Must be Approached in the Prescribed Way—Other Traits.

(Special Correspondence.)

LONDON, July 5.—In recording the following observations and impressions, I have not been limited to the advertising field for my experiences. As a newcomer in a strange land, without friends or introduction, I have come in contact with Englishmen in various spheres of activity, thus affording me a good opportunity for studying their ways and methods in a broad way.

Moreover, I have traveled considerably throughout the United Kingdom, which fact has still further extended my horizon.

An impressive characteristic of the majority of Englishmen—which I first noticed in my salesmanship experience and have since confirmed in the advertising business—is, what one might call, for the want of a better word, indifference. Their action and speech betray a rather serious, depressingly indifferent attitude which dampens one enthusiasm when in their presence. Many times have I been in offices, shops and private residences where I felt as if I were in a church—the office boy or commissionaire addressing me in a whisper, then walking away on tiptoe, and coming back in the same stiff manner and giving me the message in a solemn, monotonous tone of voice.

### DEPRESSING INDIFFERENCE.

This attitude is the rule throughout all business establishments, and creates a depressing condition which cannot but keep the majority of Englishmen in an uninteresting, unambitious frame of mind.

Of course, the above experience has been gained in the selling end of the business, but as the advertising man is merely another kind of a salesman, it shows how this indifference would naturally extend to advertising. I do not wish to be misunderstood as criticising our English friends, as it is a question open to argument whether or not that is a good policy to pursue in business. I reserve my opinion and merely call attention to conditions as they exist. It is safe to say, however, that the Englishman places great faith in personal recommendation of goods, and that is a very slow method of advertising.

That is where we Americans differ. We let advertising educate us. But an Englishman does not allow a printed advertisement or circular letter to mould or change his mind. If that advertisement is reinforced by a "good word" from a personal friend, all is well. But then this circle of friends is also limited, as the feeling regarding "class" is far more pronounced in England. It is a difficult problem for any advertiser here to break this shell of indifference, which is impervious to logic or fair argument.

### ENGLISH RESPECTABILITY.

The next feature in English life to which I wish to draw attention is the inherent desire to live respectably—even if it is beyond one's means. No one thinks of using an article used by persons occupying an inferior position. I have lived in the suburbs of several large cities, and there it is particularly noticeable to what extent Englishmen worship the gods of respectability and dignity. Each one tries to "bluff" his neighbor (here they call it "swank") and to make him believe that he is better than he really is.

While I know that this is a trait common to a large portion of the human race, it is especially noticeable in the average Englishman. To keep up appearances at all cost is his reason for buying a certain article or doing a certain thing. This further weakens the effect of printed advertisements upon him.

In regard to the term "slow," by which the Englishman is frequently

characterized, I must say that while it is true that he likes to take his time in doing things, he does this only when he wishes to be impressive. He is as active as we are, but he does not make as much noise about his accomplishments. He cannot bear to have anyone make a noise over his achievements. You can, therefore, readily see that advertising here cannot be done in that free, elaborate style prevailing in the States. In fact, exaggeration of statement is quickly noticed here. A "clever" or "snappy" ad in the newspapers is readily "spotted."

### THOROUGHLY SATISFIED.

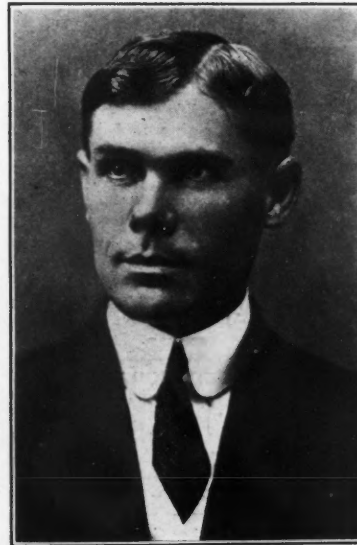
One striking difference between the American and the Englishman in business life is this: While we Americans admire efficiency and do all in our power to extend it to every field of activity, Englishmen like to consider themselves as thoroughly satisfied with things as they are. Their policy appears to be that in order to avoid buying things they must not look for new articles, or read ads which would naturally educate them to have new wants. They seem to cherish the inherent hope that something better than they have will not come along; whereas, we Americans are just the opposite, and are constantly looking for something better than we have.

It is not any more difficult to influence the Englishman than the American, but it must be done in an way to which he is accustomed. A concrete illustration of this fact was the experience of the American "quick lunch room" business in London. Many attempts to establish such an enterprise have been made, but none has been successful. The Englishman simply will not be hurried or hustled. You can serve him with American foods—but it must be in his way.

V. F. G.

### Key West Editor Now Postmaster.

Marcy B. Darnall, editor and manager of the Key West Daily Citizen, has been appointed by President Wilson postmaster at Key West and will enter



MARCY B. DARNALL.

upon the duties of the office within a few days. Mr. Darnall was a member of the House of Representatives of the Florida Legislature in the special session of 1912 and in the regular session of 1913, which recently adjourned. He is the State organizer for Florida of the National Democratic League of Clubs and was very active in the campaign for the election of Wilson and Marshall. Mr. Darnall is a veteran of the Spanish-American War and participated in all the battles of the Santiago campaign. He is at present the commander of B. H. McCalla Camp, United Spanish War Veterans.

RICHMOND, Va.—S. O. Linden Advertising Corporation; capital, \$100,000; incorporated by S. O. Linden and others.

## The Catholic Tribune

(English)

## Katholischer Westen

(German)

## Luxemburger Gazette

(German)

40,000 Circulation Guaranteed

We are looking for advertising representatives in New York and Chicago.

NICHOLAS GONNER, - - Editor-in-Chief  
Dubuque, Iowa

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

The Circulation of  
THE BOSTON AMERICAN  
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

## Metal Economy

WILDES' REFINED METALS

PLUS

OXODIO

THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Sons  
METALS

14 Dover Street, New York

## Conditions Are Ideal



in Pittsburg and the surrounding territory for profitable advertising—covered by an exceptionally clean and strong trade-building family newspaper.

IT'S CLEAN  
The Pittsburg Sun

(Every Afternoon Except Sunday)  
The paper that is read and sells goods.

EMIL M. SCHOLZ, General Manager,  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives,  
NEW YORK. CHICAGO.

## The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.  
The New Orleans Item . . . . . 48,525  
The Daily States . . . . . 30,501

Item's lead . . . . . 18,024  
The Times-Democrat and Picayune have not filed second statements.

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

**LIVE AD CLUB NEWS.**

Charles F. Story, of the A. E. Nettleton Co., was elected president of the Syracuse (N. Y.) Advertising Men's Club at the annual meeting of the organization last week. At the close of the business session Mr. Story, in behalf of the club members, presented the retiring president, L. L. Cleaves, with a handsome pearl and diamond scarf pin. Besides President Story the following were elected: First vice-president, F. Ware Clarey (re-elected); second vice-president, Jerome D. Barnum; secretary, Ray Van Benschoten (re-elected); treasurer, John W. Brooks. Reports of the officers showed that the club has 125 members and is in a prosperous condition.

The regular meeting of the Pueblo (Col.) Advertising Club last week at the Commerce Club rooms was one of the most interesting held in a long time. The business session was largely taken up with a discussion of the advertising ordinance which the club is pushing, and many points of interest and information were brought out. The slides of local advertising provoked much comment and criticism, and the discussion led into many diversified fields—typographical, psychological, scriptural and structural—in which everyone took a lively part.

Celebrating the return of the Dallas delegation from the convention at Baltimore, more than 100 members of the Dallas Ad League met last week in a banquet at the Oriental Hotel, at which the "stay-at-homes" were the guests of the "come-backs." It was a feast of wit and humor, and fifteen members of the Ad League and several of the city officials contributed to the amusement of their hearers. Although the speeches were almost without exception in lighter vein, they were underlain with a spirit of seriousness and civic pride. The arrangements for the banquet had been excellently made by a committee headed by L. A. Whittier and Lawrence Miller. Even OK'd Copy, the officially weekly league publication, put on extra dress for the occasion. G. W. Thomasson presided as toastmaster.

At its regular weekly meeting the Fort Worth (Tex.) Ad Club announced its plans for the campaign in behalf of reliability and truthfulness in advertising against the misleading and fraudulent. J. Montgomery Brown, advertising manager of the Fair, addressed the club on a subject that the program committee considers particularly appropriate at this time, "The Seal of Truth." Resolutions were passed recently authorizing the club (incorporated) to guarantee to the public the dependability and reliability of all advertisements appearing in the local newspapers which use the emblem of "Truth" as adopted

by the Associated Advertising Clubs of America at the Baltimore convention.

A discussion on the advisability of making the fraudulent advertising law operative in Pittsburgh took place among members of the Pittsburgh Publicity Association at their weekly luncheon and meeting. The law was approved from every aspect. A. H. Buck, of the Ivan B. Nordhem Co., spoke of the absolute honesty in advertising and told of the board of censorship that the billposters' national organization has established on advertising matter.

The report of Treasurer Ivan Allen at the "Back from Baltimore" banquet of the Atlanta ad men recently, showed that \$234 had been left over from the Baltimore trip fund. It was moved to put the money in a savings bank as a start for the fund of \$5,000 being raised for "On to Toronto" next year. A feature of the evening was the address of S. C. Dobbs, of the Coca Cola Co., on "The Declaration of Principles of the 1913 Convention." He called attention to the motto of "Truth," which was chosen by the ad men, and he declared this was the end toward which the ad men are working—to drive out the crooks and allow only clean and truthful advertising.

One of the most interesting of the early summer programs featured the weekly luncheon of the Birmingham (Ala.) Ad Club, when Mrs. Julia Truitt Bishop, special writer for the Birmingham (Ala.) News, and Mrs. J. B. Reid, of the Atlanta State Fair Association, were the guests of honor. The functions of the Ad Club in relation to lowering the high cost of living and the State Fair as an advertising medium were presented by the two feminine authorities. President John Sparrow presided.

The Baltimore ad men held their weekly luncheon at Hydes' last week, and there was a general discussion of plans and policies for the coming year. Some good ideas were advanced, but no definite steps were taken, such action being reserved for the board meetings.

The Denver Advertising Club has launched a campaign and is after the 1915 convention of the National Association of Advertising Clubs. The first step in the move was taken when the club met for its regular weekly luncheon. O. J. Baum, delegate of the club to the national convention, reported that by proper work and co-operation on the part of the other advertising clubs in the Rocky Mountain region, Denver would stand a good chance of landing the convention.

**NEW INCORPORATIONS.**

NEW YORK, N. Y.—The Printers' Index Co., Manhattan; general advertising; capital, \$35,000; incorporators: H. E. Frame, J. W. Peters, F. O. Sullivan.

CHICAGO, Ill.—Intercity Publishing Co.; capital, \$20,000; publishing and printing newspapers, magazines; incorporators: H. K. Greenman, E. P. Greenman, George M. Abbott.

LEXINGTON, Ky.—The Tribune Co.; capital, \$5,000; incorporators: Thomas M. Owsley, C. E. Lambertson and W. H. Warren.

NEW YORK, N. Y.—American Gas Light Journal, Manhattan; publishers and printers; \$100,000; Elbert P. Callender, A. M. Callender, Thomas J. Cunningham.

NASHVILLE, Tenn.—Southeast Publishing Co., Davidson County; capital, \$175,000; incorporators: J. H. Wiles, Jr., A. C. Webb, C. E. Little, A. P. Foster and E. F. O'Poole.

MAYWOOD, Ill.—The Press Printing & Publishing Co.; capital, \$2,500; general printing business and publish weekly paper; William H. Scot, William A. Haussner, Charles Simons.

NEW CASTLE, Pa.—The Herald Co.; capital, \$50,000; incorporators: Addison C. Dickinson, C. S. Slough and Herhall C. Ogden.

**WILL SPEND \$200,000.**

(Continued from page 82.)

prospectus of the organization, shows how the contributions are to be fixed:

A	.....	Less than.	\$15,000
B	.....	\$15,000 to	25,000
C	.....	25,000 "	50,000
D	.....	50,000 "	75,000
E	.....	75,000 "	100,000
F	.....	100,000 "	250,000
G	.....	250,000 "	500,000
H	.....	500,000 "	1,000,000
I	.....	1,000,000 "	2,000,000
J	.....	2,000,000 "	4,000,000
K	.....	4,000,000 "	6,000,000
L	.....	6,000,000 "	8,000,000
M	.....	8,000,000 "	10,000,000
N	.....	10,000,000 "	12,000,000
O	.....	12,000,000 "	15,000,000
P	.....	15,000,000 "	20,000,000
Q	.....	20,000,000 and over.	

The officers of the Society for Electrical Development are: Henry L. Doherty, president; W. H. Jackson, W. E. Robertson, A. W. Burchard, Ernest Freeman, J. Robert Crouse, vice-presidents; J. M. Wakeman, general manager, and Philip S. Dodd, secretary-treasurer. Its executive committee consists of Henry L. Doherty, Ernest Freeman, A. W. Burchard, W. H. Johnson, J. Robert Crouse, W. E. Robertson, L. A. Osborne, Gerard Swope and J. R. Strong.

In addition there is a board of directors composed of men identified with central stations, manufacture of electrical supplies and apparatus, jobbers, contractors and representatives at large. To the first of these classifications belong Henry L. Doherty, W. H. Johnson, J. F. Gilchrist and J. E. Montague. The second is made up of A. W. Burchard, L. A. Osborne, W. A. Layman and B. W. Downs. The jobber element is represented by W. E. Robertson, Gerard Swope, F. S. Price and W. W. Low. Contractors on the board are Ernest Freeman, Earnest McCleary, J. R. Strong and J. N. Sanborn. The last class is formed by J. R. Crouse, H. M. Wilson, C. W. Price and the Jupiter of the Jovian Order, an organization of electrical engineers.

**NUMBER OF DAILIES AS A PROBLEM.**

When interviewed by THE EDITOR AND PUBLISHER, Mr. Dodd, the secretary-treasurer of the organization, said:

"Of the \$200,000 about to be raised by the society, one-half will be spent in a national education campaign to be conducted through the magazines, and in a limited way through the technical press. The society realizes that this course is necessary, for the reason that the fund at our disposal would not permit us to use all the newspapers we would have to use.

"Fully 80 per cent. of the advertising now done by electrical interests in the daily press is done as a matter of policy. Our members feel that if they advertise at all locally they must advertise in every newspaper published within their sphere of operation. When this campaign was first discussed most of the members were in favor of advertising in the newspapers, selecting one or two in each large city for that purpose. But it soon became apparent that this could not be carried out. Our Philadelphia members felt that if the newspapers of that city were to carry that advertising, every newspaper in Philadelphia—no less than twenty-two in number—would have to get it. Naturally, this was impossible, and the magazines were therefore decided upon.

**NEWSPAPERS TO GET BENEFIT.**

"It is my opinion—my experience, in fact—that the newspapers by opposing this plan are not doing themselves a favor. A little while ago we spent about \$12,000 in personal promotion work, carried on in about a dozen cities. Just to watch the effect of it, we discovered that this had led to local advertising amounting to \$158,000—and every cent of it was spent in the daily newspapers.

"We propose to run the coming campaign on a similar basis, and the newspapers will in the end get more out of it than the magazines. It is possible to gauge the exact amount of local newspaper advertising by the percentage I have given. That it is no small matter

can be seen from this. The campaign planned is intended primarily to educate the public in the use of electricity, but it will also induce the local electrical interests to increase their advertising appropriations for the purpose of reaping the benefit of the magazine campaign.

"The work of this society has the objective of creating co-operation between producer and consumer. At present much of the money invested in central stations is wasted because it cannot be employed to the saturation point; in other words, the plants are not kept busy to the maximum of their efficiency. Pointing this out to the public is our chief aim. Only the more general use of electricity can put this commodity within the reach of all. Much consideration of the matter has caused us to believe that the plan to be followed is the best.

"There are in every city a large number of electrical interests that do not advertise at all at present. I refer especially to the jobbers and contractors. An effort made by me some time ago caused these firms to advertise in a limited number of instances. About eighteen of the large dailies in various parts of the country published an electrical page, and on this carried not only the advertisements of the local central station, but all other ads properly belonging there. Many of the firms who bought space on this page had never before advertised. This is one of the means that will increase electrical advertising in the dailies."

**WILL ALSO USE FARM PAPERS.**

The mediums tentatively selected by Mr. Dodd belong to the following classes: National weeklies of large circulation, women's publications, farm papers and architects' papers. The latter are intended to induce architects to include wiring for electricity more often in their plans than is now the case, the impression being that the owners of houses not wired for electric light are loath afterwards to make the necessary change in the building.

Advertising in the farm papers is to cause farmers to avail themselves of the ready power electricity offers. According to an advertising prepared by Mr. Dodd, the current can be used for ploughing, irrigation, will eliminate much manual labor and render the home more comfortable by giving the farmer's wife most of the comforts she could find in the city.

At a meeting of the executive committee, to be held in the near future, the final steps in the campaign will be taken. The Frank Presbrey Co., of New York City, has been designated the official agency of the society. Indications are that the copy will consist of full-page announcements in the publications named. The offices of the organization are located at 29 West 39th street, in the Engineering building, premises also tenanted by the National Commercial Gas Association.

**Topeka Daily Capital**

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in May 33,524

Net Average in Topeka in May 9,622

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

Only 7-day-a-week paper in Kansas.

*Arthur Capper*  
TOPEKA, KAN. Publisher

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

**Paid Circulation is the circulation that pays advertisers**

**The Hartford Times.**

HARTFORD, CONN.

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

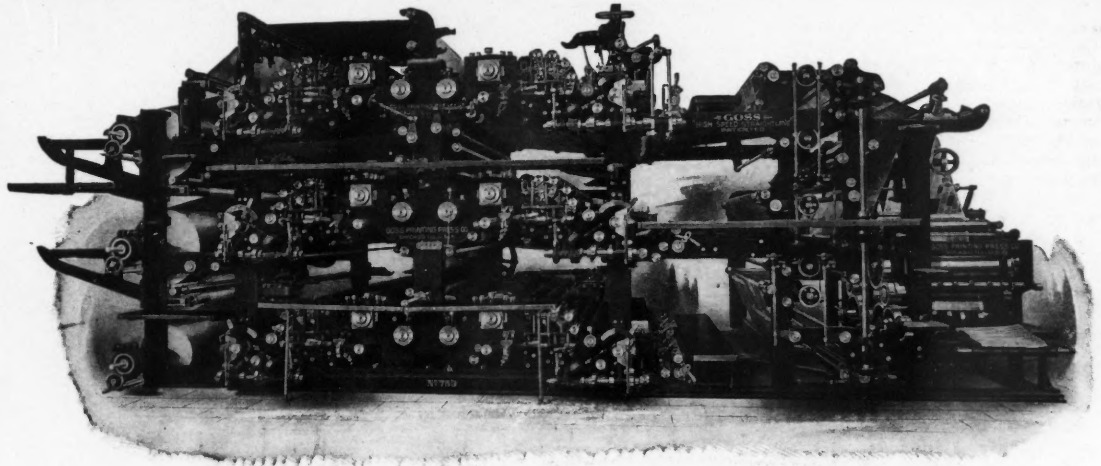
KELLY-SMITH CO., Representatives  
220 Fifth Ave., New York Lytton Bldg., Chicago

**HERE'S A GOOD BUY—THE READING NEWS**

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 284 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

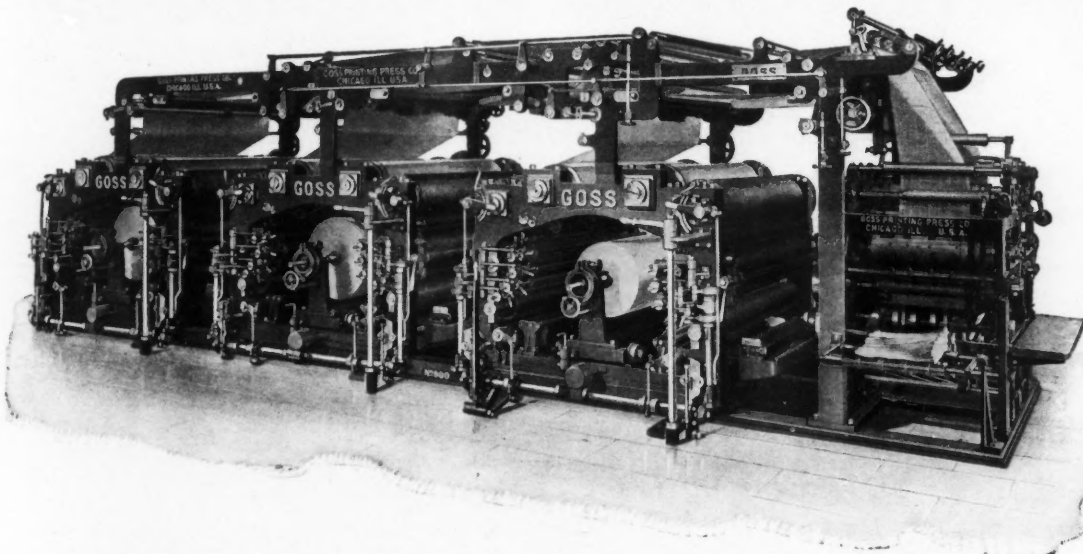
**The  
GOSS  
High Speed  
Sextuple Press  
No. 160**

**The Fastest Newspaper  
Press Ever Produced  
Patented**



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



**The  
GOSS  
Tandem Patented  
Special  
High Speed  
Sextuple Press  
No. 161**

**Low Construction**

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

**PATENTED RAPID SAFETY PLATE CLAMPS**—One-quarter turn of special wrench locks the entire plate.

**PATENTED ROTARY FOLDING GUIDE**—the greatest invention of the age.

**PATENTED INKING FOUNTAINS**—(Piano key action) setting all columns from outside of press.

**PATENTED ROLLER SOCKETS**—with safety lock and quick throw-off.

**PATENTED PAPER ROLL CHUCKS**—with automatic roll tighteners.

**PATENTED CUTTING AND COLLECTING CYLINDERS**—Prevents shavings or ribbons on collected products.

Ask your pressman if he has any of the above improvements on his presses of other makers.

**AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.**

**ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.**

**WE TAKE THE LEAD—OTHERS FOLLOW.**

It will be to your interest to see us before purchasing.

**THE GOSS PRINTING PRESS CO.**

**New York Office:**

**1 Madison Ave., Metropolitan Bldg.**

**16th St. and Ashland Ave.**

**CHICAGO, ILL.**

TIPS FOR THE AD MANAGER.

Ricard & Sloan, 20 Vesey street, New York, will place some local advertising for the Victor Typewriting Co. They will also handle the magazine advertising of the B & R Corset Co. and the C. J. Tagliahue Mfg. Co., of Brooklyn.

Louis O. Eddy, Marshall Field Bldg., Chicago, Ill., is handling 5,000 lines, 1 year contracts in the West, for Wakefield & Co.

Federal Advertising Agency, 239 West Thirty-ninth street, New York, is placing 10,000 lines, 1 year contracts, with Pacific Coast papers for the United Cigar Mfg. Co.

Frank Preshrey Co., 456 Fourth avenue, New York, is getting up some extra copy in the east for Mecca cigarettes.

Centaur Co., "Castoria," 77 Murray street, New York City, is placing extra copy on contracts.

Nelson Chesman Co., 200 Fifth avenue, New York, is making 1,000 l. contracts with a selected list of papers for the Essex Rubber Co., "Essex Rubber Heels," Trenton, N. J.

Ewing & Miles, Fuller Bldg., New York City, are sending out 10 l. t. f. orders to large Sunday papers, for Standard Grain & Stock Co., Cleveland, O.

Charles H. Fuller Co. Spitzer Bldg., Toledo, O., has had placed in its hands large copy by the Garford Automobile Co., R. & L. Co., Broadway and Sixty-second street, New York City.

M. P. Gould Co., 120 West Thirty-second street, New York City, is making contracts with newspapers in vicinity of Kansas and Missouri for Ozonal Chemical Co., Odessa, Kan.

J. H. Hartzell Co., Bulletin Bldg., New York City, is issuing orders to some New York State papers for Feigenspan Brewing Co., Newark, N. J.

Hostetter Co., "Hostetter Bitters," of Pittsburgh, Pa., is placing extra copy on contracts.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., and New York City, is asking rates in New Jersey papers on 480 lines, to be used in 24 insertions, for Ammon & Person, "Gold Medal Butterine," 138 Fourth street, Jersey City.

Holbrook & Schaefer, 286 Fifth avenue, New York City, have secured the advertising of Wm. A. Rogers, Ltd., 12 Warren street, New York, Niagara Falls, N. Y., and Chicago, Ill.

Maclay & Mullally Bros. 60 Broadway, New York City, have the placing of 38 l. 26 t. orders with southern papers for Medical College, Charleston, S. C.

Massengale Advertising Agency, Candler Bldg., Atlanta, Ga., is issuing 4 in. 45 t. orders to Mississippi papers for Lebanon Medicine Co., Lebanon, Tenn.

Meyen & Co., Tribune Bldg., New York City, are again placing some new orders for H. B. E. Chemical Co., 57 Ann street, New York City.

National Advertiser Advertising Co., 32 West Twenty-fifth street, New York City, is again handling orders for July and August for Emergency Laboratories, "Poslam," 32 West Twenty-fifth street, New York City.

National Advertising Co., Central Savings Bank Bldg., Denver, Colo., is sending out 82 l. t. f. orders to Texas Sunday papers for Cashmon Dist. Co., Denver, Colo.

New England Advertising Agency, 20 Washington street, Boston, Mass., is placing 22 l. 4 t. orders with some Canadian papers for Jesse A. Case, "Rheumatism Cure," Brockton, Mass.

Frank Preshrey Co., 456 Fourth avenue, New York, is placing contracts with New York City papers for Mason Chemical Co., "Zero Ice Saver," 142 West 125th street, New York City.

W. W. Sharpe & Co., 99 Nassau street, New York City, have the handling of 18 in. 3 t. orders, with Canadian papers, for Arthur T. Shand & Co., agents for "Guinness Stout," 17 Battery place, New York City.

F. P. Shumway Co., 373 Washington street, Boston, Mass., is issuing orders to a selected

New Orleans States

Sworn Circulation, 42,320 copies daily

City 29,386 - Country 12,934

Carrier circulation in June averaged over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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

list of papers for Glastenbury Knitting Co., "Glastenbury Underwear," Glastenbury, Conn.

Snitzler Advertising Co., Hearst Bldg., Chicago, Ill., is making contracts with papers in four northwestern States for Parker Belmont Co., "Caxined," Oat Meal.

Stack Advertising Agency, Heyworth Bldg., Chicago, Ill., is placing 5,000 l. contracts with some western papers for Swift & Co., Chicago, Ill.

Teller-Thompson Agency, 220 Onondaga street, Syracuse, N. Y., is contracting orders with some western weekly papers for Bee Cell Co., "Bee Cell Supporter," White Bldg., Buffalo, N. Y.

J. Walter Thompson Co., 44 E. 23d street, New York City, has the placing of 5,000 l. contracts with a selected list of papers for Andrew Jergens Co., soaps, Alfred and Spring Grove avenues, Cincinnati, O. Also it is making contracts with a selected list of papers for Davis Milling Co., "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

United Drug Co., "Rexall Remedies," Boston, Mass., is reported to be making up their newspaper lists.

Vreedenburg-Kennedy Co., 456 Fourth avenue, New York City, is place 1 t. orders with a selected list of papers for United Utilities Co., World's Tower Bldg., New York City.

Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, will place orders for Forhan Co., dental preparations, 325 Lafayette street, New York City, who are at present asking rates direct.

LOOK OUT FOR HER!

The following notice was sent to the New York daily newspapers on July 14 by W. W. Beadell, publisher of the Arlington (N. J.) Observer: "During the past two weeks a young woman has been going the rounds of Manhattan newspaper offices, representing herself to be a member of the staff of the Arlington Observer, and soliciting loans on the ground that she has lost her purse. We are informed that she has used the names 'Miss Scott' and 'Miss McLean.' No person bearing either of those names is employed by the Observer, and the quickest way to expose the deception will be by calling up 220 Arlington." (Signed) W. W. Beadell.

Getting at Circulation Facts.

The New Orleans Item, of which A. G. Newmyer is business manager, in a recent issue published a page advertisement dwelling upon the work of the special committee of the A. A. C. A., representing all of the advertising interests at the Baltimore convention, in preparing the Declaration of Principles adopted by that body. The portion dealing with the subject of circulation was specially emphasized.

The Item declares that it believes the time has come when all doubt must be removed from the circulation statements of all the papers in its field and all other fields, and to that end it offers its circulation for examination by the suggested committee consisting of three persons appointed by the Chamber of Commerce and one representing each local paper, and offers to bear one-quarter of the cost, provided the other three New Orleans papers will do the same.

Help for Employment Seekers.

To help people to help themselves is a good thing, but how? A. Irving Schweitzer has discovered one way, and that is to publish the Better Employment Magazine, a periodical designed to aid young men and women in securing employment in New York and vicinity. Mr. Schweitzer is an insurance man connected with the Mutual Benefit Life Insurance Co., of Newark. His idea is that a publication that will give a list of places where employment may be had or that will tell a person how to look for it would be useful to many worthy people. The first two issues contain much valuable data. Some of the articles are entitled "How to Secure Financial Aid for Your Business," "How to Write Successful Application Letters," "New York's Largest Employers of Help," "New Concerns Opening for Business," "Work for College Men," etc.

The Burton (Tex.) Bulletin plant was destroyed by fire last week; loss \$3,500, partly insured.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

Table with columns for state/region and publication name/circulation. Includes sections for ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC.

**AD FIELD PERSONALS.**

Charles Miller, advertising manager of the Louisville Herald, was one of the chief speakers at a meeting of the merchants and manufacturers held in that city July 3, for the purpose of establishing a Louisville "made goods week" Aug. 25 to 30. He spoke in favor of the project and produced an excellent impression.

J. B. Pinkham, formerly advertising manager of the New York Tribune, and prior to that advertising manager of the Chicago Post, and more recently vice-president of the San Francisco Post, has been appointed advertising manager of the San Francisco Examiner and entered upon his duties July 14.

Fred Lucas has been appointed advertising manager of the Poughkeepsie (N. Y.) Enterprise, to succeed James Phillips, Jr. Mr. Lucas has been a valued employe of the Enterprise for several years.

Wetmore Hodges, of Detroit, who recently delighted the readers of Outing magazine with the unique article on "Wilderness Nights," of which he was co-author with Tappan Gregory, has joined the staff of the MacManus company, general advertising agents, assuming his new position Aug. 1.

Charles E. Fisher has been appointed advertising manager of the San Francisco Call.

J. F. Kelly, advertising manager of the Chicago American, was in New York this week. Mr. Kelly stated that notwithstanding the fact that his paper has refused to accept about \$100,000 of so-called objectionable ads, it has made remarkable gains over the first six months of 1912 record.

J. W. Adams, general manager of the Advertising Bureau, A. N. P. A., returns to his desk Monday after an absence of a month following an operation for appendicitis.

**Ad Golfers Elect Hazen President.**

In the thirty-six hole final, which brought the American Golf Association of Advertising Interests' summer meeting at Hot Springs, Va., to a successful close, J. J. Hazen, of St. Andrews, unanimous choice of the members for the 1914 president, was the winner. He defeated A. K. Oliver, the outgoing president, from Allegheny, by the wide margin of 12 up and 10 to play, gaining a lead of eight holes in the morning round, which he further added to by taking four of the first eight holes in the afternoon, where the match ended. Other officers are: H. C. Milholland, Pittsburgh, first vice-president; F. A. Sperry, Chicago, second vice-president, and W. S. Bird, New York, secretary and treasurer.

**Van Cleve Lands Tobacco Account.**

The Van Cleve Company has been successful in landing the advertising account of the Tobacco Products Company. George B. Van Cleve, president of the company, stated to a representative of THE EDITOR AND PUBLISHER that the report that the advertising departments of the Tobacco Products Company and of United States Rubber Co., the advertising of which he also handles, had been or were to be done away with is not true. The advertising departments of these corporations have not been abolished, neither have their proper function been interrupted.

**Orders Removal of "L" Entrance Ads.**

Borough President McAneny has ordered the removal of the advertising signs about the entrances to the elevated railway structures of Manhattan. He has received from the Corporation Counsel an opinion that they may be considered to be an obstruction to the traffic. Mr. McAneny has written to the Interborough Rapid Transit Co. and

the Manhattan Railroad Co. ordering that all these signs to the height of ten feet above the sidewalk be removed by Aug. 1. In case the companies do not comply the signs will, he warned them, be pulled down by the borough officials and the cost will be charged to the company as a lien on its property.

**REDUCING COST OF SELLING.**

**Chicago Representatives Showing Manufacturers How to Do It.**

The Newspaper Representatives' Association, of Chicago, of which W. T. Cresmer is president, and Robert J. Virtue, secretary, is mailing each month several letters to manufacturers of articles of household consumption in which some valuable information concerning newspaper advertising is presented.

The object of these letters is, of course, to call the attention of manufacturers to the boundless possibilities of newspaper publicity and to give an accurate idea of its cost and distribution.

Here are a few extracts from a letter on "To Reduce the Cost of Selling":

"Advertising space in newspapers does not cost any more than it is worth. You can reach 1,000 homes through newspapers at a less cost than through any other medium ever devised.

"Just how little newspaper advertising costs is illustrated by an incident that happened recently.

"A certain food product manufacturer has long considered advertising. He wanted to popularize his leading brand.

"His first idea was that he would have circulars printed and inserted in the newspapers by the newsboys. He figures that he would thus escape the expense of newspaper advertising. He called for his printer and secured an estimate for printing 50,000 circulars, twelve by ten inches.

"His printer quoted a price of \$50 for the job—\$1 per thousand. News dealers would charge an additional dollar per thousand for inserting the circulars in the newspapers.

"That looked like a good investment. It would carry his announcement, description of his goods and a good argument for them into 50,000 homes for \$100.

"He was discussing the subject with a business associate, when the latter said, 'That looks good, but what would an advertisement that size in a newspaper cost?' He replied, 'Well, it would make a pretty big advertisement; more than a quarter page. Really, I don't know.' The friend said, 'You had better inquire.'

"The manufacturer called an advertising agent. On investigation, the manufacturer found that he could print an advertisement ten inches deep and four columns wide (about the same size as his circular) in newspapers throughout the United States at prices that ranged from fifty-six cents per thousand circulation to ninety-eight cents per thousand circulation. The low cost per thousand was in the eastern and central part of the United States and the higher cost per thousand circulation was in the extreme south and on the Pacific Coast.

"A four-inch single-column newspaper advertisement can be placed in 1,000 homes for five cents in many cities.

"The manufacturer could not believe the figures at first. It took him some time to realize that he could have a large advertisement printed in a local newspaper in any city, delivered right into the home, where it was certain to receive more attention than any circular, at a cost actually less than for what he could have the circulars printed and distributed.

"He was surprised to learn that he could begin a newspaper campaign and conduct it regularly month after month for about the same money that he had been paying in hit-or-miss expenditure for circulars, blotters and novelties that had produced no sales results that he could trace.

"When he learned that newspaper ad-

**DIRECTORY OF ADVERTISERS AIDS.**

**Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago

**ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., N.Y., Mallery Bldg., Chic.  
Chemical Bldg., St. Louis.

**BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.;  
Chemical Bldg., St. Louis

**CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago

**CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.;  
Gumbel Bldg., Kansas City

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Tel. Randolph 3465

**KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065

**LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago

**NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042

**O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
Tel. Beekman 3636

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
200 Fifth Ave., New York

**PULLEN, BRYANT & FREDRICKS CO.**  
225 Fifth Avenue, New York.  
Tel. Madison Sq. 9729.

**PUTNAM & RANDALL,**  
45 W. 34th St., New York  
Tel. Murray Hill 1377

**VERREE & CONKLIN, Inc.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 962

**Advertising Agents**

**STOCKWELL SPECIAL AGENCY**  
286 Fifth Avenue, New York  
People's Gas Bldg., Chicago

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector

**BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831

**HOWLAND, H. S., ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573

**LEE-JONES, Inc.,**  
General Advertising Agents,  
Republic Building, Chicago.

**KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt

**MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914

**ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.

**CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpen Bldg., Chicago.

**GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.

**THE BEERS ADV. AGENCY**  
Lat.-Am.Off., 37 Cuba St., Havana, Cuba  
N. Y. Office, 1710 Flatiron Bldg.

**THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

vertising could be done at a cost of hundreds where he had been under the impression that thousands were required, he gave his advertising agent instructions to prepare a series of advertisements to run in seven near-by cities."

**AD DISTRIBUTORS' MEETING.**

**One Hundred Delegates at Eleventh Convention in Baltimore.**

One hundred delegates, representing as many cities of the United States, assembled at Baltimore last week for the eleventh annual convention of the Exclusive Distributors' Association. P. S. Florea, of Indianapolis, secretary of the Associated Advertising Clubs of America, is secretary and treasurer of the distributors' organization, which is nation-wide in its membership.

The Exclusive Distributors' Association, like the Associated Advertising Clubs of America, is an organization made up of men who bring into touch through the medium of advertising the producers and consumers of the nation's commodities. The distributors reach the public in distributing from city to city and house to house samples, circulars and pamphlets. Only one distributor in

a city may be a member of the association. It is probable that before very long this organization will become affiliated with the Associated Advertising Clubs of America.

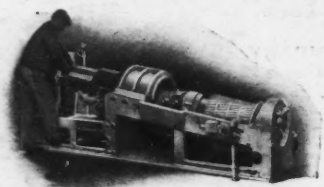
**Ad Bureau to Consider Gas Campaign.**

A meeting of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers' Association has been called for Tuesday, July 22, at the new suite on the eighth floor of the World building. It will consider, among other matters, the campaigns of the National Commercial Association and the Society of Electrical Development, covered fully in these columns.

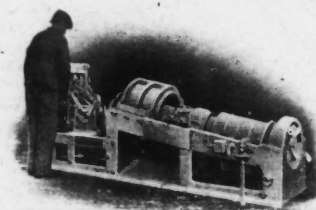
**Job in Sight for Editor.**

It seems to be settled that Postmaster Jeffers, of Hackensack, N. J., being a Republican, must "walk the plank" when his term expires next December. The Democrats of Hackensack have unanimously agreed upon James S. Norton, editor of the Bergen County Democrat, as Mr. Jeffers' successor. The office is a first-class one and pays \$3,100 salary. There is no doubt that "Jimmy" Norton, his many friends say, will creditably fill the place.

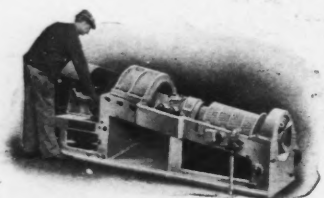
# The Semi-Autoplate Machine at Work



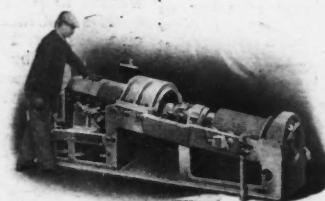
(1) To set the Matrix is a simple operation, which with a little experience may easily be done with one hand.



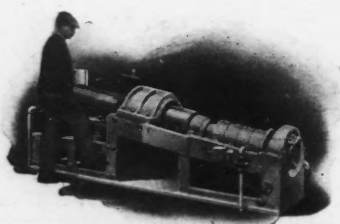
(2) To close the Casting Chamber requires little exertion and but an instant of time. Thereafter the metal is poured by pump in the usual way. (Furnace and Pump are not shown.)



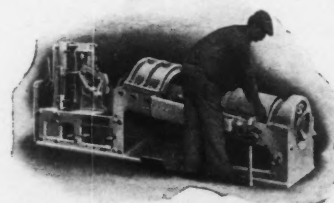
(3) An easy motion of the hand turns the Cast into position to be delivered to the finishing mechanism.



(4) A single thrust then sends the Cast on its way to completion.



(5) Being automatically stopped in the shaving arch the Cast is there shaved and relieved of its tail, which drops into the bin beneath; meanwhile the operator is free to make another Cast.



(6) While the second Cast is solidifying the operator removes the first cast, which has become a cold, dry, finished Printing Plate, ready for the press. Observe that the necessity for hand finishing either within the body or about the edges of the Plate has been wholly eliminated.

## AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, Pres't

BENJAMIN WOOD, Treas. & Gen'l Mgr.

1 MADISON AVENUE

NEW YORK, U. S. A.



