

THE EDITOR AND PUBLISHER

AND JOURNALIST

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10 Cents a Copy

BIG GAS AD CAMPAIGN.

COMMERCIAL GAS ASSOCIATION
TO SPEND \$150,000 IN THE
NATIONAL MAGAZINES.

Amount to Be Raised by Gas Supply
Companies Throughout the Country
—Calkins & Holden, of New York,
to Handle the Business—Woman's
Publications Favored—Newspaper
Advertising to Be Used Locally.

"Selling More Gas and Selling it
Right" is the heading of a strong brief
for more advertising for magazines
which has been issued in the form of a
twelve-page folder, size 11x14, over the
signature of the National Commercial
Gas Association, 29 West Thirty-ninth
street, New York, for the purpose of
raising a fund of \$150,000 from local
gas companies, to be spent for general
publicity in the magazines.

It is said to be the plan of the asso-
ciation "to so advertise gas that not
only more gas will be sold, but it will be
sold better." Reference is made to
the telephone advertising which has
"smoothed out a great many troubles
and has made people more patient with
the telephone service." The telephone
as "a monopoly" is likened unto gas,
and the statement is made that "the con-
sumer uses gas because he has to; he
uses as little as possible, and he nearly
always thinks his bill is too high."

INACTIVITY OF THE PAST.

It is said that "this attitude has been
fostered by foolish jokes and the gas
companies have done nothing to put
themselves in the right light before the
people." A joke of the old-age variety
is quoted from the May 15 issue of Life,
and on this premise and the statement
that "advertising is the greatest modern
engine" at the service of the local
gas manager, a strong plea is made for
the magazines which is of peculiar in-
terest to the makers of newspapers and
advertisers. We quote the following
excerpts:

"Now, the National Commercial Gas
Association has decided that it will in-
vite every gas producing company and
gas appliance manager in the United
States to join in the campaign to put
these things up to the public.

"This campaign will be prepared by
the best advertising help we can obtain,
and will be placed in national mediums
of the kind that get close to the house-
wife, etc.

CALKINS & HOLDEN EMPLOYED.

"After careful examination into the
efficiency of a large number of advertis-
ing agencies, the committee has selected
Calkins & Holden, 250 Fifth avenue,
New York, to handle this advertising
campaign. Calkins & Holden belong to
that class of agencies which, in recent
years, by careful study of the sales
possibilities of its various clients, has
risen to the first rank as a service
agency. It has for some years been
handling the advertising of leading man-
ufacturers, among which are those who
make and sell the following articles:
Edison Phonographs, Pierce - Arrow
Automobiles, Sherwin-Williams Paints,
Williams' Shaving Soaps, Crane's Linen
Lawn, Arrow Collars and Arrow Shirts,
Kelly Springfield Tires, Knapp-Felt
Hats, Pierce Heaters, Ladies' Home
Journal Patterns, Yale Locks.

"Only by using national mediums can
the proper effect be produced, because
this is an educational campaign. It must
go into the kind of magazines from
which the readers get their other in-
(Continued on page 51.)



GEORGE J. AUER,
NEW BUSINESS MANAGER OF THE ATLANTA GEORGIAN.

HEARST SELECTS AUER

MAKES KNICKERBOCKER PRESS
MAN BUSINESS MANAGER OF
ATLANTA GEORGIAN.

Appointment Pleases Friends of the
Young Albanian—Auer's Career—
Was Advertising Manager of Sche-
nectady Gazette for Five Years—
Has a Good Record as a Hustler
—Begins New Duties August 1.

George J. Auer, who for the last two
years has been business manager of the
Knickerbocker Press, of Albany, N. Y.,
has been appointed business manager of
William Randolph Hearst's Atlanta
Georgian, and will assume the duties of
his new position Aug. 1.

The above announcement, which ap-
pears in print herewith for the first time,
will be received with gratification by
Mr. Auer's many friends in newspaper
and advertising circles. He is favorably
known among national advertisers, who
hold him in high esteem because of his
straightforward methods of doing busi-
ness and his never-failing courtesy.

Although Mr. Auer belongs to the
young-man class—he is not over thirty
—he has had a lot of experience. Be-
fore going to Albany he was for ten
years advertising manager of the Sche-
nectady Gazette, where he won a repu-
tation as a business getter.

When he left that paper and joined
the staff of the Knickerbocker Press, it
was as business manager, secretary and
treasurer of the publishing company.

His work on the latter paper has at-
tracted much attention in newspaper
circles. Mr. Auer has built up both
local and foreign advertising to a nota-
ble degree. The Knickerbocker Press is
more widely known than ever before be-
cause of its aggressive trade paper ad-
vertising campaign which it has carried
on the past year.

Mr. Auer is considered one of the
best dressed men among business man-
agers. He is fastidious in his tastes,
wears an infectious smile, and is al-
ways on the job. He is married and has
a baby son.

Bakersfield Californian Destroyed.

The Bakersfield Californian building
was destroyed by fire last week, causing
estimated damages of more than \$20,000
to the plant and structure. The origin
of the fire is unknown, but it is believed,
however, by Alfred Harrell, editor and
proprietor of the newspaper and owner
of the building, to have been the work
of incendiaries. The Morning Echo
will print the paper temporarily.

New Afternoon Paper in Brunswick.

A new afternoon paper will be
launched at Brunswick, Ga., this week,
to be known as the Daily Banner. The
new publication will be printed by the
Banner Publishing Co., incorporated at
\$10,000. The principal incorporators
are L. P. Artman and E. G. Laird, who
will be actively engaged in publishing
the new paper. The plant of the Ban-
ner will be modern in every respect.
The evening field has not been occupied
in Brunswick for several years.

Newspaper Man Leaves \$250,000!

John Howard McEldowney, at one
time a Chicago newspaperman, left an
estate of nearly \$250,000 when he died
in New York, May 7, 1911, according to
the appraisal just filed with the surro-
gate. The property goes to his widow
and their three children.

NEW MONTREAL DAILY.

Liberal Party Paper to Be Launched
with 20,000 Circulation.

Montreal, Canada, is to have a new
evening newspaper which will support
the Liberal party, but will not be an
organ. It will fight for Liberal prin-
ciples and will have the active co-opera-
tion of the party's leaders.

The Telegraph will take the place of
the Witness, now a Conservative after-
noon daily, that has had an uphill fight
in the warm competition for supremacy.

The publishers announce a guaranteed
circulation of 20,000 for the first issue.

Greek Newspaper Is Bankrupt.

Schedules of the Panhellenic Co., Inc.,
publishers of a Greek newspaper by that
name at 26 Vesey street, New York, show
liabilities of \$15,536; assets, \$2,952,
consisting of machinery and fixtures
\$1,000; note of S. A. Xanthaky, \$1,000,
and accounts, \$952. Among the credit-
ors are Socrates A. Xanthaky, \$4,376,
loans and salary; Demetrius J. Vlasto,
\$5,134, and Apostolo Ringa, \$1,249. The
money due to Vlasto was a judgment ob-
tained against the Panhellenic for libel.

MUST RUSH ALL NEWSPAPERS.

Postmasters Warned That They Are
Vital to Business of Subscribers.

Instructions have been given by First
Assistant Postmaster General Daniel C.
Roper to all postmasters, directing them
to handle daily newspapers sent to sub-
scribers through the mails with the ut-
most dispatch possible after disposition
of first-class matter.

"Many of these publications contain
market quotations and other commercial
data which are used frequently as the
basis of subscribers' daily business op-
erations; and the value of this infor-
mation is lost if it is unduly delayed in
transit," explained Mr. Roper to the
postmasters.

He directed that upon the receipt of
mail at a post office all sacks labeled
"daily papers" should be distributed
promptly, and every effort made to ef-
fect their delivery on the first carrier
trip after the receipt of the mail in the
office, provided the delivery of first-class
mail was not delayed.

The Rockport (N. Y.) Journal last
week celebrated its sixty-first anniver-
sary as a daily.

CHICAGO HAPPENINGS.

Hot Weather Puts a Brake on Summer Activities in Newspaper Circles—Effect of the Passage of the Woman's Suffrage Bill in Illinois—J. C. Shaffer Returns from European Trip—Evanston Press Sold.
(Special Correspondence.)

CHICAGO, June 30.—The scorching heat of the past two days has knocked business as flat as the proverbial pancake. No one wants to work, and those who can get out of town are on their way to more congenial scenes. After such a roasting as we have experienced the past week we feel that cremation has no terrors for us.

The passage of the law permitting woman suffrage in Illinois has caused numerous papers to enlarge their women's column, and some, like the Record-Herald, have added a suffrage department. The injection of this new element into political news will be watched with interest by editors.

That the Chicago Daily News' enormous circulation fluctuates some 50,000 to 100,000 copies a day is shown by their published reports of circulation. Their circulation for May 30, for example, a holiday, was 100,000 less than for other days the same week. Again, the number of copies sold sometimes shoots up 50,000 to 100,000 without warning. This change would bother some papers, but it don't the News.

Mr. and Mrs. Wilbur D. Nesbit and their three children leave July 12 for their summer home at Bay View, Mich., to be gone until fall.

J. C. Shaffer, owner of the Evening Post and dailies elsewhere, has just returned from a trip to Europe. Mrs. Shaffer is visiting her son in Denver.

Robert O. Vandercook has sold the Evanston Weekly Press to C. H. Rush, who runs several suburban weeklies.

The Daily News had an automobile with representatives accompany the Boy Scouts' relay race from Washington to Chicago, where the race ended last Saturday.

Roy S. Hanford, editor of a New York motion picture magazine, was married to Miss Grace Baldwin at La Grange, Ill., last week.

Mrs. Frederic Hatton, wife of the Chicago Evening Post's dramatic critic, and her young son have gone to Wequetonsing, Mich., for a few weeks' stay.

The regular monthly tournament of the Advertising Golfers was held at the Homewood Country Club on Tuesday.

PRAISES CHICAGO JOURNALISTS.

English Writer Says They Are the Aristocrats of the Business.

A writer in the Newspaper Owner, published in London, declares that the aristocrat of Anglo-Saxon journalism comes from Chicago. This observation is, of course, founded upon the work of the several American newspaper correspondents abroad.

The reason of the Chicago man's excellence is to be found, he thinks, in the fact that "he lives at that point in America where West and East just meet. All the plain, blunt simplicity of the Westerner is his; but it becomes tempered with the shrewdness of the vast cosmopolis of the prairie lands. He brings the sound physique of the plainsman and the healthy eagerness to see the great world with him when he reaches Chicago. And with his ambition he carries more frequently than any other man I know, the Voltairian precept, *de se faire valoir*, to make every ounce of his personality count in his fight for recognition. He occasionally overdoes it when he reaches Europe, but when he succeeds he is a big and indubitable success, and is less noisy about it than the Down Easter in his little hour of triumph.

"Certainly, for all-round journalistic training, there is no school like the Chicago school. They teach the art of sub-editing perhaps better in Philadelphia; in Frisco they produce perhaps abler

descriptive writers; in Boston and New York, the great editorials appear; but in Chicago your paper—the Tribune or Inter-Ocean, for instance—will contain, not occasionally, but every day, a poem, or a piece of humorous writing, or a descriptive passage, or a story of pathos, which you will cut out and paste in that album of yours. They are not so easy to get on with, and shrift is short with the inept; but if you have good will and energy, plus ability, you can make your fortune in Windy City."

R. D. TOWNE LAUNCHES NEWS.

Members of Tribune-Republican Staff Join Him in New Venture.

Robert D. Towne, former editor and manager of the Scranton (Pa.) Tribune-Republican, who was forced out of the management of that paper when it went into the hands of receivers, starts a new daily paper in Scranton this week. The name of the paper will be the Scranton Daily News.

The policy of the paper will be to promote the best interests of the Progressive party in this part of the State. The new venture is receiving very large support. Most of the old men of the Tribune-Republican will go with Mr. Towne to work on the new paper.

Those who have joined him are: O. R. Leeds, circulation manager; Francis Leeds, assistant circulation manager; Charles Bock, road manager; T. J. Duffy, E. D. Owen, T. F. Garriey, Roswell Phillips, Saul Rubinow, J. S. Gibbons, G. R. Williams, S. T. Grogan, E. G. Roswell, newswriters; William Steinke, cartoonist; Orville A. Welsh, Honesdale correspondent; Charles Mayer, East Scranton correspondent; John Demuth, South Scranton correspondent; Brychan Powell, messenger.

William H. Peck and John T. Porter, receivers of the Tribune Publishing Co., went before Judge C. B. Witmer last week for a rule on O. R. Leeds, Francis Leeds and Charles Buck, to show why they should not be punished for contempt. The receivers claim that the Leeds brothers and Buck have been circulating false reports concerning the affairs of the Tribune Publishing Co. Judge Witmer granted the rule, and made it returnable in Harrisburg July 7.

DEATH OF HENRI ROCHEFORT.

Henri Rochefort, for many years one of the most prominent figures in French political and literary life, died at Aix-les-Bains, July 1, from a complication of maladies, at the age of eighty-three.

The real name of Henri Rochefort was the Marquis Victor Henri de Rochefort-Lucay. He was a Parisian of the Parisians. He took part in the defense of Paris in 1870-71, and at other times was a municipal official, a deputy, a journalist and a playwright.

He was condemned to deportation in 1871 to New Caledonia, but escaped in 1874 and went to San Francisco. He returned to France in the general amnesty in 1880. Later he was condemned to perpetual detention in a fortress, but escaped to London. He returned in 1895 to France.

Rochefort's last work as a journalist was done this year as an editorial writer for La Patrie. He began his literary career as an editor of Charivari, and in 1868 brought out La Lanterne, which was seized by the police. He later established the Marseillaise, then became editor of the Intransigeant, and finally transferred his allegiance to La Patrie.

Rochefort was quick to defend his honor and that of his country, and on that account engaged in many duels.

N. Y. Sun Not to Buy Home of Press.

William C. Reick, publisher of the New York Sun, recently made a survey of the building of the New York Press, owned by Henry L. Einstein, with a view to removal there. He concluded, however, that the difference in size of the Sun and Press homes did not warrant his making the purchase. Mr. Munsey has not renewed his lease on the property, and will seek new quarters.

STAR SPANGLED BANNER.

Centenary of Its Composition to Be Celebrated at Baltimore.

(Special Correspondence.)

BALTIMORE, June 30.—Newspaper men working on Baltimore papers have been drafted into service in behalf of the Star-Spangled Banner Centennial, which will be celebrated in Baltimore in September, 1914.

This centennial will commemorate the one hundredth anniversary of the writing of the national anthem near the close of the War of 1812 with England and 100 hundred years of peace between the United States and England. An elaborate program is being prepared in which all the States and the Federal Government are to participate. About 1,000 citizens of Baltimore are named on the thirty-two principal committees that are co-ordinating their activities in preparation for the event. The honorary president is James H. Preston, Mayor of Baltimore; Dr. A. B. Bibbins is chairman, Allen S. Will, vice-chairman, and Robert E. Lee, executive secretary.

A news bureau has been created whose function will be to furnish information relating to the national celebration to the newspapers throughout the United States, and on this commission have been appointed Allen S. Will, editor of The Baltimore News, chairman; William R. Hough, city editor of The Baltimore Star, vice-chairman; William B. Kines, city editor of The Baltimore American; W. Dwight Burroughs, city editor The Baltimore News; Clarke Fitzpatrick, city editor The Baltimore Sun; John Cullen, city editor The Baltimore Evening Sun; Edward H. Pfund, editor The Baltimore Daily Journal; A. F. Trappe, editor The German Correspondent.

These constitute a sort of directorate of the general news bureau which includes in its personnel the following named active newspaper men: W. Oscar Anderson, Joseph Y. Brattan, J. Harry Baumgartner, E. J. Cox, A. S. Goldsborough, Carleton D. Harris, John Wilber Jenkins, Henry Klein, C. M. Lewister, John W. Owens, J. F. Preuse, Leslie Rawls, Stuart S. Scott, Raleigh C. Smith, Dr. F. T. Tagg, Frank A. Ward, Henry Edward Warner, Harold E. West, Carl Sweitzer, E. Milton Altfield, Mandel Sener, Ralph Lyon. Mark Schuler is temporary secretary of the general news commission. The work of all the committees is as yet very largely in a formative stage.

Among some of the features proposed are the presence and active participation of the President of the United States and distinguished members of the National Administration, including President Wilson's Cabinet, Congress, as well as the Governors and their staffs of all the States; exhibit of an extensive collection of relics of the War of 1812; participation by the troops of various States. There are to be eighteen companies of 100 men each from the eighteen States then in the Union, and these will compose the Star Spangled Banner Legion, which will act as an escort to the President and his cabinet, the diplomatic corps, governors of the eighteen States and their staffs, and the near relatives of Francis Scott Key.

All the governments of the world will be invited to participate, and visitors from every part of the world will be invited to visit Baltimore the second week of September, 1914. WORD H. MILLS.

Curtis' New Publication for Women.

The Curtis Publishing Co., of Philadelphia, announces the appearance in October of a new five-cent dress publication to be called Home Journal Fashions. It will be entirely devoted to woman's dress without the intervention of fiction or feature articles. It will be planned and edited for the woman of average taste and the average needs. The publication will consist of thirty-two pages, with cover in two colors, printed on the same kind of paper, and having the same general style of printing, as the Saturday Evening Post. The first edition will consist of 500,000 copies.

CONNECTICUT NEWS NOTES.

(Special Correspondence.)

BRIDGEPORT, Conn., June 30.—"Dink" Freer, for years sporting editor of the Hartford Courant, and recognized as the ace of newspaper humorists in that State, has joined the staff of the Sunday Herald. He has just returned from a European trip. Articles on sporting review will be a feature of the Herald's sport page.

C. T. Crudginton, a former city hall reporter, was an unsuccessful candidate for the clerkship of the Board of Appraisal of Benefits and Damages last week, an attorney being selected.

The four daily papers of the city are waging an aggressive campaign in backing up the action of the prosecuting attorney and State Pharmacy Board in stamping out illegal sales of heroin and other narcotic drugs.

Frank Devine, formerly assistant city editor of the Telegram, and now with the Standard, has been placed in charge of the morgue and library of that paper.

E. T. Davis, Associated Press operator for the Standard, has been spending a vacation in northern Connecticut. C. J. Haynes, of the Telegram, has been substituting.

The campaign started over a year ago against disorderly houses, "white slavery" and illegal liquor selling by A. F. Williams, the city editor of the Morning Telegram, and now on the staff of the Philadelphia Record, has resulted in the closing of notorious dives. The showing up of conditions was done in a series of special articles written by Clarence M. Agard, now dramatic critic of the Standard.

C. P. Beers, Sunday city editor of the Post, has been partially incapacitated from his duties on account of trouble with his eyes. Russell Porter, formerly sporting editor, is assisting him.

Louis J. Reilly has returned to his duties as city editor of the Telegram, after a vacation in Washington, D. C.

Cleveland Tribune Ends Its Career.

The Cleveland (O.) Tribune suspended publication last Saturday, after thirty-one years' existence. F. W. Swetland, who died May 23, left the paper to his brother, E. H. Swetland, who does not wish to continue its publication. The Tribune was organized by a coterie of West Side politicians thirty-one years ago. Three years later it passed into the hands of the late James O'Brien, who transformed it from a political to a sensational paper. Two years ago F. W. Swetland purchased it.

Manchester Union and Leader Merge.

The consolidation of the Manchester (N. H.) Union and the Leader was effected July 1. Rosecrans W. Pillsbury retired from the active management of the Union, and the combined properties will be conducted under the direction of Frank Knox and his associates on the Leader. The afternoon Union and the Leader will be continued under the latter name and will sell at one cent. It will be a Progressive paper. The morning Union, which since 1896 has been a Republican organ, will be independent hereafter. The joint properties will be housed in a new plant.

Newspaper Withdraws Marconi Libel.

William Marconi and Godfrey C. Isaacs, managing director of the Wireless Co., are to receive a full apology from the Berlin newspaper, Welt am Montag, against which they brought a libel suit, for accusing them in an article of exploiting the Titanic disaster for the company's benefit by holding out news for sale. The responsible editor will publish in the next issue a complete withdrawal of the charge.

Contractors Sue Dayton Herald.

Gebhart & Kline, contractors, have entered suit for \$50,000 damages against the Dayton (O.) Herald Publishing Co. in Common Pleas Court of that city. They charge injury to their reputation as the result of a story published recently in regard to Service Director Sebold's criticism of a paving job.

CIRCULATION PROOFS.

Jason Rogers Originates a Plan for Making the Reports of the Auditors of Association of American Advertisers the Standard for All Mediums—Its Advantages to Both Buyer and Seller of Advertising Space.

Jason Rogers, publisher of the New York Globe, has just returned from Chicago, where he met the Board of Control of the Association of American Advertisers, and indicated to them a definite plan which, in his opinion, would attract the hearty co-operation of nearly all general advertisers and every worthwhile medium which will submit to the verification of its representations.

To a representative of THE EDITOR AND PUBLISHER Mr. Rogers said:

"You are a bit in advance of the procession in asking me for information regarding something that has not been officially considered or ratified. It will be no breach of confidence, however, for me to indicate to advertisers and newspaper publishers what a really effective proposition that is in preparation.

"The interests of advertisers and reputable mediums are identical. The advertiser desires as many mediums that prove their representations as possible, and the reputable mediums which prove their circulations want to be effectively separated from those who do not believe the advertiser is entitled to know what he buys for his dollars.

BASED ON BUSINESS EFFICIENCY
 "At the invitation of the Board of Control of the Association of American Advertisers, I have outlined for their consideration a plan which should very rapidly increase their membership from about ninety members to 500 or 1,000 and bring into affiliated membership from 500 to 1,000 mediums which will stand for the verification of their claims.

"There is nothing magical or complicated in the new plan as submitted by me. It is merely sober common sense and business efficiency rules applied to the purchase and manufacture of advertising space.

"In business no man's unproved word is accepted as the fact even when backed up with an affidavit. In courts men swear to as many different viewpoints as there are ways of seeing an event, and every one counts the roll of bills coming through the paying teller's window.

"Every hundred barrels of flour that come to the grocery or every truckload of merchandise received at a department store is carefully checked and cross-checked to prevent error. The man who buys merchandise without verifying quantity and quality will rapidly see his business go the 'red-flag' route to the auctioneer's block.

STANDARD OF MEASUREMENT.
 "The modern advertiser has come to realize that in buying advertising he should apply some sort of a rule or standard of measurement as he uses to check up other goods, and the live publishers who are making the greatest successes likewise find that it costs them less to get business and thereby less to do business by the 'known circulation' route.

"For upwards of twelve years the three A's has gone on investigating and examining circulation claims, giving certificates to mediums audited, and furnishing the results to its members.

"I have now proposed to enlarge the field of usefulness of the A. A. A. and to make it the single great authoritative medium of circulation verification—the supreme court of circulation cases—supported alike by advertisers and mediums.

"The circulation verification work of the A. A. A. does not, as I understand it, interfere with the functions of any of the other existing organizations.

"From close observation of its work, I should think that any general advertiser trying to do business without the definite information included in its new plan of reports would be as greatly han-

(Continued on page 58.)



JOHN CLYDE OSWALD
 RECENTLY ELECTED PRESIDENT OF THE NATIONAL PRESS ASSOCIATION

THE NEW N. P. A. PRESIDENT.

Some of the Characteristics of John Clyde Oswald of New York.

John Clyde Oswald, of New York, who was elected president of the National Press Association at its annual meeting held in Colorado Springs, is the editor and publisher of the American Printer, one of the leading publications in its field. The progressive members of the association are specially glad to see Mr. Oswald at its head, as it means a big step forward.

He has been an editor and publisher practically ever since his high school days, when he owned a weekly newspaper in a small Ohio town. For a short time he was a job printer in Chicago, and then an advertising representative in New York. In 1897 he became editor of the American Bookmaker, and as owner of the publication in 1900 he renamed it the American Printer.

Those were the days when the influence of Morris and others was changing the style of typography in America, and Mr. Oswald's publication presented each feature as it was introduced. Always advocating the best in printing, he has been largely responsible for the improvement in American typography. From the very first his publication has urged better methods of doing business in printing and publishing offices, and many of the arguments in favor of cost-finding systems now so effectively used appeared in his publication a decade ago.

Mr. Oswald brings to the presidency of the National Editorial Association a wide experience and an equally wide acquaintance. He has traveled much and knows many men. His experience and acquaintance includes the fields of publishing, printing, advertising and engraving. He has addressed conventions in almost every State of the Union, and has served in many important offices. In addition to being president of the National Editorial Association, he is president of the Printing Trade Press Association and an ex-president of the American Trade Press Association. He is a member of the Aldine Club, the New York Press Club, the New York Press Association, the United Typothetae of America, the Advertising Men's League, the Booksellers' Association and other organizations.

His activities have not been confined to business matters, as he has delivered many lectures for the Y. M. C. A. and the Big Brothers. He is a student of art and literature. He has a faculty of cultivating friendship, and hundreds of persons are glad to claim him as a friend. It is President Oswald's intention to devote much of his energy to building up the National Press Association.

Court Frees Columbian-Sterling Men.

Judge Mayer directed the jury in the Federal District Court Monday to acquit Frank Orff, president of the Columbian-Sterling Publishing Co., and John F. B. Atkin of the charge of having used the mails to defraud in connection with the sale of stock of the company. The other two defendants mentioned in the indictment, Lee Sidwell and Eugene B. Yates, were acquitted by direction of the court last week. The prosecution took three weeks to put in its case, and as regards Orff and Atkin it depended on proof that they were cognizant of the issue of a letter announcing the payment of a dividend. This the Government failed to establish.

World Campaign for Better Babies.

The New York Evening World on July 1 began a city-wide campaign for better babies by the inauguration of a series of best-baby contests in co-operation with the Babies' Welfare Association. Eighty organizations in various sections of the city will hold contests to be conducted along the lines of those successfully held in the spring. The Evening World is offering a series of prizes, and will throw its columns open for educational articles.

DEFINES EDITORS' MOTIVES.

Judge Hand Says Newspapers Generally Desire to Help Readers.

Judge Hand, in the Federal District Court, New York, this week denied a motion made by the E. A. Stout Farm Agency for an injunction restraining John J. Dillon, Herbert W. Collingwood, William F. Dillon and the Rural Publishing Co. from publishing threats to expose the plaintiff's method of business and also from writing letters to the plaintiff's customers.

Judge Hand, in the course of his opinion, had this to say: "In labor disputes the courts have certainly gone far in refusing to recognize the motive of self-interest in insisting that the motive was only that of injury, when the actual motive arose from a wider solidarity of sympathy than they were aware of.

"As to the defendants' motive there is no reasonable room for doubt on these papers that it is not merely to injure the plaintiff. It is perhaps true enough that the actual motive is mixed, and consists in part of a desire to increase its circulation as well as to protect its subscribers. While editors are not exempt from the common motives of other men, they may, and in this case they do, entertain a general desire to help their readers, and expose such as may practise upon their credulity. That is a very admirable purpose in a newspaper. The refusal of the plaintiff's advertising long before this controversy became acute is a corroboration of that motive.

"Where there is an honest dispute no court has ever stopped the mouth of one man because it found that he had the wrong side of the argument. The utterer takes his chances of the damage he may do, but in English-speaking countries he is entitled to his last word.

NEW PUBLICATIONS.

OXFORD, N. C.—The Enterprise, a new weekly, the initial issue of which is to appear early this month, will be edited by John W. Hester. The publishing company is composed of J. C. Haskins, Caleb Osborne, J. F. Webb and others.

ALTUS, Okla.—Dearing Bros. are planning a new paper for this town of 5,000, making the fourth newspaper here.

SELLERSVILLE, Pa.—The Bucks County Independent is the name of a new paper that has been launched here recently.

ZOLFO, Fla.—G. W. Adams, formerly of the Fort Lauderdale Herald; D. L. and C. A. Skipper, bankers, and John I. and S. E. Roberts, prominent business men here, have organized the Springs Publishing Co. and will soon issue a newspaper.

RAGLAND, Ala.—The Advertiser is the name of a paper which made its first appearance last week. Mrs. C. N. Wiley is editor and Mrs. J. W. McNeill business manager, with Inzer Freeman publisher. The paper is to be non-partisan.

WINKELMAN, Ariz.—The times is to be launched as an independent newspaper by W. E. Nicoll, editor and publisher.

KNOXVILLE, Tenn.—B. I. Busong, editor of the Newport Plain Talk, is negotiating to move his plant to Knoxville and conduct a prohibition weekly to be published here. The paper will start about August 1.

JACKSONVILLE, Fla.—The Jackson County Record, published at Cottondale by Edward Glaeseker, has made its first appearance.

ROANOKE, Ill.—A new weekly paper is being planned by T. P. Pettigrew as editor.

The Temple (Tex.) Daily Telegram is to have a new building and will add extensively to its plant.

LEADING CARTOONISTS OF AMERICA.

Clifford K. Berryman, of the Washington Star; Grant E. Hamilton, of Leslie's Weekly.

By Robert E. Heint.

William McKinley paid Clifford K. Berryman, the Washington Star cartoonist, his highest compliment. "Your pictures," the lamented President said to him, "never bring a blush nor leave a stain."

Berryman got his start in a way not unusual for those who have made a name at drawing. When a small boy he sketched a picture of his teacher, representing him as Old Father Time. Then he cautioned the other little boys not to tell the teacher who had made



CLIFFORD K. BERRYMAN

the drawings on the blackboard. When the veteran teacher returned, he took one look at the chalk outlines, and the next minute he was warming the seat of Young Berryman's pants. It was a marked but painful recognition.

While still a lad Berryman made a rough sketch of the then Senator Joe C. S. Blackburn, who hailed from Berryman's home town in Kentucky. The work was executed on the back of a cigar-box lid. Then the boy cut out the figure with a scroll saw. He put a piece of leather behind the likeness, so that it could be made to stand up for a desk ornament. One day Senator Blackburn noticed the little ornament in Berryman's uncle's office.

"Who did that?" the Senator inquired.

"My brother Jim's boy," was the reply.

"Well, sir," was Blackburn's reply, "I used to go to school with Jim. He could draw better than any boy in the class, but never had an opportunity to develop his talent. I am going to take this boy to Washington and give him a chance."

Senator Blackburn was as good as his

word. He secured a job in the drafting division of the Patent Office for the promising youth. Berryman went to work harder than ever. He reached his stride and became the leading cartoonist of the Washington Post. Afterward he accepted an attractive offer made to him

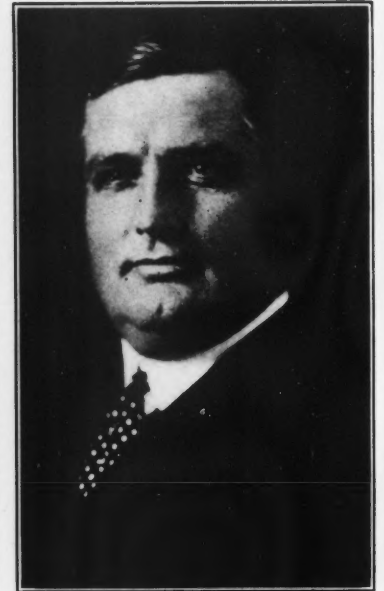
by the Washington Star, a position he has held nearly seven years.

Berryman's chief fame came to him when he originated the "Teddy Bear." It was at the time of President Roosevelt's first bear hunt in Mississippi. Colonel Roosevelt had been informed that there was great sport to be had in that vicinity. In the face of this he had gone eight days without a sign of anything worth shooting at, to say nothing of bear.

The natives made frantic efforts to chase something up. One evening a guide rushed into camp breathless to announce big game a short distance away. President Roosevelt grabbed his gun and scrambled up the road with the rest of the crowd as fast as he could go. To his amazement he encountered a great, bulky dorky leading a tiny cub



DEVOTION TO-DAY
THE MATTER WITH OUR CHURCHES



GRANT E. HAMILTON

bear. The negro was dragging it along with a huge rope. He was about to release the little animal, so that the President might have at least one shot at a bear, when T. R. raised his hand in protest.

"If I had shot that bear," he remarked afterward, "I could never have looked my boys in the eye again."

Berryman depicted the releasing of the diminutive bear, and captioned it "Drawing the Line in Mississippi." The original of that drawing is highly prized and now hangs in the National Press Club in Washington. It is a picture of the first "Teddy Bear."

Nobody was more pleased with the creation than Colonel Roosevelt. He dedicated a photograph to the artist with the inscription: "To the creator of the Teddy Bear who always has a call on the Roosevelt family." Like his distinguished predecessor, President Roosevelt took occasion to notice Berryman's work in fitting terms.

"You have the great cleverness combined with entire freedom from malice," was Mr. Roosevelt's written sentiment. "Good citizens are your debtors."

(Continued on page 56.)



An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

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

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

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

Nothing better in New England for profitable publicity.

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

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, 395 Fifth Ave., New York Representative.

The Only Newspapers in Paterson

which have submitted to Turner's Proof Chart Circulation Examination which leaves nothing to the imagination, are

THE PATERSON PRESS
AND
THE SUNDAY CHRONICLE
(Sunday Edition of Press)
PRESS-CHRONICLE CO., Publishers
Paterson, N. J.

June

In June THE NEW YORK TIMES published 790,800 lines of advertisements, a gain of 42,418 lines compared with June last year.

THE NEW YORK TIMES, with a net paid daily sale greatly exceeding 200,000 copies, is a logical, permanent and economical means of reaching people of cultivated tastes and purchasing power. Few newspapers equal THE NEW YORK TIMES in the productive quality of its circulation.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

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

CLEAN AD COLUMNS.

Experience of the Two Heralds, at Bridgeport and Waterbury, in Banishing Fraudulent and Misleading Advertisements.

THE TWO HERALDS, BRIDGEPORT, Conn., June 30. THE EDITOR AND PUBLISHER:

The Two Heralds (Bridgeport and Waterbury) declared against fraudulent advertising May 1, 1913. We are therefore among the recent acquisitions of the "Purity League," and our experiences are less important and probably less interesting to the average reader than those of publications excluding "fraudulent and misleading" copy for a longer period. On the other hand, our experience may be of special moment in view of the fact that the Two Heralds are the first papers in Connecticut to come through with the barring of all misleading and fraudulent advertising.

When this announcement was made in our issues of the 27th of April, to take effect May 1 (or with our next issue) we automatically excluded nine accounts then alive, and necessitated "toning" down two more pieces of copy. Since then we have declined eleven orders, some of which were for one insertion, and on up the line, while the largest was for 2,000 lines (bear in mind the fact that the Two Heralds are published on Sunday only). This declined and discontinued copy in the aggregate foots up a little over \$500, which is not a fabulous sum, but in view of the fact that we have only published five issues since May 1 the loss to our exchequer is quite apparent, while the direct gains are still to be recorded.

ARTICLES ON HONEST ADS.

In our last five issues we have devoted at least two columns each Sunday to the cause of "honest advertising" under the following captions, viz.: "Why We Are at War with Dishonest Advertising," "Herald Invites Public Co-operation in Objectionable Advertising War," "Honestly Is the Biggest Word in Advertising and Merchandising," "If Honesty Is to Prevail, Local Papers Must Champion Cause" and "Truthful Advertising Receives Big Impetus During Past Week."

A series of weekly letters, as timely and gingery as we can make them, sent to local merchants and manufacturers, calling attention to the editorial comments, coupled with a reproduction of some thirty or forty advertisements clipped from a week's file of the local papers and labeled "Fraudulent, Misleading or Objectionable Advertisements," which, in their present form, the Herald would not accept, constitutes our campaign to date.

It may be of interest to note here that the Two Heralds have a liberal distribution in every city and town in Connecticut and, as these editorials go through all editions, we are not only agitating the cause of "honest advertising" in Bridgeport and Waterbury, but in every corner of the Nutmeg State.

ENDORSE THEIR STAND.

We have received numerous commendatory letters indorsing our stand, while the personal messages of congratulation are almost countless. The comment about town is so favorable to the clean sheet that the staffs of our contemporaries are in some cases trying to belittle our position. The only obstacles encountered to date bear the trade-mark of our contemporaries, some of whom have blocked, or rather attempted to block, us wherever possible, but we have so far outwitted the opposition.

We are fully convinced that May 1, 1914, will show a healthy increase for the fiscal year over the preceding year, notwithstanding present losses. We are aware that Rome was not built in a day and are satisfied that many who are viewing the game from the side lines will soon be in the fold "rooting" just as hard for us as they may have been against us in the past.

Three of the declined contracts have come back with excuses and vindicating arguments which we have referred to

the National Vigilance Committee, which we recognize as the Supreme Court of advertising, and whose decision is not subject to appeal—at least as far as we are concerned their decision is final.

One individual or concern whose advertisements we reproduced threatens us with a suit. Hence we look forward to a year fraught with exciting and interesting incidents and, not least of all, a more profitable year than our advertising columns have yet enjoyed. We insist for our readers, however, that every advertisement we carry be staged on the platform of the square deal.

JOHN E. PHELAN,
Advertising Manager.

DINNER TO WOODHEAD.

New York Ad Men Greet the New President of the A. A. C. A.

The members of the several ad clubs of New York City gave a dinner at the Aldine Club Thursday evening in honor of William B. Woodhead, the newly elected president of the Associated Advertising Clubs of America. Although it was one of the hottest nights of the summer, 100 were present to greet Mr. Woodhead. As the affair was informal, no one committed the indiscretion of appearing in a dress suit. In fact, many of the members peeled off their coats and sat at dinner as they would at their desks.

One of the stunts pulled off for the amusement of the crowd was a fake ceremony of taking a picture of the guest of the evening. Mr. Woodhead was requested to stand and face the camera. As he did so a blank cartridge was fired in a pistol, to represent the explosion of flash-light powder, the camera fell apart, and a block of wood made to represent the subject stood revealed. Paul Morse Richards, in a mock heroic speech, presented the "portrait" to Mr. Woodhead.

The speeches were all informal, with the exception of that of Mr. Woodhead. Those who talked were J. Remington Charter, who spoke in behalf of the English delegation to the Baltimore convention; Christian Adt Kufferberg, of Berlin, representative of the Association of German Advertising Experts, the Union of German Press Advertisers and the Association of Advertisers, all of Germany; F. J. Cooper, of the Cooper Advertising Agency, San Francisco; Grafton B. Perkins, of the Advertising Club of Baltimore, advertising manager of the Resinol Co.; Herbert S. Houston, W. C. Freeman, Richard H. Waldo, Herbert N. Casson and William H. Ingersoll.

Mr. Woodhead made an excellent impression in an earnest address on the kind of men that are needed to carry on the work of the A. A. C. A. He said that, at his earnest request, Mr. Houston had consented to remain chairman of the Educational Committee another year; Mr. Robbins to head the Vigilance Committee, and Mr. Waldo the Publicity Committee. He expressed his gratification that he was to have the support of such an able, earnest and hard-working body of men as the New York advertising men.

The toastmaster of the evening was F. L. E. Gauss, of Collier's Weekly, who, although pitchforked into the chair without notice, made good from the start. He was witty, original, and kept things keyed up to the proper pitch.

Tablet to Humes in Pulitzer School.

The editorial staff of the New York World has subscribed an amount sufficient to place in the Pulitzer School of Journalism a bronze tablet in honor of Gregory T. Humes, the World reporter who was recently fatally injured in a railroad wreck at Stamford, Conn., and whose first thought, despite his agony, was of his paper. The World staff believes that such a tablet will be a fitting and dignified memorial, and will be an inspiration to the young men who are studying to enter journalism to admire and emulate the fine spirit which actuated Mr. Humes to so utterly forget self in the service of his paper.

Woolworth Building



IN essence efficiency means making the stray five and ten minutes in the day's work produce profits.

Being opposite the General Post Office tenants of the Woolworth Building receive their mail from five to fifteen minutes earlier than those in many other buildings.

This is but one of the many time-saving conveniences of the Woolworth Building.

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

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.
134 Nassau St. N.Y. Tel. 4200-4 Beekman

COUNTRY PROSPEROUS.

Business Conditions Satisfactory, Says Large National Advertiser—His Firms to Do More Advertising Than Ever Before.

According to Walter D. Lamar, head of the Swift Specific Co. and the Bradford Remedy Co., of Atlanta, Ga., business conditions in the United States are nothing to worry about. His own concerns are doing the best business since 1907. Every month this year has shown a substantial increase. So encouraging, indeed, is the outlook that Mr. Lamar has under consideration a plan to increase his advertising appropriation by inaugurating campaigns in two new fields, Canada and Cuba. If distribution problems can be worked out satisfactorily this new campaign may be undertaken this fall.

It is expected that a number of domestic papers will be added to the list, and for July an increase in copy has been planned.

"The general rumor of unsatisfactory business conditions in various parts of the country is without foundation," said Mr. Lamar. "Here and there some local disturbance may affect a few, but the aggregate of crops, of manufactured products, of buying and selling, of collections and discounts, is such that most everyone is going right ahead, attending strictly to supplying the amount of energy demanded as his share of keeping prosperity on the upgrade."

It will be recalled that Mr. Lamar, as a visitor to the annual meeting of the A. N. P. A., stated that the prospects for general business were never brighter. His position as head of two of the largest national accounts makes him familiar with local conditions from Maine to California.

FIRMS CONSTANTLY INVESTIGATING.

Statistics and zone conditions are being constantly gathered by these two companies as a guide in conducting their business, and their methods of investigation, coupled with their most aggressive advertising campaigns in years, indicate that Mr. Lamar's judgment as to business conditions is based upon his personal knowledge of facts to be depended on. The annual appropriation of these two companies for newspapers approximates a very large sum, said to be about half a million dollars. Will S. Eakin represents the company in the general field. It will be remembered that in 1907 he succeeded the late "Charlie" Rucker.

"Our products, as you know, have been on the market for half a century, and are considered dependable household remedies," Mr. Lamar added, "and while we are firm believers in newspapers as first and foremost for publicity, no medium is ever added to our list without a personal investigation of circulation and trade conditions covered by such circulation. This enables us to keep in touch with the affairs of each locality we wish to cover."

WOULD LIKE TO USE ALL PAPERS.

"We are not ambitious to have our products exploited in every medium published, but are perfectly willing to add to our list any newspaper that will demonstrate its value as applied to our methods of merchandising. We believe if there is any way by which the value, to us, of any kind of advertising may be determined, our experience has placed us in a position to pry out the facts."

"This year, more than ever, we have made an effort to weigh the value of plain and illustrated copy, and the record is in favor of the illustrations."

"I am inclined to give the picture story the preference. In this country we have added in the last two decades over 12,000,000 population by immigration, and while few, if any, of this vast number can read our language, they can read the story of a picture, and will find someone to read the text. And it is true of most of us that we are not stopped by what we read, but by what we see as we hurry by."

The Montgomery (Tex.) Chronicle has discontinued publication.



WALTER D. LAMAR

PRESIDENT OF SWIFT SPECIFIC AND BRADFORD REMEDY COMPANIES.

WASHINGTON TOPICS.

(Special Correspondence.)

WASHINGTON, D. C., July 2.—The conferences held semi-weekly between the President and the Washington correspondents are proving the most important, from a newspaper standpoint, of any of the regular sources of news. These meetings are held every Monday morning at 10 o'clock and every Thursday afternoon at 3 o'clock.

It was at one of these meetings that President Wilson gave out his now famous statement of there being an "insidious" lobby in Washington. The Congressional investigation as to whether such a lobby exists is proving one of the greatest news producing sources of recent years.

It was also at one of these meetings that the President announced his intention to insist upon the enactment of currency legislation at this session of Congress.

He has used these conferences to give his views on the tariff and other important national and international questions.

Other Presidents have held conferences with the newspaper men, but not at regular stated periods, as is done by the present incumbent. President Wilson often takes the newspaper men into his confidence on important subjects, and has an exchange of views with the news writers which, no doubt, have proved to be a great help to both the President and the correspondents.

The President is very frank in stating at various times that he does not wish publicity given to certain of his views expressed at these conferences, and he has yet to have his confidence violated.

Charles M. Galloway, of Columbia, S. C., who was recently nominated a Civil Service Commissioner, was born in North Carolina August 25, 1875. At an

early age he removed to South Carolina, where he has lived for the past twenty-five years. Mr. Galloway is a former newspaper man, having been connected with the State newspaper at Columbia, S. C., for thirteen years. He is a lawyer, having graduated from the University of South Carolina. For a number of years he was a member of the executive committee of the South Carolina Press Association. He resigned his position as news editor of The State to become the secretary of Senator E. D. Smith, South Carolina, March, 1909.

In making gifts to the press in this day of lobby investigation Senators do not wish to be misunderstood. The following note accompanied a box of apples presented to the Senate press last week by Senator Jones, of Washington: "These apples are of the Hubbardson variety and were raised on irrigated land in the Yakima Valley, Washington. They are an average sample of our product. I hope it will not be considered as lobbying to ask you to sample this fruit, to help yourself with my compliments." W. L. Jones.

Veon Sells Star Stock to Warren.

Fred C. Veon, business manager of the St. Louis Star, has transferred his stock holdings in that company to Frederic B. Warren, the editorial director, and will return to Los Angeles. Messrs. Veon and Warren, in conjunction with Edward S. Lewis, the present president and general manager of the Star-Chronicle Publishing Co., and with the financial backing of John C. Roberts, vice-president of the International Shoe Co., purchased the Star from Nathan Frank on May 14, after a year's option on the property.

The Missoula (Mont.) Sentinel has suspended publication.

ON FORMULA AND EFFICIENCY.

By G. H. LARKE,

Publisher of the Indianapolis Sun.

From my experience in eight States, I know there is no such thing as certain success in the management of daily newspapers along the lines of any universal prescription or formula. One may go into a daily newspaper office and say he is going to increase its business to a certain point, and reduce its expenses to a certain point, and succeed in both. I did that in St. Joseph—estimating both earnings and expenses for the first year within \$500, but just how one is going to accomplish that must develop as the newspaper manager gets to know and can intelligently analyze the trade conditions and working conditions in each office.

No matter how expert a newspaper manager may be, he does not have one chance out of ten of succeeding the first year if he goes into a town determined to upset and reform all the local precedents and conditions that have grown up after many years. He may create a revolution in working conditions in his office, but he must recognize that he is only one party out of two to the transaction when he comes to do business with the man who buys his paper, or the man who buys his advertising. He may do things by evolution that he could not possibly accomplish and succeed at by revolution.

I have never gone into any one of the six different offices that I have taken charge of in the past eleven years with any absolutely preconceived ideas of methods. In five of those six offices a success was made, and in the sixth office we are already well started on the high road to success.

In addition to the conditions I have noted, I have found it absolutely necessary to analyze the working force of the office, and oftentimes it is the best of business judgment to sacrifice preconceived methods for some other way of getting the same results. In other words, I consider getting at the facts of the case the first essential of a diagnosis of the ailments afflicting a daily newspaper. An intelligent diagnosis is, to my mind, ninety per cent. of the secret of success.

NEW INCORPORATIONS.

HAMILTON, O.—Hamilton Citizen & Leader Publishing Co.; capital stock, \$25,000; David Pierce, Will R. Beckett, Peter G. Welsh, Alphonse J. Pator, George Schelhorn, incorporators.

WACO, TEX.—Standard Printing Co.; capital stock, \$10,000; incorporators: A. H. Gans, E. A. White, P. G. Whiteman.

CINCINNATI, O.—Cincinnati American Publishing Co.; capital, \$150,000; incorporated by Otto Lightner, William A. Moeller, Henry F. Krauss, Max Levy and Martin G. Finn.

VIRGINIA, MINN.—The Virginian Publishing Co.; capital stock, \$30,000, divided into 300 shares of \$100 each.

OXFORD, O.—University Press Publishing Co.; capital stock, \$10,000; incorporators: T. L. Feeny, Paul L. Vogt, Margaret Brandenberg and O. Hatch.

Resigns from Free Press.

H. Solomon, circulation manager of the Milwaukee Free Press for the past eleven years, has resigned to go into business in Detroit, with his brothers, Sam and Max, who are wholesale agents for the Chicago and Cleveland dailies, the Curtis Publishing Co., the Publishers' News Co. and the Hearst magazines and other newspapers and magazines. It is the intention of the company to install a news service and clipping bureau covering all important events and business happenings in Michigan, catering to trade papers and business interests.

Threw Editor Into Tank of Water.

Link Hoke, a contractor, pitched O. K. Gleason, editor of the Andrews (Ind.) Signal, into a twelve-barrel tank of water last week because he took exceptions to some news comments the editor had made regarding work Hoke had done. As Hoke finished his job, he remarked to Gleason: "Now you will have some more news."

VALUE OF MAGAZINE vs. NEWSPAPER.

Compactness of Newspaper Field Permits Advertising With Minimum of Scattered Effort—Advertising Committee of N. C. G. A. Labels Local Advertising Graft and Blackmail.

By J. K. Groom, Advertising Manager, Aurora Beacon-News.

I have just read the report of the advertising committee of the National Commercial Gas Association, as published in the proceedings of that organization's convention. What I have to say is pertinent at this time, because the matters treated therein have finally reached a stage where action is about to be taken by actually placing advertising in the various mediums to be used.

That report was well written and is a really frank and exhaustive explanation of the views of the committee. There is a good deal of "illuminating" value in much that it contains. But there ought to have been a minority report to show some of the inaccuracies, and with your permission I want to say a few things about it.

"THE GAS BUSINESS FOR EXAMPLE." Before I make any argument I want to take exception to the statement that "In the smaller towns * * * the best excuse that can be made for buying space in newspapers is that they have been protected against the ill will of the newspapers by the purchase of space used."

That is a direct charge of blackmail against the entire newspaper fraternity, which is not upheld by the facts. While there is here and there a blackmailing newspaper, they are few and far between, and will not be met oftener than will dishonesty in any other line of business—the gas business for example. Anybody knows that blackmail cannot be put over unless there is something to blackmail.

Personally a charge of this kind is the very thing that would arouse my ill will, and if I owned a paper in a town where the men preferring the charge did business, I'd feel like searching for weak spots in their manipulations of the public welfare. I'd air them, and no amount of patronage or other kind of bribery would stop me until I had done a really good job of airing.

BUSINESS ENTITLED TO CONSIDERATION. The gas industry represents an absolute necessity these days among the public utilities and is entitled to the friendly support of the newspaper when it conducts its business on the square, and not otherwise. But being entitled to defense when unjustly attacked does not give it as a whole any license to insult the newspapers as a whole by any such scandalous charge as appears on page 68 of the proceedings of the National Gas Convention at Denver.

It is not true that the eye must be caught more quickly by the ad in the daily papers than in the magazine. Experiments have demonstrated that all kinds of advertising have a handicap of this kind and that the magazine is no exception. A very exhaustive series of articles on this very subject was published a year or so ago in one of the advertising trade papers in which it was demonstrated that most of the ads in magazines had to catch the eye in the brief interval between pages as they

were running from under the thumb of the party holding it. One cannot run through the advertising of a local paper that way.

The argument that there are five readers to each magazine will not hold any more true than that it is equally true of any other periodical, including newspapers. But all right—one of the greatest magazine advertising men in the country admits that the circulations of the leading magazines are duplicated to an amount of more than one-half. That is, 10,000,000 circulation reaches only 5,000,000 different buyers. On the other hand, using only one newspaper in a town 10,000,000 circulation will reach actually 10,000,000 buyers, because newspapers in one town do not duplicate the circulation of newspapers in any other town.

REPORT LACKS IN ACCURACY. As for the influence upon the buyer by his favorite publication, so ably set forth by the report in question, no kind of publication has so much real influence as the favorite family newspaper, which is a daily visitor in the home and brings the messages of the doings of the home folks as well as of the world at large just as it happens day by day.

Just one more inaccuracy of that report—its reference to the difference in cost as compared with local papers. The rest of this article is a quotation from a letter I wrote to the secretary of the association answering his statement that "the cost of newspapers would be prohibitive."

Nobody who has really gone into the matter believes that any more. Even the magazine publishers know better, although naturally they do not advertise it much.

In illustrating I am going to use data already prepared for another purpose. But if you are still skeptical and really want to get at the actual facts, I will be willing to prepare a schedule of papers in the towns where you can condense your campaign to where it will really do good and not have it cost so much as a really effective campaign in national mediums, and if it's not really effective, it's not worth while at all.

My data was made to show that a national campaign can be made with newspapers and can be made cheaper than with magazines. Here is a synopsis of the result.

National Mediums.—Twenty-four leading magazines; 11,739,413 circulation in United States, Canada and elsewhere. Price, \$60.72 per line. Price per line per 1,000, .00517.

Daily Newspapers.—Three hundred and thirty newspapers of over 5,000 circulation. 11,838,183 circulation in 46 States of the United States only. Price, \$15.63 per line. Price per line per 1,000, .00132.

The price for space in newspapers is one-fourth that of national mediums. This average will be maintained in any extensive campaign or whenever a half dozen magazines are pitted against dailies enough to make an equal amount of circulation.

Now then the gas companies in the national association are located in about 300 different towns. If you use the newspapers in that 300 towns you will have about 10,000,000 circulation just where you need it to get direct results and it will cost you about \$13.20 per line with absolutely no waste.

If you use magazines with 10,000,000 circulation you can only hope for indirect results and it will cost you about \$51.70 a line with waste in every town where you have no member.

There are about 75,000 towns in the United States. Without taking into consideration any of the magazines going abroad and allowing they are all circulated in the United States as the dailies are, 10,000,000 magazine circulation would give an average of 133 1-3 copies for each town, or 40,000 for 300 towns, the number covered by your association.

The 10,000,000 newspaper circulation, about the amount to cover the towns of your association, would give an average of 33,333 copies for each of the 300 towns, and this at one-fourth the cost.

Seems to me that the above ought to be plain enough to move your campaign over into newspapers, if you will refer it to the parties who have the matter in charge. If it is not and you want more exact information, and will send me the list of general mediums you propose to use and the amount of money you expect to spend, I will be willing to take the time and trouble to give you a close figure on difference of circulation in your 300 towns and the difference of cost.

The national mediums will give you a large circulation where your members have nothing to sell and a small circulation where you do have something to sell, while the newspapers will give you a large circulation where you have something to sell and no circulation anywhere else.

FIRST ASTOR AN ADVERTISER.

One of His Announcements Appeared in the Gazette 100 Years Ago.

That the first John Jacob Astor was an advertiser is not generally known. An advertisement of his appeared in the New York Gazette 100 years ago. It read as follows:

"To let, for one or more years, a pleasant situation and an excellent stand for dry goods store, the corner house of Vesey street and Broadway. Inquire for particulars of John Jacob Astor, corner of Pearl and Pine streets."

The house advertised by Mr Astor was one of five which occupied the Broadway front now covered by the Astor House, built in 1835. Before the Revolution it was the home of John Rutherford.

BIG GAS AD CAMPAIGN.

(Continued from page 1.)

formation. For instance, take the woman's magazines. Here are half a dozen of them with circulations ranging from 500,000 to 2,000,000. They are a housewife's chief dependence in performing her household duties. They tell her how to make her home attractive, what foods to buy and how to cook them. Whether to have a vacuum cleaner or not; whether to buy scales and weigh the meat she buys in the kitchen; how to bring up children, and how to make her clothes. In fact, everything she has to know to make a success of housekeeping. These papers are the wife's trade journals. They learn everything they know about housekeeping from them, except what has been transmitted to them from their maternal grandmothers.

Now, no advertising of gas and its uses and possibilities can have so much weight with them as right here in the papers where they look for just such information. No daily newspaper can produce this close an effect. This is true of other mediums of general circulation. Therefore, the national mediums are the only places for such a campaign.

Since our last prospectus was issued we have been asked why we decided upon the use of the national magazines instead of local newspapers. To each of these inquiries we have answered that a complete understanding of the situation made national magazines the logical choice for the major portion of our appropriation. Our choice has been made for us by the size of the appropriation. We have agreed to raise this amount, which was fixed as the sum that would get the most beneficial results without imposing a burden upon anyone.

Even if our resources for this campaign were unlimited, while realizing the great value of newspapers, we should still hesitate to omit the great periodicals of national circulation and influence. As it is, we could not possibly hope to make an adequate impression in this field. Properly to use the newspapers with space adequate to the importance of the subject, it would take many, many times the sum we propose to raise, \$150,000. The appropriation of \$150,000 which could be spent in your local newspaper, based upon your subscription, would not give you an additional amount of local publicity comparable with the circulation of national magazines' advertising space which has been proposed by the fund.

The most optimistic estimate as to how this sum could be spent in the newspapers over the country would mean that limited space could be used in not more than one newspaper in your city. You know too well how loath you would be to offend every other paper by recommending the use of only one paper. You know how difficult such a choice would be for you.

A combination of magazine and newspaper advertising is acknowledged to be the most effective possible method. There have been countless instances where newspaper advertising plus national advertising has accomplished local advertising alone could not do.

"It is not our purpose to curtail your newspaper advertising. On the contrary, we are going to do everything in our power to inspire you to make better use of the space that you now fill and to greater space.

"A share of our space will be devoted to the production of ready-made newspaper advertisements, prepared by recognized experts. These will be furnished to you as a part of the service of this campaign, and will undoubtedly lift a burden from some who are forced to prepare newspaper advertisements, and whose work places them in other lines of endeavor in the industry.

"Further than this, it must be remembered that in most cases we will reach, by our national magazine advertising, every worth-while home in the city. In many cases the magazine circulation exceeds that of any two newspapers, and in almost any city this advertising goes to a greater number of homes than the most prominent newspaper.

"In San Francisco, for example, the circulation of the magazines which we contemplate using is almost twice as great as the greatest newspaper, and is greater than the combined circulation of any two newspapers.

"The association has decided upon a very equitable method of making this advertising appropriation. Each company will be asked to pay one-tenth of one per cent. of its gross revenue from the sale of gas for the year 1912. This is a much smaller advertising appropriation than most business houses make, but it is large enough to give us a fund sufficient to carry the gas story to every possible gas consumer.

"The idea is that the subscription shall be made for at least three years, but that any gas company or gas appliance company may retire after the end of one year if it feels convinced then that the campaign is not benefiting.

"Here is an opportunity to share in the most intelligent method of increasing your business that has been devised. Are you going to come in or not? Remember, it needs your contribution to make it fully effective. It requires that every gas company should be represented.

"The National Commercial Gas Association is composed of various local gas companies and makers of gas equipment in the United States, who have come together for an exchange of ideas for the purpose of rendering a more complete and better service for the users of gas."

Then follows several pages devoted to the plan. It is proposed that the agency will prepare a set of ready-made newspaper ads for use in the local newspapers, fifty-two times, a week for a year, but no part of the \$150,000 is to be spent in newspapers; a series of twelve pieces of mail matter, to be sent to gas consumers; a set of twelve attractive street car cards, and a set of twelve window cards. "A set of twelve very clever pieces of snappy advertising matter."

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

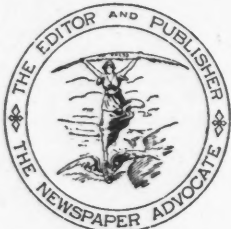
Paid Circulation is the circulation that pays advertisers The Hartford Times. HARTFORD, CONN. Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it. KELLY-SMITH CO., Representatives 229 Fifth Ave., New York Lytton Bldg., Chicago

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, 4380 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 (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, July 5, 1913

WHEN GAS ADS PULL BEST.

Some of the brightest minds in the profession of journalism are concentrating these days on the problems confronting the National Commercial Gas Association in its efforts at "Selling More Gas and Selling It Better," for these problems are many and varied.

Notwithstanding the strong brief for the magazines which the association has prepared and mailed to the managers of local gas companies in America for the purpose of raising a fund of \$150,000, to be spent for general publicity in those publications, it is stated that the committee in charge of the campaign favors newspapers but cannot employ them because THE SUM TO BE SPENT IS NOT LARGE ENOUGH to purchase space in every newspaper in the 1,200 towns having gas plants.

If gas could be advertised commercially, the gas people say, like any article of national distribution, it would be possible, for instance, to cover Philadelphia and adjacent territory by advertising in several papers—not more than five in any event, but for "reasons political" and "reasons of policy," it would be necessary to use twenty newspapers in that zone which would be covered commercially with five dominant dailies.

Let us contrast the present attitude of the leaders of the gas association with the experience of the electric light people. The June 3, 1911, files of THE EDITOR AND PUBLISHER contain a two-column news report of the convention of the National Electric Light Association, to which C. W. Lee, chairman of the advertising and publicity committee, submitted a forty-four-page report of data gathered from the members; also sample advertisements from newspaper campaigns. It was shown conclusively that "Newspapers paid best." Among the significant paragraphs of that report of interest now were the following:

The sooner central stations discard the theory that newspaper space shall only be used as a matter of policy, the sooner will definite results be shown in the commercial end of the industry.

Replies to inquiries sent out by your committee would indicate that over \$2,000,000 is being expended annually for central station advertising, ninety-five per cent. in newspapers. Fifty out of the fifty-four replies received from central station plants, in towns of 20,000 population and upward, favored newspapers.

It has been demonstrated that while the preparation of copy can be done better from a central bureau, the best results are not obtained from syndicating copy for all the properties, and that it is necessary for all copy to be carefully localized in order to produce results.

In our opinion, the backbone of central station advertising must consist of the intelligent use of NEWSPAPER space in all cities having a daily press; the other forms and media are

supplementary. There are several reasons for this conclusion, by no means the least being the relative cost. We are firm believers in what Samuel Insull calls "the regular, persistent use of newspaper space filled with copy carefully and intelligently prepared."

Now, whether or not the admissions of the gas people be considered the transparent kind of sophistry, the fact remains that gas, as an advertising proposition, is a local account and should be so regarded by every newspaper executive. It has no universal distribution, that is, gas mains, in any given locality, but covers city limits only. Rates and conditions are entirely different in each community.

It is conceded that ninety-five per cent. of the advertising appropriations of the gas companies is being invested in the newspapers. It may be said that every dollar of the \$150,000 to be spent in the magazines will be taken away from the local publisher in the community where it has been produced and where it might profitably be reinvested.

But, says the magazine man, a portion of the \$150,000 is to be spent in the preparation of newspaper ads—fifty-two in all—one a week for a year. Yes, to be sure! The merest bunc—because it remains for the local newspaper man to sell that same copy to the local head of the gas company who may not, and very likely will not, be in a receptive mood for more advertising after paying out his allotment for a three years' campaign in the magazines.

Gentlemen, it's up to you. What are you going to do about it? Are you going to be a good fellow and co-operate with the magazines in putting another big one over for them, or are you going to get in touch right away with the local manager, and have him stipulate that his subscription to the fund be spent in daily newspapers. Then, again, it might not be a bad plan to write the National Commercial Gas Association and Calkins & Holden, giving them the benefit of your point of view.

ESTIMATING THE VALUE OF GOOD WILL.

The second hearing in the appraisal of the value of the late Joseph Pulitzer's newspapers brings out some new estimate of the value of those properties. C. M. Palmer, the newspaper broker, places a maximum valuation of \$5,000,000 on the World and on the Post-Dispatch, of St. Louis, \$2,700,000. At the former hearing the value of the World was placed at \$3,080,955 and the Post-Dispatch at \$1,115,717.

Mr. Palmer estimated the value of the good will of the World at \$2,000,000, Mr. Brisbane at \$1,500,000, Herbert F. Gunnison, business manager of the Brooklyn Eagle, at \$1,000,000, and Lewis A. Leonard at \$800,000 to \$1,000,000. Frank A. Munsey, who said he made no claims of being a newspaper expert, gave \$10,000,000 as the value of the good will.

These figures show a wide divergence of opinion—from Mr. Leonard's \$800,000 to Mr. Munsey's \$10,000,000. As Mr. Palmer is not only the owner of several daily newspapers, but has been engaged in selling newspaper properties for twelve years, during which period he has handled some of the largest that have changed hands, it seems to us that he has a more accurate knowledge of the subject than any of the others who have given estimates. A man whose business it is to study newspaper values and to know the market is certainly in a better position to place a fair valuation upon a newspaper property than editors or even publishers, whose knowledge is largely confined to their own papers.

Various methods have been employed in estimating good will. Some of the experts who have been called upon by the State transfer tax appraiser have based their figures upon the gross income and some upon circulation. Doubtless no hard and fast rule can be devised that will satisfy everybody, but out of the present inquiry let us hope that some plan will crystallize that will be adopted as a standard for estimating a paper's good will.

Show any man how to increase his business—how to make more money—and he's your friend forever.
—J. B. Powell, Instructor in Advertising, University of Missouri.

EDITORIAL COMMENT.

If you will look at the edition number of this issue you will note that THE EDITOR AND PUBLISHER has begun the thirteenth year of publication. This fact is interesting because it shows that the paper has proved its worth to a sufficient number of people to warrant its continuance from year to year. Every twelvemonth since it was founded the paper has shown a steady growth in circulation and in advertising. It is gratifying to us to announce to our readers and friends that during the past year the volume of business transacted was more than seventy per cent. greater than any preceding year in its history. At no time has THE EDITOR AND PUBLISHER occupied such a high place in the minds of its readers as to-day. One reason for this is, perhaps, that we have been more successful in giving subscribers what they want. It is our aim to make it invaluable to newspaper and advertising men. That we are succeeding in our efforts is demonstrated by the numerous complimentary letters we have received commending our policy and the work we are doing in the publishing and newspaper advertising fields.

If the National Press Association under the presidency of John Clyde Oswald does not amount to much more than it has hitherto, it will be a great disappointment to the progressive element of its membership. The organization lacks snap, purpose and progression. The handful of earnest men who have stood by it through successive administrations have been animated by the hope that some day it would achieve a high place for itself in American journalism. They have individually worked hard to bring it to the front, but their efforts have been in vain through a lack of proper leadership or through the failure of the bulk of newspaper publishers to co-operate with them. For the first time in years these men are convinced that in John Clyde Oswald they have a leader who will put the association where it belongs. Mr. Oswald is resourceful, a hard worker, a capable organizer and a good speaker. He will be right on the job all the year through, and when the next convention is held it will be worth attending for something else beside the junketing trips that for several years have been its chief attraction.

A New York special has written a member of the House suggesting that bills be introduced in the Congress providing an appropriation for the establishment of a Bureau of Circulation Audits under the supervision of the Postmaster-General. It has been pointed out that the work could be done quite inexpensively by the trained auditors of the department who now visit annually practically every nook and corner of the country. Moreover, that the strong features of the A. A. A., N. A. M. A. and the Turner Proof Chart could be combined in a uniform auditing report which would cover the ground thoroughly and be at all times available as a public record. Isn't it surprising what faith every one seems to have in the Government? Thank God for that!

The advertising solicitor talks so confidently and glibly about selling space and circulation that the advertising manager or director of publicity unconsciously drifts into the seller viewpoint and actually begins to think he is buying space and circulation, when the truth is, he is only buying the opportunity to interest or attract the attention of a certain body of readers.—Truman A. DeWeese.

Boston, June 26, 1913.
Congratulations on your splendid convention numbers. You certainly do handle these matters very well.
GEORGE W. COLEMAN.

PERSONALS.

Frank A. Munsey spent this week in London, and then went to Paris for a short stay, after which he intends to take a long rest at Carlsbad, returning to New York in time to engage in the fight to re-elect Mayor Gaynor, whom he thinks the strongest man for the job.

Herman Ridder, publisher of the New York Staats-Zeitung, in the absence of Mayor Gaynor, wielded the trowel at the laying of the corner stone of the Volunteer Hospital, Beekman and Water streets, on Monday.

Col. William Hester, president and principal owner of the Brooklyn Eagle, who is spending the summer in Europe, was in Paris a few days ago. To a Herald reporter he deprecated the stories printed in Continental papers to the effect that the business situation in the United States was very unsatisfactory. "Financially, economically and commercially the United States is sounder than ever before."

Edward B. McLean, proprietor of the Washington Post, took second prize with *Pride o' Prides* and *Oakwood* in the event for pairs of harness horses at the International Horse Show in London last week.

Oswald Garrison Villard, proprietor of the New York Evening Post, returns to New York July 9, after several months' tour of Europe.

Arthur Brisbane, editor of the New York Evening Journal, was somewhat shaken up, though not seriously injured, when an automobile carrying him and several friends crashed into the back of an automobile mail truck at Times Square on June 27.

Louis Wiley, business manager of the New York Times, sailed on the *Imperator* last week for a month's stay abroad.

F. Abiko, editor of the San Francisco Japanese American, the largest Japanese daily in this country, has come to New York on a short trip. He has lived in America for twenty-eight years and says that the anti-Japanese feeling in California was much exaggerated.

Homer Gard, editor and publisher of the Hamilton (O.) Evening Journal, has been named by Governor Cox, of Ohio, as a trustee of Miami University.

John S. Bonner, editor and publisher of the San Antonio (Tex.) Harpoon, has returned from a visit to the Panama Canal.

Milton A. McRae, of the Scripps-McRae news service, of Detroit, who recently returned from a trip around the world, delivered an address before 100 boys at a dinner party.

Edward Payson Call, assistant business manager of the Times, and for many years treasurer of the American Newspaper Publishers' Association, has been appointed business manager of the Journal of Commerce, New York. Mr. Call was at various times associated with the Boston Herald, Philadelphia Press, New York Evening Post, Evening Mail and Commercial. He begins his duties August 1.

Thomas W. Loyless, publisher of the Augusta (Ga.) Chronicle, the oldest paper in the South, spent the week in New York City.

Captain John Doheny, who has been business manager of the Poughkeepsie (N. Y.) News-Press and News-Telegram for the past twenty-nine years, retired July 1 after his many years of faithful service. In recognition of his efficiency and devotion to his duties the proprietors of the newspapers will continue his full salary during the remainder of his life.

W. P. Hobby, general manager of the Beaumont (Tex.) Enterprise, was in New York this week.

GENERAL STAFF PERSONALS.

William E. Lawry, for some time managing editor of the Kennebec (Me.) Journal, and previous to that connected with the Lewiston News and Portland Express, has taken an important post in the treasurer's office of the State of Maine, at Augusta.

William E. Smith, formerly with the New York Times, is now night editor of the Canadian Press, Limited, Montreal.

W. H. Warren, a member of the editorial staff of the Portland Oregonian, has been appointed private secretary to Mayor Albee, of that city.

A. G. Lawrence, circulation manager of the St. Louis Dispatch, was a visitor in New York this week.

Edgar Brown, formerly of the Petoskey (Mich.) Evening News and Daily Resorter, but lately of the Keokuk (Ia.) Constitution-Democrat, has become telegraph editor of the Bay City (Mich.) Tribune.

Richard Thomas Proctor is to be identified with the Kewanee (Ill.) Labor Herald as associate editor.

Edwin G. Booth has returned to the editorial staff of the Bridgeport (Conn.) Farmer as rewrite man. For the past year and a half he has been with the Worcester (Mass.) Telegram and the Boston American.

David Winton has resigned as editor of the Peck publication at Fairfield and Stratford, Conn., and one time editor of the Bridgeport Morning Union, is doing special work for The Farmer.

A. E. MacKinnon, of the New York World, has been appointed chairman of the transportation and entertainment committee that will have charge of the arrangements for the trip up the Great Lakes at the next annual meeting of the International Circulation Managers' Association to be held in June, 1914.

Phil. M. Riley, a well-known writer on photographic topics, who for the last three years has been on the staff of Country Life in America, has become associate editor of the Photo Era, Boston, Mass.

Frank Hay, formerly of the Indianapolis News, now circulation manager of the Nashville Tennessean and American, will become circulation manager of the Free Press.

W. B. Oliver, formerly of the West Scranton (Pa.) Times, has been appointed circulation manager of the Scranton (Pa.) Tribune-Republican by the new management. William J. Matthews is the new assistant circulation manager.

WASHINGTON PERSONALS.

Oliver P. Newman, of the New Enterprise Association and Des Moines News, has been appointed one of the Commissioners of the District of Columbia.

Frank B. Lord, Washington correspondent of the Philadelphia Bulletin and the Domestic Monthly, has been appointed a member of the Excise Board of the District of Columbia.

Austin Cunningham, correspondent of the San Antonio Express, accompanied the Congressional party to the Gettysburg celebration.

Morton Milford, of the Indianapolis News, has just returned from Indianapolis, where he attended the wedding of his sister.

Arthur B. Krock, chief of the Louisville Courier-Journal bureau, true to the legend of his State, is entitled to the title of "Colonel." He has served on the staffs of two Governors.

William Hoster, of the New York American, attended the hearings of the lobby investigation last week for his paper.

Robert Dongan, of the Capitol staff of the Associated Press, reported the Battle of Gettysburg celebration.

John Crown, of the Baltimore Sun, has returned after a short visit to his home in Virginia.

Theodore W. Noyes, editor of the Washington Star, has left for Newfoundland for an extended vacation.

Rudolph Kauffmann, president of the famous Gridiron Club, leaves this week for his annual vacation.

Recent visitors to the press galleries of Congress have been Mrs. Blanche Lucas, of the El Reno Democrat; E. A. Vaughan, Dallas (Tex.) Press Club; John W. Perkins, Daily Courier, Guthrie, Tex.; J. A. Phelan, Muskogee Times-Democrat; Powell Glass, Lynchburg News.

E. A. Fowler, chief of the New York Sun bureau, will spend the week-end at Atlantic City.

L. Ames Brown, of the New York Sun, accompanied President Wilson to Gettysburg.

IN NEW YORK TOWN.

Thos. R. MacMechan, well known as a writer on aeronautics, has joined the city staff of the Tribune. He was for some years on the St. Louis Republic and the Post-Dispatch.

Keats Speed, managing editor of the Evening Journal, it is reported, will soon be associated in an executive capacity with the Chicago American.

Charles Sarver, formerly city editor of the Evening Mail, and later of the Press, is now assistant day city editor of the American.

Harold Learoyd, formerly of the Post, and more recently on Nash's Magazine, London, has returned to this country.

Harry Price, of the American, has been sent South by Mr. Hearst as make-up editor of the Atlanta Georgian.

W. B. McCormick, art and literary editor of the Press, is spending his vacation at Annisquam, Mass.

T. V. Ranck, managing editor of the American, is traveling through the West Indies, with an extended trip through Jamaica.

W. S. Marvin has returned to his desk on the Evening Sun after a three months' pleasure trip abroad.

HELP WANTED

SALESMEN WANTED.

Live wires who can sell newspaper advertising contracts. Previous experience in this line not absolutely necessary—salary and commission. Earning power depends entirely on ability to sell. Give particulars in reply. W. R. PENNY, Room 206, Public Ledger Bldg., Philadelphia.

ADVERTISING MEDIA

ILLINOIS

CHICAGO EXAMINER

The largest Morning and Sunday Newspaper 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.

\$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.

POSITION WANTED.

In September we will have opening for a live, energetic, hardwork circulation manager. Two-cent evening paper, now has 3,000 paid subscribers in good field. Must be thoroughly familiar with premium game, and have confidence enough in himself to finance same, getting at least half his income from that source. Will consider outright sale of circulation to a hustler, but whoever gets the job must give bond. Salary not big at start, but opportunity to make good is great. Adv. appears now so we can thoroughly investigate all applicants. Address "D., 1046," care THE EDITOR AND PUBLISHER.

SKILLED, experienced New York newspaper man, now holding executive position, will coach limited number persons by personal correspondence and revision of copy submitted him in present-day metropolitan newspaper reporting and writing. Moderate charge; advertiser desiring additional data, for book now in preparation. Address "M.," care THE EDITOR AND PUBLISHER.

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.

EXPERIENCED FOREMAN, stereotyper, desires to get in touch with anyone in need of such. Can furnish all references. At present connected with one of the leading metropolitan dailies. Can change with reasonable notice to present employer. Member I. S. & E. U. Conservative. Address "STEREO," care THE EDITOR AND PUBLISHER.

STEREOTYPE FOREMAN.

A regular reader of THE EDITOR AND PUBLISHER, well and favorably known to the management, seeks fellowship of stereotype department on a "live coming newspaper." At present in charge of such a department on an evening newspaper in an important central States city. This man knows the work thoroughly. He is sober, industrious, honest, willing, fair to his associates, but also equally fair and absolutely square with the office. He's a strong man, an able man, in fact, a find. Address C. A. Puget, 401 Superior Bldg., Cleveland, O.

BUSINESS OPPORTUNITIES

IMMEDIATE SALE.

Best equipped weekly newspaper plant in Northwestern Ohio; established over 30 years, never before offered for sale. Democratic in heavy Democratic county, largest circulation and bona fide proposition. Must be sold to close estate. Quick bargain. Invoices \$10,000, will sell \$5,000 cash, \$2,500 on time; price includes two-story building and lot on which plant stands. No agents need apply as the proposition will not be hawked on the market. Address "BOX 207," Fremont, Ohio.

\$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.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BU. REAU, 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,

51 Cliff St., New York.

\$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 St. Louis St. Paul Omaha CHICAGO. Kansas City Atlanta Seattle Dallas NEW YORK

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.

If you had the surplus of consumers the GLOBE offers you on a NET CASH CIRCULATION basis, and the saving the GLOBE offers you on its rate per thousand circulation—

You would have a double advantage over your competitor who doesn't use the GLOBE.

In New York it's



THE DAILY ADVOCATE

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

When you use the Advocate you concentrate your advertising upon a community of well-to-do homes.

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

WOODHEAD AT PILGRIM CLUB.

Makes Plea for Co-operative Effort and Construction Work in Business World.

A rousing welcome was accorded William Woodhead, of San Francisco, the new president of the Associated Advertising Clubs of America, by about 100 members of the Pilgrim Publicity Association, who heard him deliver his "maiden speech" in his new capacity at a luncheon given at Boston last week.

Mr. Woodhead's address was in the nature of a call to the men of broad vision to rally round the colors of the Associated Advertising Clubs for co-operative effort and constructive work in the business world. He said in part: "We need men of stanch character, firmness of purpose and unflinching energy—men whose ambitions are great and who are always working on the road to those ambitions. We all have ambitions of some sort—some that we have hopes of attaining; others, perhaps, which we never have any idea of reaching. But still we follow their guiding influence. It is the men who work steadfastly onward, no matter what the conditions, that we need for the fray of the future—men who work hard and are willing to make personal sacrifices—men who can think, but do not allow mere thought to be their aim."

Mr. Woodhead expressed himself as strongly opposed to any law giving such freedom to the retailer in matters of price as to make it impossible for the manufacturer to create in the public mind a desired attitude. He was enthusiastic in his prophecies for the future of the Associated Advertising Clubs under the new spirit of co-operation.

SEEK MORE EUROPEAN ADS.

Strong Group of Newspapers Sends Herbert Lewis as Special Representative.

A new and formidable effort to secure additional advertising for American newspapers has been organized by Jason Rogers, publisher of the New York Globe, in co-operation with other publishers alive to the possibilities of the new tariff.

Herbert Lewis is now in London, where he has opened an office at 11 Haymarket to represent the Americans. He feels that on account of coming reductions in the tariff many European manufacturers will shortly commence to advertise and introduce their goods into the United States.

The papers which Mr. Lewis will represent abroad are the Boston Globe, Chicago Daily News and Record-Herald, Cincinnati Times-Star, Houston Chronicle, Kansas City Star and the Times, Minneapolis Journal, New York Globe, Omaha World-Herald and the Bee, Philadelphia Public Ledger, St. Paul Dispatch and the Pioneer-Press, St. Louis Globe-Democrat, San Francisco Bulletin and Spokane Spokesman Review.

Several additional important daily newspapers have been invited to co-operate in the movement, which will seek to furnish European advertisers information upon which to base definite advertising campaigns.

Seattle Times' Anniversary Number.

The Seattle (Wash.) Sunday Times celebrated its eleventh anniversary recently by an edition of 154 pages, which proved a very helpful as well as artistic representation of what Seattle is, what she is doing, what she looks like and what she hopes to be. The issue that reached this office was effectively bound in boards. The anniversary number contained a mine of reading matter, much of it illustrated in colors, a number of full-page and half-page photographs and original drawings. The work of the artists, depicting scenes in and about Seattle, was particularly commendable and of a high character unusual in newspaper sketches. Col. Alden J. Blethen, president and editor of the Times, may well feel proud of this latest product of his plant.

I. C. M. A. COMMITTEES.

President Sidney D. Long, of the International Circulation Managers' Association, has announced the appointment of the following committees for the ensuing year:

Membership Committee: I. U. Sears, Davenport (Ia.) Times, chairman; W. J. Darby, Toronto Mail and Empire; M. Levy, Cincinnati (O.) Post; Geo. H. Reynolds, New Bedford (Mass.) Standard; H. V. Farratt, Oakland (Cal.) Tribune; Wm. T. MacDendree, Augusta (Ga.) Herald; James McKernan, New York World; Chas. G. Scholz, Milwaukee (Wis.) Sentinel; J. Wilmarth, El Paso (Tex.) Herald.

General Welfare Committee: J. N. Chevrier, Montreal (Can.) La Patrie, chairman; C. Eyster, Peoria (Ill.) Evening Star; J. A. Mathews, Oklahoma City (Okla.) Oklahoman; Thomas Downey, Boston (Mass.) Globe; C. F. Stout, Plainfield (N. J.) Courier News; M. W. Florer, Dallas (Tex.) News; Jos. H. Lackey, Nashville (Tenn.) Banner.

Necrology Committee: J. R. Taylor, Grand Rapids (Mich.) Press.
Official Bulletin: Editor—Sidney D. Long, Wichita (Kan.) Daily Eagle. Associate Editors—J. M. Schmid, Indianapolis (Ind.) News; Harold Hough, Fort Worth (Tex.) Star Telegram; J. M. East, Manchester (N. H.) Union; Daniel Nicoll, New York Evening Mail; E. P. Hopwood, Portland (Ore.) Oregonian; G. A. Dissler, Ottawa (Can.) Citizen; John B. Cox, St. Paul (Minn.) Dispatch and Pioneer Press; W. L. Argue, Toronto (Can.) Star; J. A. Mathews, Oklahoma City (Okla.) Oklahoman; J. D. Walker, Johnstown (Pa.) Tribune.

Publicity Committee: D. B. G. Rose, Louisville (Ky.) Post, chairman; C. Eyster, Peoria (Ill.) Evening Star; Harry E. First, Cincinnati (O.) Enquirer; J. L. Boeshans, Augusta (Ga.) Chronicle; A. G. Lincoln, St. Louis (Mo.) Post Dispatch; F. L. Frugone, New York Bulletin Della Sera; J. M. Miller, Pittsburgh, (Pa.) Chronicle-Telegraph.

Entertainment Committee: A. E. McKinnon, New York World, chairman; D. B. G. Rose, Louisville (Ky.) Post; Edward Armstrong, Duluth (Minn.) Herald; J. N. Chevrier, Montreal (Can.) La Patrie; M. D. Treble, Buffalo (N. Y.) Times; W. L. Argue, Toronto (Can.) Star; R. S. Weir, Detroit (Mich.) Journal.

Transportation Committee: A. E. MacKinnon, New York World, chairman; Ernest Scholz, Chicago (Ill.) Record-Herald; J. J. Lynch, Cleveland (O.) Press.

Programme Committee—For 1914 Convention: J. N. Schmid, Indianapolis (Ind.) News, chairman; I. U. Sears, Davenport (Ia.) Times; W. J. Little, Montreal (Can.) Star; Harry E. First, Cincinnati (O.) Enquirer.

Audit Committee: William Elder, Toronto (Can.) Telegram, chairman; C. H. Congdon, Watertown (Ia.) Times; H. V. Bomar, Louisville (Ky.) Courier Journal and Times.

Place of Meeting, 1915: L. L. Ricketts, Des Moines (Ia.) Capital, chairman; E. R. Ragan, Springfield (Ill.) State Register; W. J. Irwin, Toronto (Can.) Globe.

SAYS IT'S A CHEF-D'OEUVRE.

LOUISVILLE TIMES
June 18, 1913.

EDITOR AND PUBLISHER:
You must pardon this tardy letter. Lately I have been out of the city a considerable lot and then there have been other duties to engross me to the exclusion of all ambrosial touches, such as your big and beautiful edition.

Verily it is a compendium of newspaper development from those dawning Egyptian days, hieroglyphically heralded, right down to the good-night sporting extra of the Louisville Times six days in the week, and even on Sunday when a Dewey wins a battle in Manila. And how invitingly and effectively you tell the story of the human mind's greatest achievement in education and uplift of the masses.

Moreover, your assembly of newspaper biographies is a treasury of unlimited value to every sanctum in the world and a source of instruction to the layman hitherto unavailable. Thus you see there is a maximum of erudition combined with your plus of enterprise—and every member of the guild is deeply your debtor. Nor must I forget to say that mechanically you are well-nigh perfect.

Hereabouts all of us appreciate the tribute you pay Mr. Watterson, who is as dear to all his boys of the office as a daddy of the blood.

This is why I am lifting my hat to you in admiration and acclaiming your chef-d'oeuvre without limit.

Faithfully,
R. W. BROWN,
Managing Editor.

Biggest Grocery Ad in Des Moines.

Charles B. Cleland, of Des Moines, Ia., ran the largest grocery store ad ever printed there in the News, of that city, on June 30. The advertisement consisted of four full pages, and was planned and prepared by C. W. Myers, of the News.

Advertisers cannot afford to ignore the
LOUISVILLE COURIER-JOURNAL
and
LOUISVILLE TIMES.

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

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

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 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

The News League Papers

are influential with the people of Dayton and Springfield—more than 75 per cent. of whom read them.

News League territory is the very best trout field in the country—it has been tested and found to be right.

Combination rate, 6 cents per line.

NEWS LEAGUE OF OHIO

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

HERE'S A GOOD BUY—
THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

PULITZER TRUSTEES IN DOUBT.

Ask Court to Construe Late Editor's Will as to Certain Funds.

Complaint was filed in the Supreme Court Monday by the executors and trustees under the will of Joseph Pulitzer, late owner of the New York World, in a suit in which they ask that the will be construed and that the manner in which they are to make payments to the legatees under the terms of the will be determined.

The trustees say they are in doubt as to the method to pursue in carrying out the trusts described as the newspaper trust, widow's trust, school of journalism trust and the residuary trust because dividends have been paid to the estate in stock of certain securities owned by the estate, and the trustees are in doubt as to whether the stock dividends are to be added to the principal of the trusts.

The trustees also ask instructions as to the amounts they are to pay to two of the grandchildren, Ralph Pulitzer, Jr., and Seward Webb Pulitzer, children of Ralph Pulitzer, since the children are infants.

The complaint also shows that the bequest of \$500,000 to the Philharmonic Society of New York has not yet been paid, although the society has been trying to obtain the money for over a year on the ground that the requirements that the society shall have a paid membership of at least 1,000 active members and that compositions by Mr. Pulitzer's favorite composers shall be played at popular concerts given by the society have been complied with. The trustees ask the court to determine whether the \$500,000 is payable now.

WILL TRY TO BREAK RECORD.

Mears, of the Evening Sun, to Girdle the World in Thirty-five Days.

The Evening Sun, of New York City, will try to break the around-the-world record of 39 days 11 hours and 43 minutes, made by Andre Jaeger-Schmidt, a French newspaper man, in 1911, covering a distance of 19,300 miles.

The man selected for the task is John Henry Mears, an experienced traveler, who has been working years on the schedule which has been adopted for the trip. Mr. Mears left the office of the Evening Sun at 12:45 Wednesday morning and sailed on the Mauretania at 1 o'clock. If his schedule works out all right in practise, Mr. Mears will arrive in New York on the return trip on Aug. 6. He is due at the Evening Sun office at 10:20 p. m. On this basis the time of his globe-encircling trip will be 35 days 21 hours and 35 minutes.

It was Nellie Bly who made the first of the fast speed records. She was employed in 1889 by the New York World to beat the fictitious record of Phineas Fogg in Jules Verne's story, "Around the World in Eighty Days."

Miss Bly made the trip in 72 days 6 hours and 11 minutes.

The next to tackle the record made by Miss Bly was Henry Frederick, who in 1903 finished the trip in 54 days 7 hours and 20 minutes.

BETTER PRESS MAIL SERVICE.

System of Tracing Newspapers Introduced by Railway Post Office.

An improvement in the mailing system of the Railway Post Office Department has been noticeable in the last two months, due to the co-operation of the superintendent, E. M. Norris, with the various newspapers, and a desire to perfect this important branch of the post office service. A system has been adopted by which the department is able to trace any complaint and by which a continual watch can be kept on any bundle of which there is any doubt.

When a complaint is received by the circulation department of the newspaper, a red label is pasted on the outgoing bundle requesting all railway post office clerks receiving the paper to note on it

the actual disposition made, and the postmaster at the office of destination to note the time the paper is received and the delivery made to the subscriber, reporting whether the delivery is made by rural carrier, in post office lock box, or by messenger.

This tracer is then returned to the superintendent in New York, and it is possible there to make any necessary change or improvement that the tracer may indicate is needed.

NEW AD AGENCY STARTS.

It Is Known as the Hanff-Metzger and Is Located in the Emmet Building.

A new, full-fledged advertising agency has been launched in New York this week. Its title is Hanff-Metzger, and its head office is in the Emmet Building, Madison avenue and Twenty-ninth street.

Joseph A. Hanff, the president, was formerly vice-president and general manager of the Allen Advertising Agency, and George P. Metzger for the past six years has been advertising manager of the Columbia Graphophone Co. Previous to his connection with the graphophone company Mr. Metzger was the head of the copy department of the Hampton Advertising Agency.

The staff includes a number of men formerly with the Allen Agency.

The new agency starts out with a complete organization. The copy, art and business departments are in competent hands and are ready for business. In fact, the agency already controls half a dozen good accounts.

The many friends of Messrs. Hanff and Metzger wish them all kinds of good luck in their new venture.

Death of N. O. Fanning.

Neuville Osgood Fanning, a widely known newspaper man, died June 30 at the Brooklyn Hospital, following an operation for gall stones. He was forty-eight years old.

Born at St. Charles, Ill., he entered newspaper work in the Middle West when fourteen years old and continued in that calling until the time of his death. Mr. Fanning was at the age of eighteen editor and publisher of a paper at Carrington, N. D. Coming to New York in 1895, he joined the staff of the Press. Two years later he was appointed Deputy Commissioner of Charities and Correction, a post to which Mayor Van Wyck reappointed him in 1899.

Mr. Fanning in 1904 was employed by the Brooklyn Eagle and later with the Brooklyn Standard, with which he was connected at the time of his death.

Portland Advertising Law in Force.

An ordinance to prohibit the advertising of any article for sale in any newspaper or periodical carrying any fraudulent statement, became effective last week in Portland, Ore. It was passed by the City Council at the instance of the Portland Ad Club. There are but three sections to the ordinance, two providing against fraud, and the penalty for violations.

British Delegates Depart.

W. Blanchard Bancroft, of the Strand Magazine, and Percy C. Burton, chairman of P. C. Burt n & Co., Ltd., advertising agents, of London, who came to the United States to attend the Baltimore Convention of Advertising Clubs, sailed for home on Saturday. Both were delighted with their reception at Baltimore, and expressed the opinion that the visit to this country had been profitable to them in more than one direction.

Burrelle's in New Quarters.

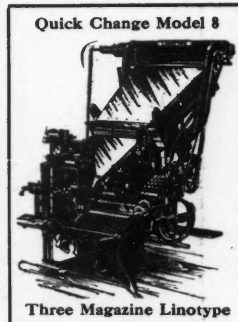
Burrelle's Press Clipping Bureau, for the third time in twenty-five years, has been forced to move to larger quarters because of the increasing number of newspapers and magazines published throughout the world which it handles. The bureau has been located for eight years at 45 Lafayette street, New York

MIXING FACES

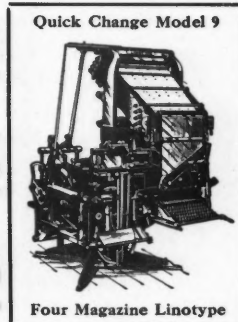
In the same line on the

LINOTYPE

Is accomplished rapidly and almost automatically. No hand adjustment of the matrices is required after they are assembled



**MULTIPLE
MAGAZINE
LINOTYPES**



Enable the operator to have at his instant command from six to ten different faces without leaving his seat.

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.

City, and has now gone to 60 and 62 Warren street, where it occupies 8,000 square feet of space. The bureau now reads something more than 19,500 publications and employs 100 clippers.

News Men Pay Tribute to Cracknell.

Many newspapermen, principally Boston Globe associates of the deceased, attended the funeral of Ralph Cracknell, golf editor of that paper, which was held June 26 from the home of Mrs. Helen M. Plympton, Wellesley Hills. The services were without music and were conducted by Rev. Parris T. Farwell, pastor of the Congregational church at the Hills. There were no pallbearers. The body was taken to Woodlawn cemetery in Wellesley for burial.

New Summer Newspaper for Cornell.

A new departure in college journalism has been announced at Ithaca. During the summer session of Cornell University an undergraduate daily paper will be published under the name of the Cornell Summer Daily. The paper will be managed by Alexander T. Hayes and edited by Edgar A. Hamilton. The project has received the sanction of Dr. T. F. Crane, acting president of the university, and the paper will be the official organ of the university.

CHANGES IN INTEREST.

PIERRE, S. D.—C. B. Billingshurst, former publisher and founder of the Daily Dakotan, of this city, has bought the Weekly Messenger, a Progressive paper.

MERTZON, Tex.—Tom Kellis, of Sterling City, has purchased the Star from C. C. Andrew, and will take charge this week.

CHENEY, Kan.—The Sentinel, owned by William P. McCaffree, has been sold to Keith Cox, of the Eldorado Republican.

GEORGE, Ia.—The News has been purchased by Howard C. King, late of Alliance, Neb. C. De Wald, the retiring publisher, has not announced his future plans.

MAIDEN ROCK, Ia.—W. C. Tufts, for the past six months editor of the Press, has bought the paper from Lloyd A. Axtell, who owned it for two years.

ROCKFORD, Tex.—James F. Gaffney, editor of the Enterprise, sold his paper last week to W. S. Davis, editor of the Tribune. Mr. Gaffney leaves this week for Victoria. Mr. Davis will sever his connection with the Tribune on the first of the month and devote his time to the Enterprise, which was established in 1888.

KAW CITY, Okla.—F. B. Hutchinson, editor of the Democrat, has purchased the Tribune from W. B. Frost.

GAINESVILLE, Tex.—Judge B. F. Mitchell has sold the Weekly Signal plant to W. W. Leverett and Albert Herrmann.

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. Attachment for one extra color. Complete stereotyping outfit.

ONE GOSS

straightline 32-page. Top deck for printing three extra colors. Complete stereotyping outfit.

ONE GOSS

straightline 48-page Press. Top deck for three extra colors. Complete stereotyping outfit.

Address

DUPLIX PRINTING PRESS COMPANY
Battle Creek, Michigan.

PRESS ASSOCIATIONS.

The fifty-seventh annual meeting of the New Jersey Press Association, the new name recently adopted for the old New Jersey Editorial Association, was held last week at Catskill Mountain House. The party of newspaper men and their wives and families attending numbered 135. The new officers elected for the ensuing year were: President, D. P. Olmstead, of Perth Amboy; vice-president, J. W. Richardson, of Bridgeton; secretary, John W. Clift, of Summit; treasurer, W. B. R. Mason, of Bound Brook; the members of the executive committee are as follows: Augustus S. Crane, of Elizabeth; Walter M. Dear, of Jersey City; J. W. Naylor, of Allentown; J. Z. Demarest, of Tenafly; John Toole, of Paterson; J. D. Carpenter, of Woodbury, and J. L. Kinmonth, of Asbury Park.

The Illinois Press Association elected at its recent convention as officers for the coming year: President, Chas. W. Warner, Chronicle, Hoopston; first vice-president, Frank L. Shupp, Press, Newton; second, Jas. E. McClure, Democrat, Carlinville; third, W. B. Davis, Democrat-Message, Mt. Sterling; secretary, J. M. Page, Democrat, Jerseyville; treasurer, S. J. Porterfield, Chronicle, Cullom. Terry Simmons was appointed by the president to prepare a memorial for the late Gen. S. D. Atkins, editor Journal, Freeport, to be published in the annual report.

The annual Maine Press outing will be held July 3-5, at Camden. Headquarters will be at the Mountain View House. No fixed program will be followed, but the different plans will depend on the weather. One-half day will be devoted to automobile rides through courtesy of the Camden Board of Trade. Another half day to a motor boat trip among the islands. A picnic shore dinner will be another pleasure and short trips by motor boat as the members desire.

At Asbury Park the North New Jersey Newspapermen's Association has just been formed. Officers were elected as follows: President, Sig Eiseman, New York World; vice-president, Frank McCabe, New York World; treasurer, Frank Headley, Philadelphia Enquirer; secretary, Van Doren Townsend, New York World; board of directors — Lee Howard, Philadelphia Press; Charles Waterfield, New York Herald; Fred Stutz, Philadelphia North American, and Jack Newmark, New York Press. Mayor R. S. Bennett and former Mayor T. Frank Appleby were made honorary members. It was stated that the dues will be paid during the whole year in order to work up a big banquet for next summer.

Forty members and guests attended an outing given this week by the Brooklyn Press Club. The sea-going tug Eleanor Bush, the use of which was given to the club by the Bush Terminal Co., took the party to Clason Point, where breakfast was served. A most exciting baseball game occupied the afternoon. The competing teams were the "Gin Ricketys," captained by Clinton H. Hoard, and the "High Balls," captained by Bert Yoell. The victory went to the "Ricketys" by a score of 22 to 21. Dinner and the sail home in the moonlight closed the day.

Plans are being perfected by the Los Angeles Press Club for a banquet to be given in honor of Josephus Daniels, Secretary of the Navy, at the Hotel Alexandria, July 23. While the details

of the entertainment to be given in honor of the secretary are being kept a secret, the committee having the matter in charge has hinted at some startling features.

Definite steps have been taken by the Birmingham Newspaper Club to provide permanent quarters for the organization. It is the intention of the newspaper club to open its permanent quarters not later than Oct. 1. Negotiations are now on to lease the top floor of the new Jefferson County Savings Bank Building. It is proposed to obtain 1,000 members for the club, which will be equipped with a cafe and a roof garden.

Editor of New York Call Arrested.

George Sumner Boyd, editor of the New York Call, was arrested in Paterson last week after addressing an I. W. W. meeting on Water street. He was committed to the county jail. In a speech two months ago, at Turn Hall, Boyd advocated sabotage in the dyeing industry if the textile workers lost the strike. He was indicted for advocating destruction of property, but kept away from Paterson until Tuesday night, when he was taken by Detective Glose upon a bench warrant.

New Circulation Magazine.

The Data Circulation Magazine, edited and published by C. Godwin Turner, New York City, has made its debut. It is devoted to the promotion of the square deal in circulation. It stands for "the complete elimination of circulation cobwebs, part-time examinations, uniform figures, fake certificates and so-called roll of honor." Among the articles in the initial number are "Press Room and White Paper," "The Newspaper Boy" and "Proved Circulation for Advertising Agents and Agencies."

Entertains Its Correspondents.

The Skowhegan (Me.) Independent-Reporter entertained its corps of correspondents at Lakewood, Me., recently. At 11 o'clock a general conference on the subject of news writing was held in the local theater. After dinner at the Lakewood Inn the correspondents attended a matinee at the theater and were then given a boat ride on Wesser-runset Lake. The guests of the Independent-Reporter had a delightful time and before departing for their homes expressed their gratitude to President Smith and his staff for the entertainment they had provided.

LEADING CARTOONISTS.

(Continued from page 48.)

GRANT E. HAMILTON'S CAREER.

Fecundity and his work in developing artists to the point of popularity are characteristics for which the art world is indebted to Grant E. Hamilton, aside from his own rare attributes as an artist. Many pictures in Judge are drawn after ideas Hamilton has developed. His work as art director of Judge and as supervisor of the art work on Leslie's, and of organizing ideas for other artists to work from, has taken him lately somewhat from actual work on pictures, although he is more able and versatile to-day than ever before. Hamilton is a many-sided man, a prince to work with and, although still devoted to his art work, an enthusiastic farmer. Two or three days a week Hamilton spends with his family on his farm near Alstead, N. H., where he has livestock of the best breeds, and where, when the notion takes him in season, he can hunt game in his own forest.

Hamilton is a prodigious worker. He has been the life and soul of Judge. He once told John A. Sleiher, the present owner of the publication, that in the old days of Judge there were times when he drew all the colored cartoons, including the first page, and the back page, and the double page, and all the black sketches in more than one issue. In addition to this he wrote paragraphs and stories. In other words, in those days he was all that was visible of the

of the entire working force of the paper.

Hamilton was about nineteen or twenty years old, a good-natured, smooth-faced boy, when he first came to New York from Youngstown, O. He was the son of a furnaceman, and himself had entered that business, but was determined to become an artist. He called upon Mr. Goodsell, the proprietor of the Daily Graphic, in which his earlier artistic work had been published, and said he had come on to take a place that had been promised him. The publisher looked him over for a moment, and then said: "I do not want you. I want a man, not a boy."

Hamilton's heart failed within him, but his pluck did not desert him. He said: "You have sent for me, and I have come on at your invitation. This is not any way to treat me. I am in the city, with little money. You sent for me, and I have come here."

Mr. Goodsell hesitated a few minutes and said: "Well, you can report to the head of the art department, and see what he can do for you, but I can't pay you more than five dollars a week." "It is all right," replied Hamilton. "With me the money does not matter, so much as getting a place. All I want is to get a hold where I can show you what I can do, if you will give me a chance."

So Hamilton went to the head of the art department who put him at work. He was with the Graphic but a short time when he was receiving fifty dollars a week. He was a tireless, energetic, brainy worker, indefatigable and industrious to a marvelous degree. After a time Hamilton was invited to become a cartoonist on Judge, which had been leading a precarious existence, but which, in the hands of W. J. Arkell, was becoming well known and prosperous.

Hamilton was anxious to learn the art of lithographic work and of colored cartooning, and foresaw that in time a great field would develop for the colored cartoon periodical. He, therefore, jumped at an offer, even at a sacrifice in salary, which to him at that time was of large moment. Subsequently in his association with Bernard Gillam, the famous cartoonist, Hamilton was taught colored work, and he was an apt pupil and finally became a master of the art. His colored work in after years was stated by Mr. Gillam himself to be the most perfect done by any artist in the country.

When Mr. Gillam invited Hamilton to remain on Judge, and act as his chief assistant, Hamilton realized the jealousy of feeling that naturally exists among competitive artists. "I fear that you will not be able to get along with me," he said. "Never mind that," replied Gillam, "all I ask is that you do your work, and we will get along well together." He urged Hamilton to accept the place, and the latter reluctantly consented, insisting to the last that the association could not be congenial and that it would not last longer than ten days or two weeks.

The fact is that in the ten years' intimate connection of the two men, up to the time of Gillam's death, there was never occasion when the slightest coolness existed between them, never a word of censure was heard from the lips of Gillam, never anything but praise from the lips of Hamilton. It was a beautiful association, and brought the two artists into such intimate relationship that each seemed to supplement the best there was in the other. Hamilton became the successor of his beloved partner on Judge after Gillam's death. The same comradeship exists after years of association between Mr. Sleiher and Hamilton. The two friends are inseparable.

Hamilton's extreme modesty as an artist has kept from him much credit that is his due. He is not one who loves to see his name exploited, and his reticence as to his own work is proverbial. He stands to-day the dean of American cartoonists, while his work and judgment as to contemporary magazine art are shown in the great popularity of Judge on its modern lines as a humorous and satirical journal.

Baseball Puzzles

A 2 col. daily feature

Service begins
JULY 7th

The International Syndicate
BALTIMORE, MD.

"Mother Goose"

feature mats! They're some mats, too! Printed in four colors—page size—they're new and different.

"Jack & Gill Went Up the Hill"

You know the jingles. But these mats are DIFFERENT.

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

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.

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

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

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

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

THE **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.

DINNER OF YE OLDE GUARDE.

N. Y. Press Club Veterans Make Merry and Exchange Yarns.

The old guard of the New York Press Club, which was organized April 5, 1913, gave an inauguration dinner at the Press club house recently. A characteristic menu in the form of a publication entitled Ye Olde Guarde was a feature of the evening, and carried out most delightfully the traditions of the Press Club. This publication claimed to carry more advertising than any paper of its kind published, which was doubtless true enough, since no other paper of its kind was ever produced.

Jonas E. Whitley contributed the following gem to the menu of toothsome bits:

IT.
I am IT, every day in the year and many times a day.
I am always on the job, 24 hours a day and some overtime.
I am at everybody's service, but own no man as master.
I attend to everybody's business, for I make their business my business.
I am omnipresent, and, I think, omniscient.
I never had the lid on, for with me day and night are as one.
I speak in all languages, and there is not a corner of the globe where I am not busy.
I make and unmake kings and statesmen, and there is none too exalted to set up and take notice.
I make most of the trouble that's afloat, by speaking right out in meeting and no man can say me nay.
I make and unmake millionaires, but am often glad to borrow a dime.
I am the last product of civilization, and now lead all human agencies of progress.
I whisper and the whole world listens, but an one, with the price, can get aboard and ride with me.
I am the cheapest thing you buy and I am quite sure, the best.
I play all parts in turn and nothing long, funerals and feasts, fights and frolics, I am at home with all.
I am the reviewing officer before whom the who's human family makes its never ending parade.
I am hail-fellow, with saints and sinners alee, for all furnish grist to my ever turning mill.
I am no woman, yet I always have the last word.
I am everything you know or dream of, for I am THE NEWSPAPER MAN.
The old guard ate and drank and were merry and instructed, disregarding the morrow. The board was festal. The company got together by singing the following lyric, as written by J. P. Abarbanell:

SCATTER SEEDS OF KINDNESS.

(Old Guard Version.)
When we meet 'mid scenes of pleasure,
And the world to us looks bright;
When the smile of friendship greets us,
And no sorrow seems in sight;
Let us at such moments ponder
That some others may be sad;
Let us bring to them the sunshine
That is making our hearts glad.

Chorus.
Then scatter seeds of kindness,
Then scatter seeds of kindness,
Then scatter seeds of kindness,
For the reaping by and by.

Should our brows be wreath'd with laurels
For the victory we have won,
Should our friends be singing praises
For the things that we have done;
Let us at such times, remember
Those who failed to win the fray,
Pluck the thorns from off their forehead,
Sweep the briars from their way.

Chorus.
As we gather 'round the casket
When some brother's race is run,
Let our conscience not accuse us
Of some duty left undone;
Wait not, comrades, 'till the dear one
From our midst has passed away,
Scatter seeds of kindness broadcast,
Scatter kindness day by day!

Those participating in the dinner included J. R. Abarbanell, Charles M. Beattie, Arthur Benington, T. Hugh Boardman, Richard M. Bruno, Frank I. Cadwallader, David A. Curtis, Jacob Dreyfuss, William J. Ellis, Paul Fuller, Charles H. George, Henry F. Gillig, Timothy Gorman, David Healy, John A. Hennessy, Joseph P. Hennessy, William J. K. Kenny, George F. Lyon, P. F. McBreen, George P. H. McVay, Alfred E. Pearsall, W. N. Penney, Dr. Charles J. Perry, James Pooton, Caleb H. Redfern, Charles F. Stansbury, Will C. Turner, Jonas E. Whitley, George F. Williams, E. J. Tinsdale, Henry Masterton, Charles C. Hughes, C. Fred Crosby, John C. Hennessey, Charles K. Lexow, Thomas J. Higgins, A. E. Baerman, Geo. H. McAdam, Charles F. McLean, W. H. Turner, Frank P. Mc-

Breen, Thomas F. Smith, Louis F. Grant, H. Wakefield Smith, Thomas Ford.

The officers of the club are: Chairman, James Pooton; vice-chairman, George F. Williams; treasurer, David Healy; secretary, George P. H. McVay.

TRIBUTE TO A. M. BARNHART.

Sketch of the Career of the Late Type Founder Who Died in Chicago Recently.

In the passing of Arthur Middleton Barnhart, late president of Barnhart Bros. & Spindler, type founders, the type founding industry loses one of its oldest American exponents. He was born in Hartfield, Chautauqua county, N. Y., February 17, 1844, and died at his late residence, 4455 Drexel boulevard, Chicago, May 14, 1913. His school education was obtained in the grade and high school of Hartfield and in Schoolcraft, Mich., to which latter place his parents removed while he was a youth. His first business venture was in the oil fields of Pennsylvania; from that industry he soon retired with honor, but without profit.

OWNER OF SEVERAL PAPERS.

As the family had meantime removed to Independence, Ia., for some years he made that State his home, and became with his brothers, George, Warren and Alson E., the owner of several papers, including the Iowa State Leader, Des Moines; the Courier, Muscatine; the Conservative, Independence; and the Advance, Marshalltown. In 1868 he removed to Chicago, entered the advertising business, and soon after he, with his brothers, bought the struggling little type foundry of Toepfer Bros., the name of which he changed to that of Barnhart Bros. & Spindler (Mr. Spindler being the practical founder), and, combining it with the advertising business, began to go ahead rapidly, so rapidly that the advertising connection was soon dropped entirely.

The growth of the business from that time was steady and rapid, until in May, 1911, after forty-three years of achievement and of active devotion, the Barnharts sold their interests and left the work to be carried on by their former partners, Messrs. French, Murray, Conable and Hovey; Mr. Spindler remained a stockholder.

PROMINENT IN MANY FIELDS.

Mr. Barnhart was prominent in business, civic, social and religious circles. He was a patron of the arts and was always active in matters which tended to the progress and betterment of the city. He was one of the executive committee of the Legislative Voters' League and Civic Federation; was trustee of the Wesleyan Hospital and of the St. James M. E. Church; was one of the governors of the Art Institute; was a member of the Union League, Chicago Athletic, Cliff Dwellers, City Caxton, South Shore Country, Quadrangle, Glen View and Homewood Golf, Kenwood and New York City clubs.

In his private life he was a generous, kindly, quiet man; his benefactions were many but so unostentatious that few even of his intimates knew much of his deeds of good will to men. He was the warm friend of those who worked with and for him, and will be long remembered by his associates, relatives and friends for the integrity, generosity and ability which were his leading characteristics.

Musical Review Editor Gets a Year.

Philip Kahn, publisher of the Boston Musical Review, who was tried and adjudged guilty of criminal libel against Henry Russell, director of the Boston Opera Company, last March, because of an article published in the Review, was sentenced to a year's imprisonment by Judge Brown last week. A stay of sentence was granted and Kahn was released on \$1,000 bail. Jesse Gove, his attorney, will take the case to the Supreme Court on exceptions.

Fire in the Knoxville (N. C.) Sentinel building did considerable damage last week.

The Catholic Tribune - (English) Katholischer Westen - (German) Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January	30,998	July	32,935
February	30,996	August	33,730
March	31,053	September	34,821
April	30,998	October	35,406
May	31,332	November	36,067
June	32,102	December	36,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

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

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

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

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

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
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-pulling family newspaper.

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

TIPS FOR THE AD MANAGER.

Wood, Putnam & Wood, 111 Devonshire street, Boston, Mass., are forwarding contracts to some Eastern papers for J. R. Whipple Co., "Hotel Touraine," Boston, Mass.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing 5 in. 12 1/2 orders with Florida papers for La Grange College, La Grange, Ga.

Blackman-Ross Co., 95 Madison avenue, New York City, it is reported, has charge of the advertising for A. B. Kirchbaum & Co., "Kirchbaum Clothing," Bond and Carpenter streets, Philadelphia, Pa.

Federal Advertising Agency, 221 West Thirty-ninth street, New York City, is reported, has secured the advertising account of Sasso Oils Co., 534 West Broadway, New York City.

E. M. Hoopes, 516 Market street, Wilmington, Del., is issuing a few orders for the Chester Chemical Co., Philadelphia, Pa., to a selected list of papers. It is said that J. Walter Thompson Co., of New York, also has a portion of this account.

Metropolitan Advertising Co., 6 Wall street, New York City, is making 5,000 l. contracts with a few papers for Geo. P. Ide Co., Collars and Shirts, Troy, N. Y.

F. P. Shumway Co., 373 Washington street, Boston, Mass., is sending out orders to New York State papers for Wait & Bond, "Blackstone Cigars," Boston, Mass.

Cowan Co., 50 Union square, New York City, is handling the advertising for the Cereal Soaps Co., "Zap Soap," 8 Beach street, New York City.

Morse International Agency, Fourth avenue, and Thirtieth street, New York City, it is reported, is handling the advertising for the Pratt Food Co., Philadelphia, Pa.

Cramer-Krasselt Co., 354 Milwaukee street, Milwaukee, Wis., is making 10,000 l. contracts with a few Western papers for the Britcon Manufacturing Co.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., and Morgan building, Buffalo, N. Y., is placing orders with a few Western papers for the Pacific Coast Borax Co., "Twenty Mule Team Borax," Chicago, Ill.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is forwarding contracts to newspapers where they can secure distribution for the Johnson Chemical Co., "Johnson Foot Soap," 2 East Twenty-third street, New York City.

Dauchy Co., 9 Murray street, New York City, is sending out 15 in. a. r. three months' contracts with a few selected papers for Davis & Lawrence Co., "Perry Davis Pain Killer," 10 Christopher street, New York City.

Russel M. Seeds Co., Central Union Telephone building, Indianapolis, Ind., is now preparing contracts for the Pinex Co., "Pinex," Fort Wayne, Ind.

B. F. Kirtland Advertising Agency, Lytton building, Chicago, Ill., is handling the advertising for the following: The Chicago Ferro type Co., Chicago, Ill.; Hartman Furniture & Carpet Co., Chicago; The One Minute Camera Co., Chicago, and Julius Kessler & Co., "Cedar Brook Whiskey," Chicago Ill., and New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing 2 inch 20 time orders to Western papers for the Western Military Academy Co.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is forwarding 357 inches for 1 year to Western papers for the Purity Extract & Tonic Co., Chattanooga, Tenn.

Frank Seaman, 116 West Thirty-second street, New York City, is contracting the advertising account of the Sherwin-Williams Co., Paints, Jersey City, N. J.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., and Morgan building, Buffalo, N. Y., is placing 300 inches to be used in one year with Mississippi papers for the Druggists' Co-operative Association. It is also handling the advertising of the Hot Springs Chemical Co., Hot Springs, Ark.

John M. Leddy, 41 Park Row, New York City, is forwarding 32 l. 1 t. orders to a few

Pennsylvania papers for the Corliss Limb Specialty Co.

Paul C. Rosecrans, Atlantic City, N. J., is placing contracts generally for the Lexington Hotel.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is renewing contracts with newspapers for the Resinol Chemical Co., "Resinol Soap," Baltimore, Md.

C. H. Touzalin Co., Kesner building, Chicago, Ill., is issuing 2 inch 6 time orders to Southern papers for the Elms Hotel.

Keeshan Advertising Agency, Oklahoma, is sending 5,000 l. 1 year contracts to Western papers for the Russell Duncan Jobbers Mills.

Lord & Thomas, Mallery building, Chicago, Ill., are making 5,000 l. contracts with a few Middle West papers for the B. J. Johnson Co., "Palmolive and Galvanic Soaps," Fourth and Bowler streets, Milwaukee, Wis.

Otto J. Koch Advertising Agency (Inc.), University building, Milwaukee, Wis., is placing 8 inch 2 t. orders generally for the Federal Rubber Co., Milwaukee, Wis.

Gunlach Advertising Co., People's Gas building, Chicago, Ill., is making 1,000 in. contracts with some Vermont papers for Bondy & Lederer, Cigars, 1298 First avenue, New York City.

CIRCULATION PROOFS.

(Continued from page 47.)

dicapped as the captain of an ocean liner without a compass or sextant.

"The A. A. A. acts the same as Bradstreet's or Dun's in providing its members with reports. It does not aim to expose the crooks, but only seeks to verify the claims of the papers that will open their books and show what they have for sale.

"Auditors may or may not be imposed on, but the new plan of the A. A. A. provides for a re-examination in case the paper examined or any competitor demands it, and for still a third examination, including investigation of outside routes, etc., at any time within ninety days after the first report is published, in case anyone concerned seriously demands it

"Another very strong point now in operation in the A. A. A. is that no paper is permitted to print the certificate of the A. A. A. as verifying any figures except those that have been examined and proved by the official auditors.

"I sincerely believe that when my rough draft is brought into satisfactory shape and the plan is officially announced that every general advertiser in the country will be interested in the new money saving instrumentality brought within his easy reach, and every reputable medium will be glad to so easily secure a place among the 'gold medal' mediums, so to speak.

"If the idea is carried out by the large number of advertisers I expect to back it up, the newspapers and other mediums that do not see the trend of modern business will get less and less of the general business that comes to their territory. The plan includes in its scope the magazines, the weeklies, and billboard, paint sign, street car, electric sign, and all other recognized mediums which will stand for the verification of their claims and representations.

"I have gone over the essential features of this idea with many newspaper publishers of the kind that 'sell full measure' and with many general advertisers who want to 'buy full measure' for their money, and am certain that in this or some similar way will the business of increasing sales through advertising be reduced to a sounder basis.

"Modern competition is too keen to permit the waste that has been represented by the purchase of hot air, imagination and wilful falsification regarding circulation that has gone on for years. It is up to the newspapers and other mediums to assist in producing efficiency.

"Solicitation for and the consideration of a medium will eventually be limited to careful estimate as to the class of people reached and where they live, for the matter of quantity will have to be plainly understood and proved before the solicitor gets an audience."

The Homer (La.) Guardian-Journal has bought new machinery and will build a new brick building for the plant,

ROLL OF HONOR

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

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339....Phoenix	GLOBEJoplin
CALIFORNIA.	POST-DISPATCHSt. Louis
ENTERPRISEChicago	MONTANA.
RECORDLos Angeles	MINERButte
TRIBUNELos Angeles	NEBRASKA
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	FREIE PRESSE (Cir. 128,384)....Lincoln
INDEPENDENTSanta Barbara	NEW JERSEY.
BULLETINSan Francisco	PRESSAsbury Park
CALLSan Francisco	JOURNALElizabeth
ORCHARD AND FARM IRRIGATION San Francisco	COURIER-NEWSPlainfield
The leading Farm Journal of the Pacific Coast and the Irrigated States.	NEW MEXICO.
RECORDStockton	MORNING JOURNAL.....Albuquerque
Only newspaper in Stockton that will tell its circulation.	NEW YORK.
GEORGIA.	KNICKERBOCKER PRESS.....Albany
ATLANTA JOURNAL(Cir.54989)Atlanta	BUFFALO EVENING NEWS....Buffalo
CONSTITUTIONAtlanta	BOLLETTINO DELLA SERA, New York
CHRONICLEAugusta	EVENING MAIL.....New York
LEDGERColumbus	STANDARD PRESS.....Troy
ILLINOIS.	OHIO.
POLISH DAILY ZGODA.....Chicago	PLAIN DEALER.....Cleveland
SKANDINAVENChicago	Circulation for May, 1913.
HERALDJoliet	Daily112,630
NEWSJoliet	Sunday143,370
HERALD-TRANSCRIPTPeoria	✓INDICATORYoungstown
JOURNALPeoria	PENNSYLVANIA.
STAR (Circulation 21,589).....Peoria	TIMESChester
INDIANA.	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCHPittsburgh
IOWA.	PRESSPittsburgh
REGISTER & LEADER.....Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL.....Dubuque	TIMES-LEADERWilkes-Barre
KANSAS	GAZETTEYork
CAPITALTopeka	SOUTH CAROLINA.
KENTUCKY.	DAILY MAIL.....Anderson
COURIER-JOURNALLouisville	THE STATE.....Columbia
TIMESLouisville	(Cir. July, 1912, S. 20,986; D. 20,956)
LOUISIANA.	TENNESSEE.
DAILY STATES.....New Orleans	NEWS-SCIMITARMemphis
ITEMNew Orleans	BANNERNashville
TIMES-DEMOCRATNew Orleans	TEXAS.
MARYLAND.	STAR-TELEGRAMFort Worth
THE SUN.....Baltimore	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	CHRONICLEHouston
MICHIGAN.	The Chronicle guarantees a circulation of 35,- 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.
PATRIOT (Morning).....Jackson	WASHINGTON.
Daily (Except Monday) Average, Year of 1912 Daily..... 10,589 Sunday..... 11,629	POST-INTELLIGENCERSeattle
MINNESOTA.	WISCONSIN.
TRIBUNE, Morn. & Eve.....Minneapolis	EVENING WISCONSIN.....Milwaukee
CANADA.	ALBERTA.
HERALDCalgary	HERALDCalgary
BRITISH COLUMBIA.	ONTARIO.
WORLDVancouver	FREE PRESS.....London
QUEBEC.	LA PATRIE.....Montreal
LA PRESSE Ave.Cir.for 1912,114,371Montreal	

**New Orleans States
37,000 Daily net paid**

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of June 2 to 8, inclusive, The States led The Item by 12,964 agate lines on Total Space for that period. THIS IS VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always.

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

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

William C. Freeman, for five years advertising manager of the New York Mail, and one of the best known advertising men in the country, began his association as advertising manager of the New York Tribune on Monday.

J. W. Adams, of the new bureau of advertising of the American Newspaper Publishers' Association, was operated upon for appendicitis last week. Mr. Adams came out from under the surgeon's knife in good shape and is now on the road to restored health.

Theodore F. Pevear, of Pevear & Co., advertising agents, Rochester, N. Y., has been appointed advertising manager of Harper's Weekly, under its new ownership of the McClure Publications and Norman Hapgood.

George E. Marcellus, formerly proprietor of the LeRoy (N. Y.) Gazette, has become associated with the advertising department of the American Press Association at New York.

Henry G. Seed is now connected with the service department of the H. H. Walker, Inc., Advertising Agency, New York.

SKETCH OF WALTER B. CHERRY.

Walter B. Cherry, of Syracuse, who was elected vice-president of the Associated Advertising Clubs of America at the Baltimore convention, and whose portrait appeared in our issue of June 14, is advertising and sales manager of the Merrell-Soule Co., manufacturers of food specialties, and especially Non-such Mince-meat.

He was born in Syracuse, where he was educated in public and private schools.

He went with the Merrell-Soule Co., which has a capital stock of \$1,500,000 a year and does an annual business of \$2,000,000, in 1895 as a salesman. After spending a year on the road he was given a position in the home office, and was gradually advanced until he became sales manager and then advertising manager.

Mr. Cherry was one of the founders of the Syracuse Advertising Club in 1909, was its first president and did such good service for the organization that he was elected honorary president for life. He has been a member of the Associated Advertising Managers for twelve years and is one of its leading spirits.

He belongs to Onondaga County Club, the Citizens' Club, the Chamber of Commerce and the Sedgwick Farm Club, all Syracuse organizations.

Mr. Cherry has a wide acquaintance among advertising men, and his friends believe that he will fill the duties vice-president with credit to himself and to clubs he represents.

At the weekly luncheon of the Pittsburgh Publicity Association, Platt Young, of the American Bank Note Co., told the members about "Good Advertising Literature, and Why." He showed that efficiency in printing as well as construction of copy for advertising was an all important matter. J. O. Little, of the Westinghouse Co., was the chairman, and introduced the speaker, and Charles F. Benjamin, vice-president of the Milwaukee Ad Club, who is on his return from the Baltimore convention. Mr. Benjamin gave an entertaining account of his trip to Baltimore, and urged the importance of Pittsburgh sending a large delegation to Toronto next year.

The Utica Ad Club, at its luncheon last week, discussed the declaration of principles adopted by the Associated Advertising Clubs of America, and ways and means were suggested to carry them into effect. Mr. Teller, of the Syracuse club, told what was being done in that city to discourage and stop deceptive and fraudulent advertising. Several gentlemen spoke in favor of the proposition to erect a large sign at the Central railroad station telling something of what is being done to develop a bigger and better city. In the absence of Mayor Baker, H. F. Kelleman presided at the meeting.

Thirty men were received into membership at a meeting last week of the Johnstown (Pa.) Ad-Press Club in the Chamber of Commerce rooms. It was the most enthusiastic meeting yet held. Organization was perfected, officers elected and a program of work partially mapped out. Following are the new officers: President, Ludwig Henning; first vice-president, W. P. MacDonald; second vice-president, Morgan V. Jones; secretary, W. E. Cain; treasurer, William Raush.

At a meeting of the Advertising Club of Baltimore, June 26, Edward J. Shay was unanimously nominated for re-election as president. The other nominations were William Woodward Cloud for first vice-president; Henry Morton and Alfred I. Hart, second vice-presidents; Rignal W. Baldwin, counsel; Norman M. Parrott, secretary, and Herbert H. Owens, treasurer.

Cleveland advertising men are discussing an exclusive publicity building for Cleveland. A. M. Briggs, president of the Publicity Association of Cleveland, says that within sixty days his organization will have an exclusive home. William Woodhead, president of the A. A. C. of A., and P. S. Florea, secretary of the national body, were guests of honor at the weekly luncheon. Mr. Woodhead spoke generally on publicity methods and censured the Government's disposition to eliminate control of retail prices by manufacturers, on goods behind which the manufacturer's reputation stands. Especially pleasing to the Cleveland club was the speaker's announcement that he has chosen Edward D. Sabin, of that city, a member of the national vigilance committee, and Jesse H. Neal a member of the national educational committee.

The Oakland (Cal.) Ad Club held its weekly luncheon at the Forum cafe. George W. Fitch acted as chairman of the meeting. B. T. Bridges spoke on "What Advertising Has Done and Is Doing"; Charles Dunscombe delivered an address on "Fraudulent Advertising," and August Gerhard spoke on "Illustrative and Explanatory Advertising." Ben T. Dillon gave a humorous talk.

By means of a unique ceremonial, 200 members of the Los Angeles (Cal.) Advertising Club were last week inoculated with the serum of the Golden Potlatch Bug, fresh from Seattle, its home, and furnished with the password "Organized Optimism." When the luncheon was over, the five Potlatch Bugs, known as

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Harford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, 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-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago
- KIERNAN, FRANK & CO.,
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- 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.

the Bug High Priest, Bug Antiscipticisor, Ceremonial Bug, Bug Head Keeper and Bug Scriptorium, danced into the room clad in the mysterious garments of the Potlatch, with an emblem resembling the end of a flour barrel printed upon their backs.

Clean advertising with honest copy for all publicity work was the platform declared by E. A. Machen, vice-president of the Arkenbery-Machen Co., after he was elected president of the Toledo (O.) Advertising Club last week. Other officers chosen were: Vice-president, M. R. Cohn; secretary, Will J. Becker; treasurer, John M. Schlachter; directors, Frank Kapp, James A. Taggart, Maurice Elgutter, Blacque Wilson and Austin F. Bement.

Bank Publicity Men Meet.

The Bank Publicity Association of New York held its first annual meeting and banquet at the Fraunces Tavern in Broad street recently. Addresses were made by Frederick W. Ellsworth, publicity manager of the Guaranty Trust Co.; Herbert N. Casson, vice-president of the McCann Advertising Agency, and William C. Freeman, of the New York Tribune.

How It Impressed Capper.

When Arthur Capper, publisher of the Topeka (Kan.) Capital, returned home from the Baltimore Ad Club convention he wrote an editorial expressing his impressions of the meeting. Among other things he said:

To me, the uplifting thought of the Baltimore convention was the fact that organized advertising is inspired as never before with the determination to do service; that it has become one of the most effective instruments for the advancement of American civilization through industry and commerce, and is leading in the great ethical impulse that is abroad in the world to-day. The world is growing better; we are upon the threshold of a grander era in which honesty and good faith and brotherhood are the controlling forces, an era in which the spirit of the Golden Rule will dominate the business world to an extent not dreamed of by the saints and prophets of the past.

Progress Indicated by Press Growth.

The growth of a newspaper is often indicated by the increase in its press capacity. The Arizona Gazette a year ago installed a sixteen-page Duplex Tubular press. When it moves into its new building next October an eight-page section press will be added to its equipment, thus increasing its capacity to twenty-four pages. The Gazette is making rapid progress in circulation and in advertising carried.

Albany, N.Y.

**Albany, N. Y., Stands Third—
In Bank Clearances—**

In a list of the six principal cities of New York State, the total clearings for 1912 being:

New York	\$100,743,967.785
Buffalo	579,088,538
ALBANY	314,379,326
Rochester	250,370,987
Syracuse	188,644,019
Binghamton	81,979,100

This is "The Knickerbocker Press town" where folks have money to spend—and where they do spend it.

Is Albany on your list?
Is The Knickerbocker Press there, too!
It's good business to have Both "On!"

Net paid circulation guaranteed over 28,000.

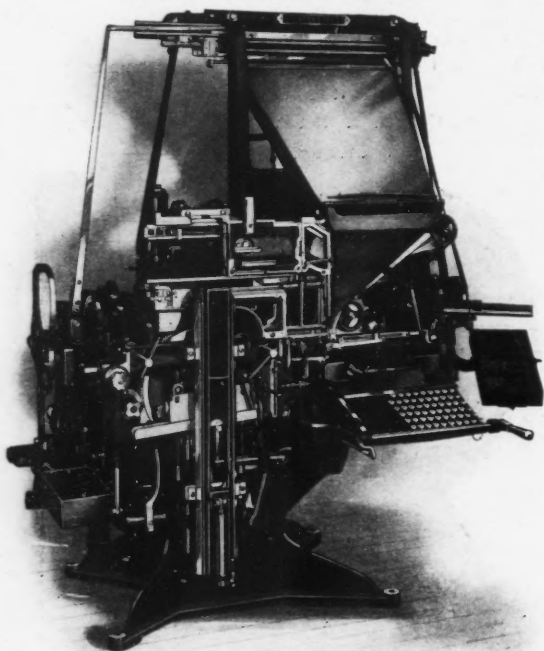
The Knickerbocker Press
Albany, N. Y.
JOHN M. BRANHAM CO., Representatives

Monopoly=Indifferent (Quality + Service) + High Prices
Competition=Improved (Quality + Service) + Fair Prices

WHICH DO YOU PREFER?

WE ARE THE COMPETITION

INTERTYPE



ACME OF HIGH QUALITY.

Over eighty INTERTYPES are now in daily use doing all classes of work. These are scattered over the United States and Canada, and some of them are doubtless near you.

Inquire and you will learn that their owners consider them the best composing machines ever built.

THE PRICE IS
\$ 2,150

Why pay more for a less serviceable, more complicated machine which will not produce as much work and will cost you far more to maintain?

Instruct your foreman to buy all *matrices, spacebands, liners, ejectors* and other *supplies* for your Linotypes from us, *save 30 Per Cent.* and at the same time obtain *better supplies*. We guarantee all our supplies to interchange with the equivalent Linotype part and be of better quality.

INTERNATIONAL
 TYPESETTING MACHINE CO.

World Building
 New York, N. Y.

Rand-McNally Bldg.
 Chicago, Ill.

316 Carondelet St.
 New Orleans, La.

86 Third St.
 San Francisco, Cal.

